REQUEST FOR BOARD ACTION

HENDERSON COUNTY BOARD OF COMMISSIONERS

MEETING DATE:	October 5, 2009
SUBJECT:	Shop & Dine Henderson County Update
ATTACHMENTS:	Yes

SUMMARY OF REQUEST:

Bob Williford, President of the Henderson County Chamber of Commerce, will present to the Board an update on the Winter 2009/Spring 2010 Shop & Dine Henderson County Campaign. The Chamber is requesting \$15,000 in continued funding for the Winter 2009/Spring 2010 Campaign.

BOARD ACTION REQUESTED:

The Board is requested to consider the request for \$15,000 in continued funding for the Shop & Dine Henderson County Campaign, and to direct Staff accordingly.

Suggested Motion:

No motion suggested.



Why a Campaign? Economic Slow-Down

Hendersonville and Henderson County have been blessed to experience a growing economy for many years. We have experienced occasional hiccups but never a prolonged slowdown. Today we, as well as businesses across the country, are experiencing a protracted slow-down.

More than ever before, it was decided that local businesses needed the support of local residents. A campaign was developed to educate the public of the benefits of shopping locally.

The Planning Committee

- Becky Polonsky
- Lisa Schaak
- Karen Shirlin
- Representative
- David Voorhees
- Bob Williford
- Chris Wright
- Jim Kastetter
- Mitsy Jones
- Christina DeStefano
- Representative

Fletcher Area Business Association Blue Ridge Mall

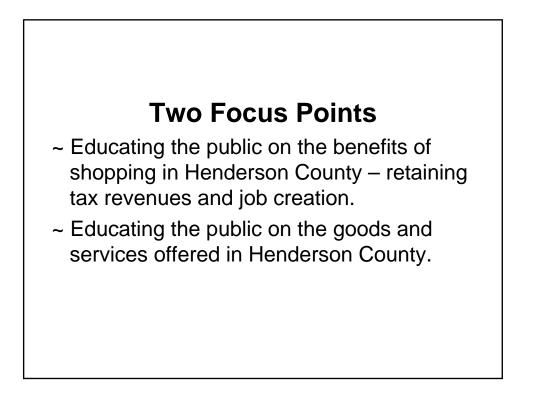
DHI

- Highland Square Shopping Center
- Flat Rock Merchants Association
- The Chamber
- Laurel Park Village Shopping Center
- Seventh Avenue Group
- The Chamber
- Henderson County
- Merchants & Business Association

Campaign Endorsers

- · Henderson County Chamber of Commerce
- Fletcher Area Business Association
- Flat Rock Merchants Association
- Downtown Hendersonville, Inc.
- Hendersonville Merchants & Business
 Association
- Blue Ridge Mall
- Highland Square Shopping Center
- Laurel Park Shopping Village
- Historic Seventh Avenue Group





The Budget• Henderson County\$15,000• City of Hendersonville\$5,000• Town of Fletcher\$1,500• Village of Flat Rock\$1,000• Town of Mills River\$ 500• Town of Laurel Park\$ 500TOTAL\$23,500



The Plan continued... Each campaign worked the same: An advertisement ran in the *Times-News* telling the campaign rules and restrictions. Shoppers had to show verifiable receipts for their shopping from Henderson County retailers. Receipts must total \$100 or more. Receipts were stamped and returned to the shopper. The shopper then fill out an entry form for the contest. Shoppers entered to win at the Henderson County Chamber of Commerce. Shoppers could enter multiple times, as long as their receipts total \$100 or more each time.



The Plan continued...

In addition to the series of giveaways, an advertising campaign was initiated to educate the public on the importance of shopping locally.

Local elected officials and recognizable community leaders were used, along with quotes outlining the many reasons residents should shop locally.

This advertising campaign ran in the Times-News.

Samples of those ads follow.



Advertising

Nathan Billingsley donated his time and talents to help us design the original logo.

The Times-News, WHKP, WTZQ and Lamar Advertising all graciously agreed to match any advertising purchases made for the campaign.

The following pages give a breakdown of costs spent with each of these media outlets along with other advertising options used.

Times-News

~ A total of **\$11,832.58** was spent with the *Times-News* from November 16th, 2008 and through June, 2009. With the advertising match agreement, this equaled over 2000 column inches of advertising (or **63 quarter page ads**).

~ The center of the Downtown Page that runs on Mondays in the *Times-News* was used on various weeks in November and December to promote the campaign. This space was at **no charge**.

~ The Chamber of Commerce Sunday column in the *Times-News* was used to promote the campaign on November 2, December 14, and January 25. This space was at **no charge**.

Radio • A total of **\$3050.00** was spent with WTZQ between November, 2008 and June, 2009. Approximately 500 30 second spots. • A total of **\$3050.00** was spent with WHKP between November, 2008 and June, 2009. Approximately 200 30 second spots.



Misc. Other Promotion

 \sim **\$175.00** on Shop & Dine Henderson County banner that has been posted on Main Street, Four Seasons Blvd. and Greenville Hwy.

~ **\$200.00** on ad that appeared before movie showings at Flat Rock Cinema. Ran from December thru March.

 \sim Channel 11 showed a 30 minute program with Bob Williford, Lee Henderson-Hill and Pam Brice. Showed at various times throughout the holiday season. **No charge**.

~ **\$460.00** for flyers to be inserted into the City of Hendersonville water bills during the December/January cycle.

~ We have allocated **\$800.00** for Nathan Billingsley to work on additional versions of the Shop & Dine logo to use in future promotions

Total Budget: \$23,500.00 Total Spent: \$23,427.58 Remaining Funds: \$72.42









Request

\$15,000

Continued funding for

Shop & Dine Henderson County

Winter 2009 / Spring 2010 Campaign