

BEREA PROUD

CITY OF BERA TOURISM COMMISSION

WHERE ART'S ALIVE

Belle Jackson
Tourism Director

Be An Ambassador

The Berea Tourism Commission Summit was held on Tues, March 17th. The mission of this three-part event was two-fold. One was to show how the tourism budget is used and secondly, to stimulate our community and encourage residents to participate in an ambassadorship program and “*Berea Proud*”. Tourism Director Belle Jackson encouraged citizens to make guests feel welcome and assist them whenever possible. Belle and the Tourism Commission distributed badges and bumper stickers that they hope citizen’s will display proudly. Berea has a lot to offer and it is the Commission’s mission to market our vibrant arts community, Berea College and Boone Tavern, beautiful scenery and cultural heritage.

Tourism is big business. Tourism represented the 3rd largest revenue-producing industry in Kentucky last year; creating \$10.72 billion in revenue and 176,600 jobs. Madison County Tourism contributes \$123 million to the state’s total. Berea lodging alone brought in over \$8 million of these dollars. When you add in daily spending, Berea contributes an estimated \$30 million to the total Madison County revenue generated from tourism. The economic impact of tourism affects all of us and enhances our quality of life.



Ken Castineau
Berea Tourism Chairman



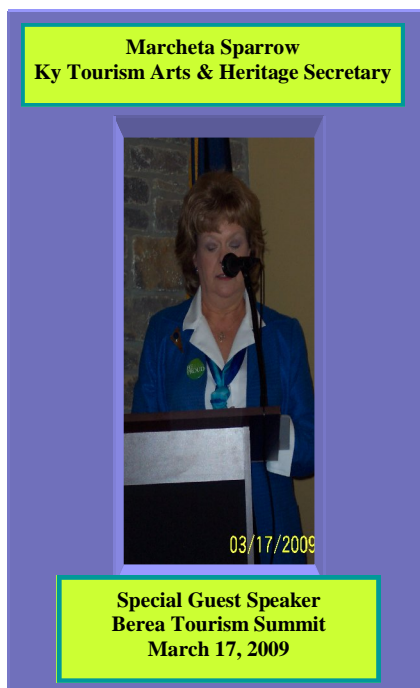
Belle Jackson
Executive Director



Steven Connelly
Mayor

The Berea Tourism operating budget is approximately \$800,000. About 25% of this budget is for personnel, 31% is used for advertising, 20% for community partnerships such as the Spoonbread Festival and Crafts Fair and 9% for general office supplies. Around 15% will be used for renovation of the Historic L&N Depot used as Berea's Welcome Center. As previously stated, advertising takes up the largest percentage of the budget (31%). Out of this approximate \$250,000. in advertising dollars, 35% is used for print advertising in magazines and newspapers. Print advertising is the most costly type of advertising. For example to run a 1/6 of a page ad in Southern Living magazine one time (issued monthly) costs approximately \$5,000.00. Another 22% of this budget is used for hand out materials such as brochures; 11% in broadcasting such as TV and radio; and 16% in internet marketing; 6% outdoor and 11% on strategic planning (which is the marketing firms and cost for developing the marketing material). Internet marketing is the least expensive and attracts the broadest audience. With our internet marketing, Berea ads have appeared in web banners on kentucky.com; kentuckianamoms.com and over 40 travel sites.

Today's traveler is and that is what visitor can experience many our local today's travelers web to research is dynamic and engaging videos, identifying photos. When the November 07, we attracted website in the first receives an average Commission conventional advertising Southern Living, Home Journal. 8,000 requests for brochures are evident in demand across the



looking for a hands-on experience Berea has to offer. The Berea experience a hands-on workshop in shops and events. The majority of (approximately 74%) search the their destination. Berea's website engaging with our working artist's color schemes and tantalizing new website was launched in November attracted 11,000 new visitors to our month alone. Our website receives of 5,000 visits each month. The continues to attract tourists through advertising, appearing in Midwest Living, Delta Sky Magazine and Ladies Home Journal. The Welcome Center had over 8,000 brochures last year?. These efforts the 25% increase in event attendance board for the 07/08 travel season.

The Commission's goal is to continue to increase economic impact through successful marketing. We hope to spread what Berea has to offer all areas; portraying our talents, scenery and great people.

If you are interested in becoming an "Official" Berea Ambassador volunteer, please call the tourism office at (859)986-2540.

BEREA TOURISM CENTER
201 N. Broadway
Berea, KY 40403
(859-986-2540 or 1-800-598-5263)

'09 SCHEDULE OF SUMMER EVENTS

Berea International Festival
May 8th, 9th & 10th

5/8 & 5/9 3:30pm-7:00pm
Authentic regional and international arts and crafts, international dance, music, food and hands-on activities. Memorial Park & Jefferson Street

5/8 Friday Night -Dance - Short Street - 7:00pm-11:00pm

5/9 Saturday Night—Fiesta Latina Dance -Short Street -8:30-midnight

5/10 Sunday—Mother's Day 10:30 -

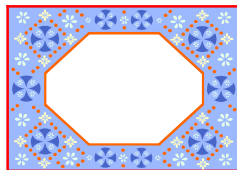
For information call: (859)986-7584



Fourth of July Festival
July 4th

Fireworks, family activities & food vendors. World-renowned sand sculptor Damon Farmer. Try your hand at a special sand art workshop.

Featuring: Robbie Bartlett on stage. Activities begin 5:00pm
Fireworks 10:00 pm



Quit Extravaganza
July 31-August 1

Quilt exhibits, workshops, quilting bee, lectures and demonstrations throughout Berea. Hosted by Berea Arts Council. For information call (859)985-9317



L&N Day
June 6th

Celebrate the only L&N Station still standing between Cincinnati & Knoxville. Working models, memorabilia, storytelling & more.

For information call: (859)986-2540 or (800)598-5263

Blast From the Past—Car Show
June 27th

Food, fun & chrome
For information call:
(859)986-5644



Berea Craft Festival
July 10th

Work by over 100 artists from across the country. Take part in craft demonstrations. Live music and regional entertainment.

Location: Indian Fort Theatre
For information call: (859)986-2818

