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Agency 909

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Situational Analysis
“The main thing that was so refreshing for me was being in Clarksville, Georgia... was just sort of like all of your, you know, your guards fell away. You felt this, like, weight off of your shoulders of constantly... and I loved it.”

- Jennifer Aniston
In the past 30 years, Habersham County has experienced consistent economic and residential growth and a sustained tourism industry. Despite the national economic downturn, this growth is indicative of the residents’ heart and the deep-rooted hospitality of the local culture.

According to Georgia Trend magazine, in 2006 Habersham County was working to keep ahead of its growing population as families from further south were looking for homes in a more safe and idyllic location. The county capitalized on the need for retirement and vacation homes by encouraging new development. Home sites on Lake Russell’s shoreline and sites along smaller lakes increased the property tax base, yielding a solid financial status for the county. Additionally, the county built a new high school building, expanded the airport runway to 5,500 ft, and secured a 100-acre industrial park, in preparation for new businesses and residents.

More recently, county officials continued their history of civic service through the “Promoting Healthy and Active Lifestyles Through Community Partnerships” health campaign bringing opportunity and resources together resulting in a fully equipped youth soccer recreation league, a public fitness center, and ensuring that health remained firmly fixed at the heart of the community. Their efforts earned the county the 2012 ACCG Georgia County of Excellence Award for achievement in the Health and Human Services category.

Habersham County, first established in 1818 from former Cherokee Indian land as Georgia’s 46th county, has shrunk from its largest area of 713 square miles in 1829 down to the 278 square miles of today yet retains the heart and history of its founding in the Appalachian Mountains. Named after Colonel Joseph Habersham, an army officer in the Revolutionary War and a U.S. Postmaster General, the county quickly became known as a fashionable summer resort during the early 19th Century. In the late 1800s railroad expansion fueled a tourism boom for Tallulah Gorge, settlers from the North established apple orchards, an industry immortalized by the Big Red Apple Monument in downtown Cornelia, and Piedmont College, the first of two institutions for higher-learning, was founded in Demorest. These and other iconic images from its past remain. Built in 1936, Chenocetah Tower, a stone fire tower built from native granite by the Works Progress Administration for the national forestry service, still stands vigil over the countryside around Lake Russell, and serves as another deeply rooted connection between the county’s past and present.
Product Evaluation

Habersham County is a homespun community where you can raise a family as well as take your family for a weekend full of outdoor adventure. With two universities in the county, it is a place to further your education and to develop your career as an educator. From vast farming landscapes, to historic downtowns, to existing manufacturing plants throughout the county, it is a place for farmers, artisans, as well as business men and women.
<table>
<thead>
<tr>
<th>Population Growth</th>
<th>Business Opportunities</th>
<th>Skilled workforce</th>
<th>Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current pop: 44,500</td>
<td>County-wide Broadband network</td>
<td>Piedmont College: 2800+</td>
<td>Tallulah Falls/Gorge</td>
</tr>
<tr>
<td>2010 pop: 43,041</td>
<td>Hwy 365: 4-lane corridor to Atlanta, GA</td>
<td>North GA Tech: 2500+</td>
<td>Lake Russell</td>
</tr>
<tr>
<td>2000 pop: 35,902</td>
<td>100 acre industrial park on rail spur</td>
<td>Habersham Co: 6500+</td>
<td>Appalachian Trail</td>
</tr>
<tr>
<td>1990 pop: 27,621</td>
<td>Habersham airport runway at 5,500’ long</td>
<td></td>
<td>4 Recreational rivers</td>
</tr>
</tbody>
</table>
- Habersham is already an Entrepreneur Friendly community and is enthusiastically working on its Work Ready Certification. Piedmont College has renovated or rebuilt every building on campus in the past 20 years and gone from 20 majors to over 44, not including its graduate programs.


- Clarkesville was designated as an official Georgia Main Street/Better Hometown community in March 2010.

- Across the country, there has been an increased interest in the “farm fresh” and “farm-to-table” movements which involve producing food locally and delivering that food to nearby consumers, a trend which Habersham County can keep up with agriculturally.

- Both Clarkesville and Cornelia participate in the Better Hometown programs, out of only 100 or so in the state, there are two within the county. Habersham is a film-ready community and has already been featured in the 2012 film Wanderlust, shot in Clarkesville.
Consumer Evaluation

Tourists: Less than two hours from Atlanta and close to major highways, I-85 and US Route 441, Habersham County provides a convenient and scenic weekend getaway for tourists of all ages. The county is home to beautiful Tallulah Gorge, breathtaking views of Appalachia, Lake Russell and four other rivers, which provide a variety of recreational activities. For the less adventurous, the county is home to numerous historic downtowns, full of quaint restaurants and craft and antique shops.

Students: With both Piedmont College and North Georgia Technical College located within the county, Habersham is the temporary home to young, fresh minds from all over the world. These students form an educated and capable labor pool in a community that has the potential to become a more permanent home, if the county offers more long-term employment opportunities, and diversifying means of nearby entertainment.

Residents: Habersham County is made up of seven cities – Clarkesville, Comelia, Demorest, Tallulah Falls, Mount Airy, Alto and Baldwin – but if you were to ask a resident of any of these cities where he or she is from, the answer will most likely be “Habersham County.” While each city has something different to offer – economically, geographically and demographically – it is clear that earnest hospitality and small town values are characteristics they all share.
Competitor Analysis

Habersham County does not have a strong social media presence. The Facebook page has less than 250 likes, and its Twitter has less than 150 followers. Rabun County on the other hand, has a very strong social media presence and could be a great example for the County to look at https://www.facebook.com/explorerabun

The Habersham Facebook page is also cluttered with negative comments about the recent drug raid that went wrong and injured a toddler. They could use a person, or a team of interns from the local colleges, in charge of page monitoring and updates as well as responding to comments.

Trends - Everything is going to “farm fresh” and “farm to table”

Surrounding counties offer similar tourist attractions, and are at this point, better at promoting themselves online. Nearby cities such as Atlanta and Greenville are more popular when it comes to business and residential growth. People live in Habersham for the rural, small town community but then commute to Atlanta and other larger, urban areas to work. Habersham residents also leave the County to shop at larger, more commercial retailers and so does their money (“retail, hard goods, appliances, leak out to other counties/cities”, Mall of georgia...). Other counties with better infrastructures and larger workforces are drawing in more people than Habersham is.
<table>
<thead>
<tr>
<th>County</th>
<th>Competitive Analysis</th>
<th>Logo</th>
<th>Social Media Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rabun County</td>
<td>The Southeastern Expeditions is the oldest whitewater rafting company located on the Chattooga River. In 1974, Congress designated the area America’s “Wild and Scenic” river.</td>
<td>The logo is an actual picture taken from a hillside. The image displays the mountainous terrain and the rich colors of the forests and wildlife. The border surrounding the picture has script with the words “Rabun County” and “State of Georgia.”</td>
<td>Rabun County has a highly active Facebook page and Instagram account that is updated daily. The county promotes local businesses through its Facebook page and a mobile app. Rabun County is active on Pinterest as well.</td>
</tr>
<tr>
<td>Hall County</td>
<td>Lake Lanier Islands resort offers water sports and outdoor activities for many locals and visitors. The main attractions of Lake Lanier Islands are the beach and water park that provides water slides, video arcade, and restaurants.</td>
<td>There are three thick lines representing the hillside, the river, and the lake with a yellow gear that resembles a rising sun above the lines. The tagline for the logo is “We have it all in Hall,” with an emphasis on “all.”</td>
<td>The county uses many major social media outlets like Twitter, Facebook, and Instagram to broadcast special announcements and events that are happening locally.</td>
</tr>
<tr>
<td>Oconee County (South Carolina)</td>
<td>Oconee County is widely known for its three large man made lakes that provide visitors with fun water-related activities like sport fishing, water skiing, and kayaking.</td>
<td>The logo contains the county shape, the founding year, and an image with green steps and blue strips. There is a tagline that states, “Land beside the water.”</td>
<td>The county’s Facebook page is somewhat active for up to two weeks before a major event takes place in the area. The page sponsors job fairs, giveaways, and generating awareness for non-profit organization.</td>
</tr>
</tbody>
</table>
## SWOT Analysis

### STRENGTHS
- Located less than two hours from Atlanta and only 30 minutes off I-85
- Two colleges located within the county
- Tightly knit, small business community
- Appalachian Natural forest area attracting outdoor enthusiasts and people with active lifestyles
- Strong sense of community throughout county, but residents are open to growth and welcoming towards travellers and new residents

### OPPORTUNITIES
- Showcase Habersham in a variety of media outlets to attract new residents and visitors
- Film-ready community means potential for bringing in filmmakers from other areas of the country
- Increase interest in Piedmont College and North Georgia Technical College amongst high school students in all parts of Georgia
- Agriculture is a large part of Habersham County’s economic structure, and “farm fresh” is a growing trend all over the country
- Ability to recruit employees and new entrepreneurs from areas outside the county

### WEAKNESSES
- Inconsistent branding and the lack of identity of the county as a whole
- Low awareness of Habersham County throughout the state
- Young adults leave the county because they are unaware of career opportunities
- Small number of lodging options limits accessibility for visitors
- Differing opinions amongst governing officials on how to advertise the county’s tourist attractions
- Traditional infrastructure (water, sewer, electricity) could not quickly accommodate influx from new industry
- Lack of variety of entertainment aimed toward young adults

### THREATS
- Seasonality of tourism industry
- Competition from other travel and vacation destinations outside of the state or other attractions closer to metro areas
- Businesses, workers, and recent grads moving out of the county
Brand Essence

Positioning:
Habersham County provides the entirety of what one needs when looking for a place to call home. Habersham County consists of seven cities full of resources and caring hands. The combination of Habersham’s residents and its local businesses provide everything necessary for a pleasurable lifestyle. Habersham’s hospitable environment fills the heart of all who live or visit there with warmth and acceptance.

Benefits:
Seven cities connected by a sense of Community; Differences between cities are viewed as positives that offer diversity to the county of Habersham as a whole; Traditional; Activities provided by nature and the community; Benefits of a tight-knit county; Sense of “going home” no matter where one is from.

Attributes:
Mountainous Seasonal Weather Charming Hospitable Social Loving and Accepting Community

How It Makes you feel:
Habersham County creates a sense of nostalgia in the hearts of all who live there or visit. Habersham allows everyone to retreat to those moments in life where he or she felt the most welcomed and supported by family and friends. The local town squares create the feeling of going back to the basics, even as Habersham is becoming a more innovative and business-oriented community. Since the people of Habersham focus on individuals as more than just business entities, its relaxed environment brings out the best in everyone. The positive spirit is contagious, allowing everyone to experience the heart and hospitality of Habersham.

Source of authority:
Consistent messaging/branding between all seven cities; Passionate society; Gatherings and social events that serve as a method for creating a community; Valuable relationships; Meaningful customer-to-business relationships that in tum generate customer loyalty; Welcoming to visitors; Sense of family between all those who interact on a daily basis.

Personality:
Hospitable, Helpful, Friendly, Caring, Responsible, Calm, Passionate, Volunteer-oriented, Inclusive, Full-Circle

What It says about you:
Family Oriented; Social; One that wants to live life with others; Helpful to everyone seeking assistance; Involved; Motivated to achieve; Entrepreneurial.
Habersham County gave me a place to create enduring meaningful relationships
- Piedmont College Student
Marketing and Communication Direction
Target Market Profiles

Demographics
Men and women ages 18-55 with disposable income and reside within a five hour radius of the county (or within the county).

Psychographics
- Outdoor and wildlife enthusiasts looking for a variety of recreation activities as well as plants and animals.
- Families visiting from areas within a five-hour radius, interested in taking a break from the hustle and bustle of urban and suburban life, whether it be for a quick day trip or a long weekend.
- Families already residing within Habersham County, but are looking for more to do around town and how to become more involved.
- Craftsmen and women looking for a community to showcase his or her skills.
- High school or college students who want to be more involved in his or her community, while developing their professional skills.
- Individuals interested in shopping local and concerned with supporting local businesses.
- Farm fresh/farm-to-table initiatives in search of locations where their motives are valued and expectations can be met.
- Current and prospective business owners looking to expand.
The Outdoorsman

“This person believes that individuals should never stop exploring the great outdoors and wants to continue to push the limits of human exploration. Habersham is where people go in search of breathtaking wonders like Tallulah Gorge or the scenic mountainsides of northeastern Georgia. He or she lives not only for the beautiful destinations but also desires to enjoy the journey. There are multiple hiking trails for any traveler to love within the region, as well as vibrant flora and pristine waterways. The county’s features create a feast for the senses, and it is up to the explorer to follow where his or her heart leads in this trek through the wilderness.”
The café owner is the first to rise in a sleepy little town, providing customers with more than just a steaming cup of coffee to begin their day-- this daily ritual also provides true southern hospitality, free of charge. In towns like Habersham everyone relies on one another like family. Small business owners enjoy a warm and relaxed environment, where there is no need for cutthroat competition or underhanded tactics. Every entrepreneur can display creativity and ambition while feeling supported and encouraged by the bond of a close community.”
The College Student

“This is an individual who is continuing his or her education in order to build a life for himself or herself. The college student is learning what he or she values in life as they prepare themselves for a professional career. This person is not drawn to the glitz or the glamour of educational institutions in large metropolitan cities, but rather wants to feel at home while earning a college degree. A college student in Habersham County, whether enrolled at Piedmont College or North Georgia Technical College, will thrive in a class of 30 rather than a class of 300, and he or she wants to be valued as an individual, not just viewed as a number on a page.”
Habersham County is the perfect place to cross into Appalachia and explore the North Georgia mountains. In the heart of Habersham you will find unlimited opportunities and a vibrant community grounded by rustic roots and traditional Southern values. Habersham is a place where adventure is always waiting and a neighbor’s porch is always open. There are no strangers and even the most unfamiliar of faces presents a potential friend. Families, educators, entrepreneurs, artisans, and farmers forge this homespun Georgia community. Set your clock by the seasons and take comfort that the most difficult decision is whether to hike a trail through Tallulah Gorge, go fishing on Lake Russell, or visit historic downtown. It is a community where the outdoors and earnest hospitality embrace anyone looking for a home - for a day, weekend or lifetime.
Old Logo

New Logo
Welcome To Demorest

HEART.

HOSPITALITY.

HABERSHAM COUNTY
Creative Brief

Client Name/ Project:
Habersham County: 7 cities; 45,000 residents; the cradle of Appalachia

Key Fact:
Habersham County is a small, “tightly knit” community in the North Georgia mountains offering opportunities for aspiring professionals, entrepreneurs, residents, tourists and businesses with a large capacity for growth.

Problem:
Disparity of consistent messaging/brand identity both internally, between local communities and agencies, and externally to potential visitors through digital, mass and social media in regards to Habersham County as a whole.

Objective:
To consolidate and create consistent brand messaging, promote and attract businesses, foster community growth, and increase tourism by Spring 2015. (Goal/Strategy: To position the businesses in Habersham county as desirable to people in and outside of Habersham so that people are shopping locally and supporting growth within the county by Spring 2015.)

Target:
Tourists, potential daytrippers and short-stay travelers, current and prospective business entrepreneurs, outdoor enthusiasts ages 18 to 55, with disposable income, within a 5 hour radius.

Insight:
“I love getting outdoors without wasting the day away in the car and taking my kids somewhere that my folks would have taken me. I love to escape from this computer culture, return to nature and take my family outside to see the ‘real’ America from my childhood and to eat dinner at a restaurant where I know the food was grown just few steps up the road. I want to go back to the way things used to be done.”
“I fell in love with this small town, the scenery and the people that make up this wonderful community that my business calls home. The monthly potluck with all my ‘competition’ is something I value above all else and as a small business owner I’ve treasured the camaraderie we’ve built together. There is always room for more entrepreneurs, more family, in this community.”

Promise:
A unique community with excitement and potential for ongoing growth opportunities that welcomes all with small town hospitality and metropolitan personality.

Support:
Continual growth in population since the recession according to the Census Bureau
Long term businesses still in place with room for new businesses to enter into the market as well
Skilled, educated and trained young professionals looking for opportunities to establish themselves in the community
Numerous opportunities for recreation at Tallulah Gorge and across the county.
A recurring theme from interviews centered on business codes that hindered growth. For example, only one city has the ability to sell liquor, and they already have two liquor stores in operation. People want lower property taxes but don’t want the bigger business that has to come to the county in order to lower taxes for everyone. Community leaders know that change will happen and needs to, but the general public is resistant to change that has the potential to alter the small town Appalachia environment at the heart of their community.

There is a perceived lack of transparency between county government and the public. Recently, there has been a significant amount of negative press coverage surrounding the drug raid in which a child was severely injured. At a minimum for a public crisis situation, the county should have a public-facing webpage where official statements for current newsworthy incidents are routinely published and updated in a timely and relevant way. Timeliness and authenticity are key for posts, but review with legal before specifics or official statements of county actions are posted. For issues that spread through social media, do not engage publicly. Instead, identify the thought leaders for viral issues or individually address concerns through private responses if prudent. Keep public posts focused on pointing towards the official county public-facing page where updated and pertinent information can be found.

For this incident: emphasize the accidental nature of the event; support the agency’s mission, but differentiate the county’s actions from those of the law enforcement unit; don’t speak in negative terms, focus on proactive perspective or measures like corrective actions, or training policy considered to reduce likelihood of recurrence and prevent incidents like this in the future; and support and emphasize the purpose behind the unit to reduce criminal activity within the region.

Do not:
accept blame if the county was not responsible,
point fingers,
try to engage on several platforms.

Do:
provide steps for corrective action that are within the county’s scope post information in a consistent place with an aspect of timeliness depending on the situation.
Goals

Overall Goal: To prepare Habersham County for future growth.

**GOAL 1**
Attract new businesses.

**Objective 1**
To correct and highlight all official state and county information concerning existing County infrastructure by Fall 2015.

**Tactics**
Coordinate with the GA center for logistics team to establish consistent information for distribution about Habersham County. Consolidate and create consistent brand messaging for the financial aspect of companies, schools and businesses in order to promote and attract revenue. Use local news media outlets and county social media to highlight revitalized websites and increase traffic and impressions to the logistics website.

**Objective 2**
To increase online accessibility to five industries by Fall 2015.

**Tactics**
Create online portal for film-ready, business-ready, farm gateway community, etc. to help streamline permit and application submissions. Optimize portal for business SEO.

**Objective 3**
To create at least two cooperative community programs for each college and high school with local government by Fall 2015.

**Tactics**
Create mutually beneficial Public Relations and Public Affairs internship opportunities between Piedmont College and North Georgia Technical College and local government agencies for management of city and county social media marketing efforts. Conduct quarterly outreach mentor opportunities between business owners and officials, and students at area high schools, Piedmont College and North Georgia Technical College. Recruit students from area high schools to be a part of the event planning and promotions committees for Haberjam, Habersham’s Birthday Celebration and Flavors of Habersham.
Goal 2
Foster community growth.

Objective 1
To achieve 100% citizen accessibility for all public initiatives by Fall 2015.

Tactics
Improve existing internet systems of email Listserv, re-designed website and social media sites such as Facebook and Twitter. Solidify consistent source and access for reporting after action reports and official meeting minutes through print and digital media.

Objective 2
To create one cooperative community program between each college and government by Fall 2015.

Tactics
Implement Public Relations and Public Affairs internship for local students from Piedmont College and North Georgia Technical College to assist in executions of transparent communications efforts of government and residents.

Objective 3
To increase county-wide attendance to public events by 50% by December 2015.

Tactics
Create a cohesive community calendar of events on the county Facebook page incorporating all seven towns. Initiate county-wide fairs to encourage cooperation among the seven towns by rotating the host of the fair every year at the county fairground. Include cook-offs, food competitions, niche competitions including craftsmanship hobbies. Introduce Haberjam, an event highlighting foot races of different lengths and featuring a homemade jam competition, performances by local musicians, a local artisan market, a fresh market featuring local food vendors, and other family-friendly activities and attractions. Introduce Flavors of Habersham, an event showcasing the culinary talents of Habersham’s restaurants and residents. Introduce Habersham’s Birthday Celebration, a celebration of Habersham County’s 200th birthday featuring a county-wide time capsule, Christmas-time activities, a bike and car show, and a petting zoo.
Goals

Goal 3
Increase tourism.

Objective 1
To improve visibility by 5,000 impressions to external customers through social and traditional media and advertising efforts by Spring 2016.

Tactics
- Develop Habersham’s presence on websites including TripAdvisor, Yelp.com, Blue Ridge Mountains tourism website, Georgia State Park, Fly Fishing trade publications, other niche publications.

Objective 2
To increase awareness to 1,000 people by Dec. 2015.

Tactics
- Create social media calendar using Facebook, Twitter and Instagram to enhance a clear messaging broadcast of events and updates of the county and individual towns.
- Create two-way supportive virtual connections/relationships between local residents, businesses and county representatives with the local newspaper, The Northeast Georgian, to enhance broad communication efforts of the county.
- Create new, all-inclusive brochure of the seven towns.
- Create billboards for main highways and interstates coming from Atlanta and South Carolina to attract visitors.
- Extend information about Habersham County to niche groups about the Northeast Georgia area including fly fishers, campers, trade publications, outdoor enthusiasts, outdoors-rooted businesses and institutions.

Objective 3
To develop four cooperative sustainable community programs between colleges and government by Fall 2015.

Tactics
Implement Public Relations and Public Affairs internship for local students from Piedmont College and North Georgia Technical College to assist in executions of social and traditional media efforts to tourists.
Tactics and Executions
People have been here all their life and all the things they’ve grown up knowing and learning from their grandparents are still true.

-City Mayor
HABER-J AM

Haber-Jam will be a multifaceted community event hosted by the Habersham County Chamber of Commerce. The event will take place the entire day of Saturday, April 24, 2015 and will include:

- Foot race events of various lengths (5K, 10K, etc.) in partnership with the American Heart Association; the race finish line will be the area where the event stage, vendors, and activities are set up.
- A homemade jam competition.
- Activities for children and families (i.e., a petting zoo, potato sack race, inflatable slide, etc.).
- Local craft and food vendors.
- Performances by local musicians and marching bands.
READY TO EMBRACE THE WARM WEATHER?
HABERSHAM COUNTY HAS A SOLUTION FOR YOU!
Haber-Jam T-Shirt Design

Front

Back
Bicentennial Jubilee

Bicentennial Jubilee will be an integrated community event hosted by the Habersham County Chamber of Commerce in celebration of Habersham County’s 200th birthday. The event will take place from 4:00 p.m. — 9:00 p.m. on Saturday, December 15, 2018 and will include:

- Birthday cake
- Activities for children and families (i.e., a petting zoo, potato sack race, inflatable slide, etc.).
- Local craft and food vendors.
- Craft and decorating stations.
- Performances by local musicians.
- A county wide time capsule for residents to add pictures, letters or small token items.
Title: Habersham Ad
Sponsor: Habersham County
Length: 30 seconds
Air Dates: January 10 - February 25

ARE YOU READY FOR THE PARTY OF THE CENTURY? DO YOU WANT TO BE REMEMBERED FIFTY YEARS FROM NOW? THEN COME PARTICIPATE IN THE TWO-HUNDREDTH BIRTHDAY OF HABERSHAM. THE COUNTY’S CHAMBER OF COMMERCE IS THROWING A BICENTENNIAL JUBILEE AND THEY WILL BE INVITING ALL THE CITIZENS OF HABERSHAM TO COME CELEBRATE. THIS EVENT IS A TIME TO EAT BIRTHDAY CAKE, COMPETE IN POTATO SACK RACES, HEAR LOCAL MUSICIANS PLAY, AND SUPPORT HOMEMADE VENDORS. THERE WILL ALSO BE INFLATABLE SLIDES AND A PETTING ZOO SO EVEN THE KIDS CAN JOIN IN ON THE FUN. DON’T FORGET TO BRING ALONG A SMALL MEMENTO THAT REPRESENTS YOU TO PLACE IN THE HABERSHAM TIME CAPSULE SO YOU CAN BECOME A PART OF HISTORY. SEE YOU ON DECEMBER FIFTEENTH FROM FIVE TO EIGHT P.M. AT THE HABERSHAM COUNTY FAIRGROUNDS IN CLARKESVILLE! FOR MORE INFORMATION VISIT WWW.WWW-DOT-HABERSHAM-G-A-DOT-COM-FORWARD-SLASH-BIC-ENTENNIAL.
Flavors of Habersham

Flavors of Habersham will be used to showcase county-wide culinary skills and products and bring the county together to share, learn and enjoy. The event will take place from noon-5 p.m. on June 6, 2015 in downtown Cornelia. The event will include:

- A cook off where the county picks an ingredient and residents enter their best dish to a taste contest
- A panel of judges from the community
- Restaurants can rent booths and sell food
- Local music
- Food donation booth where people can bring canned goods and other foods for the Food Bank of Northeast Georgia
FLAVORS OF BERSHAM
COOKOFF AND FOOD DRIVE
JUNE 6TH, 2015

Featuring:
Local
RESTAURANTS
Live Local
MUSIC & MORE

Visit our Facebook for more details.
facebook.com/bershamnp
Social Media

Facebook
Habersham County
@HabershamGaN

We've got a new logo and revamped website! Check out our new look at habershamga.com
Public Relations Internship

Habersham County’s Chamber of Commerce is seeking help in its Public Relations and Public Affairs departments. Habersham is in the process of branding the county in a more consistent manner in order to better prepare itself for future growth and is looking for fresh insight from undergraduate students at North Georgia Technical College and Piedmont College. Intern projects and duties will include, but are not limited to... managing, monitoring, and in some cases developing the county’s social media accounts and calendars, updating the county’s website, drafting press releases for various county events, and event planning and coverage of Haber-Jam and other county events.

It is the Chamber of Commerce’s hope that the selected team of 3-5 interns will not only leave the program having gained professional knowledge and experience, but with a feeling that students such as themselves are included, valued and that they can make a difference in the community to which they belong.
“There is no other county I’d rather grow up in!”

- Habersham County Citizen
Budget and Media Plan
Budget

- Event $20,000
- Print $20,000
- Social Media $16,000
- Online $5,000
- Radio $3,300
- Outdoor $5,200
# Media Plan

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</tr>
</thead>
<tbody>
<tr>
<td>Billboards</td>
<td>2</td>
<td>$2,200</td>
</tr>
<tr>
<td>Banners</td>
<td>30</td>
<td>$3,000</td>
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<table>
<thead>
<tr>
<th>Social Media</th>
<th>Specific Metrics</th>
<th>Allocated Budget</th>
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</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>CPF max $3.50</td>
<td>$2,000</td>
</tr>
<tr>
<td>Facebook</td>
<td>CPC max $.5</td>
<td>$2,000</td>
</tr>
<tr>
<td>Instagram</td>
<td>CPC max $.5</td>
<td>$2,000</td>
</tr>
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</table>

| PR Intern Budget    |                     | $10,000 per year |

<table>
<thead>
<tr>
<th>Events</th>
<th>Total Cost</th>
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</thead>
<tbody>
<tr>
<td>Annual Event Budget</td>
<td>$50,000</td>
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</table>

<table>
<thead>
<tr>
<th>Online</th>
<th>Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google SEO</td>
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</tbody>
</table>