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# Rutherford County Tourism Development Authority Monthly Newsletter



Volume 1, Issue 10

December 2012

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## A Glimpse of Upcoming Events

### November 30

Lake Lure Visitor Center  
Stakeholder Meeting at the  
Lake Lure Visitor Center,  
2-4pm  
Lake Lure

Weekends in December:  
[Santa House Open &](#)

### Hello Tourism Stakeholders,

Warm weather has finally given way to cooler temps, and holiday music is getting everyone in the Christmas spirit. Be sure to let your guests and visitors know about all of the exciting events happening around the county this month, and make plans to enjoy at least one yourself.

Many thanks to those of you who attended the TDA's inaugural [Alliance Conference](#). What a fabulous time we all had! See the article below to get resources from the event and hear more about what happened.

Finally, Adrienne Wallace, the TDA's new Assistant Director of Visitor Information, has been busy with the Visitor Center renovation process. See those updates below and make plans to attend the next **Public Input Session on Friday, Nov. 30th from 2-4pm at the Lake Lure Visitor Center.**

***Merry Christmas & Happy Holidays!***

[Winterskating plus hayrides  
and carriage rides](#)

**Forest City**

**December 1**

[Finale 225th Celebration  
Christmas Parade](#)

**Rutherfordton**

**December 1**

[Breakfast with Santa at  
KidSenses](#)

**Rutherfordton**

**December 8, 15**

[Santa on the Chimney](#)  
**Chimney Rock at Chimney  
Rock State Park**

**December 8**

17th Annual Old St. John's  
Shape Note Singing  
St. John's Historic Church on  
Downtown Main Street  
10 a.m. - 3 p.m.  
**Rutherfordton**

**December 17**

[A Christmas Carol](#)  
Foundation Performing Arts  
Center at 7:30 p.m.  
**Spindale**

**January 1, 2013**

New Year's 5th Annual Polar  
Plunge; 11 a.m. at the Lake  
Lure Beach. Call  
828-625-2725 for more info.  
**Lake Lure**

Visit our [Events Calendar](#) for  
a complete list of county  
activities. To add your events  
to our complete calendar,  
please contact Jackie  
Wallace at 828-287-6113 or

**Your Team at Rutherford County TDA**

## **Stakeholder Meetings Scheduled for Lake Lure Visitor Center**



Rutherford County TDA invites you to two upcoming  
stakeholder meetings concerning the  
Lake Lure Visitor Center:

**Friday, November 30th from 2-4pm**  
Lake Lure Visitor Center, 2932 Memorial Highway

**-and-**

**Monday, December 3rd from 1-3pm**  
Commissioners' Meeting Room, County Annex,  
289 N. Main Street, Rutherfordton

We will be reviewing the latest design developed  
with Vic Knight of [Knight Strategies](#).

If you have any questions, please contact Adrienne  
Wallace at 828-287-1220 or

[click here to email her.](#)

[adrienne.wallace@rutherfordcountync.gov](mailto:adrienne.wallace@rutherfordcountync.gov)

## Quick Links

### Our Website

Like us on **Facebook** 

Follow us on **twitter**

Join Our Mailing List!

## Pass It On

Please help us spread the word and pass this newsletter along to other Rutherford County businesses you know in the tourism industry whose email we may not have. Our list is growing, but we are still missing many.

Otherwise, please contact us with any questions, comments or concerns at:

**Rutherford County TDA**  
T: 828-287-6113

As always, thank you for being a part of Lake Lure & the Blue Ridge Foothills and its wonderful network of accommodations, events, restaurants and attractions.

*Sincerely,*

**Michelle McConnell Yelton**

## 100+ ATTEND INAUGURAL TDA ALLIANCE CONFERENCE



**\*\* Save the date for 2013 conference \*\***  
**Tuesday, Nov. 12, 2013**

**[Click here to see photos from the event.](#)**

More than 100 Rutherford County tourism stakeholders and business leaders attended the inaugural Rutherford County Tourism Development Alliance Conference at the Foundation Performing Arts Center in Spindale on Thursday, Nov. 8.

From 8 a.m. - 3:30 p.m. attendees enjoyed workshops and seminars on customers service, hospitality, marketing, and public relations. Guest speakers from across the state traveled to participate in the conference, and attendees were enamored with the quality of instruction they received and the conference as a whole. Kay Dittmer, chair of the Lake Lure Olympiad Sports Festival, was very pleased with the speakers.

**"All of the sessions were fantastic," emphasized Dittmer. [The TDA] chose great speakers who provided wonderful information and gave us a lot to think about."**

Keynote speaker Lynn Davis Minges, Assistant Secretary of

*The McConnell Group /  
Media Relations for  
Rutherford County TDA*

North Carolina Division of Tourism, Marketing and Global Branding, reaffirmed attendees' confidence in the growing tourism industry. Minges reported that while the state ranks at a low 26th in the country for its meager tourism budget, North Carolina is currently the fifth most visited state in the country.

Furthermore, TDA Executive Director Michelle Whitaker gave a positive update on the health of Rutherford County's tourism industry, which is the fastest growing in Western N.C. Whitaker reported that the amount of revenue collected from the lodging tax to date this fiscal year is already more than any other year including the year the 2006 HGTV Dream Home was built.

The TDA team is already looking forward to next year's conference and grateful to the stakeholders who participated this year.

**"The TDA is very appreciative of everyone who took time out of their schedules to spend a full day with us," said Whitaker. "We know their time is valuable, and we are encouraged to hear how pleased people were with the conference. We look forward to growing together and supporting one another as we continue to give visitors the best experience possible here in Rutherford County."**

Visit the TDA Alliance website at [www.TDAAlliance.com](http://www.TDAAlliance.com) for resources from the Alliance Conference including copies of the speakers' PowerPoint presentations.

## **Lake Lure Visitor Center Update: Hours & Phone Number**

The Lake Lure Visitor Center has been receiving steady visitation as we ease into the winter season. Deb and Adrienne are dedicating themselves to seeing that the hours of operation are a priority as they work together to develop the Visitor Information Network (VIN).

Hours are posted weekly at the Visitor Center and will be fluctuating over the next few months as we transition through our renovation project. Right now, the Visitor Center is open

about 40-45 hours a week. It is open every day except major holidays like Christmas, or when the staff are working off site on VIN projects.

Volunteer orientation is about to begin, and several of our long standing Visitor Center hosts and hostesses are continuing to help us welcome visitors.

More information about Visitor Center operations will be coming as we move into 2013. Inventory of rack cards, brochures and stakeholder information is underway, so you may be getting a call from us soon requesting information. Don't want to wait? Come by and say hi; we would love to see you.

The Bechtler House Museum and Visitor Center is hosting visitors on Fridays and Saturdays through the end of December. Call ahead to verify hours.

The Lake Lure Visitor Center can be reached by phone at 287-1220.

## TDA Staff & Board Members

Michelle Whitaker - Executive Director  
828-287-6113; [Michelle.Whitaker@rutherfordcountync.gov](mailto:Michelle.Whitaker@rutherfordcountync.gov)

Adrienne Wallace - Assistant Director of Visitor Information  
[Adrienne.Wallace@rutherfordcountync.gov](mailto:Adrienne.Wallace@rutherfordcountync.gov); 828-287-2120

Jackie Wallace - Administrative Assistant  
828-287-6113; [Jackie.Wallace@rutherfordcountync.gov](mailto:Jackie.Wallace@rutherfordcountync.gov)

Deb McCormick - Tourism Information Assistant  
828-287-2120; [Deborah.McCormick@rutherfordcountync.gov](mailto:Deborah.McCormick@rutherfordcountync.gov)

### TDA Board Members:

A directory of the current TDA Board members can be found by [clicking here](#).

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