

VISIT JEFFERSON TEXAS

APRIL 2018 RECAP

INITIAL ASSESSMENT

- Had to reign in budget
- Eliminated additional administrative expenses of using outside consultants for marketing efforts
- Took all social media control back in-house
- New interactive, mobile friendly website
- Did away with excess waste on obscure magazines
- Need to streamline all communication



*Welcome to
Visit Jefferson Texas*

NEW WEBSITE

Some of the new feature of the site include:

Translates to any language | Interactive maps for finding businesses | Interactive Calendar with iCal integration | New venue rental agreement | Mobile friendly | Includes all local businesses



Scavenger Hunt

Looking for a fun way to tour Jefferson? Use this scavenger hunt sheet to find some of our more iconic spots. Good luck!

- This facility houses one of only 10 remaining steam engines in the United States. _____
- A creature is rumored to be living among our wooded and swamp areas. _____
- This haunted building known as Old Mill Antiques was once what type of building? _____
- The area where paddle boats used to turn around is called? _____
- This body of water was the life blood of Jefferson in the 1800's? _____
- If you are looking for something specific or in general you would go here. _____
- A statue stands guard over our Court House, what is his motto? _____
- Our town is named after this president, who is he and where is his statue? _____
- This famous country artist grew up in Jefferson and sang at one of our hotels. _____
- An early social club and now a restaurant, what was this building used for in between? _____
- Jay Gould, the train magnate, put a curse on Jefferson, what was his train car named? _____
- A hotel that has been in continuous use for over 160 years. _____
- This mural depicts Jefferson's early history, what is its title? _____
- The building that now holds the museum was once an early one of these. _____
- Behind the museum is a printing press that was originally used by this newspaper. _____
- This goddess is known to the Greeks as the goddess of youth. _____
- One of the country's earliest and oldest libraries is located right here in Jefferson. _____
- The gazebo is located in this park. _____
- One of ur buildings once housed a drug store called what? _____
- We are known for its unique restaurants & boutiques. What stores sell pre-owned items. _____
- Several movies were filmed here, what type of station was this building? _____
- This tower now helps your smart phone work, what was it used for before? _____



Activity Sheet

Looking for a fun way to tour Jefferson? Use this scavenger hunt sheet to find some of our more iconic spots. Good luck!

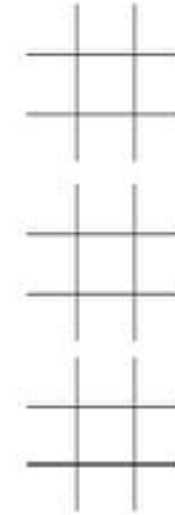
Color Thomas Jefferson. He was know to have sandy blonde hair and hazel eyes.



Thomas Jefferson (April 13 [O.S. April 2] 1743 – July 4, 1826) was an American Founding Father who was the principal author of the Declaration of Independence and later served as the third President of the United States from 1801 to 1809.

One of the most important events during Jefferson's presidency was the Louisiana Purchase, which doubled the size of the United States in 1803. After the purchase of the territory, Jefferson commissioned Meriwether Lewis and William Clark to explore the land.

Jefferson died on July 4, 1826, fifty years to the day after the acceptance and reading of the Declaration of Independence.



G K A G A N N Z H N
 G Z N I J I R Z A O
 H V T T Z D Q B L S
 I L I S K V R O L R
 S F Q O A U H D E E
 T J U H W B L A Y F
 O E E G V U Z Z M F
 R B T O O F G I B E
 I E D G L G I M J J
 C H L X W H A R F T

WORD FIND

Alley Antique Bigfoot
Ghost Gould Hebe
Historic Jefferson What

ACTIVITY PACK

Scavenger Hunt | Color Thomas Jefferson

Tic-tac-toe | Word Find

Visit Jefferson Texas

Today ◀ ▶ **May 2018** ▼ Print Week Month Agenda ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	May 1	2	3	4	5
				Jefferson Pilgrimage Tour of Homes - Jefferson, TX 75657, USA The Diamond Bessie Murder Trial - Jefferson Playhouse	Battle for Jefferson Civil War Re-Enactment - Jefferson, TX Civil War Living History - Jefferson Jefferson Flea Market - 213	The Great Locomotive Chase Jefferson Flea Market - 213
6	7	8	9	10	11	12
Jefferson Pilgrimage Tour The Diamond Bessie Murder Trial Battle for Jefferson Civil War The Great Locomotive Chase						Mother's Day Express Train
13	14	15	16	17	18	19
					Jefferson Cruise Night - 213 Jefferson Flea Market - 213	Historic Jefferson Train Show Jefferson Flea Market - 213
20	21	22	23	24	25	26
Historic Jefferson Train Show						Memorial Day Celebration
27	28	29	30	31	Jun 1	2
	Memorial Day Stream Train				Big Cypress Corvette Weekend - Historic Downtown Jefferson Jefferson Flea Market - 213	Jefferson Flea Market - 213

Events shown in time zone: Central Time + Google Calendar

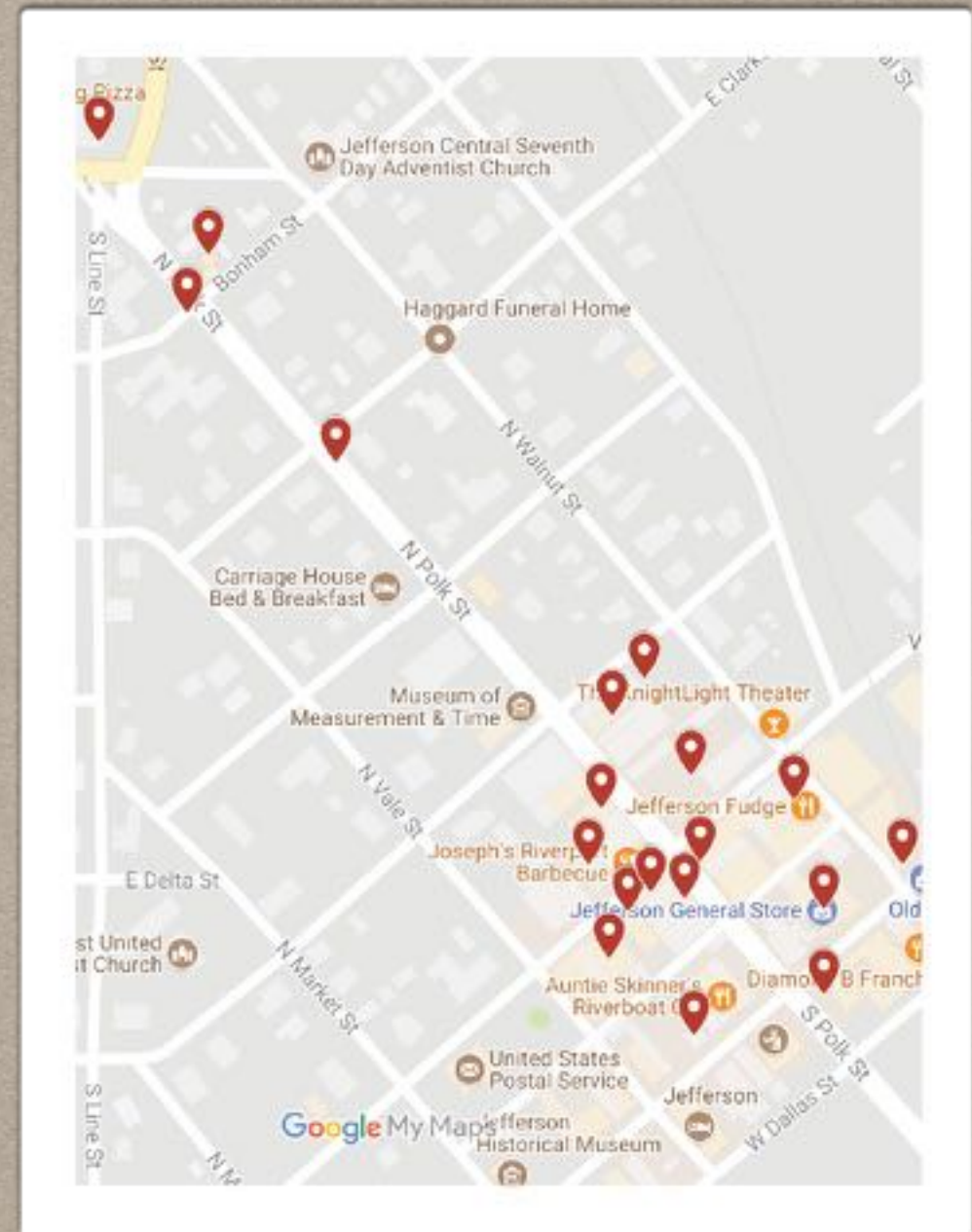
INTERACTIVE CALENDAR

The calendar has iCal integration so events can automatically be uploaded to user's personal calendars



Boutiques

Blackburns Factory Outlet	903-665-1128	108 E Lafayette	jeffersonimages.com
Blessings Books & Gifts	903-665-3895	119 N. Polk	facebook.com
Brayden & Company	903-665-2762	129 N. Walnut	braydenandcompany.com
Chasing 6's Boutique	903-601-4488	112 W. Lafayette	facebook.com/chasing6sboutique
Cherry Bomb Kids	903-665-4102	112 W. Lafayette	facebook.com/cherrybombkids
City Drug Co.	903-665-2521	109 W. Lafayette	facebook.com/CityDrugofTexas
Claire D Lune	903-681-2128	113 W. Austin	facebook.com/MadamClaireDLune
EmBears Vintage Charm	903-918-5790	612 N. Polk	facebook.com/pg/embears
Flowers & Things	903-665-8821	114 Lafayette	flowersnthingsjeffersontx.com
Haley's Clocks & Tubs	903-661-2378	448 N. Polk	
Jefferson General Store	903-665-8481	113 E. Austin	jeffersongeneralstore.com
LaFayette Gallery	903-665-9000	125 N. Polk	
Made in the Shade	903-665-8966	118 E. Henderson	facebook.com/madcintheshade
Pat Ann's Gifts	903-665-9135	106 N. Walnut	facebook.com/Pat-Anns
Poet Jefferson Outpost	903-665-8881	220 N. Polk	ptjeffersonoutpost.com
River City Flowers & Gifts	903-807-7711	607 N. Polk	facebook.com/pg/shop.jeffersontx
Texas Tees	903-665-7256	605 E. Broadway	texastees.com
Texas Treasures	903-665-3757	214 N. Polk	txstrsrs.com
The Willow Tree	903-601-4515	211 N. Polk	willowstree.com
Yesteryear Gift Shop	903-665-8692	102 S. Polk	yesteryeargiftshop.com



BUSINESS LISTINGS

We have added printable listings for every business in town to the website

History



JEFFERSON HISTORY

There is a whole page dedicated to Jefferson's history and future plans

City of JEFFERSON

Home Calendar Places to Stay Places to Eat Attractions More

Tourism Building

Tourism and Visitor Center

- 9,050 sqft indoor facility has 5,750 sqft of rental space
- Rental includes tables and chairs for up to 350 guests
- Three meeting rooms
- Full catering kitchen
- Alcohol permitted
- Dressing rooms
- Shower facilities
- Handicap accessible

Maximum Capacities

- Community Room, maximum capacity of 350
- Small Meeting Room, maximum capacity of 100
- Large Meeting Room, maximum capacity of 250

City of JEFFERSON Venue Rental

Tourism and Visitor Center

- 9050 sqft indoor facility has 5,750 sqft of rental space
- Rental includes tables and chairs for up to 350 guests
- Three meeting rooms
- Full catering kitchen
- Alcohol permitted
- Dressing Rooms
- Shower Facilities
- Handicap accessible

Maximum Capacities

- Community Room, maximum 350
- Small Meeting Room, maximum 100
- Large Meeting Room, maximum 250

EVENT DETAILS

Event: _____
 Name: _____
 Address: _____
 Phone: _____
 Date of event: _____

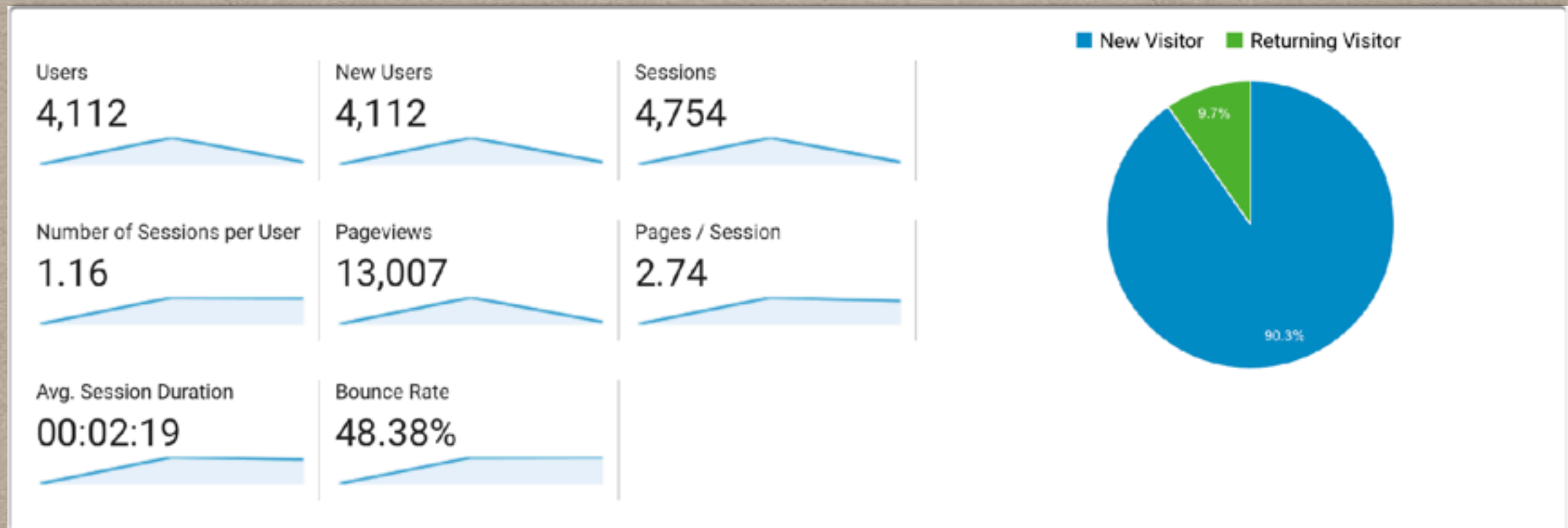
<input type="checkbox"/> Small meeting room with kitchen (20x60')	\$200
<input type="checkbox"/> Large meeting room (50x90')	\$300
<input type="checkbox"/> Community room with kitchen (80x90')	\$400
<input type="checkbox"/> Education room (20x60')	\$250
<input type="checkbox"/> Conference room (seats up to 20)	\$200
<input type="checkbox"/> Hallway (prints)	\$200
SUBTOTAL	\$ _____
- Refundable deposit	\$300
TOTAL	\$ _____

325 E. Austin St. | Jefferson, TX 75457
 903-665-3733

Signature: _____

TOURISM BUILDING

We are highlighting our venue and have the rental agreement conveniently included and streamlined



WEBSITE DATA

- During the time frame above we had 4,112 visitors to the new website with 4,754 sessions.
- They visited 13,007 pages with 2.74 page views per session, that is double the industry standard.
- Our session time of 2:19 is 4x the industry standard.
- Having only 9.7% retiring users shows that our efforts are reaching new potential visitors to the city. This is HUGE!

MARKETING

WE HAVE BEEN BUSY CREATING AND
RECREATING ALL MANNER OF MARKETING
ITEMS TO PROMOTE OUR WONDERFUL CITY



The 71st Annual Pilgrimage
May 3 - 6, 2018

There will be a living history day for area school children. A chance to tour historical homes and gardens the first weekend of May each year. Four of Jefferson's finest homes and featured gardens will open for tour by docents dressed in period dress.

Visitors to Jefferson this weekend can also enjoy Civil War reenactments including the downtown skirmish and locomotive chase, Craft Fair, Heirloom Plant Sale, and Parade. The weekend would not be complete without enjoying a performance of the Diamond Beetle Murder Trial play.

[Visit the Full Pilgrimage Website Here](#)



[Visit Our Website](#)

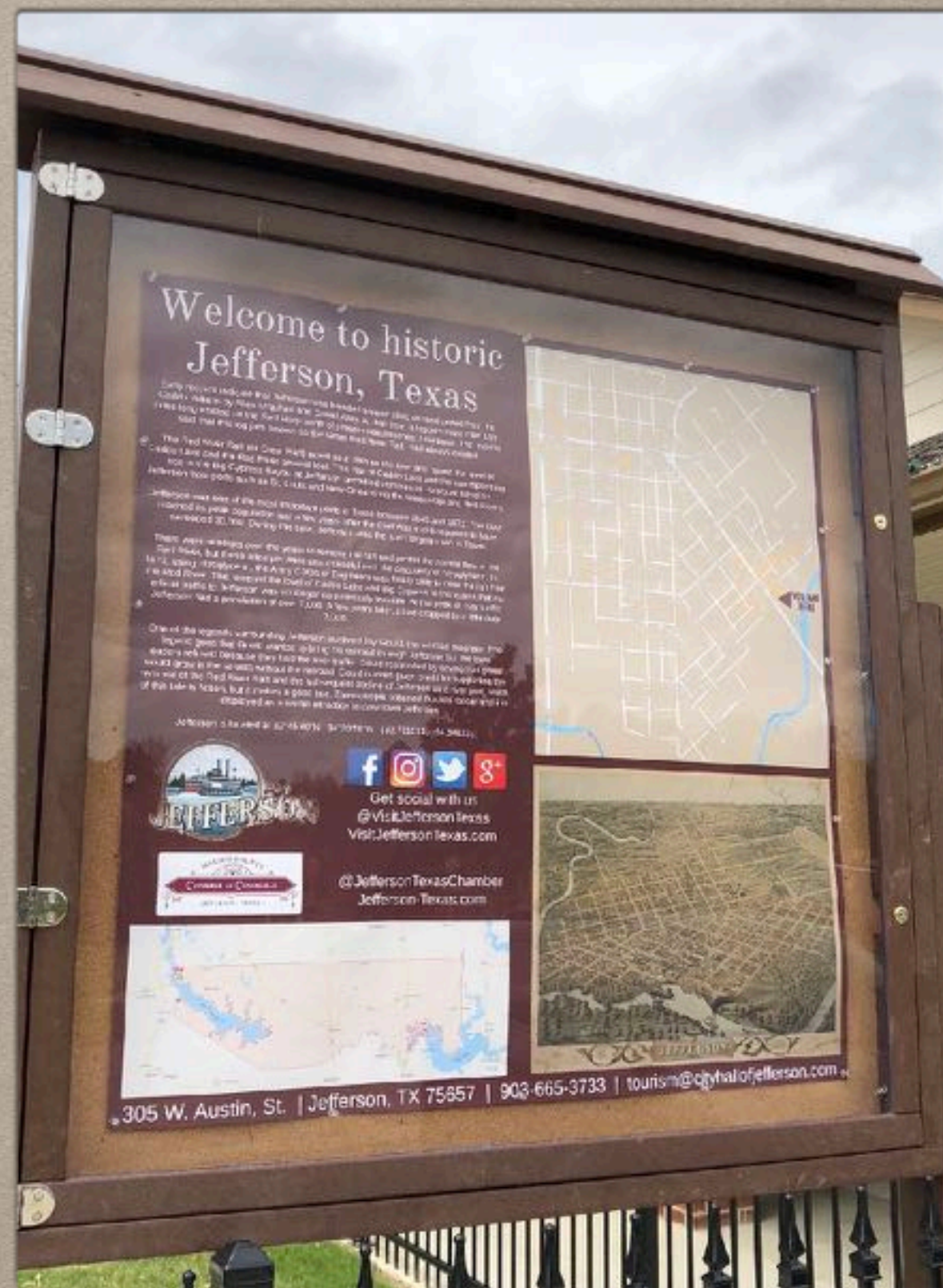
[View our online Brochure](#)

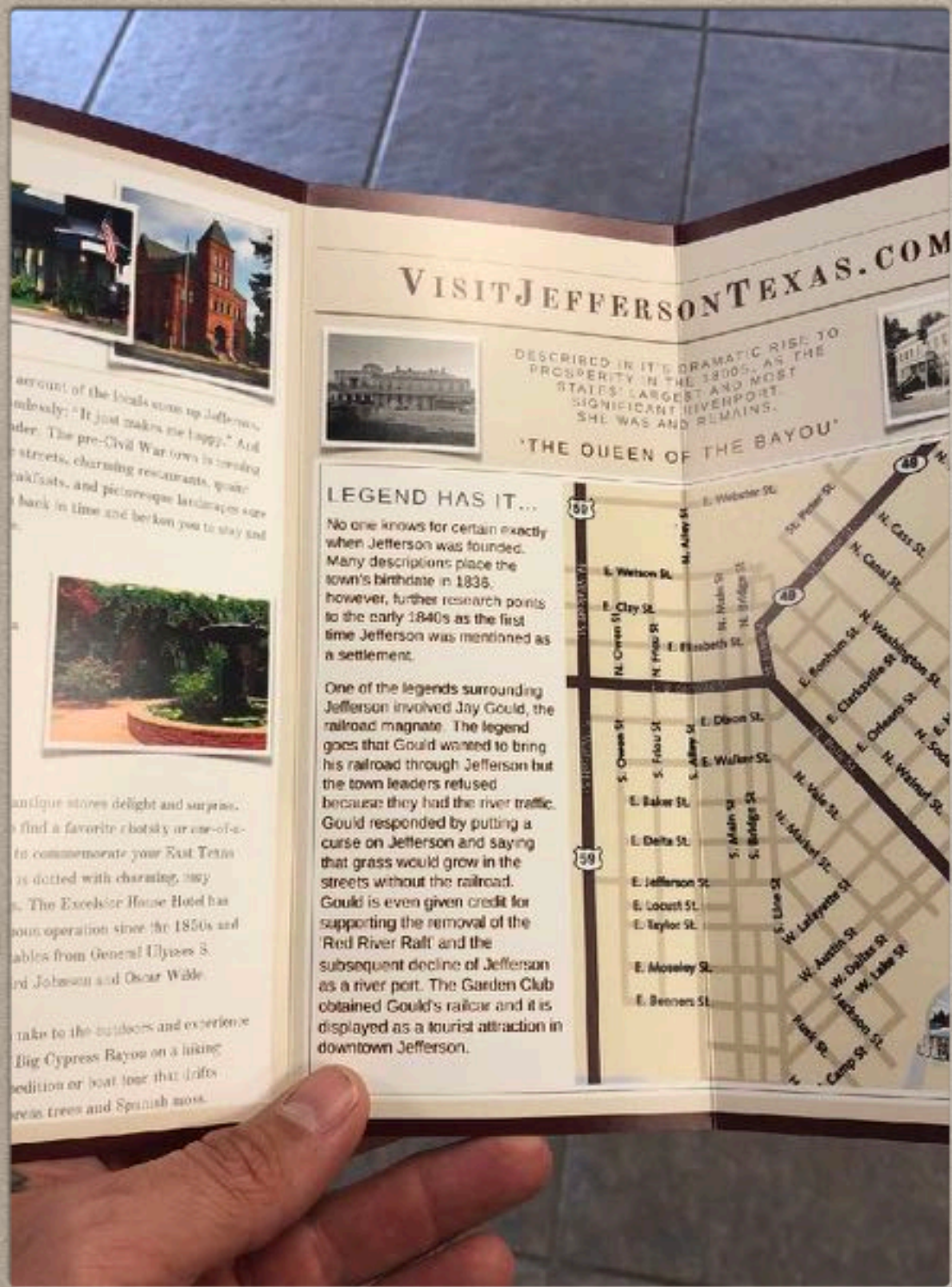
ENHANCED EMAIL BLASTS

We took our digital efforts in-house. We had 1,200 email users that we have increased to 14,000

NEW COMMUNITY MAP FOR VISITORS

With a current map of
Jefferson, the 1876
map, Marion County
map, social links and a
short history of the
town





NEW VISITOR GUIDE BROCHURE WITH MAP

The new brochure has a convenient map, history of Jefferson and blurbs about our most important tourist attractions

I (HEART) JEFFERSON PINS

Getting the community involved by passing out pins that showcase the town's peoples love of the city and our common interest



FUTURE PLANS FOR MAGAZINES

WE WILL ONLY BE ADVERTISING IN RELEVANT
MAGAZINES WITH BROAD READERSHIP



Events

Store

Su

TexasMonthly

News & Politics Being Texan The Culture Style & Design Food & Drink BBQ Travel & Outdoors Magazine More +



The Texanist: Did Tennessee Give Our Flag the Lone Star?

BY DAVID COURTNEY



BARBECUE

s.g.doubleclick.net/pcs/click?xai=AKAOjsv1UFuBG-CvHbgwplMNi9eUhJWkgJdPo6TfpSsie5k_X573...GllmrCuofdfL_5kc3rzJ-A&sig=Cg0ArKJSzluzKe8lv0Ak&adurl=http://sjc.edu/santa_fe_classics_18&n

ADVERTISING IN TEXAS MONTHLY

Using the most read Texas travel magazine to draw additional visitors to town

SOCIAL MEDIA POSTS

SOME EXAMPLES OF THE RELEVANT POSTS THAT ARE DESIGNED TO "LEAVE NO STONE UNTURNED"

We have increased our followers on Facebook from 5,500 to 6,800 as of 4/6/18. Added over 200 flowers on Instagram, created Twitter and are utilizing Google+ for additional usage.



Visit Jefferson Texas

Published by Hootsuite [?] · March 30 at 7:50pm · 🌐

Looking for history? Jefferson is the epicenter for early history in Texas. Come tour the Historic Route, walk among pre-Civil War homes and dine at restaurants that only Jefferson can boast. It's a weekend getaway that anyone would love.



Jefferson is steeped in history & lore. One story of Jay Gould's "curse" on Jefferson is one of our favorites. The [Jessie Allen Wise Garden Club](#) was able to procure his famous rail car to Jefferson and it is very spectacular. If you've never viewed it's grandeur, it's a must see.



Looking for a fun way to entertain your kids while touring Jefferson? Try our new Activity Pack. Just print it out and bring it with you to make your trip an adventure! <http://ow.ly/Ralz30jh4mD>



Jefferson is not only beautiful during the day. At night you can see the town in a whole different "light". Come spend the weekend with us at one of our many bed and breakfasts, hotels or RV/camping parks and enjoy our fair city day and night.



What a spectacularly great article about the [Jessie Allen Wise Garden Club](#). We love having such a passionate group right here in Jefferson. If you've never visited the [Excelsior House Hotel](#) and [The Atalanta - Jay Gould's Private Railroad Car](#) you will never know what you are missing until you do.



How a Ladies' Garden Club in Texas Helped Its Old



Visit Jefferson Texas added 2 new photos — with [Amanda Surratt](#).

Published by Hootsuite [?] · March 19 at 2:28pm · 🌐

By proclamation, Jefferson, IS the Bigfoot capital of Texas and has more paranormal activity than any other city. If you are in search of the elusive creature along the Big Cypress Bayou or just ready to get scared out of your wits in one of our many haunted locations, make Jefferson Texas your next weekend destination. [VisitJeffersonTexas.com](#)



LOOKING TO THE FUTURE

WE ARE WORKING ON MANY PROJECTS:

- Interactive "Visit Jefferson Texas" App for Android and Apple
- "Stay and Play" passes
- New city entrance signs
- New city signage to replace sandwich boards
- Making the Train trestle passable by foot
- Lighting the trestle
- Winter Wonderland trail behind Court House
- And so much more...