



Patriotism in Pulaski County The Pulaski County Tourism Bureau & Visitors Center is spear-heading a county-wide effort to make Pulaski County Missouri the most Patriotic County in the Nation. Join us in showing your patriotism by honoring the **red**, white and **blue!**

Top Ten Ways to Honor the Red, White and Blue



- ❖ Flag Brackets & Poles -Show your colors by posting flags outside your business.
- ❖ Flag Banners inside and out
- ❖ Red, White and Blue welcome mats
- ❖ Landscaping – Red, White and Purple flowers
- ❖ Individual smaller flags lining your property
- ❖ Flood Lights – red, white and blue
- ❖ Employee uniform – pins, aprons, shirts
- ❖ Window shades
- ❖ Expressing your patriotism
- ❖ Your own special way!Market your patriotic discounts (military or other). Name a product or menu item a clever patriotic name; such as Freedom Fries. Realtors – consider giving a flag to all home buyers. Strip malls and cities – have a friendly competition between businesses on who can show the most patriotism. Join together and pass a trophy between the winners.

How are you honoring the Red, White & Blue? Visit Pulaski County Tourism Bureau on Facebook and share your ideas!

facebook

Look for us under: **Patriotic Pulaski County MO**



Out & About In Pulaski County

School's Out for the Summer! Trying to find outdoor activities to keep children entertained while teaching them about Pulaski County, and also finding great photo opportunities?

- In Waynesville, on Historic Route is Mr. "W. H. Croaker" - our renowned Frog Rock! Mr. Croaker sits atop the northern bluff of Waynesville Hill.
- Crocker is home to the Frisco Caboose! Located in Norma Lea Frisco Park and also in the town of Crocker is the last train depot in Pulaski County. The Depot museum is located on Tenth Street.
- On Highway 28, five miles south of Dixon is a beautiful view at Portuguese Point! This rock promontory is approximately 250 feet and overlooks the Gasconade River.
- A beautiful view of the Big Piney River is in Devils Elbow. The view from the recently

2011 Supplier of the Year Recipient

The Pulaski County Tourism Bureau & Visitors Center is the recipient of the Star Award - Supplier of the Year presented at the annual Missouri Hotel and Lodging Association (MHLA) Conference held June 1 at Lodge of the Four Seasons. MHLA is a state -wide association dedicated to serving and strengthening the state's lodging industry through education, political action, and membership discount programs.



Pulaski County Visitors Center Hours
Mon-Fri 8am-5pm
Sat-Sun 9am-3pm



Mobile? **PCInMo.mobi**

- refurbished steel trestle bridge on Teardrop Road – Old Route 66, next to the Elbow Inn.
- Joint Services Park, a park honoring all branches of the United States Military, is located on Nebraska Avenue in Fort Leonard Wood. The park is home to a Coast Guard cutter; Army tank; Navy anchor; and an Air Force bomber.
- Additional M-60 tanks are located in Saint Robert, in Reed Park, off Historic Route 66 and north of I-44, across from Walmart entrance.

For additional activities to occupy children, stop by the Visitors Center and pick up your FREE Geocaching brochure, FLW Graduation Bingo and License Plate Palooza games!! Enjoy the outdoors!

Mitzi Sparks, Visitor Services Representative

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Association Meetings

June 30 - Joint Meeting Planners Tradeshow, Jefferson City, MO
Organizer: Missouri Travel Council
Oct, 10-14 – Governor's Conference on Tourism, Jefferson City, MO
Organizer: Missouri Division of Tourism

State, Regional and Local Tourism Organizations

It is important as a business to stay informed about your industry. Joining and being involved in an organization enables you to learn more; offering opportunities for education and networking. Becoming involved in your local Chamber of Commerce is also a plus to being on top of your game.

- Pulaski County Tourism Bureau & Visitors Center – VisitPulaskiCounty.org
- Missouri Travel Council – missouritravel.org
- Missouri Hotel & Lodging Association lodgingmissouri.com
- National Restaurant Association – restaurant.org
- Missouri Restaurant Association – morestaurants.org
- Missouri Association of RV Parks and Campgrounds – campinmissouri.com
- Pulaski County Outfitters Association – 573.759.7294
- Missouri Division of Tourism – VisitMo.com
- The Route 66 Association – Missouri66.org



I am excited to announce that advertising sales for the 2012 Pulaski County Visitors Guide has begun.

I am even more excited to announce that the rates have been reduced by 25% from last year! Our business partners told us that they love the high quality promotional publication but did not love the rate structure. We listened! In planning for this year's edition, bids were sent out to area companies and we have since awarded the production and printing of the Visitors Guide to a local printer which means significant savings to our organization and we have passed that savings on to our advertisers.

The Pulaski County Visitors Guide is used to inform visitors to Pulaski County of all our outdoor activities, shopping, restaurants, maps and attractions. They are sent to leisure travelers and graduation families that request information about our area as well as motor coach operators, group travel coordinators and military reunion planners. The guides are mailed to people asking for information about our area from web site and phone inquiries, print and web advertising. Over 35,000 were distributed last year, with over 14,000 mailed. From advertising inquiries alone, over 29% of those that had received a Visitor Guide converted to an actual visitor. The Visitor Guides are also distributed Missouri Welcome Centers, Visitor Centers and Chambers of Commerce around the state, at leisure travel trade shows, group travel marketplaces, at local businesses and through our own Visitor Center for our traveling guests and tourists. This publication is positively received from advertisers and our visitors and is very beneficial for the end user.

I will be contacting tourism related businesses to discuss the advertising options available and to assist with your marketing message for the 2012 edition

Advertising in this publication will position your company as a strong supporter and leader in the business community. If you would like more information or would like to schedule an appointment, please contact me at the Tourism Bureau or email me:

karenh@VisitPulaskiCounty.org

Also remember this, tourism partners-

We have many marketing programs, just for thee, some are paid but many are FREE!

Till next month-

Karen Hood,
Marketing Relations Manager

PCTB July Marketing

How is the Tourism Bureau reaching visitors to bring them to Pulaski County? Look for our marketing campaigns in the July issues of:

American Road Magazine, Army Engineer, Bank Travel, Byways, Going on Faith, Group Tour, Group Travel Leader, History, Home & Away, Midwest Traveler, Missouri Life, Missourian, Reunions, Reunion Friendly Network, Rural Missouri, Show Me, ShowMe Route 66

Continuing campaigns include Gordon's Guide, Website, Mobile site, Phone application, Journey's, Pay Per Click campaign, Billboards and Cable advertising.

Upcoming Events

- **June 21-25** Tri-County Fair Richland
www.richlandtricityfair.com
- June 25 Free Movie Night Abrahams Theater on Ft. Leonard Wood
- June 25 Fireworks Show and benefit Concert
- July 2 Buckhorn Blast Poker Run
<http://www.local28forr.com/>
- July 9 Independence Day Celebration, Richland This will be a fun field evening with Music, Food, fireworks, and FREE admission Pool Day in Shady Dell Park so come out and enjoy the festivities!!

FARMERS MARKET DATES:

- Farmers Market in Richland every Saturday 8-12 Downtown Richland on Pine Street
- Farmers Market in Waynesville Saturday 8-12 Waynesville City Park

VisitPulaskiCounty.org



Show Me MO!

Pulaski County is home to W. H. Croaker (aka "Frog Rock"), but did you know there are other Oddball Attractions within Missouri? Some of the Oddballs include:

Big Pacifier Made of Cigarette Butts is on Edgewood Drive in Jefferson City. It is made entirely of cigarette butts – big enough for the smoking addict!

Giant Fork statue proclaims to be "The World's Largest Fork", is angled in front of a three story building at 2215 West Chesterfield Boulevard in Springfield.

Big Shoe Made of Shoes is located at 8300 Maryland Avenue in Clayton (Saint Louis). This is an elegant lady's high heel standing ten feet tall made entirely of regular size shoes

World's Largest Goose in the Wild Goose Capital of the World – Sumner! Maxie (female) is forty feet tall with a wing span of 65 feet. The third weekend of October is the annual Goose Festival, featuring *gooseberry* pie! Maxie resides in Sumner Community Park, on the north side of chicken House restaurant, 2421 West Highway 76 in Branson.

Social Media is everywhere we turn it seems like. More and more people and businesses are moving towards the internet Social Media is an option to increase marketing for your business. Some things you must do first are figure what your **VENUE** is...step back and ask why we are doing this and who are we trying to target. Figure out who your target market is i.e. the leisure traveler, the group tour operator, the outdoors man then figure out the **TRAFFIC** you want to generate. Review all your options to achieve your objectives the fastest, easiest and cheapest way.

There are several forms of Social Media from **Facebook** to **Twitter** to **YouTube** to **Widgets**, no matter what you decide for your marketing you should research all your options and develop a marketing plan that fits you and your businesses needs and goals. You can use the different forms of Social Media to quickly share information with people interested in what you have to offer, gather feedback and build relationships with customers, partners and other people who care about your business.

Before you start with Social Media think about some basic questions:

- How do I want to participate in Social Media? Through Discussion on Yahoo or Google for example or maybe **Publishing Media** like *blogging* or *wordpress*. Maybe you would like to do more **Content Sharing** through *Flicker*, *YouTube* or *digg*. Lastly, maybe you just want to use **Social Networking** like *Facebook*, *MySpace* or *LinkedIn*.
- How can social media improve my business? It will help promote your business or product. You want people to get the word out about what you have to offer, so the more you can promote your business and what you have to offer the better it will be for you. Through social media you can inform people of what you have to offer, drive traffic to your website and create a viral buzz all good things to help you grow your business.
- How will social media be incorporated into my overall customer experience? It will allow your customers to be interactive with others, create the viral buzz you need, grow your FAN base and in the long run help you sell more of what you have to offer.

Denise Montgomery, Visitor Services Rep.



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