

WAKULLA COUNTY TOURIST DEVELOPMENT COUNCIL WEBSITE OVERHAUL AND PUBLIC ROUNDTABLE MEETING

During the First Annual Strategic Planning Retreat of the Wakulla County Tourist Development Council the redesign of the TDC's website was prioritized as the number one marketing tool for promoting Wakulla County as a premier nature- and heritage-based tourism location. After receiving several proposals from local area web design firms, 180 Communications, Inc. was selected to completely overhaul and redesign the VISITWAKULLA website. "All of the proposals received were outstanding, however, 180 Communications stood above the rest in their knowledge of our area and the many ways our website can promote the incredible natural and cultural resources we have to offer" says Jerry Evans, Chairman of the TDC.

The website redesign is now under way and the TDC is asking all tourist-related businesses to submit information for listing on the site. "We've designed a business inventory form for local tourist-related businesses to fill out so that we can give potential visitors current and complete information of all we have to offer" said Pam Portwood, TDC Director. "We're looking for input from outfitters, charter captains, green guides, hotels, vacation rentals, restaurants, shops, local artists, music venues – anything of interest to a visitor to our area." Each listing will be reviewed and approved by the TDC prior to listing on the website. Business inventory forms are available by fax, email, or US mail – simply call or email Ms. Portwood at pportwood@embarqmail.com, 850-544-6133 to obtain the form.

The website is not the only project currently underway by the TDC. Redesign and printing of tear-off maps, targeted advertising campaigns, media familiarization tours, and a local ambassador program are just some of the ways the TDC is working to promote Wakulla County as a tourist destination. "We are very excited about the direction our Council has taken to improve our local economy through increased tourism" said Portwood, "but we are looking for input from the community and especially our tourist-related businesses on how to continue to improve our efforts". To that end, the TDC will be holding its first Public Roundtable Meeting on September 17, 2009 at 6:30 p.m. at The Bistro at Wildwood Resort.

The Roundtable Meeting will include a brief review of the Council's activities over the last year, followed by solicitation of public input on ways to enhance and expand the tourism marketing efforts. Sherrie Miller, TDC Treasurer added "We are especially interested in getting participation from our local tourist-related businesses at the Roundtable Meeting. We want to know how the TDC can help them better market the services they offer and work together to spread the word that Wakulla County is "The Natural Place to Be"."