



MOBILIZING VISITOR SERVICES

PRESENTED BY ANDY WILLIAMS, CMP, TMP
EXECUTIVE DIRECTOR @ VISIT ROSWELL

GEORGIA MUNICIPAL ASSOCIATION

2-28-2023

IS THERE A REASON?

- Understand your current visitor services. Equally, **understand your current audience.**
- Plan for what you'd like to accomplish and how you'd like to accomplish it.
- Is it a foot traffic issue, a space issue, an experience issue, a logistical issue, or a combination of those things?
- Ask yourself what the plan is for how the DMO currently operates those visitor services.
- The DMO's #1 goal should be to **enhance, yet simplify, the visitor's access to relevant information.** Think about influencing a positive visit, making recommendations that fulfill a need, impacting transactions and driving repeat visits.

IS THERE SUPPORT AND BUY-IN?

- The DMO should have open-ended conversations and **run a SWOT analysis**.
- Create an open dialogue to gauge support.
- Further conversations should include mayor and council members, county commissioners, city or county staff, community partners, department heads and venue operators.
- Understand the financial aspect of making this move.
- Moreover, **come prepared with data** that validates the reasoning for this proposed transition.
 - For example, in Roswell, we tracked approximately 50 people per month through our visitor center doors. We also noted that several of those were UPS or FedEx employees making deliveries. When we mobilized and went out into the community, we grew our engagements, or touchpoints, 664% over the course of four months. We also strengthened relationships with local businesses, restaurants, special events organizers and department staff members.

IS EVERYONE COMMITTED?

- Whether the DMO wants to offer a hybrid model of visitor services or chooses to fully mobilize, understand that it's a big jump that takes full commitment and effort.
- **Formulate a response plan** for any less-than-desirable feedback. You may have people in your community who don't understand the shift away from the traditional visitor center model. Craft a message that is fact-based, supported by data and forward-focused.
- Constantly educate. This applies to everyone in your community—from board members, to elected officials, to business owners, to visitors and even local residents. Work with them to understand that, with this new model, the DMO will have more meaningful conversations, influence more purchase decisions, **provide tailored information** and get in front of **diverse audiences**. Education never ends.

REFERENCE CURRENT AGREEMENTS OR MOUS

- Ensure that by mobilizing visitor services, neither party is going against anything **mutually agreed upon** with the organizations involved.
- Review your contract or MOU.
- Form consensus and ensure that if changes need to be made, everyone's in agreement and on the same page.
- **Establish clear expectations and deliverables.**

Visit Roswell shall have the following obligations:

7. Visit Roswell shall comply with all terms for partner organizations contained City of Roswell Resolution Number 2018-09-65 dated September 10, 2018.
8. Present to the Mayor and the City Council for their approval, a budget narrative and annual tourism report under the same conditions as other subdivisions within the city budgeting process. The budget and report must be approved by the Board of Directors of the Roswell Economic Development & Tourism, Inc. ("Board of Directors");
9. Provide deliverables to in-market visitors to the city through informational services, visitors guide distribution, amenity and asset recommendations and other collateral through a

2

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combination of print, digital and on-site partnerships; and

10. Promote and advertise various special events during the year which have been approved by the Board of Directors; and
11. Open its books and records to the City of Roswell upon reasonable notice; and
12. Provide a quarterly metrics as determined by the City of Roswell and/or the City of Roswell Economic Development Director; and

Our MOU no longer states that we're required to operate a brick & mortar visitor center with set hours of operation.

MAP OUT LOCATIONS

Before getting excited about a vehicle, have a clear understanding of the following:

- Consider how locations will be included throughout the destination.
- Work with the DMO to create a list of the must-attend events where the DMO needs to be.
- The DMO should coordinate locations around those events and craft messaging that isn't ambiguous or confusing.
- **UNDERSTAND ACCESS.** Ensure the DMO is working with the appropriate contacts that can grant permission.
- Have conversations with event organizers upfront. Our opinion is that the DMO shouldn't have to pay to be there.
- **Consider accessibility needs.** In other words, don't go somewhere that's tough to get to or complicated to promote.
- Ask what makes the most sense for what should be accomplished. **Fish where the fish are!**

SO, YOU'RE READY TO MOVE FULL-STEAM AHEAD?

- Conduct research. Several different types of vehicles are available.
- Commonly, Ford Transits, Mercedes Sprinters and RAM ProMasters will pop up in searches.
- Budget between \$40,000 on the low end and \$70,000 on the high end.
- Each of these vehicles is set up differently, by wheelbase, roof height, engine size and fuel.
- Bigger the vehicle, higher the price; Lower the mileage, higher the price; Newer the model, higher the price.
- Find one that's white. It's not a dealbreaker, but white vehicles are easier to wrap. Don't wrap the roof.









TRANSIT



RAM



KNOW THE BUYING PROCESS

- How is the DMO funding the purchase? Sponsorships or lodging tax?
- Inventory is low and pricing is up. Cast a wide net.
- Consider whether you'll be working with a **broker**, or if you'll be coordinating everything **yourself**.
- If buying, is the DMO working with a no-haggle dealer?
- **Know the ad valorem process.**
- Spend \$40.00 to purchase the full CARFAX report on the target vehicle
- **Know the vehicle's history.** One owner, corporate use? Three owners, used for hauling equipment?
- Negotiate, if applicable, then move forward.

mobile visitor center



MAKE AN IMPACT. MAKE HISTORY.

- **WHAT?** A fully-mobile "visitor center on wheels" that'll rotate throughout town each week, from location to location. The MVC will be equipped with brochure racks, a television to loop partner videos, Bose Pro8 L1 Portable Line Array system for music + announcements and super quiet portable inverter generator.
- **WHY?** To allow us to be present throughout the community so that we can further support our hospitality partners and engage with the large variety of visitors who choose to spend time in Roswell. Our locations include parks, breweries, local retailers, venues, hotels, arts + entertainment venues, coffee houses, restaurants, tournaments, special events and more.
- **HOW?** From Wednesday through Sunday, the MVC will be staffed by Visit Roswell information specialists during peak times of visitor traffic at that week's selected location or event. Information specialists will promote our hospitality partners through distribution of partner collateral, brochures and rack cards. They'll also be there to answer questions and make recommendations. Visit Roswell retail will be available for purchase.
- **WHEN?** We're ahead of schedule. Procurement of the vehicle, build-out, wrap design and install will begin in January. The MVC will be in the community by early spring.



MAKE AN IMPACT. MAKE HISTORY.

GLOBETROTTER
\$10,000 one-time investment

REGIONALIST
\$5,000 one-time investment

DAYTRIPPER
\$2,500 one-time investment

TRAIL-HOPPER (NON-PROFITS)
\$1,000 one-time investment

- **Globetrotter** deliverables include seat at the table in helping name the mobile visitor center, one dedicated e-blast per quarter, prominent logo placement on VisitRoswellGA.com, opportunity to work four chosen events or locations with Visit Roswell staff within the mobile visitor center and prominent name placement on the vehicle.
- **Regionalist** deliverables include one dedicated e-blast each quarter, prominent logo placement on VisitRoswellGA.com, opportunity to work two events or locations with Visit Roswell staff within the mobile visitor center and prominent name placement on the vehicle.
- **Daytripper** deliverables include prominent logo placement on VisitRoswellGA.com, opportunity to work one event or location with Visit Roswell staff within the mobile visitor center and prominent name placement on the vehicle.
- **Trail-Hopper** deliverables include logo placement on VisitRoswellGA.com and name placement on the vehicle.





KNOW THE BUYING PROCESS

- When it's time to buy, make sure you're set up for success. **BE EXPEDIENT BUT DETAILED HERE!**
- **Title the vehicle to the organization. Don't leave the dealership without your title!**
- **Obtain confirmation** of ad valorem payment if the dealership is handling that aspect of the transaction also.
- Make sure you have **insurance** prior to purchase! Plan for around \$3,500 for the annual premium.

OH, BOY. YOU ACTUALLY DID IT. YOU BOUGHT ONE.

- First things first, register it if the dealership didn't handle this part of the process.
- This was, by far, the most time-consuming part of the entire process. Let's make sure we get you in and out as quickly as possible. Before you go to your local Department of Driver Services, prepare in-advance by having these items ready:
 - Driver's license
 - Affidavit to Sign on Behalf of a Company or Organization (if needed) – must be signed by presiding officer and notarized.
 - Vehicle title
 - Vehicle purchase agreement
 - MV-1 form
 - Proof of existing organization – W9 or registration with Secretary of State
 - Proof of insurance (and make sure it's **downloaded** into the state's online system)



Emission test requirements in Georgia vary depending on the circumstances. Testing requirements are determined by the year a vehicle was built by the manufacturer, the type of vehicle owned, and the location where the car is registered. For example, emissions testing in GA is mandatory for all 13 metro Atlanta counties including Cobb, DeKalb, Forsyth, Fulton, and Gwinnett counties. In the counties mentioned above, an inspection is required for cars or light trucks manufactured between 1993 and 2014, and weigh **8,500 pounds or less**.

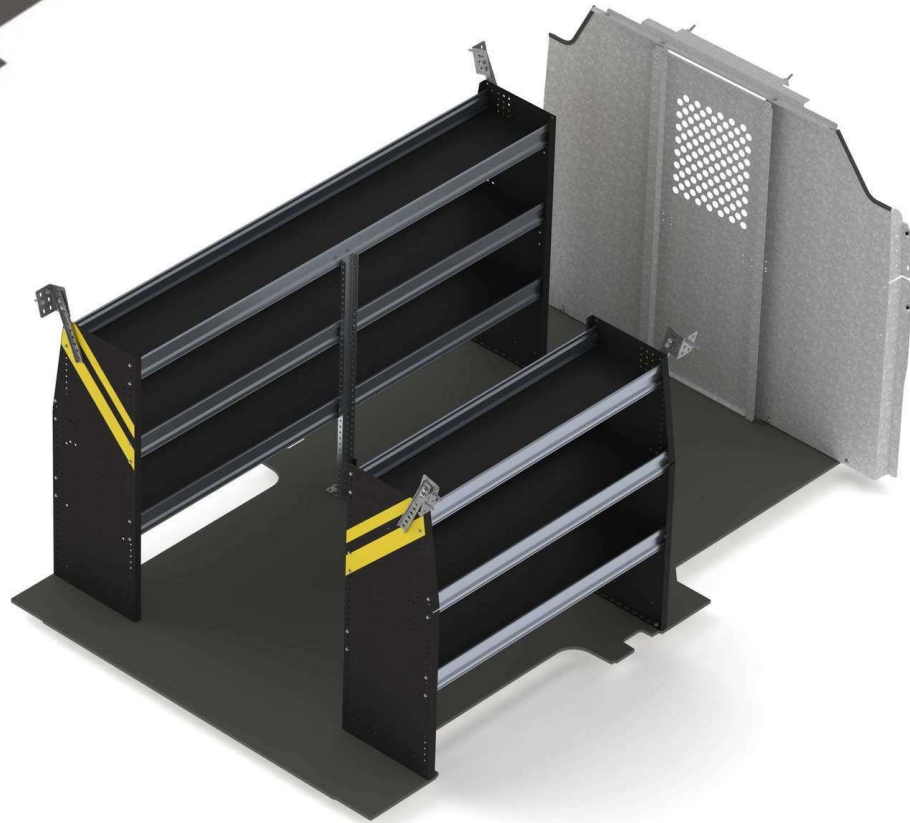
In our case, because our Sprinter weighs over 8,500 lbs. and runs on diesel, an emissions test was not required.

OK, IT'S IN THE PARKING LOT. IT HAS A LICENSE PLATE. NOW THE REAL FUN BEGINS!

- Understand how you want to set up your mobile visitor center.
- Is this DMO creating an environment inside, or will the vehicle be used primarily to haul guides, collateral and other items?
- Shop companies to install commercial shelving, and work with those to customize options based on needs.
- If retroactively adding items, such as awnings, lighting or speakers, then know your resources.

COMMERCIAL SHELVING

- Think about **functionality**.
- Know what's going to be hauled. Guides, rack cards, magazines, PA systems, televisions? Retail? Generator?
- Set it up in a way that provides for what's needed. Companies can **customize** it.
- Get the out-the-door cost, including tax and installation.
- Plan to spend between \$2,000 - \$3,000 on commercial shelving and more if a bulkhead is needed.
- Budget for a **one-day** install.
- The DMO should plan to spend a whole lot more if they're customizing the interior for visitor access!



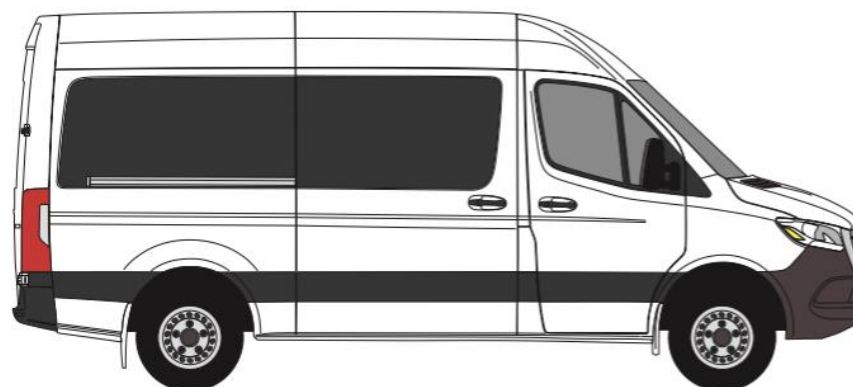
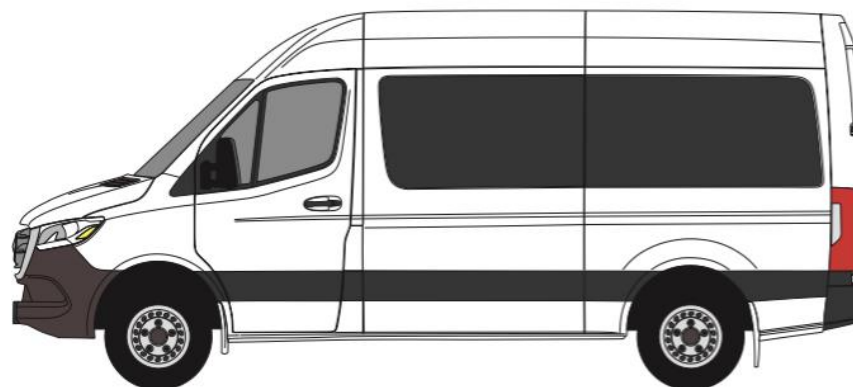
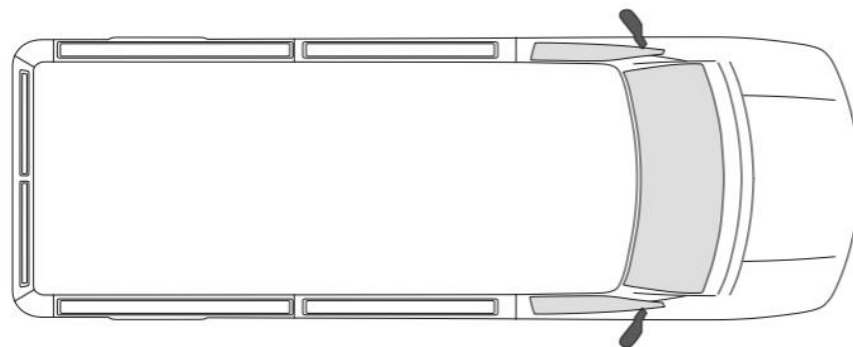




INNER  SPACE

LET'S TALK ABOUT THE WRAP

- Is the DMO considering a full vehicle wrap or pieced-together graphics/decals?
- Understand who needs to be brought into this step. Agency, local designer, sign company or wrap specialist?
- Think about what elements to include. Logos, hashtags, contact info, photography, specific text?
- The company that's wrapping the vehicle should be able to send your DMO a **template** for that specific vehicle and its specs. This way, the designer will have a **file** they can access to "plug" the design directly into while using their software, exactly how it will render on the vehicle.
- For a full wrap, consider a budget of \$5,000 to \$6,500 depending on the size of the vehicle.
- Budget for a **one-day to two-day** install.



MercV_I42 Mercedes Sprinter 4500 Passenger I44Wb high roof 1/20th Scale



WHO'S GOING TO STAFF IT?

- The team should be comfortable doing the following:
 - Driving and backing a large vehicle
 - Being comfortable lifting boxes of guides and other collateral
 - Being comfortable setting up a television if one is mounted
 - Understanding how to position and operate a generator (a must-have for running power)
 - Knowing how to activate the space outside of the mobile visitor center, if that's a part of the plan.
- Any employee driving the vehicle will need to be added to the insurance plan. As an aside, also add the total investment of the wrap and any after-market products (such as awning, lighting, shelving) to the plan.

VISIT ROSWELL

HIT THE STREETS!

STREET TEAM SPECIALISTS

We're seeking ambassadors of our city to join our team to provide community and partner info to visitors to Roswell.



*At Your
Natural Pace.*

If you're interested, please express interest before January 15th

All applicants are required to submit a resume to Danielle Purdie at dpurdie@visitroswellga.com
Job description and requirements are located on the following page.

**PASSIONATE + POSITIVE +
PRO-ROSWELL ALL THE WAY**

WANT TO JOIN OUR TEAM?

Job Title: Street Team Specialist

Classification: Non-exempt

Reports to: Marketing and Visitor Services Manager

Position Overview:

Visit Roswell, the City of Roswell's official destination marketing organization responsible for the promotion of tourism throughout the community, is offering a fantastic opportunity for part-time street team specialists to join our team and be active, creative and engaged with our visitors throughout Roswell. These individuals will be responsible for providing informational services relevant to our hospitality-related businesses, organizations and partners throughout Roswell. This includes, but is not limited to: Hotels, restaurants, local retailers, breweries, art galleries, historic assets, public parks and nature-based amenities, performing arts organizations, partner organizations and special events.

Each week, a street team specialist will carry the responsibility of driving, setting up and working our Visit Roswell mobile visitor center at a business or on the grounds of an attraction and provide tourism information to the patrons of that particular establishment or location. These weekly activations could include restaurants, coffee houses, breweries, retailers, special events, sports tournaments, parks, or other locations that draw a substantial amount of visitor foot traffic. The street team specialist will work directly with the marketing and visitor services manager to strategically schedule activation locations for the year. This position is ideal for candidates seeking a part-time position with strategic and flexibly-scheduled hours. The ideal candidates will be comfortable with driving a van, setting up the van to attract visitors, having conversations with many visitors throughout the day and staying up-to-speed on all tourism-related happenings throughout the city. The position will not exceed 20 hours per week. Weekend and evening availability is potentially required, but mutually-agreed upon hours and scheduling would be established in-advance with the marketing and visitor services manager.

Responsibilities, Duties and Physical Requirements:

- Possess knowledge of Roswell's history, growing/changing attractions and tourism industry
- Maintain a positive, empathetic, and professional attitude toward visitors at all times
- Utilize technology and Internet to seek information and answers if not immediately known
- Update manager on any growing visitor concerns or trends throughout the community
- Possess strong written and oral communication skills; requires some phone contact
- Work independently, including setup and breakdown of info tent – 50 lb., case by case basis
- Job will require employee to work outdoors throughout all seasons of the year
- Most possess a state of Georgia driver's license, with driving record in good standing

Compensation: \$20.00 per hour – up to 20 hours per week, not to exceed 40 hours per pay period

Position Start Date: February 2, 2022



Vernalisa Rougeux

Street Team Specialist



Arthur Lerma

Street Team Specialist



Becky DeSilva

Street Team Specialist



Sally Bowman

Street Team Specialist



Jeris Hollander

Street Team Specialist



Jacquie Morin

Street Team Specialist

WHAT'S THE POWER SOURCE?

- A must-have for the mobile visitor center is a portable inverter generator.
- The generator will run off of gasoline and will power any music, lighting or other electrical needs.
- The top consideration needs to be an ultra-quiet inverter generator that's easy to move.
- Wattage needs to be 1,600 to 3,500+ running watts, depending on how much you want to power.
- An inverter generator is also extremely quiet. **It has to be an inverter generator.**
- Additionally, team members will need to be comfortable with a pull crank to start it.
- Plan to spend between \$500 and \$1,300 on an inverter generator.



START-UP

The background of the slide features a close-up, low-angle shot of a tire tread, showing the repeating pattern of the grooves. Overlaid on this image are several technical or scientific graphics: a large circular scale with degree markings (from 0 to 210) and an arrow pointing towards the top right, located in the upper right quadrant; a smaller circular scale with degree markings (from 0 to 90) and an arrow pointing towards the top left, located in the upper left quadrant; and a series of concentric circles and lines in the lower right quadrant, resembling a technical drawing or a stylized representation of a wheel or a lens.

• Vehicle Purchase	65,000.00 (including tax)
• Shelving	2,400.00
• Generator	700.00
• Extension Cords	90.00
• PA System	1,300.00
• LED Lighting	500.00
• Bins	800.00
• Television	450.00
• Television Bracing	600.00
• Wrap Installation	6,000.00
• Misc.	500.00

Total: 78,340.00

ANNUAL BUDGET

- 6400 · Administrative Expenses

- 6472 · Mobile Visitor Center

• 6472-1 · Maintenance	1,200.00
• 6472-2 · Fuel	2,000.00
• 6472-5 · Repairs	1,500.00
• 6472-4 · Tag Fee	90.00
• 6472-3 · Insurance	3,350.00
• 6472-6 · Cleaning	600.00

Total: 8,740.00

GEORGIA
by

RECOMMENDED RESOURCES:

Vehicles:

Mercedes Sprinter, Ford Transit, RAM ProMaster

Commercial Shelving:

Commercial Truck & Van Equipment

4800 Buford Highway
Norcross, GA 30071
770-447-4458
www.comtruckequip.com

Masterack

1 Waters Drive
Social Circle, GA 30025
800-222-8785
www.masterack.com

Fully-customized, experiential vehicles:

Inner Space Designs

1310 White Street SW
Atlanta, GA 30310
sales@innerspaceships.com
www.innerspaceships.com

Wrap Conceptualization + Design

Tempest

30 South 15th Street
Suite 1001
Philadelphia, PA 19102
800-274-8774
www.temptest.im

Wrap Installation

Adnormous Graphics

1092 West Atlanta Street SE
Unit 1500
Marietta, GA 30060
770-333-2790
www.adnormous.com

Generators:

Honda EU2200i
Predator 3500 Super Quiet Inverter
Champion 2500 Inverter
Westinghouse iGen2500 Inverter
WEN 56203i Super Quiet Inverter

PA Systems/Audio

Tower:

Electro-Voice Evolve 30M System
Bose L1 Pro8 Line Array System

Stand-alone:

Sony XP500
JBL PartyBox 310

TV Installation & Brace

Cartunes of Atlanta

8601 Roswell Rd
Sandy Springs, GA 30350
404-256-5600
www.cartunesatlanta.com

MVC Checklist

Research + Purchase

- ☐ Support and Buy-in Gathered
- ☐ Budget Range Solidified
- ☐ Appropriate MOU Language In Place
- ☐ Purchase Funds Goal Attained
- ☐ Vehicle Targeted and Selected
- ☐ CARFAX Obtained
- ☐ Insurance In Progress
- ☐ Purchase Timeline and Actions Set

Registration

- ☐ Notarized Affidavit to Sign on Behalf of Org.
- ☐ Driver's License
- ☐ Vehicle Title
- ☐ MV-1 Form
- ☐ Proof of Insurance (also downloaded in system)
- ☐ Proof of existing organization
- ☐ Means of Ad Valorem Payment

Outfitting + Design

- ☐ Commercial Shelving Setup Determined
- ☐ Power Source Established
- ☐ Storage and Accessibility Mapped Out
- ☐ Wrap Design and Install Contacts Made
- ☐ Realistic Timeline for Installations Set

Staffing

- ☐ Driver's License in Possession
- ☐ Trained on Operation of Vehicle
- ☐ Understands Onsite Experience Setup
- ☐ Scheduled Locations In-Advance
- ☐ Emergency Response Plan in Place
- ☐ System for Reporting Established

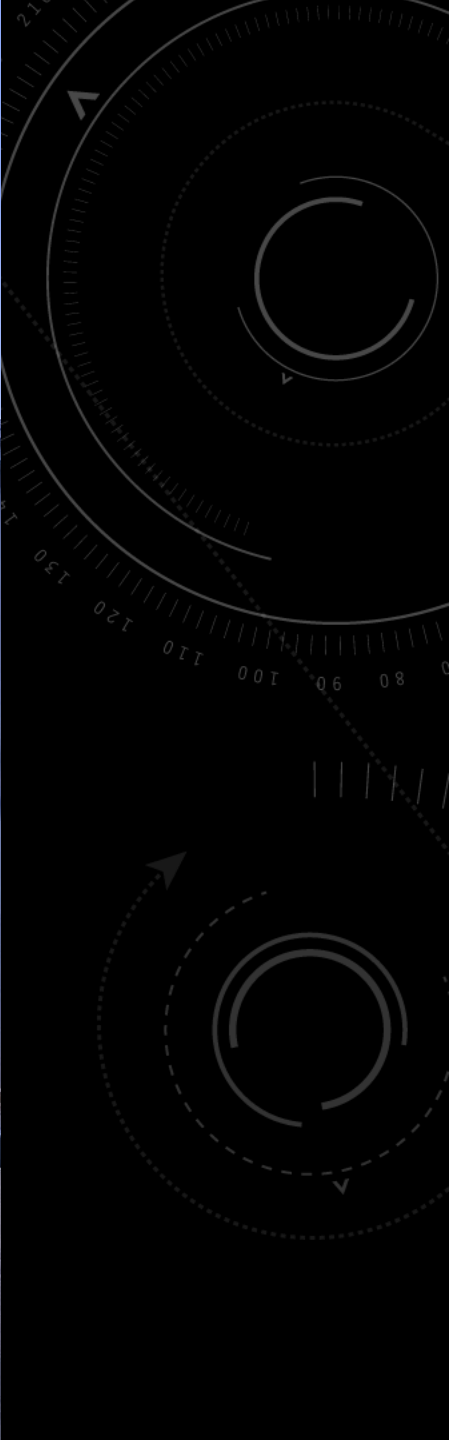
NOTES :

















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Natural Pace!



"OF ALL THE PATHS
YOU TAKE IN LIFE,
MAKE SURE A FEW
OF THEM ARE IN
ROSWELL, GA."

DRINK CRAFT BEER,
BECAUSE NO GREAT
STORY EVER STARTED
WITH A SALAD.
ROSWELL, GA





LOCAL INFORMATION

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*At Your
Natural Pace!*



VISITOR INFORMATION



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It's Your
Natural Park

ROSWELL

Locations:

East Roswell Park Georgia Visitor Information Center - Ringgold RUMC Holiday Market

Lilly Sage Apothecary Pop’s Coffee Co. Heart of Roswell Park

Deep Roots Wine Market Home2 Suites Roswell DoubleTree by Hilton
Barrington Hall Casa Robles

Chattahoochee Nature Center The Vick A5 Sportsplex

Summer Sippin’ Cocktail Crawl Grandiose Grape Wine Festival Cops ‘N Cars Car Show

Azalea Park Aurora Cineplex Roswell Youth Lacrosse Tournament Linen + Flax

Grovieway Community Day Alive in Roswell Old Mill Park Bulloch Hall The Artillery Room

Lucky’s Burger & Brew Sunny & Ranney Smith Plantation Events Catering Showcase
Proper Hop Taproom

Music on the Hill Roswell Beer Festival Ipp’s Pastaria & Bar Mimosa Hall & Gardens
Roswell Moves

Roswell Cultural Arts Center Nantahala Outdoor Center

Leita Thompson Memorial Park Computer Museum of America Raiford Gallery

Tillman Honor Run Gracious Plenty From the Earth Back Porch Concert Series
Lighting of the Christmas Tree Roswell Wine Festival



THAT'S A LOT OF INFO. ANY QUESTIONS?