

## Smyth County Community Tourism Brochure Opportunity!

It's **your** story, Smyth County...and we are going to tell it in a beautiful brochure, booklet form. On the one hand, it's a piece of advertising that will help you sell your business to travelers. On the other hand, it's a heritage preservation piece to be treasured by travelers and local folk alike. It is a piece of the Smyth County tourism puzzle you can be proud of--not just another map with a bunch of ads on it, but a real piece of archivable history.

It will tell those passing through some of the great stories of this wonderful place and its people...and, while these visitors are here getting to know you, may they happily buy stuff from your shop, stay at your place of lodging, eat at your restaurant...and then go home and tell their friends how wonderful you are. Through the power of the grapevine, may their friends then visit and spread even more prosperity with you, too. And, so on and so forth.

### Here's how it works:

The brochure, which will promote area tourism-related businesses, attractions, and points of interest, will be placed in all 13 Virginia Welcome Centers and in each of the 58 state-certified visitor's centers in Virginia. Your entity will also receive worldwide Internet exposure on both the state travel web site, [www.virginia.org](http://www.virginia.org), and on the regional tourism web site, [www.VisitVirginiaMountains.com](http://www.VisitVirginiaMountains.com). How much exposure you get is up to you.

Put yourself in the traveler's shoes: You're passing through Smyth County and you're looking for somewhere unique to visit, something fun to do. You need to know more about the place. At the local visitor's center, you happen across a rack of brochures, where one in particular catches your attention. The caption at the top reads "Mountains of Possibilities". Picking it up, you see it's a small booklet, about four inches by nine inches. The front cover is filled with a beautiful scene of mountains, lakes, and people happily relaxing. You instantly wonder if you'll read stories inside about the people and mountains on the cover. You instinctively know this is no ordinary brochure, listing phone numbers and street addresses; no, this is something more.

Opening your new treasure, you begin to read tales about the locals. Fascinating stories about infamous people: A writer, who influenced the likes of Hemingway and Steinbeck; a Reality TV star, who also just happens to be a native (and a goat farmer); a local historian, whose grandmother's story of slavery breaks your heart, yet inspires your soul. But there are stories about everyday people, too...and how they came to do business and live and love in Smyth County. "*Are these ads?*," you think... "*They don't really look like ads.*" This feels more like storytelling...with pictures...and with insight into a sense of this place and its people.

There are stories of places to hike, camp, roam mountains, and explore terrain. There are stories about places to eat, to shop, and to find your inner spirit. "*This is Smyth County?*" you think. "*I never knew such a place existed.*" You keep the brochure because it will guide you through your journey here, **and** you'll want to share it with your friends and family when you get home.

Okay, back to you, the Smyth County merchant, business person, or attraction representative. To get more information on how you can be a part of this community-wide project, please plan to attend the community meeting on **Tuesday, May 27, at the Chilhowie Town Hall Community Room, 5:30 p.m. – 7:30 p.m.**

To RSVP or for more information, please call 276-646-3306 or email us at [info@VisitVirginiaMountains.com](mailto:info@VisitVirginiaMountains.com).

**Please RSVP by 12 noon on Saturday, May 24, 2008! See you at the meeting!**