From: Beth Carden, Director <bcarden@visithendersonvillenc.org>
Sent: 3/25/2020 12:34:18 PM
To: Pahle,Brian <bpahle@hvlnc.gov>;Mark Warwick <mark@wtzq.com>
Cc: Mike Burnette <mike@waverlyinn.com>;General Manager <GM@cascadesmountainresort.com>
Subject: Re: LoveHendo.com

Attachments: image001.png

Hello:

We are not aware of Lew's marketing strategy for this program but, we have been promoting it through social media and on our website. I checked with Karen and Melanie and they have not received a press release with the details of the program, so we have been limited on what to share.

Print ads (including coops) had already been placed through June before we knew about the program. They are aimed at national and international markets.

We could schedule Lew or someone to talk on our Tourism Speaks radio show next week about this program. We would replace the scheduled guest with Lew. He can reach out to Karen or Melanie and they will confirm on Sunday to be interviewed on March 31st.

Hopefully, all of the participants have been encouraged to push the program out to their databases as well.

Beth Carden, IOM, TMP
Executive Director
Henderson County TDA
201 South Main Street
Hendersonville, NC 28792
828.693.9708 / 800.828.4244
Fax: 828.697.4996
VisitHendersonvilleNC.org
bcarden@visithendersonvillenc.org

signature_2012146571

"All e-mail correspondence to and from this address is subject to the North Carolina Public Records Law, which may result in monitoring and disclosure to third parties."

From: Brian Pahle <bpahle@hvlnc.gov>
Date: Wednesday, March 25, 2020 at 11:13 AM
To: Mark Warwick <mark@wtzq.com>
Cc: Mike Burnette <mike@waverlyinn.com>, Beth Carden <bcarden@visithendersonvillenc.org>, Debi Smith <GM@cascadesmountainresort.com>
Subject: RE: LoveHendo.com

Hey team,

I was just curious if we have promoted this in any way through our media outlets, co-ops, etc…?

Thanks,
Brian

From: Mark Warwick <mark@wtzq.com>
Sent: Thursday, March 19, 2020 11:10 AM
To: Pahle, Brian <bpahle@hvlnc.gov>
Cc: Mike Burnette <mike@waverlyinn.com>; Beth Carden, Director <bcarden@visithendersonvillenc.org>; General Manager <GM@cascadesmountainresort.com>
Subject: Re: LoveHendo.com

Be Advised: This email originated from outside of the Hendersonville network. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Sorry to take so long to reply... Brian - thanks for starting this conversation. I say YES! I'm up for any support we can give

Mark Warwick
General Manager/Morning Show Co-Host
WTZQ AM-1600 & The Q - 95.3 FM
www.wtzq.com
www.messageonholdresults.com

On Thu, Mar 19, 2020 at 10:51 AM Pahle, Brian <bpahle@hvlnc.gov> wrote:

> I agree Mike, my stance is how we encourage participation to the best of our ability.
>
> Brian
>
> ---
>
> **From:** Mike Burnette <mike@waverlyinn.com>
> **Sent:** Thursday, March 19, 2020 9:47 AM
> **To:** Pahle, Brian <bpahle@hvlnc.gov>
> **Cc:** Beth Carden, Director <bcarden@visithendersonvillenc.org>; General Manager <GM@cascadesmountainresort.com>; Mark Warwick <mark@wtzq.com>
> **Subject:** Re: LoveHendo.com
>
> **Be Advised: This email originated from outside of the Hendersonville network. Do not click links or open attachments unless you recognize the sender and know the content is safe.**
>
> I read 10% versus $10 so my error. what would be the overall gift certificate amount? At this early juncture, I think most resources need to go into developing the web page further (photos, etc) and letting residents know about the program through social media, PR and advertising..
>
> On Thu, Mar 19, 2020 at 9:23 AM Pahle, Brian <bpahle@hvlnc.gov> wrote:
>
> > Gotcha… I was thinking the $10 is more of an incentive to drive the customers out, rather than a big impact for the business monetarily. The goal being to encourage more participation by offering the additional match. Saying that, I am good with however the group wants to go.
> >
> > Thanks for clarifying that for me Mike.
> >
> > Brian
> >
> > ---
> >
> > **From:** Mike Burnette <mike@waverlyinn.com>
> > **Sent:** Thursday, March 19, 2020 9:03 AM

To: Pahle, Brian <bpahle@hvlnc.gov>
Cc: Beth Carden, Director <bcarden@visithendersonvillenc.org>; General Manager <GM@cascadesmountainresort.com>; Mark Warwick <mark@wtzq.com>
Subject: Re: LoveHendo.com

Be Advised: This email originated from outside of the Hendersonville network. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I'd like any support to goto promotion of the program. As a business owner the 10% isn't a huge benefit overall and I'm happy to fumd that myself. We are actually offering 33% bonus with any gift card purchase ourselves.

Sent from my iPhone

On Mar 19, 2020, at 8:55 AM, Pahle, Brian <bpahle@hvlnc.gov> wrote:

Hey Mike,

I just want to make sure I understand your position. Would you support monetary support if Lew submits an application? Say, $10 per card up to $10,000 limit from TDA. That would be 1,000 potential gift card purchases within our community.

Thanks,
Brian

From: Mike Burnette <mike@waverlyinn.com>
Sent: Thursday, March 19, 2020 8:50 AM
To: Pahle, Brian <bpahle@hvlnc.gov>
Cc: Beth Carden, Director <bcarden@visithendersonvillenc.org>; General Manager <GM@cascadesmountainresort.com>; Mark Warwick <mark@wtzq.com>
Subject: Re: LoveHendo.com

Be Advised: This email originated from outside of the Hendersonville network. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I would be open to supporting promotion of this effort but not subsidizing the additional 10% bonus for gift certificates. I think Lew would just need to send a formal request to us.

-Mike

Sent from my iPhone

On Mar 19, 2020, at 8:39 AM, Pahle, Brian <bpahle@hvlnc.gov> wrote:

Good morning team,

I would like for the TDA to seriously consider funneling some funding into this initiative. I think it would be extremely impactful on boosting our local economy and facilitating the transition back into a healthy tourism economy. It would also make for strong PR piece and leadership in the community play. What are your thoughts on this? How could we make something like this happen?

Thanks,
Brian

Brian D. Pahle
Assistant City Manager

Certified Budget & Evaluation Officer, CBEO
City of Hendersonville
E-Mail | bpahle@hvlnc.gov
Office | 828-233-3218
<image001.jpg>
All e-mail correspondence to and from this address is subject to the North Carolina Public Records Law, which may result in monitoring and disclosure to third parties.

Spam
Phish/Fraud
Not spam
Forget previous vote

Email Header:

```
MIME-Version:  1.0
Date:  Wed, 25 Mar 2020 16:34:18 -0400
Message-ID:  <FF5E0B38AC45A00DEDAFB3C5DDA85536265790A8@IT5595.HCGOV.local>
Content-Type: multipart/mixed;
  boundary="------------0407080209010108080303 09"
X-Priority: Normal
Return-Path:  bcarden@visithendersonvillenc.org
CC: Mike Burnette <mike@waverlyinn.com>;
 General Manager <GM@cascadesmountainresort.com>;
TO: Pahle,Brian <bpahle@hvlnc.gov>;
 Mark Warwick <mark@wtzq.com>;
From: "Beth Carden, Director" <bcarden@visithendersonvillenc.org>
CKX-Bounce-Address: bcarden@visithendersonvillenc.org
Subject: Re: LoveHendo.com
```