



Jones County Tourism E-News

Tourism is the front door to your community.

In these modern times, small town economies have drastically changed across the United States. Communities originally founded on their natural resources are losing their primary industries. Agricultural areas are feeling the pinch. To make up for their lost industries, nearly every city in the U.S. is trying to attract visitors, new residents, and/or new businesses. Competition is fierce. Government subsidies and support is lessening. Everyone needs an edge. Successful communities need to see themselves as a business. What will it take to attract customers? How can you set yourself apart from everyone else? What do you have that makes you the ideal choice?

Every person or business who moves to your community will shop your community first as a visitor. Tourism is the front door to your community, and tourism is the best foundation for building your brand. If you want visitors, new businesses and residents to choose your community when there are dozens of others to choose from, you need to let them know the difference between your cows and the cows next door.



We should shout it from the roof tops all the good things Jones County has to offer.

What are your thoughts when you see a Bus in town?

Are your first thoughts "what do they want?" or do you think, "This gives me a chance to tell 40-50 people about my business or attraction." We hope you are saying, "What a great opportunity I have now to show this group what we have to offer them." That, of course, should also be true when one or two people we don't know come into our places of business. Keep in mind they might not know anything about your place of business or the town, so be helpful. Tell them about all the great things the town has to offer and even about the other businesses. If you do that, you will soon find other businesses telling tourists about your business or attraction. It's a wonderful way to build business. Soon the profits will start to increase, and all of us will benefit from the people who happen to stop in our town. Try it; it really works. It is not only profitable for us as individuals, but helps the whole town and the county grow.



"on the lighter side"



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TEXAS BEER JOINT SUES CHURCH : Drummond's Bar began construction on an expansion of their building to increase their business. In response, the local church started a campaign to block the bar from expanding with petitions and prayers. Work progressed right up until the week before the grand reopening when lightning struck the bar and it burned to the ground.

After the bar burned to the ground as a result of the lightning strike, the church folks were rather smug in their outlook, bragging about "the power of prayer," until the bar owner sued the church on the grounds that the church "was ultimately responsible for the demise of his building, either through direct or indirect actions or means."

In its reply to the court, the church vehemently denied all responsibility or any connection to the building's demise. The judge read through the plaintiff's complaint and the defendant's reply, and at the opening hearing he commented, "I don't know how I'm going to decide this, but it appears from the paperwork that we have a bar owner who believes in the power of prayer and an entire church congregation that now does not."