

**STATE OF NORTH CAROLINA  
COUNTY OF CUMBERLAND**

**CONTRACT FOR TRAVEL AND TOURISM  
PROMOTION SERVICES**

**THIS CONTRACT FOR TRAVEL AND TOURISM PROMOTION SERVICES,**  
entered into as of the 24<sup>th</sup> day of April, 2019 by and between the **CUMBERLAND COUNTY  
TOURISM DEVELOPMENT AUTHORITY** (the "AUTHORITY") and **FAYETTEVILLE  
AREA CONVENTION & VISITORS BUREAU, INC.** (the "AGENCY");

**WITNESSETH:**

**WHEREAS,** the Cumberland County Board of Commissioners adopted a resolution adopting an occupancy tax as authorized by Session Law 2001-484 and also adopted a resolution creating the AUTHORITY to promote travel, tourism, and conventions in the county, sponsor tourist-related events and activities in the county, and finance tourist-related capital projects in the county; and

**WHEREAS,** the AGENCY was organized to promote travel and tourism in Cumberland County; and

**WHEREAS,** the AGENCY submitted a proposal to promote travel and tourism in Cumberland County and/or support tourism-related expenditures; and

**WHEREAS,** AUTHORITY agrees to fund the AGENCY up to a certain amount stated below, from funds available to the AUTHORITY in its fiscal years 2019-2020 through 2021-2022, and in exchange for said funding AGENCY agrees to perform certain services of a public nature to promote travel and tourism in Cumberland County;

**NOW, THEREFORE,** the parties mutually agree as follows:

- A. **SERVICES TO BE PERFORMED:** AGENCY agrees to perform the services stated in AGENCY'S program of work approved by the AUTHORITY and attached hereto as

Exhibit 1. *Each fiscal year, AGENCY shall present its program of work and budget to the Authority at the AUTHORITY'S April meeting for approval.*

- B. TERM OF CONTRACT: This contract shall begin July 1, 2019 and end June 30, 2022, unless sooner terminated. The AUTHORITY'S governing board, in its discretion, may suspend this contract at any time prior to its normal expiration date upon 90 days prior written notice to the AGENCY if it shall have determined after written notice to the AGENCY that the AGENCY has not complied in one or more material ways with its legal obligations under this Agreement. In the event of termination prior to stated expiration date of this contract, the AGENCY shall return all unused funds to the AUTHORITY.
- C. PAYMENT: AUTHORITY will fund the AGENCY in the amount of two and three quarters per cent (2.75%) of the Motel and Hotel Occupancy tax revenue, less collection expenses, derived by the AUTHORITY during its 2019-2020 through 2022-2023 fiscal years, said monies to be paid out as follows: Payments will be made monthly in arrears based on actual collections upon the AGENCY'S submittal of a requisition to the Cumberland County Finance Office, the AUTHORITY'S fiscal agent, accompanied by the AGENCY'S income/expense report indicating the previous month's expenditures and services performed. The income/expense report shall specifically show the amount of AUTHORITY funds spent, the use of the funds, and shall certify that the use of the funds is in accord with the scope of work approved by the AUTHORITY as contained in Exhibit 1. AGENCY shall also submit an annual summary at the end of the fiscal year. The reports shall be posted on the website <https://www.visitfayettevillenc.com/about->

us/research/. For the purposes of receiving payments, the mailing address of the AGENCY shall be 245 Person Street, Fayetteville, N.C. 28301.

- D. INDEPENDENT CONTRACTOR: AGENCY is a non-profit corporation of the State of North Carolina and is an independent contractor. AGENCY is not an agent, officer, or employee of the AUTHORITY and shall have no authority to act as an agent of the AUTHORITY or enter any Agreement for or on behalf of the AUTHORITY.
- E. ASSIGNMENT: The AGENCY shall not assign all or part of its contract rights under this Agreement, delegate any performance hereunder, or subcontract, without first obtaining the AUTHORITY'S written approval thereof.
- F. AGENCY AND AUTHORITY: The AUTHORITY hereby designates its Chairman, as its exclusive agent with respect to this contract. The AUTHORITY authorizes its Chairman to negotiate directly with the AGENCY in its behalf on all matters pertaining to this contract. The AGENCY agrees that all of its dealings with the AUTHORITY in respect to the terms and conditions of this contract shall be exclusively with its Chairman. Further, the AGENCY specifically agrees that it shall not modify or amend the specifications for any of the services under this contract except as provided in paragraph 7.
- G. MODIFICATION: This contract may be modified or amended only by a writing duly signed and authorized by the parties or their respective successors.
- H. NOTICES: Any notice to be given by either party to the other under this contract shall be in writing and shall be deemed to have been sufficiently given if delivered by hand, with written acknowledgment of receipt, or mailed by certified mail return receipt requested to



the other party at the following address, or to such other address as either party may from time to time designate in writing to the other for the receipt of notice:

AGENCY

John Meroski, President  
245 Person Sreet  
Fayetteville, NC 28301  
(910) 483-5311

AUTHORITY

Vivek Tandon, Chairman  
P.O. Box 1829  
Fayetteville, NC 28302  
(910) 678-7762

Such notice, if mailed, shall be deemed to have been received by the other party on the date contained in the receipt.

I. CHANGES IN BYLAWS, INSURANCE POLICIES, OR BOARD MEMBERSHIP: In the event of any change in the AGENCY'S bylaws, governing body membership, or insurance policies, AGENCY agrees that it shall immediately notify the AUTHORITY's Chairman.

J. CERTIFICATION:

A. The AUTHORITY, by its Chairman's signature below, certifies that the funds stated in Paragraph 3 above were approved as part of the AUTHORITY'S 2019-2020 budget and are available for the AGENCY'S use consistent with the terms of this contract.

B. AGENCY, by its chief executive officer's signature below, certifies that it has complied, or will comply with all requirements of this contract by it to be complied with, if any, before spending AUTHORITY funds, and further agrees that the AUTHORITY is not obligated to pay any funds until such requirements have been met.



K. OTHER TERMS AND CONDITIONS:

1. The AGENCY shall provide the AUTHORITY with an audit compiled by independent auditors reviewing AUTHORITY's finances, and management's response to the auditor's recommendations, if applicable, for each fiscal year of contract.
2. Additionally, the Agency shall provide AUTHORITY with a quarterly financial report of activity at its regular scheduled meeting and, if desired, to the Cumberland County Commissioners. Such reports will be posted on the AGENCY's website at [VisitFayettevilleNC.com/about-us/research](http://VisitFayettevilleNC.com/about-us/research).
3. AGENCY shall provide the AUTHORITY at its quarterly meeting, a report of AGENCY'S performance in attaining the annual goals set for it by the AUTHORITY. Additionally, AGENCY shall provide the following at AUTHORITY'S quarterly meeting:
  - a) Accomplishments, progress, steps taken, in meeting the goals sought or services performed;
  - b) Copies of any booklets, pamphlets, media, materials, or documents directed toward meeting goals or services for which AUTHORITY funds were granted the AGENCY; and
  - c) Any other information pertinent to reporting activity completed by the agency in compliance with the requirements adopted by the AUTHORITY for the fiscal year.
4. AGENCY agrees that upon the termination of this contract, it shall return all unused funds not then legally obligated, if any, to the AUTHORITY.

5. At any time the Chairman deems it necessary or appropriate, the AGENCY agrees that the AUTHORITY may review or conduct an internal audit of the AGENCY'S books or records to assess the current financial condition of the AGENCY or its compliance with this contract.
6. Agency will maintain a program of work based on expected performance of:

**a) Performance Indicators**

- (a) Economic Impact of Tourism
- (b) Length of Stay
- (c) Occupancy Tax collected
- (d) Effects on other taxes, sales, meals and property
- (e) ADR
- (f) Rev Par
- (g) Supply and Demand

**b) Performance Measures**

- (a) Room Nights Booked/Room revenue
- (b) Conversion rate of leads to verbal to definite
- (c) Social media engagement
- (d) Out of market publicity generated
- (e) Groups serviced, inquiries fulfilled

**c) Standards**

- (a) Maintaining DMAI Accreditation
- (b) Provide annual clean opinion audit

(c) All reports, components of its business to be in a resource/research center on agency website VisitFayettevilleNC.com

(d) Produce research based annual program using (S.M.A.R.T.) principle.

Plan consists of separate work statements and activities for its core functions of group sales, tourism, communications and visitor services.

7. Agency shall maintain a public resource section on its website at <https://www.visitfayettevillenc.com/about-us/research>.

L. STATUTORY FUNDING AUTHORIZATION: Funding in support of AGENCY programs described in Exhibit 1 is authorized by North Carolina General Assembly Session Law 2001-484.

Limitation: The AGENCY shall not expend any AUTHORITY funds to any non-public entity unless the AUTHORITY has approved the same or such expenditure is included in a budget submitted as part of a proposal which the AUTHORITY has approved, and all such expenditures shall be accounted for by the AGENCY at the end of the contract term.

M. ATTACHMENTS: The following documents are attached to this contract and each is incorporated herein by reference:

A. Exhibit 1, the Agency program of work for which the AUTHORITY funding will be used.

B. Exhibit 2, the first page of the AGENCY'S Articles of Incorporation or other charter or establishing document.

C. Exhibit 3, a copy of the AGENCY'S bylaws.

D. Exhibit 4, a document showing the AGENCY'S tax exempt status.



E. Exhibit 5, the names, addresses, and telephone numbers of the members of the AGENCY'S governing body.

F. Exhibit 6, a copy of all insurance policies or certificates of insurance maintained by the AGENCY. (Only those insurance policies dealing with worker's compensation and liability are requested. The entire policy is not necessary, only that portion of the policy sufficient to identify the type of coverage, the amount, and the insurer is desired.)

G. Exhibit 7, a copy of the AGENCY'S most recent independent certified audit.

IN WITNESS WHEREOF, the parties hereto have executed this Contract for Travel and Tourism Promotion Services as of the 24<sup>th</sup> day of April, 2019, by their respective duly authorized representatives.

CUMBERLAND COUNTY TOURISM  
DEVELOPMENT AUTHORITY

ATTEST:

BY:

Myra Brooks  
Myra Brooks

BY:

Vivek Tandon

Vivek Tandon, Chairman

FAYETTEVILLE AREA CONVENTION  
& VISITORS BUREAU, INC.

ATTEST:

BY:

Secretary of Corporation

(Official Seal of Corporation)

BY:

John Meroski

John Meroski, President

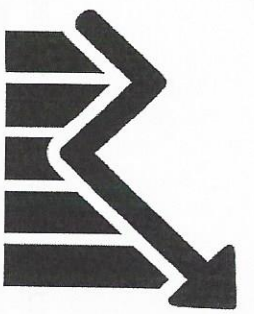
THIS INSTRUMENT HAS BEEN PRE-AUDITED  
IN THE MANNER REQUIRED BY THE LOCAL  
GOVERNMENT BUDGET AND FISCAL CON-  
TROL ACT.

Wicki Evans  
FINANCE DIRECTOR

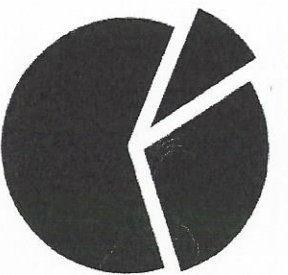
APPROVED FOR LEGAL SUFFICIENCY

BY:

County Attorney's Office



# Dashboard



## Market

	FY 17/18	FY 18/19 Thru 2nd Qtr.
Hotel Revenue	\$74,278,052	\$38,704,877.50
Occupancy Tax Collected	\$6,144,980	\$2,230,730.32
Occupancy	62.75%	67.12%
Average Daily Rate	\$74.99	\$80.06

## Group Sales

	FY 17/18	FY 18/19 GOAL	FY 18/19 Thru 2nd Qtr.	FY 18/19 % OF GOAL
Room Nights	21,125	20,000	16,952	84.76%
Leads	143	100	47	47.00%
Lead-to-Definite Conversion	75%	40%		
	108/143			

## Website Analytics

	Unique Visitors	Average # of Pages Visited	Average Time on Site	Top Referrers
FY 17/18	218,777	3.72	1:30	Google/Organic Media One (Ads) Direct Bing Facebook Google/Organic Direct Media One (Ads) Adroll (Ads) Facebook
FY 18/19 Thru 2nd Qtr.	133,744	1.76	1:28	

## Social Media Engagement

Platform	FY 17/18 Engagement	FY 18/19 Goal	FY 18/19 Thru 2nd Qtr.	FY 18/19 % OF GOAL
Facebook	13,560	15,705	10,550	67.18%
GoFay Facebook	5,494	6,318	3,961	62.69%
Meetings/Tournaments Facebook	490	588	429	72.96%
Twitter	5,053	6,063	2,197	36.24%
Instagram	5,895	6,779	1,278	18.85%
LinkedIn	1,491	1,789	2,052	114.70%

CUMBERLAND COUNTY, NC

**FAYETTEVILLE**

AREA

CONVENTION AND VISITORS BUREAU

tabbles®

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EXHIBIT



# Definitions

## Lead

A Lead is a qualified contact, acquired by the Sales Department through trade shows, advertising, digital media, and other mediums. Once vetted, the Sales Department sends the Lead, or Requests For Proposal (RFP), to area hotels and facilities. They then present the resulting hotel and/or venue proposals to the potential client, to consider Cumberland County as a site for their meeting, convention, sports tournament, or other event.

## Pending

This Lead status occurs when the Sales Department deems an account as qualified and determines that Cumberland County can meet all the client's requirements.

## Cancelled

This Lead status occurs when a Lead, or RFP, has been sent to partners and the event is then canceled by the client for any reason.

## Lost

This Lead status occurs when a client does not choose Cumberland County, after having reviewed the qualified proposals the Sales Department forwarded them.

## Verbal Definite

This Lead status occurs when the decision maker(s) commit to the hosting site for the event.

## Definite

This Lead status occurs once the client has signed the contract and submitted it to the contracted business(es) that is hosting the event.

## Completed or Closed

This Lead status occurs when the event is over and the Sales Department has recorded the official hotel room pick-up numbers and has created a trace to follow up with the client on future event(s).

## Social Media Engagement

Engagement is any way a social media user interacts with a social media platform. This includes reactions, clicks, comments, and shares on Facebook; interactions and clicks on LinkedIn; likes and comments on Instagram; and retweets, comments, and likes on Twitter.

CUMBERLAND COUNTY, NC

FAYETTEVILLE

AREA  
CONVENTION AND VISITORS BUREAU



**Scorecard for**  
**Fiscal Year 2018-2019**  
**March 2019**

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>COMMUNICATIONS RESULTS</b>									
<b>Social Media</b>									
<b>CVB Facebook</b>									
Users/Followers	N/A	N/A	7,656	7,719	7,927	N/A	N/A		
Posts	114	130	34	34	48	116	360		
New Fans	363	762	197	104	248	549	1,674		
Unlikes	82	718	143	36	35	214	1,014		
User Interaction/Engagement	3,944	6,606	2,338	1,994	6,589	11,121	21,671	15,705	137.99%
<b>GoFayetteville Facebook</b>									
Users/Followers	N/A	6,408	2,330	2,383	2,516	N/A	6,408		
Posts	32	69	22	13	17	52	153		
New Fans	3,944	257	141	64	139	344	4,545		
Unlikes	N/A	26	12	10	9	31	57		
User Interaction/Engagement	1,145	2,816	1,919	787	2,604	5,310	9,271	6,318	146.74%
<b>Spring Lake NC Facebook</b>									
Users/Followers	N/A	12,554	4,155	4,168	4,201	N/A	12,554		
Posts	66	53	10	15	15	40	159		
New Fans	N/A	76	20	25	40	85	161		
Unlikes	N/A	62	11	9	6	26	88		
User Interaction/Engagement	33,837	5,591	379	1,465	1,583	3,427	42,855		
<b>Fayetteville Meet/Tourney FB</b>									
Users/Followers	N/A	609	180	192	202	N/A	609		
Posts	15	23	11	4	5	20	58		
New Fans	N/A	11	2	12	11	25	36		
Unlikes	N/A	3	0	0	1	1	4		
User Interaction/Engagement	142	287	518	162	451	1,131	1,560	588	265.31%
<b>Twitter</b>									
Users/Followers	N/A	N/A	3,210	3,228	3,265	N/A	N/A		
Posts	135	126	47	59	60	166	427		
New Followers	93	472	2	18	37	57	622		
User Interaction/Engagement	1,261	936	355	504	601	1,460	3,657	6,063	60.32%
<b>Instagram</b>									
Users/Followers	N/A	N/A	2,126	2,168	2,244	N/A	N/A		
Posts	9	18	2	1	12	15	42		
New Followers	109	133	62	42	76	180	422		
User Interaction/Engagement	472	806	60	46	824	930	2,208	6,779	32.57%



Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>Go Fayetteville Instagram</b>									
Users/Followers	N/A	N/A	1,103	1,150	1,190	N/A	N/A		
Posts	7	10	3	2	1	6	23		
New Followers	108	256	78	47	40	165	529		
User Interaction/Engagement	198	830	192	104	166	462	1,490		
<b>Linked In</b>									
Followers	N/A	N/A	557	563	570	N/A	N/A		
Posts	58	N/A	23	10	7	40	98		
User Interaction/Engagement	827	1,225	688	468	321	1,477	3,529	1,789	197.26%
E-Newsletter Subscribers	207	154	60	65	74	199	560		
Electronic Destination Guides Viewed	34	27	18	9	14	41	102		
Electronic Trail Guides Viewed	23	13	9	1	4	14	50		
FACVB Generated Blog Articles	9	6	1	1	5	7	22	48	45.83%
Public Relations									
<b>FACVB (In-House)</b>									
Publicity Generated									
Out of Market	13	17	5	0	6	11	41		
Local	11	26	1	14	1	16	53		
Press Releases Issued	1	6	4	2	5	11	18		
Travel Writer Visits	2	5	1	1	2	4	11	8	137.50%
Martin Armes									
Publicity Generated									
Out of Market	0	0	0	0	0	0	0		
Local	0	0	0	0	0	0	0		
Republik									
Publicity Generated									
Out of Market	0	0	0	0	0	0	0		
Advertising Trade Pubs	7	0	0	0	0	7	7		
Local	6	5	0	0	0	0	11		
Totals									
Publicity Generated									
Out of Market	13	17	5	0	6	11	41		
Local	17	31	1	14	1	16	64		
Digital Marketing									
Media One - Web Hits Generated	5,640	27,216	13,171	28,171	30,282	71,624	104,480		
219 Group Web Hits (VisitFay)	1,288	1,004	332	314	254	900	3,192		
Jennifer Barbee Leads Generated			5	4	2	11	11		
Visitor Data									
Reason for Visiting (Top 3)									
Hotel Guests									
1	Traveling Through	Traveling Through	Traveling Through	Traveling Through	Traveling Through	Traveling Through			
2	Visit Friends/Family	Visit Friends/Family	Business with Military	Visit Friends/Family	Traveling Through	Visit Friends/Family			
3	Event/Festival	Business	Visit Friends/Family	Business	Event/Festival	Business with Military			



Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Online Requests									
1	Relocation	Vacation	Visit Friends/Family	Vacation	Vacation	Vacation			
2	Vacation	Relocation	Relocation	Visit Friends/Family	Relocation	Visit Friends/Family			
3	Visit Friends/Family	Visit Friends/Family	Other	Other	Visit Friends/Family	Relocation			
Guest Books at VC									
1	Vacation	Vacation	Vacation	Specific Attraction	Events/Festivals	Specific Attraction			
2	Events/Festivals	Specific Attraction	Specific Attraction	Vacation	Relocation	Vacation			
3	Relocation	Relocation	Events/Festivals	Events/Festivals	Vacation	Events/Festivals			
Top States of Origin									
Hotel Guests									
1	North Carolina	North Carolina	North Carolina	New York	North Carolina	North Carolina			
2	New York	Florida	New York	Florida	New York	New York			
3	Florida	New York	Georgia	Pennsylvania	Florida	Florida			
Online Requests									
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Illinois	Florida	Ohio	Pennsylvania	New Jersey	New York			
3	Florida	South Carolina	Michigan	Florida	New York	Pennsylvania			
Guest Books at VC									
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Florida	Many Tied	Florida	Virginia	Oklahoma	Virginia			
3	Georgia	Many Tied	Ohio	Massachusetts	Pennsylvania	Texas			
Top Areas of Interest (Top 3)									
Hotel Guests									
1	Dining	Military Sites	Dining	Dining	Dining	Dining			
2	Arts & Entertainment	Dining	Museums	Museums	Museums	Museums			
3	Shopping	Museums	Arts & Entertainment	Arts & Entertainment	Military Sites	Military Sites			
Online Requests									
1	Events/Festivals	Events/Festivals	Events/Festivals	Museums	Museums	Museums			
2	Dining	Dining	Arts & Entertainment	Arts & Entertainment	Events/Festivals	Events/Festivals			
3	Historical Sites	Museums	Dining	Historical Sites	Outdoor Recreation	Arts & Entertainment			
Guest Books at VC									
1	Museums	Museums	Museums	Museums	Museums	Museums			
2	Dining	Historical Sites	Dining	Historical Sites	Historical Sites	Dining			
3	Events/Festivals	Arts & Entertainment	Shopping	Dining	Dining	Historical Sites			



Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Visitor Experience (Avg for Month)									
Hotel Guests									
by Month	4.95	4.96	4.98	4.97	4.98	4.98	#DIV/0!		
to Date			4.97	4.97	4.96				
Guest Books									
by Month	4.67	4.72	5.00	4.55	4.69	4.75	#DIV/0!		
to Date			4.80	4.74	4.71				
Overall									
by Month	4.58	4.78	4.94	4.74	4.84	4.84	#DIV/0!		
to Date			4.77	4.76	4.74				

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>SALES RESULTS</b>									
<b>Advertisement Results</b>									
Blitz									
Inquiry	5	2	1	2	2	5	12		
Dogwood Digest									
Inquiry	7	5	2	2	2	6	18		
Success									
Inquiry	2	0	0	0	1	1	3		
Sales									
Carryovers									
Room Nights	4,125						4,125		
Bookings-Attendance	32,946						32,946		
Economic Impact	\$978,704						\$978,704	130	83.08%
Leads	24	47	11	10	16	37	108		
Leads Room Nights	7,270	27,020	1,698	3,554	5,760	11,012	45,302		
Leads Attendance	21,231	35,050	9,770	5,825	73,740	89,335	145,616		
Leads Impact	\$1,728,924	\$28,607,616	\$863,250	\$1,686,060	\$4,579,380	\$7,128,690	\$37,465,230		
Verbals	28	56	19	19	15	53	137		
Verbal Bookings Attendance	28,094	33,290	41,404	20,025	42,025	103,454	164,838		
Verbal Bookings Room Nights	3,374	10,051	11,568	9,590	8,402	29,560	42,985		
Verbal Bookings Impact	\$1,125,180	\$40,892,370	\$6,075,156	\$110,670,026	\$6,363,480	\$123,108,662	\$165,126,212		
Bookings	8	11	4	6	8	18	37		
Bookings Attendance	13,480	49,475	12,750	1,280	22,370	36,400	99,355		
Bookings Room Nights	831	16,992	3,350	640	4,886	8,876	26,699	20,000	133.50%
Bookings Economic Impact	\$228,000	\$4,774,320	\$3,733,500	\$214,320	\$9,889,500	\$13,837,320	\$18,839,640		
Sales Functions	16	19	8	10	8	26	61		
Site Inspections	4	2	4	3	6	13	19		
Sales Blitz	3	5	1	2	1	4	12		
Calls Converted to Accounts	13	7	0	3	0	3	23		
Bid/Packages Mailed	0	1	0	0	0	0	1		
Client Presentations	3	3	2	4	5	11	17		
<b>Trade Shows</b>									
US Sports Congress									
Contacts		10					10		
Leads		5					5		
Room Nights		2,500					2,500		
Attendees		4,000					4,000		
Hot Prospects		2					2		
Followups		3					3		
Connect Sports									
Contacts	30						30		
Leads	4						4		
Room Nights	900						900		
Attendees	700						700		
Hot Prospects	2						2		
Followups	2						2		



Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>Connect Women In Sports</b>									
Contacts	30	17					47		
Leads	4	1					5		
Room Nights	900	500					1,400		
Attendees	700	750					1,450		
Hot Prospects	2	1					3		
Followups	2	3					5		
<b>Connect Association</b>									
Contacts	30						30		
Leads	4						4		
Room Nights	800						800		
Attendees	1,250						1,250		
Hot Prospects	2						2		
Followups	6						6		
<b>MPL-CC Annual</b>									
Contacts						0	0		
Leads						0	0		
Room Nights						0	0		
Attendees						0	0		
Hot Prospects						0	0		
Followups						0	0		
<b>AAU Convention</b>									
Contacts							0		
Leads							0		
Room Nights							0		
Attendees							0		
Hot Prospects							0		
Followups							0		
<b>AENC Winter Conference</b>									
Contacts				28			0		
Leads				0			0		
Room Nights				0			0		
Attendees				0			0		
Hot Prospects				0			0		
Follow Up				0			0		
<b>CMCA Spring Conference</b>									
Contacts						0	0		
Leads						0	0		
Room Nights						0	0		
Attendees						0	0		
Hot Prospects						0	0		
Followups						0	0		
<b>Connect Faith</b>									
Contacts		29					29		
Leads		11					11		
Room Nights		9,195					9,195		
Attendees		6,120					6,120		
Hot Prospects		3					3		
Followups		18					18		



Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>Teams</b>									
Contacts	35	0					35		
Leads	5	0					5		
Room Nights	1,500	0					1,500		
Attendees	2,500	0					2,500		
Hot Prospects	3	0					3		
Followups	8	0					8		
<b>NCSGMP NEC</b>									
Contacts									
Leads							#REF!		
Followups							#REF!		
<b>AENC Holiday Trade Show</b>							#REF!		
Contacts		135					135		
Leads		0					0		
Room Nights		0					0		
Attendees		0					0		
Hot Prospects		2					2		
Followups		2					2		
<b>RCMA</b>									
Contacts			18			18	18		
Leads			4			4	4		
Room Nights			570			570	570		
Attendees			1,340			1,340	1,340		
Hot Prospects			3			3	3		
Followups			5			5	5		
<b>SGMP Annual &amp; Education Tradeshow</b>									
Contacts									
Leads							0		
Room Nights							0		
Attendees							0		
Hot Prospects							0		
Followups							0		
<b>NASC Sports Symposium</b>									
Peers									
<b>AENC Annual Meeting</b>							0		
Contacts	22						22		
Leads	0						0		
Room Nights	0						0		
Attendees	0						0		
Hot Prospects	1						1		
Followups	2						2		



Previous Fiscal Year (2017-2018)									
Leads									
Pending							143	100	143.00%
Completed Business							4		4.00%
Verbal Definite							103		103.00%
lost							0		0.00%
Definite							26		26.00%
Cancelled							5		5.00%
Total							5		5.00%
Top 3 Lost Reasons							143		
1							Committee Decision		
2							Will Not Meet in FY		
3							Event Cancelled		
Top 5 Locations Lost To									
1							Raleigh		
2							Asheville		
3							Albuquerque		
4							Durham		
5							Charlotte		



Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>TOURISM RESULTS</b>									
<b>Advertisement Results</b>									
Brand/Hotel Billboards on I-95									
Viewership	0	0				0	0		
Group Tour Magazine									
Reader Service Leads	0	0				0	0		
Leisure Group Travel Magazine									
Reader Service Leads	0	0				0	0		
Inquiry	0	0				0	0		
Local Billboards									
Impressions	0	0				0	0		
Sponsorship of Trip Advisor Page									
Page Views	0	0				0	0		
Link	0	0				0	0		
Event	0	0				0	0		
Promo	0	0				0	0		
Tradeshows									
ABA Marketplace									
Tradeshow Attendees	0	0	3500	0	0	3,500	3,500		
Contacts	0	0	31	0	0	31	31		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	0	0	19	0	0	19	19		
TravelSouth									
Tradeshow Attendees	0	0	0	650	0	650	650		
Contacts	0	0	0	51	0	51	51		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	0	0	0	36	0	36	36		
Travel and Adventure-DC									
Tradeshow Attendees	0	0	0	0		0	0		
Contacts	0	0	0	0		0	0		
Leads	0	0	0	0		0	0		
Room Nights	0	0	0	0		0	0		
Attendance	0	0	0	0		0	0		
Hot Prospects	0	0	0	0		0	0		
Follow-ups	0	0	0	0		0	0		
Travel and Adventure-Philadelphia									
Tradeshow Attendees	0	0	0	0		0	0		
Contacts	0	0	0	0		0	0		
Leads	0	0	0	0		0	0		
Room Nights	0	0	0	0		0	0		
Attendance	0	0	0	0		0	0		
Hot Prospects	0	0	0	0		0	0		
Follow-ups	0	0	0	0		0	0		
Fayetteville Area Convention and Visitors Bureau	0	0	0	0		0	0		



Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>Travel Alliance Partners</b>									
Tradeshov Attendees	0	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0	0		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	0	0	0	0	0	0	0		
<b>Sales</b>									
Civic Presentations	0	3	0	0	0	0	3		
Site Inspections	1	2	0	2	1	2	5	25	20.00%
Leads	7	8	4	0	1	5	20	25	80.00%
Leads-Attendance	5,230	18935	535	0	75	610	24,775		
Leads-Room Nights	162	365	20	0	30	50	577		
Leads-Economic Impact	\$395,580	\$1,890,120	\$9,690	\$0	\$11,400	\$21,090	\$2,306,790		
Verbal Bookings	5	5	0	2	1	3	13		
Verbal Bookings-Attendance	5,200	18650	0	300	150	450	24,300		
Verbal Bookings-Room Nights	264	180	0	46	10	56	500		
Verbal Bookings-Economic Impact	\$364,800	\$1,849,650	\$0	\$7,980	\$2,850	\$10,830	\$2,225,280		
<b>Bookings</b>	4	6	0	0	0	0	10		
Bookings-Attendance	1,510	47,965	0	0	0	0	49,475		
Bookings-Room Nights	38	244	0	0	0	0	282	500	56.40%
Bookings-Economic Impact	\$1,700	\$24,114	\$0	\$0	\$0	\$0	\$25,814		
Bookings-Room Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
<b>Annual Lead Conversion</b>									
Current Fiscal Year (18-19)									
<b>Leads</b>									
Pending							19	25	76%
Verbal Definite									
Lost									
Definite									
Cancelled									
<b>Total</b>									
<b>Top 3 Lost Reasons</b>									
1									
2									
3									
<b>Top 5 Locations Lost To</b>									
1									
2									
3									
4									
5									



Previous Fiscal Year (2017-2018)							
Leads					22	40	55.00%
Pending					2		5.00%
Verbal Definite					3		12.50%
Lost					5		12.50%
Definite					10		25.00%
Cancelled					0		0.00%
Total					22		
Top 3 Lost Reasons							
1					Cut Trip/Mileage		
2					No commitment/response from FR Planner		
3					FR Planner thought rates were too high		
Top 5 Locations Lost To							
1					Laurinburg		
2					Dunn		
3					N/A		
4					N/A		
5					N/A		



Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>VISITOR CENTER RESULTS</b>									
Destination Guide									
Number Distributed	7,670	4,939	5,088	929	1,247	7,264	19,873		
VisitFayettevilleNC.com	133	91	41	45	52	138	362		
Inquiries									
FACVB Main Office									
Calls									
Tourism Information	103	75	54	40	34	128	306		
Local Information	205	199	81	61	81	223	627		
Total Calls	308	274	135	101	115	351	933		
Walk-ins									
Local Residents (Tourism)	563	533	169	160	171	500	1,596		
Out-of-Town (Tourism)	398	309	95	106	114	315	1,022		
Total Walk-ins	993	842	264	266	285	815	2,650		
Drive Thru	3	2	0	0	0	0	5		
Relocation/Retiree Info	69	50	21	2	18	41	160		
Transportation Resources	3	0	0	0	2	2	5		
Same Day Group Service Request	19	11	4	2	1	7	37		
Magazine Reader Card Requests		552	159	140	110	409	961		
Local Directions/Maps	62	32	17	21	8	46	140		
Total	1,093	1,235	465	431	408	1,304	3,632		
Transportation Museum									
Walk-ins									
Local Residents (Tourism)	649	360	79	97	209	385	1,394		
Out-of-Town (Tourism)	297	318	58	88	119	265	880		
Relocation/Retiree Info	2	8	0	0	0	0	10		
Maps/Local Directions	33	35	10	7	35	52	120		
Questions About Museum	186	213	48	71	123	242	641		
Transportation Resources	3	1	1	0	0	1	5		
Museum Special Events	276	0	0	0	264	264	540		
Group Visits	603	184	71	92	297	460	1,247		
Miscellaneous									
Group Service Request	67	40	22	12	11	45	152		
Meetings/Events Served	6	2	1	1	2	4	12		