CONTRACT FOR TRAVEL AND TOURISM PROMOTION SERVICES

THIS CONTRACT FOR TRAVEL AND TOURISM PROMOTION SERVICES, entered into as of the 24th 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

AUTHORITY

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

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:

- 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.
- 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, inquires 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.

Cumberland County

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 24th day of April, 2019, by their respective duly authorized representatives.

CUMBERLAND COUNTY TOURISM DEVELOPMENT AUTHORITY

ATTEST:

BY:

Myra Brooks

RV.

Vivek Tandon, Chairman

FAYETTEVILLE AREA CONVENTION & VISITORS BUREAU, INC.

ATTEST:

RV.

77

Secretary of Corporation

(Official Seal of Corporation)

11.00

hn Meroski President

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

FINANCE DIRECTOR

APPROVED FOR LEGAL SHEETE ISNOV

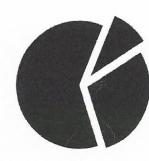
BY:

County Attorney's Office

8



Dashboard



Market

400.00	4,	
\$80.08	\$74.99	Average Daily Rate
67.12%	62.75%	Occupancy
\$2,230,730.32	\$6,144,980	Occupancy Tax Collected
\$38,704,877.50	\$74,278,052	Hotel Revenue
FY 18/19 Thru 2 nd Qtr.	FY 17/18	

Group Sales

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

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
	Agenday yan			Media One (Ads)
	Manager Tolland			Direct
				Bing
				Facebook
FY 18/19	133,744	1.76	1:28	Google/Organic
Thru 2 nd Qtr.				Direct
				Media One (Ads)
				Adroll (Ads)
				Facebook

Social Media Engagement

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

CONVENTION AND VISITORS BUREAU CUMBERLAND COUNTY, NC



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.

Los

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.





Scorecard for Fiscal Year 2018-2019 March 2019

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ω	7	2	١	Guest Books at VC	η υ	2	1	Online Requests	ω	2	1	Hotel Guests	Top Areas of Interest (Top 3)	ω	2	1	Guest Books at VC	ω	2	P	Online Requests		2	P	Hotel Guests	Top States of Origin	3	2	Р	Guest Books at VC	ω	2	1	Unline Requests	Description
events/Festival	Dining	Nuseums		Historical Sites		District	Events/Festival		Shopping	Arts & Entertainment	Dining			Georgia	Florida	North Carolina		Florida	Illinois	North Carolina		Florida	New York	North Carolina			Relocation	Events/Festival s	Vacation		Visit Friends/Family	Vacation	Relocation		Quarter
Arts & Entertainment	Historical Sites	Museums		Museums	Dining		Events/Festivals		Museums	Dining	Military Sites			Many Tied	Many Tied	North Carolina		South Carolina	Florida	North Carolina		New York	Florida	North Carolina			Relocation	Specific Attraction	Vacation		Visit Friends/Family	Relocation	Vacation		2nd Quarter
Shopping	Dining	Museums		Dining	Entertainment	Arts &	Events/Festivals		Arts & Entertainment	Museums	Dining			Ohio	Florida	North Carolina		Michigan	Ohio	North Carolina		Georgia	New York	North Carolina			Events/Festivals	Specific Attraction	Vacation		Other	Relocation	Visit Friends/Family		JAN
Dining	Historical Sites	Museums		Historical Sites	Entertainment	Arts &	Museums		Arts & Entertainment	Museums	Dining			Massachusetts	Virginia	North Carolina		Florida	Pennsylvania	North Carolina		Pennsylvania	Florida	New York		and the section of the	Events/Festivals	Vacation	Specific Attraction		Other	Visit Friends/Family	Vacation		FEB
Dining	Historical Sites	Museums		Outdoor Recreation	Events/Festivals		Museums		Military Sites	Museums	Dining		- Contraction	Pennsylvania	Oklahoma	North Carolina		New York	New Jersey	North Carolina		Florida	New York	North Carolina		Adcation	Vacation	Relocation	Events/Festivals		Visit Friends/Family	Relocation	Vacation		MAR
Historical Sites	Dining	Museums		Entertainment	Events/Festivals		Museums		Military Sites	Museums	Dining		CAGO	Texas	Virginia	North Carolina	- Cinity and a	Pennsylvania	New York	North Carolina		Florida	New York	North Carolina		rveiir3/restivats	Events/Eestivals	Vacation	Specific Attraction			Visit Friends/Family	Vacation		3rd Quarter
																																			FY 2019
																																			Annual
																																		0.000	Percentage

			4.74	4.76	4.77			to Date
	#DIV/0!	4.84	4.84	4./4	4.24	7.50		to Date
			The second secon	2 12	404	A 78	4.58	by Month
								Overall
	10,000		4.71	4.74	4.80			to Date
	#DIV/OI	4.75	4.69	4.55	5.00	4.72	4.67	by Month
								Guest Books
	in/Aim	7,70	4.96	4.97	4.97			to Date
	#507/61	80 V	4 98	4.97	4.98	4.96	4.95	by Month
								Hotel Guests
						•		Month)
Annual Percentage Goal of Goal	FY 2019 Totals	3rd Quarter	MAR	FEB	JAN	Quarter	Quarter	Visitor Experience (Ave for

	Quarter	Quarter				Quarter	lotals	Goal
SALES RESULTS								
Advertisement Results								
Inquiry	ហ	2	н.	2	2	л	3	
Dogwood Digest		ı	1	1	7	·	77	
Inquiry	7	ហ	2	2	2	6	18	
Success							4.0	
Inquiry	2	0	0	0	Ъ	1	3	
Sales								
Carryovers								
Room Nights	4,125						4,125	
Bookings-Attendance	32,946						32.946	
Economic Impact	\$978,704						\$978.704	
Leads	24	47	11	10	16	37	108	130
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
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	ы	4	12	
Calls Converted to Accounts	13	7	0	3	0	ယ	23	
Bid/Packages Mailed	0	1	0	0	0	0	Þ	
Client Presentations	3	3	2	4	5	11	17	
Trade Shows								
US Sports Congress								
Contacts		10				4	10	
Leads		ъ					5	
Room Nights		2,500					2,500	
Attendees		4,000					4,000	
Hot Prospects		2					2	
Followups		3					ω	
Connect Sports								
Contacts	30						30	
Leads	4						A	
Room Nights	900						900	
Attendees	700						700	
Hot Prospects	2						2	
Followups	2						10	

		A CONTROL OF THE PROPERTY AND ADDRESS OF THE PROPERTY OF THE P				ò		Colloniano
	J					ω		Hot Prospects
	6.120					6,120		Attendees
	9,195					9,195		Room Nights
	11					11		Leads
	29					29		Contacts
								Connect Faith
	0	0						rollowups
	0	0						Hot Prospects
	٥	0						Attendees
	0	0						Room Nights
	Đ	0						Leads
	0	0						Contacts
								CMCA Spring Conference
	0			0				Follow Up
	0			0				Hot Prospects
	0			0				Attendees
	0			0				Room Nights
	C			0				Leads
	0			28				Contacts
								AENC Winter Conference
	0							Followups
	0							Hot Prospects
	0							Attendees
	0							Room Nights
	0							Leads
	0							Contacts
								AAU Convention
	0	0						Followups
		0						Hot Prospects
	0	0						Attendees
	0	0						Room Nights
	0	0 0						Leads
	2	9						Contacts
	6							MDLCC Applied
							וות	Followups
	1,200						2	Hot Prospects
	250						1.250	Attendees
	1000						800	Room Nights
	4						4	Leads
	30						30	Contacts
								Connect Association
	я					3	2	Followups
	a september 1					בו	2	Hot Prospects
	1,450					750	700	Attendees
	1.400					500	900	Room Nights
	UR :					1	4	Leads
	47					17	30	Contacts
38 8								Connect Women in Sports
Annual Percentage	Totals	Quarter	MAR	FEB	JAN	Quarter	Quarter	מפינו לי מוו

	2						2	Followups
	1						Д.	Hot Prospects
	0							Attendees
	0							Attandage A
	0						0	Leads
	22						22	Contacts
								AENC Annual Meeting
	0							Peers
								NASC Sports Symposium
								Followups
	0 8							Hot Prospects
	0							Attendees
	5 6							Room Nights
	0							Leads
	0							Contacts
								Tradeshow
	U	U						SGMP Annual & Education
	1 4	n c			UT .			Followups
	T,340	2,040			ω			Hot Prospects
	120	13/0			1.340			Attendees
	100	570			570			Room Nights
	TO	4 5			4			Leads
	40	18			18			Contacts
	7							RCMA
	2 8					2		Followups
	3 0					2		Hot Prospects
	0 0					0		Attendees
	> <					0		Room Nights
	CET					0		Leads
	100					135		Contacts
	*XC7:							AENC Holiday Trade Show
	***************************************							Followups
	#757							Leads
	#B555							Contacts
	0							NCSGMP NEC
	0 6					0	80	Followups
	2,300					0	з	Hot Prospects
	2 500					0	2,500	Attendees
	1 700					0	1,500	Room Nights
	л					0	ъ	Leads
	NAT.					0	35	Contacts
	Coffici	Manieci						Teams
Annual Percentage	FY 2019	Ouarter	MAR	FEB	JAN	Quarter	Quarter	Description
ĺ		>				2nd	1st	

	Charlotte Charlotte	
	Durham	5
	Aibuquerque	4
	Asneville	ω
	ndeign	2
	Balainh	1
	Event Cancelled	Top 5 Locations Lost To
	Will Not Meet in Fay	ω
	Decision	2
	Committee	ы
	143	Top 3 Lost Reasons
5,00%		Total
5.00%	U	Cancelled
26.00%	26	Definite
0.00%	3 6	Lost
103.00%	Tu3	Verbal Definite
4.00%	4	Completed Business
100 143,00%	8	Pending
		Leads
		Previous Fiscal Year (2017-2018)

MARESULTS									
SMAR RESULTS Quarter JAN FEB MAR Quarter PP 2019 Annual Probability			5 (0	0	0	0	Follow-ups
MARESULTS			0		0	0	0	0	Hot Prospects
MAR RESULTS			0 0		0	0	0	0	Attendance
MAR ESULTS MAR IBIboards on 1-95 Sanici Biboards on 1-95 Sanici Basalas Sanici Basalas Sanici Basalas Sanici Basalas Sanici Basalas Sanici Basalas O O O O O O O O O O O O O O O O O O O		5 0	0		0	0	0	0	Room Nights
MAR ESULTS WITCH READING COUNTY OR THE MARK CART TOTAL TOTA		0	0		0	0	0	0	Leads
NARESULTS REMARKS R		0	0		0	0	0	0	Contacts
MAR ESULTS MIT RADIA		0	0		0	0	0	0	Tradeshow Attendees
MARESULTS Quarter Quarter LAN FEB MAX Quarter Totals Annual Realibliants will gilliboards on 1-955 0									Philadelphia
SMRESULTS Quarter Quarter JAN FEB MAR Quarter FR2033 Annual real real real real real real real re		0	0						Travel and Adventure-
SMARESULTS Quarter Quarter JAN FEB MAR Egal Actual Equation (A) (Control of Control		0					0	0	Follow-ups
Charier Charier AN FEB MAR Charier P72039 Control		0					0	0	Hot Prospects
MARE SULTS						0 0	0	0	Attendance
Charter Char					5 0	0	0	0	Room Nights
MARESULTS Quarter Quarter PAN FEB MAR All parts PAS PA					0	0	0	0	Leads
Country Coun			0		0	0	0	0	Contacts
MARESULITS		9	9		0	0	0	0	Tradeshow Attendees
SMN RESULTS Quarter Quarter JAN FEB MAR Quarter FF2319 Annual Results MR RESULTS 4 FF2319 Annual Results 4 FF2319 Annual Results 4 FF2319 Annual Results 5 4 FF2319 Annual Results 5 4 FF2319 Annual Results 5 4 7 7 6 4 7 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>Travel and Adventure-DC</td></t<>									Travel and Adventure-DC
MARESULITS Quarter Quarter JAN FEB MAR Quarter Todals FP 2019 Annual Pr 2019 </td <td></td> <td>36</td> <td>36</td> <td>0</td> <td>36</td> <td>0</td> <td>0</td> <td>0</td> <td>Follow-ups</td>		36	36	0	36	0	0	0	Follow-ups
SWN RESULTS Quarter Quarter Quarter JAN FEB MAR Quarter Coult FF 2019 Annual Per 2019 and Results 4 4 Totals Coult 4 Totals Coult 4 Totals Coult 4 4 Totals Coult 4 4 4 4 Totals 4		> 0	0	0	0	0	0	0	Hot Prospects
MARESULTS Annual PEB MAR MAR Mart		0	0	0	0	0	0	0	Attendance
SMN RESULTS Quarter Quarter JAN FEB MAR Guarter FF2 2319 Annual Results Ind Illusords on 1955 0		0	0 0	0	0	0	0	0	Room Nights
April Apri		٥ <u>٢</u>	0 5	0	0	0	0	0	Leads
SM RESULTS Quarter Quarter ANN FEB MAR Quarter Srd E72039 Annual Contains SM RESULTS 1 mill Results 4 mi		51	51	0 0	51	0	0	0	Contacts
CQUARTICE QUARTICE JAN FEB MAR QUARTICE FFZ D19 Annual PRZ D19 SMR RESULTS and Results 4 FEB MAR Quarter FTZ D19 Annual PRZ D19 Annu	2	D I I	650	0	650	0	0	0	Tradeshow Attendees
SM RESULTS Quarter Quarter Quarter JAN FEB MAR grd FY 2019 Annual PY 2019 SSM RESULTS 4 m Results		T.3	t	C	(TravelSouth
SM RESULTS Quarter JAN FEB MAR Guarter FE30 Annual Feb tel R Results 4		100	19		0	19	0	0	Follow-ups
SM RESULTS Quarter Quarter JAN FEB MAR 3rd FY 2013 Annual Results ent Results 4 4 4 4 4 40.313 Annual Results 4 4 4 4 40.313 Annual Results 4		0 6	0 0		0	0	0	0	Hot Prospects
SM RESULTS Quarter Quarter Quarter JAN FEB MAR Quarter FY 2019 Totals Annual Coal SM RESULTS 4						0 0	0	0	Attendance
SM RESULTS Quarter Quarter JAN FEB MAR Quarter Totals Goal ship libbards on 1-95 kip libbards on 1-95 libbards on 1-95 kip libbards on 1-95 libabrds on					0 0	0 0	0	0	Room Nights
SM RESULTS Quarter Quarter JAN FEB MAR 3rd FY 20.9 FY 20.19 Annual Bridge on Interest on Int		31	2 4			0 1	0	0	Leads
SMRESULTS Quarter Quarter JAN FEB MAR Quarter 3rd Fy 2019 Annual Goal Iship ant Results 4 0 <t< td=""><td></td><td>3,500</td><td>31</td><td></td><td>0 0</td><td>31</td><td>0</td><td>0</td><td>Contacts</td></t<>		3,500	31		0 0	31	0	0	Contacts
MAR SM RESULTS SM REB MAR Sird FY 2019 Annual			3 500	D	o i	3500	0	0	Tradeshow Attendees
SM RESULTS Quarter Quarter Quarter JAN FEB MAR 3rd Quarter FY 2019 Annual Quarter Intel Billiboards on 1-95 0 <									ABA MarketPlace
SM RESULTS Quarter Quarter JAN FEB MAR Quarter Totals Goal stel Billboards on 1-95 0 0 0 0 Quarter Totals Goal ship 0 0 0 0 0 Quarter Totals Goal ship 0		-	c						Tradeshows
Annual Contract Annual Con		0					0	0	Promo
Annual Contract Annual Con		0	0 0				0	0	Event
SM RESULTS Quarter Quarter JAN FEB MAR Quarter FY 2019 Annual Coal StM RESULTS Service Islands on I-95 0<		0 0					0	0	Link
Annual Color Annu							0	0	Page Views
NAR STA FY 2019 Annual STA		0	C						Sponsorship of Trip Advisor Page
Annual Color Annu							0	0	Impressions
SM RESULTS Quarter Quarter JAN FEB MAR 3rd FY 2019 Annual Collaboration ent Results Totals Service Leads 0 <td></td> <td>0</td> <td>0</td> <td></td> <td></td> <td></td> <td>C</td> <td>c</td> <td>Local Billboards</td>		0	0				C	c	Local Billboards
SM RESULTS Quarter Quarter JAN FEB MAR Quarter FY 2019 Annual Quarter ent Results ent Results 4		0	0				0 0	0 0	headel Service Leads
SM RESULTS Quarter Quarter JAN FEB MAR 3rd FY 2019 Annual Control of Soal ent Results ent Results Totals Goal ship 0 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>reisure Group Travel Magazine</td></t<>									reisure Group Travel Magazine
SM RESULTS Quarter Quarter JAN FEB MAR Quarter FY 2019 Annual Collegion ent Results ent Results Totals Goal Totals Goal Goal Totals Goal Goal <td< td=""><td></td><td>0</td><td>0</td><td></td><td></td><td></td><td>0</td><td>0</td><td>header Service Leads</td></td<>		0	0				0	0	header Service Leads
SM RESULTS Quarter Quarter JAN FEB MAR Quarter FY 2019 Annual Coal ent Results ent Results Totals Goal ship 0 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Group Tour Magazine</td>									Group Tour Magazine
SM RESULTS Quarter Quarter JAN FEB MAR Quarter Totals Goal ent Results tel Billboards on 1-95		0	0				0	0	Viewership
Annual Quarter Quarter JAN FEB MAR Guarter Totals Goal SM RESULTS ent Results									Brand/Hotel Billboards on I-95
Quarter Quarter JAN FEB MAR 3rd FY 2019 Annual Goal									Advertisement Results
Quarter Quarter JAN FEB MAR Quarter Totals Goal									TOURISM RESULTS
	Annual Percentage Goal of Goal	FY 2019 Totals	3rd Quarter	MAR	FEB	JAN	Quarter	Quarter	Description

5	4		υ 11 C	2	 Top 5 Locations Lost To	Lω	2	-	1 op a roar Measons	Ton 3 Lost Boscons	Total	Cancelled	Definite	Lost	Verbal Definite	Pending	Leads	Annual Lead Conversion	Amiliana isaa (40-49)	Current Elecal Vanr (19-10)	Annual Lead Conversion	Bookings-Room Revenue	Bookings-Economic Impact	Bookings-Room Nights	Bookings-Attendance	Bookings	Verbal Bookings-Economic Impact	Verbal Bookings-Room Nights	Verbal Bookings-Attendance	Verbal Bookings	Leads-Economic Impact	Leads-Room Nights	Leads-Attendance	Leads	Site inspections	CIVIC Presentations	Sales	Follow-ups	Hot Prospects	Attendance	Room Nights	Leads	Contacts	Tradeshow Attendees	Travel Alliance Partners	Description
																					1	\$0	\$1.700	38	1,510	4	\$364,800	264	5,200	51	\$395,580	162	5,230	7	1	0		0	0	0	0	0	0	0		1st Quarter
																					70	40	\$24.114	244	47,965	6	\$1,849,650	180	18650	5	\$1,890,120	365	18935	8	2	w		0	0	0	0	0	0	0		2nd Quarter
																					100	٠, ٠,٠	\$	0	0	0	\$0	0	0	0	\$9,690	20	535	4	0	0		0	0	0	0	0	0	0		JAN
																					υ¢	ĈO O	Ĉ,		0	0	\$7,980	46	300	2	\$0	0	0	0	2	0		0	0	0	0	0	0	0	4	FEB
		The state of the s																			ÜÇ	\$ 50	3	> 0	0	0	\$2,850	10	150	Ľ	\$11,400	30	75	P		0		0	0	0	0	0	0	0		MAR
																					\$0	00	3	0		0	\$10,830	56	450	3	\$21,090	50	610	Un	2	0		0	0	0	0	0	0	0		3rd Quarter
																1	19				\$0	\$25,814	282	200	40 ATE	10	\$2,225,280	500	24,300	13	\$2,306,790	577	24.775	20	OT .	3		D	0	0	0	0	0	0	0.000	FY 2019
													1		1		25						500	1										25	25				1	1						Annual
																20/0	76%						56.40%											80.00%	20.00%											Percentage

U	4	ω	2	בן	Top 5 Locations Lost To	ω			2			_	Top 3 Lost Reasons	Total	Cancelled	Definite	Lost	Verbal Definite	Pending	Leads	rievious ristal tear (2017-2018)
N/A	N/A	N/A	Dunn	Laurinburg	100 m	thought rates were	FR Planner	se from FR Planner	commitment/respon	No	Trip/Mileage	Cut	7.7	3 0	> 5	70	٠, ١	ח ת	22 40		
														0.00%	200%	25.00%	12 50%	13 508/			

b1 81 223 627 101 115 351 933 160 171 500 1,596 106 114 315 1,596 106 114 315 1,022 266 285 815 2,650 0 0 0 0 5 2 18 41 160 15 2 1 7 37 37 140 110 409 961 140 21 8 46 140 3,632 97 209 385 1,304 3,632 97 209 385 1,394 3,632 97 209 385 1,394 3,632 97 209 385 1,394 3,632 97 35 52 1,394 3,632 90 0 0 10 10 10 10 10 10	79 58 0 0 1159 117 465 465 17 10 10 71 71	360 318 8 8 35 213 1 0 184	649 297 2 2 3 33 186 3 276 603	Miscellaneous Group Service Request
1.1 81 223 10 171 500 16 114 315 16 285 815 18 41 1 2 2 1 408 1,304 1 408 1,304 1 264 264 264 264 264 297 460 1	79 58 60 71 71 71		649 297 2 2 33 186 3 276 603	Miscellaneous Group Service Request
1.1 81 223 10 171 500 10 171 500 10 114 315 16 285 815 0 18 41 1 2 2 1 408 1,304 1 408 1,304 1 119 265 0 0 0 123 242 297 460 1	0 21 21 0 159 159 17 465 79 58 0 10 48 11 0 0		649 297 2 2 33 186 3 276 603	Miscellaneous
1.1 81 223 10.1 115 351 10.0 171 500 10.6 114 315 16.6 285 815 18 41 7 1 1 7 2 2 2 1 408 1,304 1 408 1,304 119 265 0 0 0 0 123 242 264 264	79 58 0 0 1159 129 17 465 79 58 0 0 10 10 0 71		649 297 2 2 3 33 186 3 3 276 603	
1.1 81 223 10.1 1.115 351 10.0 1.71 500 10.0 1.14 315 16.6 1.14 315 18.7 1.8 41 1 2 2 2 2 2 1 408 46 1 408 1,304 1.19 265 0 35 52 123 242 1 1.13	21 21 0 0 159 159 17 465 79 58 0 0 10		649 297 2 2 2 33 186 3 3 276	Group Visits
1.1 81 223 10 171 500 16 114 315 16 285 815 0 18 41 1 7 1 408 46 1 408 1,304 119 265 0 35 52 123 242	159 159 17 445 465 465 465 465 10	360 318 8 8 35 213	649 297 2 33 38 186	Museum Special Events
1.1 81 223 10 171 500 16 114 315 16 285 815 0 18 41 1 2 2 1 408 46 1 408 1,304 119 265 0 35 52	159 159 79 58 0	360 318 8 8 35	649 297 2 2 33 38	Transportation Resources
1 81 223 1 115 351 1 171 500 1 114 315 1 285 815 0 0 0 18 41 7 1 7 7 8 46 408 1,304 209 385 119 265 0 0	159 159 21 17 465 465 79 58 0	360 318 8 8	649 297 2 33	Questions About Museum
81 223 1 115 351 1 121 500 1 114 315 1 285 815 1 18 41 2 2 2 2 2 2 1 7 7 408 46 46 408 1,304 119 385 1,304	159 159 159 58	360 318 8	649 297 2	Maps/Local Directions
1 81 223 1 115 351 1 1171 500 1 114 315 1 0 0 18 41 2 2 1 7 110 409 408 1,304 1209 385	159 159 465 79	360	649 297	Relocation/Retiree Info
1 115 223 1 115 351 2 171 500 5 114 315 6 285 815 6 0 0 0 18 41 2 2 2 1 7 1 7 110 409 1304 1408 1,304	159 179 79	360	649	Out-or-lown (Tourism)
1 81 223 1 115 351 1 171 500 1 114 315 1 285 815 0 0 0 18 41 7 1 7 7 110 409 408 45 408 1,304	0 21 21 4 4 159 159 465	202/1		Local Residents (Tourism)
81 223 1115 351 11171 500 1144 315 1144 315 18 41 12 2 2 2 110 409 408 1,304	0 21 21 4 4 159 17 465	2,23		Walk-Ins
81 223 1115 351 1171 500 114 315 285 815 0 0 18 41 2 2 1 7 110 409 8 46	0 21 0 0 4 159 17	1,255		Transportation Museum
1115 223 1 115 351 1 171 500 1 171 500 1 114 315 2 285 815 0 0 0 1 18 41 2 2 2 1 10 409	0 21 0 4 4 159	מכני ו	1,093	I Dtal
1 115 223 1 115 351 0 171 500 6 114 315 0 285 815 0 0 18 41 1 7	0 21 0 0 4 159	32	62	Local Directions/Maps
81 223 115 351 171 500 114 315 285 815 0 0 18 41 2 2 1 7	0 21 0	552		Requests
81 223 115 351 171 500 114 315 285 815 0 0 18 41 2 2	0 21 0	11	T	Request
81 223 115 351 171 500 114 315 285 815 0 0 18 41	0 21		10	Same Day Group Service
81 223 115 351 171 500 114 315 285 815 0 0	0 21	0	ω	Transportation Resources
81 223 115 351 171 500 114 315 285 815	0	50	69	Relocation/Retiree Info
81 223 115 351 171 500 114 315		2	3	Drive Thru
81 223 115 351 171 500	264	842	993	Total Walk-Ins
81 223 115 351	95	309	398	Out-oi-Town (Tourism)
115 223 351	169	533	563	Local Residents (Tourism)
81 223				Walk-Ins
0.00	135	274	308	Total Calls
34	81	199	· 205	Local Information
	54	75	103	Tourism Information
				Calls
				FACVB Main Office
45 52 138 362	+			Inquiries
1	71	91	133	VisitFayettevilleNC.com
	7 O88	4,939	7,670	Number Distributed
				Destination Guide
quarter Totals			R SCTS	VISITOR CENTER RES
	JAN	Quarter	Quarter	1