



- WELCOME TO -

CUMBERLAND COUNTY, NC

FAYETTEVILLE

AREA

CONVENTION AND VISITORS BUREAU

www.VISITFAYETTEVILLENC.com



VISITOR



Because the visitor has a need, **WE HAVE A JOB TO DO.**

Because the visitor has a choice, **WE MUST BE THE BETTER CHOICE.**

Because the visitor has sensibilities, **WE MUST BE CONSIDERATE.**

Because the visitor has an urgency, **WE MUST BE QUICK.**

Because the visitor has high expectations, **WE MUST EXCEL.**

Because the visitor has influence, **WE HAVE THE HOPE OF MORE VISITORS.**

BECAUSE OF THE VISITOR, WE EXIST.

- KARL YENA -
YENA & ASSOCIATES



2018 – 2019

WE ARE "THE VOICE OF THE VISITOR."

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In 2016, Domestic Tourism to Cumberland County:

- Generated an economic impact of \$526 million. *That is a 48% increase from 2005, and a 136% increase from 1995.*
- Resulted in \$39.66 million in state and local tax collections. ***This represents a \$120.98 tax savings to each county resident.***
- Accounted for 4,500 jobs

Cumberland County gathers the 10th highest impact from tourism of 100 North Carolina Counties

Mission

To position Cumberland County as a destination for conventions, tournaments, and individual travel.

Vision

The FACVB strives to be the leading destination authority by supporting and marketing the Cumberland County branded visitor experience and advocating community tourism benefits.

Staff Vision

To be the voice for and to the visitor. We will strive to have a working environment that fosters individual and organizational growth in an open, honest, and challenging atmosphere.

Lastly, we will adhere to the following values and guiding principles:

- Collaborative
- Customer-Centric
- Community Engaged
- Professional
- Ethical
- Committed to spread our All-American story

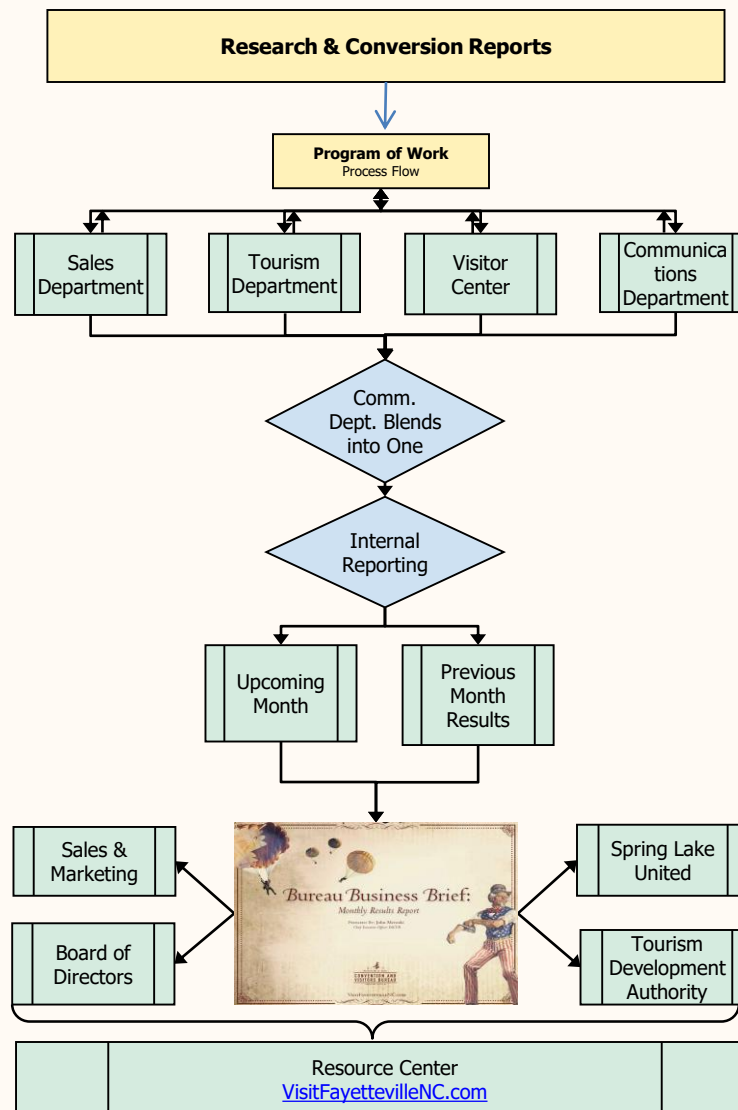
The Brand Promise

The Communities of Cumberland County rekindle and reawakens the American spirit in every corner of the community.

The Brand Personality

Patriotic.

POW Process Flow



Scorecard Results

2017/2018

Communications Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals
Facebook					
Users/Followers	N/A	N/A	N/A	N/A	N/A
Postings	149	172	155	129	605
User Interactions (All) Stories	1,862	5,123	2,829	3,746	13,560
GoFayetteville Facebook					
Users/Followers	N/A	1,179	N/A	N/A	1,179
Postings	N/A	15	37	60	112
User Interactions (All) Stories	N/A	618	1,973	2,903	5,494
Twitter					
Users/Followers	N/A	N/A	N/A	N/A	N/A
Postings	110	131	120	132	493
Engagement	669	988	1,214	2,182	5,053
Instagram					
Users/Followers	N/A	N/A	N/A	N/A	N/A
Postings	21	67	51	52	191
Engagement	1,284	1,854	1,386	1,371	5,895
Linked In					
Followers	N/A	N/A	N/A	N/A	N/A
Postings	N/A	N/A	89	101	190
Engagement	N/A	N/A	589	902	1,491
Event Calendar Postings (not including FACVB site)	478	610	334	496	1,918
Electronic Destination Guides Viewed	64	49	32	38	183
Electronic Trail Guides Viewed	11	9	14	19	53
FACVB Generated Blog Articles	14	13	9	8	44

Scorecard Results

2017/2018

Communications Department

Public Relations					
FACVB (In-House)					
Publicity Generated					
Out of Market	18	18	12	19	67
Local	14	17	25	15	71
Press Releases Issued	5	7	12	7	31
Travel Writer Visits	7	0	3	14	24
Martin Armes					
Publicity Generated					
Out of Market	0	1	0	0	1
Local	0	0	0	0	0
Republik					
Publicity Generated					
Out of Market	7	13	0	1	21
Local	5	14	1	9	29
Totals					
Publicity Generated					
Out of Market	25	32	12	17	86
Local	19	31	26	24	100

Scorecard Results

2017/2018

Sales Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals
Bookings	32	7	15	33	87
Bookings Attendance	159,505	16,400	26,785	18,243	220,933
Bookings Room Nights	3,258	2,380	2,533	16,110	24,281
Bookings Economic Impact	\$1,385,228	\$2,120,300	\$851,580	\$3,100,206	\$7,457,314
Verbals	34	31	61	64	190
Verbal Bookings Attendance	75,242	70,548	56,567	43,729	246,086
Verbal Bookings Room Nights	13,178	11,275	9,996	49,018	83,467
Verbal Bookings Impact	\$4,675,206	\$6,776,958	\$7,593,882	\$4,297,541	\$23,343,587
Leads	40	23	66	14	143
Leads Room Nights	56,764	45,705	89,917	12,563	204,949
Leads Attendance	5,844	11,762	45,663	15,715	78,984
Leads Impact	\$2,260,620	\$4,051,104	\$41,867,754	\$3,105,474	\$51,284,952
Sales Functions	26	26	38	21	111
Site Inspections	6	5	6	6	23
Sales Blitz	6	5	4	1	16
Calls Converted to Accounts	4	8	7	7	26
Bid/Packages Mailed	1	0	0	1	2
Client Presentations	6	4	7	3	20

Scorecard Results

2017/2018

Tourism Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals
Civic Presentations	0	3	1	3	7
Bookings	3	4	1	8	16
Bookings-Attendance	275	47,500	22	265215	313,012
Bookings-Room Nights (Annual Goal = 900)	67	218	13	156	454
Bookings-Economic Impact	\$5,543	\$22,466	\$1,222	\$12,234	\$41,465
Verbal Bookings	6	1	6	3	16
Verbal Bookings-Attendance	23,169	3000	268950	950	296,069
Verbal Bookings-Room Nights	122	0	70	60	252
Verbal Bookings-Economic Impact	\$232,446	\$5,700	\$148,200	\$22,800	\$409,146
Leads (Annual Goal =40)	7	1	9	5	22
Leads-Attendance	3,335	265	268575	1100	273,275
Leads-Room Nights	217	157	170	180	724
Leads-Economic Impact	\$64,980	\$47,310	\$188,520	\$159,600	\$460,410

Scorecard Results

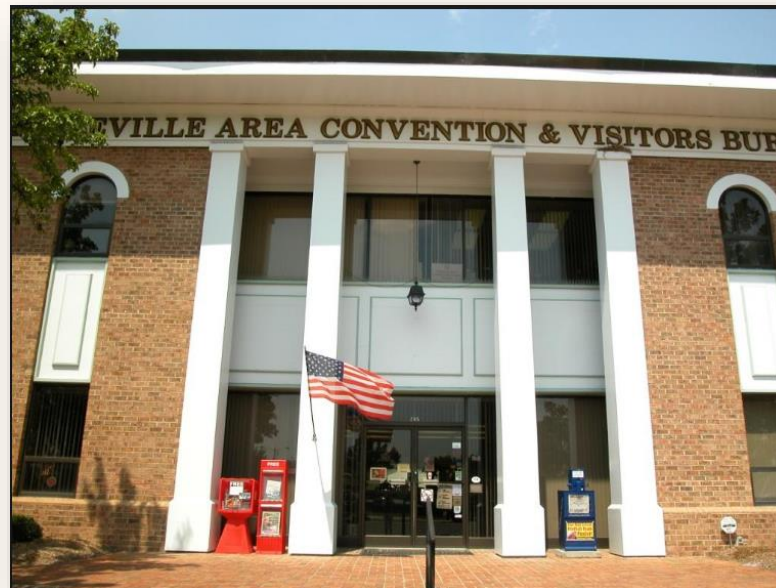
2017/2018

Visitor Center Department

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals
Destination Guide					
Number Distributed	18,459	12,200	9,263	10,069	49,991
VisitFayettevilleNC.com	98	59	93	109	359
Inquiries					
FACVB Main Office					
Calls					
Tourism Information	108	82	94	140	424
Local Information	223	220	189	216	848
Total Calls	331	302	283	356	1,272
Walk-Ins					
Local Residents (Tourism)	673	488	432	669	2,262
Out-of-Town (Tourism)	606	351	345	501	1,803
Total Walk-Ins	1,279	839	777	1,170	4,065
Drive Thru	6	7	0	3	16
Relocation/Retiree Info	17	17	9	4	47
Transportation Resources	0	1	4	0	5
Same Day Group Service Request	13	4	4	12	33
Local Directions/Maps	57	49	37	54	197
Total	1,514	917	831	1,243	4,505
Walk-Ins					
Local Residents (Tourism)	774	453	473	739	2,439
Group Visits	747	290	152	294	1,483
Walk-Ins					
Local Residents (Tourism)	855	642	165	N/A	1,662
Miscellaneous					
Group Service Request	78	50	59	79	266
Meetings/Events Serviced	9	6	6	3	24

Marketing Partners 2017/2018

- The Republik
- 219 Group
- Martin Armes Communications
- Fayetteville Observer
- Biz Tools One
- Up & Coming Magazine
- Fayetteville Observer
- Cara Cairns Designs
- FayToDay
- Hodges & Associates
- Simpleview



The Republik 2017/2018

2017-18 FACVB SCOPE OF WORK

PROGRAM ELEMENTS	AGENCY FEES
ACCOUNT MANAGEMENT & CONSULTATION	
STRATEGIC DIRECTION	COMPLETE
COMMUNICATIONS PLAN	COMPLETE
RESEARCH	COMPLETE
PROJECT MANAGEMENT	COMPLETE
ADVERTISING	
BILLBOARD CAMPAIGN (X5)	COMPLETE
ATTRACTION VIDEOS (X3)	COMPLETE
DIGITAL MARKETING CAMPAIGN/RETARGETING ADS (X4)	COMPLETE
GROUP TOUR CARDS #3	N/A
WEEKENDER AD SERIES (X2)	COMPLETE
SPORTS AD (X1)	COMPLETE
MEETINGS ADS (X2)	COMPLETE
WEB DEVELOPMENT	
FACVB WEBSITE DEVELOPMENT CONSULTATION/SUPERVISION	COMPLETE
TDA EVENT MICROSITES DEVELOPMENT	COMPLETE
WEB MAINTENANCE (ALL SITES)	COMPLETE
FAYETTEVILLEWANTSYOU.COM CONSULTATION/SUPERVISION	—
SALES SUPPORT	
DEPARTMENT SALES COLLATERAL - MEETINGS	IN PROGRESS
GROUP ARRIVAL OUTREACH/INTRODUCTION MATERIALS	IN PROGRESS
SOCIETY OF PATRIOTS PROGRAM LAUNCH/MARKETING	—
SALES CYCLE/LEAD NURTURING PROGRAM IMPLEMENTATION	—
ONGOING ATTRACTIONS OUTREACH	COMPLETE
2016-17 CARRY-OVER PROJECTS	
SCOUTLOOK APP CONSULTATION (DESIGN COMPLETE)	COMPLETE
SPORTS SALES APP CONSULTATION (DESIGN COMPLETE)	COMPLETE
TRAILS PDF'S	COMPLETE
BRAND DEVELOPMENT	
BRAND GUIDE (DIGITAL & PRINT)	COMPLETE
PHOTOGRAPHY (LIFESTYLE & EXPERIENCE-BASED)	COMPLETE

BRAND/SOCIAL CAMPAIGN	COMPLETE
EVENTS	
HH5 EVENT PLANNING & EXECUTION	COMPLETE
HH5 MARKETING COLLATERAL & PROMOTIONAL SUPPORT	COMPLETE
COLLATERAL	
HOPE MILLS VISITOR GUIDE	COMPLETE
VISITORS GUIDE COVER	COMPLETE
TRAILS GUIDE COVER	COMPLETE
PROMOTION	
BRANDED MERCHANDISE & APPAREL (X5)	N/A
PUBLIC RELATIONS	
HH5 PRESS CONFERENCE PLANNING & EXECUTION	COMPLETE
HH5 PRESS KIT DEVELOPMENT	COMPLETE
EVENT/ATTRACTIONS PR SUPPORT	COMPLETE
MEDIA RELATIONS & PITCHING (NATIONAL & TRADE)	COMPLETE
PRESS RELEASES & STORY DEVELOPMENT	COMPLETE
SOCIAL MEDIA	
CONTENT DEVELOPMENT/MANAGEMENT/MEDIA EXECUTION	COMPLETE

The Republik 2017/2018

2017-18 FACVB OUT-OF-SCOPE WORK

PROGRAM ELEMENTS	STATUS
OUT OF SCOPE PROJECTS	
AIRPORT SIGNAGE - SCOUTLOOK AD	IN PROGRESS
GROUP TOUR ITINERARY BANNER (X2)	COMPLETE
SPORTS FACILITIES AD	COMPLETE
USA TODAY AD	COMPLETE
NCSGMP EVENT FLYER	COMPLETE
WEEKENDER AD SERIES (X5)	COMPLETE
NCSGMP ADVERTORIAL	COMPLETE
CHRISTMAS CARD	COMPLETE
HARRIS TEETER BAG AD	COMPLETE
GROUP TRAVEL EDITORIAL & AD	COMPLETE
NEW CO-OP AD - SOUTHERN LIVING	COMPLETE
SOUVENIR BOOKLET AD	COMPLETE
NEW SCOUTLOOK ICON	COMPLETE
RELIGIOUS CONFERENCE BANNER	COMPLETE
NATIONAL TOUR ASSOCIATION BANNER (X2)	COMPLETE
CONVENTION SOUTH AWARD AD	COMPLETE
NC TRAVEL GUIDE POP-UP AD	COMPLETE
WE SAVE YOU WEEKENDER AD	COMPLETE
GROUP TOUR MAGAZINE SPONSORSHIP	COMPLETE
FSU SESQUICENTENNIAL AD	COMPLETE
FAITH BASED AD	COMPLETE
NEW PRESENTATION TEMPLATE	COMPLETE
RETARGETING BANNER ADS (X5)	COMPLETE
BREWERY PROMO POSTER	COMPLETE
BREWERY PROMO DIGITAL AD	COMPLETE
BREWERY PROMO 2-PAGE PDF	COMPLETE
BREWERY PROMO PASSPORT	COMPLETE
BREWERY PROMO STAMPS	COMPLETE

E-BLAST CONTENT - NCSGMP LIVING	COMPLETE
E-BLAST CREATION - SC	COMPLETE
BRANDED FACEBOOK POSTS - SPORTS EVENTS	COMPLETE
DIGITAL BANNERS - AAA DIGITAL (X3)	COMPLETE
VISITNC BANNER ADS (X4)	COMPLETE
VISITNC - PROMOTED SOCIAL POST	COMPLETE
SPORTS EVENTS ADVERTORIAL	COMPLETE
SPORTS DESTINATION MANAGEMENT ADVERTORIAL	COMPLETE
HEROES HOMECOMING VI PRESENTATION	COMPLETE
SOCIAL MEDIA CONTENT VIDEOS CONCEPTS X9 VS X3	COMPLETE
SOCIAL MEDIA ANIMATION CONTENT CONCEPTS X3	COMPLETE

The Republik

2018/2019 Scope of Work

PROGRAM ELEMENTS - Republik

Account Management & Consultation

Strategic Direction

Communications Plan/Schedule/Responsibilities

Ongoing Research/Analytics

Project Management

Advertising

Digital Retargeting Campaign (x5)

Ad Placement/Traffic (x10) - does not include creative

Meeting Planner Ads - 4 Segments

Go Fayetteville Weekender Ad (x6)

Local Businesses/Brand Campaign Integration

Sports Ad (x1)

Group Tour Ad (x1)

Web Development

Ongoing FACVB Website Development Consultation

TDA Event Microsites Development (x12)

Website Maintenance as needed (Max 15 Hours per month)

Sales Support

Sales Cycle/Lead Nurturing Program Implementation

Digital Sales Kit - 4 Segments

Department Sales Collateral - Meetings

Covert Existing Group Tour Cards to Digital

Digital Version of Sports Guide - simple

Email Newsletter Template x4 (Content from Client)

Brand Development

Brand Guide (Digital Only)

Photography Supervision (Lifestyle/Experience Based)

Events

HH6 Event Planning & Execution

HH6 Marketing Collateral & Promotional Support

Collateral

Hope Mills Visitors Guide

Visitors Guide Cover

Public Relations Support

Media Relations Creative Support (National & Trade)

Story Development Creative Support

Social Media

Social Media Plan Management & Support

Social Media Implementation (HH, Website Launch)

Social Media Campaign Development (Website Launch)

Content Development/Management/Media Execution

Influencer Digital Package and Expenses

Rubberneck

2018/2019 Scope of Work

PROGRAM ELEMENTS- Rubberneck
Position Cumberland County as a Unique Destination for Leisure Travelers
Human Interest and Travel-Related Story Angles
Pitch: Family Weekend Trip
Pitch: Holiday Travel Ideas
Generate Positive media Coverage for Community that Improves Brand Perception
Attractions and Event-Based Media Relations
Pitch: Patriotic Holidays
HH6 Press Conference Planning and Execution
HH6 Press Kit Development
Press Release: HH6 (x2)
Press Release: Brand Campaign
Pitch: Brand Campaign Individual Videos (x9)
Increase Awareness Among Travel Professionals (Planners, Tournament Directors, Group Tour Operators, etc)
Product Launches and Campaign Promotions
Press Release: Hope Mills Visitor Guide
Pitch: Group Tour Publications
Pitch: Meeting Planner Publications
Pitch: Sports Planner Publications
Highlight FACVB as a thought Leader in the Travel and Tourism Industry
CVB Travel and Tourism Industry Through Leadership
Pitch: Community and Brand Alignment
Pitch: Leverage Social Media for Community Engagement
Pitch: Dynamic Content for Community Blogs

Additional PR & Media Relations
Travel Influencer Partnerships
POV/Topical Pitching and Media Outreach
Local Community/Media Relations Support
Social Media (Content Support to Communications Plan)
Develop Integrated Social Media Plan
Social Media Brand Campaign Development
Social Media Management & Support (all)
Social Media Implementation (HH, FACVB)

219 Group 2017/2018 Recap



**CREATIVE
+ RESULTS**

RE: Marketing & Advertising Campaign for Fayetteville

219 Group provides the following services for Fayetteville:
as of July 1, 2017

- Digital Campaign Management that includes:
 - Market research for ad placement
 - Creative & Design services for all ads
 - Campaign Management and reporting of all marketing and advertising activities
 - Ongoing analysis of marketing and advertising activities to ensure optimal performance.
 - Call tracking
- Current Advertising campaign includes
 - Social media marketing
 - Facebook direct advertising
 - Facebook retargeting (remarketing)
 - Digital marketing
 - Digital retargeting (remarketing)
 - Native ads (start in July)

219 Group 2017/2018 Recap

**CREATIVE
+ RESULTS**

RE: Marketing & Advertising Campaign for Spring Lake United

219 Group provides the following services for Spring Lake United:

- Digital Campaign Management that includes:
 - Market research for ad placement
 - Creative & Design services for all ads as well as website updates/enhancements
 - Web development & programming for website
 - Campaign Management and reporting of all marketing and advertising activities
 - Ongoing analysis of marketing and advertising activities to ensure optimal performance.
- Current Advertising campaign includes
 - Search engine marketing (through Google AdWords)
 - Social media marketing
 - Facebook direct advertising
 - Facebook retargeting (remarketing)
 - *YouTube video ads – will start in June/July*
 - Digital marketing
 - Digital retargeting (remarketing)
 - Native ads

219 Group

2018/2019 Scope of Work

219 Group Provides the Following Services for Fayetteville:
As of July 3, 2018

- Digital Campaign Management that includes:
 - Market Research for ad placement
 - Creative and design services for all ads
 - Campaign management and reporting of all marketing and advertising activities
 - Ongoing analysis of marketing and advertising activities to ensure optimal performance
 - Call tracking
- Current Advertising Campaign includes:
 - Social Media Marketing
 - Facebook direct advertising
 - Facebook retargeting (remarketing)
 - Digital Marketing
 - Digital retargeting (remarketing)

219 Group Provides the Following Services for Spring Lake:
As of July 3, 2018

- Digital Campaign Management that includes:
 - Market Research for ad placement
 - Creative and design services for all ads
 - Campaign management and reporting of all marketing and advertising activities
 - Ongoing analysis of marketing and advertising activities to ensure optimal performance
 - Call tracking
 - Website hosting and maintenance
- Current Advertising Campaign includes:
 - Social Media Marketing
 - Facebook direct advertising
 - Facebook retargeting (remarketing)
 - Digital Marketing
 - Digital retargeting (remarketing)
 - Targeted display ads

Martin Armes Communications

2017-2018 Digital Recap

Paid ads

- Investment: \$150,000
- Clicks to Website: 110,304
- Impressions: 25,864,001

Paid Digital Tactics

- Programmatic Display
- Content Activation
- Facebook Retargeting
- Google SEM
- Geofencing for meetings

Website highlights

- Website Traffic Up 15% (+39,895 sessions over last year)
- Pageviews up 19% (+180,875 over last year)
- Accommodations Pageviews up 120% or +29,936 pageviews

Martin Armes Communications

2018/2019 Scope of Work

- Assist in the consideration, development and execution of different digital marketing programs to support program of work (programmatic display, retargeting, content, SEO/SEM, geofencing and sales/sports lead development)
- Assist in identifying research partner for comprehensive Visitor Profile.
- Assist in press release development and strategic distribution to custom database.
- Introduce key family bloggers and other media to Fayetteville and assist with visits.
- Provide input regarding potential media and influencer visits.
- Manage and leverage various opportunities with the NC Division of Tourism and its rep firms in Canada, UK and Germany

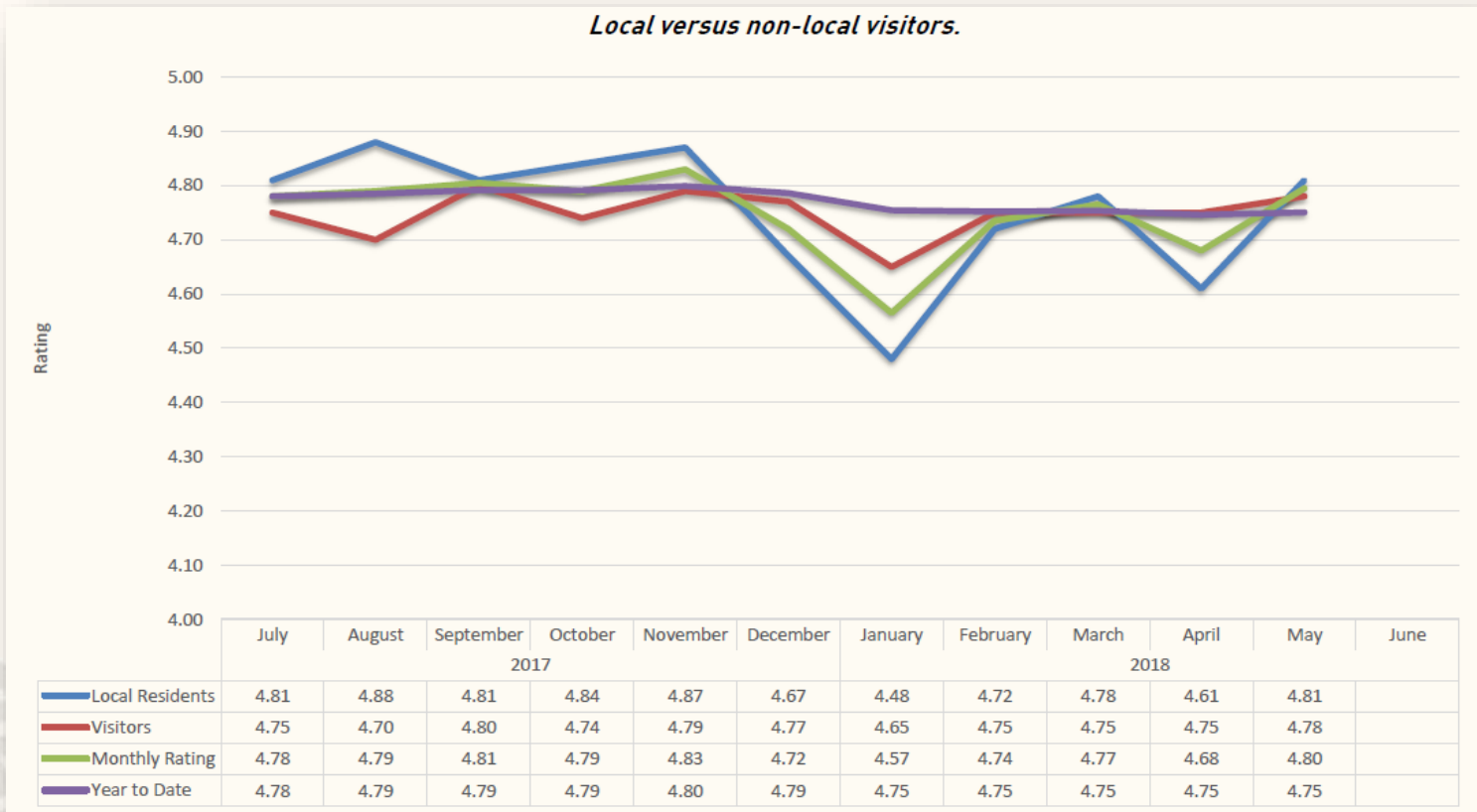
Historical Overview

- From the 2004/2005 fiscal year through the third quarter of the 2017/2018 fiscal year, the FACVB generated 1,201 stories about Cumberland County in leisure travel, travel trade, local, state and national media. The stories highlighted all aspects of Cumberland County that visitors may experience.
- From the 2006/2007 fiscal year through 2018/2019 the FACVB has seen 1,802,589 unique visitors to the website. The FACVB started tracking event calendar placements in FY 2012/2013. The FACVB has secured 11,448 placements in event calendars for county events since calendar placements have been tracked. Most attractions do not have personnel to handle the submission process, so the FACVB ensures that Cumberland County's visitor friendly events are submitted to travel publications, niche publications devoted to the event and local and regional media outlets.
- The FACVB started tracking social media in the 2012/2013 fiscal year. From 2012/2013 to 2017/2018, the FACVB has posted 4,067 Facebook messages and 3,785 twitter messages.
- From the 2005 to 2017, domestic tourism expenditures have grown from \$328.09 million to \$525.95 million. These figures are from VisitNC. In the same period, tourism industry payroll grew from \$72 million to \$98.55 million, tax savings to local residents increased from \$83 to \$120.98 and local tax receipts grew from \$7 to \$11.09 million.
- From the 2005/2006 fiscal year through 2017/2018, the Visitor Center at the FACVB has provided materials and services to 2,271 groups. They have also process/handled 163,792 inquiries and distributed 760,001 Visitor/Destination guides. The FACVB manages two Visitor Centers to share information on things to see and do in Cumberland County. These efforts promote Cumberland County and encourage spending in our economy.
- From the 2005/2006 fiscal year to 2018/2018, FACVB Sales and Tourism departments have booked 1,050 groups that use 284.434 room nights of at county hotels. The estimated economic impact from these groups is \$118,183,366.
- Over 5 years ago, the FACVB led efforts with Fort Bragg and local hotel owners to get Fayetteville removed from the government CONUS and get our own established government per diem. The per diem was \$60 and is \$102 today. Food per diem also expanded from \$30 to \$54 and this helps grow the meal tax.

Visitor Profile 2017/2018

(Includes all 5 sources: Attractions, Electronic Kiosks, Hotels, Online and Visitor Center Walk-ins)

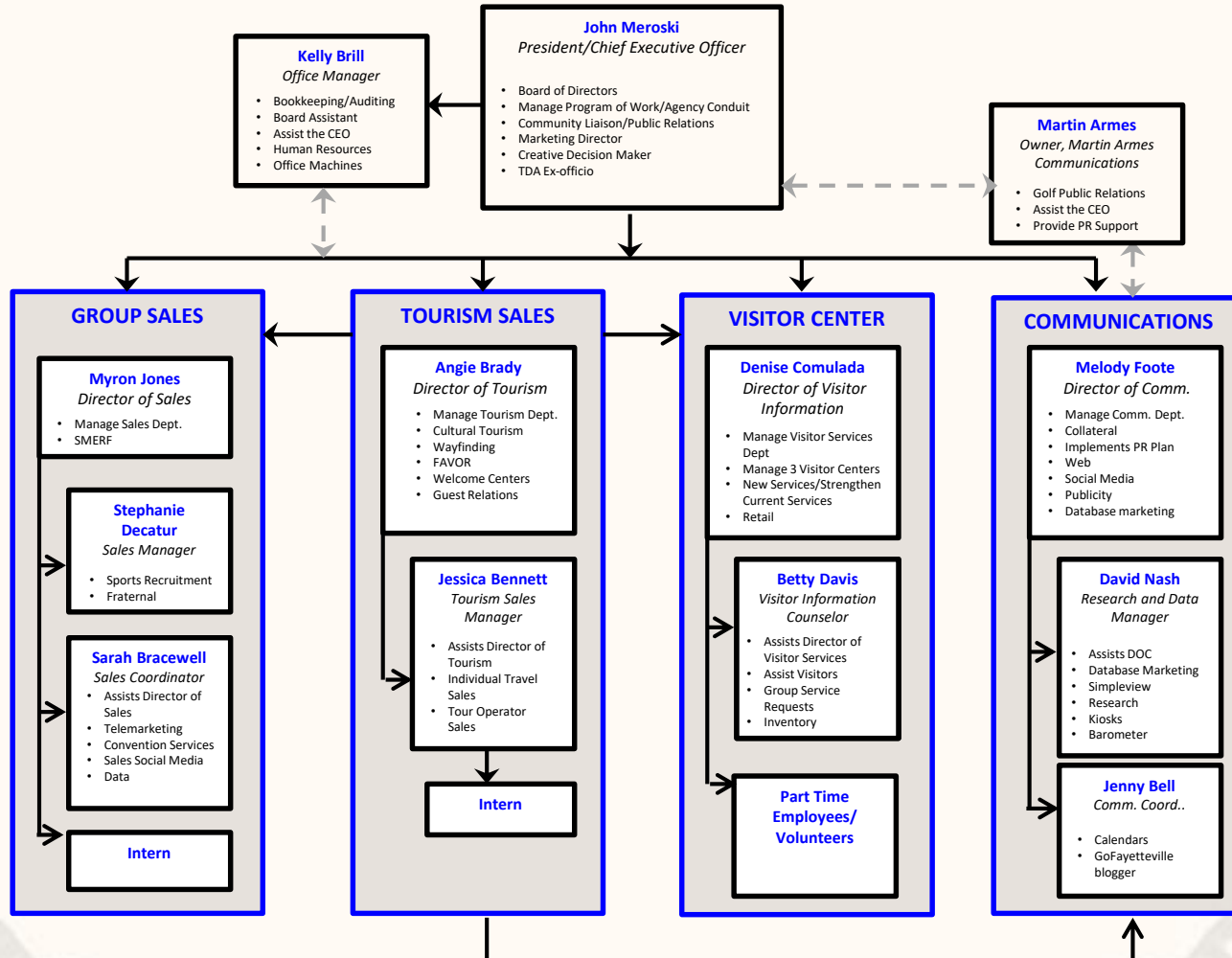
1. Visitors to Cumberland County were from the following states (top 3) **North Carolina** (58.38%), **Florida** (4.99%) and **New York** (3.10%)
2. The visitors' reason for visiting was **Visit Friends/Family** (23%) , **Vacation** (16%) or were here for **Specific Attraction** (16%)
3. The top areas of interest were **Museums** (13%), **Historical Sites** (12%), and **Dining** (12%) .
4. On a scale of 1-5, with 5 being the best the overall visitor average score to date is: **4. 75**



Budget 2018/2019

July 2018 through June 2019				
				Budget
Ordinary Income/Expense				
Income				
	500.00	Occupancy		2,830,000.00
	501.00	Co-op Marketing		3,500.00
	501.04	Banner Ad income		26,000.00
	505.00	Merchandise		2,000.00
	508.00	Interest-Certificate of Deposit		9,000.00
Total Income				2,870,500.00
Cost of Goods Sold				
	599.00	Cost of Goods Sold		5,000.00
Total COGS				5,000.00
Gross Profit				2,865,500.00
Expense				
	600.00	Benefits		118,400.00
	620.00	Building & Occupancy		124,196.00
	650.00	Compensation		729,204.00
	700.00	Consulting		85,000.00
	750.00	Education		40,500.00
	800.00	Employment Expenses		56,500.00
	820.00	Small Equipment		175,000.00
	840.00	Marketing		1,413,000.00
	885.00	Radio Equipment/FAVOR		12,000.00
	900.00	Operating Expenses		105,700.00
	930.00	Transportation		6,000.00
Total Expense				2,865,500.00
Net Ordinary Income				0.00
Net Income				0.00

Organizational Chart 2018/2019



Program of Work: Sales 2018/2019

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
TRADESHOWS/EDUCATION/ CONFERENCES													
Connect Sports (Out of market \$500)		*											\$5,000
NASC 45 Summit				*									\$1,850
SPORTS the Relationship Conference (Out of market \$500)			*										\$3,100
TEAMS (Out of market \$500)				*									\$3,500
Connect Sports Women's Conference					*								\$3,000
US Sports Congress						*							\$2,200
Sports Express Conference							*						\$2,400
NASC Symposium (out of market \$500)										*			\$2,900
DMAI Sales Shirt Sleeves						*							\$1,500
MPI Annual Meeting			*										\$3,500
AENC Holiday Trade Show						*							\$3,700
NCSGMP Annual Meeting											*		\$1,200
RCMA							*						\$3,750
CMCA Spring Conference (Out of Market \$500)										*			\$3,000
Connect Faith (\$500)				*						*			\$4,700
Connect Marketplace Out of market (\$500)		*											\$4,700
Your Military Reunion Connection							*						\$1,200
Promotional Products/Giveaway Items													\$4,000
Update promotional items as necessary													
SUBTOTAL													\$55,200
FUNCTIONS													
Out of Market Function- Planners/Associations				*									\$1,000
Out of Market Function - Religious							*						\$800
Out of Market Function - Sports		*			*		*			*			\$3,500
Sales Blitz - Associations/ Raleigh			*										\$125
Sales Blitz - Fraternal -									*				\$300
Sales Blitz - Fraternal - Local Colleges					*								\$75
Sales Blitz - Religious -							*						\$100
Sales Blitz - Sports - USA Sports Circle													\$1,500
Sales Blitz - Sports - Winston Salem & Greensboro								*					\$300
Sales Blitz - Sports - Greenville								*					\$300
Sales Blitz - Religious- Local							*						\$500
Sales Blitz NC Veterans Groups				*									\$50
Local Reception- MLK Function							*						\$400
Site Inspections Sports													\$500
Gift Baskets													\$800
Sports													\$900
Client Meals/Site Inspections													\$1,000
Possible Speakers/Breakfast													\$1,000
SUBTOTAL													\$13,150
ADVERTISING													
Unexpected "support ads" for groups coming to our community													\$500

Program of Work: Sales 2018/2019

Success (1/2-page) Digital				*		*		*		*			\$2,245
Blitz- 1/4 page ad Digital			*	*	*	*	*	*	*	*	*	*	\$1,600
Dogwood Digest (12 Month Banner) Digital	*	*	*	*	*	*	*	*	*	*	*	*	\$600
Connect Digital													\$2,700
Connect Faith Digital													\$2,700
Heroes Homecoming (Placement TBD)													\$0
Buffalo Soldiers								*					\$100
173d Airborne													\$1,000
AENC Booth Decorations													\$700
55 5th Gold Sponsorship												*	\$555
Spring Lake Spring Fling										*			\$400
Unprojected requests							*						\$1,000
MLK Ad - Print & Digital						*							\$150
Sports Destination Management - Digital													\$3,500
Sports Events Magazine - Digital													\$5,000
Sports Planning Guide - Digital													\$3,500
Connect Sports Facility Guide - Digital													\$5,000
SUBTOTAL													\$31,250
BID FEES													
Christian Cheerleaders of America								*					\$13,000
NC Way								*					\$4,000
Champions in Motion Cheerleading											*		\$3,500
Carolina Flag Football													\$10,000
Big South Tournament													\$15,000
Collegiate Wrestling		*											\$5,000
Professional Disc Golf										*			\$400
NAIA (Wrestling)									*				\$1,000
Unprojected Request													\$10,000
SUBTOTAL													\$61,900
PROJECTS													
Group Sales Campaign (RPK Contract)													\$150,000
DUES/SUBSCRIPTIONS/MEMBERSHIPS													
AENC													\$300
American Legion Post 0525													\$35
Association of US Army													\$150
CMCA													\$250
DMAI - 2 Staff members													\$300
FAHA (2)													\$700
FASHRM													\$185
Fayetteville/CC Ministerial Council													\$100
Fay Sports & Athletic Club													\$150
SportsNC													\$1,000
Hope Mills Chamber													\$200
MPI													\$500
NASC - CSEE Classes													\$795
RCMA													\$200
SGMP													\$350
Smith Travel Research													\$13,400

Program of Work: Sales 2018/2019

Soc. Of Human Resource Mgmt														\$180
Spring Lake Chamber of Commerce														\$175
the Reunion network														\$400
NAACP														\$30
NABVETS														\$50
Star 12 x 2														\$400
CMP Certification														\$1,100
AF Times														\$40
SUBTOTAL														\$20,990
MEETINGS														
AENC	*		*		*	*	*	*	*	*	*	*	*	\$600
FAHA Lunch (2)	*	*	*	*	*	*	*	*	*	*	*	*	*	\$600
Sales & Marketing plaques	*	*	*	*	*	*	*	*	*	*	*	*	*	\$500
Sales & Marketing Food	*													\$900
Sales & Marketing (Sponsor)														\$500
NCSG MP	*	*	*	*	*	*	*	*	*	*	*	*	*	\$500
MPI-CC	*		*		*	*	*	*	*	*	*	*	*	\$500
Spring Lake Chamber	*	*	*	*	*	*	*	*	*	*	*	*	*	\$100
Hope Mills Chamber	*	*	*	*	*	*	*	*	*	*	*	*	*	\$180
Faye/CC Ministerial Council	*	*	*	*	*	*	*	*	*	*	*	*	*	\$75
AENC Golf				*										\$500
SportsNC			*			*			*			*		\$1,300
Fay Sports Athletic Club														\$300

Program of Work: Communications 2018/2019

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
TRADESHOWS/EDUCATION/CONFERENCES													
2019 SATW Eastern Chapter Meeting (dependent on Location)												*	\$2,000
NATJA 2019 Meeting (depending on Location)											*		\$3,000
VisitNC Media Missions (500x2)													\$1,000
Blogger Education for Jenny													\$500
BlogHer Conference August 8-9 / Jenny													\$2,000
ESTO/ Other CEO Ed.													\$2,000
CEO Forum													\$2,000
SUBTOTAL													\$12,500
FUNCTIONS													
Blogger Meetups			*			*			*			*	\$2,000
Lunches for Blog Research													\$500
10 Travel Writer Visitors or Individual Tours													\$3,000
SUBTOTAL													\$5,500
ADVERTISING													
Network Display at RDU													\$1,500
Interspace Advertising - FAY APT													\$4,500
SUBTOTAL													\$6,000
PROJECTS													
Republik Project MGMT													\$270,000
Rubberneck PR													\$125,000
Image Work - Wick													\$4,000
Destination Guide													\$100,000
SUBTOTAL													\$499,000
COMMUNICATIONS													
CVB Program of Work													\$5,000
Social media Calendar	*	*	*	*	*	*	*	*	*	*	*	*	
PR Results Report	*	*	*	*	*	*	*	*	*	*	*	*	
Annual Audit													\$12,000
Distribution of DGs through U&C													\$10,000
SUBTOTAL													\$27,000
TECHNOLOGY													
Meltwater													\$6,600
Informz													\$12,318
Simpleview - Website													\$45,000
Simpleview - CRM													\$15,500
CRM support Hours - 2+ Years worth													\$10,000
Informz													\$12,500
ARC - Netsure													\$14,000
ARC - Maintenance (est)													\$10,000
Office 365													\$3,500
New Flash for Camera													\$500
SUBTOTAL													\$129,918
DUES/SUBSCRIPTIONS/MEMBERSHIPS													
PRSA													\$335
SATW													\$500

Program of Work: Communications

2018/2019

[illegible]

Program of Work: Tourism 2018/2019

	July	Aug	Sept.	Oct	Nov.	Dec.	Jan.	Feb.	Mar.	Apr	May	June	Cost
TRADESHOWS/EDUCATION/CONFERENCES													
ABA Marketplace							•		•				\$3,500
Beer Marketing and Tourism Conference									•				\$2,000
DMAI Annual Conference 2019													\$2,500
Travel Alliance Partners (TAP)												•	\$3,000
Travel & Adventure Expo (DC Show)									•				\$6,000
Travel & Adventure Expo (Philly Show)									•				\$6,000
TravelSouth (Myrtle Beach, SC)								•					\$2,000
STS Annual Meeting										•			\$2,000
Giveaways for Plinko	•												\$6,000
												SUBTOTAL:	\$33,000
FUNCTIONS													
Client Visits/Site Inspections	•	•	•	•	•	•	•	•	•	•	•	•	\$300
FAM- Group Tour between Travel and Adventure Shows									•				\$1,000
FAM- TravelSouth - CVB													\$5,500
FAM- TravelSouth - VISITNC								•					\$300
Local Vendor Blitz-Reunions/Weddings (2)			•						•				\$100
National Tourism Week - Legislative Reception											•		\$500
National Tourism Week - Welcome Center Visits											•		\$500
NC Welcome Center Visits	•			•			•						\$600
NC Call Center Visit									•				\$300
												SUBTOTAL:	\$9,100
ADVERTISING													
219 Group													\$86,400.00
Fayetteville Program	•	•	•	•	•	•	•	•	•	•	•	•	
Spring Lake Program	•	•	•	•	•	•	•	•	•	•	•	•	
Billboards-Local / comp - pay for install	•	•	•	•	•	•	•	•	•	•	•	•	\$1,000
Billboards on I-95 (Brand/Hotel Boards)- Lamar	•	•	•	•	•	•	•	•	•	•	•	•	\$25,020
Billboards on I-95 - Brand/hotel	•	•	•	•	•	•	•	•	•	•	•	•	\$19,200
Billboards- 5 New campaign	•	•	•	•	•	•	•	•	•	•	•	•	\$28,000
Billboard -Grey	•	•	•	•	•	•	•	•	•	•	•	•	\$5,940

Program of Work: Tourism 2018/2019

Billboard Vinyl for Grey Board														\$1,000
Carolina Heritage		*	*	*	*	*	*	*	*	*	*	*	*	\$4,495
Carolina Playbook		*	*	*	*	*	*	*	*	*	*	*	*	\$3,250
Compass Media Advertising														\$55,700
Fall Getaways (MS Living, Family Fun)			*											\$15,950
Spring Travel (BH&G, Parents, Wom.Day)								*						\$23,800
Summer Getaway (Women's Day/WW)												*		\$15,950
Digital Marketing Program with Martin Armes	*	*	*	*	*	*	*	*	*	*	*	*	*	\$150,000
Facebook Ads - promotion of key posts	*	*	*	*	*	*	*	*	*	*	*	*	*	\$1,000
Fayetteville Observer- The Weekender (2019)	*	*	*	*	*	*	*	*	*	*	*	*	*	\$32,500
Fort Bragg MWR Banner Ad- CVB	*	*	*	*	*	*	*	*	*	*	*	*	*	\$0
Group Tour Magazine (alan)														
(print/digital/banner/enhanced listing)			*			*			*			*		\$18,802.90
LEISURE GROUP TRAVEL (Premier Travel Media)														\$17,500
Group TourDestinations					*									
Website Banner	*	*	*	*	*	*	*	*	*	*	*	*	*	
Leisure Group Travel Magazine								*		*				
NC Travel Guide (2019 edition)						*	*	*	*	*	*	*	*	\$32,291
SPRING LAKE UNITED														
Digital Billboard	*	*	*	*	*	*	*	*	*	*	*	*	*	\$13,500
Fay Today- Social Media for SL	*	*	*	*	*	*	*	*	*	*	*	*	*	\$4,968
Fort Bragg 2019 Installation Guide								*	*	*	*	*	*	\$5,815
NC Parks PocketRanger App	*	*	*	*	*	*	*	*	*	*	*	*	*	\$1,800
TripAdvisor Page for Spring Lake	*	*	*	*	*	*	*	*	*	*	*	*	*	\$2,000
Sponsorship of Sankofa Festival(held odd				*										\$100
Sponsorship of Trip Advisor Page	*	*	*	*	*	*	*	*	*	*	*	*	*	\$16,500
Up & Coming Weekly														
Back Cover (13 times)	*	*	*	*	*	*	*	*	*	*	*	*	*	\$16,835
Delivery Service	*	*	*	*	*	*	*	*	*	*	*	*	*	\$6,500
Pocket Guide	*	*	*	*	*	*	*	*	*	*	*	*	*	\$1,500
													SUBTOTAL:	\$607,317

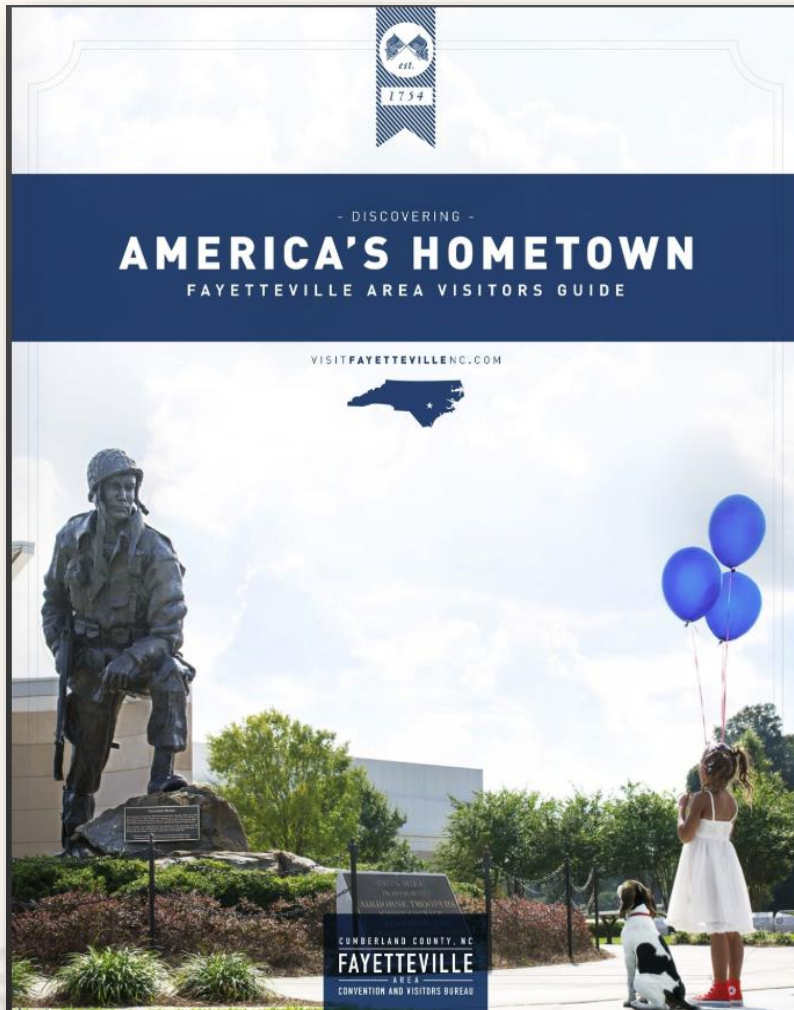
Program of Work: Tourism 2018/2019

PROJECTS/ PRODUCTS													
CVB Staff Attire + Monogramming	*												\$6,000
Heroes Homecoming Missing Man Table			*										\$10,000
Passport-Reprint					*								\$10,000
Visitor/Traill Guide RE-PRINT													
Wayfinding-Maintenance	*	*	*	*	*	*	*	*	*	*	*	*	\$2,500
SUBTOTAL													\$28,500
COMMUNICATIONS													
FAVOR Update/Maintenance (Contract with	*	*	*	*	*	*	*	*	*	*	*	*	\$6,000
SUBTOTAL													\$6,000
DUES/MEMBERSHIPS													
American Bus Association				*									\$500
DMAI													
National Tour Association						*							\$700
NC Motorcoach Assn	*												\$200
Ontario Motorcoach Assn	*												\$600
Pennsylvania Bus Assn.										*			\$310
Southeast Tourism Society													\$595
Virginia Motorcoach Assn								*					\$200
SUBTOTAL													\$3,105
MEETINGS													
Sales & Marketing Meetings	*	*	*	*	*	*	*	*	*	*	*	*	\$0
ACS Newcomers Presentation	*	*	*	*	*	*	*	*	*	*	*	*	\$0
Spring Lake United Meetings		*	*	*	*	*	*	*	*	*	*	*	\$2,500
Wedding and Special Event Shows								*					\$100
SUBTOTAL													\$2,600
THE REPUBLIK													
Digital Version of GT Cards													
HH6 Planning & Mgmt													
Hope Mills Visitor Guide													
SUBTOTAL													\$0
TOURISM GRAND TOTAL													\$689,622

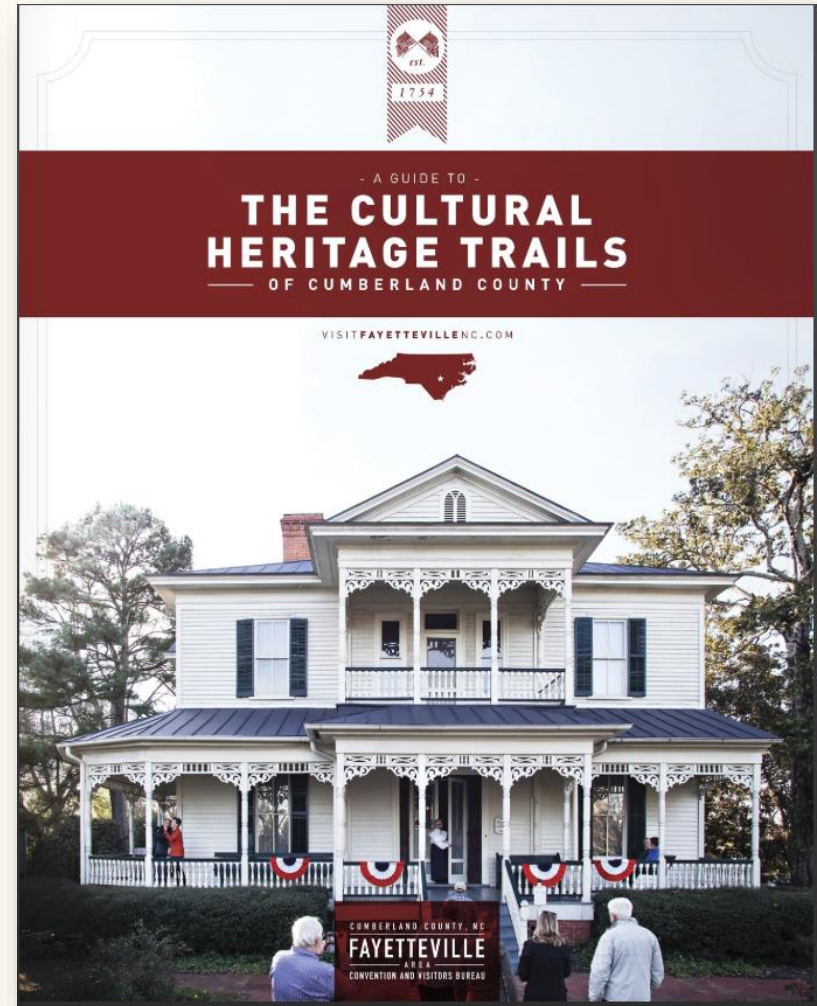
Program of Work: Visitor Center 2018/2019

Tradeshows/Education/Conferences													
DMAI Visitor Services Summit- Monterey CA			*							*			\$2,250
Fred Pryor Training Courses			*							*			\$500
Nat'l Seminars Star 12													\$400
CVB Staff for University & New Student Fairs			*							*			\$300
Promotional Items													\$200
												SUBTOTAL:	\$3,650
FUNCTIONS													
CVB Staff FAM to New Hotels			*			*			*				\$300
CVB Staff FAM to New CC Attractions			*			*			*				\$300
CVB Christmas Card Stuffing Brunch						*							\$125
												SUBTOTAL:	\$725
Projects													
Misc. CVB Rack Cards - Updating Current Ones													\$5,000
TWC - Cable TV Service													\$500.00
Sell & Replenish Locally Made Merchandise													\$3,000.00
Provide CVB DGs and Area Maps to New Baseball									*	*	*	*	
Provide Visitors w/Restaurant Coupons &	*	*	*	*	*	*	*	*	*	*	*	*	
												SUBTOTAL	\$8,500
COMMUNICATIONS													
CVB Program of Work	*	*	*	*	*	*	*	*	*	*	*	*	
Distribution of DGs & Area Maps	*	*	*	*	*	*	*	*	*	*	*	*	
Fulfill Reader Card Requests - Mailing Expense	*	*	*	*	*	*	*	*	*	*	*	*	\$4,000.00
Hughes Publishing, Brochure Placement @RDU								*					\$1,600.00
Fayetteville Observers "Discover Fayetteville"		*											\$250
												SUBTOTAL	\$5,850
MEETINGS													
Monthly Sales & Marketing													
Department Meetings													
CC Library Presentations			*			*			*			*	
CC Senior Citizen Club Meetings			*			*			*		*	*	
CC Teacher Employment Fair									*				
												SUBTOTAL	0
												GRAND TOTAL	\$18,725

Products – Fulfillment Pieces 2018/2019



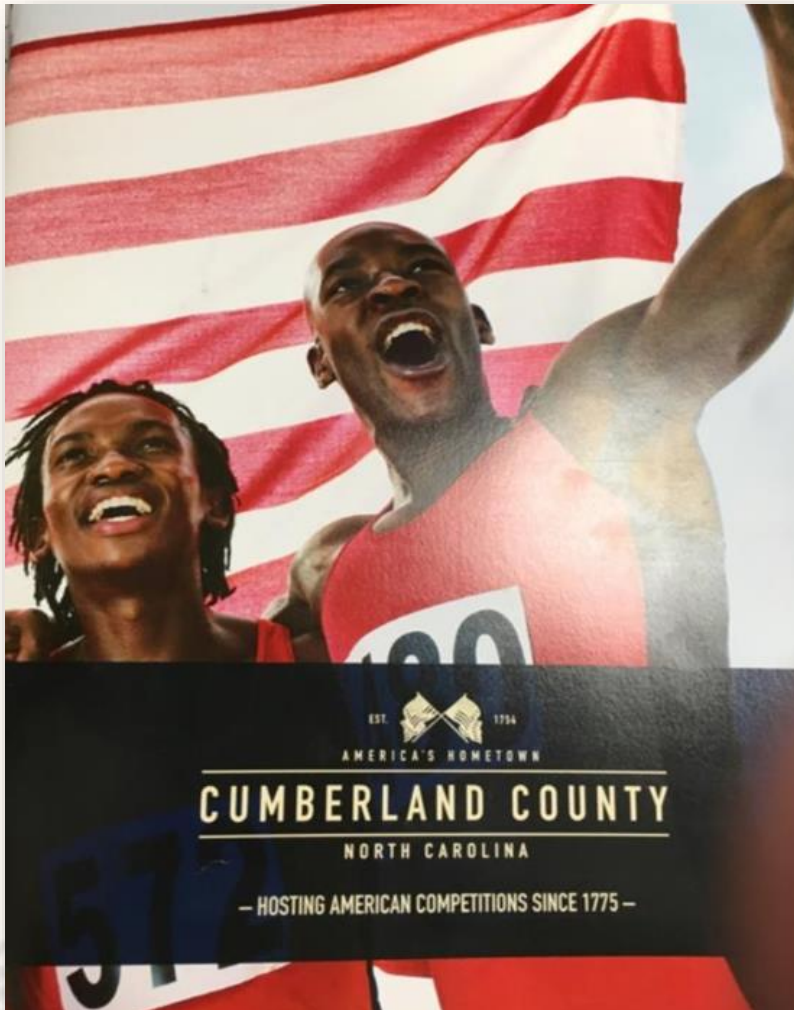
[Cumberland County Visitor Guide](#)



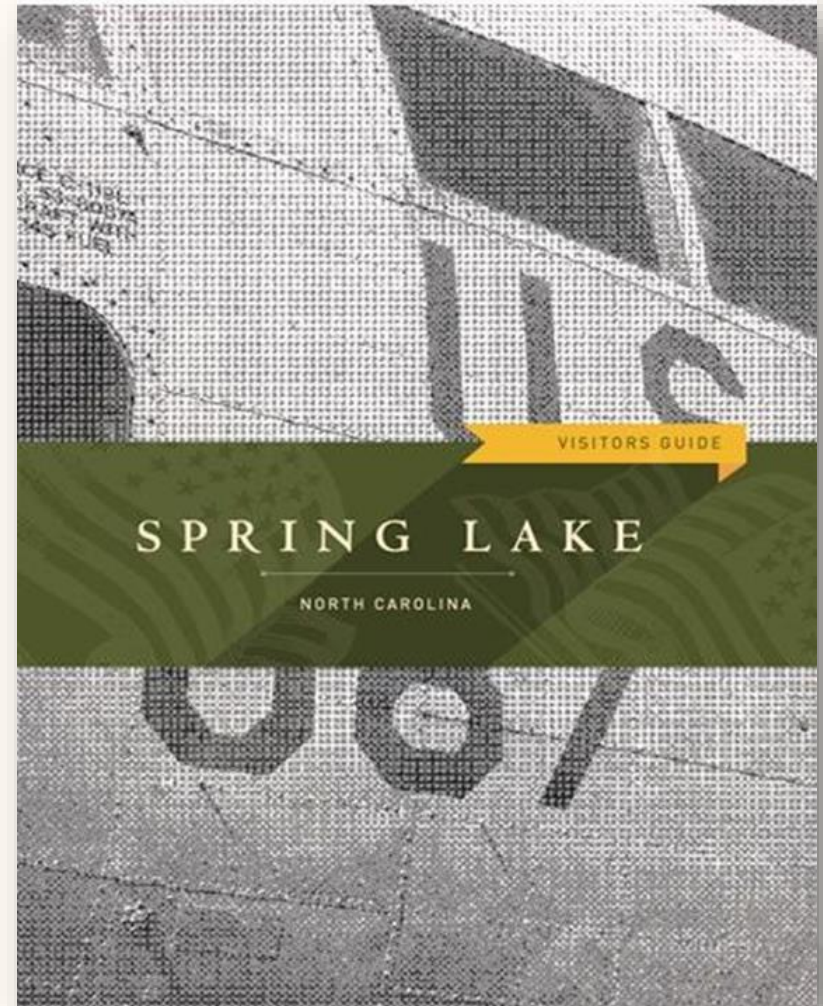
[Cumberland County Trail Guide](#)

Products – Fulfillment Pieces

2018/2019



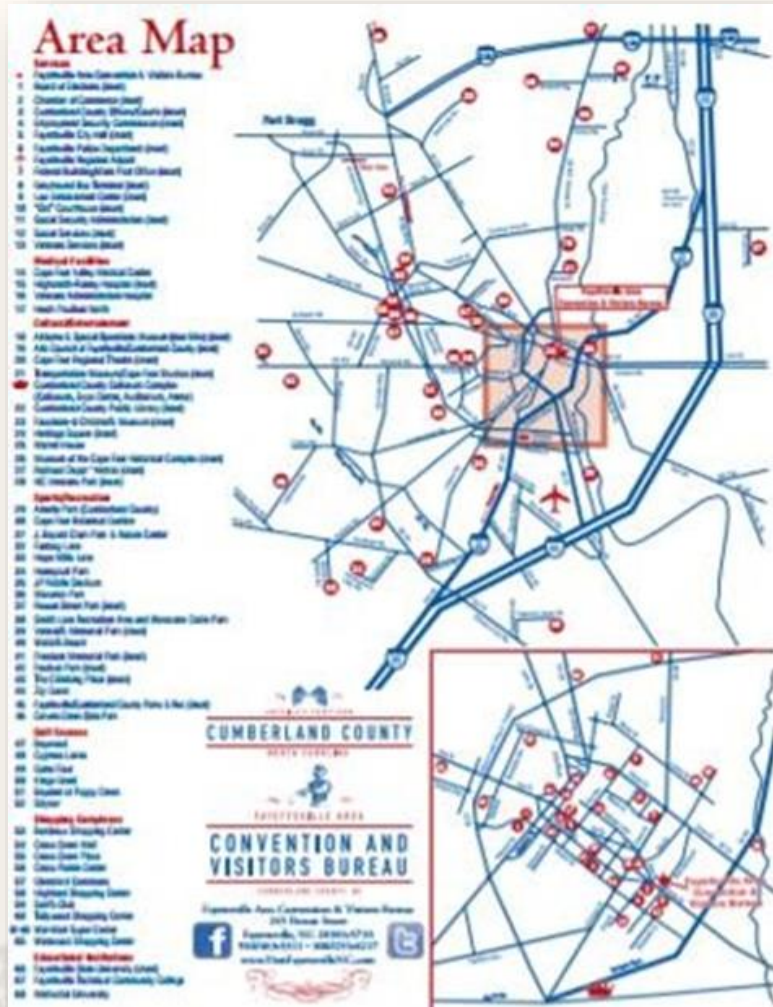
Sports Facilities Guide



Spring Lake Visitors Guide

Products – Fulfillment Pieces

2018/2019

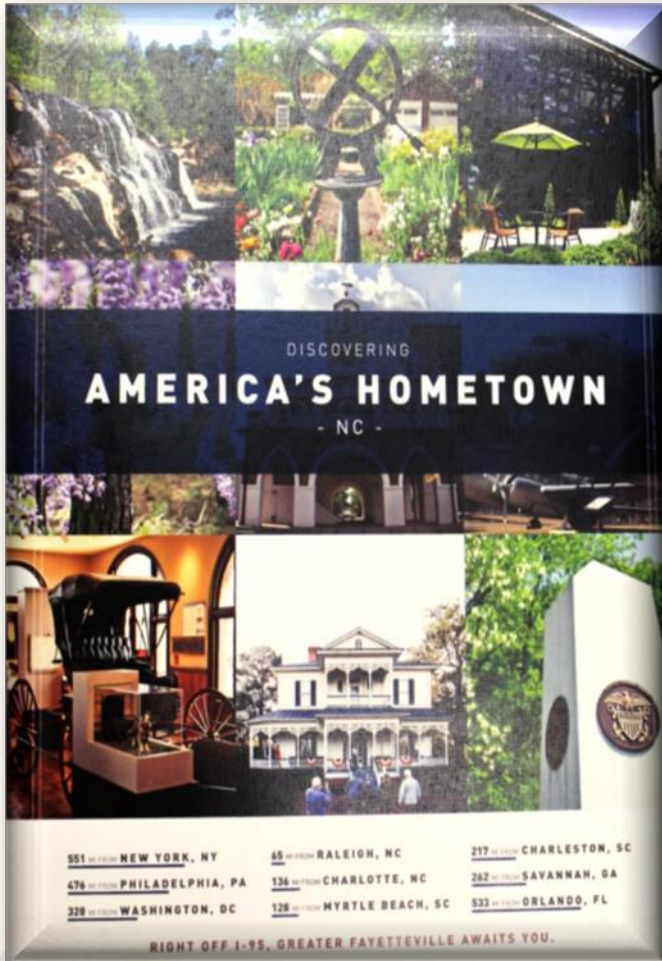


One Page Area Map



Individual Trail Cards

Products – Fulfillment Pieces 2018/2019



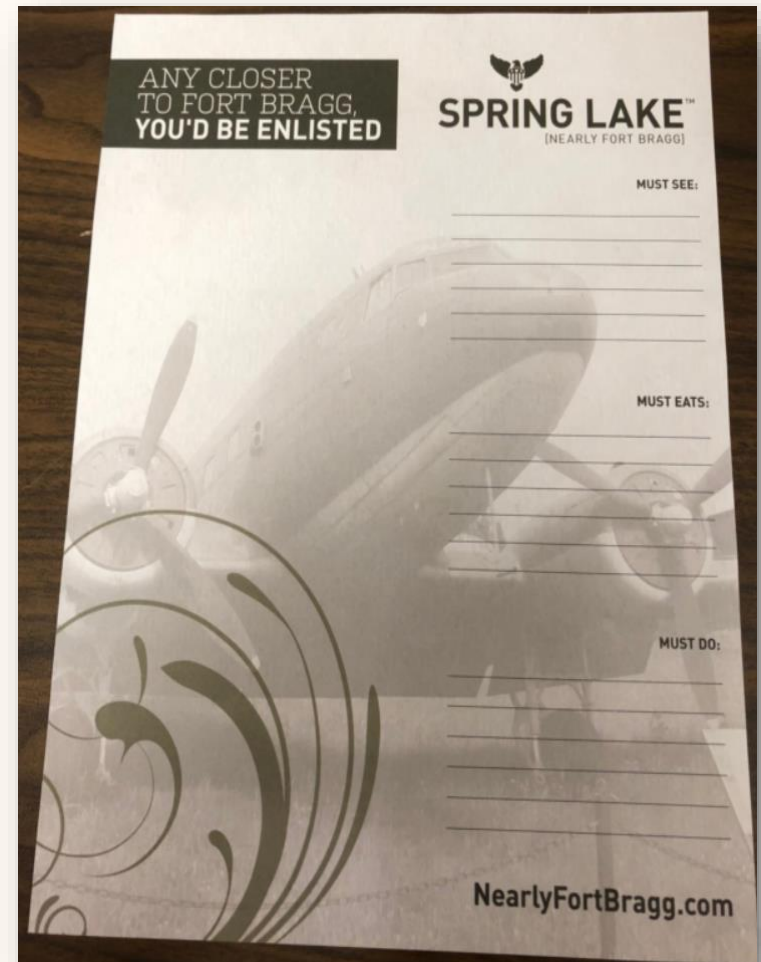
Group Tour Collateral



Products – Fulfillment Pieces 2018/2019



Brewery Passport



Spring Lake Pad

Products – Digital Presence 2018/2019


VisitFayettevilleNC.com

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CALL US (888)98-HEROES

THINGS TO DO | PLAN YOUR VISIT | EXPLORE | PLANNERS | MEDIA | ABOUT US | Q



HOME TO FORT BRAGG

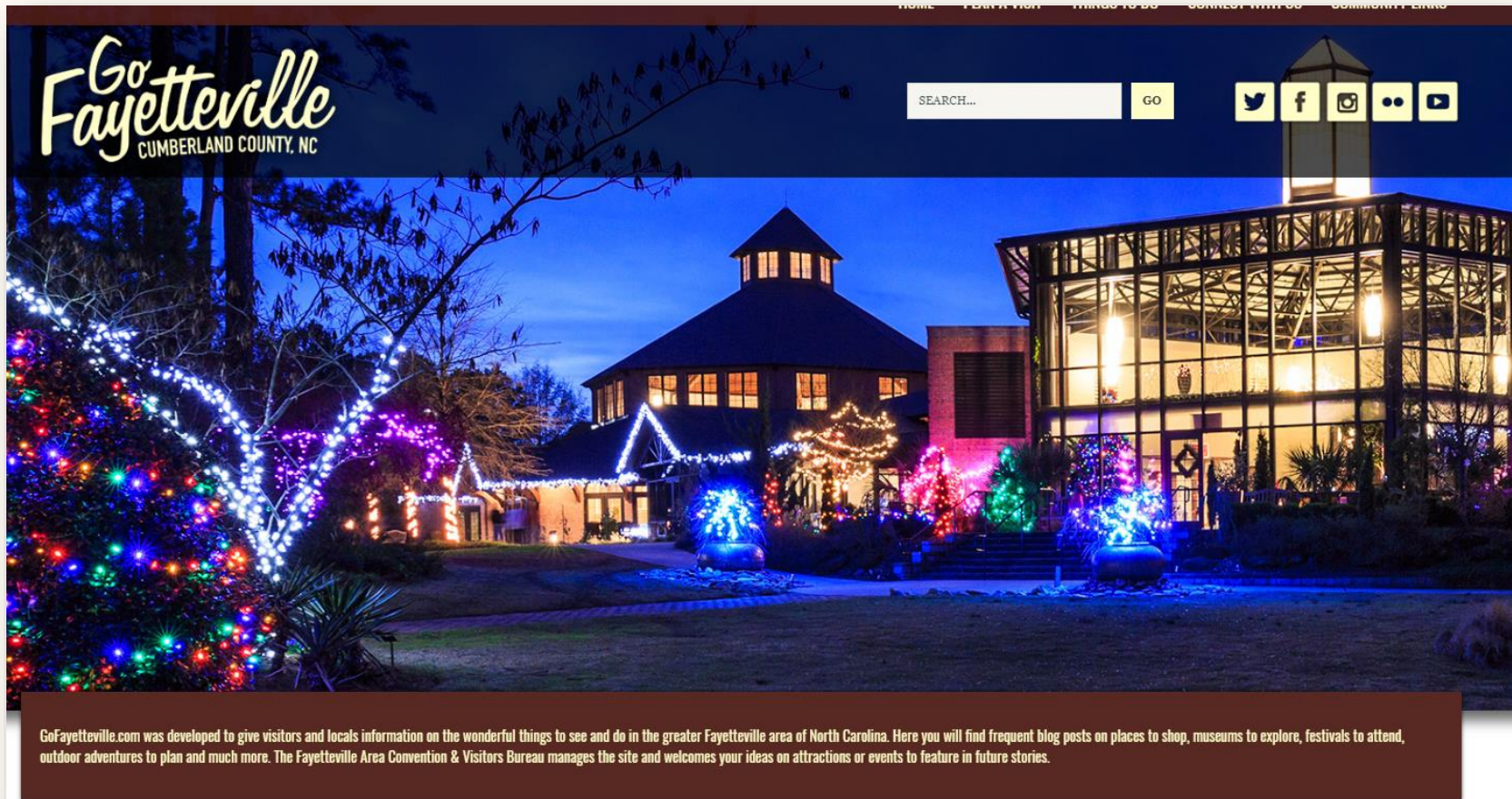
Military History In Cumberland County

> [Read More](#)

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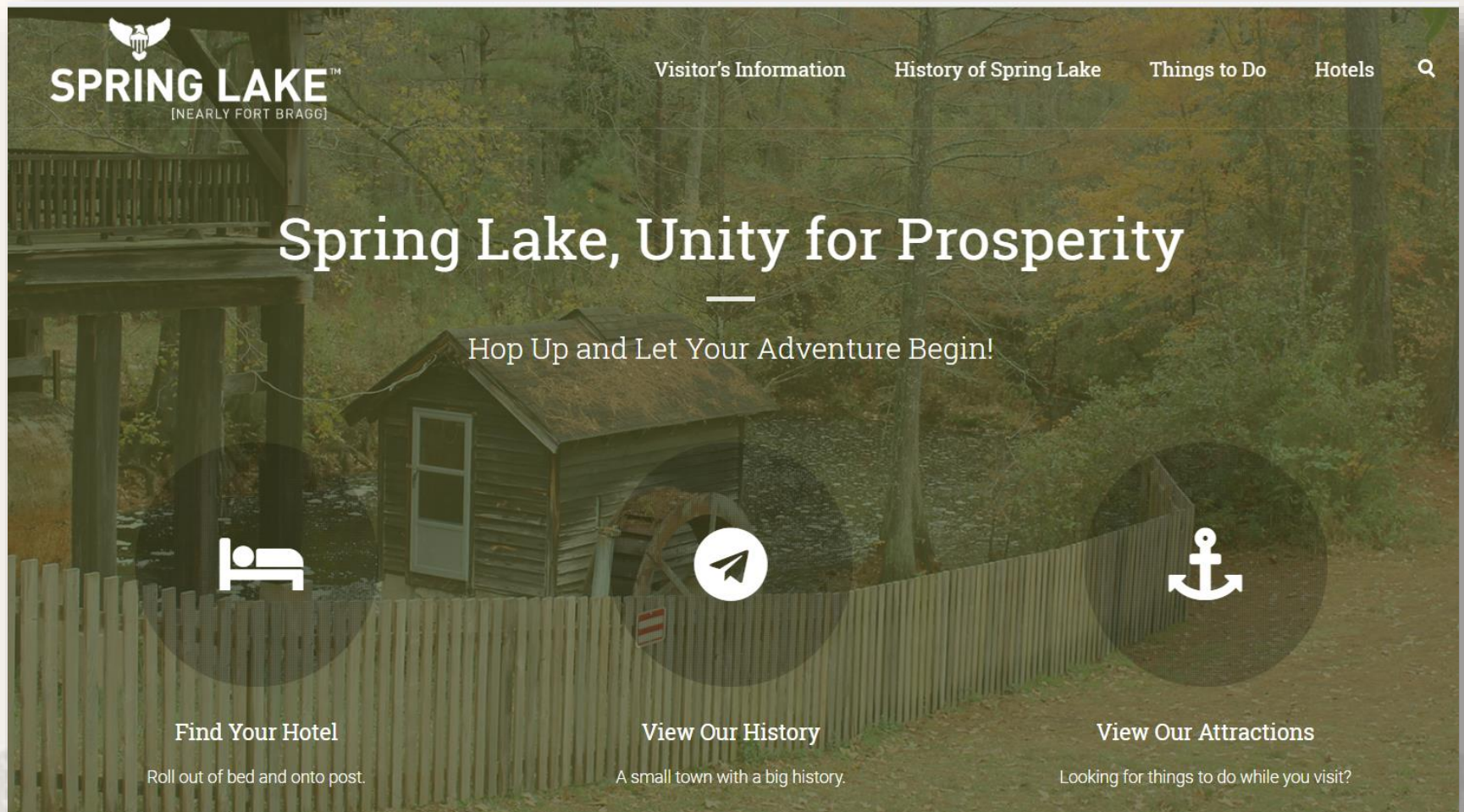
Products – Digital Presence 2018/2019

GoFayetteville.com




Products – Digital Presence 2018/2019

NearlyFortBragg.com


The banner features a background image of a rustic wooden cabin and a wooden bridge in a forest. The text is overlaid on this image. At the top left is the Spring Lake logo with a bird icon. At the top right is a navigation menu. The main title is centered. Below it is a subtitle. At the bottom are three circular icons with text and descriptions.

SPRING LAKE™
[NEARLY FORT BRAGG]


Visitor's Information History of Spring Lake Things to Do Hotels 

Spring Lake, Unity for Prosperity


Hop Up and Let Your Adventure Begin!



Find Your Hotel
Roll out of bed and onto post.



View Our History
A small town with a big history.



View Our Attractions
Looking for things to do while you visit?

Products – Digital Presence 2018/2019

FayettevilleNC Trails.com

The screenshot displays the FayettevilleNC Trails.com website. The header includes navigation links: Log in, ABOUT, GUIDE, and MY T. The main title is "DRIVING TRAILS" with the subtitle "COMMUNITIES OF CUMBERLAND COUNTY NORTH CAROLINA". A yellow banner labeled "FEATURED" highlights three trails:

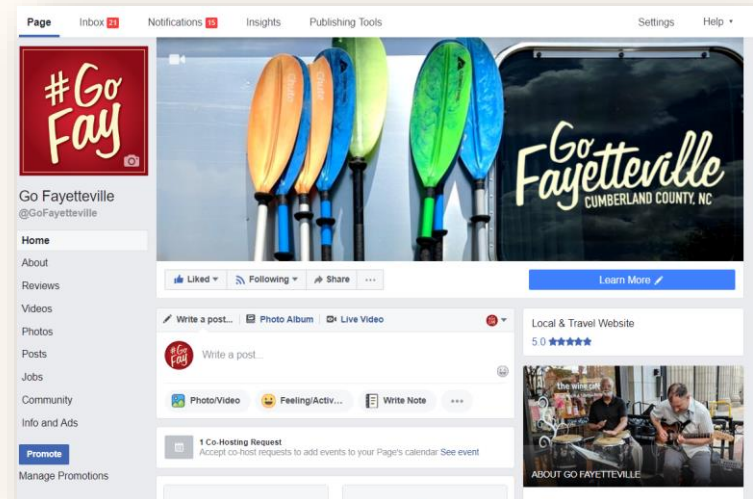
- AFRICAN-AMERICAN HERITAGE TRAIL**
The African-American Heritage Trail consists of sites that provide a historical glimpse into the life of African-Americans who resided in Fayetteville and Cumberland County. The hard labor borne by slaves, the entrepreneurship of free blacks, the devotion ...
DURATION: 2 HRS | DISTANCE: 65 MI | [VIEW TRAIL](#)
- ALL-AMERICAN ADVENTURE TRAIL**
Enjoy America's hometown with an All American Adventure! Nature lovers and active vacationers – this is the experience for you. From bird watching and fishing at our many parks and trails, to climbing or skating at our indoor facilities, to experiencing one of ...
DURATION: ~ HRS | DISTANCE: ~ MI | [VIEW TRAIL](#)
- AMERICAN INDEPENDENCE TRAIL**
As one of the original thirteen colonies, North Carolina has a steep and varied Revolutionary history. The fever for independence spilled in communities across the state. Fayetteville's revolutionary roots include the signing of the "Liberty Point Resolves" by ...
DURATION: 1 HRS | DISTANCE: 35 MI | [VIEW TRAIL](#)

Products – Digital Presence 2018/2019

Social Media – Facebook



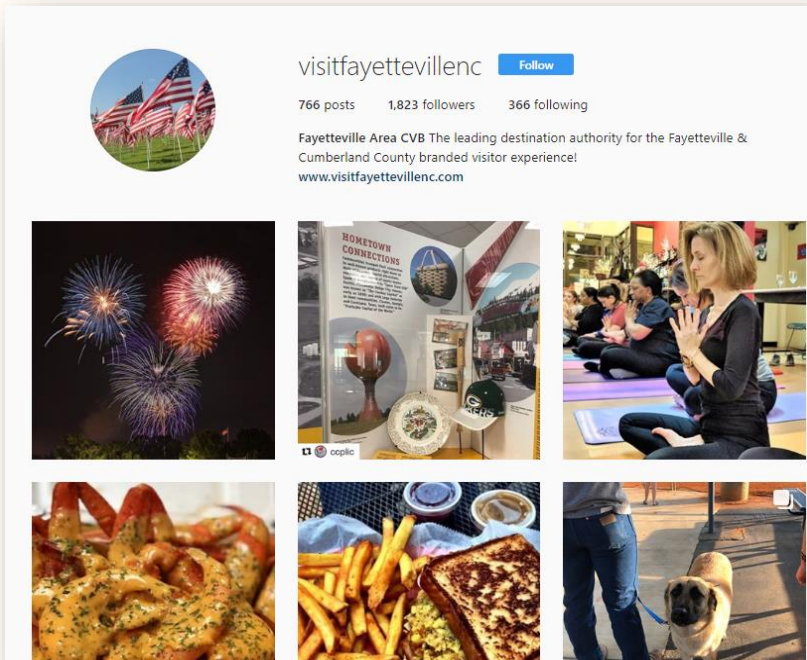
[FACVB Facebook](#)



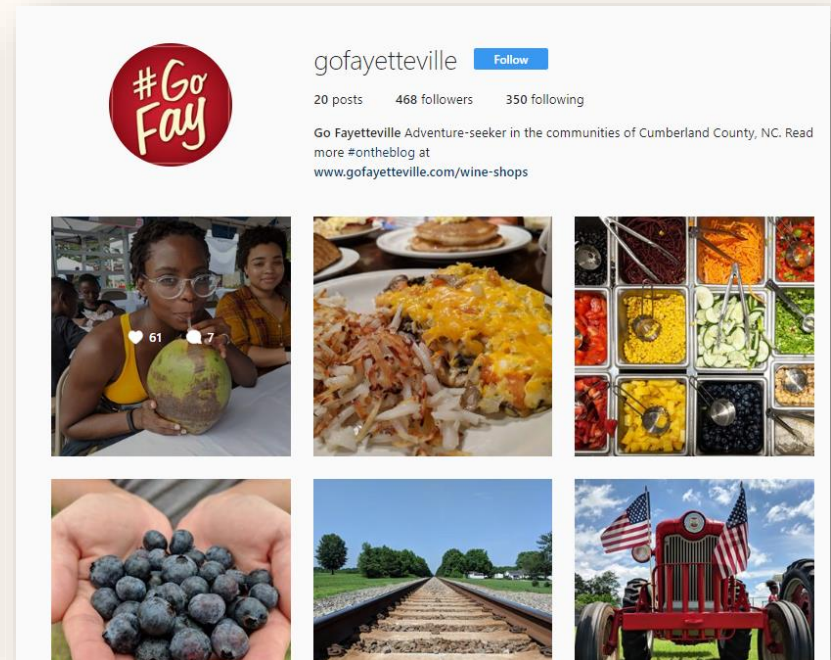
[GoFayetteville Facebook](#)

Products – Digital Presence 2018/2019

Social Media – Instagram



[FACVB Instagram](#)



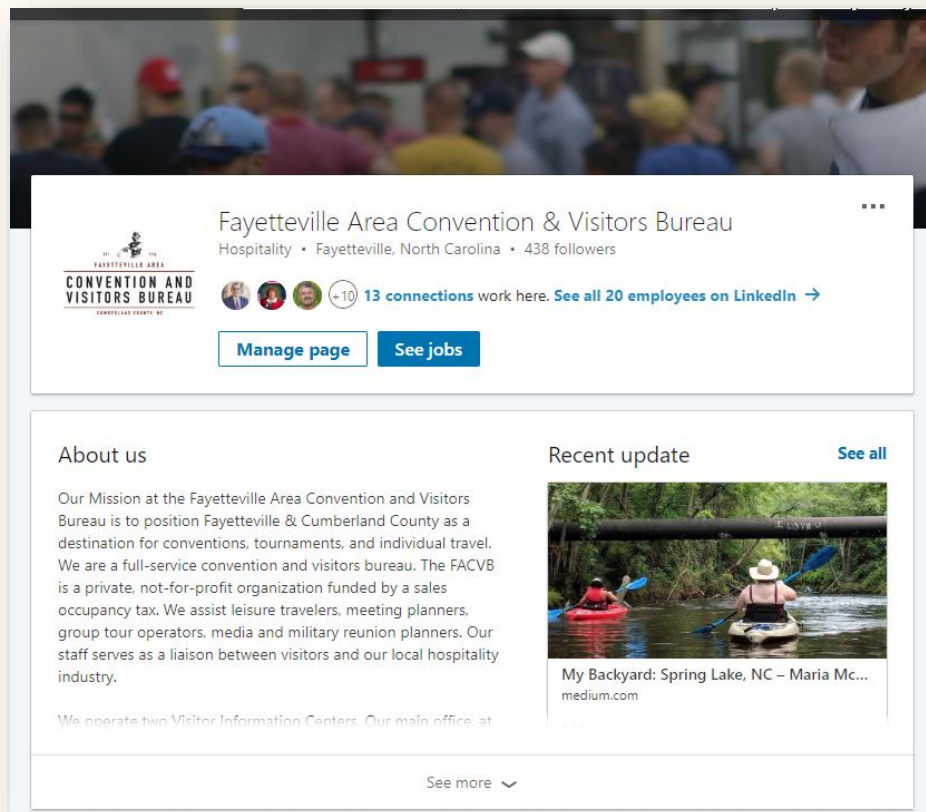
[GoFayetteville Instagram](#)

Products – Digital Presence 2018/2019

Social Media – Twitter & LinkedIn



[FACVB Twitter](#)



[FACVB LinkedIn](#)

Products – Digital Presence 2018/2019

Scoutlook

Search 1:41 PM 85%

SCOUTLOOK
by
CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

george@washington.com

password

LOGIN

f LOGIN WITH FACEBOOK

-OR-

For group events—please enter your group code below.

code GO

ScoutLook” is a mobile app designed to help military and civilian families find their way around the Communities of Cumberland County, NC. With custom filtering options, user-specific recommendations and integrated GPS capabilities, ScoutLook provides users with on-the-go access to events, attractions, hotels, restaurants and other things around them, both on-base and off-base.

For Military families and soldiers stationed on-base, ScoutLook offers directions, contact information and user reviews of all the Fort Bragg facilities, as well as integrated access to MWR's event calendar.


When the “off-base” preference is selected, ScoutLook transforms into a pocket guide for civilian families around the Communities of Cumberland County.

Products – Digital Presence 2018/2019


TDA Microsites

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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CONVENTION AND VISITORS BUREAU

AFRICAN PEACE FESTIVAL | ACCOMMODATIONS | SCOUTLOOK | AROUND TOWN




Join us come **July 14 - 15, 2018**, from 11 a.m. – 10 p.m. on Person Street, Downtown Fayetteville. It is an event for all levels, ages and backgrounds. Bring your umbrella and lawn chairs to experience this outdoor street event.




African World Peace Festival. Fayetteville's first peace event, was created as a partnership between Culture and Heritage Alliance and Loving Hands International; as a community music festival and 5k run, to bring diverse community people together while promoting PEACE, LOVE and RESPECT for all, promote togetherness while finding ways to end the divisive and destructive attitudes, and to stir the positive practices that unite all regardless of race, religion, color, sex, age, national origin or ancestry.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

ADULT FIELD DAY | ACCOMMODATIONS | AROUND TOWN | SCOUTLOOK



Adult Field Day Hosted by OUR P.L.A.C.E.
Come enjoy the 1st Annual Adult Field Day, August 11, 2018, at Festival Park.



Adult Field Day is an annual funding event for Our P.L.A.C.E. Our P.L.A.C.E. is a cultural art based non-profit organization founded on April 29, 2015, in Fayetteville, North Carolina by Eean Tyson and Sherris Johnson. Our Mission is to provide opportunity, education, funding and resources to artist to impact society. We will use the arts as a medium to educate our youth and to serve the community. The funding will support community service, the 2019 Southern Fried Poetry Slam, operational costs and future projects.

We are raising money to fund our organization and to support our projects and events.

- The Marquis Slam - Southern Fried Poetry Slam & National Poetry Slam representatives - IWPS and WOWPS representative
- Hosting the 2019 Southern Fried Poetry Slam
- Artist Workshops
- Cultural Arts Scholarship

Products – Print Ads

2018/2019

WHILE YOU'RE HERE
 GET A HEAD START PLANNING YOUR NEXT EVENT

Discover more facilities and meeting spaces for your upcoming events in 2018. Let us help you find the perfect places to meet, greet or eat in America's Hometown. Contact Myron Jones at the Fayetteville Area Convention & Visitors Bureau to start planning your next visit.

mjones@visitfayetteville.com
 910.483.5311

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CUMBERLAND COUNTY, NC
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VICTORY MEANS A LITTLE MORE HERE.

As home to the bravest of the brave, we know how important a little friendly competition can be in life. Cumberland County is always at the ready with hundreds of restaurants, sports facilities, and thousands of hotel rooms. Bring your game here and you'll be enveloped by a community dedicated to service and sacrifice. And that's a win for everybody.

Contact us to start planning your tournament in Cumberland County, NC
1-888-98-HEROES

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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sports@fayettevillecports.com
 FayettevilleNCsports.com

- LET US HELP PLAN -
YOUR NEXT HOMETOWN EVENT


The Fayetteville Area Convention & Visitors Bureau (FACVB) would love to help plan your next event. We will work with you to gather & present proposals, arrange site visits & assist with promotional items, ensuring your event goes off without a hitch.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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For more information contact
MYRON JONES - FACVB DIRECTOR OF SALES
 mjones@visitfayetteville.com
(910) 835-5083


Products – Print Ads

2018/2019



DISCOVERING THE COMMUNITIES OF
CUMBERLAND COUNTY
- NC -

Come explore **Fayetteville, NC**, and any of the other 8 communities that comprise America's Hometown. Just off I-95, you'll discover the rich role the area played in our country's history, warmly intermixed with more modern amenities and entertainment opportunities. Shop a little (or a lot!), tour some of our art galleries, museums and gardens. Or catch an event. And get steeped in proud patriotism of **TIME Magazine's** "America's Most Pro-Military Town."



RIGHT OFF I-95, GREATER FAYETTEVILLE AWAITS YOU.

551 NEW YORK, NY	65 RALEIGH, NC	217 CHARLESTON, SC
476 PHILADELPHIA, PA	136 CHARLOTTE, NC	262 SAVANNAH, GA
328 WASHINGTON, DC	128 MYRTLE BEACH, SC	533 ORLANDO, FL

Contact our tourism sales manager to start planning your stop to Cumberland County, NC
800-255-8217

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

tours@visitfayettevillenc.com
www.VisitFayettevilleNC.com



- AMERICA'S HOMETOWN -

CELEBRATE FAITH AND FELLOWSHIP

The freedom to explore your faith, in a community of fellowship. The Fayetteville Area Convention & Visitors Bureau (FACVB) would love to help plan your next event. Our team will work with you to gather and present proposals, arrange site visits and assist with promotional items, ensuring that your event goes off with a hitch.

To learn more about the Fayetteville Area Convention & Visitors Bureau
(910)-835-5083

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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CONVENTION AND VISITORS BUREAU

For more information contact
Myron Jones
FACVB Director of Sales
mjones@visitfayettevillenc.com



FAYETTEVILLE, NC
A LOVE FOR COUNTRY
- AND CURIOSITY -

Our forefathers stopped here because of abundant water and fertile soil. They stayed to build upon the nation's great ideals. As you visit, make sure to explore the treasures of a community that embodies service and sacrifice at every turn.



To learn more about the Fayetteville Area Convention & Visitors Bureau
(910) 483-5311

CUMBERLAND COUNTY, NC
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For more information
www.VisitFayettevilleNC.com

Products – Banner Ads

2018/2019



Products – Banner Ads

2018/2019



Products – Billboards

2018/2019



Products – Billboards

2017/2018



Products – Videos








“Spirit of America” Trails

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Spirit Of America Trails
 fayettevillenc • 11 videos • 46 views • Last updated on Nov 14, 2014

After viewing our Spirit of America trail videos, download the trails and visit the sites for yourself:
<http://www.visitfayettevillenc.com/culturalheritagetrails>

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1	 The Patriots, Past & Present Trail by fayettevillenc	3:38
2	 The Patri-Arts & Gardens Trail by fayettevillenc	3:24
3	 The Paths, Plank Roads & Planes Trail by fayettevillenc	2:53
4	 Lafayette Trail by fayettevillenc	3:33
5	 The Historical Architecture Trail by fayettevillenc	3:33
6	 The Civil War Trail by fayettevillenc	3:13
7	 American Independence Trail by fayettevillenc	2:50



Products – Videos

Business Interview Videos



Angie Malave, owner of The Wine Cafe
Visit Cumberland County NC



Greg Kalevas owner of Chris' Steakhouse
Visit Cumberland County NC



Mr. E Cherry Blossom Tattoo Studios
Visit Cumberland County NC

Products – Videos

15 Sports Facility Videos









DRONE VIDEOS: Sports Venues & Facilities

fayettevillenc • 16 videos • 193 views • Last updated on Mar 6, 2015

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| 1 |  Arnette Park
by fayettevillenc | 1:22 |
| 2 |  Cape Fear River Trail
by fayettevillenc | 1:18 |
| 3 |  Freedom Courts
by fayettevillenc | 0:59 |
| 4 |  J P Riddle Stadium
by fayettevillenc | 1:07 |
| 5 |  Hope Mills Municipal Park
by fayettevillenc | 1:15 |
| 6 |  Fayetteville Motorsports Park
by fayettevillenc | 1:20 |

Products – Videos

#AmericaAtEveryTurn Video Series

The
pursuit
of...



Products – Videos

Video Animations

1



DOLLAR BILL #Getaway Animation

Visit Cumberland County NC

2



Lincoln Statue Animation #LiveFree

Visit Cumberland County NC

3



George Washington #WorthIt Animation

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Products – Videos

[#FreedomDreamTeam](#)

1



WASHINGTON TRUSTFALL V5

by Visit Cumberland County NC

2



WASHINTGON SWIMMING V3 1

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3



LINCOLN FREEHUGS V5

by Visit Cumberland County NC

4



LINCOLN KARAOKE V4

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LINCOLN YOGA V4 1

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6



WASHINGTON BOXING V1

by Visit Cumberland County NC

7



LIBERTY MOTORCYCLE V3

by Visit Cumberland County NC

8



LIBERTY Bullriding

by Visit Cumberland County NC

Products – Physical Locations



Main Office - 245 Person Street



Store Selling Cumberland County Products



Transportation Museum – Franklin Street



Tent for Outreach Opportunities



Trade Show Booth

Products –

Physical Locations

Online Research Library

RESEARCH

Research provides critical information that shapes the strategic direction of the Fayetteville Area Convention and Visitors Bureau, a private, 501(c)(3) non-profit organization that manages the task of positioning Fayetteville/Cumberland County as a destination for conventions, tournaments, and individual travel.

Everything Begins with a Visit...

- Economic Impact of \$504.19 million
- 4,400 jobs with a \$93.59 million payroll
- State and Local Taxes of \$37.80 million:

a \$116.83 tax savings to each county resident.

Cumberland County Statistics
 Statistics Provided by VisitNC.com

Year	Expenditures \$(millions)	Change from previous	Payroll \$(millions)	Employment (thousands)	State Tax Receipts \$(millions)	Local Tax Receipts \$(millions)	Tax Savings Per Resident
2016	\$525.95	4.32%	\$98.55	4.55	\$28.57	\$11.09	\$120.98
2015	\$504.19	2.86%	\$93.59	4.40	\$27.23	\$10.61	\$115.05
2014	\$490.18	3.85%	\$89.15	4.29	\$25.48	\$10.22	\$108.39
2013	\$471.99	0.93%	\$84.94	4.22	\$24.81	\$9.73	\$104.12
2012	\$467.64	3.89%	\$83.51	4.25	\$24.42	\$9.53	\$102.64
2011	\$450.11	7.77%	\$80.97	4.20	\$24.52	\$9.44	\$104.53
2010	\$417.67	10.47%	\$77.91	4.13	\$24.35	\$9.21	\$104.54

COMMITTEE MEETINGS ▾

BOARD OF DIRECTORS MEETING MINUTES ▾

OCCUPANCY REPORTS ▾

PROGRAM OF WORK/RESULTS ▾

TOURISM DEVELOPMENT AUTHORITY ▾

TDA EVENT SUMMARY REPORTS ▾

VISITOR PROFILES ▾



CUMBERLAND COUNTY, NC

FAYETTEVILLE

AREA

CONVENTION AND VISITORS BUREAU

**Thank You for allowing the FACVB
to promote Cumberland County.
We look forward to reporting continued
growth in 18/19.**