



Bureau News

What Happened Last Month

Report for April 2022

Administration

- Updated and revised Employee Handbook and forwarded to CVB's attorney for review.
- Reviewed Adams & Knight Master Service Agreement with the CVB's attorney and made appropriate updates.
- Managed CEO's appointments and day-to-day correspondence and workload.

Communications

- **Communications**
 - Distributed Travel & Tourism Press Release.
 - Distributed Staffing Press Release.
 - Executed Editorial Calendar – Woodpecker's & Dogwood Festival Coverage.
 - Agency presented Public Relations Strategy.
 - Wrote Blogs: Top 10 IG Spots; Blooms, Bunnies & Bakeries; and 5 Reasons To Visit Fayetteville This Spring.
 - Continued developing e-newsletters templates.
 - Attended monthly Community Public Information Officer (PIO) Meeting
 - Executed Paid Social Media Strategy.
 - Continued managing social media organic posts.

- **Information Technology & Data Management**

- Continued auditing database.
- Finalized Employee Handbook.
- Completed end of 3rd Quarter Reports.
- Developed and implemented Member/Partner Module standards for data entry, calendar of events, and images. In our database.
- Continued to upgrade conference room equipment. 90% complete upstairs.
- Created Calendar Poster for use at the Dogwood Festival Table.
- Updated and published 3rd Quarter Strategic Plan Results.
- Ran Economic Impact results for specific events.
- Created new Dining Guides for the Visitor Center for Fayetteville, Spring Lake, and Hope Mills.

Sales

- **Convention & Meetings**
 - Streamlined reporting of completed tradeshow and convention events, i.e., appointments, discussion, new business, and follow-up.
 - Implemented monthly hotel visits that began on April 12th.
- **Sports**
 - American Junior Golf Association held their 3rd annual golf tournament at Anderson Creek Golf Course in Spring Lake. This tournament brought 78 young adult high-level golfers from around the country.
 - The John Scott/Henry Grubb Azalea Open was held at the Clay Target Center. This tournament brought dozens of skeet shooters from multiple states.
 - The 2022 Kepner State Cup was held in Fayetteville at the Jordan Soccer Complex. This event brought in hundreds of soccer players from all over North Carolina.

Tourism Marketing

- Ensured all items were submitted to Tourism Development Authority (TDA) for the quarterly meeting.
- Continued to work with agencies on brand positioning.
- Held Kick-Off Meeting for Heroes Homecoming X; Over 40 community partners attended.
- Entered a partnership with Cool Spring Downtown District for the Juneteenth Celebration.

Visitor Center

- Distributed 4,206 Destination Guides (DG) for a total of 31,308 for the fiscal year to date.
- Serviced 704 out-of-town and local visitors at both centers.
- Obtained permission from DOT to have Destination guides placed at Rest areas in Cumberland County.
- Attended Dogwood Festival for 2 days speaking to over 400 attendees. Distributed 300+ Fayetteville DGs, 150 Hope Mills DGs, 100 Spring Lake DGs, and over 400 Passports.

By The Numbers

Sales Department		
New Business		
	Conv. Sales	Sports
Accounts Created	1	2
Leads Created	3	2
Leads		
Definite		
Turned Definite Last Month	6	
Currently Definite	5	
Rooms	3,450	
Attendees	11,100	
Economic Impact	\$1,612,456	
Pending		
Currently Pending	30	
Requested Rooms	15,673	
Attendees	9,891	
Economic Impact	\$4,750,610	
Lost		
Leads Lost Last Month	2	
Requested Rooms	1,972	
Attendees	550	
Economic Impact	\$344,280	
Website Referrals		
Lodging		
Listing Views	1694	
Listing Click-Thrus	294	
Calls Made from Listing	186	
Meeting Space		
Hotels		
Listing Views	99	
Click Thrus	68	
Venues		
Listing Views	325	
Listing Click-Thrus	121	



Bureau News

What We Are Working On

Report for April 2022

Administration

Continue to manage CEO's correspondence and schedule.

Communications

• Communications

- Working on four new blogs for social strategy.
- Finalizing e-newsletter templates.
- Attend Paid Social Media Strategy Meeting with A&K
- Continue to manage social media organic posts.
- Attend monthly Community PIO Meeting.

• Information Technology & Data Management

- Continue to report results to TDA and FACVB Boards.
- Working internally to develop Event Incentives program process and procedures.
- Continue to report the Economic Impact of various events throughout the area.
- Will be presenting the Scout Report to the upcoming Sales General Manager/Owner meeting.

Sales

• Convention & Meetings

- Starting a new initiative, the MINT program in conjunction with Destinations International and Simpleview to obtain new business.
- Will be starting to use SendSites to send out personalized proposal submissions to our clients.
- Quarterly Director of Sales meetings will be starting up again.
- New starting in May, the CVB is adding 2 Annual General Manager/Owner meetings. The first meeting is scheduled to Kick off on May 18th.

• Sports

- Working to bring the Lynn Lewis Flag Football tournament to Fayetteville. This will bring in approximately 2500 female athletes from around the country.
- Working with Premier Soccer Services to bring an 80-team soccer tournament to Fayetteville in 2024. This will bring in around 1600 athletes and 3000 spectators to Fayetteville.

Tourism Marketing

- Participating in Tourism Day for National Tourism Week at 1-95 South Welcome Center (temporarily located at Rest Area at Exit 48, on I-95).
- Plan and coordinate with agencies for Mid-Quarter Board Meeting to review brand positioning and all the elements included in that process.
- Begin developing and organizing a volunteer program.
- Tourism Marketing Coordinator will attend Year One of Southeast Tourism Society's Marketing College (3-year program).

Visitor Center

- Continue to provide visitor services and information on events, restaurants, attractions, lodging, and things to do.
- Respond to visitor requests for information, sell souvenir items, and provide outstanding service to enhance the overall visitor experience.