



Bureau News

Report for August 2022

What Happened Last Month

Administration

- Continued to work on audit preparation with Cherry Bakaert.
- Began the hiring process for the Director of Finance & Operations position.
- Worked with Human Resource Consultant (HRC) for end-of-year raises.
- Worked with HRC to complete year-end performance reviews.

Information Technology (IT)

- Completed end-of-month reports for internal and external customers.
- Continue to audit and update the database.
- Provided ad hoc reports and searches as requested.
- Reviewed and approved/denied submitted Calendar of Event entries.
- Created a “Meet the Team” image for the Sales Team for use on LinkedIn for Connect Marketplace held in Detroit, MI.
- Provided Information Technology information requested for the annual audit by Cherry Bekaert LLP.
- Created and published the new Cumberland County Dining Guide for the Visitor Center.
- Added new blogs from Tourism Marketing and formatted them for the website.
- Worked with the Sales Team on procedures for the newly established incentive program.

Sales

Convention, Meetings & Sports

- Attended the Connect Sports, Association, and Specialty Conference in Detroit, MI on August 7-11, 2022.
- The Sales Team met with the Director of Information Technology to discuss changes in Simpleview for reporting as well as updating the new lead templates.
- Attended the Hotel/Motel Safety Meeting at Embassy Suites on August 4, 2022. Cumberland County Police Department addressed crime taking place in our city and surrounding areas and how everyone can work together.
- Participated in the North Carolina Restaurant & Lodging Association Town Hall regarding rebuilding the NC Hospitality Workforce in the community.
- Attended the Fayetteville Mustang’s Arena Football team press conference on August 23, 2022. This was an exciting introduction to Fayetteville’s new Indoor American Football Team. Speakers were the owner, National Arena League Commissioner, Dr. Robert Twadell, and Head Coach, Charles Gunnings.
- The Sales Team conducted the first quarter Director of Sales/Sales Manager Meeting.
- Worked with Jim Bramson and Fort Bragg to bring the 2022 PFL Marshall Arts Competition to Fayetteville.
- Conducted research and identified three similar-sized communities with close proximity to military bases to determine if they are experiencing similar challenges as in Cumberland County.
 - Columbus, GA – Fort Benning
 - Killen, TX – Fort Hood
 - Jacksonville, NC – Camp Lejeune
- Created and sent to hotels, the new Hotel Update Form to have filled out with any staffing changes, upcoming renovations, hotel name changes, etc.

Tourism Marketing/Communications

- Interviewed for Communications Manager open position.
- Secured partnership with Dirtbag Ales Brewing for a new branded beer to coincide with Brand Launch.
- Continued to work on Brand Launch and items for collateral, giveaways, and programs.
- Established contact and secured interview for Spectrum with Paraclete representative for media piece brought in by our Public Relations Partner, Eckel & Vaughan.
- Heroes Homecoming accomplishments: website updates, added events to Facebook; proofed and approved event brochure, and held August meeting to go over logistics and execution.
- Published four blogs/social media pieces and worked on writing content for September.

Visitor Center

- Reached out to 15 local restaurants to update information in the database, ensuring visitors and residents had the most accurate and current information.
- Audited and updated 250+ restaurant information in the database (which feeds the FACVB’s website).
- Fulfilled four Group sales, three Visitor Centers & four Community Partners’ requests, distributing a total of 5,397 pieces of collateral.
- Fulfilled 47 online requests for information.
- Fielded approximately 380 tourism and informational inquiry phone calls.



Bureau News

What We Are Working On

Report for August 2022

Administration

- Working with the insurance company to make necessary changes to the policy.
- Preparing for Human Resource training for the organization.
- Making necessary changes to job descriptions to restructure departments.
- Begin the onboarding process for the new Director of Finance & Operations.

Information Technology (IT)

- Test the new version of the Scoutlook report once released in September.
- Need to visit some attraction partners for new images of events coming up (Cape Fear Botanical Garden and Airborne & Special Operations Museum).

Sales

Convention, Meetings & Sports

- Planned site visit with AAU tournament directors from Charlotte on September 9-10, 2022. The basketball tournament is being held in Fayetteville in December 2022.
- Attending AAU National Convention October 18-22, 2022, in Orlando, FL.
- Identifying the next Crime Prevention Meeting date with the Cumberland County police and hoteliers.
- Attending TEAMS '22 Conference sponsored by the NC Sports Association, October 24-27, 2022, in Oklahoma City, OK.
- Update from the other military communities – each destination has a Convention Center close to or in their downtown area with hotel accommodations within walking distance.
- Attending the NC Sports Association Quarterly Meeting and Board Meeting on October 4, 2022, in Rocky Mount, NC.
- Conducting a zoom meeting with the DoDEA – Mid-Atlantic Regional Conference with Cumberland County Schools.
- Will be attending the Fayetteville Business Journal Power Breakfast Series - attendance is vital to participating in relevant conversations and topics that affect the community. Attending also offers opportunities to cultivate relationships with other local businesses.
- Continue participating in the preparations for Hero's Homecoming for November 2022.
- Continue the development of the Fayetteville Area Hospitality Association (FAHA).
- Meeting staff from the Economic Development Corporation to cultivate a stronger working relationship.
- Continue with Hotel partner visits.
- Community event in the planning stages. This event will focus on local corporate and association businesses allowing the Sales Team the opportunity to develop new business relationships within the community.

Tourism Marketing/Communications

- The Director of Tourism Marketing was nominated and voted to be the NC representative on the Southeast Tourism Society's Board of Directors (2022-2024).
- Finishing September blog content and writing blogs for October publishing dates.
- Continue with Brand Launch planning.
- Ramping up for final Heroes Homecoming meeting and scheduling marketing efforts; Working with Mythic to complete website edits.
- Begin working on volunteer program; identify needs.

Visitor Center

- Continue to partner with established and new restaurants and attractions to ensure accurate information is in the database.
- Collaborate with the Tourism Marketing Team to develop and finalize Volunteer Program.
- Review and update "Friends in Tourism" account listings to ensure accurate contact information.



Bureau Numbers

Occupancy Report

Report for August 2022

Occupancy

OCCUPANCY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
2022-2023												
Taxes Collected*	\$723,508	\$760,719										
Occupancy Percentage**	66.9%	67.6%										
Average Daily Rate**	\$96.95	\$96.84										
2021-2022												
Taxes Collected*	\$726,522	\$818,269	\$741,681	\$615,746	\$672,418	\$591,952	\$552,912	\$579,967	\$628,086	\$784,309	\$759,255	\$742,060
Occupancy Percentage**	68.8%	68.6%	68.0%	67.7%	67.0%	66%	59.2%	63.1%	65.7%	66.4%	66.4%	66.7%
Average Daily Rate**	\$87.38	\$88.12	\$88.22	\$88.78	\$88.97	\$88.85	\$88.96	\$91.11	\$93.46	\$94.98	\$95.73	\$96.50
2020-2021												
Taxes Collected*	\$433,977	\$498,933	\$525,482	\$536,063	\$546,645	\$535,532	\$418,587	\$508,446	\$476,312	\$661,508	\$697,574	\$726,224
Occupancy Percentage**	52.3%	53.3%	54.4%	55.5%	55.5%	54.8%	57.4%	57.2%	61.7%	64.9%	66.6%	67.9%
Average Daily Rate**	\$76.02	\$76.34	\$76.87	\$77.55	\$77.70	\$77.48	\$77.95	\$78.16	\$79.83	\$82.24	\$84.05	\$85.68
2019-2020												
Taxes Collected*	\$616,007	\$612,953	\$597,417	\$553,224	\$547,245	\$369,027	\$639,389	\$494,474	\$548,279	\$414,043	\$230,521	\$385,862
Occupancy Percentage**	69.1%	68.4%	67.9%	66.9%	66.3%	64.9%	55.6%	59.2%	58.1%	52.4%	50.4%	51.2%
Average Daily Rate**	\$81.86	\$82.13	\$82.27	\$82.26	\$82.03	\$81.75	\$80.11	\$81.10	\$79.93	\$77.04	\$76.06	\$75.75

* Source: Cumberland County Tax Administration

** Source: STR Report



Bureau Numbers

Report for August 2022

Sales Team

Sales Account and Lead Activity

Items Measured	Fiscal Year 2023																FY TOTALS
	2022								2023								
	JUL*	AUG	SEP	1ST QTR	OCT	NOV	DEC	2ND QTR	JAN	FEB	MAR	3RD QTR	APR	MAY	JUN	4TH QTR	
Accounts Created																	
Active	0	12		12													12
Prospect	0	47		47													47
Leads																	
Lost																	
Leads Lost	0	0		0													0
Room Nights	0	0		0													0
Attendees	0	0		0													0
Economic Impact	\$0	\$0		\$0													\$0
Issued																	
Total	3	15		18													18
Room Nights	1,260	9,878		11,138													11,138
Attendees	540	6,253		6,793													6,793
Economic Impact	\$308,116	\$6,814,713		\$7,122,829													\$7,122,829
Changed to Definite																	
Total	0	2		2													2
Contracted Room Nights	0	375		375													375
Attendees	0	200		200													200
Economic Impact	\$0	\$95,686		\$95,686													\$95,686

* The numbers for July are not where they should be. The Sales Team has implemented new initiatives and reporting mechanisms that moving forward will show a huge increase in activity.



Bureau Numbers

Report for August 2022

Sales Team

Sales Pipeline - *This is a snapshot in time taken on the 1st of the month following the month that ended.*

Items Measured	Fiscal Year 2023											
	2022						2023					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Definite Leads												
Currently Definite	0	2										
Room Nights	0	1,550										
Attendees	0	4,550										
Economic Impact	\$0	\$1,934,155										
Pending Leads												
Currently Pending	18	31										
Room Nights	4,475	14,113										
Attendees	4,240	7,506										
Economic Impact	\$1,652,949	\$8,442,963										



Bureau Numbers

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Website

Item Measured	FISCAL YEAR 2023											
	2022						2023					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUL
WEB REFERRALS												
Lodging												
Listing Views	1,894	1,843										
Listing Click-Thrus	1,057	972										
Meeting Space												
Hotels												
Listing Views	88	64										
Click Thrus	131	101										
Venues												
Listing Views	196	315										
Listing Click-Thrus	169	175										
WEB ACTIVITY												
Unique Visitors	38,827	31,603										
Sessions	46,804	36,772										
Sessions Per Visitor	1.21	1.16										
Page Views	75,016	61,966										
Session Duration	1:16	1:18										
Bounce Rate	50.05%	46.35%										
E-Newsletter Signups	186	194										
Newly Added Events	29	37										



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Visitor Center

Item Measured	FISCAL YEAR 2023												FY TOTAL
	2022						2023						
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUL	
Visitor Center													
Destination Guides Distributed	200	440											
Visitors Serviced	1,198	1,057											
Visitors Who Submitted Zip Codes	337	279											
Top States	NC FL VA TX CA	NC SC PA CA FL											NC FL SC CA VA
Top Counties*	Hoke, NC Robeson, NC Wake, NC Moore, NC Orange, CA	Wake, NC Mecklenburg, NC Hoke, NC Harnett, NC Robeson, NC											Wake, NC Hoke, NC Robeson, NC Harnett, NC Mecklenburg, NC
Top Cities*	Raeford, NC Cameron, NC Raleigh, NC Fountain Valley, CA Spotsylvania, VA	Raeford, NC Charlotte, NC Raleigh, NC Saint Pauls, NC Dunn, NC											Raeford, NC Raleigh, NC Cameron, NC Charlotte, NC Fountain Valley, CA
International Visitors	Canada (1)	Spain (1)											Canada Spain

* Not including Cumberland County.