



Bureau News

What Happened Last Month

Report for March 2022

Administration

- Read through and approved new Mythic contract with the FACVB’s attorney.
- Obtained the last five URLs that were remaining for FACVB ownership. **This officially ends our contractual relationship with the former advertising/marketing agency.**

Communications

- **Communications**
 - Created and distributed the Boxing Press Release to regional and local media contacts including sports contacts provided by our Public Relations (PR) Partner, Eckel & Vaughn.
 - Established a monthly meeting with all Public Information Officers (PIO) within the community.
 - Researched new platforms for PR and social media that aligned with our new partner, Mythic. The new platforms will be beneficial and create reports of statistics and research for campaigns.
 - Held an initial meeting with a new social media team member from Adams & Knight, Eddie. We established a marketing plan consisting of a monthly content calendar for all platforms.
 - Toured local venues for sporting events and visited local attractions and businesses.
 - Started using a new platform for new User-Generated Content (UGC) to be used internally and for partner use.
 - Reestablished relationships with tourism organizations and those associated with writers and influencers.

Information Technology & Data Management

- Presented Foundational Research to numerous boards and entities.
- Continued auditing database.
- Created Microsites for Sports Events.
- Created a new FACVB Board Microsite.

Sales

• **Convention & Meetings**

- Sally Slater was officially hired as the new Senior Director of Convention Sales and Sports Marketing. She started with the FACVB on February 28.
- Conducted seven hotel site visits
- Secured 162 room nights for a new client: Le Marco Brands Productions (Lead currently in Pending)

• **Sport**

- Attended Sports Express Outdoor Conference in Tucson, AZ. 11 new accounts were mined from this conference.
- Conducted six site visits to hotels and sporting venues.
- Member of a panel discussion entitled “Working in Sports” for a College & Career Fair at the Crown Complex. Around 1200 high school students were in attendance to learn what comes next after high school.
- Met with Dr. Todd Frobish, Communications Director at Fayetteville State University (FSU) and E-Sports Faculty Director, to discuss collaborations between the FACVB, FSU, the Crown Complex, and planners. We are in the final stages of creating an E-Sports event with the United Gaming League. Preliminary discussions are underway with two other E-Sports planners.
- Carolina Gloves Championship held their second annual tournament at the Freedom Courts Sportsplex on February 25-27. This championship brought over 350 boxers from all over the United States, Puerto Rico, and Canada.
- The NC State Wrestling Championships held their first tournament since the Covid Pandemic at the Crown Complex on February 26-27. This championship brought over 400 wrestlers from the entire state of North Carolina.

Tourism

- Continued work with the marketing agency on brand positioning.
- Submitted proposal for The American Rescue Plan Act of 2021, Coronavirus State and Local Fiscal Recovery Funds.

Visitor Center

- Distributed 2,970 Destination Guides for a total of 22,445 for the fiscal year to date.
- Serviced 455 out-of-town and local visitors at both centers, doubling January’s numbers.

By The Numbers

Convention Sales/Sports

	Conv. Sales/Sports
• Accounts Created:	3/8
• Contacts Created:	7/15
• New Leads Created:	4/6
• # of Leads Sent to Hotels:	145/419
• # of Lead Responses from Hotels:	17/41
• Leads Turned Definite:	1/2
• Leads Lost:	1/1
• Leads Lost Economic Impact	\$410,400/\$45,600
• Reasons why Leads were lost:	
○ Reason Unknown	
○ Financial Assistance was Needed	



Bureau News

What We Are Working On

Report for March 2022

Administration

- Will be attending VISITNC 365.
- Updating Employee Handbook

Communications

• Communications

- Will be attending VISITNC 365.
- Add new imagery to Flickr account.
- Will be touring hotels.
- Develop a process to incorporate Sales Coordinator and Tourism Marketing Coordinator into Social Media platforms and provide posting rights.
- Build and maintain relationships with local and regional media outlets, hospitality industry partners, and community leaders. (Meetings scheduled)
- Working on templates for new industry and consumer e-newsletters.
- Meeting with PR partner to discuss strategic plan.
- Will be writing new blogs; Top 10 Most “Instagrammable” Spots, Itineraries for target audiences: Couple Weekend Getaway; Girls Day Downtown, Family Fun Long Weekend & Active Adult Weekend.

• Information Technology & Data Management

- Will be attending VISITNC 365.
- Will be presenting Foundational Tourism Research to the Mayoral Council.

Sales

• Convention & Meetings

- New Senior Director will be getting familiar with the area and her new responsibilities.
- Continue to conduct site visits at local hotels and meeting spaces.

• Sports

- Attend the NC 365 Conference in Durham, NC from March 19-24, 2022.
- Attend Sports ETA Symposium in Fort Worth, TX from May 1-6, 2022.
- Continue to negotiate with planners and local partners to bring the lucrative E-Sports market to Fayetteville.
- Attend the FACVB sponsored CCA Christian Cheer Nationals held March 3-6, 2022, at the Crown Complex. This event is expected to bring in 3,500 competitors to the Fayetteville area.
- Attend the Second Annual All American Baseball Tournament at Segra stadium which the FACVB is helping to promote along with the Fayetteville Woodpeckers.
- Attend the All or Nothing Performance Boys Basketball Challenge on March 18-20, 2022, which is in partnership with AAU and will be held at the Freedom Courts Sportsplex.
- Attend AAU Regional Showcase Basketball Tournament A & B held March 25-27, 2022, and April 1-3, 2022, which will be held at the Freedom Courts Sportsplex. FACVB played a key role in bringing this event to Fayetteville and will feature around 60 teams each weekend.
- Begin laying the groundwork for building a Sports Commission for the Fayetteville area.

Tourism

- Will be attending VISITNC 365.
- Looking to kick off Heroes Homecoming X in early April 2022.
- Working with the team for National Tourism Week ideas.

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.
- Continue to develop relationships with local businesses to build awareness of the Bureau and to seek out and collect information on events to be included in our calendar.

By The Numbers

Sales Pipeline Totals

	Show Attendees
	1,800
Room Attendees	600
Requested Rooms	900
Economic Impact	\$159,600.00