



Bureau News

What Happened Last Month

Report for May 2022

Administration

- Began reconciling bank statements to reduce accounting costs previously handled by Cherry Bekaert due to segregation of duties.
- Purchased new URLs for rebranding efforts.
- Sent out Tourism Development Authority (TDA) contract to Bureau Board Members for review and approval.
- Handled CEO's upcoming business travel, appointments, and day-to-day workload.

Information Technology

- Completed end-of-month reports.
- Updated and formatted new blogs created by Tourism Marketing for the website.
- Transferred a previously unknown URL from BizToolsOne to PairDomains.
- Created a new Cumberland County "Tourism Facts" document.
- Updated and formatted Sales Travel Request Form.
- Created new Polygon Maps for Cool Spring Downtown District and Airport for H2R Research.
- Attended MINT+ Administrator Training.
- Provided Economic Impact for the Greek Festival 2022 Pre-Event and 40th Annual Dogwood Festival Post-Event.
- Created a Calendar of Event Dashboard Flyer with highlights as to why partners should be in our calendar.
- Updated and formatted new Dining Guides.

Sales

• Convention & Meetings

- Conducted General Manager/Owner Meeting on May 18, 2022.
- Implemented the new Meeting Information Network (MINT) program for identifying new business within the Bureau's database.
- Isaiah and Sally are working with the Department of Defense Education Activities (DoDEA); they will be holding the March 2023 Regional Conference in Fayetteville.

• Sports

- Attended the Sports Event & Tournament Association (ETA) Conference in Ft. Worth, TX. Seven new accounts were created that have the potential for the Fayetteville Market: Firefighter Challenge, Lynn Lewis Women's Flag Football, Rev3Endurance, Main Attraction Recreational Sports, Major League Quidditch, Cowart Sports, Elite Sports
- East Coast Junior Olympic Boxing Tournament was held at Overhills High School in Spring Lake from May 13-15.
- 2022 Underrated Showcase was held at Robinson Courts from May 13-15. While this was mainly a local tournament, it highlighted Cumberland County's newest sporting venue.
- Attended a meeting with East Side Volleyball to discuss the logistics of bringing large volleyball competitions to Fayetteville.
- Client phone call conferences were held with potential clients including Premier Soccer, Warrior 5v5 Soccer, USA Pickleball, Ripken Baseball, and American Cornhole.

Tourism Marketing

- Ensured

Visitor Center

- Serviced 647 out-of-town and local visitors at Person Street and the Fayetteville History Museum.
- Prepared 200 brochure packages for 2 meetings, 1 reunion, and 1 wedding.
- Shipped 500 brochures to AAA, Welcome Centers, and Visitor Centers
- Presented mobile Calendar of Events stands, counter, and elevator displays to local hoteliers.
- Confirmed placement of Calendar of Event displays in 7 hotel properties.

By The Numbers

Sales Department		
New Business		
	Conv. Sales	Sports
Accounts Created	9	8
Leads Created	4	3
Leads		
Definite		
Turned Definite Last Month	7	
Currently Definite	5	
Rooms	3,280	
Attendees	10,980	
Economic Impact	\$1,627,211	
Pending		
Current Pending	21	
Requested Rooms	9,393	
Attendees	6,165	
Economic Impact	\$3,484,878	
Lost		
Leads Lost Last Month	3	
Requested Rooms	69	
Attendees	1,350	
Economic Impact	\$452,933	
Website Referrals		
Lodging		
Listing Views	2,246	
Listing Click-Thrus	745	
Calls Made from Listing	359	
Meeting Space		
Hotels		
Listing Views	111	
Click Thrus	97	
Venues		
Listing Views	862	
Listing Click-Thrus	304	



Bureau News

What We Are Working On

Report for May 2022

Administration

Continue to manage CEO's correspondence and schedule.

Information Technology

- Continue to audit and update the CVB's database information.
- Provide ad hoc reports and searches as requested.

Sales

• **Convention & Meetings**

- Sally is setting up one-on-one appointments with area hotel General Managers throughout the month of June and July as a follow-up to the General Manager/Owner meeting and to assist in their hotel's need months and dates.
- Sally and Isaiah preparing for SGMP Annual Meeting in Pittsburg
- Isaiah preparing for the Military Reunion Network Annual Meeting

• **Sports**

- Amy will be attending the E-Sports Travel Summit with Dorothy Strahley from the Crown Complex
- Fayetteville will be hosting the NCSA Sports Association Annual Meeting at the Aevex Lounge in Segra Stadium.
- Christy Martin All-American City Boxing Tournament will be held July 21-24. This marquee event will bring hundreds of boxers from around the US, Canada, and Puerto Rico.

Tourism Marketing

- Participating in

Visitor Center

- Finalizing annual bureau budget which includes all departmental budgets.
- Revisiting distribution of Destination Guides to ensure locations are appropriate to have them for visitors.
- Continue to work with all hotels to maximize exposure of the Calendar of Event displays.