



- 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

2019-2020

WE ARE "THE VOICE OF THE VISITOR."

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In 2017, Domestic Tourism to Cumberland County:

- Generated an economic impact of \$542 million. *That is a 47% increase from 2007, and a 143% increase from 1997.*
- Resulted in \$39.66 million in state and local tax collections. ***This represents a \$123.87 tax savings to each county resident.***
- Accounted for 4,630 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

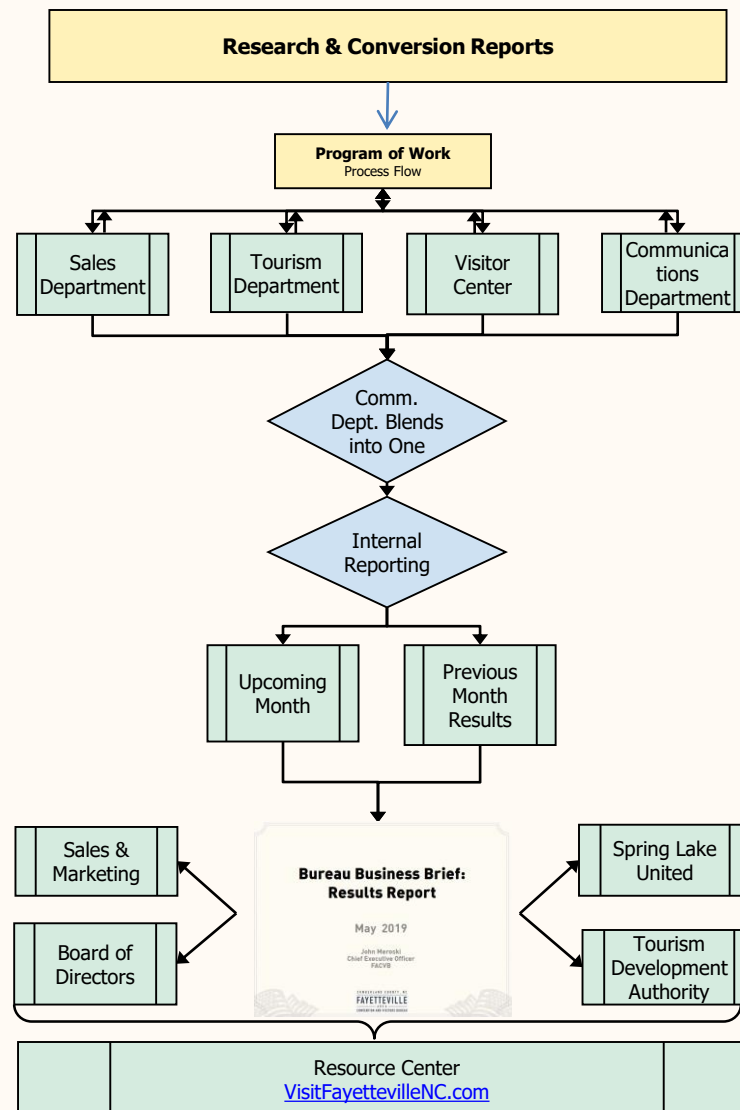
The Brand Promise

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 2018/2019

Communications Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS							
Social Media							
CVB Facebook							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	114	130	116	155	515		
New Fans	363	762	549	372	2,046		
Unlikes	82	718	214	68	1,082		
User Interaction/Engagement	3,944	6,606	11,121	12,847	34,518	15,705	219.79%
GoFayetteville Facebook							
Users/Followers	N/A	6,408	N/A	N/A	6,408		
Posts	32	69	52	66	219		
New Fans	3,944	257	344	1,128	5,673		
Unlikes	N/A	26	31	764	821		
User Interaction/Engagement	1,145	2,816	5,310	5,398	14,669	6,318	232.18%
Spring Lake NC Facebook							
Users/Followers	N/A	12,554	N/A	N/A	12,554		
Posts	66	53	40	50	209		
New Fans	N/A	76	85	282	443		
Unlikes	N/A	62	26	44	132		
User Interaction/Engagement	33,837	5,591	3,427	9,741	52,596		

Scorecard Results 2018/2019

Communications Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Fayetteville Meet/Tourney FB							
Users/Followers	N/A	609	N/A	N/A	609		
Posts	15	23	20	10	68		
New Fans	N/A	11	25	13	49		
Unlikes	N/A	3	1	0	4		
User Interaction/Engagement	142	287	1,131	156	1,716	588	291.84%
Twitter							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	135	126	166	235	662		
New Followers	93	472	57	73	695		
User Interaction/Engagement	1,261	936	1,460	1,924	5,581	6,063	92.05%
Instagram							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	9	18	15	85	127		
New Followers	109	133	180	390	812		
User Interaction/Engagement	472	806	930	3,004	5,212	6,779	76.88%
Go Fayetteville Instagram							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	7	10	6	4	27		
New Followers	108	256	165	129	658		
User Interaction/Engagement	198	830	462	245	1,735		
Linked In							
Followers	N/A	N/A	N/A	N/A	N/A		
Posts	58	N/A	40	25	123		
User Interaction/Engagement	827	1,225	1,477	902	4,431	1,789	247.68%
E-Newsletter Subscribers	207	154	199	222	782		
Electronic Destination Guides Viewed	34	27	41	30	132		
Electronic Trail Guides Viewed	23	13	14	10	60		
FACVB Generated Blog Articles	9	6	7	7	29	48	60.42%

Scorecard Results 2018/2019

Communications Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Public Relations							
FACVB (In-House)							
Publicity Generated							
Out of Market	13	17	11	12	53		
Local	11	26	16	3	56		
Press Releases Issued	1	6	11	5	23		
Out of Market Media Visits	2	5	4	6	17	8	212.50%
Martin Armes							
Publicity Generated							
Out of Market	0	0	0	0	0		
Local	0	0	0	0	0		
Republik							
Publicity Generated							
Out of Market	0	0	0	0	0		
Advertising Trade Pubs	7	0	0	0	7		
Local	6	5	0	0	11		
Totals							
Publicity Generated							
Out of Market	13	17	11	12	53		
Local	17	31	16	3	67		
Digital Marketing							
Media One - Web Hits Generated	5,640	27,216	71,624	26,652	131,132		
219 Group Web Hits (visitfay)	1,288	1,004	900	580	3,772		
Jennifer Barbee Leads Generated			11	N/A	11		

Scorecard Results 2018/2019

Communications Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Visitor Data							
Reason for Visiting (Top 3)							
Hotel Guests							
1	Traveling Through	Traveling Through	Traveling Through	Visit Friends/Family	Traveling Through		
2	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family	Traveling Through	Visit Friends/Family		
3	Event/Festival	Business	Business with Military	Vacation	Business		
Online Requests							
1	Relocation	Vacation	Vacation	Vacation	Vacation		
2	Vacation	Relocation	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family		
3	Visit Friends/Family	Visit Friends/Family	Relocation	Relocation	Relocation		
Guest Books at VC							
1	Vacation	Vacation	Specific Attraction	Vacation	Vacation		
2	Events/Festivals	Specific Attraction	Vacation	Specific Attraction	Specific Attraction		
3	Relocation	Relocation	Events/Festivals	Relocation	Events/Festivals		
Top States of Origin							
Hotel Guests							
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina		
2	New York	Florida	New York	Florida	New York		
3	Florida	New York	Florida	New York	Florida		
Online Requests							
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina		
2	Illinois	Florida	New York	New York	New York		
3	Florida	South Carolina	Pennsylvania	Florida	Florida		
Guest Books at VC							
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina		
2	Florida	Many Tied	Virginia	New York	Florida		
3	Georgia	Many Tied	Texas	Florida	New York		

Scorecard Results 2018/2019

Communications Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Top Areas of Interest (Top 3)							
Hotel Guests							
1	Dining	Military Sites	Dining	Dining	Dining		
2	Arts & Entertainment	Dining	Museums	Arts & Entertainment	Military Sites		
3	Shopping	Museums	Military Sites	Museums	Arts & Entertainment		
Online Requests							
1	Events/Festivals	Events/Festivals	Museums	Events/Festivals	Events/Festivals		
2	Dining	Dining	Events/Festivals	Dining	Dining		
3	Historical Sites	Museums	Arts & Entertainment	Museums	Museums		
Guest Books at VC							
1	Museums	Museums	Museums	Museums	Museums		
2	Dining	Historical Sites	Dining	Historical Sites	Historical Sites		
3	Events/Festivals	Arts & Entertainment	Historical Sites	Events/Festivals	Dining		
Visitor Experience (Avg for Month)							
Hotel Guests							
by Month	4.95	4.96	4.98	4.97	4.97		
to Date							
Guest Books							
by Month	4.67	4.72	4.75	4.69	4.71		
to Date							
Overall							
by Month	4.58	4.78	4.84	4.83	4.76		
to Date							

Scorecard Results

2018/2019

Sales Department

SALES RESULTS							
Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Advertisement Results							
Blitz							
Inquiry	5	2	5	5	17		
Dogwood Digest							
Inquiry	7	5	6	6	24		
Success							
Inquiry	2	0	1	3	6		
Sales							
Carryovers							
Room Nights	4,125				4,125		
Bookings-Attendance	32,946				32,946		
Economic Impact	\$978,704				\$978,704		
Leads	24	47	37	23	131	130	100.77%
Leads Room Nights	7,270	27,020	11,012	5,191	50,493		
Leads Attendance	21,231	35,050	89,335	30,984	176,600		
Leads Impact	\$1,728,924	\$28,607,616	\$7,128,690	\$1,579,724	\$39,044,954		
Verbals	28	56	53	55	192		
Verbal Bookings Attendance	28,094	33,290	103,454	145,640	310,478		
Verbal Bookings Room Nights	3,374	10,051	29,560	25,519	68,504		
Verbal Bookings Impact	\$1,125,180	\$40,892,370	\$123,108,662	\$14,105,430	\$179,231,642		
Bookings	8	11	18	6	43		
Bookings Attendance	13,480	49,475	36,400	11,025	110,380		
Bookings Room Nights	831	16,992	8,876	1,555	28,254	20,000	141.27%
Bookings Economic Impact	\$228,000	\$4,774,320	\$13,837,320	\$1,891,830	\$20,731,470		
Sales Functions	16	19	26	19	80		
Site Inspections	4	2	13	4	23		
Sales Blitz	3	5	4	2	14		
Calls Converted to Accounts	13	7	3	3	26		

Scorecard Results

2018/2019

Sales Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Bid/Packages Mailed	0	1	0	0	1		
Client Presentations	3	3	11	3	20		
Trade Shows							
US Sports Congress							
Contacts		10			10		
Leads		5			5		
Room Nights		2,500			2,500		
Attendees		4,000			4,000		
Hot Prospects		2			2		
Followups		3			3		
Connect Sports							
Contacts	30				30		
Leads	4				4		
Room Nights	900				900		
Attendees	700				700		
Hot Prospects	2				2		
Followups	2				2		
Connect Women in Sports							
Contacts	30	17			47		
Leads	4	1			5		
Room Nights	900	500			1,400		
Attendees	700	750			1,450		
Hot Prospects	2	1			3		
Followups	2	3			5		
Connect Association							
Contacts	30				30		
Leads	4				4		
Room Nights	800				800		
Attendees	1,250				1,250		
Hot Prospects	2				2		
Followups	6				6		

Scorecard Results

2018/2019

Sales Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
MPI-CC Annual							
Contacts			0		0		
Leads			0		0		
Room Nights			0		0		
Attendees			0		0		
Hot Prospects			0		0		
Followups			0		0		
AAU Convention							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Followups					0		
AENC Winter Conference							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Follow Up					0		
CMCA Spring Conference							
Contacts			0	32	32		
Leads			0	6	6		
Room Nights			0	475	475		
Attendees			0	725	725		
Hot Prospects			0	2	2		
Followups			0	12	12		

Scorecard Results

2018/2019

Sales Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Connect Faith							
Contacts		29			29		
Leads		11			11		
Room Nights		9,195			9,195		
Attendees		6,120			6,120		
Hot Prospects		3			3		
Followups		18			18		
Teams							
Contacts	35	0			35		
Leads	5	0			5		
Room Nights	1,500	0			1,500		
Attendees	2,500	0			2,500		
Hot Prospects	3	0			3		
Followups	8	0			8		
NCSGMP NEC							
Contacts				13	13		
Leads				0	0		
Followups				4	4		
AENC Holiday Trade Show							
Contacts		135			135		
Leads		0			0		
Room Nights		0			0		
Attendees		0			0		
Hot Prospects		2			2		
Followups		2			2		
RCMA							
Contacts			18		18		
Leads			4		4		
Room Nights			570		570		
Attendees			1,340		1,340		
Hot Prospects			3		3		
Followups			5		5		

Scorecard Results

2018/2019

Sales Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
SGMP Annual & Education Tradeshow							
Contacts					7		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Followups					0		
NASC Sports Symposium							
Peers					0		
AENC Annual Meeting							
Contacts	22				22		
Leads	0				0		
Room Nights	0				0		
Attendees	0				0		
Hot Prospects	1				1		
Followups	2				2		

Scorecard Results

2018/2019

Sales Department

Previous Fiscal Year (2017-2018)							
Leads					143	100	143.00%
Pending					4		
Completed Business					103		
Verbal Definite					0		
Lost					26		
Definite					5		
Cancelled					5		
Total					143		
Top 3 Lost Reasons							
1					Committee Decision		
2					Will Not Meet in Fay		
3					Event Cancelled		
Top 5 Locations Lost To							
1					Raleigh		
2					Asheville		
3					Albuquerque		
4					Durham		
5					Charlotte		

Scorecard Results 2018/2019 Tourism Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS							
Advertisement Results							
Brand/Hotel Billboards on I-95							
Viewership	0	0	0	0	0		
Group Tour Magazine							
Reader Service Leads	0	0	0	0	0		
Leisure Group Travel Magazine							
Reader Service Leads	0	0	0	0	0		
Inquiry	0	0	0	0	0		
Local Billboards							
Impressions	0	0	0	0	0		
Sponsorship of Trip Advisor Page							
Page Views	0	0	0	0	0		
Link	0	0	0	0	0		
Event	0	0	0	0	0		
Promo	0	0	0	0	0		
Tradeshows							
ABA MarketPlace							
Tradeshow Attendees	0	0	3,500	0	3,500		
Contacts	0	0	31	0	31		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	19	0	19		

Scorecard Results

2018/2019

Tourism Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals	Annual Goal	Percentage of Goal
TravelSouth							
Tradeshow Attendees	0	0	650	0	650		
Contacts	0	0	51	0	51		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	36	0	36		
Travel and Adventure-DC							
Tradeshow Attendees	0	0	20,654	0	20,654		
Contacts	0	0	291	0	291		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	1	0	1		
Travel and Adventure-Philadelphia							
Tradeshow Attendees	0	0	14,273	0	14,273		
Contacts	0	0	410	0	410		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	2	0	2		
Sales							
Civic Presentations	0	3	0	1	4		
Site Inspections	1	2	3	13	19	25	76.00%
Leads	7	8	5	16	36	25	144.00%
Leads-Attendance	5,230	18935	610	804	25,579		
Leads-Room Nights	162	365	50	404	981		
Leads-Economic Impact	\$395,580	\$1,890,120	\$21,090	\$217,512	\$2,524,302		

Scorecard Results 2018/2019 Tourism Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals	Annual Goal	Percentage of Goal
Verbal Bookings	5	5	3	9	22		
Verbal Bookings-Attendance	5,200	18650	450	692	24,992		
Verbal Bookings-Room Nights	264	180	56	346	846		
Verbal Bookings-Economic Impact	\$364,800	\$1,849,650	\$10,830	\$204,288	\$2,429,568		
Bookings	4	6	0	6	16		
Bookings-Attendance	1,510	47,965	0	8052	57,527		
Bookings-Room Nights	38	244	0	54	336	500	67.20%
Bookings-Economic Impact	\$1,700	\$24,114	\$0	\$7,011	\$32,825		
Bookings-Room Revenue	\$0	\$0	\$0	\$0	\$0		
Annual Lead Conversion							
Current Fiscal Year (18-19)							
Annual Lead Conversion							
Leads					36	25	144.00%

Scorecard Results 2018/2019

Tourism Department

Previous Fiscal Year (2017-2018)							
Leads					22	40	55.00%
Pending					2		
Verbal Definite					5		
Lost					5		
Definite					10		
Cancelled					0		
Total					22		
Top 3 Lost Reasons							
1					Cut Trip/Mileage		
2					No commitment/response from FR Planner		
3					FR Planner thought rates were too high		
Top 5 Locations Lost To							
1					Laurinburg		
2					Dunn		
3					N/A		
4					N/A		
5					N/A		

Scorecard Results

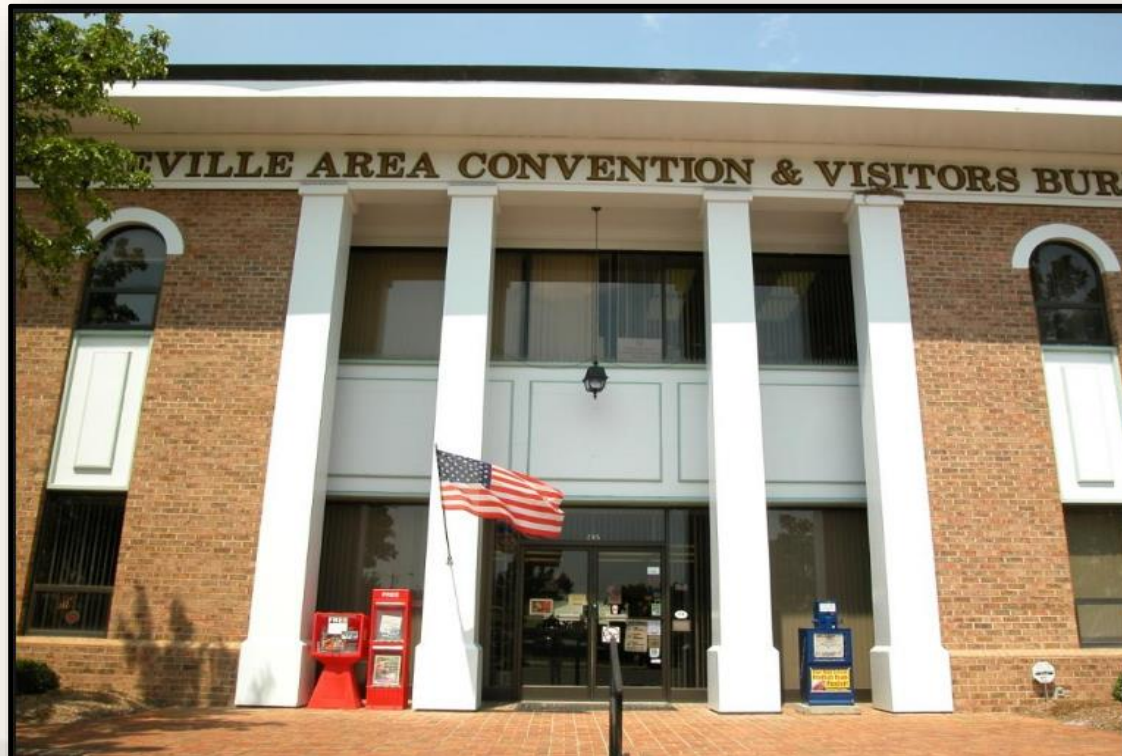
2018/2019

Visitor Center Department

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS							
Destination Guide							
Number Distributed	7,670	4,939	7,264	11,257	31,130		
VisitFayettevilleNC.com	133	91	138	111	473		
Inquiries							
FACVB Main Office							
Calls							
Tourism Information	103	75	128	117	423		
Local Information	205	199	223	209	836		
Total Calls	308	274	351	326	1,259		
Walk-Ins							
Local Residents (Tourism)	563	533	500	718	2,314		
Out-of-Town (Tourism)	398	309	315	537	1,559		
Total Walk-Ins	993	842	815	1,255	3,905		
Drive Thru	3	2	0	0	5		
Relocation/Retiree Info	69	50	41	45	205		
Transportation Resources	3	0	2	4	9		
Same Day Group Service Request	19	11	7	14	51		
Magazine Reader Card Requests		552	409	3,829	4,790		
Local Directions/Maps	62	32	46	46	186		
Total	1,093	1,235	1,304	5,299	8,931		
Transportation Museum							
Walk-Ins							
Local Residents (Tourism)	649	360	385	707	2,101		
Out-of-Town (Tourism)	297	318	265	419	1,299		
Relocation/Retiree Info	2	8	0	1	11		
Maps/Local Directions	33	35	52	32	152		
Questions About Museum	186	213	242	236	877		
Transportation Resources	3	1	1	0	5		
Museum Special Events	276	0	264	530	1,070		
Group Visits	603	184	460	412	1,659		
Miscellaneous							
Group Service Request	67	40	45	72	224		
Meetings/Events Serviced	6	2	4	5	17		

Marketing Partners

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



The Republik 2018/2019

FACVB 2018-19 CONTRACT // RECONCILIATION :: 05.21.19

PROGRAM ELEMENTS	PROJECT STATUS	CONTRACT FEES	+ / -
ACCOUNT MANAGEMENT & CONSULTATION	—	\$66,000	
STRATEGIC DIRECTION	ONGOING	—	
COMMUNICATIONS PLAN/SCHEDULE/RESPONSIBILITY	ONGOING	—	
ONGOING RESEARCH & ANALYTICS	ONGOING	—	
PROJECT MANAGEMENT	ONGOING	—	
ADVERTISING	—	\$39,600	\$1,280
DIGITAL MARKETING RETARGETING CAMPAIGN (X5)	COMPLETE	—	
AD PLACEMENT/TRAFFIC (X10 DOES NOT INCLUDE CREATIVE)	ONGOING	—	\$2,240
MEETING PLANNER ADS (4 SEGMENTS)	MOVED TO 2020	—	-\$6,000
GO FAYETTEVILLE WEEKENDER AD (X6)	COMPLETE	—	\$2,240
LOCAL BUSINESS/ BRAND CAMPAIGN INTEGRATION	ONGOING	—	\$2,800
SPORTS AD (X1)	COMPLETE	—	
GROUP TOUR AD (X1)	COMPLETE	—	
WEB DEVELOPMENT	—	\$13,200	\$1,600
ONGOING FACVB WEBSITE DEVELOPMENT CONSULTATION	ONGOING	—	
TDA EVENT MICROSITE DEVELOPMENT (X12)	COMPLETE	—	
WIDU	COMPLETE		
EDC MICROSITE	COMPLETE		
INDIGO MOON FILM FESTIVAL	COMPLETE		
COMIC CON	COMPLETE		
FSU HOMECOMING	COMPLETE		
METHODIST YOUTH PILGRIMAGE	COMPLETE		
CHRISTIAN CHEERLEADERS	COMPLETE		
BIG SOUTH BASEBALL	COMPLETE		
CAPE FEAR BOTANICAL GARDEN (HOLIDAY LIGHTS)	COMPLETE		
ANDY WARHOL EXHIBIT	COMPLETE		
AS ONE PRAYER WALK	COMPLETE		
CAPE FEAR BOTANICAL GARDEN (ONGOING)	COMPLETE		
CHAMPIONS IN MOTION	COMPLETE		\$400
CHAMPIONS IN MOTION (FEB)	COMPLETE		\$400
BIG SOUTH BASEBALL 2	COMPLETE		\$400
SOUTHERN FRIED POETRY SLAM	COMPLETE		\$400
WEBSITE MAINTENANCE AS NEEDED (MAX 15 HOURS PER-MONTH)	ONGOING	—	
SALES SUPPORT	—	\$53,200	-\$14,500

The Republik 2018/2019

SALES SUPPORT	—	\$53,200	-\$14,500
SALES CYCLE/LEAD NURTURING PROGRAM IMPLEMENTATION	MOVED TO 2020	—	-\$1,500
DIGITAL SALES KIT (4 SEGMENTS)	MOVED TO 2020	—	-\$8,000
DEPARTMENT SALES COLLATERAL -MEETINGS	MOVED TO 2020	—	-\$5,000
CONVERT EXISTING GROUP TOUR CARDS TO DIGITAL FORMAT	COMPLETE	—	
DIGITAL VERSION OF SPORTS GUIDE - SIMPLE	IN PROGRESS	—	
EMAIL NEWSLETTER TEMPLATE (X4 CONTENT FROM CLIENT)	IN PROGRESS	—	
SPORTS E-NEWSLETTER	COMPLETE	—	
SPORTS E-BLAST	COMPLETE	—	
COMMUNICATIONS E-NEWSLETTER	COMPLETE	—	
BRAND DEVELOPMENT	COMPLETE	\$13,200	
BRAND GUIDE (DIGITAL ONLY)	COMPLETE	—	
PHOTOGRAPHY SUPERVISION (LIFESTYLE/EXPERIENCE-BASED)	COMPLETE	—	
EVENTS	COMPLETE	\$13,200	
HH6 EVENT PLANNING AND EXECUTION	COMPLETE	—	
HH6 MARKETING COLLATERAL & PROMOTIONAL SUPPORT	COMPLETE	—	
PUBLIC RELATIONS	COMPLETE	—	
SOCIAL MEDIA	COMPLETE	—	
COLLATERAL	COMPLETE	\$26,400	
HOPE MILLS VISITORS GUIDE	COMPLETE	—	
VISITORS GUIDE COVER	COMPLETE	—	
TRAILS GUIDE COVER	COMPLETE	—	
PUBLIC RELATIONS SUPPORT	—	\$13,200	
MEDIA RELATIONS CREATIVE SUPPORT (NATIONAL & TRADE)	ONGOING	—	
STORY DEVELOPMENT CREATIVE SUPPORT	ONGOING	—	
SUBTOTAL		\$264,000	\$380
ADMINISTRATION FEE (6%)		\$15,840	
TOTAL		\$279,840	
MONTHLY INSTALLMENT PAYMENT		\$23,320	

The Republik 2018/2019

PROJECT	PROJECT STATUS	TIME SPENT (HRS)
OUT OF SCOPE PROJECTS:		
CULTURAL HERITAGE TRAILS PDFS	COMPLETE	58.00
ATTRACTION VIDEOS COMPILATION	COMPLETE	20.00
CVB CHRISTMAS CARDS	COMPLETE	8.00
AIRPORT SIGNAGE	COMPLETE	12.00
SCOUTLOOK APP LAUNCH	ONGOING	14.00
RCMA CONFERENCE BANNER ADS	COMPLETE	3.00
HURRICANE VIDEO	COMPLETE	15.00
FACVB SOCIAL MEDIA AVATAR (CVB & MEETINGS)	COMPLETE	7.50
PURSUIT OF VIDEO LANDING PAGES	COMPLETE	12.50
JOBS THAT REQUIRED A MECHANICAL ONLY:		
GROUP TOUR MAGAZINE FULL PAGE AD - RESIZE	COMPLETE	3.00
MYRON AD - RESIZE	COMPLETE	3.00
RELOCATION GUIDE AD	COMPLETE	3.00
MEETINGS AD CONVENTION SOUTH	COMPLETE	3.00
CONNECT ASSOCIATION PUBLICATION	COMPLETE	3.00
VISIT NC TRAVEL GUIDE AD	COMPLETE	3.00
VISIT NC TRAVEL GUIDE - DIGITAL	COMPLETE	3.00
LEISURE GROUP TRAVEL AD	COMPLETE	3.00
LEISURE GROUP TRAVEL AD	COMPLETE	3.00
FAMILY TRAVEL MID-ATLANTIC PRINT AD DIGITAL	COMPLETE	3.00
COMPASS MEDIA SUMMER TRAVEL PRINT AD	COMPLETE	3.00

TOTAL HOURS:		183.00
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The Republik

2019/2020 Scope of Work

EXHIBIT 1

STATEMENT OF WORK:

PROGRAM ELEMENTS	AGENCY	PRODUCTION
ACCOUNT MANAGEMENT & CONSULTATION		
STRATEGIC DIRECTION		
COMMUNICATIONS PLAN/SCHEDULE/RESPONSIBILITY		
ONGOING RESEARCH & ANALYTICS		
PROJECT MANAGEMENT		
ADVERTISING		
BILLBOARD CAMPAIGN (X5)		
DIGITAL MARKETING RETARGETING CAMPAIGN (X5)		
AD PLACEMENT/TRAFFIC (X10 DOES NOT INCLUDE CREATIVE)		
PRINT AD CAMPAIGN (X4 SEGMENTS)		\$10,000
DIGITAL AD CAMPAIGN (X3 SEGMENTS - GROUPS, LEISURE, EMAIL)		
WEB DEVELOPMENT		
TDA EVENT MICROSITE DEVELOPMENT (X12)		
GO FAYETTEVILLE BLOG REDESIGN		TBD
HEROES HOMECOMING WEBSITE REDESIGN		TBD
MEETINGS WEBSITE		TBD
SPORTS WEBSITE		TBD
ONGOING FACVB WEBSITE DEVELOPMENT CONSULTATION		
WEBSITE MAINTENANCE AS NEEDED (MAX 15 HOURS PER-MONTH)		\$24,000
SALES SUPPORT		
SALES CYCLE/LEAD NURTURING PROGRAM IMPLEMENTATION		
DIGITAL SALES KIT (4 SEGMENTS)		\$2,000
DEPARTMENT SALES COLLATERAL-MEETINGS		
PROPOSAL TEMPLATE FOR PROSPECTS		
DIRECT MARKETING CAMPAIGN (X2 SEGMENTS - RELIGIOUS & SPORTS)		
ONE-PAGE SALES SHEET TEMPLATE (\$SCOUTLOOK)		
ATTRACTION VIDEOS (X3 - GROUPS, SPORTS, MEETINGS/EVENTS)		\$18,500
BRAND DEVELOPMENT		
BRAND EVOLUTION TIMELINE (UPDATE)		
FACVB BUSINESS CARDS		
FACVB CHRISTMAS CARDS		
PHOTOGRAPHY SUPERVISION (LIFESTYLE/EXPERIENCE-BASED)		\$27,500

EVENTS		
HH7 EVENT PLANNING AND EXECUTION		\$12,000
HH7 MARKETING COLLATERAL & PROMOTIONAL SUPPORT		\$15,000
COLLATERAL		
VISITORS GUIDE COVER		
TRAILS GUIDE COVER		
PROMOTION		
AMERICA GROUPIES APPEARANCES (X4 EVENTS)		\$25,000
BRANDED T-SHIRTS/APPAREL (X8 PURSUITS)		\$8,000
SUBTOTAL	\$314,000.00	\$142,000.00
ADMINISTRATION FEE (6%)	\$18,840.00	
ANNUAL CONTRACT TOTAL	\$332,840.00	
MONTHLY INSTALLMENT PAYMENT	\$27,736.67	
TOTAL AGENCY HOURS INCLUDED IN CONTRACT	2093	
OVERAGE HOURLY RATE	\$140.00	
ESTIMATED MECHANICAL PRODUCTION COSTS		\$7,500.00
PRODUCTION TOTAL		\$149,500.00

I, John Meroski of FAYETTEVILLE AREA CONVENTION AND VISITORS BUREAU, have read and understand the above Statement of Work and authorize The Republik Corporation to execute its duties under this agreement according to these terms.

SIGNED:

FAYETTEVILLE AREA CONVENTION AND VISITORS BUREAU:

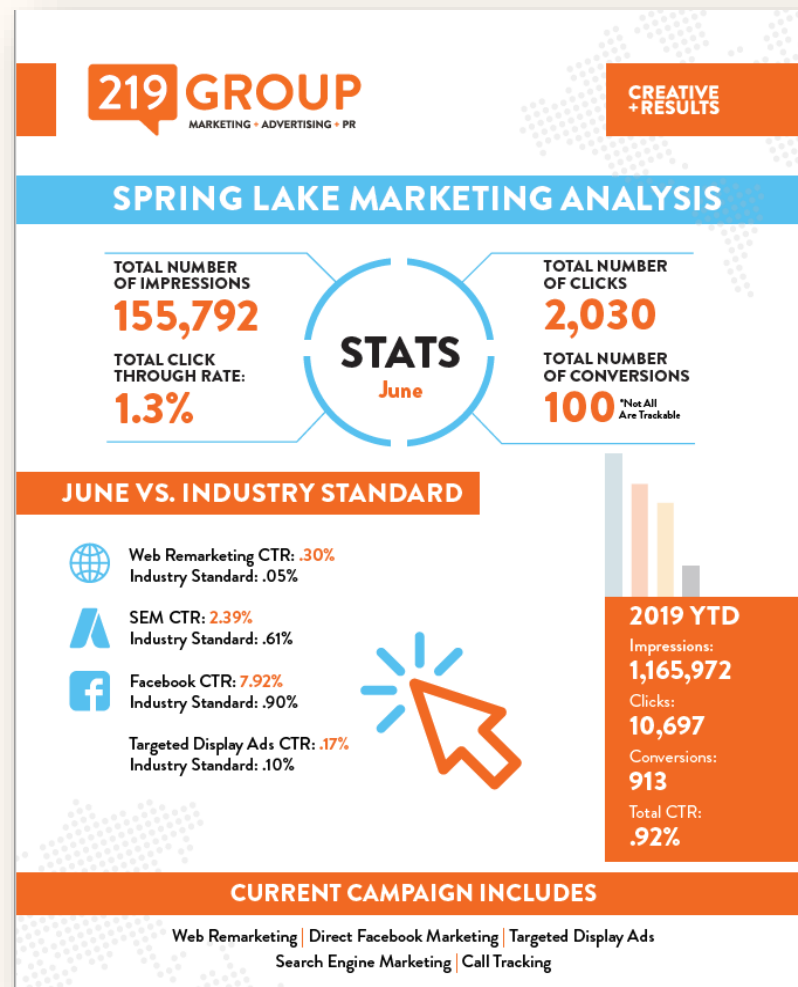
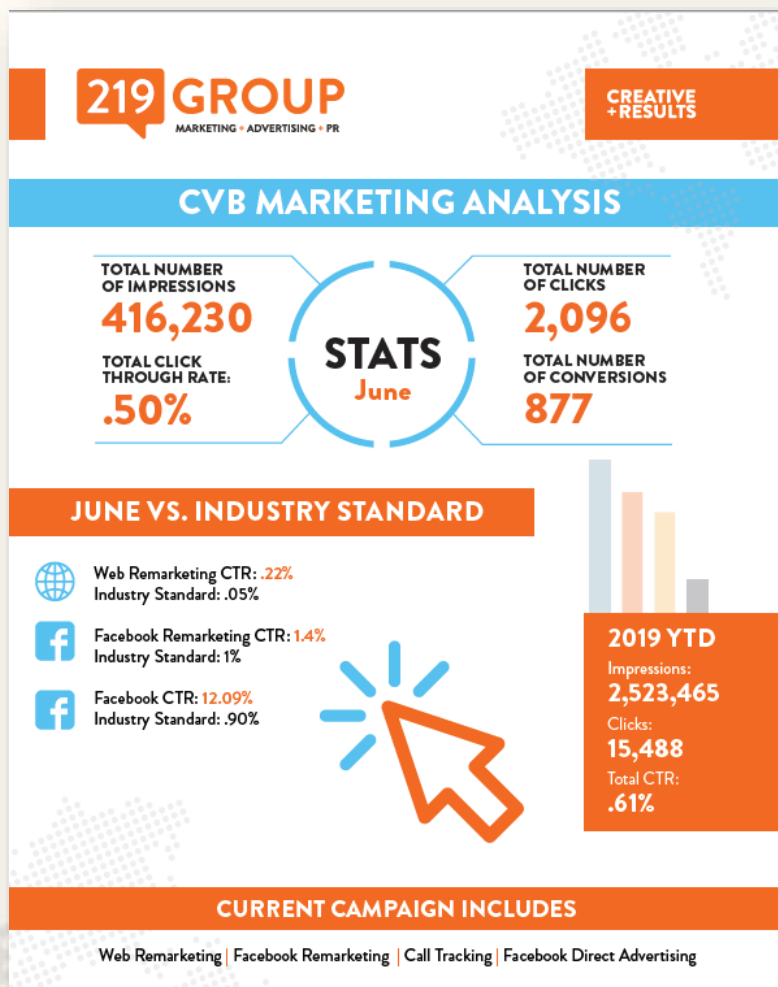
John Meroski for FACVB
John Meroski, CEO

Rubberneck

2019/2020 Scope of Work

PROGRAM ELEMENTS	AGENCY	PRODUCTION
PR & MEDIA RELATIONS		
PITCHING & MEDIA OUTREACH (NATIONAL, TRADE, KEY SEGMENTS)		
LOCAL/COMMUNITY MEDIA RELATIONS SUPPORT		
PRESS RELEASES/STORY DEVELOPMENT (X4)		
CVB THOUGHT LEADERSHIP (SPEAKING OPPS, AWARDS, ARTICLES)		
CREATIVE SUPPORT		
MEASUREMENT & REPORTING		
INFLUENCER RELATIONS		
RESEARCH & PLANNING		
PARTNERSHIP MANAGEMENT		
CAMPAIGN DEVELOPMENT & EXECUTION		\$20,000
CONTENT CREATION		\$8,000
EVENTS		
EVENT PROMOTIONAL SUPPORT		
HH7 PRESS KIT DEVELOPMENT		\$10,000
HH7 PRESS RELEASES/STORY DEVELOPMENT (X2)		
EVENT-BASED MEDIA OUTREACH & PITCHING		
SOCIAL MEDIA		
PLANNING & STRATEGY		
IMPLEMENTATION & MANAGEMENT		
AUDIENCE ENGAGEMENT		
CONTENT CREATION		
CAMPAIGN DEVELOPMENT & EXECUTION (X12)		\$24,000
ADVERTISING/PROMOTIONS		TBD
MEASUREMENT & REPORTING		
SUBTOTAL	\$148,580	\$62,000.00
ADMINISTRATION FEE (6%)	\$8,914	
CISION SUBSCRIPTION FEE		\$3,000.00
ANNUAL CONTRACT TOTAL	\$157,494	
MONTHLY INSTALLMENT PAYMENT	\$13,125	
TOTAL AGENCY HOURS INCLUDED IN CONTRACT	1125	
OVERAGE HOURLY RATE	\$140.00	
ESTIMATED MECHANICAL PRODUCTION COSTS	\$1,500.00	
PRODUCTION TOTAL		\$65,000.00

219 Group 2018/2019 Recap



219 Group

2019/2020 Scope of Work

VisitFayettevilleNC.com

Digital Campaign Management that includes:

- Market research for ad placement on both SEM and SMM
- Creative & Design services for all ads as well as website updates/enhancements
- Call Tracking for campaigns
- Campaign Management and reporting of all marketing and advertising activities
- Ongoing optimization of marketing and advertising activities to ensure performance

D. BUDGET PROPOSAL

ITEM	COST	DETAILS
Advertising Spend	\$1,125	Includes SEM, SEM and Call Tracking
Marketing Services Fees	\$375	Creative, Design, Management services
TOTAL	\$1,500	

* Monthly Budget

219 Group

2019/2020 Scope of Work

NearlyFortBragg.com

Digital Campaign Management that includes:

- Market research for ad placement on both SEM and SMM.
- 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.

D. BUDGET PROPOSAL

LOCAL	Cost	Details
Advertising Spend	\$2,500	Includes SEM and SMM
<i>Marketing Services Fees</i>	<i>\$2,500</i>	<i>Creative, Design, Management services</i>
LOCAL TOTAL	\$5,000	

* Monthly Budget

Martin Armes/Media One 2018-2019 Digital Recap

2018-19 Digital/Social Amplification

Paid Ads

- Investment: \$200,000
- Clicks to Website: 206,820
- YouTube Video Views: 242,152

Website Highlights

- Website Traffic up 57% (+173,704 sessions)
- Unique Pageviews up 22.7% (+118,196)
- Accommodations Pageviews up 2.1% (+512)

Paid Digital Tactics:

- Google Paid Search
- Native
- Display
- Content Activation
- YouTube
- Facebook
- LinkedIn

MEDIAONE

Martin Armes/Media One 2018-2019 Digital Recap

Other Performance from 219 Group and Destination Innovate Facebook Meeting/Sports Planner Campaign

SPRING LAKE JULY 2018-JUNE 2019	
Impressions	2,170,966
Clicks	22,656
CTR	1.00%
FAYETTEVILLE HOTEL JULY 2018-JUNE 2019	
Impressions	3,981,747
Clicks	26,173
CTR	0.66%

Meeting Planner

- **145,422** Ad Impressions
- **24,818** Ad Reach
- **600** Link Clicks
- **11** MQLs

MEDIAONE

Martin Armes/Media One 2019/2020 Scope of Work

MEDIAONE

Campaign Details

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU

Placement	Targeting	Geo	Start Date	End Date	Ad Sizes	CPM or CPC	Impressions or Clicks	Rate Card	Discount Rate	Net Cost	Notes
Programmatic Display	Custom channel prospecting and retargeting website visitors	NC (Winston-Salem east), SC (Columbia east to Florence/Myrtle Beach), VA (Norfolk/Virginia Beach, Northern VA), DC, MD	7/1/2019	6/30/2020	320x50, 300x250, 300x600, 728x90	CPM	6,000,000	\$ 8.00	\$ 7.00	\$ 42,000.00	Always on retargeting with 2 heavy seasonal campaigns (see flowchart for timing)
Native Ads	Custom channel prospecting and retargeting website visitors	NC (Winston-Salem east), SC (Columbia east to Florence/Myrtle Beach), VA (Norfolk/Virginia Beach, Northern VA), DC, MD	7/1/2019	6/30/2020	Image + copy	CPC	65,500	\$ 1.25	\$ 1.00	\$ 65,500.00	Always on retargeting with 2 heavy seasonal campaigns (see flowchart for timing)
Google Paid Search	In-market travel researchers	NC (Winston-Salem east), SC (Columbia east to Florence/Myrtle Beach), VA (Norfolk/Virginia Beach, Northern VA), DC, MD	7/1/2019	6/30/2020	Copy	CPC	4,000 to 5,000 estimated			\$ 48,000.00	
YouTube	In-market travel researchers and website retargeting	NC (Winston-Salem east), SC (Columbia east to Florence/Myrtle Beach), VA (Norfolk/Virginia Beach, Northern VA), DC, MD	7/1/2019	6/30/2020	Video	CPCV	120,000	\$ 0.15	\$ 0.10	\$ 12,000.00	
Content written for your site			7/1/2019	6/30/2020	750 to 1,000 words or so					\$ 10,000.00	15 pieces of content
AIV Videos			7/1/2019	6/30/2020						\$ 4,500.00	Up to 10 videos per month created.
FoodieTravelUSA & Getaways4Crownsups Content Plan	Food and adult getaways	NC (Winston-Salem east), SC (Columbia east to Florence/Myrtle Beach), VA (Norfolk/Virginia Beach, Northern VA), DC, MD	7/1/2019	6/30/2020						\$ 18,000.00	6 written pieces of content, promotion on site, links to VisitFayetteville.com, Guaranteed 1,000 readers of the content.
TOTAL										\$ 200,000.00	

Rates valid 30 days upon receipt.

Martin Armes/Media One 2019/2020 Scope of Work

2019-20 Digital Campaign Schedule

		2019						2020						
	Month	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL
Placement	Campaign Messaging													
Paid Search Always on (approximately \$1 CPC)	Investment	\$24,000						\$24,000						\$ 48,000
	Clicks	24,000						24,000						48,000
Display Retargeting (\$7 CPM) - Always on	Investment	\$9,000						\$9,000						\$ 18,000
	Impressions	1,285,714						1,285,714						2,571,429
Native Retargeting (\$0.95 CPC) Always on	Investment	\$9,000						\$9,000						\$ 18,000
	Clicks	9,474						9,474						18,947
Display Prospecting (\$7 CPM) Content Activation	Investment			\$10,000				\$14,000						\$ 24,000
	Impressions			1,285,714				2,000,000						3,285,714
Native Prospecting (\$0.95 CPC) Content Activation	Investment			\$21,500				\$26,000						\$ 47,500
	Clicks			21,500				15,500						37,000
YouTube (\$0.10 CPV)	Investment	\$12,000												\$ 12,000
	Completed Views	133,333												133,333
FoodieTravelUSA & Getaways4Grownups Content Plan	Investment	\$9,000						\$9,000						\$ 18,000
	Impressions	Custom						Custom						-
TOTAL	Investment													\$ 185,500

Martin Armes/Media One

2019/2020 Scope of Work

SPECIFIC DELIVERABLES (July 1, 2019-June 30, 2020)

- Provide strategic communications, marketing and sales support for all CVB/destination efforts.
- Coordinate all digital marketing and social media efforts to maximum synergies and impact.
- Assist in the development and execution of an integrated and sales-based program of work across all functional areas; identify cross promotion and leverage opportunities within the community and across the region and state.
- Participate on weekly conference calls and attend appropriate marketing and sales meetings.
- Assist in the development and execution of different digital marketing programs.
- Assist in press release development and strategic distribution to my custom database.
- Provide other non-golf PR and marketing assistance for specific events and projects through the course of the year (to be mutually agreed upon).
- Introduce key family bloggers and other media to Fayetteville and assist with visits.
- Provide various support to the Fayetteville golf web sites and other niche initiatives.
- Assist in the development and distribution of online marketing materials (Enewsletters).
- Ensure that all Fayetteville golf marketing efforts complement existing Fayetteville destination marketing efforts. Provide additional strategic marketing and public relations assistance for other destination endeavors as appropriate.
- Consistent public relations outreach locally, regionally, nationally and internationally.
- Develop and distribute a mix of golf press releases and media pitches.
- Arrange for select golf journalists to visit and experience Fayetteville.
- Manage and leverage various opportunities with the NC Division of Tourism and its rep firms in Canada, UK and Germany; special emphasis on Canadian market and increasing product with tour operators.

Historical Overview

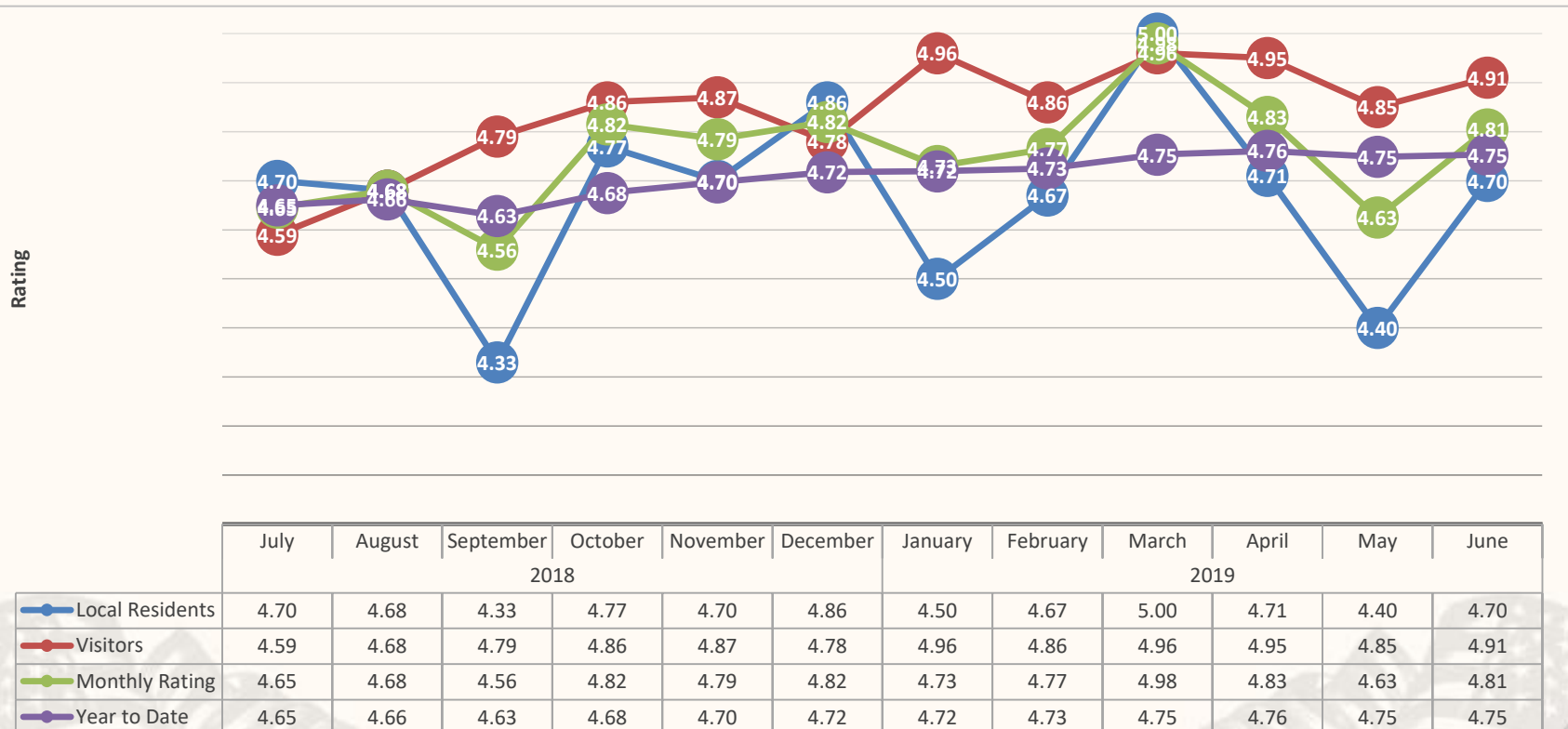
- From the 2004/2005 fiscal year through the 2018/2019 fiscal year, the FACVB generated 1,267 stories about Cumberland County in leisure travel, travel trade, local, state and national media. The stories highlighted all aspects of Cumberland County that visitors may experience.
- From the 2006/2007 fiscal year through 2018/2019 the FACVB has seen 2,122,934 unique visitors to the website. The FACVB launched a new website in June of 2018. In the first year, average monthly web visitation grew 70%, from 17,854 in 17/18 to 30,430 in 18/19.
- The FACVB started tracking social media in the 2012/2013 fiscal year. From 2012/2013 to 2018/19 , the FACVB has posted 4,538 Facebook messages and 4,395 twitter messages. In the last FY, we increased engagement across all platforms by 20%.
- From the 2005 to 2017, domestic tourism expenditures have grown from \$328.09 million to \$542.31million. These figures are from VisitNC. In the same period, tourism industry payroll grew from \$72 million to \$104.88 million, tax savings to local residents increased from \$83 to \$123.87 and local tax receipts grew from \$7 to \$11.6 million.
- From the 2005/2006 fiscal year through 2017/2018, the Visitor Center at the FACVB has provided materials and services to 2,475 groups. They have also handled 170,698 inquiries and distributed 760,001 Visitor 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 2018/2019, FACVB Sales and Tourism departments have booked 1,112 groups that use 313,058 room nights of at county hotels. The estimated economic impact from these groups is \$138,955,994
- 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

2018-2019

(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** (30.08%), **New York** (7.75%) and **Florida** (7.48%)
2. The visitors' reason for visiting was **Visit Friends/Family** (22%) , **Vacation** (19%) or were **Traveling Through** (17%)
3. The top areas of interest were **Dining** (13%), **Museums** (11%), and **Arts & Entertainment/Historic Sites** (10% each) .
4. On a scale of 1-5, with 5 being the best the overall visitor average score to date is: **4.75**



Budget 2019/2020

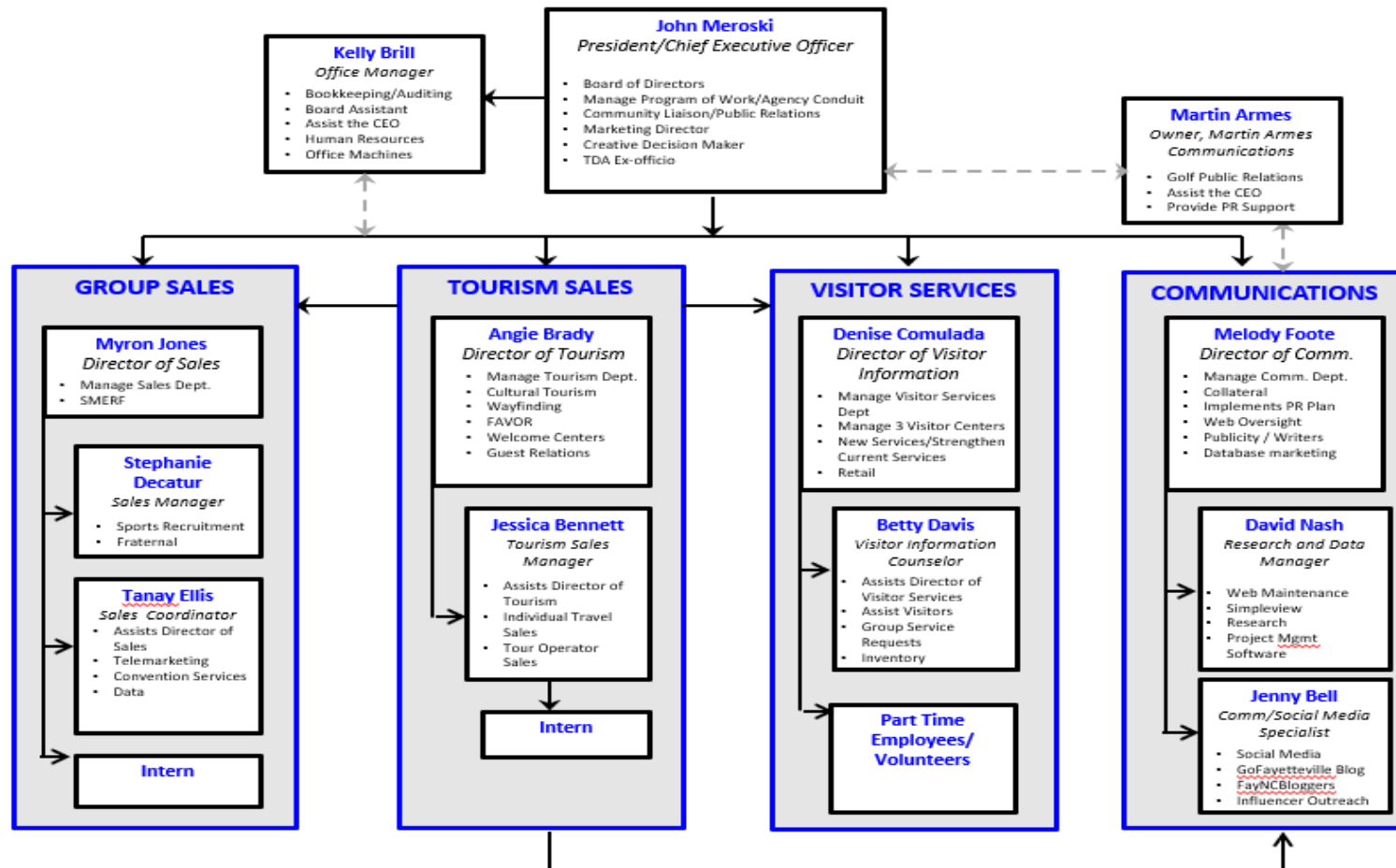
Fayetteville Area Convention and Visitors Bureau, Inc.
Profit & Loss Budget vs. Actual

July 2019 through June 2020

Accrual Basis

	<u>Budget</u>
Ordinary Income/Expense	
Income	
500.00 · Occupancy	3,000,000.00
501.00 · Co-op Marketing	7,000.00
505.00 · Merchandise	1,000.00
508.00 · Interest-Certificate of Deposit	12,000.00
Total Income	<u>3,020,000.00</u>
Cost of Goods Sold	
599.00 · Cost of Goods Sold	2,000.00
Total COGS	<u>2,000.00</u>
Gross Profit	<u>3,018,000.00</u>
Expense	
600.00 · Benefits	135,652.00
620.00 · Building & Occupancy	136,696.00
650.00 · Compensation	730,952.00
700.00 · Consulting	70,500.00
750.00 · Education	32,500.00
800.00 · Employment Expenses	57,500.00
820.00 · Small Equipment	93,000.00
840.00 · Marketing	1,606,200.00
885.00 · Radio Equipment/FAVOR	7,000.00
900.00 · Operating Expenses	142,000.00
930.00 · Transportation	6,000.00
Total Expense	<u>3,018,000.00</u>
Net Ordinary Income	<u>0.00</u>
Net Income	<u>0.00</u>

Organizational Chart 2019/2020



Program of Work: Sales 2019/2020

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
TRADESHOWS/EDUCATION/CONFERENCES													
Connect Sports (Out of market \$500)		•											\$3,500
Youth Basketball of America		•											\$2,000
SportsETA 4S 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
SportsETA Women's Conference									•				\$2,500
US Sports Congress						•							\$2,200
Sports Express Conference							•						\$2,400
SportsETA Symposium (out of market \$500)										•			\$2,900
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
Sports Trade Show Sponsorships			•		•	•	•						\$12,000
Promotional Products/Giveaway Items													\$4,000
SUBTOTAL													\$68,700
FUNCTIONS													
Out of Market Function- Planners/Associations				•									\$1,000
Out of Market Function - Religious							•						\$800
Out of Market Function - Sports		•			•		•			•			\$3,500

Program of Work: Sales 2019/2020

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									•					\$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														\$12,850
ADVERTISING														
Unexpected "support ads" for groups coming to our community														\$500
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
Buffalo Soldiers									•					\$100
173d Airborne										*				\$1,000
AENC Booth Decorations							*							\$700
555th Gold Sponsorship												•		\$555
Spring Lake Spring Fling											•			\$400
Unrpojected Requests									•					\$1,000
MLK Ad - Print & Digital							•							\$150
Connect Sports Facility Guide									*					\$5,000

Program of Work: Sales 2019/2020

MPI-CC Membership Directory	*													\$800
SUBTOTAL														\$20,050
BID FEES														
Christian Cheerleaders of America									•					\$13,000
NC Way								•						\$2,000
Carolina Flag Football									*			*		\$7,500
Youth Pro Football Hall of Fame								•						\$15,000
Unprojected Request														\$20,000
SUBTOTAL														\$57,500
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
Fayetteville Sports & Athletic Club														\$150
North Carolina Sports Association														\$1,200
Hope Mills Chamber														\$200
MPI														\$500
SportsETA - CSEE Classes														\$500
RCMA														\$200
SGMP														\$350
Smith Travel Research														\$13,400
Soc. Of Human Resource Mgmt														\$180
Spring Lake Chamber of Commerce														\$175
the Reunion Network														\$400

Program of Work: Sales 2019/2020

Star 12 x 2														\$400
CMP Certification														\$1,100
STS Annual Meeting														\$2,500
Leadership Fayetteville														\$950
AF Times														\$40
SUBTOTAL														\$24,345
MEETINGS														
AENC	•		•		•	•		•		•		•		\$600
FAHA Lunch (2)	•	•	•	•	•	•	•	•	•	•	•	•	•	\$600
Sales & Marketing plaques	•	•	•	•	•		•	•	•	•	•	•	•	\$500
Sales & Marketing Food	•													\$900
Sales & Marketing (Sponsor)														\$500
NCSGMP	•	•	•	•	•	•	•	•	•	•	•	•	•	\$500
MPI-CC	•		•		•		•		•		•			\$500
Spring Lake Chamber	•	•	•	•	•	•	•	•	•	•	•	•	•	\$100
Hope Mills Chamber	•	•	•	•	•	•	•	•	•	•	•	•	•	\$180
Faye/CC Ministerial Council	•	•	•	•	•	•	•	•	•	•	•	•	•	\$75
AENC Golf				*										\$500
North Carolina Sports Association			•			•			•			•		\$1,300
TDA Events														
All-American Marathon									•					\$25,000
Comic-Con				•										\$11,000
Cape Fear Wildlife Expo									•					\$25,000
All American Tattoo Convention										•				\$20,000
Positive Direction for Youth	•													\$23,000
Crown Coliseum (for Marksmen Hockey)	Season													\$25,000
OUR P.L.A.C.E.		•												\$15,000
Big South Baseball Tournament												•		\$25,000
Champions In Motion												•		\$25,000
SUBTOTAL														\$200,255
SALES GRAND TOTAL														\$533,700

Program of Work: Communications 2019/2020

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
Travel Media showcase (atlanta)		*											\$3,000
SATW National Convention (El Paso)				*									\$2,500
TravMedia International Media Marketplace							*						\$3,000
VisitNC Media Mission in NC													\$500
VisitNC Canadian Media Mission							*						\$2,500
Marketing College for Jenny											*		\$2,000
ESTO/ Other CEO Ed.													\$2,000
CEO Education													\$2,000
SUBTOTAL													\$17,500
FUNCTIONS													
Blogger Meetups													\$2,000
Lunches for Blog Research													\$500
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													\$300,000
Rubberneck PR													\$120,000
Image Work - Wick													\$4,000
Miles Media / Google		*											\$9,000
Visitor Guide													\$125,000
Research													\$25,000
SUBTOTAL													\$583,000

Program of Work: Communications 2019/2020

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
Simpleview - Website												\$27,500
Simpleview - CRM												\$19,000
Simpleview - Stackla Publish (SM on Website)												\$4,500
CRM support Hours - 2+ Years worth												\$10,000
Simple Support Plan 10												\$12,000
Informz												\$12,500
ARC - Netsure												\$1,600
ARC - Maintenance (est)												\$10,000
Office 365												\$3,500
Lens for Camera												\$700
Dropbox Professional												\$200
Hashtracking Software												\$600
FlickrPRO												\$200
TravMedia online tool												\$2,500
Stock Photo Subscription												\$100
SUBTOTAL												\$111,500
DUES/SUBSCRIPTIONS/MEMBERSHIPS												
PRSA												\$335
SATW												\$500
Fayetteville Chamber												\$375
Military Affairs CVB												\$350
DMANC												\$0

Program of Work: Communications 2019/2020

NCTIA														\$7,000
STS														\$575
SUBTOTAL														\$9,135
MEETINGS														
Staff Meetings														
Communications Department Mtgs														
PR Conference Call w/RPK														
Airport commission														
ASOM Board														
CVB Board														\$3,000
Chamber Board														\$500
Crown Center Board														
Parks & Rec Board														
DMANC														
NCTIA														\$2,000
NC Civil War Museum														\$2,500
Spring Lake United														\$1,000
SUBTOTAL														\$9,000
COMMUNICATIONS GRAND TOTAL														\$768,635

Program of Work: Tourism 2019/2020

	July	Aug	Sept.	Oct	Nov.	Dec.	Jan.	Feb.	Mar.	Apr	May	June	Cost
TRADESHOWS/EDUCATION/CONFERENCES													
ABA Marketplace							•						\$3,000
DMAI Annual Conference 2020												•	\$2,500
National Tour Assn (NTA) Travel Exchange						•							\$2,900
NCMA/VMA/MCASC Annual Meeting			•										\$1,960
Travel Alliance Partners (TAP)												•	\$3,000
Travel & Adventure Expo (DC Show)									•				\$6,000
Travel & Adventure Expo (Philly Show)									•				\$6,000
STS Annual Meeting										•			\$2,000
Giveaways for Plinko	•												\$6,000
												SUBTOTAL:	\$33,360
FUNCTIONS													
Client Visits/Site Inspections	•	•	•	•	•	•	•	•	•	•	•	•	\$1,500
Sales Blitz- Group Tour between Travel and Adventure shows									•				\$1,000
Local Vendor Visits-Reunions/Weddings (2/month)	•	•	•	•	•	•	•	•	•	•	•	•	\$200
National Tourism Week - Legislative Reception								•					\$500
National Tourism Week - Welcome Center Visits											•		\$500
NC Welcome Center Visits	•			•			•						\$600
NC Call Center Visit									•				\$300
												SUBTOTAL:	\$4,600
ADVERTISING													
219 Group													
Fayetteville Program	•	•	•	•	•	•	•	•	•	•	•	•	\$18,000
Spring Lake Program	•	•	•	•	•	•	•	•	•	•	•	•	\$60,000
AAA Go Mid-Atlantic	•												\$2,800
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
Billboard Vinyl for Grey Board													\$1,000
Carolina Heritage		•	•	•	•	•	•	•	•	•	•	•	\$4,995

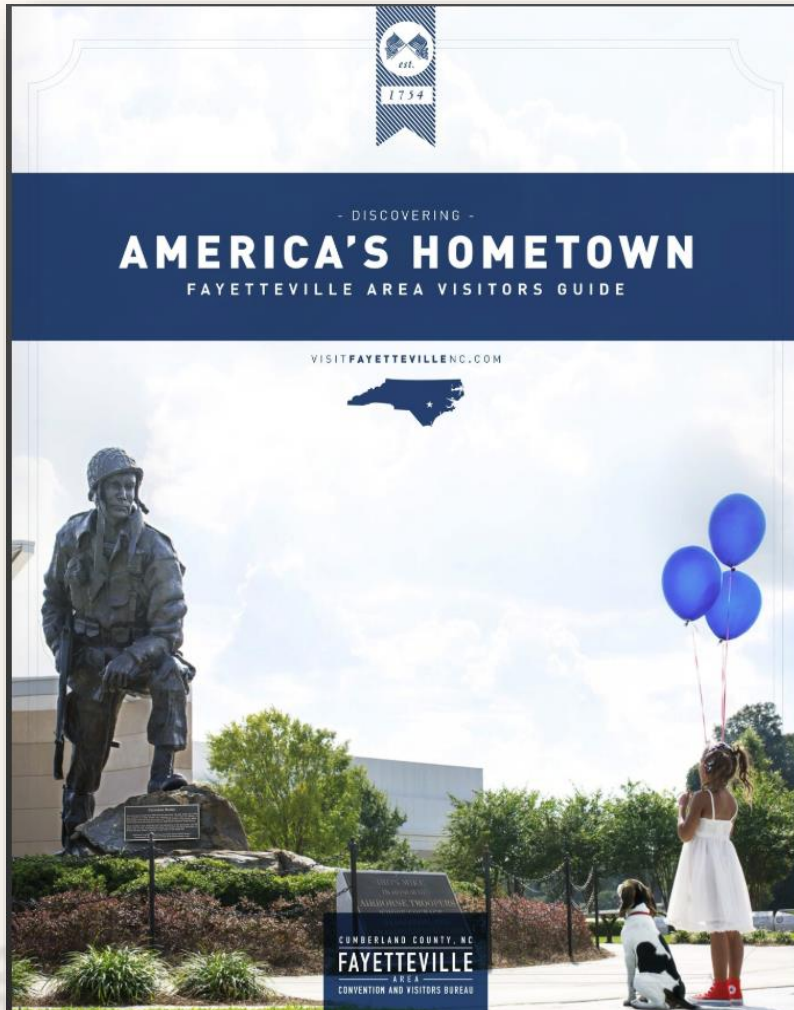
48

Program of Work: Tourism 2019/2020

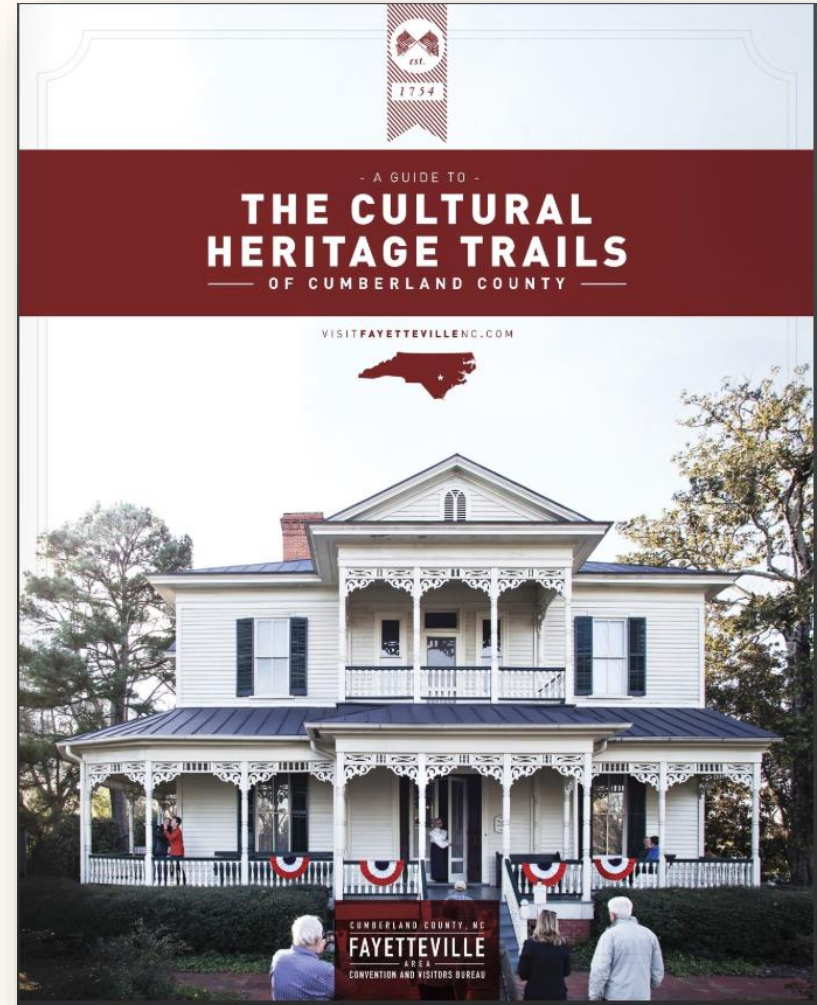
PROJECTS/ PRODUCTS													
CVB Staff Attire + Monogramming	•												\$5,000
Heroes Homecoming Missing Man Table Displays #160			•										\$10,000
Visitor/Trail Guide RE-PRINT													\$108,000
Wayfinding-Maintenance	•	•	•	•	•	•	•	•	•	•	•	•	\$2,500
SUBTOTAL													\$125,500
COMMUNICATIONS													
FAVOR Update/Maintenance (Contract with Omega)	•	•	•	•	•	•	•	•	•	•	•	•	\$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													
HH7 Planning & Mgmt													
Groupies Appearances													
SUBTOTAL													\$0
TOURISM GRAND TOTAL													\$754,726

GRAND TOTAL	\$18,723
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Products – Fulfillment Pieces 2019/2020

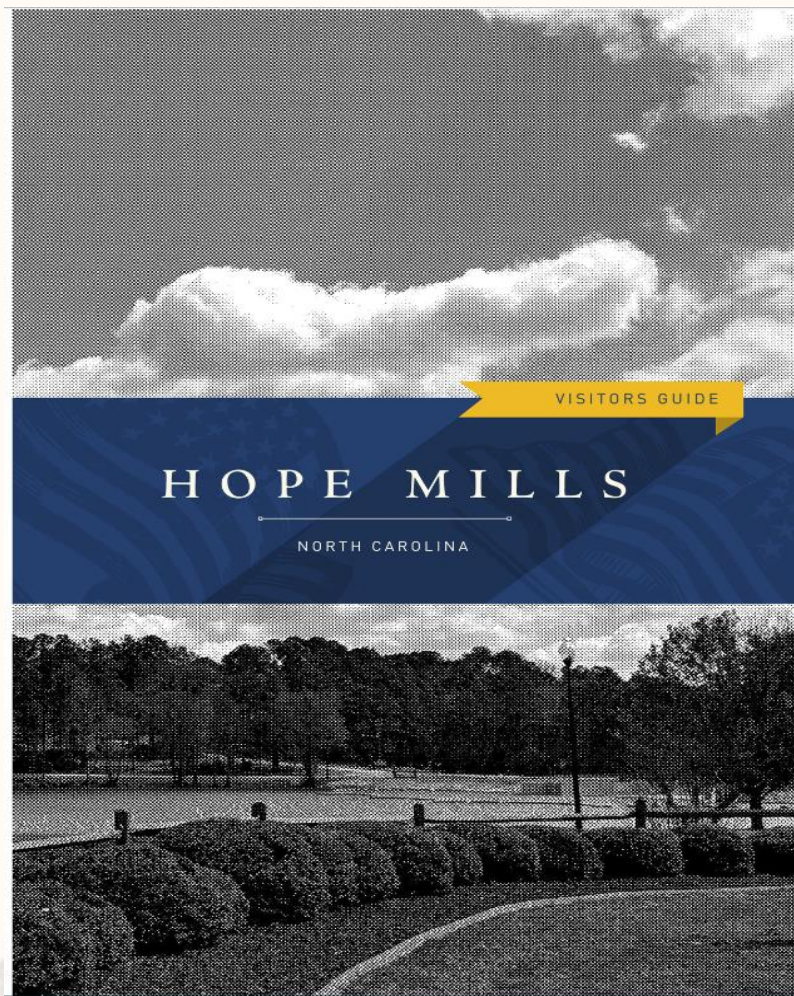


[Cumberland County Visitor Guide](#)

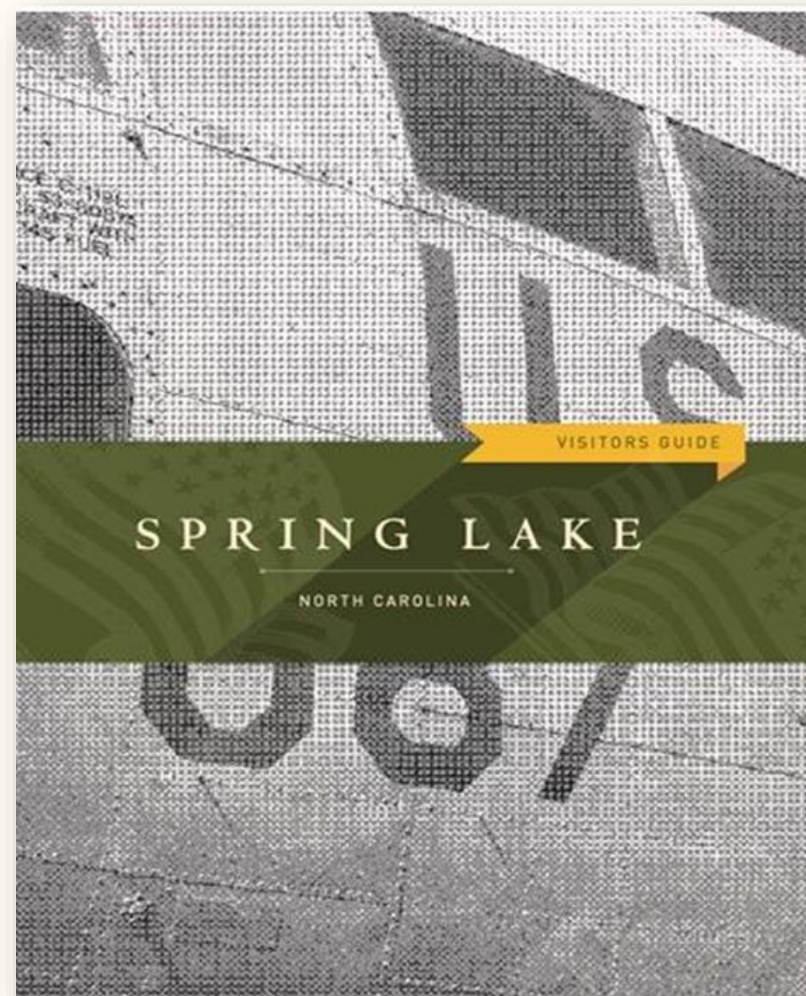


[Cumberland County Trail Guide](#)

Products – Fulfillment Pieces 2019/2020



Hope Mills Visitors Guide



Spring Lake Visitors Guide

Products – Fulfillment Pieces 2019/2020

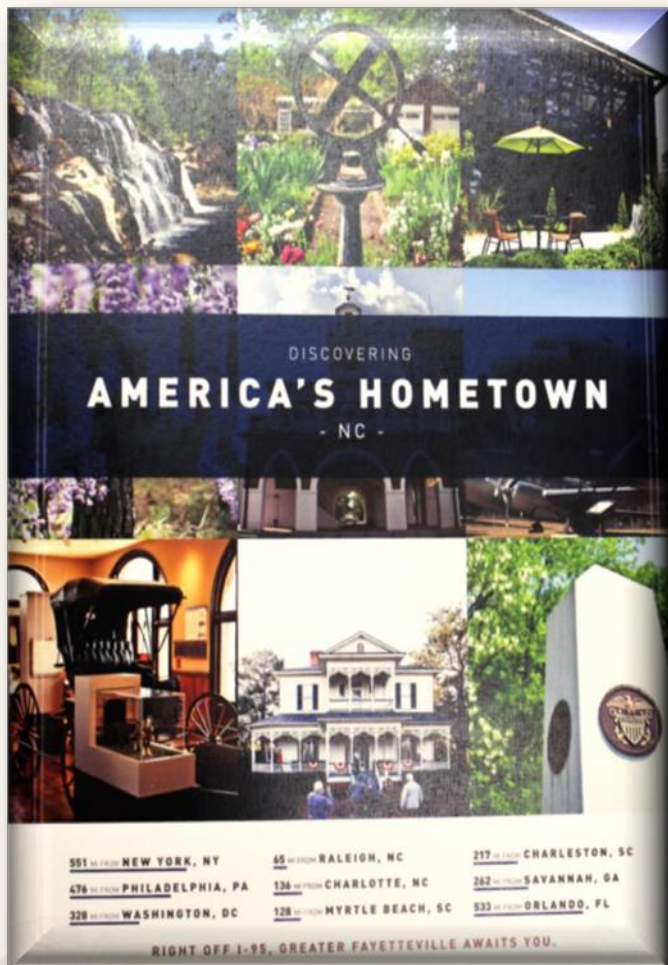


One Page Area Map



Individual Trail Cards

Products – Fulfillment Pieces 2019/2020

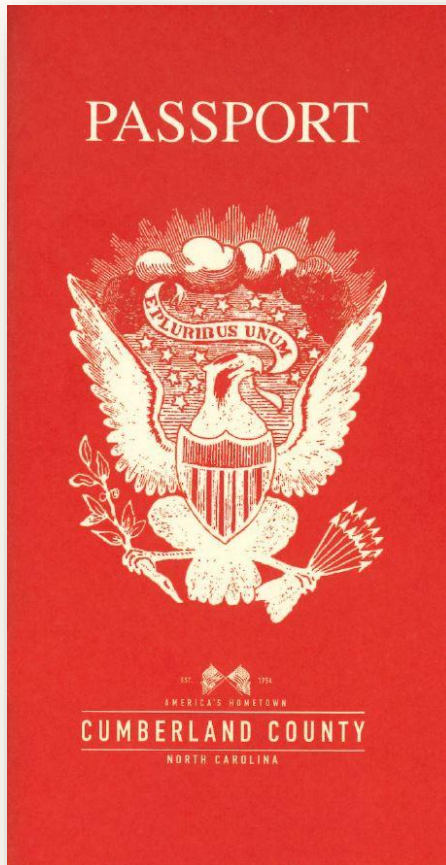


Group Tour Collateral

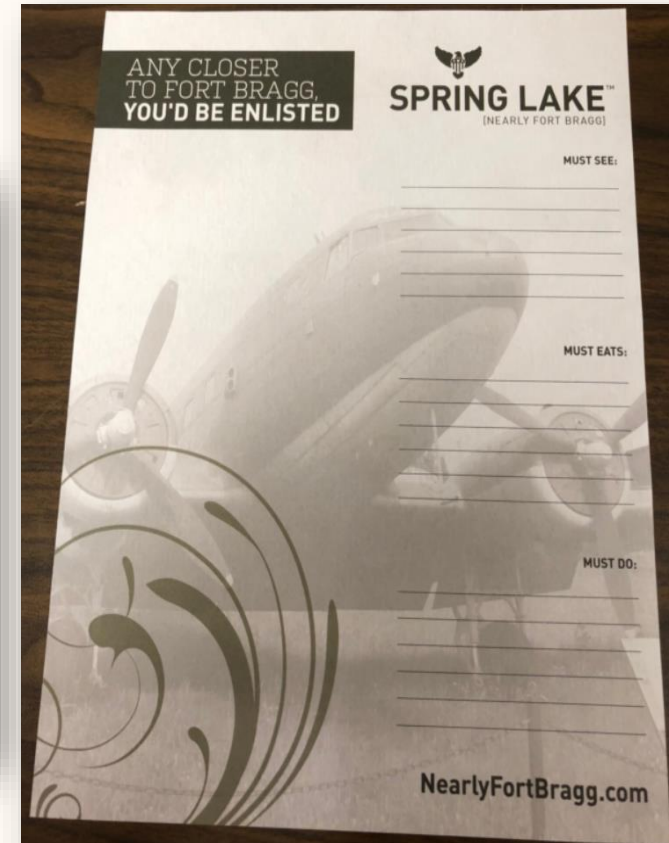
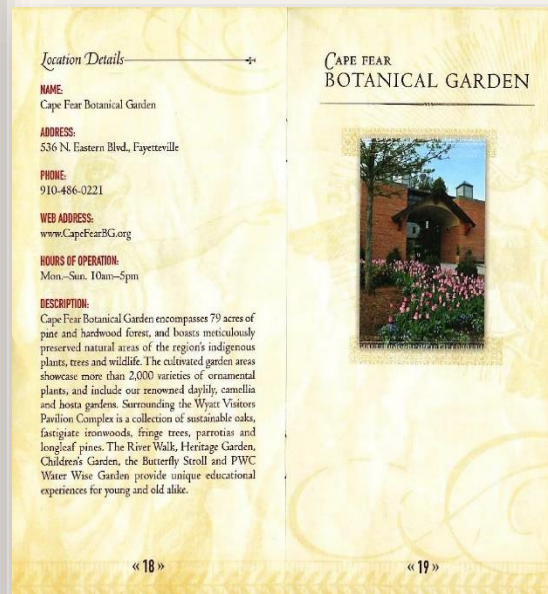


Products – Fulfillment Pieces

2019/2020



Tourism Passport



Spring Lake Pad


Products – Digital Presence 2019/2020


VisitFayettevilleNC.com

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EST. 1754

CALL US (888)98-HEROES

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



HOME TO FORT BRAGG

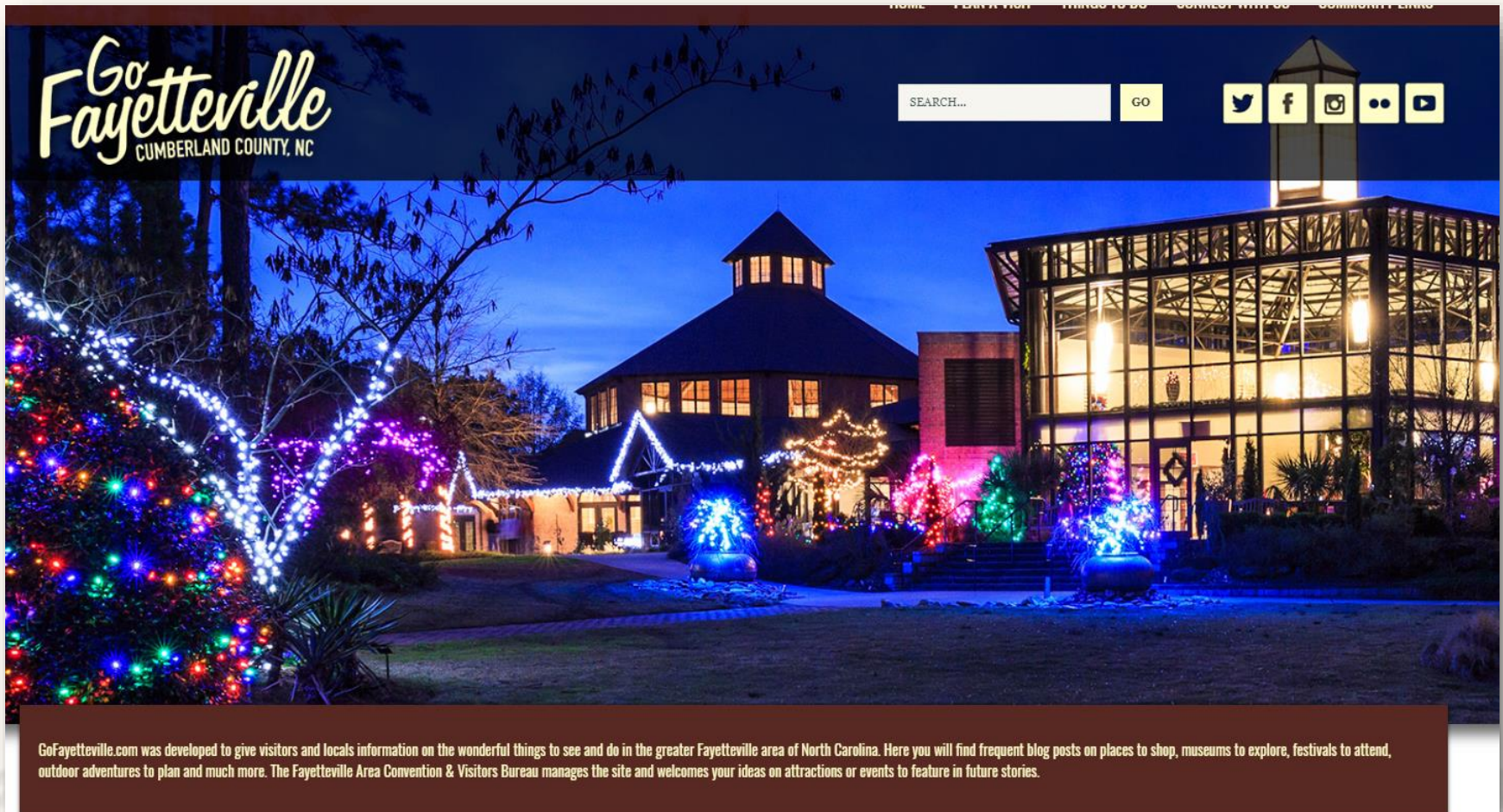
Military History In Cumberland County

[> Read More](#)

● ○ ○ ○ ○

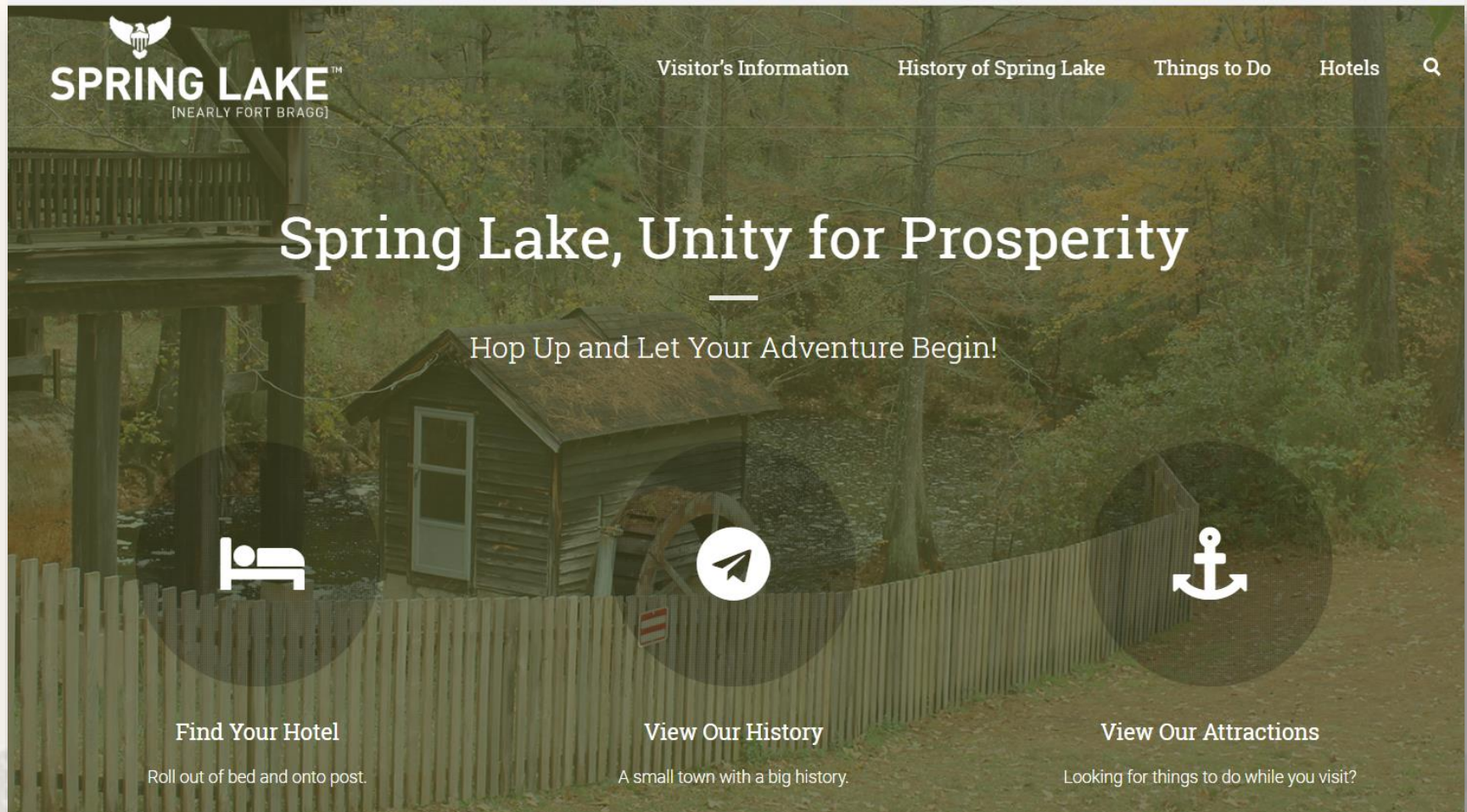
Products – Digital Presence 2019/2020

GoFayetteville.com




Products – Digital Presence 2019/2020

NearlyFortBragg.com


The banner features a background image of a rustic wooden cabin and a wooden bridge in a forest. The website's navigation bar is at the top, and three circular icons with text descriptions are at the bottom.

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 2019/2020

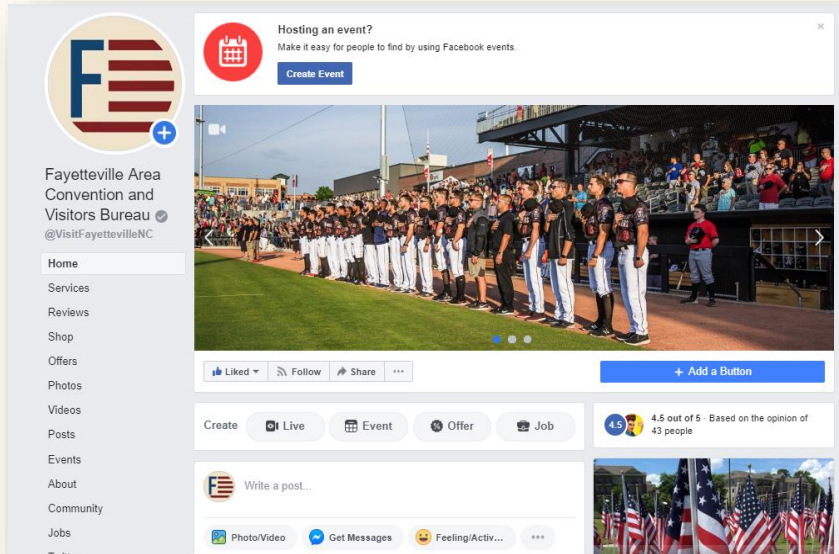
FayettevilleNC Trails.com

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:

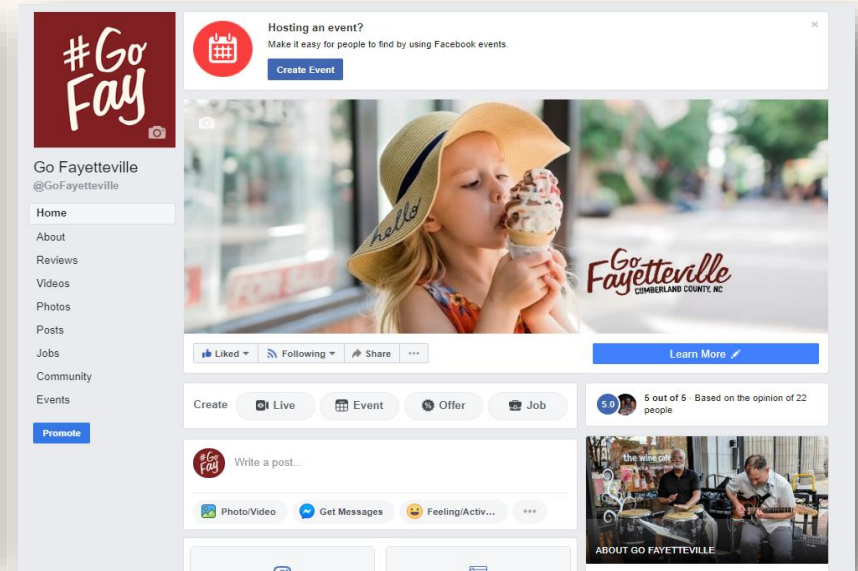
- AFRICAN-AMERICAN HERITAGE TRAIL**
The African-American Heritage Trail consists of sites that provide a historical glimpse into the life of African-Americans who resided in Fayetteville and Cumberland County. The hard labor borne by slaves, the entrepreneurship of free blacks, the devotion ...
DURATION: 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 2019/2020

Social Media – Facebook



[FACVB Facebook](#)



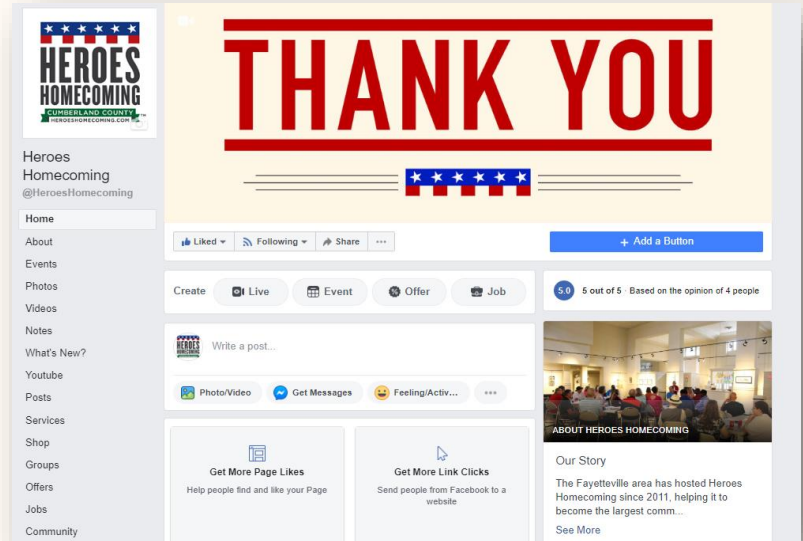
[GoFayetteville Facebook](#)

Products – Digital Presence 2019/2020

Social Media – Facebook



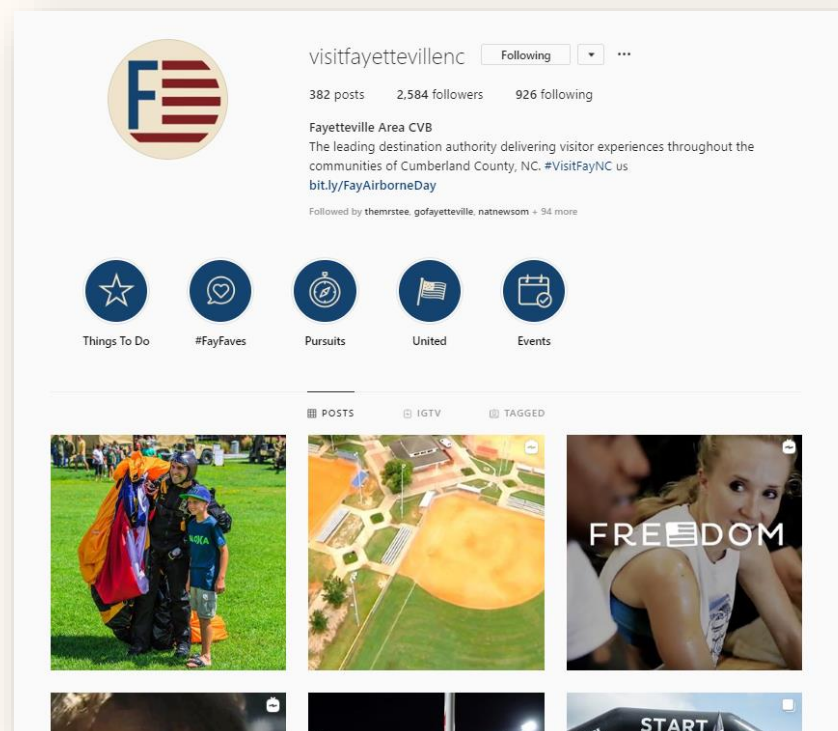
[Meetings & Tournaments Facebook](#)



[Heroes Homecoming](#)

Products – Digital Presence 2019/2020

Social Media – Instagram



[FACVB Instagram](#)

Products – Digital Presence

2019/2020

Social Media – Twitter



[FACVB Twitter](#)



[Heroes Homecoming Twitter](#)


Products – Digital Presence 2019/2020

Social Media – LinkedIn

The screenshot shows the LinkedIn profile of the Fayetteville Area Convention & Visitors Bureau. The header includes the logo, name, and location (Fayetteville, North Carolina) with 601 followers. Navigation tabs include Page, Content Suggestions, Career Pages (marked as NEW), Analytics, and Activity. The main content area features a large banner image of a baseball game. Below the banner is a 'Tagline' field and buttons for 'Follow', 'Visit website', and 'Edit profile'. The left sidebar contains a 'Dashboard' with statistics for the last 30 days: 17 Visitors (5% change), 4 Custom button clicks (20% change), 2.2K All post impressions (9% change), and 8 Followers (27% change). The main feed shows a post by Melody Foote dated 7/11/2019, sponsored by the bureau, with a photo of a meeting. The right sidebar includes 'Communities', 'Hashtags', and 'Featured Groups' sections.

Fayetteville Area Convention & Visitors Bureau [Admin view](#) [View as member](#)

[Page](#) [Content Suggestions](#) [Career Pages](#) **NEW** [Analytics](#) [Activity](#) [Admin tools](#)

 **Fayetteville Area Convention & Visitors Bureau**
Hospitality · Fayetteville, North Carolina · 601 followers

Tagline: Add a short description or catchphrase about your Page

[+ Follow](#) [Visit website](#) [Edit profile](#)

Dashboard


Last 30 days

- 17 Visitors ▼ 5%
- 4 Custom button clicks ▼ 20%
- 2.2K All post impressions ▼ 9%
- 8 Followers ▼ 27%


[Start a post](#) [Add image](#) [Add video](#) [Add document](#)

Updates [Filter by: Page updates](#)

Posted by Melody Foote · 7/11/2019 · [Sponsor now](#) [More](#)

 **Fayetteville Area Convention & Visitors Bureau**
601 followers
19h · Edited

Today, the FACVB team met in "The War Room" in our office to map out a multi-faceted campaign to increase sports tournament bookings. A lot of great work happened, and as always with our team, lots of smiles and laughter too.



Communities [Edit profile](#)

Hashtags

[Add hashtags to like, comment and reshare on your feed](#)

Featured Groups

[Feature the Groups you're involved in](#)

[+ Add a LinkedIn Group](#)

[FACVB LinkedIn](#)

Products – Digital Presence 2019/2020

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 2019/2020

TDA Microsites

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 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.



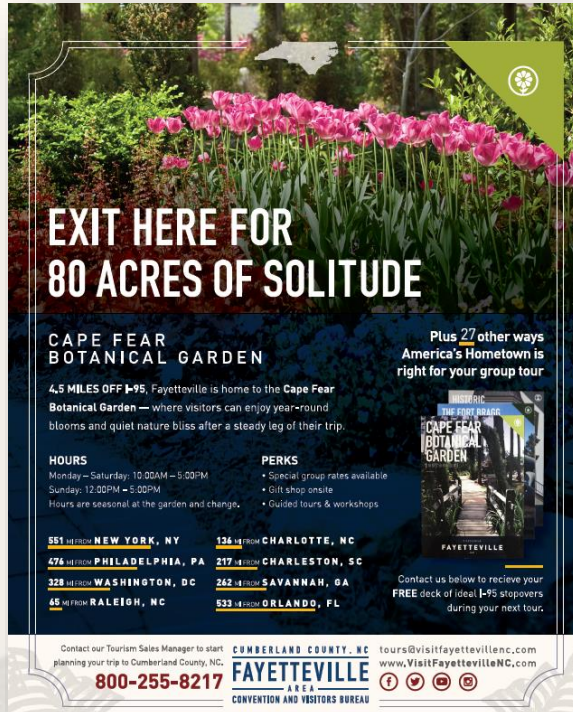
Adult Field Day is an annual funding event for Our P.L.A.C.E. Our P.L.A.C.E is a cultural art based non-profit organization founded on April 29, 2015, in Fayetteville, North Carolina by Eean Tyson and Sherris Johnson. Our Mission is to provide opportunity, education, funding and resources to artist to 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

2019/2020



**EXIT HERE FOR
80 ACRES OF SOLITUDE**

CAPE FEAR BOTANICAL GARDEN

4.5 MILES OFF I-95, Fayetteville is home to the **Cape Fear Botanical Garden** — where visitors can enjoy year-round blooms and quiet nature bliss after a steady leg of their trip.

HOURS
 Monday — Saturday: 10:00AM — 5:00PM
 Sunday: 12:00PM — 5:00PM
 Hours are seasonal at the garden and change.

PERKS

- Special group rates available
- Gift shop onsite
- Guided tours & workshops

Plus 27 other ways
 America's Hometown is
 right for your group tour

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

Contact us below to receive your
FREE deck of ideal I-95 stopovers
 during your next tour.

Contact our Tourism Sales Manager to start
 planning your trip to Cumberland County, NC.
800-255-8217

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tours@visitfayettevillenc.com
 www.VisitFayettevilleNC.com

Facebook Twitter Instagram YouTube



**WE CAN HELP
PLAN YOUR NEXT
HOMETOWN EVENT**

**WELCOME TO THE
Omega Psi Phi Fraternity Mardi Gras Event!**

The Fayetteville Area Convention & Visitors Bureau (FACVB) would love to help plan your next event. From start to finish, our team will work with you to gather and present proposals according to your needs, arrange site visits and assist with promotional items and other resources, ensuring that your event goes off without a hitch.

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

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU

Contact Myron Jones to
 start planning your visit
 MyFayetteville@visitfayettevillenc.com



**— AMERICA —
AT EVERY TURN**

Explore Fayetteville, NC, and the 9 communities that comprise America's Hometown. Just off I-95, you'll discover the role the area played in our country's rich history, warmly intermixed with modern amenities and entertainment opportunities to make your visit one to remember. Shop a little (or a lot!), wander an art gallery or military museum, take in the botanical gardens, catch an event and immerse yourself in Cumberland County's rich cultural heritage.

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

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info@visitfayettevillenc.com
 www.VisitFayettevilleNC.com

Facebook Twitter Instagram YouTube

Products – Print Ads

2019/2020




**HISTORY, HEROES,
 & A HOMETOWN FEELING**


To learn more about the Fayetteville Area Convention & Visitors Bureau
[910] 835-5083

**CUMBERLAND COUNTY, NC
 FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU**

Contact Myron Jones to start planning your next meeting at
mjones@visitfayettevilenc.com



**WE CAN HELP PLAN
 YOUR NEXT
 HOMETOWN EVENT**

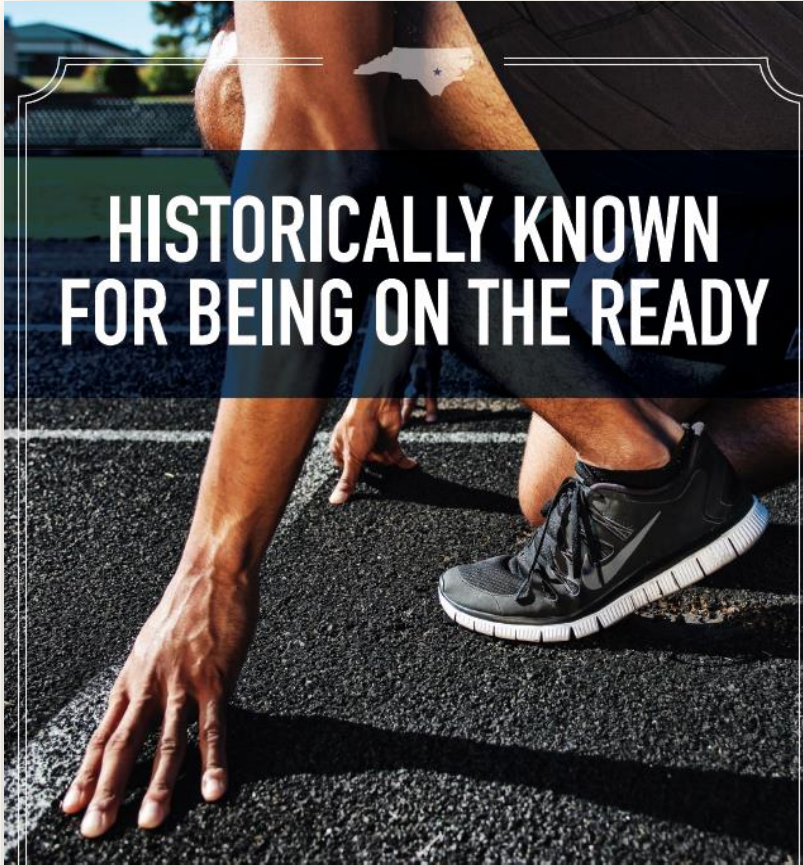


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[910] 835-5083

**CUMBERLAND COUNTY, NC
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 AREA
 CONVENTION AND VISITORS BUREAU**

Contact Myron Jones to start planning your visit.
MyFayetteville@visitfayettevilenc.com




**HISTORICALLY KNOWN
 FOR BEING ON THE READY**

As home to the bravest of the brave & their families, our sports facilities are always prepared at a moment's notice for any event. Bring your competition here and you'll be enveloped by a community dedicated to service & sacrifice. And that's a win for everybody.

Contact us to start planning your tournament
 in Cumberland County, NC
910-835-5089

**CUMBERLAND COUNTY, NC
 FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU**

Sports@visitfayettevilenc.com
FayettevilleNCSports.com

Products – Print Ads

2019/2020

- AMERICA'S HOMETOWN -

OUR MISSION: YOUR MEETING

With a legacy that predates the Revolutionary War, we've comforted our fair share of dignitaries, VIP's and weary travelers. Now it's your turn to surround yourself with the people, places and stories that reflect this great nation's spirit.

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

CUMBERLAND COUNTY, NC
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 www.VisitFayettevilleNC.com

f t i n p

- 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 without a hitch.

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

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU

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

FIND YOUR

CRAVING QUENCHER

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU

FRESH FINDS IN REAL TIME
 Get the latest local insights, eats and more in Cumberland County at:

WWW.GOFAYETTEVILLE.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
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU

For more information
 www.VisitFayettevilleNC.com

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Products – Banner Ads

2019/2020



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**CELEBRATE
NATIONAL
AIRBORNE
DAY**
08/17/19

IN
**AMERICA'S
HOMETOWN**


PLAN YOUR VISIT
CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

START NOW



COME CELEBRATE 08/17/19
NATIONAL AIRBORNE DAY
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CELEBRATE NATIONAL AIRBORNE DAY
08/17/19 **IN AMERICA'S HOMETOWN**

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08/17/19 VISITFAYETTEVILLENC.COM

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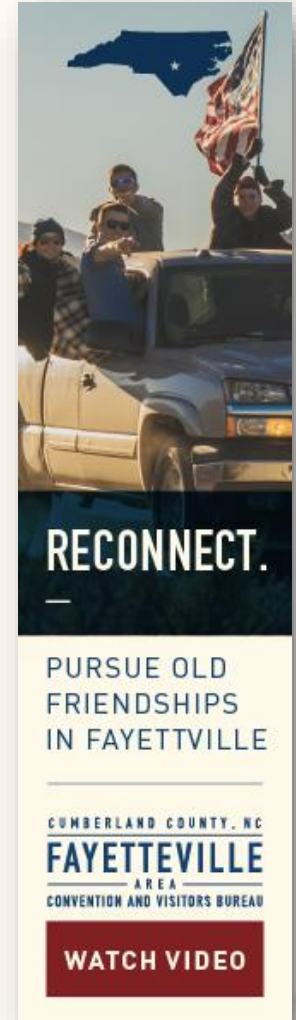
**CELEBRATE
NATIONAL
AIRBORNE DAY**
08/17/19

IN
**AMERICA'S
HOMETOWN**


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CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
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CENTER YOURSELF AND
FIND BALANCE.
VISITFAYETTEVILLENC.COM

PURSUE HARMONY IN FAYETTEVILLE **WATCH VIDEO**



FIND BALANCE.



**FIND
BALANCE.**


—
PURSUE
HARMONY IN
FAYETTEVILLE

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

WATCH VIDEO

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PURSUE HARMONY IN FAYETTEVILLE



**FIND
BALANCE.**

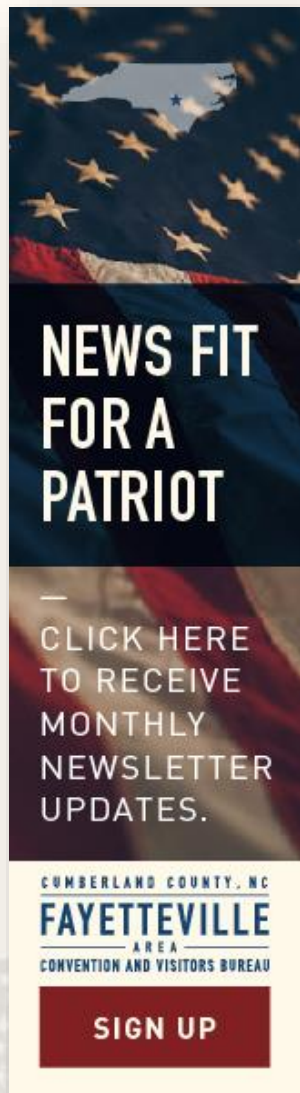
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PURSUE
HARMONY IN
FAYETTEVILLE

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

WATCH VIDEO

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2019/2020



**NEWS FIT
FOR A
PATRIOT**

—
CLICK HERE
TO RECEIVE
MONTHLY
NEWSLETTER
UPDATES.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

SIGN UP



**WE'VE
GOT YOUR
ROOM
READY**

—
CHECK OUT
THESE GREAT
HOTEL DEALS.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

VIEW HOTELS



SEE WHAT YOU'VE
BEEN MISSING
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**WE'VE GOT
YOUR ROOM READY**
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Products – Banner Ads 2019/2020



NEWS FIT FOR
A PATRIOT

—
CLICK HERE
TO RECEIVE MONTHLY
NEWSLETTER
UPDATES.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

SIGN UP



DISCOVER
THE LATEST IN
FREEDOM'S
HOMETOWN

—
CLICK HERE TO EXPLORE
UPCOMING EVENTS.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

VIEW EVENTS



DISCOVER THE LATEST
IN FREEDOM'S HOMETOWN



NEWS FIT FOR A PATRIOT

Products – Banner Ads 2019/2020



Products – Banner Ads 2019/2020



**AMERICA
 AT EVERY
 TURN**

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**AMERICA
 AT EVERY
 TURN**

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**HISTORICALLY
 KNOWN FOR
 BEING ON
 THE READY**

CLICK HERE
 TO PLAN YOUR
 NEXT EVENT

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU

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 [NEARLY FORT BRAGG]

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Products – Billboards

2019/2020



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

Florence Recovery Videos

Hurricane Florence Recovery Videos

Visit Cumberland County NC - 1 / 3



▶

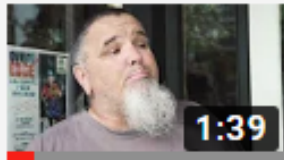


1:31

Hometown Heroes: Stronger Than Ever After Hurricane Florence

Visit Cumberland County NC

2



1:39

Hometown Heroes: Turning Devastation to Inspiration

Visit Cumberland County NC

3



1:03

Hometown Heroes: The Aftermath of Hurricane Florence

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

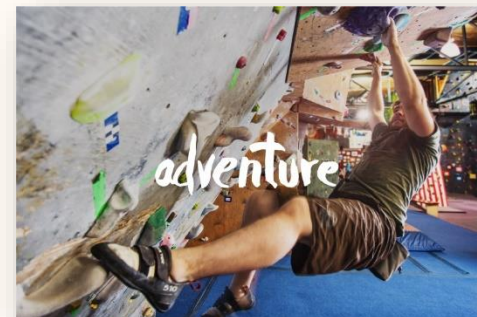
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- | | | |
|---|---|------|
| 1 |  Arnette Park
by fayettevillenc | 1:22 |
| 2 |  Cape Fear River Trail
by fayettevillenc | 1:18 |
| 3 |  Freedom Courts
by fayettevillenc | 0:59 |
| 4 |  J P Riddle Stadium
by fayettevillenc | 1:07 |
| 5 |  Hope Mills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

Visit Cumberland County NC

Products – Videos

#FreedomDreamTeam



1

WASHINGTON TRUSTFALL V5
by Visit Cumberland County NC



2

WASHINTGON SWIMMING V3 1
by Visit Cumberland County NC



3

LINCOLN FREEHUGS V5
by Visit Cumberland County NC



4

LINCOLN KARAOKE V4
by Visit Cumberland County NC



5

LINCOLN YOGA V4 1
by Visit Cumberland County NC



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 – Brand Guide

[View the Full Brand Guide](#)



TYPOGRAPHY GUIDELINES

HEADLINES

DIN 1451
ENGSRIFT

ALTERNATE HEADLINE & HEADER FONT

DIN BLACK

WEB HEADLINE

Lato Black
Title Case

HEADER

DIN LIGHT
ALL CAPS
200+ TRACKING

SUBHEAD

DIN LIGHT
ALL CAPS
200+ TRACKING

BODY TEXTS

Din light
Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Din Regular
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros.

WEB BODY STYLES

Lato Regular (400)
Lato Black
Lato Bold
Lato Italic

WEB ALT STYLES

Droid Serif Bold Italic
Droid Serif Regular
Droid Serif Italic

The fonts listed here are the preferred typefaces for the CVB tourism brand. They should be used in accordance with the specifications listed for best consistency across mediums.

COLOR GUIDELINES

The CVB tourism brand is represented by the colors specified in the color chart. They are intended to bring the brand to life in a way of evoking American and Southern hospitality and history.

PRIMARY COLORS		SECONDARY COLORS		TERTIARY COLORS	
R: 20 G: 67 B: 112 HEX: 144370 PMS: 294C	R: 255 G: 249 B: 234 HEX: FFF9EA PMS: 20% 7506	R: 128 G: 32 B: 34 HEX: 802022 PMS: 1807	R: 244 G: 182 B: 24 HEX: F4B61A PMS: 141	R: 238 G: 227 B: 203 HEX: EEE3CB PMS: 50% 7534	R: 90 G: 91 B: 92 HEX: 5A5B5C PMS: COOL GREY 11
BLUE: Used for backgrounds, specimen and occasional typography treatments on light backgrounds.	LIGHT CREAM: Used for predominantly background color and occasional typography treatments on dark backgrounds.	RED: Used for accents, backgrounds and same button cases.	YELLOW: Used for accents and small indications like iconography.	DARK CREAM: Used for predominantly background color and occasional typography treatments on dark backgrounds.	DARK GREY: Primarily used for body text.
USED WITH: Yellow Dark Cream Light Cream	USED WITH: Blue Red Yellow Dark Cream Dark Grey Light Grey	USED WITH: Dark Cream Light Cream	USED WITH: Blue Dark Cream Light Cream Dark Grey	USED WITH: Blue Red Yellow Light Cream Dark Cream Light Grey	USED WITH: Blue Red Yellow Light Cream Dark Cream Light Grey

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	\$26.57	\$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 ▾



Products – Physical Locations

In-Formation



IN-FORMATION

Ready to Review at a Moment's Notice

Promoting the Communities of Cumberland County takes a talented unit of patriots ready to showcase America's Hometown.

Being on the ready, we are prepared to provide intel on the FACVB - its structure and formation. We are also proud to be ready to review our program, our products and our results.

We are FACVB Strong!

- NORTH CAROLINA LAW** ▾
- CVB SUBMISSIONS TO TDA** ▾
- CONTRACTS** ▾
- MARKETING PRODUCTS** ▾
- RESULTS** ▾
- BOARD OF DIRECTORS** ▾
- STANDARDS** ▾

FIND IT IN FAYETTEVILLE

Discover More Fun Activities to Enjoy with Your Family on Our Blog!

[> See More](#)

CULTURAL HERITAGE TRAILS

Historic Sites, International Cuisine, Fishing Holes and More

Touring Cumberland County has never been easier with over 750 miles of themed driving trails. These pre-planned routes with maps assist the visitor in discovering our recreation gems, botanical oases, antique shops and much more. Just pick from one of the 17 trails and get ready to explore.

[> Visit FayettevilleNCTrails.Com](#)

ALL-AMERICAN ADVENTURE TRAIL

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 2019/2020.**