



- 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

2020-2021

WE ARE "THE VOICE OF THE VISITOR."

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In 2018, Domestic Tourism to Cumberland County:

- Generated an economic impact of \$574 million. *That is a 47% increase from 2008, and a 136% increase from 1998.*
- Resulted in \$42.87 million in state and local tax collections. ***This represents a \$130.25 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

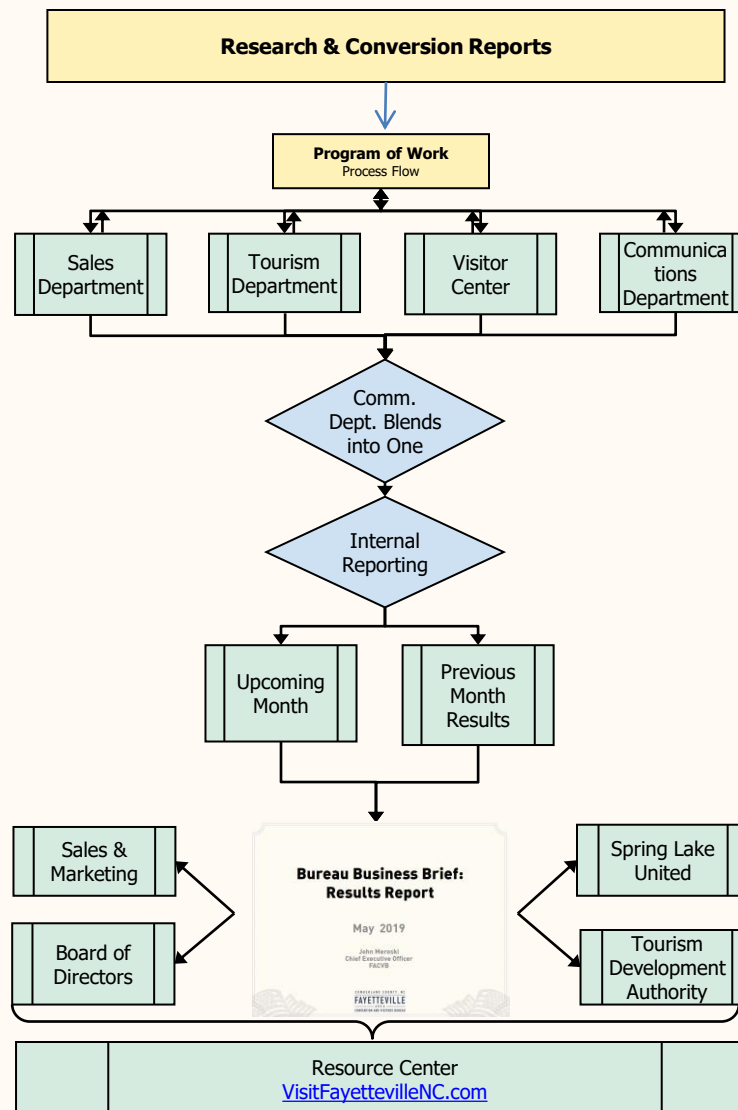
The Brand Promise

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 2019/2020

Communications Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Social Media							
Visit Fayetteville NC Facebook							
Followers	9,282	9,722	10,051	N/A	N/A		
Posts	85	53	56	78	272		
Page Likes (Net)	1,045	424	437	361	2,267		
Engagements	51,194	15,990	17,124	21,005	105,313	92,474	113.88%
Go Fayetteville Facebook							
Followers	3,004	3,109	3,202	N/A	N/A		
Posts	33	25	20	34	112		
Page Likes (Net)	134	106	95	111	446		
Engagements	5,117	2,939	2,649	2,988	13,693		
Visit Spring Lake NC Facebook							
Followers	4,643	4,716	4,711	N/A	N/A		
Posts	24	18	9	22	73		
Page Likes (Net)	206	57	-2	35	296		
Engagements	10,108	4,949	3,241	2,275	20,573		
Heroes Homecoming Facebook							
Followers	1,300	1,904	2,025	N/A	N/A		
Posts	12	44	16	34	106		
Page Likes (Net)	189	600	123	141	1,053		
Engagements	2,707	13,639	1,651	6,062	24,059		
Visit Fayetteville NC Twitter							
Followers	3,483	3,617	3,764	N/A	N/A		
Posts	279	243	268	331	1,121		
Page Likes (Net)	145	134	147	98	524		
Engagements	3,319	3,115	2,177	3,627	12,238	6,817	179.52%
Heroes Homecoming Twitter							
Followers	873	896	889	N/A	N/A		
Posts	0	41	9	31	81		
Page Likes (Net)	4	23	-7	1	21		
Engagements	0	211	73	231	515		

Scorecard Results 2019/2020

Communications Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visit Fayetteville NC Instagram							
Followers	2,802	3,198	3,408	N/A	N/A		
Posts	84	31	30	68	213		
Page Likes (Net)	247	316	210	207	980		
Engagements	1,290	1,443	963	2,404	6,100	6,773	90.06%
FACVB LinkedIn							
Followers	610	645	906	N/A	N/A		
Posts	15	24	31	42	112		
Page Likes (Net)	13	37	259	84	393		
Engagements	284	953	657	755	2,649	4,015	65.98%
Total Posts	532	479	439	640	2,090		
Total Engagements	74,019	43,239	28,535	39,347	185,140		
E-Newsletter Subscribers	368	253	289	366	1,276		
Electronic Destination Guides Viewed	32	32	22	12	98		
FACVB Generated Blog Articles	3	1	2	1	7		
Public Relations							
FACVB							
Publicity Generated							
Out of Market	13	20	7	13	53	60	88.33%
Local	6	4	3	3	16		
Agency Publicity Generated	0	7	0	0	7		
Press Releases Issued	7	3	5	2	17		
Out of Market Media Visits	3	3	1	2	9		
Digital Marketing							
Media One - Web Hits Generated	10,708	24,976	21,510	14,213	71,407		
219 Group Web Hits (VisitFayNC)	807	492	685	592	2,576		

Scorecard Results 2019/2020

Communications Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visitor Data							
Reason for Visiting (Top 3)							
Hotel Guests							
1	Traveling Through	Business with Military	Traveling Through/Business with Military	No Data	Business with Military		
2	Visit Friends/Family	Traveling Through	Visit Friends/Family	No Data	Traveling Through		
3	Events/Festivals	Visit Friends/Family	Events/Festivals	No Data	Visit Friends/Family		
Online Requests							
1	Vacation	Visit Friends/Family	Vacation	Vacation	Vacation		
2	Visit Friends/Family	Vacation	Relocation	Relocation	Relocation		
3	Relocation	Relocation	Visit Friends/Family	Other	Other		
Guest Books at VC							
1	Vacation	Vacation	Vacation	No Data	Vacation		
2	Visit Friends/Family	Visit Friends/Family	Other	No Data	Visit Friends/Family		
3	Events/Festivals	Relocation	Business	No Data	Relocation		
Top States of Origin							
Hotel Guests							
1	North Carolina	North Carolina	North Carolina	No Data	North Carolina		
2	Florida	Georgia	Florida	No Data	Georgia		
3	New York	Florida	Georgia	No Data	Florida		
Online Requests							
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina		
2	Florida	South Carolina	Pennsylvania	Florida/Virginia	Pennsylvania		
3	Georgia	Georgia	Virginia	Missouri/New York	Florida		

Scorecard Results 2019/2020

Communications Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Guest Books at VC							
1	North Carolina	North Carolina	North Carolina	No Data	North Carolina		
2	Arizona	Florida	Wisconsin	No Data	Florida		
3	Texas	Pennsylvania	Florida	No Data	New Jersey/Virginia/Pennsylvania		
Top Areas of Interest (Top 3)							
Hotel Guests							
1	Dining	Dining	Dining	No Data	Dining		
2	Arts & Entertainment	Museums	Arts & Entertainment	No Data	Arts & Entertainment		
3	Museums	Arts & Entertainment	Museums	No Data			
Online Requests							
1	Events/Festivals	Historical Sites	Events/Festivals	Historical Sites	Events/Festivals		
2	Museums	Museums	Historical Sites	Museums	Museums		
3	Outdoor Recreation	Events/Festivals	Dining	Outdoor Recreation	Historical Sites		
Guest Books							
1	Museums						
2	Historical Sites						
3	Dining						
Visitor Experience (Avg for Month)							
Hotel Guests							
by Month	4.98	4.94	4.88	No Data	4.93		
to Date							
Guest Books							
by Month	4.63	4.82	4.75	No Data	4.73		
to Date							
Overall							
by Month	4.81	4.88	4.81	No Data	4.83		
to Date				4.83			

Scorecard Results

2019/2020

Sales Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Advertisement Results							
Blitz							
Inquiry	6	4	4	0	14		
Dogwood Digest							
Inquiry	3	4	6	1	14		
Success							
Inquiry	1	1	2	0	4		
Sales							
Carryovers							
Room Nights	12,609				12,609		
Bookings-Attendance	20,250				20,250		
Economic Impact	\$4,113,400				\$4,113,400		
Leads	22	50	19	12	103	100	103.00%
Leads Room Nights	9,159	10,993	62,965	8,351	91,468		
Leads Attendance	29,018	33,222	52,165	1,840	116,245		
Leads Impact	\$5,220,972	\$2,413,866	\$11,327,610	\$1,191,072	\$20,153,520		
Number of Leads to Definite	8	10	7	2	27		
Verbal's	30	95	61	19	205		
Verbal Bookings Attendance	49,865	76,192	102,260	26,286	254,603		
Verbal Bookings Room Nights	7,887	18,312	30,115	9,438	65,752		
Verbal Bookings Impact	\$6,875,340	\$11,859,090	\$15,099,870	\$4,508,762	\$38,343,062		
Bookings	12	9	7	0	28		
Bookings Attendance	28,546	4,018	20,620	0	53,184		
Bookings Room Nights	6,911	1,489	669	0	9,069 + Carryover = \$21,678	16,865	129.00%
Bookings Economic Impact	\$6,187,806	\$474,468	\$110,580	\$0	\$6,772,854		
Sales Functions	29	17	20	12	78		
Site Inspections	5	5	3	0	13		
Sales Blitz	6	2	3	0	11		
Calls Converted to Accounts	0	0	4	1	5		
Bid/Packages Mailed	0	0	0	0	0		
Client Presentations	3	3	3	1	10		

Scorecard Results

2019/2020

Sales Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Trade Shows							
Connect Sports							
Contacts	52				52		
Leads	11				11		
Room Nights	9,000				9,000		
Attendees	15,000				15,000		
Hot Prospects	6				6		
Follow-ups	14				14		
Connect Women in Sports							
Contacts		14			14		
Leads		0			0		
Room Nights		0			0		
Attendees		0			0		
Hot Prospects		1			1		
Follow-ups		8			8		
Connect Association							
Contacts	33				33		
Leads	1				1		
Room Nights	340				340		
Attendees	170				170		
Hot Prospects	6				6		
Follow-ups	9				9		
AENC Winter Conference							
Contacts			23		23		
Leads			0		0		
Room Nights			0		0		
Attendees			0		0		
Hot Prospects			1		1		
Follow Up			3		3		

Scorecard Results

2019/2020

Sales Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Connect Diversity							
Contacts			30		30		
Leads			3		3		
Room Nights			900		900		
Attendees			1,380		1,380		
Hot Prospects			3		3		
Follow Up			18		18		
CMCA Spring Conference							
Contacts			23		23		
Leads			3		3		
Room Nights			45,330		45,330		
Attendees			2,800		2,800		
Hot Prospects			2		2		
Follow-ups			4		4		
AENC Holiday Trade Show							
Contacts		134			134		
Leads		1			1		
Room Nights		200			200		
Attendees		415			415		
Hot Prospects		2			2		
Follow-ups		5			5		
RCMA							
Contacts			32		32		
Leads			0		0		
Room Nights			0		0		
Attendees			0		0		
Hot Prospects			4		4		
Follow-ups			6		6		

Scorecard Results

2019/2020

Sales Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
AENC Annual Meeting							
Contacts	16				16		
Leads	0				0		
Room Nights	0				0		
Attendees	0				0		
Hot Prospects	0				0		
Follow-ups	2				2		

Scorecard Results

2019/2020

Tourism Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Advertisement Results							
Group Tour Magazine							
OnTarget Digital Program							
Impressions	182,888	45,588	0	0	228,476		
Clicks	249	89	0	0	338		
Leisure Group Travel Magazine							
Reader Service Leads	0	0	0	0	0		
Tradeshows							
NCMA/VAMC/MCASC							
Tradeshow Attendees	330	0	0	0	330		
Contacts	24	0	0	0	24		
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	14	0	0	0	14		
Sales							
Civic Presentations	0	1	2	0	3		
Site Inspections	5	2	0	0	7	18	38.89%
Leads	15	3	1	0	19	35	54.29%
Leads-Attendance	51,412	125,463	60	0	176,935		
Leads-Room Nights	2,237	263	40	0	2,540		
Leads-Economic Impact	\$2,449,632	\$152,304	\$4,560	\$0	\$2,606,496		
Number of Leads to Definite	0	0	0	0	0		
Verbal Bookings	8	3	5	0	16		
Verbal Bookings-Attendance	26,637	190	127,470	0	154,297		
Verbal Bookings-Room Nights	880	160	295	0	1,335		
Verbal Bookings-Economic Impact	\$565,212	\$55,860	\$1,593,720	\$0	\$2,214,792		

Scorecard Results

2019/2020

Tourism Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Bookings	11	4	0	0	15		
Bookings-Attendance	457	21,195	0	0	21,652		
Bookings-Room Nights	230	483	0	0	713	500	142.60%
Bookings-Economic Impact	\$169,860	\$603,060	\$0	\$0	\$772,920		
Annual Lead Conversion							
Current Fiscal Year (19-20)							
Annual Lead Conversion							
Leads					19	35	54.29%
Pending					0		
Verbal Definite					2		
Lost					2		
Definite/Closed					7		
Cancelled					8*	*All canceled Leads were due to COVID-19.	
Total					11		
Top 3 Lost Reasons							
1					Could not get client to call us back.		
2					Wedding Planners was scouting rates.		
3					N/A		
Top 5 Locations Lost To							
1					N/A		
2					N/A		
3					N/A		
4					N/A		
5					N/A		

Scorecard Results

2019/2020

Visitor Center Department

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Destination Guides Distributed	6,818	6,277	17,253	185	30,533		
Inquiries							
Main Office							
Calls							
Tourism Information	154	152	51	73	430		
Local Information	236	147	33	14	430		
Total Calls	390	299	84	87	860		
Walk-Ins							
Out of Town Visitors							
Information/Maps/Directions	279	237	91	16	623		
Relocate/Retire	22	8	15	3	48		
Promotions	0	5	0	0	5		
Local Customers							
Information/Maps/Directions	448	152	64	6	670		
GSROs	20	11	4	0	35		
Total Walk-ins Main Office	770	413	175	25	1,383		
Transportation Museum							
Walk-Ins							
Out of Town Visitors							
Information/Maps/Directions	416	275	248	0	939		
Relocate/Retire	0	0	0	0	0		
Local Customers							
Information/Maps/Directions	53	134	8	0	195		
Museum Visit - Group or Individuals	1,399	505	422	0	2,326		
Total Walk-ins TM	1,868	914	678	0	3,460		

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/Rubberneck Results 2019/2020

PROGRAM ELEMENTS	PROJECT STATUS
ACCOUNT MANAGEMENT & STRATEGIC CONSULTATION	
STRATEGIC DIRECTION	ONGOING
COMMUNICATIONS PLAN/SCHEDULE/RESPONSIBILITY	ONGOING
ONGOING RESEARCH & ANALYTICS	ONGOING
PROJECT MANAGEMENT	ONGOING
CONTENT PLANNING/EDITORIAL CALENDAR	ONGOING
AD PLACEMENT/TRAFFIC (X10 DOES NOT INCLUDE CREATIVE)	ONGOING
LEVERAGE HOLIDAYS & EVENTS AS ANCHORS OF ACTIVITY	
VIDEOS (X3)	PLANNED
Veterans Day/H77 Video	COMPLETE
PHOTOGRAPHY (HOLIDAY, EVENT)	COMPLETE
America Groupies Photography (x4 Events)	COMPLETE
Veterans Day/H77 Photography	COMPLETE
DIGITAL MARKETING RETARGETING CAMPAIGN (X3)	COMPLETE
Veterans Day/H77 Retargeting Ads	COMPLETE
Memorial Day Native Ads	COMPLETE
July 4th Native Ads	COMPLETE
NC Beer Month Native Ads	COMPLETE
LANDING PAGES (X3)	COMPLETE
Memorial Day/Days of Glory Landing Page	COMPLETE
NC Beer Month/Hometown Hops Landing Page	COMPLETE
America Groupies Landing Page	COMPLETE
PROMOTIONAL GRAPHICS (X3)	COMPLETE
Happy Holidays Graphics	COMPLETE
NC Beer Month Graphics	COMPLETE
America Groupies Graphics (x4)	COMPLETE
AMERICA GROUPIES APPEARANCES (X3 EVENTS)	COMPLETE
America Groupies - Bluegrass Festival (2019)	COMPLETE
America Groupies - Dogwood Festival (2019)	COMPLETE
America Groupies - Lady Liberty @ Segra Stadium (2019)	COMPLETE
America Groupies - Spartan Race (2019)	COMPLETE
E-NEWSLETTER/E-BLAST TEMPLATE (X1)	COMPLETE
SEASONAL STORY-TELLING TO KEY AUDIENCES (FAMILY, FRIENDS, ADVENTURE, HISTORY BUFFS, MILITARY)	
CONTENT DEVELOPMENT/CURATION	COMPLETE
FYV-6198c Military Sites to See	COMPLETE
FYV-498j Turn-By-Turn Directions Template	COMPLETE
FYV-640 Coupon Book Ad	COMPLETE
FYV-651b Up and Coming Pocket Guide (2019)	COMPLETE
FYV-620a Compass Media Summer Travel Print Ad	COMPLETE
FYV-620b Compass Media Summer Travel Banner Ads	COMPLETE
FYV-620d Carolina Heritage Guide 2 Page Spread	COMPLETE
FYV-620c TripAdvisor Banner Ads	COMPLETE
FYV-620e Trip Advisor Banner Ads II	COMPLETE
FYV-620f Trip Advisor Sponsor Ads (x2)	COMPLETE

FYV-620f-2 Trip Advisor Sponsor Ads - resize	COMPLETE
FYV-623g Fayetteville Press Ad	COMPLETE
PHOTOGRAPHY (LIFESTYLE)	IN PROGRESS
FAOV Lifestyle Photography	IN PROGRESS
DIGITAL MARKETING RETARGETING CAMPAIGN (X18)	COMPLETE
Woodpeckers Baseball (x2)	COMPLETE
National Airborne Day (x6)	COMPLETE
Annette Stories Ads (x6 Veteran, x6 Girlfriend, x6 Family)	COMPLETE
Travel Adventure Show Ads (x3)	COMPLETE
Spring Break Native Ads	COMPLETE
Vets Park Native Ads	COMPLETE
Botanical Gardens Native Ads	COMPLETE
LANDING PAGES (X18)	COMPLETE
National Airborne Day Landing Page	COMPLETE
Annette Stories Landing Page: Family Fun	COMPLETE
Annette Stories Landing Page: Girlfriend Getaway	COMPLETE
Annette Stories Landing Page: Veterans	COMPLETE
Pursuits Landing Page: Main	COMPLETE
Pursuits Landing Page: Adventure	COMPLETE
Pursuits Landing Page: Harmony	COMPLETE
Pursuits Landing Page: Romance	COMPLETE
Pursuits Landing Page: Discovery	COMPLETE
Pursuits Landing Page: Freedom	COMPLETE
Pursuits Landing Page: Friendship	COMPLETE
Pursuits Landing Page: Brotherhood	COMPLETE
Pursuits Landing Page: Family	COMPLETE
PROMOTIONAL GRAPHICS (X18)	COMPLETE
Annette Stories Graphics (x3)	COMPLETE
Pursuits Graphics (x11)	COMPLETE
E-NEWSLETTER/E-BLAST TEMPLATE (X1)	COMPLETE
NEW, OWN-ABLE, PROPRIETARY EVENTS (X4)	
COUNTRY MUSIC CONCERT PLANNING AND EXECUTION	CANCELLED
COUNTRY MUSIC CONCERT MARKETING COLLATERAL & PROMOTIONAL SUPPORT	ON HOLD
FYV-649e Days of Glory Landing Page	COMPLETE
FYV-649f Days of Glory Logotype	COMPLETE
ALL-AMERICAN SPORTSMAN PLANNING AND EXECUTION	REPLACED
ALL-AMERICAN SPORTSMAN COLLATERAL & PROMOTIONAL SUPPORT	REPLACED
COMIC CON PLANNING AND EXECUTION	COMPLETE
COMIC CON COLLATERAL & PROMOTIONAL SUPPORT	COMPLETE
FYV-647a Comic Con Geofencing Ads (x20)	COMPLETE
FYV-647b Comic Con Signs	COMPLETE
FYV-647d VR Oculus Geofencing Ads (x2)	COMPLETE
FYV-647e BOGO Comic Con Geofencing Ad (x2)	COMPLETE
ALL-AMERICAN TATTOO CONVENTION PLANNING AND EXECUTION	COMPLETE
ALL-AMERICAN TATTOO CONVENTION COLLATERAL & PROMOTIONAL SUPPORT	COMPLETE
FYV-650a Tattoo Convention Video	COMPLETE
3FA-332a Tattoo Convention Things to Do Instagram	COMPLETE
3FA-332b Tattoo Convention Story Behind the Ink	COMPLETE
FEMALE FORCE MARATHON PLANNING AND EXECUTION	ON HOLD

[See Visual Presentation](#)

The Republik/Rubberneck Results 2019/2020

FEMALE FORCE MARKETING COLLATERAL & PROMOTIONAL SUPPORT	ON HOLD
FYV-648a Half-Marathon Name and Logo Development	COMPLETE
BASEBALL INVITATIONAL PLANNING AND EXECUTION	CANCELLED
BASEBALL INVITATIONAL MARKETING COLLATERAL & PROMOTIONAL SUPPORT	CANCELLED
SALES - DATABASE MARKETING & CRM (SPORTS, MEETINGS, REUNIONS, LEISURE TRAVELERS)	
DEFINE CUSTOMER JOURNEYS AND MARKETING/MESSAGING OPPORTUNITIES	ONGOING
COLLABORATE WITH CVB ON AUTOMATION OF PROCESSES, WHERE POSSIBLE	ONGOING
CONTENT/MESSAGE DEVELOPMENT AND CURATION	COMPLETE
FYV-434g Sports Sales Marketing Collateral - Digital	COMPLETE
FYV-434j Sports Compilation Video	COMPLETE
FYV-621g Carolina Playbook Print Ads (2020)	COMPLETE
FYV-622a RCMMA Conference Banner Ads	COMPLETE
FYV-622b Connect Faith Half Page Ad	COMPLETE
FYV-623a MLK Celebration Program ad	COMPLETE
FYV-623b AENC Ad	COMPLETE
FYV-623a MPI-CC Membership Directory Banner Ad	COMPLETE
FYV-623e MPI-CC Silver Sponsor Ad	COMPLETE
FYV-623f Convention South Ad	COMPLETE
FYV-623j Dogwood Digest Sponsorship Banner Ad	COMPLETE
FYV-624a New Group Tour Ad Campaign	COMPLETE
FYV-624b Leisure Group Travel Full Page Ad	COMPLETE
FYV-624c Group Tour Magazine Full Page Ad	COMPLETE
FYV-624d Group Tour Magazine Banner Ad (728x90)	COMPLETE
FYV-624e Group Tour Media OnTarget Banner Ads (x9)	COMPLETE
FYV-624f Group Tour Media NC Edition Full Page Ad	COMPLETE
FYV-620g Hoops and Dreams Program Ad	COMPLETE
FYV-621a Sports Planning Guide Print Ad	COMPLETE
FYV-621e Connect Sports Full Page Print Ad	COMPLETE
FYV-621f Sports Program Ad	COMPLETE
FYV-623i Military Reunion Network Ad	COMPLETE
FYV-623i-2 Military Reunion Network Ad II	COMPLETE
FYV-634a Meeting Planner Banner Ads (x4)	COMPLETE
FYV-664a Top 10 Reasons - Traditional	IN PROGRESS
FYV-664b Top 10 Reasons - Accordion Style	IN PROGRESS
PHOTOGRAPHY (MEETINGS, REUNIONS)	IN PROGRESS
FYV-606 FACVB Lifestyle Photography	IN PROGRESS
FYV-638 Glider Pilot Military Reunion Photography	COMPLETE
VIDEOS (MEETINGS, REUNIONS)	COMPLETE
FYV-638 Glider Pilot Military Reunion Sales Video	COMPLETE
FYV-641 Religious Meeting Video	COMPLETE
EMAIL CAMPAIGN TEMPLATE (X8)	COMPLETE
FYV-639a Email Templates (x4)	COMPLETE
FYV-639b Dormant Email Templates (x4)	COMPLETE
SALES COLLATERAL/MAILERS (X4)	IN PROGRESS
FYV-638a Military Reunion Sell Sheet (x1)	COMPLETE
FYV-639d Dormant Direct Mailer (x2)	COMPLETE
PROPOSAL TEMPLATE FOR PROSPECTS	IN PROGRESS
FYV-639e RFP Proposal Response Template	IN PROGRESS
ONE-PAGE SALES SHEET (SPORTS)	COMPLETE

WELCOME PACKAGE DEVELOPMENT AND EXECUTION	REPLACED
REFERRAL PROGRAM DEVELOPMENT WITH INCENTIVE	COMPLETE
FYV-663 Referral Incentive E-mail	COMPLETE
SATISFACTION SURVEY DEVELOPMENT AND ANALYSIS	COMPLETE
GROUP TOUR PACKAGE DEVELOPMENT AND EXECUTION	REPLACED
DIGITAL MARKETING RETARGETING CAMPAIGN (X3)	COMPLETE
Sporting Events Retargeting Ads (x6)	COMPLETE
Meeting Planner Retargeting Ads (x6)	COMPLETE
Meeting Planner Retargeting Ads - version 2 (x6)	COMPLETE
WEB DEVELOPMENT	
TDA EVENT MICROSITE DEVELOPMENT (X12)	ONGOING
FYV-597a Indigo Moon Microsite	COMPLETE
FYV-597b WIDU Microsite	COMPLETE
FYV-597c Halloween Half-Marathon	COMPLETE
FYV-597d All-American Jazz Festival	COMPLETE
FYV-597e Holly Day Fair	COMPLETE
FYV-597f Champions in Motion	COMPLETE
FYV-597g Cultural Heritage Alliance	COMPLETE
FYV-597h All-American Tattoo Convention	COMPLETE
FYV-597i Comic Con	COMPLETE
FYV-597j Dogwood Festival	COMPLETE
FYV-597k Rolling Thunder Memorial Day Ride	COMPLETE
FYV-597l African American Film Festival	COMPLETE
FYV-597m All-America Week	COMPLETE
GO FAYETTEVILLE BLOG REDESIGN	COMPLETE
ONGOING FACVB WEBSITE DEVELOPMENT CONSULTATION	ONGOING
WEBSITE MAINTENANCE AS NEEDED (MAX 15 HOURS PER-MONTH)	ONGOING
HEROES HOMECOMING WEBSITE REDESIGN	COMPLETE
195 PLAN DEVELOPMENT & EXECUTION	
BILLBOARD CAMPAIGN (X11)	COMPLETE
DIGITAL CAMPAIGN DEVELOPMENT (SOCIAL, GEOFENCING)	COMPLETE
195 Digital Retargeting Ads (x6)	COMPLETE
195 Digital/Social Assets	COMPLETE
195 Billboard Native Ads	COMPLETE
195 Campaign Seasonal Native Ads	COMPLETE
Midway to Mickey Promo Graphics	COMPLETE
Midway to Mickey Geofencing Ads	COMPLETE
March Waze Banner Ads (x6)	COMPLETE
July Waze Banner Ads (x2)	COMPLETE
CONTENT DEVELOPMENT (PACKAGES/OFFERS)	COMPLETE
20% Off Hotels Offer	COMPLETE
Midway to Mickey Offer	COMPLETE
exit49.com Landing Page	COMPLETE
Midway to Mickey Landing Page	COMPLETE
BRAND DEVELOPMENT	
BRAND EVOLUTION TIMELINE (UPDATE)	IN PROGRESS
FACVB BUSINESS CARDS	COMPLETE
FYV-637 FACVB Business Cards (x11 cards, x6 design backs)	COMPLETE
FYV-637b FACVB Business Cards (Native) - x6 design backs	COMPLETE

The Republik/Rubberneck Results 2019/2020

FVV-637c FACVB Business Cards (Teletalk) - x5 design backs	COMPLETE
FACVB CHRISTMAS CARDS	COMPLETE
VISITORS GUIDE COVER	COMPLETE
TRAILS GUIDE COVER	COMPLETE
BRANDED T-SHIRTS/APPAREL (X8 PURSUITS)	IN PROGRESS
FVV-636a Hats	COMPLETE
FVV-644a Trivet	IN PROGRESS
FVV-644b Custom Shape Key Tag	COMPLETE
FVV-644c Embroidered Key Chain	IN PROGRESS
FVV-644d Pieceless Puzzle	COMPLETE
FVV-644e 6in Acrylic Magnet	PLANNED
FVV-644f Rectangle Celluloid Magnet	PLANNED
FVV-644g Circle Lapel Pins	COMPLETE
FVV-644h Custom Shape Lapel Pin	IN PROGRESS
EVENTS	
HH7 EVENT PLANNING AND EXECUTION	COMPLETE
HH7 MARKETING COLLATERAL & PROMOTIONAL SUPPORT	COMPLETE
FVV-626c Parade Thank You Signs	COMPLETE
FVV-626d Missing Man Table Instructions PDF	COMPLETE
FVV-626e Missing Man Table Tent Cards	COMPLETE
FVV-626f Printed Events Schedule	COMPLETE
FVV-626g T-Shirt	COMPLETE
FVV-626i Motorcycle Run Flag	COMPLETE
FVV-626j UP & Coming Article - MMT	COMPLETE
FVV-626k UP & Coming Article - HH7	COMPLETE
FVV-626l Weekender Ad	COMPLETE
FVV-626m PR	COMPLETE
FVV-626n Photos/Videos	COMPLETE
FVV-626p HH7 Recap	COMPLETE

SOCIAL MEDIA	PROJECT STATUS
3FA-102 CVB Social Media Guide	COMPLETE
3FA-102d Social Media: Instagram Story Highlight Icons (x10)	COMPLETE
3FA-102e 2019 Social Avatars (x6)	COMPLETE
3FA-102f Sports Photo Contest	COMPLETE
3FA-102g Army vs. Navy (x6)	COMPLETE
3FA-233c Twitter Chat Graphics: June 2019	COMPLETE
3FA-233e Twitter Chat Graphics: August 2019	COMPLETE
3FA-233g Twitter Chat Graphics: December 2019	COMPLETE
3FA-233h Twitter Chat Graphics: February 2020	COMPLETE
3FA-234 America Groupies Social Media Campaign	COMPLETE
3FA-326 Mickey to Mickey Campaign (x6)	COMPLETE
3FA-326a HH Military B-Day Posts (x6)	COMPLETE
3FA-326b HH Social Cal (x10)	COMPLETE
3FA-331 Featured in Fay	ONGOING
3FA-332a Tattoo Convention Things to Do Instagram	COMPLETE
3FA-332b Tattoo Convention Story Behind the Ink	COMPLETE
3FA-333 Blogger Itinerary Template	COMPLETE
3FA-334 January Analytics 2020	COMPLETE

3FA-334 February Analytics 2020	COMPLETE
3FA-334 March Analytics 2020	COMPLETE
3FA-334 April Analytics 2020	COMPLETE
3FA-336 Zoom Backgrounds Watermark (x10)	COMPLETE
3FA-336 Virtual Blogger Meetup	COMPLETE
FVV-662d National Tourism Week Social	COMPLETE
FVV-666 Outdoor Experiences Ad	COMPLETE

OUT OF SCOPE PROGRAM ELEMENTS	PROJECT STATUS
FVV-626b America Groupies: Fayetteville Swag	COMPLETE
FVV-626c America Groupies: Printed Handout	COMPLETE
FVV-626d America Groupies: Landing Page	COMPLETE
FVV-626f America Groupies: Signs	COMPLETE
FVV-626g America Groupies: Signs (Version 2)	COMPLETE
FVV-626h America Groupies: Buttons	COMPLETE
FVV-626i HH7 Homecoming Planner Packaging	COMPLETE
FVV-642a CVB Exterior Branding	IN PROGRESS
FVV-642b CVB Exterior Branding (Back Entrance)	PLANNED
FVV-661a CVB Interior Branding: Zone 1	IN PROGRESS
FVV-661a CVB Interior Branding: Zone 2	PLANNED
FVV-661a CVB Interior Branding: Zone 3	IN PROGRESS
FVV-662a Corona Virus Microsite	COMPLETE
FVV-662b Together Video	COMPLETE
FVV-662c Brand Ethos: Bolster Social (x8)	COMPLETE
FVV-662d Post Corona Meeting Email	COMPLETE
FVV-619b Go Fay Social Avatars	COMPLETE
FVV-619b Go Fay Logo Redesign	COMPLETE
FVV-619b Go Fay Social Avatars (Version 2)	COMPLETE
FVV-633a TDA Partner Widget 2020	COMPLETE

The Republik

2020/2021 Scope of Work

EXHIBIT 1

STATEMENT OF WORK (JULY 1, 2020 - JUNE 30, 2021):

PROGRAM ELEMENTS	AGENCY FEES	PROD. EST.
ACCOUNT MANAGEMENT & STRATEGIC CONSULTATION		
STRATEGIC DIRECTION		
COMMUNICATIONS PLAN/SCHEDULE/RESPONSIBILITY		
ONGOING RESEARCH & ANALYTICS		
PROJECT MANAGEMENT		
CONTENT PLANNING/EDITORIAL CALENDAR		
DIGITAL MARKETING MASTER PLAN		
AD PLACEMENT/TRAFFIC (X10 DOES NOT INCLUDE CREATIVE)		
ADVERTISING		
BROADCAST/TV AD CAMPAIGN (X3 SPOTS)		\$40,000
NEWSPAPER AD CAMPAIGN (X2 - REGIONAL)		\$5,000
DIGITAL MARKETING ASSETS (NATIVE, DISPLAY, RETARGETING)		
PRINT AD CAMPAIGN (X3 SEGMENTS - RELIGIOUS, MEETINGS, LEISURE)		
DIGITAL AD CAMPAIGN (TBD)		
WEEKENDER AD CAMPAIGN (X1)		
UP & COMING WEEKLY AD CAMPAIGN (X1)		
I-95 TOURISM SUPPORT		
CONTENT/MESSAGE DEVELOPMENT AND CURATION		
DIGITAL AD CAMPAIGN DEVELOPMENT (NATIVE/DISPLAY, GEOFENCING)		
VIDEO SHORTS (X10)		\$30,000
TOURISM MARKETING SUPPORT		
MILITARY OUTREACH CAMPAIGN DEVELOPMENT		
MILITARY OUTREACH CAMPAIGN EXECUTION		
DIGITAL MARKETING RETARGETING CAMPAIGN (X4)		
CONTENT/MESSAGE DEVELOPMENT AND CURATION		
E-NEWSLETTER/E-BLAST TEMPLATE (X1)		
PROPRIETARY EVENTS		
COUNTRY MUSIC CONCERT PLANNING AND EXECUTION		
COUNTRY MUSIC CONCERT MARKETING COLLATERAL & PROMO SUPPORT		
FEMALE FORCE MARATHON PLANNING AND EXECUTION		
FEMALE FORCE MARKETING COLLATERAL & PROMOTIONAL SUPPORT		
WEB DEVELOPMENT		
TDA EVENT MICROSITE DEVELOPMENT (X12)		
ONGOING FACVB WEBSITE DEVELOPMENT CONSULTATION		
WEB MAINTENANCE AS NEEDED (15 HRS/MONTH)		
HEROES HOMECOMING WEBSITE UPDATES		

SALES SUPPORT

WELCOME PACKAGE DEVELOPMENT AND EXECUTION		
INCENTIVE/PROMOTIONAL PLAN DEVELOPMENT		
CONTENT DEVELOPMENT/MESSAGING		
DIGITAL MARKETING CAMPAIGN DEVELOPMENT (SOCIAL, RETARGETING)		
CVB CONCIERGE SERVICES PROGRAM DEVELOPMENT		
BLACK CONVENTIONS & MEETINGS CAMPAIGN DEVELOPMENT		
BLACK CONVENTIONS & MEETINGS MARKETING COLLATERAL		\$8,500
VIDEOS (X6 - MARKET SEGMENTS)		\$35,000
PROMOTIONAL GRAPHICS (X6 MARKET SEGMENTS)		
E-NEWSLETTER/E-BLAST CAMPAIGN (X4 - SPORTS; X6 MARKET SEGMENTS)		

BRAND DEVELOPMENT

GRAPHICS FOR FEATURED IN FAY POSTS		
GRAPHICS FOR TWITTER TRAVEL CHATS (X6)		
GRAPHIC SUPPORT FOR GO FAYETTEVILLE BLOG		
BRAND EVOLUTION TIMELINE (UPDATE)		
NORTHSTAR BRAND INTEGRATION		
SPRING LAKE BRAND IDENTITY REFRESH		
VIDEOS (X1 - HOLIDAY GREETING)		\$5,000
FACVB CHRISTMAS CARDS		\$3,500
HOPE MILLS MARKETING SUPPORT		
PHOTOGRAPHY (ASSET LIBRARY)		\$15,000

EVENTS

HH8 EVENT PLANNING AND EXECUTION		
HH8 MARKETING COLLATERAL & PROMOTIONAL SUPPORT		\$22,000
EVENT MARKETING SUPPORT (COMIC CON, SPARTAN, TATTOO)		

SUBTOTAL	\$350,000.00	\$164,000.00
ADMINISTRATION FEE (6%)	\$21,000.00	
12-MONTH CONTRACT TOTAL	\$371,000.00	
12-MONTH INSTALLMENT PAYMENT	\$30,916.67	
TOTAL AGENCY HOURS INCLUDED IN CONTRACT	2500	
OVERAGE HOURLY RATE	\$140.00	
ESTIMATED MECHANICAL PRODUCTION COSTS		\$12,500.00
PRODUCTION TOTAL		\$176,500.00

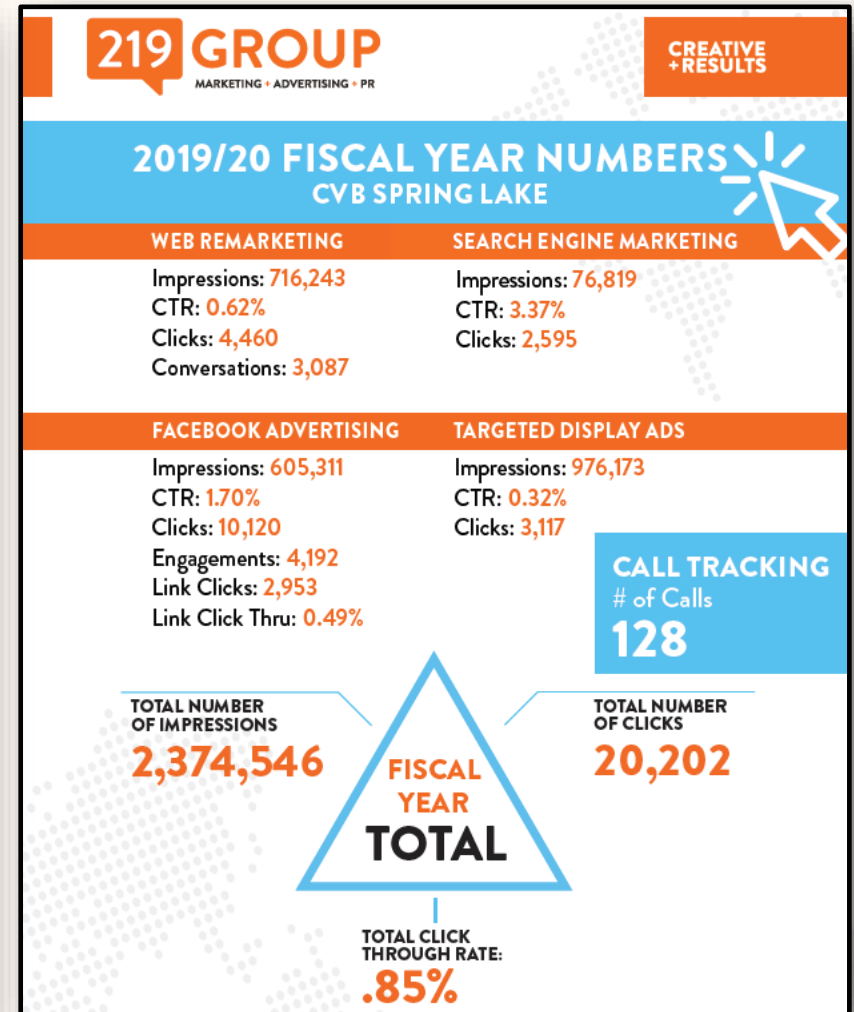
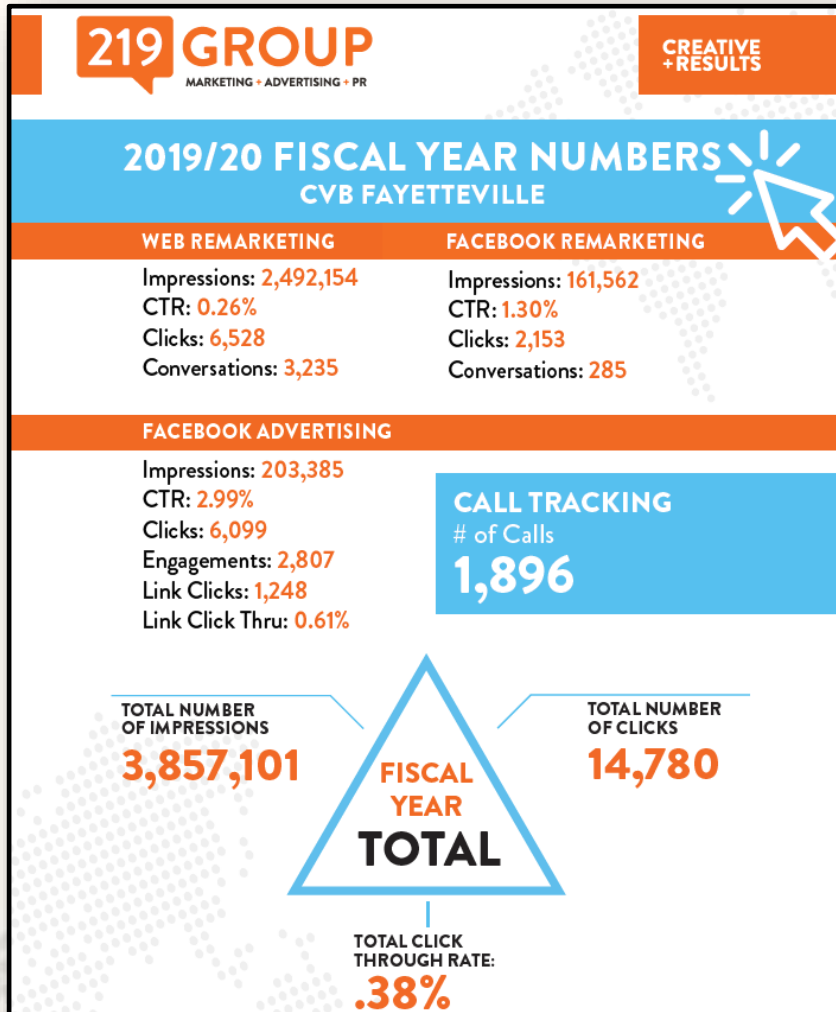
Rubberneck

2020/2021 Scope of Work

STATEMENT 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	\$148,580.00	\$62,000.00
ADMINISTRATION FEE (8%)	\$8,914.80	
CISION SUBSCRIPTION FEE		\$3,000.00
ANNUAL CONTRACT TOTAL	\$157,494.80	
MONTHLY INSTALLMENT PAYMENT	\$13,124.57	
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 2019/2020 Recap



219 Group

2020/2021 Scope of Work

VisitFayettevilleNC.com

ITEM	COST	DETAILS
Advertising Spend	\$1,585.00	Includes, SEM, SMM and Call Tracking
Marketing Services Fees	\$150.00	Creative, Design, Management Services
Total	\$1,735.00	

NearlyFortBragg.com

ITEM	COST	DETAILS
Advertising Spend	\$2,500.00	Includes, SEM and SMM
Marketing Services Fees	\$2,500.00	Creative, Design, Management Services
Total	\$5,000.00	

* Monthly Budget

Martin Armes/Media One 2019-2020 Digital Recap Highlights

- Provided relevant and timely COVID related research and intelligence from different sources.
- Helped develop recovery marketing plan and deployment.
- Provided strategic communications, marketing and sales support for all Visitor Bureau destination efforts.
- Coordinated all digital marketing and supported social media efforts to maximum synergies and impact between Media One, The Republik and the 219 Group.
- Assisted in the development and execution of an integrated and sales-based program of work across all functional areas; identified cross promotion and leveraged opportunities within the community and across the region and state.
- Participated on weekly conference calls and attended appropriate marketing and sales meetings.
- Assisted in the development and execution of different digital marketing programs.
- Lead content development initiatives with Rob Carey, Jason Frye and Annette Thompson.
- Introduced key family bloggers and other media to Fayetteville and assisted with visits.
- Provided various support to the Fayetteville web sites and other niche initiatives.

Martin Armes/Media One 2019-2020 Digital Recap

Past Year Recap

CAMPAIGN DETAILS:

\$200k investment planned with \$170k run because of Covid 19 (\$30k rolled over to 2020-21)

Placements:

1. Content Activation (rolling over 15k of 63.5k clicks)
2. Website retargeting (rolling over 210k of 1.5MM impressions)
3. Google paid search (rolling over 1.5k clicks)
4. Facebook (rolling over 439k of 1.56MM impressions)
5. YouTube
6. Foot traffic tracking
7. Written content (rolling over 7 of 15 articles)
8. Video production (rolling over 4 of 10 videos)

Audience targets:

1. Leisure travelers with 2-5 drive
2. Military
3. People traveling to Florida
 - a) Preplanners (reaching a person in the northeast while they plan FL trip)
 - b) Active Travelers (geofencing them on the highways)

CAMPAIGN RESULTS:

- 106k sessions (26.4% of all website traffic) - \$1.40 cost per session overall
- Higher quality traffic than last year – 12% better avg. session duration
- 13MM impressions
- 8 of 10 articles written
- 120k YouTube video views
- 4 of 8 new videos created

OVERALL WEBSITE STATS (vs last year):

- 405k sessions (down 15%)
- 232k organic sessions (up 21.5%; 46% up pre Covid 19)
- Avg. session duration was 1m 23s (up 12%)
- Listing pageviews up 43%
- Plan your visit pageviews down 31%

Martin Armes/Media One 2019-2020 Digital Recap

Sample Native & Display



Midway to Mickey on I95 in NC



Save 20% off your hotel room.
 See the participating locations.



A perfect stop to conclude the travel day

Visit Fayetteville NC

Open >



RECONNECT.
 VISITFAYETTEVILLENC.COM

PURSUE OLD FRIENDSHIPS IN FAYETTEVILLE

WATCH VIDEO



Blow off some steam after a long day on the road.

Visit Fayetteville NC

Open >



Plan the perfect girls' trip in America's Hometown

Visit Fayetteville NC

Open >



REKINDLE.
 VISITFAYETTEVILLENC.COM

PURSUE ROMANCE IN FAYETTEVILLE

WATCH VIDEO



FIND BALANCE.
 VISITFAYETTEVILLENC.COM

PURSUE HARMONY IN FAYETTEVILLE

WATCH VIDEO



PAID CONTENT BY VISIT FAYETTEVILLE NC
Blow off some steam after a long day on the road

Breathe in a change of scenery and recharge for your journey with 20% off Exit 49 hotel rooms in Fayetteville, NC.



Sponsored by Visit Fayetteville NC

Reunite for your next mission in America's hometown

Experience Fayetteville's rich military history, surrounded by a community that thanks you for your service.

Martin Armes/Media One 2019-2020 Digital Recap

Google CPC Ad Examples

Things To Do In Fayetteville | America's Hometown | Future trip ideas
Ad visitfayettevillenc.com/FayettevilleNC/FutureTriplde...
When travel opens back up, we will be here for you.
Fayetteville NC has a lot more to do then you might expect.
Things To Do - Family About Cumberland Cou...
Request A Visitor's Guide Newsletter Signup

Things To Do In Fayetteville | America's Hometown | Future trip ideas
Ad visitfayettevillenc.com/FayettevilleNC/FutureTriplde...
When travel opens back up, we will be here for you.
Fayetteville NC has a lot more to do then you might expect.
Home of Ft Bragg.
Sports Events Things To Do - Family
About Cumberland Cou... Accommodations

Fayetteville NC Tourism | Things To Do In Fayetteville | Plan Your Future Visit
Ad www.visitfayettevillenc.com
Few places have played such a formative role in our country's most defining moments. Rich in history.
Things To Do - Family About Cumberland Cou...
Request A Visitor's Guide Newsletter Signup

Fayetteville NC Tourism | Things To Do In Fayetteville | Plan Your Future Visit
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Few places have played such a formative role in our country's most defining moments. Rich in history. Home of Ft Bragg.
Sports Events Things To Do - Family
About Cumberland Cou... Accommodations

Martin Armes/Media One

2020/2021 Scope of Work

Placement	Targeting	Geo	Start Date	End Date	Ad Sizes	CPM/CPC	Impressions or Clicks	Rate Card	Discount Rate	Net Cost	Notes
Programmatic Display	Segmented website retargeting	NC (Winston-Salem east), SC (Columbia east to Florence/Myrtle Beach), VA (Norfolk/Virginia Beach, Northern VA), DC, MD	7/1/20	6/30/21	320x50, 300x250, 300x600, 728x90	CPM	3,428,571	\$ 8.00	\$ 7.00	\$ 24,000.00	Always-on retargeting
Native Ads	Segmented website retargeting	NC (Winston-Salem east), SC (Columbia east to Florence/Myrtle Beach), VA (Norfolk/Virginia Beach, Northern VA), DC, MD	7/1/20	6/30/21	Image + copy	CPC	24,000	\$ 1.25	\$ 1.00	\$ 24,000.00	Always-on retargeting
Content Activation	Leisure, competitive & military travel keyword content targeting	NC (Winston-Salem east), SC (Columbia east to Florence/Myrtle Beach), VA (Norfolk/Virginia Beach, Northern VA), DC, MD	7/15/20	10/15/20	320x50, 300x250, 300x600 + native ads (text + images at 1280x628 and 600x600)	CPC	20,000	\$ 1.25	\$ 1.00	\$ 20,000.00	
Content Activation	Leisure, competitive & military travel keyword content targeting	NC (Winston-Salem east), SC (Columbia east to Florence/Myrtle Beach), VA (Norfolk/Virginia Beach, Northern VA), DC, MD	2/1/21	4/30/21	320x50, 300x250, 300x600 + native ads (text + images at 1280x628 and 600x600)	CPC	20,000	\$ 1.25	\$ 1.00	\$ 20,000.00	
Facebook	Custom audiences targeting Golfers, boosting posts, website & email retargeting	NC (Winston-Salem east), SC (Columbia east to Florence/Myrtle Beach), VA (Norfolk/Virginia Beach, Northern VA), DC, MD	7/1/20	6/30/21	Image + copy	CPM	3,000,000	\$ 9.00	\$ 8.00	\$ 24,000.00	
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	7/1/20	6/30/21	Copy	CPC	26,667	\$ 1.25	\$ 1.35	\$ 36,000.00	
Microsoft 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	7/1/20	6/30/21	Copy	CPC	8,000	\$ 1.25	\$ 1.50	\$ 12,000.00	
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	7/1/20	6/30/21	Video	CPCV	120,000	\$ 0.15	\$ 0.10	\$ 12,000.00	
SEO	Custom Support		7/1/20	6/30/21		Flat Fee				\$ 9,000.00	\$750 per month
Digital OOH	Key billboards and gas station locations along I95	I95 and other locations to support Exit 49	7/1/20	11/30/20	Custom	CPM				\$ 11,000.00	
Content written for your site			7/1/20	6/30/21	750 to 1,000 words or so					\$ 8,000.00	6 to 8 articles
Foot Traffic Tracking			7/1/20	6/30/21			6,500,000	\$ 2.50	\$ 2.00	\$ 13,000.00	
Meeting Lead Gen										\$ 12,000.00	
TOTAL										\$225,000.00	

Martin Armes/Media One

2019/2020 Scope of Work

Deliverables

- Provide strategic communications, marketing and sales support for all CVB/destination efforts.
- Coordinate all digital marketing and support 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 web sites and other niche initiatives.
- Assist in the development and distribution of online marketing materials (E-newsletters).
- 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.
- Arrange for select golf journalists to visit and experience Fayetteville.
- Manage and leverage various opportunities with the NC Division of Tourism and its international rep firms; special emphasis on Canadian market and increasing product with tour operators.

Historical Overview

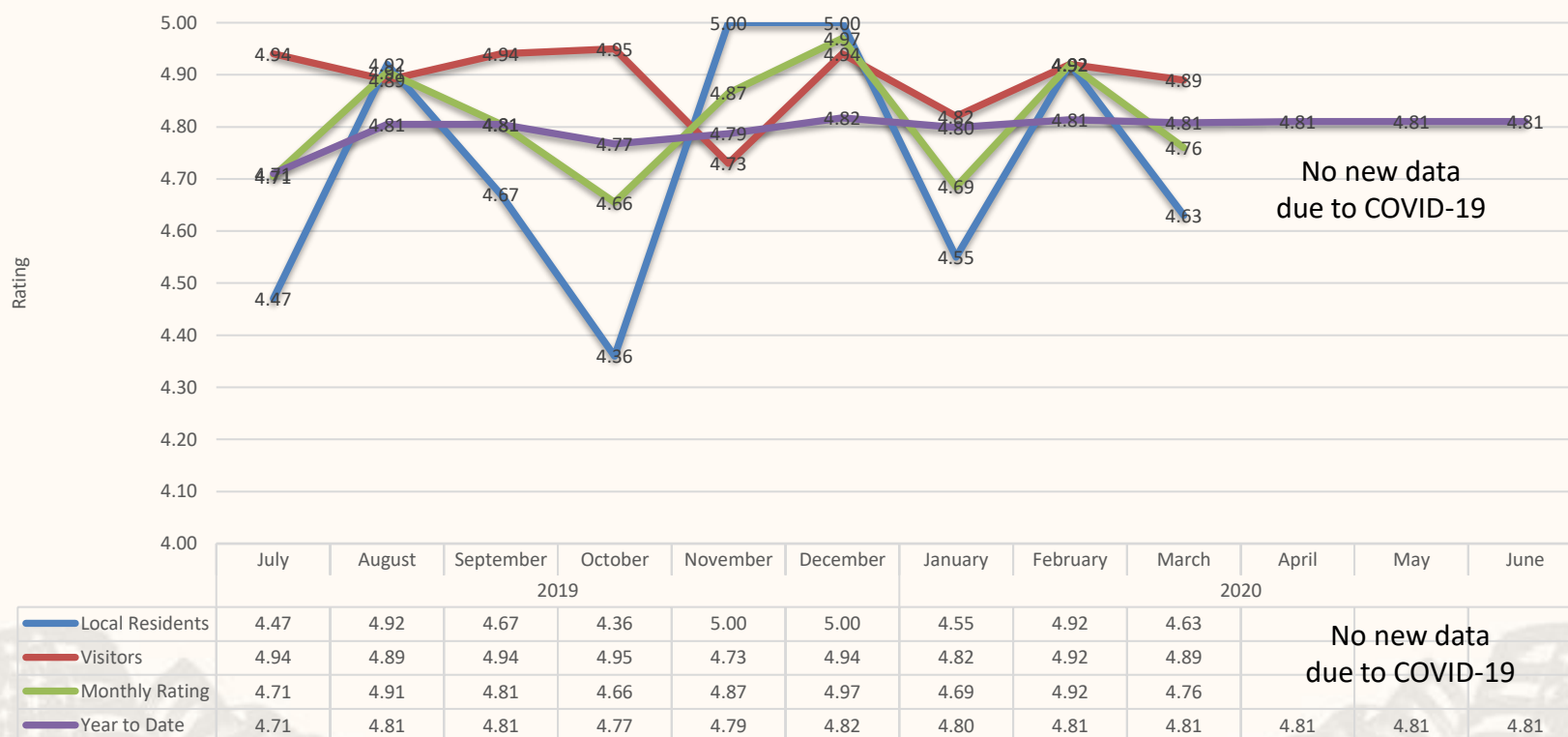
- From the 2004/2005 fiscal year through the 2019/20 fiscal year, the FACVB generated 1,323 stories about Cumberland County in leisure travel, travel trade, local, state and national media. The stories highlighted all aspects of Cumberland County that visitors may experience.
- From the 2006/2007 fiscal year through 2019/2020 the FACVB has seen 2,446,450 unique visitors to the website.
- The FACVB started tracking social media in the 2012/2013 fiscal year. From 2012/2013 to 2019/20, the FACVB has posted 4,810 Facebook messages and 5,816 twitter messages. In the last FY, we increased engagement across most platforms by 20%.
- From the 2005 to 2018, domestic tourism expenditures have grown from \$328.09 million to \$574.03 million. These figures are from VisitNC. In the same period, tourism industry payroll grew from \$72 million to \$110.54 million, tax savings to local residents increased from \$83 to \$130.25 and local tax receipts grew from \$7 to \$12.20 million.
- From the 2005/2006 fiscal year through 2017/2018, the Visitor Center at the FACVB has provided materials and services to 2,510 groups. They have also handled 175,541 inquiries and distributed 790,534 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 1,140 groups that use 322,127 room nights of at county hotels. The estimated economic impact from these groups is \$145,678,848
- 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

2019-2020

Includes the following sources Hotels, Online and Visitor Center Walk-ins

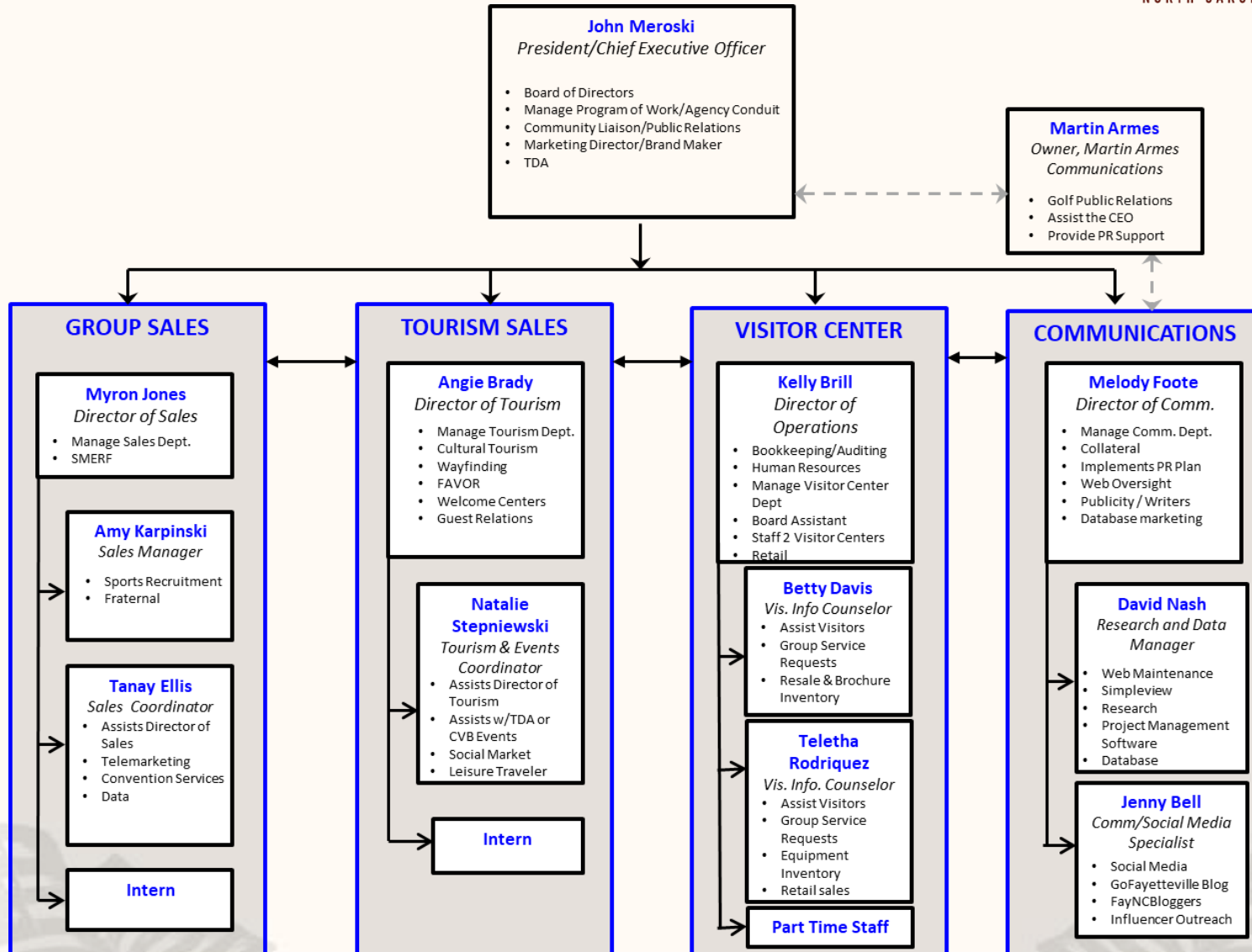
1. Visitors to Cumberland County were from the following states (top 3) **North Carolina** (44%), **Florida** (8%) and **Georgia** (6%)
2. The visitors' reason for visiting was **Visit Friends/Family** (20%), **Traveling Through** (18%) and **Vacation** (17%)
3. The top areas of interest were **Dining** (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: **4.81**



Budget 2020/2021

	<u>Budget</u>
Ordinary Income/Expense	
Income	
500.00 · Occupancy	2,887,500.00
501.00 · Co-op Marketing	7,000.00
505.00 · Merchandise	1,000.00
508.00 · Interest-Certificate of Deposit	<u>10,000.00</u>
Total Income	2,905,500.00
Cost of Goods Sold	
599.00 · Cost of Goods Sold	<u>4,500.00</u>
Total COGS	<u>4,500.00</u>
Gross Profit	2,901,000.00
Expense	
600.00 · Benefits	127,050.00
620.00 · Building & Occupancy	164,196.00
650.00 · Compensation	776,368.00
700.00 · Consulting	62,000.00
750.00 · Education	45,000.00
800.00 · Employment Expenses	56,500.00
820.00 · Small Equipment	171,000.00
840.00 · Marketing	1,392,386.00
900.00 · Operating Expenses	100,500.00
930.00 · Transportation	<u>6,000.00</u>
Total Expense	<u>2,901,000.00</u>
Net Ordinary Income	<u>0.00</u>
Net Income	<u>0.00</u>

Organizational Chart 2020/2021



Program of Work: Sales 2020/2021

	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
Connect Medical (\$500)									•				\$4,700
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
National Coalition of Black Meeting Professionals					*								\$5,000
Your Military Reunion Connection							•						\$1,200
Sports Trade Show Sponsorships			•		•	•	•						\$12,000
Promotional Products/Giveaway Items													\$4,000
SUBTOTAL													\$78,400
FUNCTIONS													
Out of Market Function- Planners/Associations				•									\$1,000
Out of Market Function - Religious							•						\$800
Out of Market Function - Sports		•			•		•			•			\$3,500
Sales Blitz - Associations/ Raleigh			•										\$125
Sales Blitz - Fraternal -									•				\$300
Sales Blitz - Fraternal - Local Colleges					•								\$75
Sales Blitz - Religious -							•						\$100
Sales Blitz - Sports								•					\$300
Sales Blitz - Religious- Local							•						\$500

Program of Work: Sales 2020/2021

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
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													\$11,350
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
Black Meeting & Tourism												*	
Spring Lake Spring Fling										*			\$400
Unrpojected Requests							*						\$1,000
MLK Ad - Print & Digital						*							\$150
Convention South - Two Ads		*				*							\$3,400
Connect Sports Facility Guide								*					\$5,000
MPI-CC Membership Directory	*												\$800
SUBTOTAL													\$23,450
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

Program of Work: Sales 2020/2021

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
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
Black Meeting & Tourism													\$400
NAACP													\$30
NABVETS													\$50
Star 12 x 2													\$400
CMP Certification													\$1,100
STS Annual Meeting													\$2,500
Leadership Fayetteville													\$950
AF Times													\$40
SUBTOTAL													\$24,745

Program of Work: Sales 2020/2021

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
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
All American Tattoo Convention										•			\$20,000
Crown Coliseum (for Marksmen Hockey)	Season												\$25,000
Big South Baseball Tournament											•		\$25,000
Champions In Motion												•	\$25,000
SUBTOTAL													\$137,255
SALES GRAND TOTAL													\$482,700

Program of Work: Communications 2020/2021

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
SATW National Convention (Milwaukee)				*									\$2,500
DMAI Annual Convention (CDME)													\$2,500
VisitNC Media Mission in NC													\$500
Southern Travelers Explore Conference								*					\$1,200
ESTO/ Other CEO Ed.													\$2,000
CEO Education													\$2,000
SUBTOTAL													\$10,700
FUNCTIONS													
Blogger Meetups													\$3,000
Lunches for Blog Research													\$500
Travel Writer Visitors or Individual Tours													\$3,000
SUBTOTAL													\$6,500
PROJECTS													
Republik Project MGMT													\$372,000
Rubberneck PR													\$168,800
Image Work - Wick													\$2,000
Martin Armes Consultant													\$15,000
Research													\$25,000
SUBTOTAL													\$582,800
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
dynamic													\$81,000
Simple Support Plan 10													\$12,000
Higher Logic (formerly Informz)													\$12,500
ARC - Netsure													\$1,600
ARC - Maintenance (est)													\$10,000

Program of Work: Communications 2020/2021

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
Office 365													\$3,500
Lens for Camera													\$700
Dropbox Professional													\$200
Hashtracking Software													\$600
Sprout Social													\$4,800
FlickrPRO													\$200
TravMedia online tool													\$2,500
Stock Photo Subscription													\$100
SUBTOTAL													\$136,300
DUES/SUBSCRIPTIONS/MEMBERSHIPS													
PRSA													\$335
SATW													\$500
Fayetteville Chamber													\$375
Military Affairs CVB													\$350
DMANC													\$0
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													\$781,435

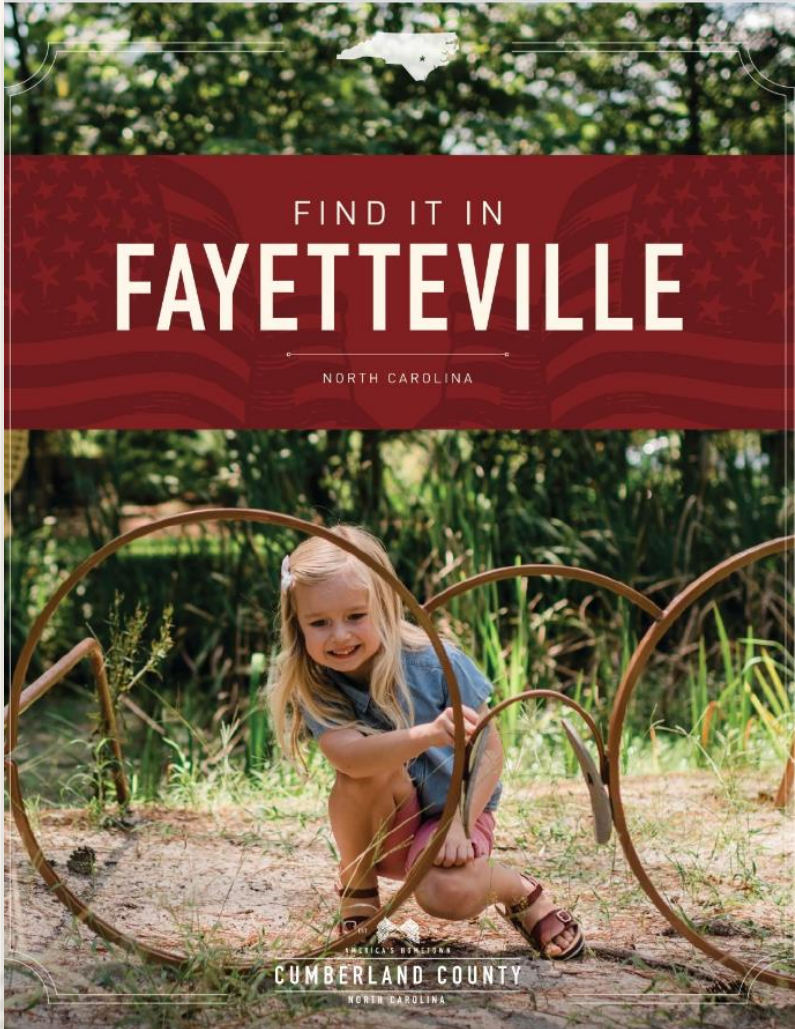
Program of Work: Tourism 2020/2021

	July	Aug	Sept.	Oct	Nov.	Dec.	Jan.	Feb.	Mar.	Apr	May	June	Cost
TRADESHOWS/EDUCATION/CONFERENCES													
DMAI Annual Conference 2021												•	\$2,500
Travel & Adventure Expo (DC Show) (expenses)									•				\$1,000
Travel & Adventure Expo (Philly Show) (expenses)									•				\$1,000
												SUBTOTAL:	\$4,500
FUNCTIONS													
Client Visits/Site Inspections	•	•	•	•	•	•	•	•	•	•	•	•	\$1,500
Local Vendor Visits-Reunions/Weddings	•	•	•	•	•	•	•	•	•	•	•	•	\$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:	\$3,600
ADVERTISING													
219 Group													
Fayetteville Program	•	•	•	•	•	•	•	•	•	•	•	•	\$21,600
Spring Lake Program	•	•	•	•	•	•	•	•	•	•	•	•	\$60,000
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
Fayetteville Observer- The Weekender Backpage (2020-2021)	•	•	•	•	•	•	•	•	•	•	•	•	\$32,500
Fort Bragg MWR Banner Ad- CVB	•	•	•	•	•	•	•	•	•	•	•	•	\$0
Group Tour Digital placements													\$10,000
Media One- Martin Armes - Digital Marketing	•	•	•	•	•	•	•	•	•	•	•	•	\$230,000
Media One- Martin Armes- RSL Program	•	•	•	•	•	•	•	•	•	•	•	•	\$10,000
NC Travel Guide (2021 edition)						•	•	•	•	•	•	•	\$32,291

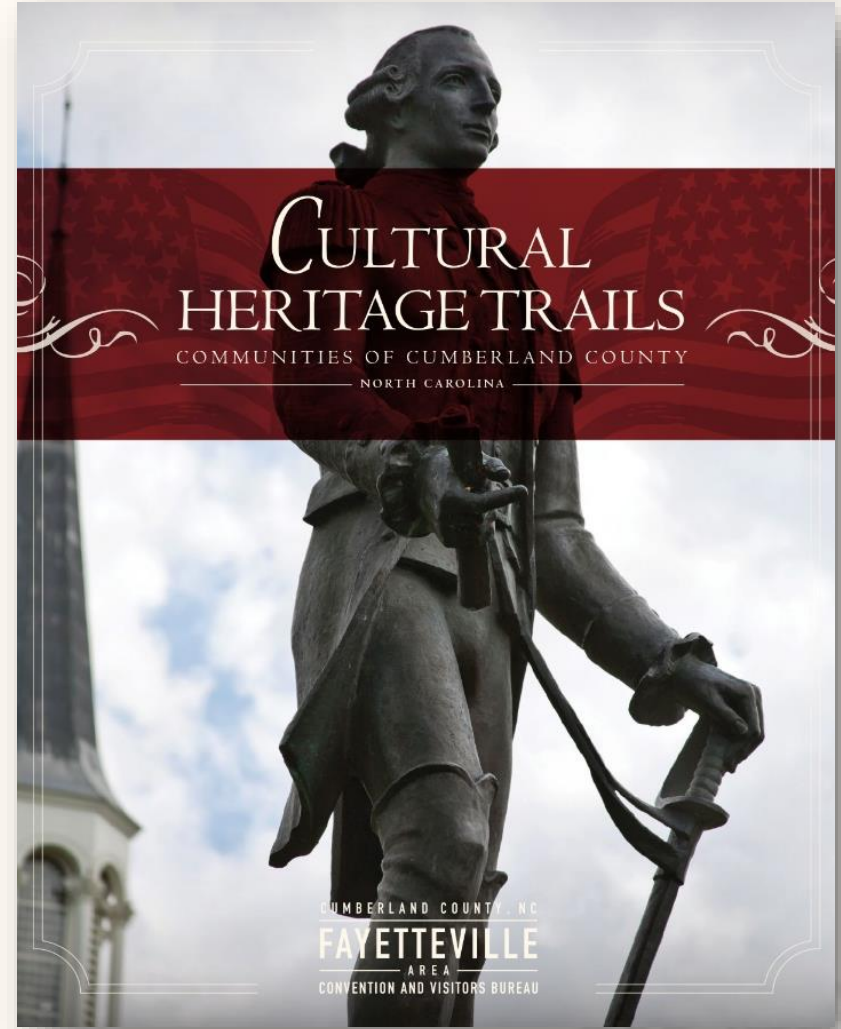
Program of Work: Tourism 2020/2021

	July	Aug	Sept.	Oct	Nov.	Dec.	Jan.	Feb.	Mar.	Apr	May	June	Cost
OIG- Coupon Booklet-Exit 49 Campaign	\$10,000
SPRING LAKE UNITED													
Digital Billboard	\$24,225
years)			\$100
Up & Coming Weekly													
Back Cover (13 times)	\$16,835
Delivery Service	\$7,000
Pocket Guide	\$1,500
VISITNC													
Facebook Event Promotion			\$1,750
Video Listing (12 month run)	\$200
MELODY won \$1,000 credit													-\$1,000
WRAL- WAZE Ads for Exit 49 Campaign	\$18,000
													SUBTOTAL:
													\$555,161
PROJECTS/PRODUCTS													
CVB Staff Attire + Monogramming (only for new staff)	.												\$1,000
Reprint of Passport													\$12,000
Wayfinding-Maintenance	\$2,500
													SUBTOTAL
													\$15,500
COMMUNICATIONS													
													SUBTOTAL
													\$0
DUES/MEMBERSHIPS													
DMAI													
Southeast Tourism Society													\$595
													SUBTOTAL
													\$595
MEETINGS													
Sales & Marketing Meetings	\$0
Spring Lake United Meetings		\$2,500
Wedding and Special Event Shows								.					\$100
													SUBTOTAL
													\$2,600
THE REPUBLIC													
Event Augmentation													
Groupies Appearances													
HH8 Planning & Mgmt													
Up and Coming BP New Ad													
Weekender Ads Update													
													SUBTOTAL
													\$0
													TOURISM GRAND TOTAL
													\$581,956

Products – Fulfillment Pieces 2020/2021

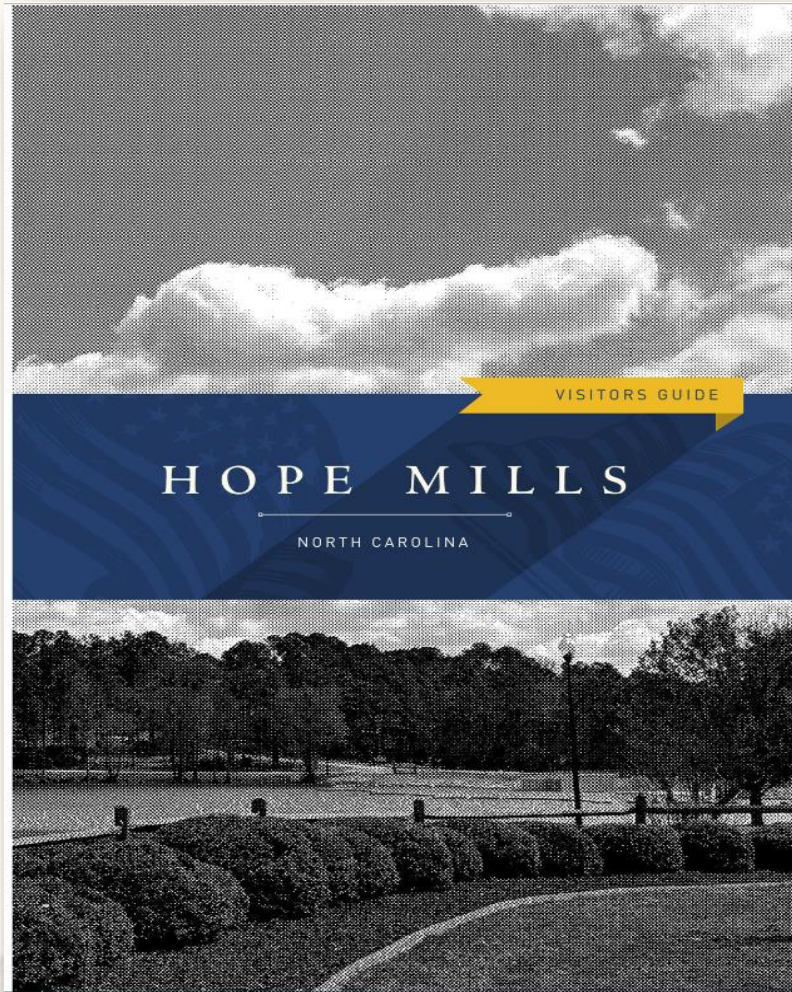


[Cumberland County Visitor Guide](#)

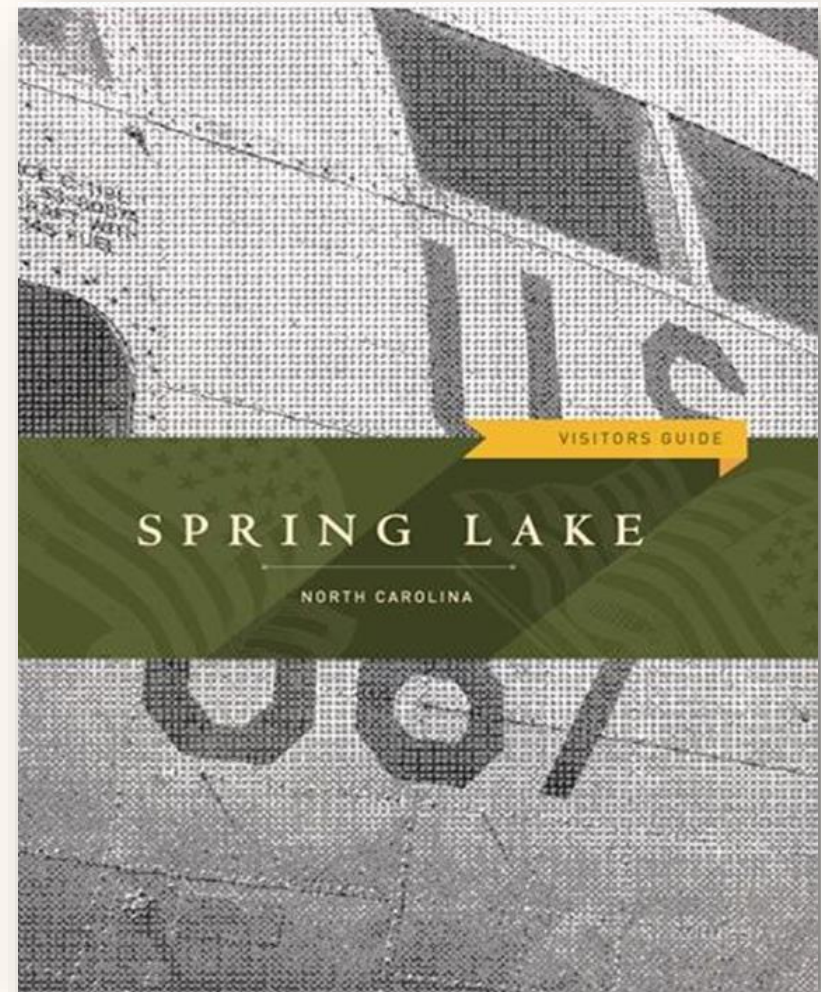


[Cumberland County Trail Guide](#)

Products – Fulfillment Pieces 2020/2021

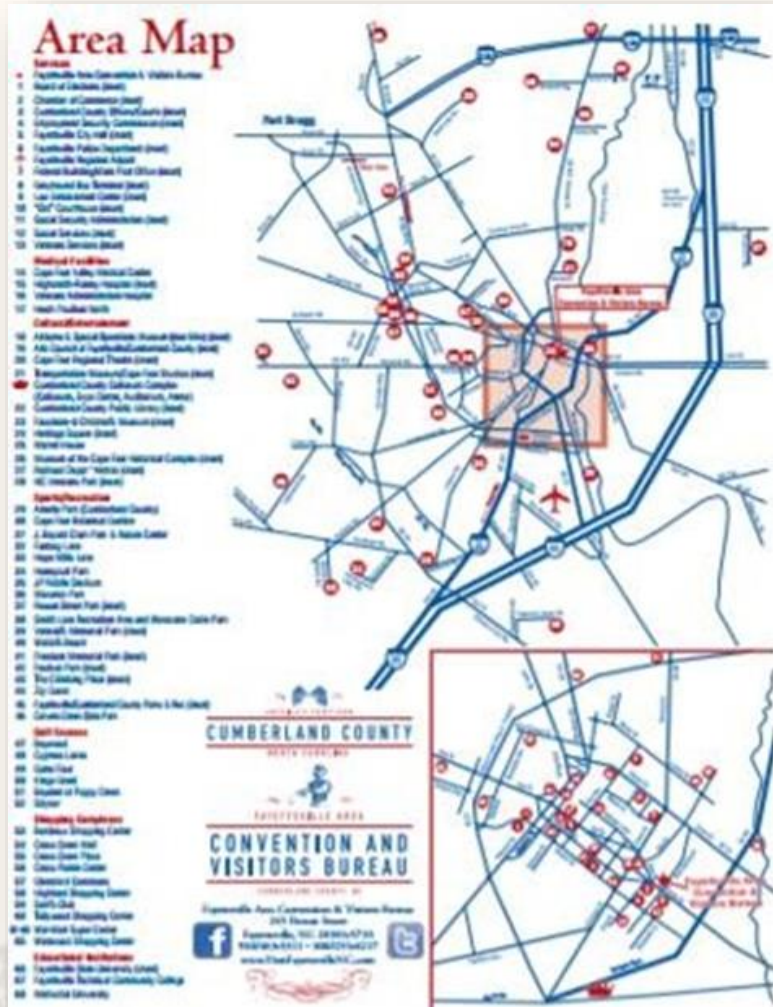


Hope Mills Visitors Guide



Spring Lake Visitors Guide

Products – Fulfillment Pieces 2020/2021

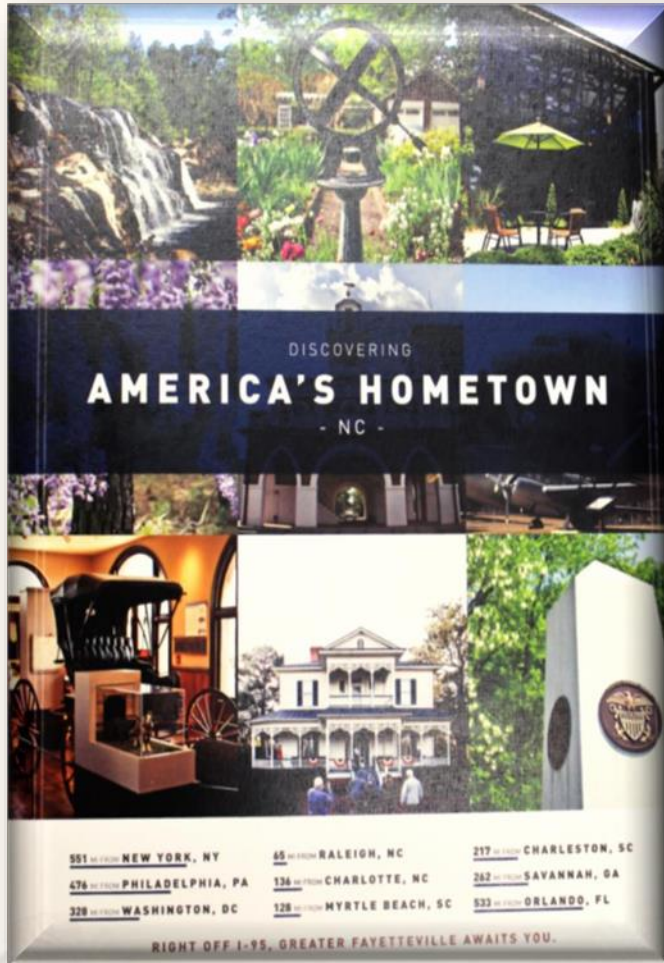


One Page Area Map



Individual Trail Cards

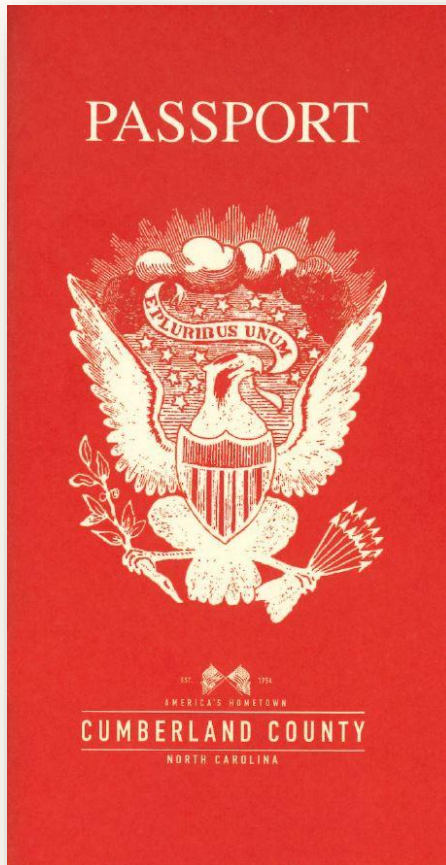
Products – Fulfillment Pieces 2020/2021



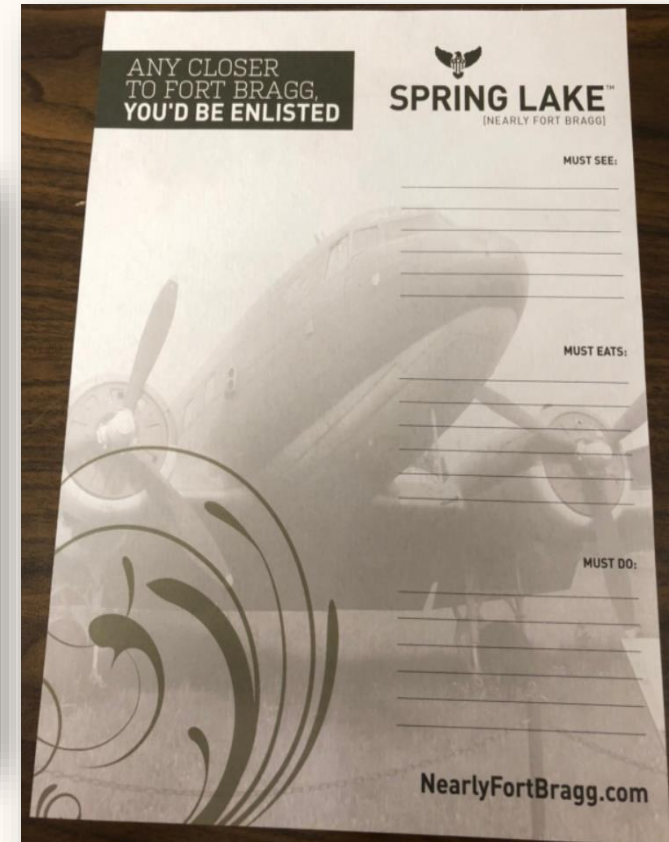
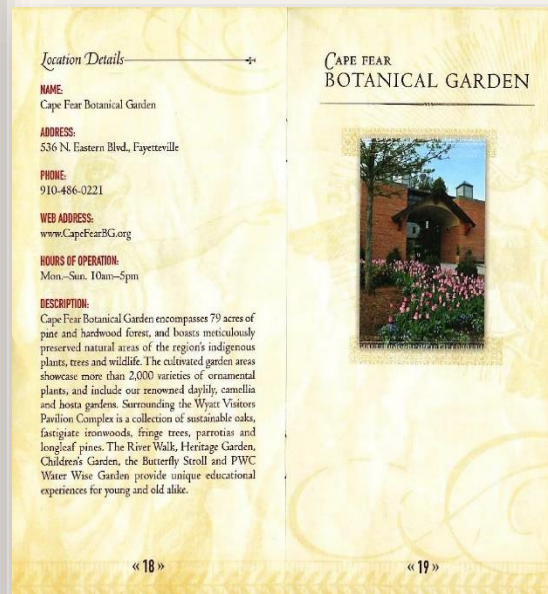
Group Tour Collateral



Products – Fulfillment Pieces 2020/2021



Tourism Passport



Spring Lake Pad

Products – Digital Presence 2020/2021

VisitFayettevilleNC.com

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est. 1754

CALL US (888)98-HEROES

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

HOPE MILLS LAKE

Seek A Respite On The Water In Hope Mills

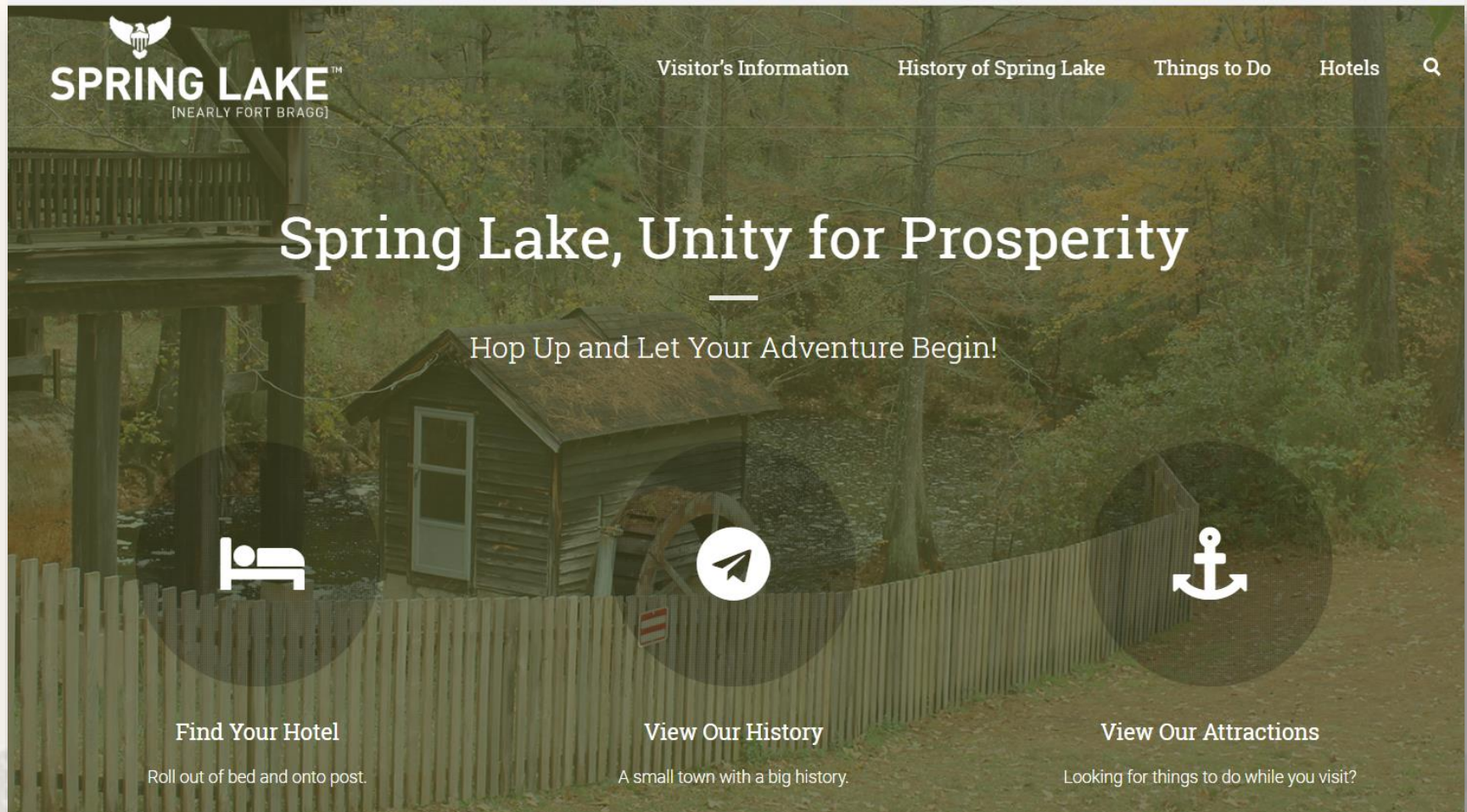
[> Read More](#)

● ○ ○


★ ————— FREEDOM'S HOME ————— ★

Products – Digital Presence 2020/2021

NearlyFortBragg.com


The banner features a background image of a rustic wooden cabin and a wooden deck in a forest. The text is overlaid on this image. At the top left is the Spring Lake logo. At the top right is a navigation menu. In the center is the main title and a sub-headline. At the bottom are three circular icons with text and descriptions below them.

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 2020/2021

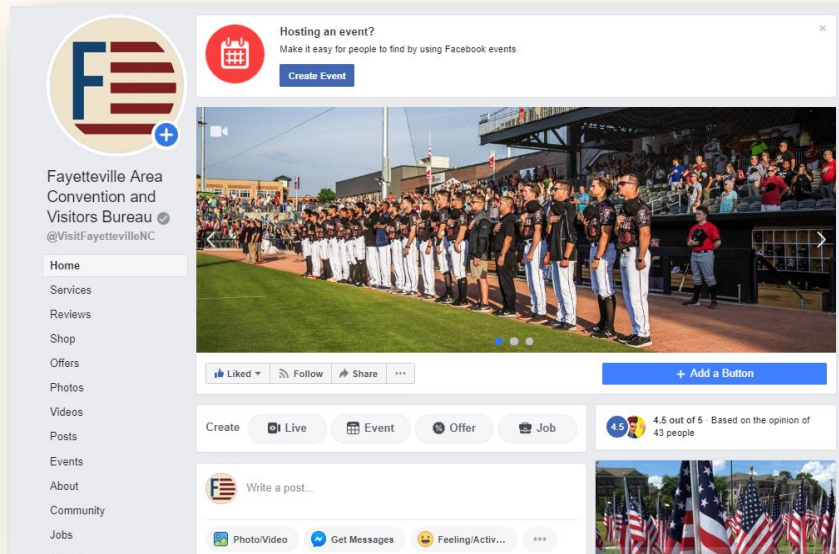
FayettevilleNC Trails.com

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:

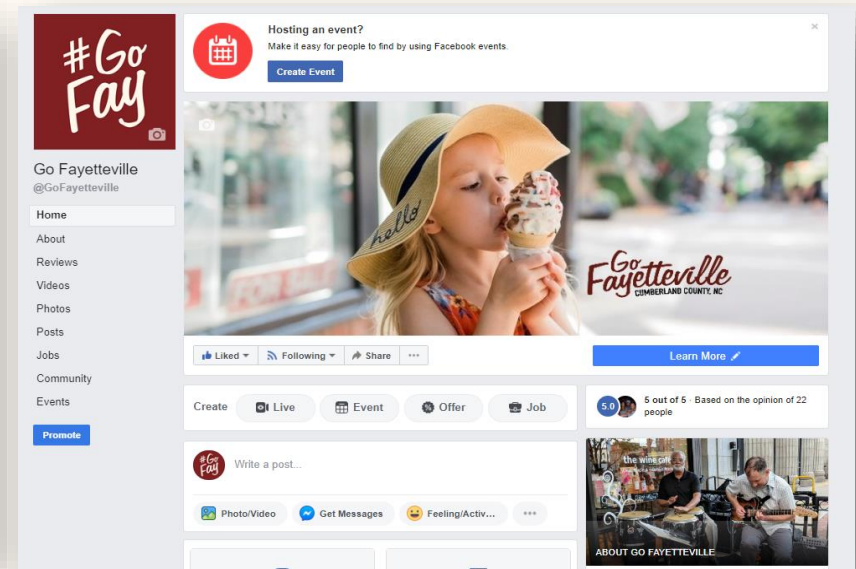
- AFRICAN-AMERICAN HERITAGE TRAIL**
The African-American Heritage Trail consists of sites that provide a historical glimpse into the life of African-Americans who resided in Fayetteville and Cumberland County. The hard labor borne by slaves, the entrepreneurship of free blacks, the devotion ...
DURATION: 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 2020/2021

Social Media – Facebook



[FACVB Facebook](#)



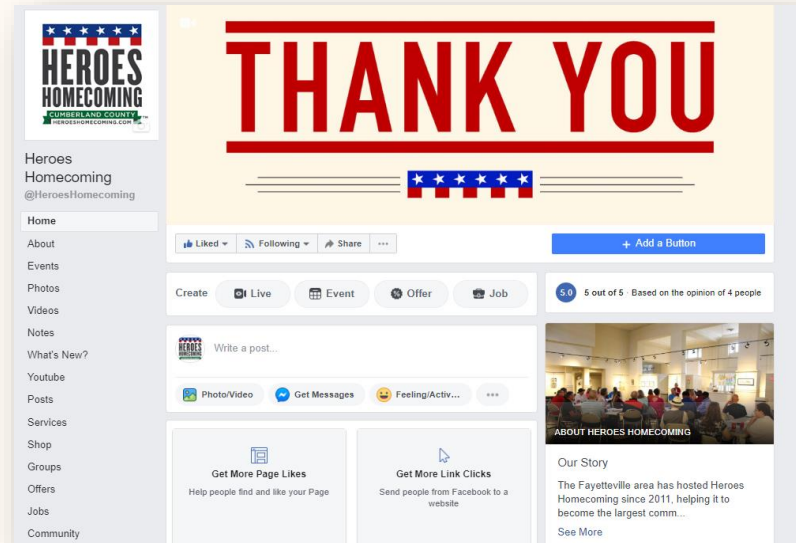
[GoFayetteville Facebook](#)

Products – Digital Presence 2020/2021

Social Media – Facebook



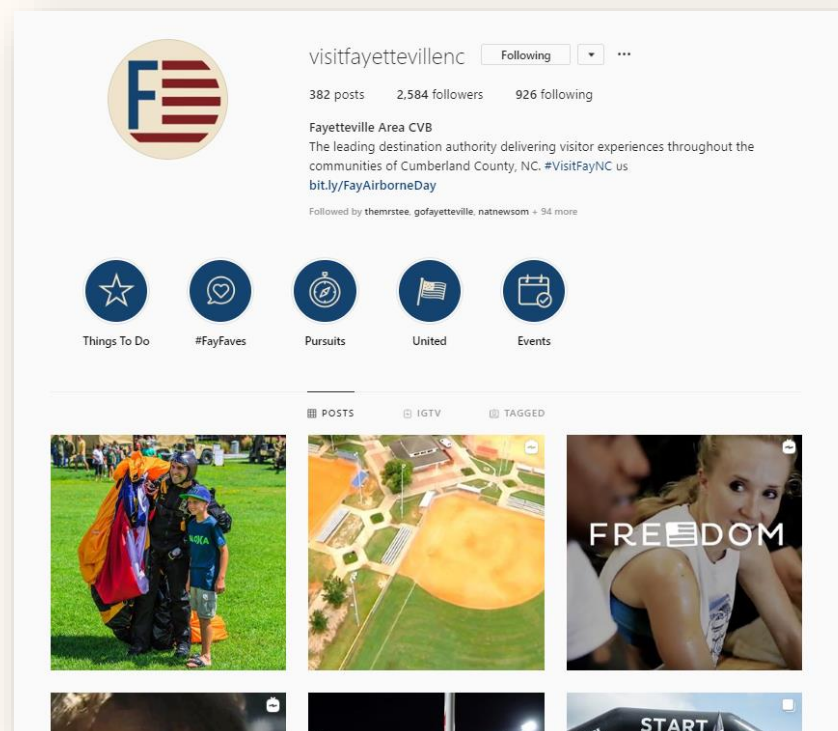
[Meetings & Tournaments Facebook](#)



[Heroes Homecoming](#)

Products – Digital Presence 2020/2021

Social Media – Instagram



[FACVB Instagram](#)

Products – Digital Presence 2020/2021 Social Media – Twitter



[FACVB Twitter](#)



[Heroes Homecoming Twitter](#)

Products – Digital Presence

2020/2021

Social Media – LinkedIn

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

Dashboard

Last 30 days	
17 Visitors	▼ 5%
4 Custom button clicks	▼ 20%
2.2K All post impressions	▼ 9%
8 Followers	▼ 27%

Start a post

Updates Filter by: Page updates

Posted by Melody Foote · 7/11/2019 · Sponsor now

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

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

2020/2021

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 2020/2021 TDA Microsites

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

est. 1754

EVENT DETAILS | ACCOMMODATIONS | SCOUTLOOK | AROUND TOWN



NCC PILGRIMAGE
NOVEMBER 13-15, 2020

SAVE THE DATE: PILGRIMAGE 2020

NCC Pilgrimage is an annual, large-scale youth event for United Methodist youth and their adult leaders. It is a life-changing weekend event filled with amazing artists, thought-provoking speakers, and inspiring youth leadership: all bearing witness to the transforming love of Christ.

Sponsored by the North Carolina United Methodist Conference, this weekend is for students and adult student leaders of all denominations looking for a weekend worship experience that calls everyone to a new or stronger faith in Jesus, challenging everyone to share God's love in word and action.

When: November 13-15, 2020
Where: Crown Complex in Fayetteville, North Carolina

[NCC Pilgrimage TDA Microsite](#)

Products – Print Ads

2020/2021



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
 Mfayetteville@visitfayetteville.com



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

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

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU

tours@visitfayetteville.com
 www.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 for a loxi, 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

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU

info@visitfayetteville.com
 www.VisitFayettevilleNC.com

Products – Print Ads 2020/2021




**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**

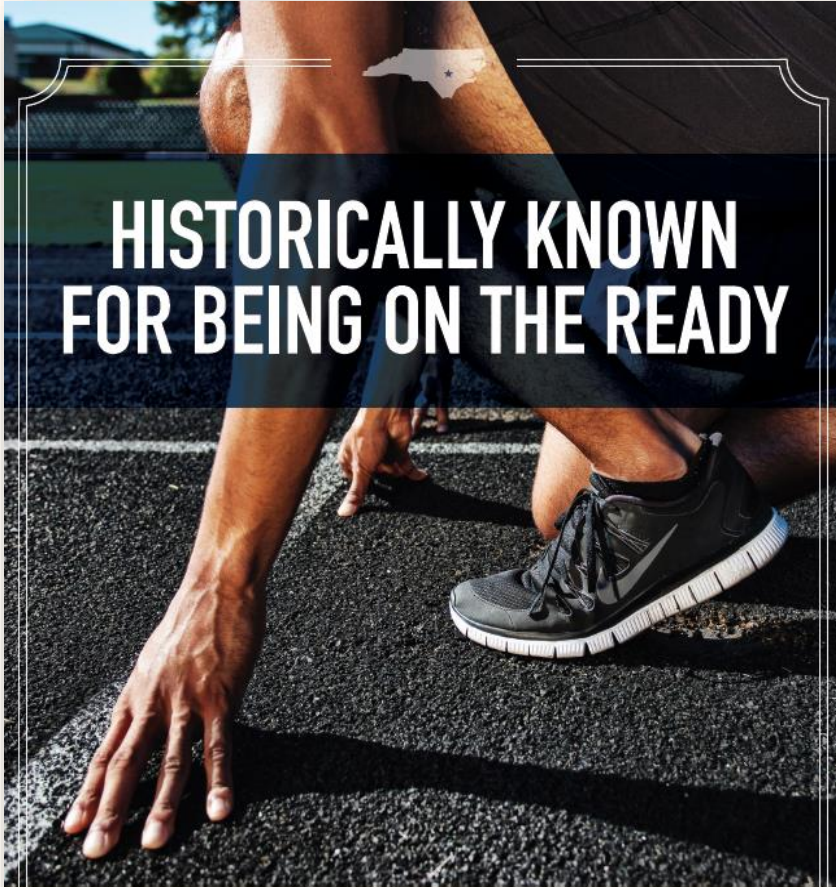


The Fayetteville Area Convention & Visitors Bureau (FACVB) would love to help plan your next event. From start to finish, our team will work with you to gather and present proposals according to your needs, arrange site visits and assist with promotional items and other resources, ensuring that your 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@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

f t i b p

Products – Print Ads

2020/2021



CELEBRATE FAITH

IN AMERICA'S HOMETOWN ***

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 on your behalf to gather and present proposals, arrange site visits and assist with promotional items, ensuring your event goes off without a hitch.

MYRON JONES
 FACVB DIRECTOR OF SALES
MrFayetteville@visitfayettevillenc.com
(910) 835-5083

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU



FIND IT IN FAYETTEVILLE

FRESH FINDS IN SUMMERTIME

Local summertime living is upon us with sunshine, the outdoors, and family fun. Find out ways to enjoy the warmer weather by checking in on events, eats and more in the coming weeks.

WWW.VISITFAYETTEVILLENC.COM

— BROUGHT TO YOU BY —
 CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU

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

Get the latest local scoop! Follow us on social media:   



FIND IT IN FAYETTEVILLE

PLAN YOUR PERFECT PICNIC

Discover some new sunny time activities and get some tips on finding the best picnic spots in Cumberland County. Summer in Fayetteville, made easy with our website for the latest local insights on outdoor activities, beaches and more in Cumberland County.


WWW.VISITFAYETTEVILLENC.COM

— BROUGHT TO YOU BY —
 CUMBERLAND COUNTY, NC
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 AREA
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To learn more about the Fayetteville Area Convention & Visitors Bureau, (910) 483-5311

Get the latest local scoop! Follow us on social media:   

Products – Banner Ads 2020/2021



**HOSTING
IMPORTANT
MEETINGS
SINCE 1789**

**PLAN YOUR MEETING
IN AMERICA'S HOMETOWN**

GET STARTED



**CELEBRATE FAITH
& FELLOWSHIP**

VISITFAYETTEVILLENC.COM

CLICK HERE TO PLAN YOUR TRIP



STOP IN FAYETTEVILLE, NC

Products – Banner Ads 2020/2021



FAYETTEVILLE, NC
EVERY MILE IS A MEMORY

20% OFF HOTELS EXIT49.COM



FAYETTEVILLE, NC
EVERY MILE IS A MEMORY

20% OFF HOTELS EXIT49.COM

EXIT 49 EXIT49.COM



FAYETTEVILLE, NC
EVERY MILE IS A MEMORY

20% OFF HOTELS
EXIT49.COM



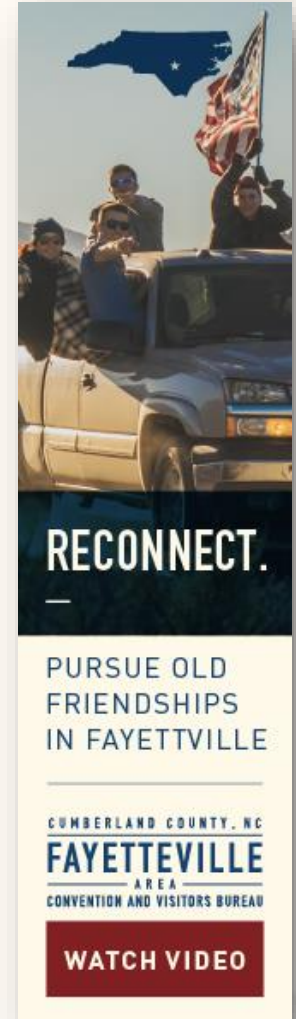
FAYETTEVILLE, NC
EVERY MILE IS A MEMORY

20% OFF HOTELS EXIT49.COM

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Products – Banner Ads 2020/2021



Products – Banner Ads 2020/2021




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

FIND BALANCE.
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PURSUE HARMONY IN FAYETTEVILLE



**FIND
BALANCE.**

—
PURSUE
HARMONY IN
FAYETTEVILLE

CUMBERLAND COUNTY, NC
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AREA
CONVENTION AND VISITORS BUREAU

WATCH VIDEO

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**AMERICA
 AT EVERY
 TURN**

VISITFAYETTEVILLENC.COM

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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

[LEARN MORE](#)



**AMERICA
 AT EVERY
 TURN.**

CLICK HERE
 TO PLAN YOUR TRIP

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU



SPRING LAKE
 [NEARLY FORT BRAGG]

Search for hotels
 in Spring Lake, NC

[GO](#)

EXPLORE

[YOUR MISSION]
 TO EXPLORE SPRING LAKE

VisitSpringLakeNC.com



SPRING LAKE™
 [NEARLY FORT BRAGG]

AMERICA AT EVERY TURN



VISITFAYETTEVILLENC.COM



[CLICK HERE TO PLAN YOUR TRIP](#)

Products – Billboards

2020/2021


**20% OFF
YOUR HOTEL**

**EXIT
49**

EXIT49.COM

EXIT49.COM

**AUTHENTIC
DELICIOUSNESS**




FAYETTEVILLE, NC

REAL NC BBQ. REAL GOOD.

EXIT49.COM

**5 CRAFT
BREWRIES**



FAYETTEVILLE, NC

NOW, THAT'S A REST AREA.

EXIT49.COM

**ALL DOGS
ALLOWED**



FAYETTEVILLE, NC

1,170 PET-FRIENDLY ROOMS.

**DRIVING, BAD.
SLEEP, GOOD.**

**EXIT
49**


EXIT49.COM

EXIT49.COM

FAYETTEVILLE, NC

EXIT49.COM

**20% OFF
HOTELS**



FAYETTEVILLE, NC

REST IN AMERICA'S HOMETOWN.

EXIT49.COM

**NORTH CAROLINA
VETERANS PARK**




FAYETTEVILLE, NC

tripadvisor ★★★★★

Products – Videos








“Spirit of America” Trails

fayettevillenc Videos Playlists Channels Discussion About

 **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>

[▶ Play all](#) [◀ Share](#) [+ Save](#)

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



Hometown Heroes: Stronger Than Ever After Hurricane Florence

Visit Cumberland County NC



Hometown Heroes: Turning Devastation to Inspiration

Visit Cumberland County NC



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

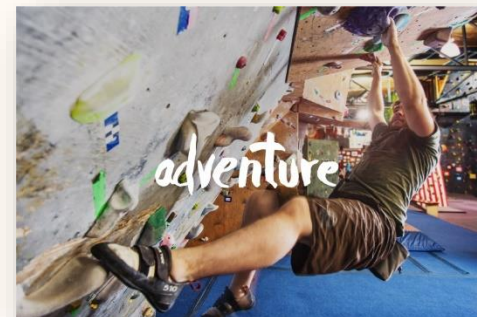
▶ Play all ◀ Share + Save

- | | | |
|---|---|------|
| 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



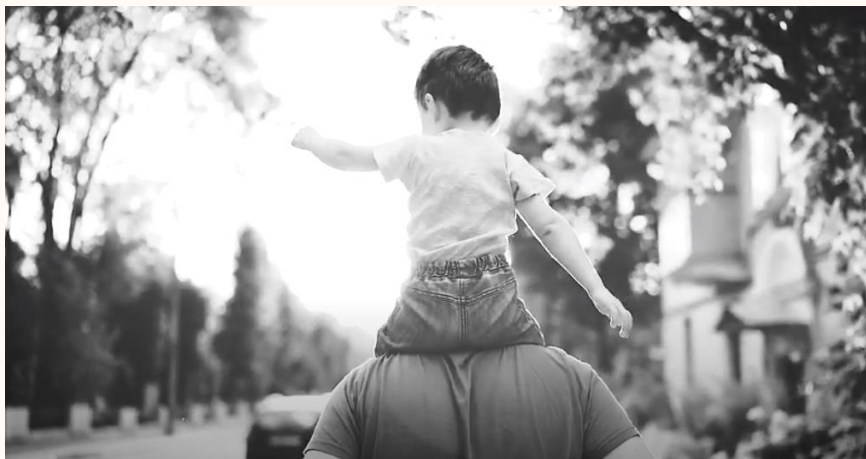
LIBERTY MOTORCYCLE V3
by Visit Cumberland County NC

8



LIBERTY Bullriding
by Visit Cumberland County NC

Products – Videos



[This Special Place](#)



[Hosting Military Reunion](#)



[Hosting a Religious Meeting](#)

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
ENGESCHRIFT

ALTERNATE HEADLINE & HEADER FONT

DIN BLACK

WEB HEADLINE

Lato Black
Title Case

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.

HEADER

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

SUBHEAD

DIN LIGHT
ALL CAPS
200+ TRACKING

WEB ALT STYLES

Droid Serif Bold Italic
Droid Serif Regular
Droid Serif Italic

COLOR GUIDELINES

PRIMARY COLORS



R: 20
G: 67
B: 112
HEX
144370
PMS
294C

BLUE:
Used for backgrounds, specimen and occasional typography treatments on dark backgrounds.

USED WITH:
Yellow
Dark Cream
Light Cream



R: 255
G: 249
B: 234
HEX
FF9FEA
PMS
20% 7506

RED:
Used for predominantly background color and occasional typography treatments on dark backgrounds.

USED WITH:
Blue
Red
Yellow
Dark Cream
Dark Grey
Light Grey

SECONDARY COLORS



R: 244
G: 182
B: 24
HEX
802022
PMS
1807

YELLOW:
Used for accents and small indications like iconography.

USED WITH:
Blue
Dark Cream
Light Cream
Dark Grey



R: 244
G: 182
B: 24
HEX
F4B61A
PMS
141

DARK CREAM:
Used for predominantly background color and occasional typography treatments on dark backgrounds.

USED WITH:
Blue
Red
Yellow
Dark Cream
Dark Grey
Light Grey

TERTIARY COLORS



R: 238
G: 227
B: 203
HEX
EEEECB
PMS
50% 7534

DARK GREY:
Used for predominantly background color and occasional typography treatments on dark backgrounds.

USED WITH:
Blue
Red
Yellow
Dark Cream
Dark Grey
Light Grey



R: 90
G: 91
B: 92
HEX
5A5B5C
PMS
COOL GREY 11

COOL GREY 11:
Primarily used for body text.

USED WITH:
Blue
Red
Yellow
Dark Cream
Dark Grey
Light Grey



R: 155
G: 156
B: 157
HEX
9B9C9D
PMS
COOL GREY 7

COOL GREY 7:
Primarily used for body text.

USED WITH:
Blue
Red
Yellow
Dark Cream
Dark Grey
Light Grey

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 making American and Southern hospitality and history.

Products – Industry Resources

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 \$574.03 million
- 4,730 jobs with a \$110.54 million payroll
- State and Local Taxes of \$42.87 million:

a \$130.25 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
2018	\$574.03	5.85%	\$110.54	4.73	\$30.67	\$12.20	\$130.25
2017	\$542.63	3.17%	\$104.88	4.63	\$29.23	\$11.60	\$123.87
2016	\$525.95	4.32%	\$98.55	4.55	\$28.57	\$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 ▾

OCCUPANCY REPORTS ▾

PROGRAM OF WORK/RESULTS ▾

TDA EVENT SUMMARY REPORTS ▾


VISITOR PROFILES ▾

[Visit FayettevilleNC.com](http://VisitFayettevilleNC.com)



Products – Industry Resources

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](#)



CUMBERLAND COUNTY, NC

FAYETTEVILLE

A R E A

CONVENTION AND VISITORS BUREAU

Thank You for allowing the FACVB
to promote Cumberland County.
We look forward to reporting continued
growth in 2020/2021.