

	JOB	TASK	RPK LEAD	FACVB POC	STATUS/DUE DATE/PUB DEADLINE
ADVERTISING					
IN PROGRESS					
FYV-634b2	Waze Ads Revamp	Create Waze ads & perform split test	Rachel/Madison	Angie/John	New ad set running September - December
FYV-658g	Facebook Ads for 219 (January)	Create social media ad for 219 to run on Fayetteville FB page.	Rachel/Madison	Melody/Angie	Complete. RPK to create mechs and send to CVB - 12/18
FYV-668j	"49 Things" Retargeting	Create retargeting ads for Jason Frye Story "49 Things"	Madison	Melody/Martin	Complete. RPK to send mechs to Media One - 12/18
FYV-668k	"49 Things" Native Ads	Create native ads for Jason Frye Story "49 Things"	Madison	Melody/Martin	Complete. RPK to send mechs to Media One - 12/18
FYV-668l	"49 Things" FB Ads	Create FB ads for Jason Frye Story "49 Things"	Madison	Melody/Martin	Complete. RPK to send mechs to Media One - 12/18
FYV-670	Persona Videos	Videos per persona (:15 & :30)	Ross	John/Martin	:15 and :30 videos per each persona (6 total) - Media One/RPK to discuss distribution plan & process - Review 01/08
	<ul style="list-style-type: none"> -Brian: business/short-term resident - recreation, entertainment, wellness, golf -Brittany: family - kid-friendly, free ttd, pets, food, events -Bob and Betty: Retirees - history, outdoors, food 				
FYV-677	Email Database Marketing (Existing) ***Client Review of resources - 01/08				
FYV-677a	Existing Database Email Template/copy	Email template/copy for current database	Ross	John/Melody	RPK to create email template and provide copy for CVB to send to existing database - CVB presentation - 01/08
FYV-677b	Newsletter Template	Re-design/Re-name existing template that will be the same across for all newsletters - this template copy is for those that are in the system already	Ross	John/Melody	RPK to update newsletter template - Client presentation 01/08 - Melody & Angie to discuss content and plug into BC
FYV-677c	Survey Email	Create survey for existing email subscribers to find out who they are, then segment into personas	Ross	John/Melody	CVB created survey to send out 12/18
FYV-678	Email Lead Gen Prospecting Database Marketing (New)				
FYV-678a-c	Persona-Specific Creative	Digital Ads, Native Ads, FB Ads	Madison/Ross	Martin	RPK to create for client review - 01/08 - A/B sets per each persona

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FYV-678	Landing Page Content (x4)	Each persona landing page outline/survey page	Rachel	David	- RPK provided outlines for each 3 persona landing pages - 12/17 - RPK created example of Bob and Betty page for CVB to build others - CVB to create pages (Add in popup)
FYV-678d	Web Pop-up	Web popup for email signup	Ross	John/Melody	RPK to create for client review - 01/08
FYV-678e	Newsletter Template	Monthly Newsletter - Template for CVB	Ross	John/Melody	RPK to create template that will be the same across for all newsletters - this template copy will change per persona (CVB)
MICROSITES					
IN PROGRESS					
WEB DEVELOPMENT					
IN PROGRESS					
FYV-100	Web Maintenance	Ongoing maintenance and support for FACVB website.	Rachel	Angie	<i>Group Tour Section - Complete.</i> <i>Midway to Mickey - Complete.</i> <i>Sports Retargeting Landing Page - Complete.</i> <i>Annette Landing Pages - Complete.</i> <i>Sports Facts Sheet - Complete.</i> <i>Exit49.com Redirect - Complete.</i> Military Reunion Section Updates - In Progress. Meetings Section Updates - Planned.
FYV-663f	"49 Things" Landing Page	Landing page for 49 Things story - Retargeting, native, FB ads links to this	Rachel/Madison	Melody/Martin	Already Live - assets forthcoming
FYV-663e	"Fayetteville Homegrown" Landing Page	Landing page for Fayetteville Homegrown story - Retargeting, native, FB ads links to this	Rachel/Madison	Melody/Martin	CVB to create Live January 22
FYV-597n	Spartan Race Microsite	June 25-27 @ McCormick Farms	Rachel	Angie	CVB to provide details
SALES SUPPORT					
IN PROGRESS					
FYV-639e	Proposal Template	Branded proposal template for prospects.	Rachel/Ross	John	Client Review of PDF format - 12/16-23 CVB to provide all feedback - 12/23

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FYV-639d	Dormant Direct Mailer	Direct mailer sent to dormant leads.	Ross	John	Complete. RPK and CVB to discuss mailing time.
FYV-654a	Traditional - Top 10 Reasons to Choose Fayetteville	Digital, e-mail, printed summary of top 10 (8.5"x11")	Ross	John	RPK to present Top 10 Website, Coupled with lead generation campaign
FYV-654c	Top 10 Website Landing Page	Create a website Landing Page for the FACVB site	Ross	John	LeadGen/LinkedIn Plan to link to landing page
FYV-654d	Top 10 E-mail Version	Create an emailable template	Ross	John	Complete.
FYV-654b	Accordion - Top 10 Reasons to Choose Fayetteville	Printed summary of top 10 in accordian style layout/design	Ross	John	Complete. Delivered to CVB - 12/04
FYV-654e	Lead Generation Plan	Create lead generation campaign for Facebook and LinkedIn	Ross/Will	John	Plan presented - 12/04, discussed again 12/10 RPK to build out look alike audience RPK to develop creative for FB and LinkedIn
FYV-675	Video Shorts (x5) Market Segments	Reunions, Meetings, Sports, Events, Travel, Military	Ross/Madison	John/Myron/Amy	RPK and Sales team discussed timeline of events for Sports videos - Table Tennis - Jan. 16-18 - Boxing - Feb. 27/28 - AAU Basketball - Postponed to April - Christian Cheerleading
FYV-675a	Sports Sales Video	Sports Sales video - capture content from sports coaches, teams, players, etc. as to why Fayetteville is the place to be for sporting events	Ross	John/Myron/Amy	Estimate approved, first shoot 01/16 RPK to schedule pre-production meeting week of 01/11
FYV	Video Shorts (x10) Tourism Support	Experience Fayetteville videos	Ross/Madison	John	6 of 10 to be used for persona project (:15 and :30) . 4 of 10 project development to begin February 2021
FYV-	E-Newsletters Blast Template (x1 Sports, x1 Meeting Planners)	Focused targeted e-blasts to segment groups	Ross	Martin/John	Development of Assets aligned to broader e-mail plan. Q2 2021 launch.
FYV-653	Incentive/Promotional Plan Development	Create incentive/promo plan for tournament directors, meeting planners, reunion hosts, etc. drive room night stays	Ross	John	RPK created referral incentive email template for use from sales team 05/27. Further program development (December).
FYV-671	CVB Concierge services Program and Development	Develop a "Concierge" program to be run in hotels for optimal guest experience	Ross	John/Angie	RPK to first work on a name, other than "Eagles" Develop a plan, timeline, collateral, etc.
FYV-672	Black Conventions & Meetings Campaign Development	Campaign Deveopment TBD	Ross	John/Myron	Kickoff meeting pending timeline CVB & RPK to discuss intentions/plans for campaign development. CVB to collect assets, determine what collateral needed, audience, etc.

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FYV	Military Outreach Campaign - Development & Execution	Develop a plan and execution strategy for military outreach	Ross	John	Project development to begin December 2020 - January 2021
COLLATERAL					
IN PROGRESS					
FYV	Welcome Package Development/Execution	Development Pending	Ross	John/Angie	Project development to begin January 2021
FYV-672b	Black Conventions & Meetings Marketing Collateral	Campaign Development TBD	Ross	John/Myron	CVB & RPK to discuss intentions/plans for campaign development. CVB to provide plausible dates of Black Conventions and Meetings
BRAND DEVELOPMENT					
IN PROGRESS					
FYV-136	Postcard Graphics	Banner graphics for Spring Lake & Hope Mills	Madison	Kelly	RPK sent CVB banners for postcards - 12/17
FYV-496f	Brand Evolution Timeline (Update)	Updates to brand timeline.	Rachel	John	RPK to make updates to timeline, send to client
FYV-642	FACVB Exterior Branding	New exterior signage for FACVB office.	Madison	John	Email 12/17 from Blashfield about timing
FYV-642b	FACVB Exterior Branding (Back Entrance)	Create signage for back entrance	Madison	John	New windows approved - CVB to provide timeline
FYV-651a	FACVB Interior Branding: Zone 1	Design wall signange/imagery for office walls - Main entryway and desk area	Madison/Ross	John	RPK to create mechanicals for each element - F-Logo, State plaque, Welcome sign, circle rugs - Gatorboards - quick turnaround time - Shelving - samples of brochure holders on the way
FYV-657	2021 TV 15sec Spot	Exploratory for tourism effort in 20/21	Ross/Dwayne	John	Client Presentation - January
FYV-676	Brand Positioning	Updates to voice, copy style, ad concepts, etc.	Dwayne/Rachel	John	Client Presentation - January
FYV-651b	FACVB Interior Branding: Zone 2	Hallway to restroom/John's office	Madison/Ross	John	Timeline to acomodate Zone 1 - RPK to use final historic timeline sent from CVB to design hallway
FYV-644n	Tumbler	Design Tumbler	Madison	Kelly	On hold
FYV-635b	Apparel Treatment	Create an updated type treatment	Madison/Rachel	Kelly	Hold for now.
FYV	Spring Lake Identity Refresh	TBD	Rachel	John	TBD *Note about Spring Lake FB page and merging that with Fayetteville page
FYV	Hope Mills Marketing Support	TBD	Rachel	John	TBD
EVENTS					
IN PROGRESS					

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FYV-646	Proprietary Events (2020)	Planning around CVB proprietary events: Country Music Songwriters Concert (Memorial Day Wknd), All-American Tattoo Convention (April 16-18), Comic Con (April 24-25, Oct. 16-17), Half-Marathon (November 7th)	Rachel/Ross	John/Angie	Country Music Songwriters Concert , All-American Tattoo Convention , Comic Con , Half - Marathon
FYV-647	Comic Con	April 24-25, October 16-17 Plan to leverage events in other parts of the state to promote attendance.	Rachel/Ross	John/Angie	CVB to communicate with ComicCon leads to determine dates of event in April. Goal is to leverage other comic cons to promote attendance at Fayetteville Comic Con. In holding pattern until other shows reschedule.
FYV-649a	Country Music Songwriters Concert (Thursday-Saturday)	May 2021 (official dates pending) - Planning, execution, promo support, collateral	Rachel/Ross	John/Angie	RPK and CVB to determine event's dates, timeline, collateral needed, etc.
FYV-648	Female Force Marathon - Planning, execution, collateral and promo support	Dates pending	Rachel	John/Angie	RPK and CVB to determine event's dates, timeline, collateral needed, etc.
	Spartan Race	June 25-27 @ McCormick Farms	Rachel	Angie	CVB to receive details from race director
PR/SOCIAL MEDIA					
IN PROGRESS					
3FA	Pitching and Media Outreach	Development in process	Rachel	Melody	Rachel and Melody to arrange meeting
3FA-102k	12 Weeks of Christmas graphics	Images to promote weekly sales on social media	Will	Jenny/Kelly	Ongoing through 12/31
3FA-102	Christmas Card Social Post	Create a social media post around the card	Will	Jenny	RPK to send photo 12/18. Post live 12/21
3FA-102	Youtube Optimization & Organization	Clean up & use as a functional search engine, brand the channel, and organize playlists	Will	Jenny/John	RPK organize/optimize content in process. Review 1/8
3FA-343	Social Lead Generation Program	Lead generation program to push digital marketing through social platforms for sales conversions	Rachel/Will	John	RPK to finalize audiences and set timeline for ad sets
3FA-343a	LinkedIn Posting Schedule	Create one sheeter schedule for CVB team for LinkedIn posting (organic content)	Ross/Will	John/Jenny/Melody	RPK to provide percentage categories, types and schedule for posting to LinkedIn
3FA-345k	Army/Navy Game 2020	Engagement plan for December 12th	Will	Jenny	Complete
3FA-102	Spring Lake Facebook Page Plan	Discuss timing and next steps of Facebook Merge	Will	Jenny	RPK to test new messaging through current SP and VFNC FB pages - target Brian persona, promote 20% off hotels', measure by engagement

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POSTPONED BECAUSE OF COVID					
3FA-102	Glider Pilot Social Ads	Coordinate Glider Pilot clips into targeted social ads	Will	Jenny/John	Ads paused. On hold until further notice.
FYV-597k	Rolling Thunder Memorial Day Ride (Microsite)	Event is Memorial Day weekend 2020. (Cancelled)	Rachel	Angie	Complete. RPK sent link to Angie 12/7.
FYV-649	Memorial Day Events (Days of Glory, All-America week leads into)	Country Music Songwriters Concert (Thursday-Saturday), Big South Baseball Tournament (Thursday-Sunday), Saturday events (Name), Rolling Thunder Memorial Day Ride (Sunday)	Rachel/Ross	John/Angie	Name: Days of Glory Use all events happening to build ultimate weekend. Promote entire weekend with landing page, social media, PR.
FYV-649a	Country Music Songwriters Concert (Thursday-Saturday)	May 21-24, 2020 (Cancelled)	Rachel/Ross	John/Angie	RPK and CVB to hammer out details. Waiting on songwriters, songs, lyrics etc.
FYV-649c	Freedom Fest	5/23/2020 (Cancelled)	Rachel/Ross	John/Angie	Cancelled
FYV-647d	VR Oculus Geofencing Ads	Create retargeting banners focused on social media giveaway	Rachel/Ross	John/Angie/Martin	Shelf until 2021
FYV-647e	BOGO Comic Con Geofencing Ad	Create geofencing ads to encourage a BOGO weekend pass to Fayetteville Comic Con	Ross	John/Angie/Martin	Shelf until 2021
FYV-597j	Dogwood Festival	Event is October 17-18, 2020. (Cancelled)	Rachel	Angie	Complete. (Not published)
FYV-597i	Comic Con (October)	Cancelled for 2020	Rachel	Angie	Cancelled
FYV-648a	Veterans Day Half-Marathon	Half-Marathon for Military Connected women	Rachel/Ross	John/Angie	RPK building run logo treatment for Fierce Female 1/2 Marathon for review 04/30
ALL ITEMS BELOW HAVE BEEN COMPLETED					
3FA-329a	Digital Heroes Homecoming	"Thank You" Sign, Marine B-Day, Virtual Parade, Veterans Day Vid	Will	Angie	complete
3FA-333	FAM Tour	Blogger Tour of historical & hidden gems in Fay	Will	Jenny	Complete. Photos sent to CVB 10/14. Will be used for future social posts.
3FA-326a	HH Bday Posts - Navy	Post, Target, Boost Navy 245th Bday to HH social	Will	Jenny/Angie	Complete. Live 10/12
3FA-102k	CVB Facebook Shop	Integrate new CVB merch web store into FB/IG	Will	Kelly	Complete.
3FA-102i	Go Fayetteville Ads	3 web traffic ads directing to outdoor activities, burger tour, and	Will	Jenny	Complete.
3FA-102	SATW IG Submission	Select, edit, caption, post(s) to submit to SATW	Will	Jenny/Melody	complete
3FA-102j	Social Media Header Change	Change out seasonal social media headers on Twitter, LinkedIn,	Will	Jenny/Melody	Complete. Updated 9/15
3FA-326a	HH Bday Posts - Air Force	Post, Target, Boost National Guard Bday to HH social	Will	Jenny/Angie	Complete. Live 9/18
3FA-102	John 20 Year Anniversary	Social Post highlighting 20 Year accomplishments	Will	Jenny Melody	List approved 8/27. Post live 9/1.
FYV-622b	Connect Faith - Spring Ad	Pick-up ad from previous creative	Rachel	Melody	Complete. CVB notified publication 04/20

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3FA-333	Blogger Itinerary Template	Create Meet-up templates	Madison	Jenny	Complete. RPK sent to CVB 03/24
FYV-597I	All-American Marathon	Event is March 28 - March 29 (Cancelled)	Rachel	Angie	Complete. RPK sent link to Angie 2/10.
FYV-597k	African Film Festival	TBD	Rachel	Angie	Complete. RPK sent link to Angie.
FYV-597h	All-American Tattoo Convention	Event is February 28-March 1, 2020.	Rachel	Angie	Complete. RPK sent link to Angie 12/15.
FYV-597f	Champions in Motion	Event is February 1-2, 2020	Rachel	Angie	Complete. RPK sent link to Angie.
FYV-639a	E-Mail Template- Generic Sports	Generic sports e-mail template	Ross	John	Complete. RPK sent final files 02/27.
FYV-623i	Military Reunion Network Ad	Print ad from Military Reunions video	Ross	Myron/John	Complete. RPK sent to publisher 03/18.
3FA-332	AATC Social Campaign	Promote 3 Military Stories & send AATC IG stories	Will	Jenny	Complete. RPK to report analytics & results 3/13.
FYV-647a	CC Geofencing Ads	Create retargeting banners for highly attended shows	Rachel/Ross	John/Angie/Martin	Complete. RPK sent final art to Media One 02/28.
3FA-102d	Instagram Highlight Tab - Nature	Compile Nature photos on World Wildlife Day	Will	Jenny	Complete
FYV-645	Leisure Travel Ads (2020-2021)	Create geofencing & targeted digital ads for two Travel and Adventure shows March 7-8 show and March 14-15 show.	Rachel/Madison	Angie/John/Martin	Complete. RPK sent final leisure travel ads for CVB 02/27.
FYV-635a	Hats	New custom hats for FACVB and store.	Rachel	Angie/John	Complete. CVB handling production.
FYV-533a	TDA Partner Widget 2020	Revamp TDA Partner Widget	Rachel	Angie/John	Complete. RPK sent final artwork to CVB 2/10.
FYV-640b	Coupon Book Ad (Version 2)	Update previous ad to include exit49.com URL.	Rachel	Angie/Melody/John	Complete. RPK sent to publisher 2/07.
3FA-102	FB Header Change	Change February to "Pursuit of Love"	Will	Jenny/Melody	Complete
3FA-233h	Twitter Chat Graphics: Feb 2020	Create Twitter Chat Graphic for travel chat series	Madison	Jenny	Complete
FYV-639a	Email Templates	Branded email templates for prospects, dormant, active with dates.	Ross	John	Complete.
FYV-619b	New Go Fayetteville Logo (2020)	Updated logo assets for Go Fayetteville.	Rachel	Jenny	Complete. RPK to package all final assets and send to CVB 2/7.
FYV-621g	Carolina Playbook Print Ads (2020)	x2 full pages (1 ad and 1 facility listing). Specs: 7.5 x 10. Bleed pages are 8.75 x 11.25. Send materials to: Sam Rogers (scrpub@aol.com)	Rachel/Madison	Melody/John	Complete. RPK sent to publication 1/25. RPK adjusted sizes and resubmitted 1/28.
FYV-628b	I95 Billboard Digital/Social Assets	Resize billboards for social media assets.	Ross	John/Martin	Complete.
	Billboard Campaign	Create new billboards to be used along I-95.	Madison	Melody/John	Complete. Boards installed 01/16! Lamar to send POP ASAP.
FYV-633a	Meeting Sales Video	Promotional video for meeting sales.	Rachel/Ross	Myron/John	Complete.
3FA-102g	Army/Navy Game Twitter War	Engage with VisitNorfolk, Army, etc...leading up to game	Will	Jenny	Complete - RPK to present recap 1/09
3FA-326	Content Schedule	Introduce year-round social media content cal for HH	Will	Jenny/Angie	Complete. RPK to present 1/09
3FA-326a	HH Bday Posts - National Guard	Post, Target, Boost National Guard Bday to HH social	Will	Jenny/Angie	Complete
3FA-102	VisitFayNC - Content Calendar	Establish reformatted content calendar for 2020	WD/RW/RO	Jenny	Complete
3FA-326a	HH Bday Posts - National Guard	Post, Target, Boost National Guard Bday to HH social	Will	Jenny/Angie	Due 12/13 - Complete
FYV-607	ScoutLook App	New ScoutLook app.	Rachel	John	Complete. Version 2.0 released to app store 11/13.

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FYV-623j	Dogwood Digest Sponsorship Banner Ad	For Winter and Spring issues. Specs: 250 x 250 .jpg or .gif. Contact: Lori Schwarze lori@rti.org	Rachel	Myron/Melody/John	Complete. RPK sent to publication 11/15.
FYV-623i	The Military Reunion Network Ad	Use current Myron ad with photo. 1/2 pg horizontal (7.625 x 5). Contact: Sharon Danitschek - sharon@militaryreunionnetwork.com	Rachel	Myron/John	Complete. RPK sent to publication 11/22.
FYV-640	Coupon Book Ad	Create new ad promoting 20% off hotels. 6.5" wide x 9.23" high with a 1/2" bleed on all sides.	Rachel	Angie/Melody/John	Complete. RPK sent to publication 11/18.
3FA-102	Alignment Social Spreadsheet	Finalize template for M1, 219, RPK, FACVB Social Ads	Will	Jenny/David	Presented 11/21 - complete
3FA-102	Social Media Report and Planning	Report on paid campaign analytics September	Will	Jenny/John	Complete - presented 11/14
3FA-325	Midway to Mickey - Share Results	Present M2M results and discuss next steps	Will	Jenny/John	Complete
3FA-326b	HH Social Calendar Graphics	Daily event calendar graphics to post for each day of HH.	Will	Jenny/Angie	Complete
3FA-326	HH/Dirtbag on abc - Boost Post	Setup sponsored ad/paid partnership with HH/VisitFay/DBA	Will	Jenny	Complete - Posted 11/14
3FA-327a	HH7 Overview Press Release	Press release highlighting theme and events for HH7.	Rachel	Melody/Angie/John	Complete
FYV-618b	FACVB 2019 Season's Greetings Cards	Updated Christmas cards for 2019.	Rachel	Melody	Complete.
3FA-326	Homecoming Pilsner	Announce HH beer across social media channels	Will	Jenny/Angie	Complete
3FA-326	HH Social - October Schedule	Promoting HH leading up to the event	Will	Jenny/Angie	Complete
3FA-102	VisitFayNC Social - October Schedule	Fill in assigned prompts for October social calendar	Will	Jenny/Melody/John	Complete
3FA-102	IG Sports Story Highlight	Upload sports photos from FACVB and IG Archive to story	Will	Jenny/Stephanie	Complete. Add as needed.
FYV-620f	TripAdvisor Banner Ads - Sponsor Pages	300x600 for the sponsored pages (Fayetteville & Spring Lake)	Rachel	Melody/John	Complete. RPK sent to TA 10/25.
FYV-620e	TripAdvisor Banner Ads (x4)	728x90, 300x600, 300x250, and 320x50 for the media running on TripAdvisor Everywhere.	Rachel	Melody/John	Complete. RPK sent to TA 10/25.
FYV-623g	Fayetteville Press Ad	Resize Myron ad to 13x10.	Rachel	Myron/John	Complete. RPK sent to publication 10/25.
FYV-626m	Native Ads: HH7	Images and copy for HH7 native ads.	Rachel	John/Martin/Angie	Complete.
FYV-623h	Hoops and Dreams Ad	5x8 program ad. Contact: Marva Lucas-Moore - Email??	Rachel	Myron/John	Complete. RPK sent to publication 10/30.
FYV-626m	Native Ads: HH7	Images and copy for HH7 native ads.	Rachel	John/Martin/Angie	Complete.
FYV-198c	Military Sites Brochure (2019)	Updated version of 30 Military Sites to See brochure.	Rachel	Angie	Complete.
FYV-626a	Heroes Homecoming 7: Planning	Event planning for HH7 - Nov 7-11	Rachel	Angie	Ongoing
FYV-626e	HH7 Missing Man Table Tent Cards	Updated Missing Man table tent cards.	Rachel	Angie	Complete.
FYV-626d	HH7 Missing Man Table Instructions PDF	Updated instruction sheet.	Rachel	Angie	Complete.
FYV-626c	HH7 Parade Thank You Signs	Updated thank you sign for parade.	Rachel	Angie	Complete. RPK sent mechanical files to FayObserver 10/16.
FYV-626i	HH7 Motorcycle Run Flag	Black background with HH logo	Rachel	Angie	Complete. Delivered 10/15.
FYV-626j	Up & Coming Article - MMT	Content for Up & Coming article about Missing Man Table.	Rachel	Melody/Angie	Complete. RPK sent content to CVB 9/4.
FYV-626k	Up & Coming Article - HH7	Content for Up & Coming article about HH7.	Rachel	Melody/Angie	Complete. RPK sent content to CVB 10/2.
FYV-626l	HH7 Weekender Ad	Due to publication 10/14.	Rachel	Angie/John	Complete. RPK sent mechanical files to FayObserver 10/11.
FYV-626m	Native Ads: HH7	Images and copy for HH7 native ads.	Rachel	John/Martin/Angie	Complete.

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FYV-551b	Up & Coming Pocket Guide Ad (2019)	3 x 5. Contact: laruel@upandcomingweekly.com	Rachel	Angie/John	Complete. Due to publication 11/01. RPK sent to publication 10/23.
3FA-326	HH Facebook Header	Compile slideshow of HH images for Facebook header video	Will	Jenny/Angie	Complete. RPK uploaded 10/23
FYV-626b	Heroes Homecoming Website Redesign	Create new website for Heroes Homecoming	Rachel	Angie/John	Complete! New site launched 9/20.
FYV-626h	Heroes Homecoming Dirtbag Ales Brew	Limited edition brew in honor of Heroes Homecoming	Rachel	Angie/John	Complete. RPK sent final mechanical file to Tito 10/1.
FYV-626g	HH7 T-Shirt	Updated t-shirt design.	Rachel	Angie	Complete.
FYV-626f	HH7 Printed Events Schedule	Updated events schedule for 2019.	Rachel	Angie	Complete.
FYV-556e	Digital Marketing/Retargeting Campaigns (x5)	Campaign #4 - Heroes Homecoming/Veterans Day	Rachel	John/Martin/Angie	Complete. RPK sent final mechanical files to Martin/CVB 10/4.
3FA-326	HH Social Media - Military Birthday Graphics	Branded graphics for military birthdays to be boosted on HH social media.	Will	Jenny/John	Complete. Sent to CVB 10/11.
FYV-627a	Visitor Guide Cover	Branded cover for 2019 Visitor guide.	Rachel/Luke	Melody/John	Complete. RPK sent final mechanical files to Compass 10/3.
FYV-627b	Trails Guide Cover	Branded cover for 2019 Trails guide.	Rachel/Luke	Melody/John	Complete. RPK sent final mechanical files to Compass 10/3.
FYV-633a	Attraction Videos (Sports Compilation)	Custom compilation featuring sports footage from attraction videos.	Rachel	Stephanie/John	Complete.
FYV-434h	Sports Fact Sheet	Create branded fact sheet for sports.	Rachel	Stephanie	Complete. RPK sent final mechanical file to CVB 10/2.
FYV-595e	Holly Day Fair	Create microsite.	Rachel	Angie	Complete 9/26
FYV-622c	CMCA Newsletter Ad	1/4 page ad. 3.75 x 5. Contact: jayne@christianmeeting.org	Rachel	Myron/John	Complete. RPK notified publication of pickup 10/2.
	Convention South Ad (December 2019)	TBD	Rachel	Myron/John/Melody	Complete. RPK notified publication of pickup 10/4.
FYV-623g	NAACP Banquet Ad	TBD	Rachel	Myron/John	Complete. Myron notified publication of pickup 10/3.
3FA-100	Twitter Chat Graphics - September	Festival focused theme.	Rachel	Jenny/Melody/Martin	Complete. RPK sent artwork to Jenny 10/4.
FYV-595d	All-American Jazz Festival	Create microsite.	Rachel	Angie	Complete 8/20.
FYV-595c	Halloween Half Marathon	Create microsite.	Rachel	Angie	Complete 8/7.
FYV-595b	WIDU Microsite	Create microsite.	Rachel	Angie	Complete 8/13.
FYV-595a	Indigo Moon Festival Microsite	Create microsite.	Rachel	Angie	Complete 7/29.
FYV-556e	Digital Marketing/Retargeting Campaigns (x5)	Campaign #5 - Meetings	Rachel	John/Martin/Myron	Complete.
FYV-496f	Trail Driving Directions Template	Editable template file for CVB to create downloadable PDFs for trails with turn-by-turn directions.	Rachel	Angie/David	Complete.
3FA-102d	Instagram Story Highlight Icon - Sports	Branded sports-themed icon for IG story highlights.	Rachel/Will	Jenny/Stephanie	Complete.
3FA-100	Twitter Chat Graphics - August	Sports focused theme.	Rachel	Jenny/Melody/Martin/John	Complete.
FYV-496f	Trail Driving Directions Template	Editable template file for CVB to create downloadable PDFs for trails with turn-by-turn directions.	Rachel	Angie/David	Complete.
FYV-622b	Connect Faith - Fall 2019	7" x 4.75" Half page ad.	Rachel	Myron/Melody/John	Complete.
FYV-556e	Digital Marketing/Retargeting Campaigns (x5)	Campaign #2 - Sports Promo/Victory Means More Here	Rachel	John/Martin/Stephanie	Complete.

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FYV-556e	Digital Marketing/Retargeting Campaigns (x5)	Campaign #1 - National Airborne Day	Rachel	John/Martin	Complete. RPK sent banners to Martin.
FYV-496e	Trail PDF's	Series 1: Complete Series 2: Complete. Series 3: Complete. Series 4: Complete. Series 5: Remaining Trails	Rachel	Angie	Complete.
FYV-434D	Sports Guide - Digital Version	Create digital version of printed sports guide.	Rachel	Stephanie	Complete. RPK sent final digital file to CVB.
FYV-620d	Carolina Heritage Guide - Spread and Half Page	2 Page Spread - 10 3/4" x 8 1/2" (Bleed 0.125) 1/2 Page Horizontal - 4 3/4" x 3 3/4"	Rachel	Angie/Melody/John	Complete. RPK sent all materials to publication 7/17.
	Group Tour Media OnTarget	3 banner ad sizes for 3 attractions: Gardens, Fort Bragg, Walking Tour; 3 photos and 12 words of copy.	Rachel	Angie/Melody/John	Complete. RPK sent all materials to publication 7/17.
FYV-623d	MPI-CC Membership Directory Banner Ad	360 x 50 banner ad. Meetings focused.	Rachel	Myron/Melody/John	Complete. RPK sent artwork to publication 6/27.
FYV-623f	MPI-CC Silver Sponsorship 1/4 Ad	Resize meetings ad and add Myron's photo	Rachel	Myron/Melody/John	Complete. RPK sent artwork to publication 6/27.
FYV-623e	Convention South Ad	Half page.	Rachel	Myron/Melody/John	Complete. RPK sent artwork to publication 7/2.
3FA-100	Twitter Chat Graphics - Recurring	New header graphic for Twitter Chats.	Rachel	Jenny/Melody/Martin	RPK sent options for new header graphics to CVB 5/17. CVB requested changes. RPK sent new options to CVB 5/30.
FYV-634f	Retargeting Banners: Annette Stories	Create banner ads for 3 Annette stories.	Rachel	Melody/Martin	Complete. Sent to CVB 12/18.
FYV-623k	MLK Breakfast Program Ad	Same as previous ad.	Rachel	Myron/John/Melody	Complete. Sent to publication 12/15.
FYV-556e	Digital Marketing/Retargeting Campaigns	Waze Ads	Rachel/Madison	John/Martin	Complete. RPK sent final art to WRAL Waze Rep 12/20.
FYV-624f	Group Tour Media NC Edition: Full Page Ad	Resize and revised previous group tour ad. Live area = 7.25 x 9.75; Trim = 8.375 x 10.75; Bleed = add a minimum 1/8" beyond trim.	Rachel/Madison	Angie/Melody/John	Complete. RPK sent to publication 12/20.
FYV-624g	Group Tour Media NC Edition: Advertorial	300 words of copy and photo based on full page ad content.	Rachel	Angie/Melody/John	Complete. RPK sent to publication 12/20.
FYV-623i	Military Reunion Network Ad	Myron Ad - 1/2 Page Horizontal 7.625" X 5.0".	Rachel/Madison	Myron/Melody/John	Complete.
FYV-626o	HH7/Vets Day Photos & Videos	HH7 still photography and photo and video shoots during Vets Day to use in 2020 military holiday promo campaigns.	Rachel	Angie/John	Complete. RPK to edit and organize footage and share with CVB.
FYV-626p	HH7 Wrap-Up Presentation	Wrap-up with photos/videos, social media, PR, etc. highlights to be presented to community partners on January 17, 2020.	All	Angie	Complete. RPK to compile assets for wrap-up and share with CVB prior to partners meeting on 1/17.
FYV-655a	HH VIII - Messaging & Development	Updates to TDA funding messaging	Rachel	Angie	Complete. RPK sent updated copy - week of 04/20
FYV-623b	AENC Ad	Pickup	Rachel	Myron	Complete. Due to publication - 05/01
FYV-652d	Post Corona Meeting Email	Outbound email to meeting leaders who have limited options for rescheduled event space	Ross	John/Myron	Complete. CVB to send out when ready
FYV-620f	TripAdvisor Ads - Destination pages	Resize Fayetteville destinations and Spring Lake ad 728x90, 2000x1000	Rachel	Melody	Complete. RPK sent new sizes 04/23. RPK sent Hero image 04/28.
FYV-643b	I95 Campaign Seasonal Native Ads	Create native ads to be run seasonally	Ross/Madison	John/Martin	Complete. RPK sent mechanicals to Media One 05/15.

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FYV-637b	Business Cards (Natalie)	Create new set of business cards for new staff member.	Rachel	Angie	Complete.
FYV-656	Outdoor Experiences Fayetteville Ad	Create social media ad - Outdoor Family Experiences	Rachel	Jenny	Complete.
FYV-653	Referral Incentive E-mail	Outbound e-mail to active leads with referral	Ross	John	Complete.
FYV-644b	Custom Shape Key Tag	Create custom shape and design for tag	Madison	Kelly	Complete.
July 01, 2020					
FYV-641b	Religious Meeting Website Updates	Update website to improve flow and include Religious Meetings section	Rachel	John	Complete.
FYV-644d	Piece-less puzzle	Image of Fayetteville	Madison	Kelly	Complete. RPK sent final artwork to vendor - 06/03.
FYV-644g	Circle Lapel Pin	Create circle shape pin	Madison	Kelly	Complete. RPK sent final artwork to vendor - 04/30.
FYV-650	All-American Tattoo Convention	February 28 - March 1	Rachel/Ross	John/Angie	Complete.
FYV-638a	Military Reunion Sell Sheet	One-page sell sheet from Military Reunions video	Ross	Myron/John	Complete. RPK delivered sell sheets - 06/26
FYV-651c	FACVB Interior Branding: Zone 3	John's office	Rachel/Ross	John	Complete.
FYV-652b	Together Video	Create long-term brand piece, to position Fayetteville as a place people should want to visit	Ross	John	Complete
FYV-644a	Trivet	Create design for Trivet	Madison	Kelly	Complete. RPK sent final artwork to vendor - 06/23.
FYV-658a	Facebook Ads for 219 (July)	Create social media ad for 219 to run on Fayetteville FB page. Focus on rooms, Disney reopening, TYTD for I-95 travelers	Rachel/Madison	Melody	Complete. RPK sent final files to CVB - 06/30
FYV-622d	Connect Faith Fall Ad	Half page. New ad.	Iron Man	Melody/Myron	Complete. RPK sent final files to pulisher - 07/09
FYV-637c	Business Cards (Teletha)	Create new set of business cards for staff member.	Rachel	Kelly	Complete.
FYV-641	Religious Meeting Video	Promotional video for religious group sales.	Ross	Myron/Jenny/John	Video Complete. Usage/plan ongoing.
FYV-470w&x	Weekender Ads #1&2	Create first 2 weekender ads in series	Rachel/Madison	Angie	Complete. RPK sent final art files to The Weekender - 07/13.
FYV-644h	Custom Shape Lapel Pin	Custom shape lapel pin	Madison	Kelly	Complete. RPK sent final artwork to vendor - 06/17
FYV-659a	TripAdvisor Banner Ads (x4)	728x90, 300x600, 300x250, and 320x50 for the media running on TripAdvisor Everywhere.	Rachel	Melody/John	Complete. RPK sent through to Trip Advisor - 07/27.
FYV-658b	Facebook Ads for 219 (August)	Create social media ad for 219 to run on Fayetteville FB page.	Rachel/Madison	Melody	Complete. RPK sent final files - 07/28
FYV-637d	Business Cards (Amy)	Create new set of business cards for staff member.	Rachel	Myron	Complete. In Production. Sent to printer - 07/16
FYV-644c	Embroidered Key Chain	2-sided rectangle key chain	Madison	Kelly	Complete. In production. RPK sent final artwork to vendor - 07/02.
FYV-644e	6in Acrylic Magnet	Custom shape magnet design	Madison	Kelly	Complete. In production. RPK sent final artwork to vendor - 06/24.
FYV-644f	Rectangle Celluloid Magnet	Rectangle magnet design	Madison	Kelly	Complete. In production. RPK sent final artwork to vendor - 06/24.
FYV-663a	J. Frye Stories Homepage	Create a homepage to house the landing pages for the various Jason Frye stories & will promote 20% off I-95 campaign	Rachel	Melody/Martin	Recomendation to remove and add related stories to bottom of other landing pages.

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FYV-663b	"Get Outside" Landing Page	Landing page for Get Outside story - TA ad links/Retargeting links to this	Rachel/Madison	Melody/Martin	Complete. Live!
FYV-644i	Coaster	Create coaster design	Madison	Kelly	Complete. RPK sent final artwork to vendor - 07/27.
FYV-659b	Jason Frye Retargetting Ads - "Get Outside"	Create retargetting ads for Jason Frye Story "Get Outside"	Rachel/Madison	Melody/Martin	Complete. RPK sent final files to Media One - 07/30
FYV-659e	Jason Frye Native Ads - "Get Outside" Story	Create supporting native ads for "Get Outside" story	Rachel/Madison	Melody/Martin	Complete. RPK sent final files to Media One - 08
FYV-659f	Jason Frye Facebook Ads - "Get Outside" Story	Create supporting Facebook ads for "Get Outside" story	Rachel/Madison	Melody/Martin	Complete. RPK sent final files to Media One - 08
FYV-659c	Gas Station Static Ads	Create static ad assets for I-95 for Media One	Rachel/Madison	Melody/Martin	Complete. RPK sent mechanicals to Media One - 08/10
FYV-659d	Digital Billboards Ads	Create static ad assets for I-95 for Media One	Rachel/Madison	Melody/Martin	Complete. RPK sent mechanicals to Media One - 08/10
FYV-630b	Blog Category Images	Decide on appropriate category heading images	Madison	Jenny/Melody	Complete. RPK sent options for client approval - 08/07
FYV-658c	Facebook Ads for 219 (September)	Create social media ad for 219 to run on Fayetteville FB page.	Rachel/Madison	Melody	Complete. RPK sent mechanicals - 08/24
FYV-608b	NC Travel Guide - Full Page	Full Page ad	Rachel	Melody	Complete.
FYV-660a	Convention South EBlast #1	Create EBlast	Rachel	Melody	Complete. Due to publisher - 09/02
FYV-664a	Weekender Ads #2 - 9/11	Series of weekender ads - focus is Remembrance of 9/11	Rachel/Madison	Angie	Complete. Sent to Publisher 08/26
FYV-664b	Weekender Ads #3 - Store	Series of weekender ads - focus is FACVB store/merch	Rachel/Madison	Angie	Complete. Sent to Publisher 08/31.
FYV-664c	Weekender Ads #4 - Scoutlook	Series of weekender ads - focus is Scoutlook	Rachel/Madison	Angie	Complete. Sent to Publisher 08/31.
FYV-664d	Weekender Ads #5 - Blog Launch	Series of weekender ads - focus is on the new Blog	Rachel/Madison	Angie	Complete. Sent to Publisher 08/31.
FYV-664e	Weekender Ads #6 - Find in Fay	Series of weekender ads - focus is general find in Fay	Rachel/Madison	Angie	Complete. Sent to Publisher 08/31.
FYV-664f	Weekender Ads #7 - Find in Hope Mills	Series of weekender ads - focus is general find in Hope Mills	Rachel/Madison	Angie	Complete. Sent to Publisher 08/31.
FYV-664e	Weekender Ads #8 - Find in Spring Lake	Series of weekender ads - focus is general find in Spring Lake	Rachel/Madison	Angie	Complete. Sent to Publisher 08/31.
FYV-665a-f	Up & Coming Resizes	Resize all new weekender ads to size specs for Up & Coming	Rachel/Madison	Angie	Complete. Sent to Publisher 08/31.
FYV-661a	Black Meetings & Tourism Ad	Repurpose existing ad for Black Meetings & Tourism	Rachel/Madison	Melody/Myron	Complete. Sent to Publisher 08/28
FYV-669a	VisitNC - Native Ads	VisitNC ads - Repurpose existing native ads for 3 different sections: Sandhills, Outdoor Adventure, History/heritage - run Oct-Dec	Rachel/Madison	Melody/Martin	Complete.
FYV-663g	"Stop and Stretch" Landing Page	Landing page for Stop and Stretch story - Retargeting, native, FB ads links to this	Rachel/Madison	Melody/Martin	Complete.
FYV-668a	"Stop & Stretch" Retargeting Ads	Create retargetting ads for Jason Frye Story "Stop & Stretch"	Rachel/Madison	Melody/Martin	Complete. RPK sent final mechanicals 09/18

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FYV-668b	"Stop & Stretch" Native Ads	Create Native ads for Jason Frye Story "Stop & Stretch"	Rachel/Madison	Melody/Martin	Complete. RPK sent final mechanicals 09/18
FYV-668c	"Stop & Stretch" Facebook Ads	Create Facebook ads for Jason Frye Story "Stop & Stretch"	Rachel/Madison	Melody/Martin	Complete. RPK sent final mechanicals 09/18
FYV-630	GoFayetteville Blog Redesign	Create new design for Go Fayetteville Blog.	Rachel	Jenny/Melody/John	Complete.
FYV-630c	Blog Templates	Develop post layout		Jenny/Melody	Complete.
FYV-669b	VisitNC - Travel Focused Mobile Media (Outdoor Adventure) - October	VisitNC ads - 2 ads for past NC Travelers - Focus is outdoor adventure	Rachel/Madison	Melody/Martin	Complete. Sent to client 09/14
FYV-669c	VisitNC - Social Powered Interest (Outdoor Adventure) - October	VisitNC ads - 3 ads for geofenced NC Travelers - Focus is unique outdoorsmen/women adventure opportunities in Fayetteville (very broad audience geofence)	Rachel/Madison	Melody/Martin	Complete. Sent to client 09/15
FYV-658d	Facebook Ads for 219 (October)	Create social media ad for 219 to run on Fayetteville FB page.	Rachel/Madison	Melody	Complete. RPK sent final files - 10/01
FYV-669e	VisitNC- Spotify Visual Asset	Visit NC - Create visual ad assets for spotify script	Ross/Madison	Melody/Martin	Complete. RPK sent final asset to CVB - 10/01
FYV-669f	VisitNC - Travel Focused Mobile Media (Golf) - November	VisitNC ads - 2 ads for travel interest/intenders - Focus is golf	Rachel/Madison	Melody/Martin	Complete. RPK sent final mechs to CVB - 10/15
FYV-669g	VisitNC - Social Powered Interest (Golf) - November	VisitNC ads - 3 ads for geofenced Travelers across 1-95 corridor- Focus is golf	Rachel/Madison	Melody/Martin	Complete. RPK sent final mechs to CVB - 10/12
FYV-669h	VisitNC- AARP ads x3	Create three AARP ads 300x250, 300x600 and a tablet leaderboard 728x90	Ross/Madison	Melody/Martin	Complete. RPK sent final mechs to CVB - 10/13
FYV-665g	Up & Coming Pocket Guide 2021	Discussion	Rachel/Madison	Angie	Complete. CVB & RPK decided on pickup. Sent to Publisher - 10/02
FYV-664b2	Store Weekender ad Update	Update Store Ad with URL	Madison	Angie	Complete. RPK sent final asset to publisher - 10/15
FYV-665a2	Store Up & Coming ad Update	Update Store Ad with URL	Madison	Angie	Complete. RPK sent final asset to publisher - 10/08
FYV-663d	"Untapped & Unrivaled" Landing Page	Landing page for Something in the Water story - Retargeting, native, FB ads links to this	Rachel/Madison	Melody/Martin	Complete. Name changed - 10/14 Live October 16
FYV-668d	"Untapped & Unrivaled" Retargeting	Create retargeting ads for Jason Frye Story "Untapped & Unrivaled"	Madison	Melody/Martin	Complete.
FYV-668e	"Untapped & Unrivaled" Native Ads	Create Native ads for Jason Frye Story "Untapped & Unrivaled"	Madison	Melody/Martin	Complete.
FYV-668f	"Untapped & Unrivaled" FB Ads	Create Facebook ads for Jason Frye Story "Untapped & Unrivaled"	Madison	Melody/Martin	Complete.
FYV-658e	Facebook Ads for 219 (November)	Create social media ad for 219 to run on Fayetteville FB page. Feature -Three Rivers Land Trust "Get Outside" Challenge	Rachel/Madison	Melody	Complete. 219 to boost the TRLT FB event on Nov 4
FYV-620h	Compass Media Ad	Resize ad for Compass Media	Madison	Melody	Complete. Sent mechanicals to publisher -11/05
FYV-655b	Heroes Homecoming VIII - Web Updates	Update the Heroes Homecoming Website with the events and dates for 2020	Rachel	Angie	Complete.
FYV-644p	Glass Ball Ornament	Create design for ornament	Madison	Kelly	Complete. RPK sent mechanicals to CVB - 10/28
FYV-644q	Ceramic Ornament	Create design for ornament	Madison	Kelly	Complete. RPK sent mechanicals to CVB - 11/02

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FYV-644k	Shot Glass	Create design for glass	Madison	Kelly	Complete. RPK sent mechanicals to CVB - 11/02
FYV-644l	Beer Glass	Create design for glass	Madison	Kelly	Complete. RPK sent mechanicals - 10/29
FYV-644m	Car Coaster	Design car coaster with logo	Madison	Kelly	Complete. RPK sent mechanicals to CVB - 10/28
FYV-669d	VisitNC- Spotify	Visit NC - Create 30 second script for radio	Ross/Madison	Melody/Martin	Complete.
FYV-608c	NC Travel Guide - Pop Up Ad	Pop up Ad	Rachel/Madison	Melody	Complete. RPK sent to publisher - 11/12
FYV-668g	"Quintessential Fayetteville" Retargeting	Create retargetting ads for Jason Frye Story "Quintessential Fayetteville"	Madison	Melody/Martin	Complete. RPK sent mechanicals - 11/19
FYV-668h	"Quintessential Fayetteville" Native Ads	Create Native ads for Jason Frye Story "Quintessential Fayetteville"	Madison	Melody/Martin	Complete. RPK sent mechanicals - 11/19
FYV-668i	"Quintessential Fayetteville" FB Ads	Create Facebook ads for Jason Frye Story "Quintessential Fayetteville"	Madison	Melody/Martin	Complete. RPK sent mechanicals - 11/19
FYV-663c	"Quintessential Fayetteville" Landing Page	Landing page for Quintessential Fayetteville story - Retargeting, native, FB ads links to this	Rachel/Madison	Melody/Martin	CVB created landing page - 10/29 Live November 20
FYV-606	Lifestyle Photography	Photography assets for marketing initiatives.	Mark/Madison	Melody/John	Complete. Photodump to CVB - 11/13
FYV-644r	Dog Bowl	Design with logo	Madison	Kelly	Complete. RPK sent mechanicals - 11/12
FYV-618d	2020 FACVB Christmas Cards	Create Christmas cards for CVB	Rachel/Madison	Melody/John	Complete.
FYV-655b	Heroes Homecoming Compilation Video	Virtual Heroes Homecoming	Rachel	Angie	Complete. HH Recap. RPK uploaded to Youtube and Website for HH use
	Heroes Homecoming Social	Several Assets: Video, virtual parade, birthday	Rachel/Will	Angie	Complete. HH Recap
FYV-658f	Facebook Ads for 219 (December)	Create social media ad for 219 to run on Fayetteville FB page.	Rachel/Madison	Melody	Complete. RPK sent mechanicals - 12/01
FYV-618e	Digital 2020 Christmas Cards	Create digital version of Christmas cards for consumer side	Rachel/Madison	Melody/John	Complete.