

Scorecard for Fiscal Year 2020-2021

July 2020

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS							
Social Media							
Visit Fayetteville NC Facebook							
Followers	10,545			0	N/A		
Posts	17			17	17		
Page Likes (Net)	59			59	59		
Engagements	5,344			5,344	5,344	115,844	4.61%
Go Fayetteville Facebook							
Followers	3,366			0	N/A		
Posts	6			6	6		
Page Likes (Net)	56			56	56		
Engagements	2,413			2,413	2,413		
Visit Spring Lake NC Facebook							
Followers	4,733			0	N/A		
Posts	2			2	2		
Page Likes (Net)	-7			-7	-7		
Engagements	661			661	661		
Heroes Homecoming Facebook							
Followers	2,165			0	N/A		
Posts	6			6	6		
Page Likes (Net)	-2			-2	-2		
Engagements	93			93	93		
Visit Fayetteville NC Twitter							
Followers	3,862			0	N/A		
Posts	39			39	39		
Page Likes (Net)	0			0	0		
Engagements	399			399	399	13,475	2.96%
Heroes Homecoming Twitter							
Followers	890			0	N/A		
Posts	7			7	7		
Page Likes (Net)	0			0	0		
Engagements	29			29	29		
Visit Fayetteville NC Instagram							
Followers	3,678			0	N/A		
Posts	10			10	10		
Page Likes (Net)	63			63	63		
Engagements	1019			1,019	1,019	6,730	15.14%
FACVB LinkedIn							
Followers	1014			0	N/A		
Posts	7			7	7		
Page Likes (Net)	19			19	19		
Engagements	233			233	233	2,405	9.69%
Total Posts	94			94	94		
Total Engagements	10,191			10,191	10,191		

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
E-Newsletter Subscribers	87			87	87		
Electronic Destination Guides Viewed	7			7	7		
FACVB Generated Blog Articles	0			0	0		
Public Relations							
FACVB							
Publicity Generated							
Out of Market	No Data			0	0	82	0.00%
Local	No Data			0	0		
Agency Publicity Generated	No Data			0	0		
Press Releases Issued	No Data			0	0		
Out of Market Media Visits	No Data			0	0		
Digital Marketing							
Media One - Web Hits Generated	No Data			0	0		
219 Group Web Hits (VisitFay)	No Data			0	0		

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
SALES RESULTS							
Advertisement Results							
Blitz							
Inquiry	0			0	0		
Dogwood Digest							
Inquiry	2			2	2		
Success							
Inquiry	0			0	0		
Sales							
Carryovers							
Room Nights	4,999			4,999	4,999		
Bookings-Attendance	5,540			5,540	5,540		
Economic Impact	\$1,915,200			\$1,915,200	\$1,915,200		
Leads	6			6	6	100	6.00%
Leads Room Nights	3,365			3,365	3,365		
Leads Attendance	1,760			1,760	1,760		
Leads Impact	\$420,660			\$420,660	\$420,660		
Number of Leads to Definite	3			3	3		
Verbals	6			6	6		
Verbal Bookings Attendance	990			990	990		
Verbal Bookings Room Nights	955			955	955		
Verbal Bookings Impact	\$249,660			\$249,660	\$249,660		
Bookings	3			3	3		
Bookings Attendance	330			330	330		
Bookings Room Nights	132			132	132	22,500	0.59%
Bookings Economic Impact	\$112,860			\$112,860	\$112,860		
Sales Functions	0			0	0		
Site Inspections	0			0	0		
Sales Blitz	0			0	0		
Calls Converted to Accounts	6			6	6		
Bid/Packages Mailed	0			0	0		
Client Presentations	1			1	1		

Previous Fiscal Year (2019-2020)							
Leads					131	100	131.00%
Pending					0		
Completed Business					74		
Verbal Definite					2		
Lost					31		
Definite					7		
Cancelled					2		
Total					116		
Top 3 Lost Reasons							
1					Committee Decision		
2					Event Cancelled		
3					Will Not Meet In Fayetteville		
Top 5 Locations Lost To							
1					Albuquerque, NM		
2					Raleigh, NC		
3					Concord, NC		
4					Durham		
5					Charlotte		

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS							
Sales							
Civic Presentations	0			0	0		
Leads	2			2	2	35	5.71%
Leads-Attendance	250			250	250		
Leads-Room Nights	125			125	125		
Leads-Economic Impact	\$25,500			\$25,500	\$25,500		
Number of Leads to Definite	0			0	0		
Verbal Bookings	0			0	0		
Verbal Bookings-Attendance	0			0	0		
Verbal Bookings-Room Nights	0			0	0		
Verbal Bookings-Economic Impact	\$0			\$0	\$0		
Bookings	0			0	0	2,000	0.00%
Bookings-Attendance	0			0	0		
Bookings-Room Nights	0			0	0		
Bookings-Economic Impact	\$0			\$0	\$0		
Previous Fiscal Year (2019-2020)							
Leads					0	35	0.00%
Pending					0		
Verbal Definite					2		
Lost					2		
Definite					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		

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS							
Destination Guides Distributed	103			103	103		
Inquiries							
Main Office							
Calls							
Tourism Information	23			23	23		
Local Information	31			31	31		
Total Calls	54			54	54		
Walk-Ins							
Out of Town Visitors							
Information/Maps/Directions	35			35	35		
Relocate/Retire	5			5	5		
Promotions	0			0	0		
Local Customers							
Information/Maps/Directions	22			22	22		
GSROs	0			0	0		
Total Walk-ins Main Office	62			62	62		
Transportation Museum							
Walk-Ins							
Out of Town Visitors							
Information/Maps/Directions	0			0	0		
Relocate/Retire	0			0	0		
Local Customers							
Information/Maps/Directions	0			0	0		
Museum Visit - Group or Individuals	0			0	0		
Total Walk-ins TM	0			0	0		