



## How the *JOURNEY* began...

For the sake of the review highlighted in this document, "*The Journey*" began In May 2021. A new Interim President and Chief Executive Officer (CEO) began leadership of the Fayetteville Area Convention & Visitors Bureau (FACVB), "the Bureau." The organization was in a transition phase and rebuilding Post COVID. The charge was to review all areas and facets of the FACVB and lead changes, both large and small, to ensure the future success of the organization.

This document highlights the efforts of the entire FACVB Team, with the direction of our new Board of Directors. Much has been done In moving successfully forward. Much is yet to be done to build on the success of the past year. We are committed to continuing the work to enhance "*The Journey*".

- 
- The Bureau is the Tourism Marketing Arm of Fayetteville/Cumberland County fueled by Research-Based Marketing.
  - Committed to conducting ongoing tourism industry-based research. Invested in the Bureau's *Foundational Tourism Research* Initiative which included:
    1. The Stakeholder Study - provided insights from local stakeholders.
    2. The Scout Report - provided real-time data (phone signals) to be able to show the geographic distribution of visitors. No more guessing who our visitors are.
    3. The Tourism Market Study - targeted regional travelers to assess and measure traveler sentiment, brand health, visitor profile, and barriers to visitation.
    4. Foundational Tourism Summary – The consumer truths generated from this foundational research has provided the Bureau with a launching point for the Strategic Marketing & Media Plan moving forward in 2022 and beyond.
  - Created Bureau Core Values with buy-in from Team Members and the Bureau's Board to include:
    1. Transparency
    2. Visibility
    3. Respectability
    4. Partnership
    5. Leadership
  - For the first time in 17 years, the Bureau conducted a Request for Proposal (RFP) process for new marketing, media and Public Relations agencies.
  - Secured all assets, trademarks, and URLs that were considered the previous agencies assets per the signed contract with them.
  - Updated by-laws for the Board of Directors; to create a board more representative of the travel and tourism industry of Cumberland County.
  - Restructured the organization which streamlined and made it a more efficient Destination Marketing Organization (DMO)

- Created community partnerships and relationships with businesses and residents of Cumberland County.
- Room night reporting has been streamlined to be accurately reported and consistent with industry standards.
- Board rooms have been technologically upgraded to support remote meetings with partners and Team Members and made available to outside partners.
- For the first time in the bureau's history, FY 22 had a comprehensive business Strategic Plan to guide the tactics and measurements of the work of the Bureau.
- Began presenting measurements and metrics on a monthly and quarterly basis to the Bureau and Tourism Development Authority boards.
- Updated Employee Handbook including policies and procedures which were then approved by the Bureau's Board.
- Reviewed, updated, and corrected many inconsistencies and errors within the Bureau's database.
- Appropriate Bureau Team Members for the first time are now afforded the opportunity to attend Bureau and TDA Board meetings to address any questions that come up from those respective Board members.
- Hosted the Bureau's Board Orientation to help the board understand the role and purpose of a Visitors Bureau and what each individual's role is within the organization.
- Team Member Directors are now managing their own respective budgets.
- Created and implemented a new Hotel General Manager/Owner meeting to take place twice a year.
- Re-introduced Director of Sales Meetings to meet each quarter during the fiscal year.
- Implemented new tools including Destination International's Economic Impact Calculator and Simpleview's MINT+ Sales Tool for identifying new business.
- Provided a team member off-site meeting to help foster teamwork and morale.
- Team Members can now have a sense of pride in belonging and participating in the organization's success.
- Digitized 39 years' worth of Bureau documents.