



Welcome! to Tourism Talk Live!

at Embassy Suites by Hilton Raleigh Crabtree
Tues., Feb. 18, 2020 • 10am



Andrew Baker

Assistant Marketing Manager

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Welcome to new Sales staff



Kathryn Hollomon

Sales Manager

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Assisting planners from N.C. and S.C., who represent any vertical market (excluding fraternal, multicultural) using meeting space other than Raleigh Convention Center



Marc Dooner

National Sales Manager

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Assisting planners from in the Northeast (above Maryland) who represent any vertical market, excluding fraternal, multicultural



**EMBASSY
SUITES**
by Hilton™

Raleigh Crabtree



Made Fresh Hourly

GOODBERRY'S®
FROZEN CUSTARD

Pure & Wholesome

Our Story



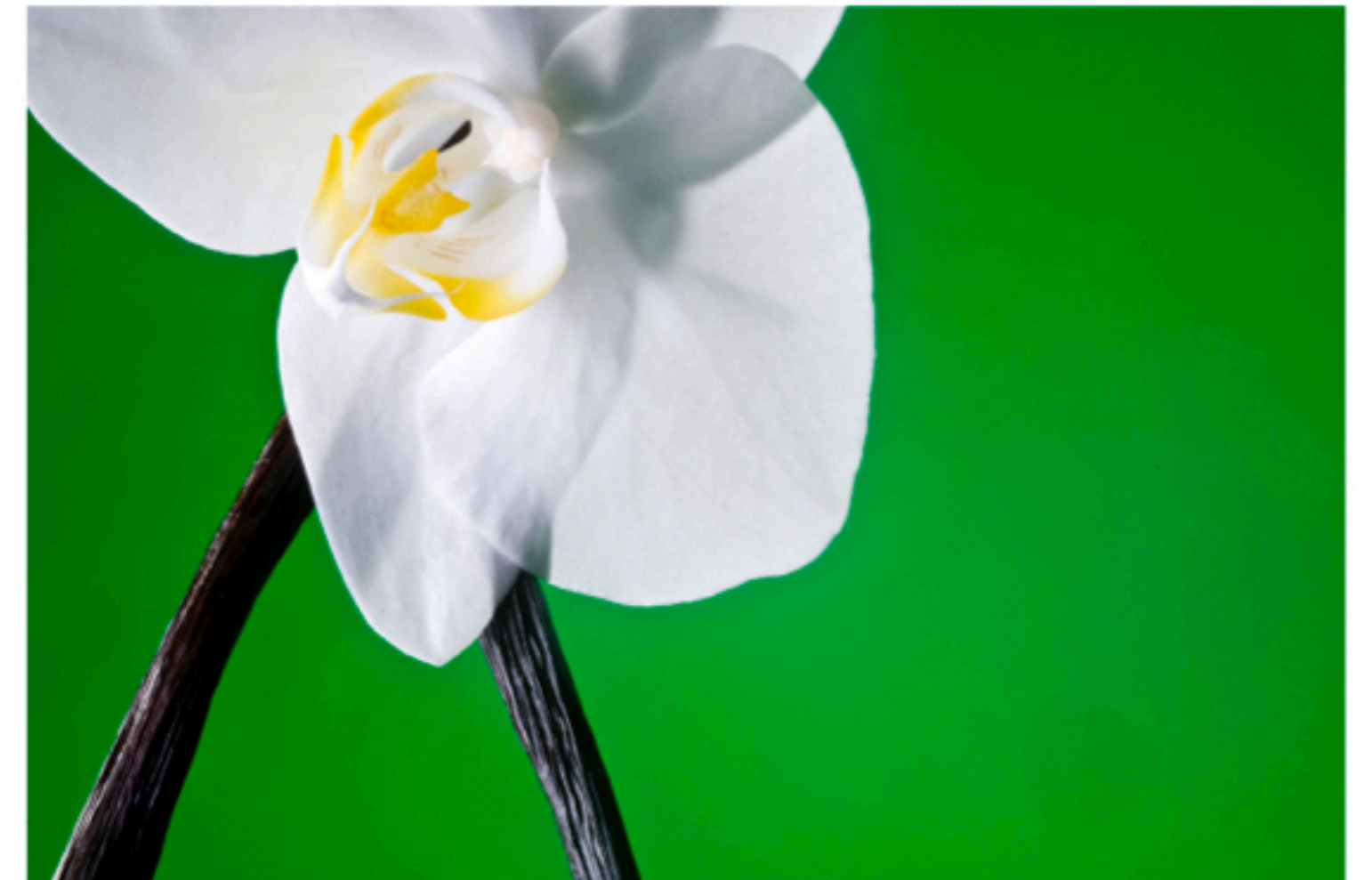
In 1987, we set out to create a recipe that would harken back to a time, 50 years prior, when ice cream was made freshly, with honest ingredients, right at the creamery. Our philosophy was that sometimes what you leave out is as important as what you put in, and we decided to leave out all the artificial and chemical ingredients. We would use fresh milk, fresh cream, eggs, honey, pure cane sugar, and only natural flavorings to make our frozen custard. To keep it rich and creamy, we wouldn't whip it all up with air during the freezing process. We would make it every hour to ensure optimal freshness and flavor. The focus of our toppings would be rich chocolates, freshly roasted nuts, and the highest quality fruits. And we would serve everything with a smile (sometimes even upside down!) at a neighborhood creamery.



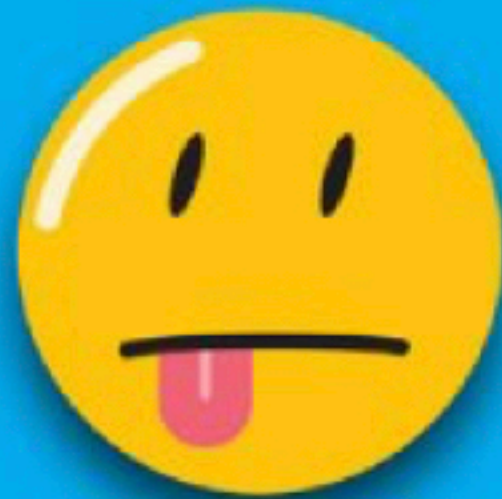
Our first Goodberry's opened in 1988 at the corner of Spring Forest Rd and Atlantic Ave in Raleigh

Our Ingredients

We're still churning out our original all natural recipe, and that makes our vanilla recipe a whole lot easier to read:
"Milk, Cream, Egg, Pure Cane Sugar, Honey, Natural Vanilla Extract."



**CARRAGEENAN?
DIGLYCERIDES?
GUAR GUM?
THEY LEAVE A BAD TASTE
IN OUR MOUTH, TOO.**



There's no place for chemical preservatives or artificial stabilizers in Goodberry's frozen custard – just fresh, all-natural ingredients that are sure to leave a smile on your face.

HONEST TO GOODNESS



Not at Goodberry's!



We are only
#pureandwholesome

Our Stores

9 locations across the Triangle...10th store opening soon!



Spring Forest



Davis Drive Cary
(Cornerstone)



Cameron Village



Harvest Oaks



Garner



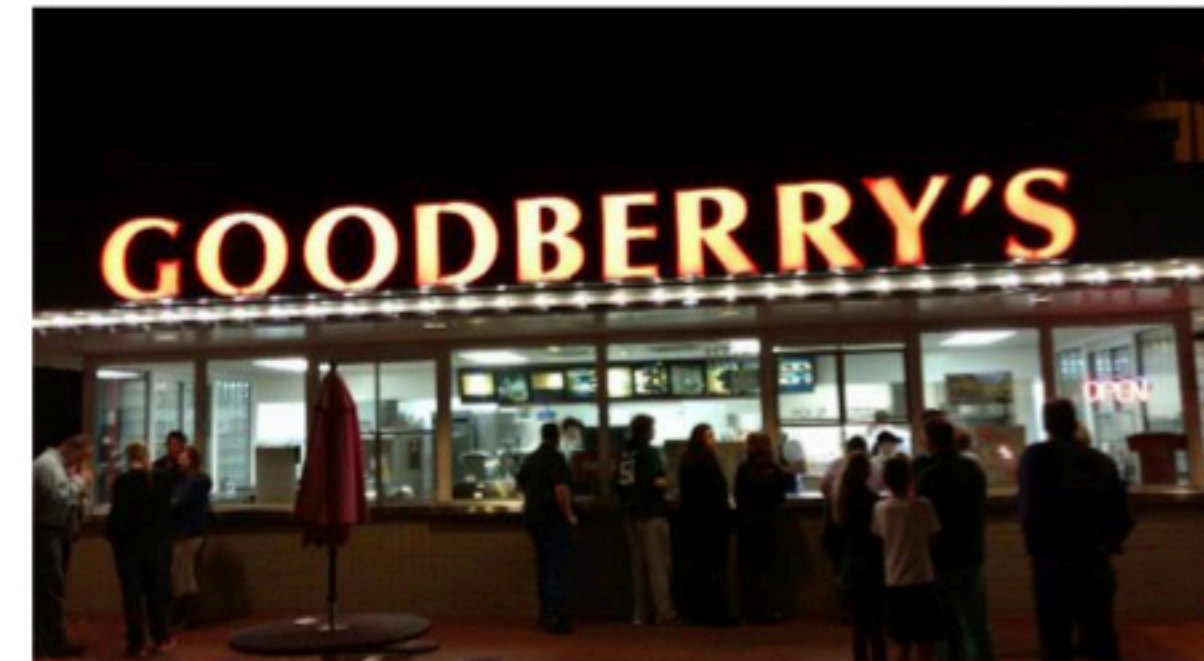
Roxboro Rd Durham



Kildaire Farm Rd Cary



Leesville Rd

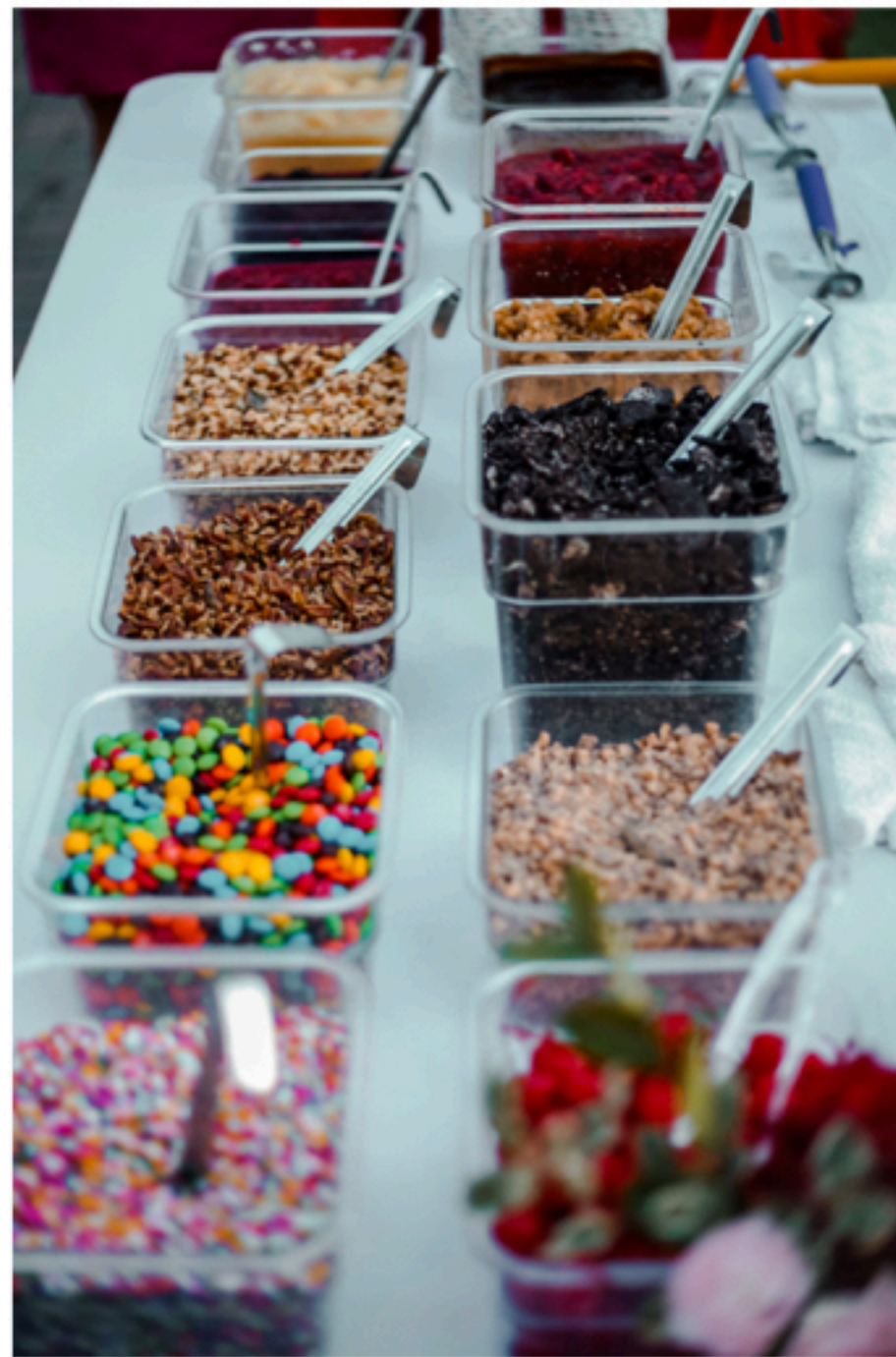


Wake Forest

Catering Services



Full service 14-topping sundae bars



Frozen Custard Truck

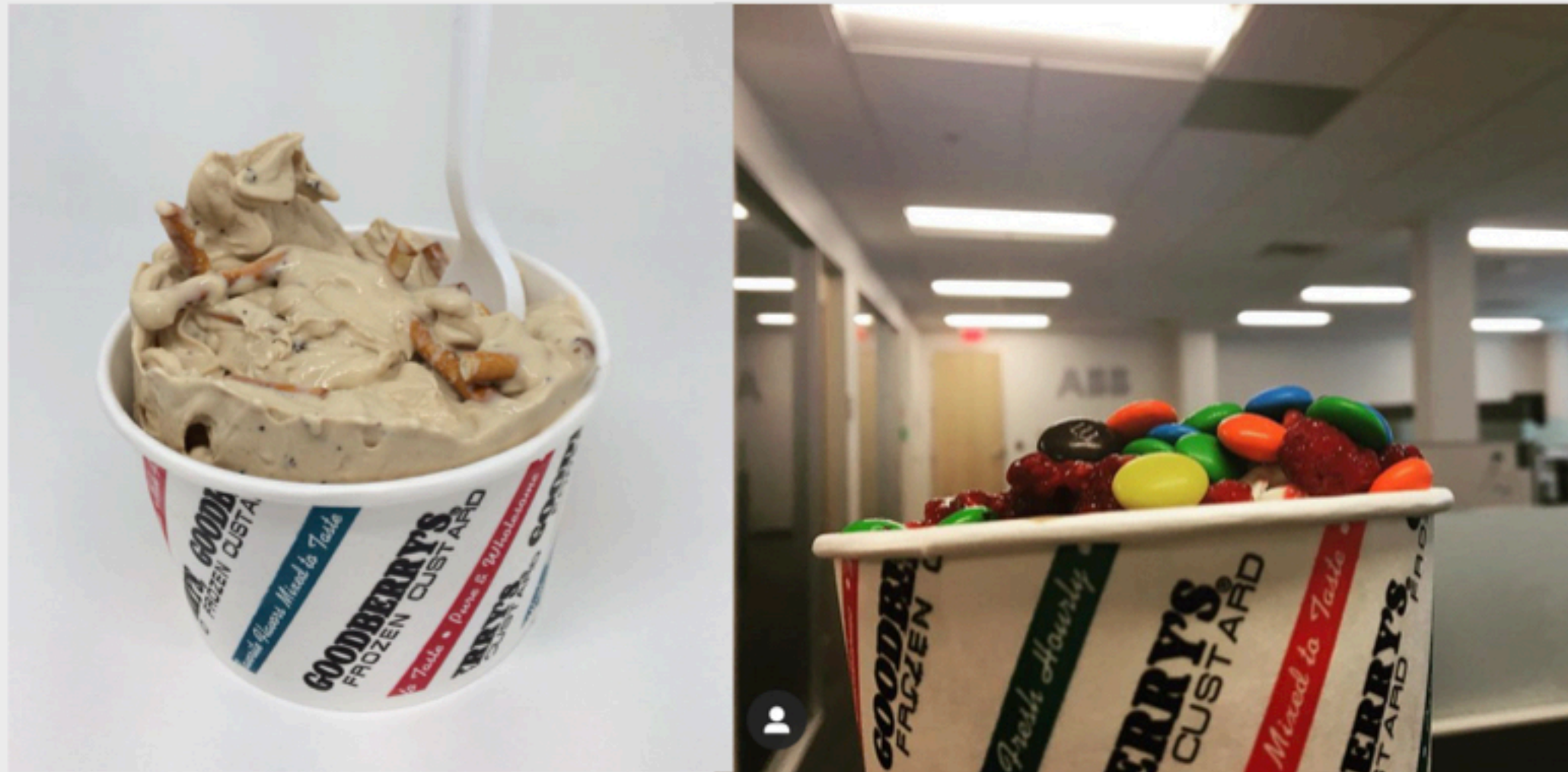


Catering Services



Small Group Options

- Mini-sundae bar to-go
- Carolina Concretes
- Frozen custard cakes



Bulk Discount Gift Cards



Follow us on social!



@goodberrys
@goodberryscatering



Our Customers

- ABB
- BioMereix
- Citrix
- Red Hat
- Ellis & Winters
- Joyner Elementary
- Tri Properties
- Town of Holly Springs
- Leith Cars
- Highwoods
- Southeastern Baptist Seminary
- Ravenscroft
- Duke Raleigh Hospital
- Addams & Cheek Dentistry
- Triangle Apartment Association



Our customers love Goodberry's! "I've done several events with your company both at my current employer and with an employer of the past. You've never disappointed the employees!" – Janet Holliday-Cashwell, The Steel Network



Book Today!

Catering Operations:

Harmony VanGundy

Visit www.goodberrys.com/catering and fill out your quote!

Email

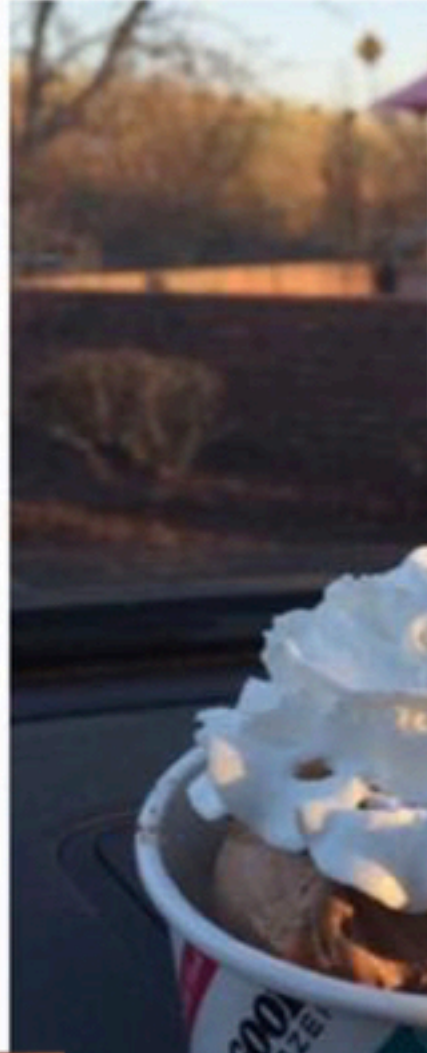
catering@goodberrys.com

OR

Call (919) 878-8870



Bring a Triangle Tradition to your next meeting or event!



New Economic Impact Analyst

Shahab Nazari

Education

- N.C. State graduate, Ph.D.
(Parks, Recreation and Tourism Management)

Work experience

- People-First Tourism (2014-2018): research assistant
- Memphis Tourism (2019): research coordinator
- GRCVB (Jan. 2020-present): economic impact analyst



Event Impact Calculator— What it is and what it does

- Advocate for the value of tourism, objective analysis, return-on-investment, highest and best use of funding
- Online tool provided by Destinations International and powered by Tourism Economics
- For meetings and conventions, sports events and festivals
- Projects the economic value of an event
- To compare events and to measure the ROI of events
- Assists in articulating a public stakeholder value proposition
- Measurement tool for public funding, expansion and/or development of existing or new facilities
- Tourism economic development PR tool



Event Impact Calculator— What it is and what it does



By looking at

- Number of attendees and participants who are non-local (overnight + day-trip)
- Estimated spending by attendees, organizers and exhibitors (lodging, restaurant, retail, transportation and recreation)

Tourism economic impact of

- Employment, income, taxes, spending on local goods and services



Metrics

- Event dates + shoulder dates
- Event types: business, conference, tradeshow, sport, festival and cultural
- Sports type: youth amateur, adult amateur, college, professional, college championship—of unique spectators (ticket) and # athlete participants
- Overnight/day visitor % share based on total attendance **verified**
- Local attendee (%) participants (includes athletes, coaches, officials) not factored into final direct impact projection **verified**
- Overseas (%), intracontinental (%) and domestic arrivals (%) **if known**
- Room rate (\$): average daily rate (ADR) **based on STR for day, week or month**
- Average number of people per hotel room **if known**
- Room-nights (total #) or room block **if known**
- Organizer spending on local goods and services **if known**

When to request

- Before the event takes place and when the facility has the required event metric information;
- When the event is completed using the required event metric information within 30 days of end of event;
- When the facility is reporting to stakeholders on a monthly, quarterly or annual basis;
- When the facility is considering expansion, enhancement or new renovations.

What to request

- Direct impact of an individual event
- Direct impact of a series of events within your facility
- Direct impact of events over a series of years
- Direct impact of several types of events within the county for comparison purposes

Other measurement tools for verification

- Arrivalist-mobile phone location tracking (30 POIs)
- Ticket sale zip code analysis (day and overnight visitors vs. locals)
- Intercept surveying of attendees (consultative)
- Contracted room blocks (when available)

Request-to-delivery process

- Partner sends a written request via email to the economic impact analyst (EIA).
- Copy the appropriate department director based on event.
- EIA will contact you directly for discussion on timelines, metric information needed based on type of calculation and then forward appropriate form for metric submission.
- Submit the required metric form back to EIA.
- Based on agreed-upon due date, EIA will calculate data and submit back to partner for review.
- EIA will log all communication and final direct impact calculation via TE into GRCVB's CRM and associate to facility account record.

Who to contact



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Thank you!

Shahab Nazari, Ph.D.

Economic Impact Analyst

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Signature Event Development Pilot Program

Daniel T. Douglas and Loren J. Gold
February 18, 2020

DSP Event Strategy

Develop an approach to encourage all municipalities and the County to use key criteria to identify events that have the potential to generate overnight visitation, with the goal of increasing the number and/or scale of such events.

DSP Event Strategy

1. Funding priority will be given to events which promote travel from out-of-state or from areas **more than 100 miles distant.**
2. Funding will be allocated with a higher priority **assigned to events which indicate a higher ROI.**
3. Each application must include both a stated measure for success as well as a **commitment to performance analysis** when the event is complete.
4. New events with a plan to become **self-sustaining are especially favored.**
5. **Community events organized for primarily local/regional residents will not be considered.**

Types of Events

1. **Signature Events**—A major public event that is planned and contracted to attract significant overnight visitors
2. **Blockbuster Exhibits**—A major public temporary exhibition, sponsored by a local museum, that is planned and contracted to attract significant overnight visitors

Funding Target Thresholds

1. One year events—Held/contracted for one year only, markets itself outside of the region and has a direct economic impact of **\$5 million dollars and 10,000 total room nights**
2. Multi-year events—Held/contracted for several years, markets itself outside of the region and has a direct economic impact or **\$2.5 million dollars and 5,000 total room nights**

In every case, the direct economic impacts will have to be at least 1x the amount of the funding request; those with higher return projections, 2x or 3x impacts, will be prioritized.

Funding—Criteria

Direct Economic Impacts

1. Total overnight visitors—volume and profile
2. Tickets sold
3. Hotel room-nights generated—x average daily spending
4. Local vendor spending—rental, security, technology etc.
5. Statement on planning for any negative impacts
 - Meet with affected businesses?
 - Road closures, parking impacts, vendors competing with bricks and mortar

Funding—Criteria

Non-Direct Economic Impacts

1. Brand alignment—strengthen our destination brand
2. Marketing plans—scale, reach, demographic targets
3. Charitable impacts—support for local organizations
4. Innovation—different or new to our market
5. Organization and management capacity
 - Business plans, past audits, references
 - Track record, scale and capacity of producers
 - Licenses and permits

Spending Limits of Funding

- Funds can NOT be used to underwrite existing programs or day-to-day operations of the applicant.
- Rather we prefer monies to be allocated and paid from the fund directly to local venues, vendors or contractors.
- New multi-year events with a plan to become self-sustaining are especially favored.

Schedule

1. Board update
2. Task force review in January
3. Board approval in February
4. Roll out announcement and final application
—live in February
5. Economic Impact Analyst—ongoing



Wake County Hospitality

JOB FAIR

April 2, 2020 • Raleigh Convention Center • 10am-2pm

Go to wakecountyhospitalityjobfair.com for details

PRESENTED BY:



NCRLA

NC Restaurant
& Lodging Association



Raleigh
Convention
Center





**The Greater Raleigh Convention and
Visitors Bureau's learning track for
tourism and destination education**

TourismU@visitRaleigh.com



2020
GRCVB
Annual Meeting

AUG. 20, 2020





CULTURAL PRESENTERS FORUM



