

*Metrics Associated with the  
Blues & Brews 2017  
Held June 3, 2017 from 4 p.m. – 10 p.m.*



*June 5, 2017*

**John Meroski**  
Chief Executive Officer  
FACVB

**David Nash**  
Research and Data Manager  
FACVB

# Contents

- i. Introduction**
- ii. They Identified Themselves as...**
- iii. Where Were They From?**
  - Overview
  - By State, County and City
- iv. How Did They Find Out About Event?**
- v. Survey Requirements**
  - Requirements
  - Information Provided
- vi. Bureau Generated Publicity**
  - Press Release
  - Blogging
  - Social Media
  - Calendar of Events
  - E-Promotion
  - Earned Media/Free Publicity
- vii. Public Relations Recap**
- viii. Bottom Line**



FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Introduction

- All data was collected by the Blues & Brews' staff. There were no surveys collected during the event from 8 p.m. – 10 p.m. All surveys were entered at the times below:

Time	Completed Surveys
1-2 P.M.	1
3-4 P.M.	28
4-5 P.M.	126
5-6 P.M.	70
6-7 P.M.	23
7-8 P.M.	32
8-9 P.M.	0
9-10 P.M.	0
<b>Total Completed</b>	<b>280</b>
<b>Total Required</b>	<b>333</b>

- Blues & Brews' management estimated **2,500** attendees prior to the event.
- There were **280** completed surveys.
- Using the **2,500** attendees, the Confidence Interval for this presentation with a **280** Sample Size is **+/- 5.52%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5%.

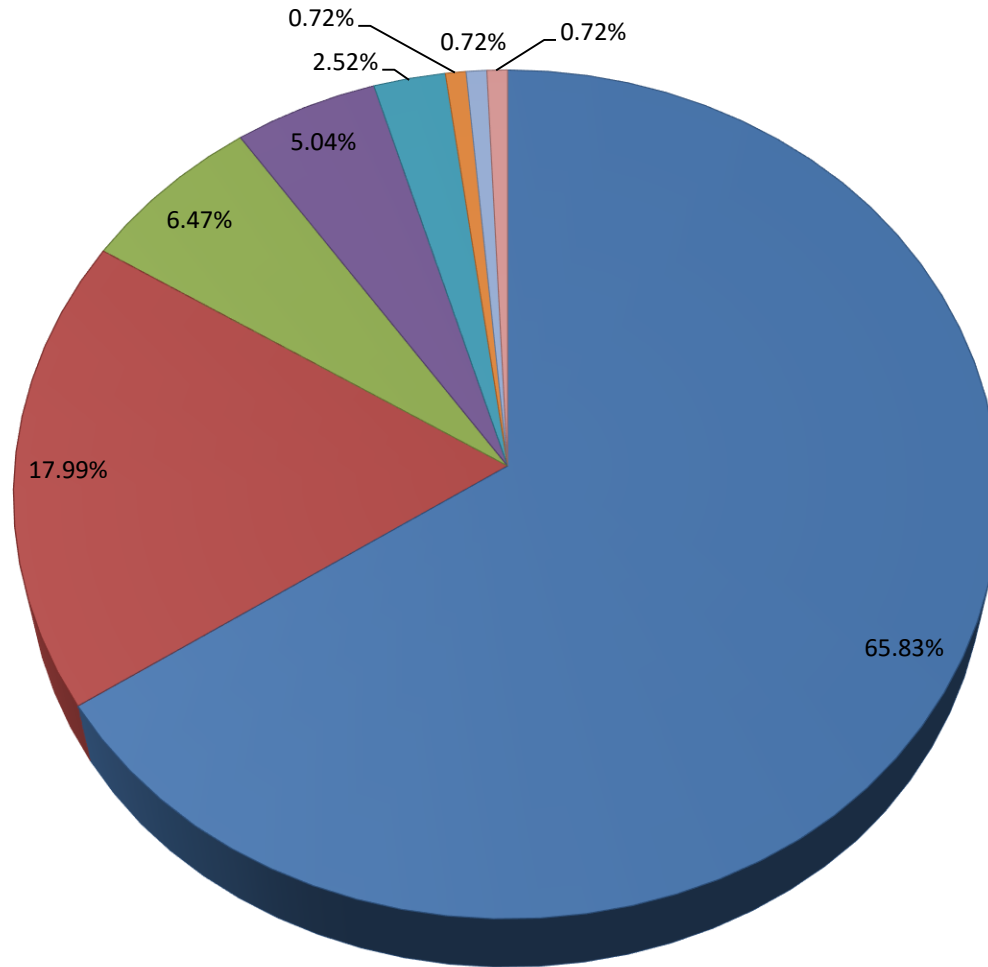


FAYETTEVILLE AREA

**CONVENTION AND  
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# *They Identified Themselves as...*



- 68.83% ■ I am a resident of Fayetteville/Cumberland County.
- 17.99% ■ I am from a surrounding county and drove in for the day for Blues and Brews.
- 6.47% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 5.04% ■ I am in the area visiting family or friends and they brought me to this event.
- 2.52% ■ I am here for Blues and Brews and staying with family or friends.
- 0.72% ■ I am visiting the area for other purposes, but heard about the event and came.
- 0.72% ■ I am here for Blues and Brews specifically and am overnighting in a hotel.
- 0.72% ■ I am staying at a hotel and the hotel referred me to this event.



FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Where Were They From?

## Overview

- **1** completed survey provided an invalid zip code.
- **265** were from North Carolina and **14** were from more than 100 miles from Fayetteville.
- **2** identified themselves as being here specifically for the event and overnighting in a hotel.

### Top 5 by State

1. North Carolina	265
2. South Carolina	3
3. California, Georgia & Virginia	2
4. Many Tied	1

### Top 5 by County

1. Cumberland, NC	197
2. Robeson, NC	16
3. Hoke, NC	13
4. Moore, NC	7
5. New Hanover & Wake, NC	5

### Top 5 by City

1. Fayetteville, NC	162
2. Hope Mills, NC	22
3. Raeford, NC	13
4. Fort Bragg, NC	8
5. Wilmington, NC	7

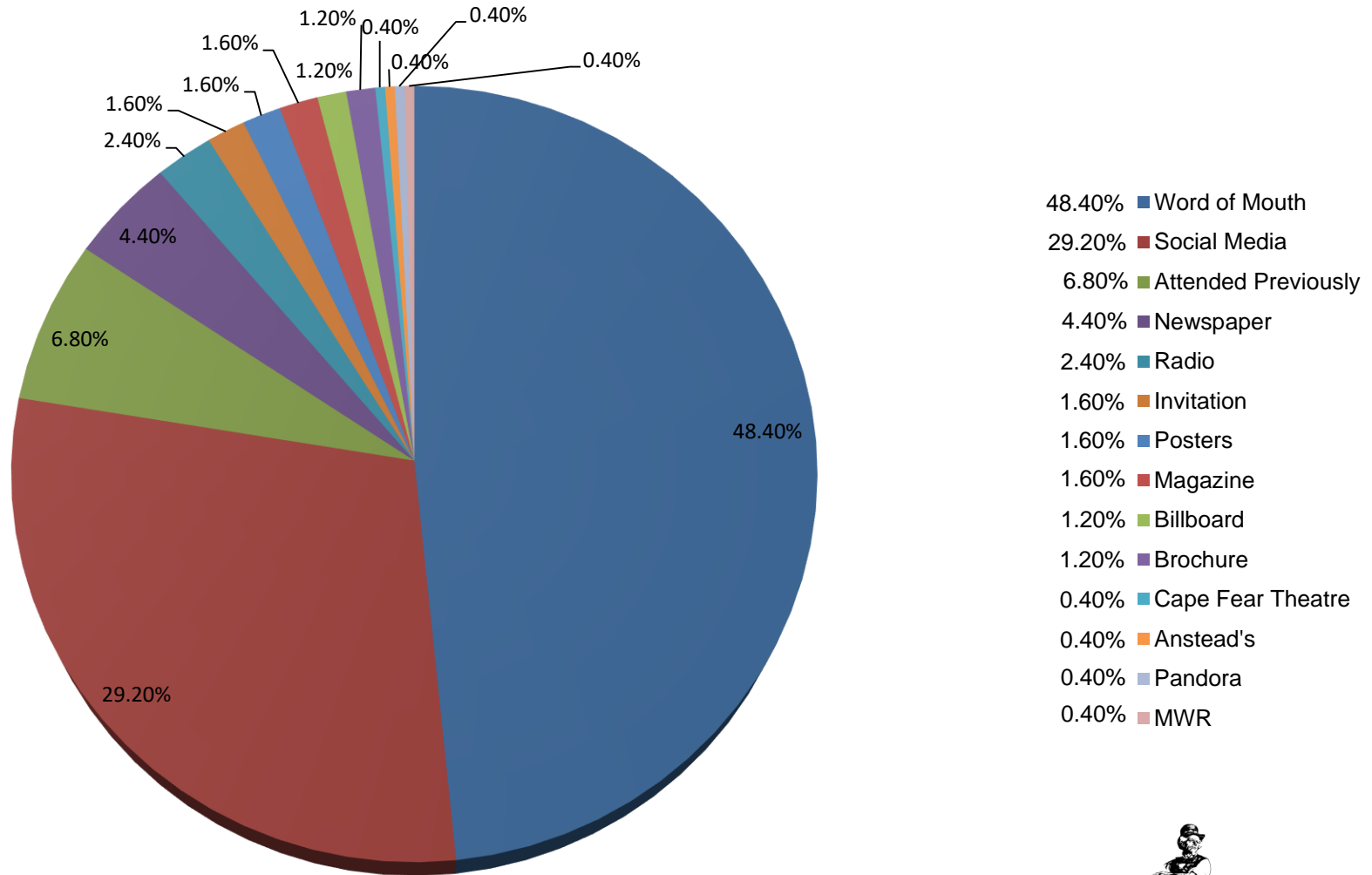


FAYETTEVILLE AREA

**CONVENTION AND  
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# How Did They Find Out About Event?



EST. 1754

FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Survey Requirements

## Requirement

What is the zipcode where you currently live: \_\_\_\_\_  
 (must be a valid 5 digit zipcode)

### I AM: (Select One)

- (1) A resident of Fayetteville/Cumberland County
- (2) Stationed or affiliated with Fort Bragg and live in Cumberland County
- (3) From a surrounding county and drove in for the day for this event
- (4) Visiting the area for other purposes, but heard about this event and came
- (5) Staying at a hotel and the hotel referred me to this event
  - A. Which Hotel?
- (6) Here for this event specifically and am overnighiting in a hotel
  - A. Which Hotel?
- (7) Here for this event and staying with family/friends
- (8) In the area visiting family and friends and they brought me to this event

How did you hear about the event:

- Billboard
- Brochure
- Invitation
- Magazine
- Newspaper
- Posters
- Word of Mouth
- Other: \_\_\_\_\_

\*Specific mediums listed based on presentation made on advertising to be used.

## Information Provided

<b>Page Summary Report</b> <b>Blues and Brews 2017</b> As of: 6/5/2017 10:36:09 AM					
<i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i>					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
<b>Entire Survey</b>	<b>341</b>	<b>280</b>	<b>82.11%</b>	<b>00:03:06</b>	<a href="#">View Results</a>
1	338	280	82.84%	00:02:14	<a href="#">View Results</a>



EST. 1754

FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# *Bureau Generated Publicity*

## Press Release

### **Cold Beer and Hot Blues on Tap at 15<sup>th</sup> Annual Blues-n-Brews**

*Cape Fear Regional Theater (CFRT) Fundraiser June 3<sup>rd</sup> in Festival Park in Fayetteville (NC)*



Tweet this: Brewers and bands from around the Southeast showcase their talents at Blues-N-Brews 6/3. @VisitFayNC @CFRT\_Theatre <http://bit.ly/2ohUCsZ>

[Download Pictures](#)

FAYETTEVILLE, NC – Dozens of brewers from around the Southeast are expected to showcase their finest beers at on June 3rd at the 15th Annual Blues-n-Brews Festival. Guests will spend the evening sampling beer while enjoying several of the top blues bands in the region. Blues-N-Brews is hosted by and benefits the Cape Fear Regional Theatre, a 501 (c)(3) not-for profit organization that serves more than 40,000 people each year.

Gates open at 5 pm for General Admission, which includes a souvenir beer sampling glass, games and food and merchandise for purchase. VIP attendees are admitted at 4 pm. In addition to general admission amenities, VIP guests receive a catered meal, snacks, a private lawn with covered seating, complimentary Blues-n-Brews merchandise and a concession item.

General Admission is \$35 in advance and \$40 at the gate. VIP tickets are \$75 per person. Non-drinking admission is available. To purchase tickets or for more information, go to [www.cfрт.org/BluesNBrews](http://www.cfрт.org/BluesNBrews) or call 910-323-4233.

Blues-n-Brews is one of many special events happening in Fayetteville and Cumberland County this spring and summer. For a complete calendar head to [www.VisitFayettevilleNC.com/Events](http://www.VisitFayettevilleNC.com/Events)



FAYETTEVILLE AREA

**CONVENTION AND  
VISITORS BUREAU**

CUMBERLAND COUNTY, NC



# *Bureau Generated Publicity*

## Calendar of Events

Event Calendar Listing Uploaded and Published to: AAA Go magazine Print & Online, ABC 11- Website, Carolina Country Web, Event Crazy.com, Fayetteville Observer, News 14 Carolina (now Spectrum news), Our State Magazine. SC Living Web, Trip Advisor, VisitNC and WRAL.com.



FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Blogging

April 25, 2017 – Go Fayetteville Blog Written - [www.gofayetteville.com/beer-festival/](http://www.gofayetteville.com/beer-festival/)

### TIPS FOR THE ULTIMATE BLUES-N-BREWS EXPERIENCE

April 25, 2017

We celebrate **NC Beer Month** in Cumberland County each April. However, we are always looking forward to the first Saturday in June, when Fayetteville's biggest celebration of beer takes place. We are talking about the **Blues-n-Brews Festival (BnB)**, a one-day event organized by Cape Fear Regional Theatre that kicks off our summer with a bluesy bang. This year will mark the 15th anniversary of the festival, and over 3,000 brews and blues fans are expected to pack Festival Park on June 3. For first-timers (and even veterans), we are offering a how-to guide for the ultimate BnB experience.

#### **Stay Cool & Comfortable . . .**

With the festival kicking off at 5:00 p.m., there are still a few hours of sunlight left in the day, and you will need that sunscreen and hat. We also suggest packing an umbrella, outdoor chairs or picnic blanket, and bug spray. When you first arrive at the park, set up your chairs in a prime spot for maximum blues enjoyment. Then grab your free sampling glasses and hit the tents.  
*Tip: Wear a backpack to easily transport your gear and the cool BnB souvenirs you will be buying.*

#### **Love Local . . .**

Among the 100+ beers you will find on tap at the festival, a few microbreweries will be representing Cumberland County well. To get the full local experience, start your beer-sampling tour at **Huske Hardware House** and **The Mash House Brewing Company**, both based out of Fayetteville. Then look for **Dirtbag Ales**, an award-winning microbrewery from Hope Mills that is making a name for itself.  
*Tip: If you are a cigar lover, make sure you visit **Anstead's Tobacco Company's** tent (aka "cigar bar") and treat yourself to a fine stogie.*



EST. 1754



FAYETTEVILLE AREA

CONVENTION AND  
VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## E-Promotion

April 25<sup>th</sup> – Mailed to 72,000 email recipients.



### A Fun-Run Bucket List

Summertime is shaping up to be a runner's dream, with six fun runs scheduled to take place over just eight weeks. In Cumberland County, we're racing for doughnuts and for peace, for crazy photo ops and for the red, white and blue. Mostly, though, we are running for the personal challenge.

[Learn more →](#)



### Experience Blues-N-Brews

Fayetteville's ultimate celebration of craft beer happens Saturday, June 3rd. That's the date 3,000 brews and blues fans descend upon Festival Park to sample some of North Carolina's finest craft brews. Popular Carolina blues bands entertain throughout this annual Cape Fear Regional Theatre fundraiser.

[Learn more →](#)



### A Sporting Season

Some of the region's "go-to" sources for inexpensive summertime fun are our sports teams. In the summer months, the Cape Fear Heroes play football and the Fayetteville Roller Derby hosts matches at Crown Complex, while the Fayetteville SwampDogs hold games at Riddle Stadium.

[Learn more →](#)



FAYETTEVILLE AREA

# CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity


## Social Media Outlets

Go Fayetteville Blog Facebook (6 posts)

May 26-June 1, Held a Contest to Giveaway Two General Admission Tickets

**Go Fayetteville Blog**  
Published by Jenny Bell [?] · April 25 · 🌐

It may be #NCBeerMonth, but we're looking forward to June, when Blues-N-Brews kicks off our summer with a bang. For festival first-timers (and even veterans), this is a how-to guide for the ultimate BnB experience. #BluesNBrews2017



**Tips for the Ultimate Blues-n-Brews Experience - Go Fayetteville**

We are celebrating NC Beer Month now by sharing a how-to guide for the ultimate Blues-n-Brews Festival experience.

GOFAYETTEVILLE.COM

555 people reached **Boost Post**

Like Comment Share

Eddie Ketchum, Eric Whealton and 8 others Chronological

3 shares

**Go Fayetteville Blog**  
Published by Jenny Bell [?] · May 26 at 3:58pm · 🌐

CONTEST: Win 2 general-admission tickets to the 15th Annual Blues-N-Brews Festival on June 3rd (a \$70 pre-sale ticket value)! All you have to do is like, comment AND share this post on Facebook (your re-share must be publicly visible to count).

Contest will end at midnight on Wednesday, May 31st, and the winner will be notified via Facebook on Thursday, June 1st. Winner MUST pick up tickets in person from the Fayetteville Area Convention & Visitors Bureau no later than 5:00 p.m. on Friday, June 2nd.

To enter, go to [www.Facebook.com/GoFayettevilleBlog](http://www.Facebook.com/GoFayettevilleBlog)

Reach Your Post's Next Milestone  
Your post "CONTEST: Win 2 general-admissi..." is close to 100 likes. Boost it to reach more people.

8,169 people reached **Boost Post**

Like Comment Share

Kim Hall Faddis, LaKelli Butler and 78 others Chronological

96 shares

View previous comments 2 of 77

**Kim Hall Faddis** Love the Blues and Brews!  
Like · Reply · Message · 1 · May 31 at 11:43pm

**Go Fayetteville Blog** ENDED: The contest officially ended at midnight, and we are running the numbers through random.org. We will announce the winner later this morning. Like the page so you don't miss the announcement!

RANDOM.ORG - True Random Number Service  
RANDOM.ORG offers true random numbers to anyone on the Internet. The randomness comes from atmospheric noise, which for many purposes is better than the pseudo-random number algorithms typically used in computer programs.

RANDOM.ORG

Ticket Give-Away  
Contest via Facebook

8,169 people reached

102 shares

77 comments

80 likes

**Go Fayetteville Blog**  
Published by Jenny Bell [?] · June 1 at 9:10am · 🌐

Our contest to win 2 tickets to the 15th Annual Blues-N-Brews Festival has officially ended, and we are running the numbers through Random.org. Look for a video later this morning, announcing the lucky winner!

273 people reached **Boost Post**

Like Comment Share

Amber Olson, JoAnna Wilson and 13 others

Write a comment...



FAYETTEVILLE AREA


CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

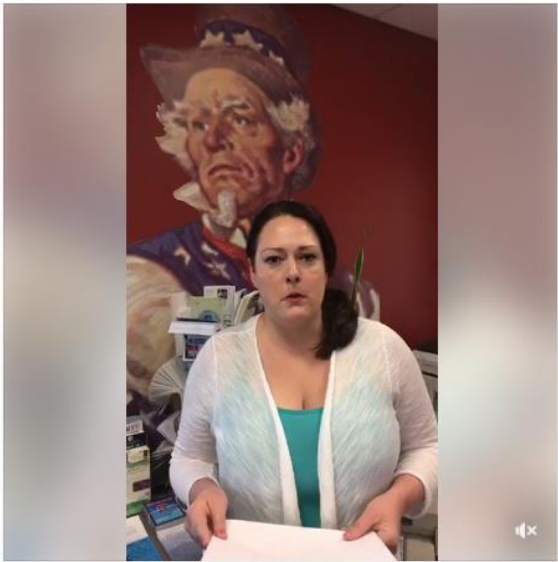
# Bureau Generated Publicity

## Social Media Outlets

### Go Fayetteville Blog Facebook

 **Go Fayetteville Blog** was live.  
Published by David Nash [?] · June 1 at 10:19am · 🌐

Who's the lucky winner of 2 tickets to the 15th Annual Blues-N-Brews Festival???



697 people reached [Boost Post](#)

253 Views

👍 Like    💬 Comment    ➦ Share

👤 Jessica Carson Bennett, Nadine Ninneman and 9 others    Top Comments \*

2 shares

 **Go Fayetteville Blog** at Fayetteville Area Convention and Visitors Bureau.  
Published by Jenny Bell [?] · June 2 at 2:14pm · 🌐

Our lucky contest winner just picked up her free tickets to the 15th Annual Blues-N-Brews Festival. Enjoy the 🍷 and 🍺. Kim! #BluesNBrews2017



502 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Kim Reed Howlett, Crystal Bridges and 3 others

1 share

 **Go Fayetteville Blog**  
Published by Jenny Bell [?] · June 2 at 9:05am · 🌐

Are you headed to the 15th Annual Blues-N-Brews Festival tomorrow? Before you go, check out the tips we shared during #NCBeerMonth on how to have the ultimate Blues-N-Brews experience. #BluesNBrews2017



Tips for the Ultimate Blues-n-Brews Experience - Go Fayetteville

We are celebrating NC Beer Month now by sharing a how-to guide for the ultimate Blues-n-Brews Festival experience.

[GOFAYETTEVILLE.COM](http://GOFAYETTEVILLE.COM)

228 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Kim Reed Howlett, Anstead's Tobacco Company and 8 others    Chronological\*

 **Go Fayetteville Blog** This blog features Cape Fear Regional Theatre, Huske, Mash House Brewing Company, Dirtbag Ales Brewery and Taproom, Tullie Brae, Anstead's Tobacco Company, R Burger, Bowls on a Roll, Bright Light Brewing Company, Inc. Locally owned and operated, Airborne Brew Company, World of Beer, Fayetteville Area Convention and Visitors Bureau, Visit North Carolina.

Like · Reply · 1 · Commented on by Jenny Bell [?] · June 2 at 9:09am · Edited

 Write a comment...

# Bureau Generated Publicity

## Social Media Outlets

FACVB Facebook – 9 Posts



Fayetteville Area Convention and Visitors Bureau

On **#NationalBeerDay** - we're sharing some great Brew News.

In the coming few months, Cumberland County will be home to not three but five breweries. **Airborne Brew Company** and **Bright Light Brewing Company, Inc.** Locally owned and operated. both have plans to open in **Downtown Fayetteville.**

Also, tickets are now on sale for **Cape Fear Regional Theatre's** 15th annual "**Blues.N.Brews.**" The event brings in brewers from around the southeast for sampling while enjoying fantastic music. The 2017 event happens June 3 at Festival Park.

**#BluesNBrews2017 #BNBforCFRT #ColdBeer #HotBlues**



(Post) April 07, 2017 11:29 am



Fayetteville Area Convention and Visitors Bureau

Thanks to Dawn McAlexander from **Eatplayrock.com** for sharing information on **Blues-N-Brews.** This fabulous summer festival is less than 2 months away. Don't forget to reserve your tickets! **#BluesNBrews2017 #HotBlues #ColdBeer #FayFaves**



(Post) April 18, 2017 2:10 pm



Fayetteville Area Convention and Visitors Bureau

Lisa with **Drugstore Divas** is excited for **Blues-N-Brews.** So are we! Do you have your tickets yet? **Cape Fear Regional Theatre**



(Post) April 25, 2017 9:07 am

EST. 1754



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Social Media Outlets

FACVB Facebook



Fayetteville Area Convention and Visitors Bureau

Thanks to **AmericanCraftBeer.com** for sharing information on our upcoming **Blues-N-Brews** festival. **#ACBW #Beer** Are you planning on attending?

[Blues-n-Brews Festival | CraftBeer.com](#)

(Post) May 16, 2017 8:54 am



Fayetteville Area Convention and Visitors Bureau

Its just a few short weeks until a fantastic beer festival - **Blues-N-Brews**. Craft brews and great southern blues are on tap on June 3rd from 5-10 pm at **Downtown Fayetteville's Festival Park**. Read the **Go Fayetteville Blog** for more, then reserve your tickets for the ultimate summer kick-off. **#BluesNBrews2017 #ColdBeer #HotBlues**

[Tips for the Ultimate Blues-n-Brews Experience - Go Fayetteville](#)

(Post) May 21, 2017 12:15 pm



Fayetteville Area Convention and Visitors Bureau

Did you know? **Go Fayetteville Blog** is giving away two tickets to **Blues-N-Brews** - which happens next Saturday, Jun 3. Head over to the **Go Fayetteville Blog** page to enter.

(Post) May 27, 2017 7:49 pm



Fayetteville Area Convention and Visitors Bureau

We're with **Drugstore Divas** - we can't wait either. If you don't have your tickets yet, you can still get them. **Blues-N-Brews** is an annual fundraiser for the **Cape Fear Regional Theatre**.

[Drugstore Divas](#)

(Post) June 02, 2017 2:14 pm



Fayetteville Area Convention and Visitors Bureau

**Tullie Brae** on stage at **Blues-N-Brews 2017**. **#LetTheGoodTimesRoll #ColeBeer #HotBlues**



(Post) June 03, 2017 6:56 pm



Fayetteville Area Convention and Visitors Bureau

**Blues-N-Brews** opens for general admission today at 5 p.m. Don't have your tickets yet? You can get them at Festival Park entrance. Three local breweries will be participating. Be sure to check them out: **Dirtbag Ales Brewery and Taproom**, **Mash House Brewing Company** and **Huske** **#ColdBeer #HotBlues**



(Post) June 03, 2017 7:25

EST. 1754



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Social Media Outlets

FACVB Twitter – 3 Tweets



VisitFayNC

Blues-N-Blues, [#Fayetteville](#) NC's Beer Fest, features 100+ craft brews. 6/3 [#BeerTravel](#) [#ACBW](#) [@craftbeerdotcom](#) [bit.ly/2qMI3L2](http://bit.ly/2qMI3L2)

(Tweet) by Melody F. May 16, 2017 8:36 am

2.7k 2 1



VisitFayNC

[#NationalBeerDay](#) Tix are on sale for [#Fayetteville](#)'s premier brew-fanatic event - [#Blues'nBrews2017](#). Event happens June 3. [@CFRT\\_Theatre](#) [pic.twitter.com/rPknThChXc](http://pic.twitter.com/rPknThChXc)

23.4k 4



VisitFayNC

Festival Park opens for [@BluesNBrewsCFRT](#) today for GA today at 5 pm. Three local breweries are attending. Hope to see you there. [pic.twitter.com/pAaTx5GU7Y](http://pic.twitter.com/pAaTx5GU7Y)

2.7k



(Tweet) by Melody F. June 03, 2017 8:35 am



(Tweet) by Melody F. April 07, 2017 10:31 am



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC



# Bureau Generated Publicity

## Social Media Outlets


FACVB Instagram – 3 Posts


 visitfayettevillenc

 @tulliebraeintl at @bluesnbrewscfrt 2017. #LetTheGoodTimesRoll #HotBlues #ColdBeer

30 1 2.12%

(Video) June 03, 2017 6:59 pm

 visitfayettevillenc

 Blues-N-Brews opens for general admission today at 5 p.m. Don't have your tickets yet? You can get them at Festival Park entrance. Three local breweries will be participating. Be sure to check them out: - Dirtbag Ales Brewery and Taproom - Mash House Brewing Company - Huske Hardware Brewing Company #ColdBeer #HotBlues #BluesNBrews2107

16 - 1.10%

(Image) June 03, 2017 9:11 am



FAYETTEVILLE AREA

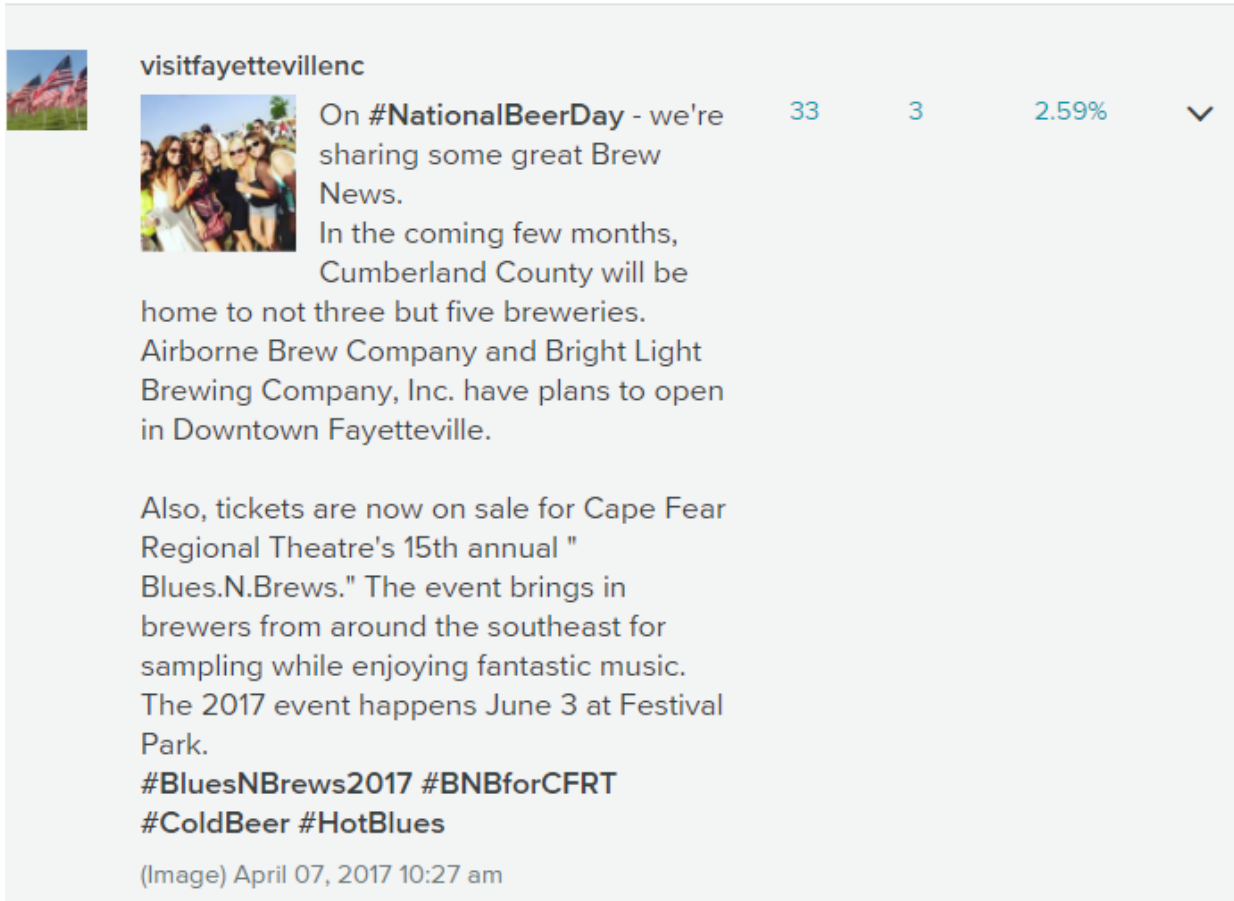
CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC



# Bureau Generated Publicity

## Social Media Outlets

FACVB Instagram – 3 Posts



visitfayettevillenc



On **#NationalBeerDay** - we're sharing some great Brew News.

In the coming few months, Cumberland County will be home to not three but five breweries. Airborne Brew Company and Bright Light Brewing Company, Inc. have plans to open in Downtown Fayetteville.

Also, tickets are now on sale for Cape Fear Regional Theatre's 15th annual "Blues.N.Brews." The event brings in brewers from around the southeast for sampling while enjoying fantastic music. The 2017 event happens June 3 at Festival Park.

**#BluesNBrews2017 #BNBforCFRT**  
**#ColdBeer #HotBlues**

(Image) April 07, 2017 10:27 am

33 3 2.59%

EST. 1754



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Social Media Outlets

FACVB LinkedIn – 2 Posts



Fayetteville Area Convention & Visitors Bureau

Blues-N-Brews opens for general admission today at 5 p.m. Don't have your tickets yet? You can get them at Festival Park entrance. Three local breweries will be participating. Be sure to check them out:

- Dirtbag Ales Brewery and Taproom
- Mash House Brewing Company
- Huske Hardware Brewing Company

#ColdBeer #HotBlues #BluesNBrews2107



(Update) by Melody F. June 03, 2017 8:24 am



Fayetteville Area Convention & Visitors Bureau

Its just a few short weeks until a fantastic beer festival - Blues-N-Brews. Craft brews and great southern blues are on tap on June 3rd from 5-10 pm at Downtown Fayetteville's Festival Park. Reserve your tickets for the ultimate summer kick-off. #BluesNBrews2017 #ColdBeer #HotBlues [https://lnkd.in/e2\\_hEvp](https://lnkd.in/e2_hEvp)



(Update) May 21, 2017 12:16 pm



1754

FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Social Media Outlets

FACVB Google+ – 3 Posts



Fayetteville Area Convention and Visitors Bureau

Blues-N-Brews opens for general admission today at 5 p.m. Don't have your tickets yet? You can get them at Festival Park entrance. Three local breweries will be participating. Be sure to check them out:

- Dirtbag Ales Brewery and Taproom
- Mash House Brewing Company
- Huske Hardware Brewing Company

#ColdBeer #HotBlues #BluesNBrews2107



(Post) by Melody F. June 03, 2017 8:24 am



Fayetteville Area Convention and Visitors Bureau

Its just a few short weeks until a fantastic beer festival - Blues-N-Brews. Craft brews and great southern blues are on tap on June 3rd from 5-10 pm at Downtown Fayetteville's Festival Park. Reserve your tickets for the ultimate summer kick-off. #BluesNBrews2017 #ColdBeer #HotBlues <http://www.gofayetteville.com/beer-festival/>



(Post) by Melody F. May 21, 2017 12:16 pm

EST.



1754

FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Social Media Outlets

FACVB Google+ – 3 Posts



Fayetteville Area Convention and Visitors Bureau

On #NationalBeerDay - we're sharing some great Brew News.

In the coming few months, Cumberland County will be home to not three but five breweries. Airborne Brew Company and Bright Light Brewing Company, Inc. have plans to open in Downtown Fayetteville.

Also, tickets are now on sale for Cape Fear Regional Theatre's 15th annual "Blues.N.Brews." The event brings in brewers from around the southeast for sampling while enjoying fantastic music. The 2017 event happens June 3 at Festival Park.

#BluesNBrews2017 #BNBforCFRT  
#ColdBeer #HotBlues

#BluesNBrews2017 #BNBforCFRT  
#ColdBeer #HotBlues



(Post) by [Melody F.](#) April 07, 2017 9:04 am



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

Recreation News-Washington D.C./Baltimore

### Spring brings tattoos, blues, and daredevils to Fayetteville

Fayetteville this spring is all about festivals. From traditional family-centric street fairs to the creative magic of tattoo artists, patriotic displays, a celebration of the blues (with brews), and a few thrills on a zip line, it's a busy season in the North Carolina sand hills.

The action begins with The All-American Tattoo Convention, April 14-16. The world's largest tattoo convention boasts 125 tattoo artists from across the country. They'll demonstrate their unique art form throughout the weekend, with their best work entered into contests.

Contest categories are as varied as Most Patriotic, Best Asian-

Inspired, Best Portrait, and Best Hand or Neck Tattoo. There is even a special category for veterans who are tattoo artists. Other entertainment includes aerial yoga performances, a demonstration by Fayetteville's Rogue Rollergirls Rollerball Team, and the All-Veteran Parachute Team. (allamericantattooconvention.com)

#### Biggest festival

Completely shifting gears, the annual Fayetteville Dogwood Festival is April 28-30. The largest community event of the year, it welcomes more than 200,000 people to town. Family-friendly, it features three stages with live entertainment. This year's head-

liner is Parmalee, which takes to the stage for the Friday night kickoff. The free performance is followed by fireworks.

The rest of the weekend is filled with a street festival, a 100-plus showcase of local artists, a new interactive show with jugglers and pirates, a performance stage with nationally known Shadow of the Belly Tribal Belly Dancers, martial arts demonstrations, and a variety of music, ranging from rhythm and blues to southern soul to fusion rock. And, of course, there will be dozens of food vendors. (www.faydogwoodfestival.com)

While strolling through the festival, look for the many sculptures placed throughout the downtown. They are part of the Arts Council *Work in Progress* exhibition. Whimsical, abstract, or symbolic, the 11 pieces entertain the eye and engage the mind. Download a free map to find them. (theartscouncil.com/publicart)

On May 20, hundreds of flags will fill the grounds of the Airborne and Special Operations Museum. Each flag in the Field of Honor represents someone who is currently serving or who has served in the military, and has a tag identifying the person who sponsored the flag and the person the flag honors. The display remains until June 30. (ncfieldofhonor.com)

While at the Field of Honor, take a moment to stop by the Special Operations Force K9 Memorial. The statue

of a military combat dog in full battle kit sits at attention, guarding the museum and statue of Iron Mike. The stones around the statue name all of the dogs in friendly armies killed in action since 9/11.

#### Blues and brews

The hugely popular Blues-n-Brews Festival returns June 3 for its 15th year. The daylong party features dozens of craft brews and hot blues bands. Admission includes a souvenir glass and samples from area brewers. Plenty of food and brew-oriented merchandise will be on sale, too. Non-drinking admission is also available. (cfrrt.org/blues-and-brews)

Lastly, channel your inner swash-buckler at the expanded ZipQuest Waterfall and Treetop Adventure. The zip line is already ranked as one of the top 10 in the country. It's a two-hour adventure that flies over ravines and waterfalls and through forests, and takes you up into the treetops and over swinging bridges.

ZipQuest has added two new adventures. NightQuest is an after-dark zip adventure lit only by your headlamp and the moon. SwingShot is a swing that releases you 3 1/2 stories above the ground to swoop over Carver's Creek. (zipquest.com)

#### Before you go

Fayetteville Tourism: visitfayettevillenc.com

CheapIsTheNewClassy Tweet

Followers: 42,000



Dawn McAlexander  
@TheNewClassy

Follow

Brewers and bands from around the Southeast showcase their talents at Blues-N-Brews 6/3. @VisitFayNC @CFRT\_Theatre bit.ly/2ohUCsZ

RETWEETS 47 LIKES 9



8:52 AM - 18 Apr 2017 from North Carolina, USA

Reply Retweet Like



Fayetteville Tourism

The aerial adventure at ZipQuest is ranked as one of the top 10 in the country.



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

CheapIsTheNewClassy Tweet  
Followers: 42,000



Dawn McAlexander  
@TheNewClassy

Follow

Brewers and bands from around the Southeast showcase their talents at Blues-N-Brews 6/3. [@VisitFayNC](#) [@CFRT\\_Theatre](#) [bit.ly/2ohUCsZ](http://bit.ly/2ohUCsZ)

RETWEETS 47  
LIKES 9



8:52 AM - 18 Apr 2017 from North Carolina, USA

Reply 47 Like 9

Eat, Play, Rock: The 15th Annual Blues & Brews Festival  
April 18th. She also shared through all her social channels.

### 15th Annual Blues-N-Brews Festival Coming To Fayetteville June 3rd

April 18, 2017 by Dawn McAlexander 2 Comments



Recently, Jay and I visited Fayetteville, NC for the first time. We had a great time and definitely plan to visit again at some point in the future. If you have not visited, June 3rd might be just the perfect time to consider a road trip. The 15th annual Blues-N-Brews festival will be taking place then and it's sure to be a fun time. Check out the details below.

EST. 1754



FAYETTEVILLE AREA

# CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

Lisa Sokolowski/Drug Store Divas pre-promotion of Blues N Brews.  
 On April 24, the content had 354 likes, comments and shares. Reach was **1.5 million**  
 She also posted periodically until the event – about the artists and the event itself.

Pre-Promotion Blues-N-Brews - Drug Store Divas

Twitter:



Facebook:



FAYETTEVILLE AREA

# CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC



# *Bureau Generated Publicity*

## **Earned Media/Free Publicity**

Additional Drug Store Divas Promotion

DrugStoreDivas.net

## **BLUES N BREWS FESTIVAL IN FAYETTEVILLE, NC**

📅 June 2, 2017 👤 Drugstore Diva Lisa 💬 0 Comment

*Drugstore Divas is being hosted at the Blues N Brews Festival in Fayetteville, NC.*



Pete loves blues. Loves it. We used to go to a weekly blues open mic and he would sign up to play. It took me a long time to understand how five guys who never met each other, who met only by putting their names on a piece of paper, could figure out how to play three songs together and sound like a cohesive unit. “It’s the blues,” Pete would say. “It’s like knowing your ABC’s.” I know my alphabet, but I can’t play guitar, so no open mics for me. But sometimes, when Pete’s playing the blues, I’ll catch a riff or sequence of notes and think, “Those are the ABC’s.”

I wonder how many of them we’ll hear tomorrow at the Cape Fear Regional Theatre’s Blues N Brews Festival in Fayetteville, NC. The 15th annual festival is taking place from 4pm to 10pm at **Festival Park** (225 Ray Avenue).



EST.

1754

FAYETTEVILLE AREA

# **CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

### Additional Drug Store Divas Promotion

#### Facebook



**Drugstore Divas** shared Blues-N-Brews's photo.  
April 21 · 🌟

Anyone in the #FayettevilleNC area?

Check out this awesome PAID opportunity. The deadline to apply is TODAY (4/21). #BluesNBrews2017



Blues-N-Brews  
April 20 · 🌟

👍 Like Page

This is a fun paid opportunity for a Social Media Genius. Join Team Blues-N-Brews today! #BluesNBrews2017 #BNBforCFRT

👍 Like    💬 Comment    ➦ Share

👍 40

Chronological ▾



**Drugstore Divas** with Cape Fear Regional Theatre.  
April 24 · Paid · 🌟

#ad So excited!! Our tickets for #BluesNBrews2017 in Fayetteville, NC just came! Now to patiently wait until June 3.

Did you get your tickets yet? VIP tickets are pre-sale ONLY and available at <http://www.cfrrt.org/BluesNBrews/>. You can also get general admission tickets via the pre-sale link too for \$5 off. It's a fundraiser for the Cape Fear Regional Theatre.

Come for #coldbeer #hotblues and support a great cause! Plus, Pete and I will be there! What's more fun than bumping into us? cc: Fayetteville Area Convention and Visitors Bureau



👍 Like    💬 Comment    ➦ Share

👍 52

5 shares

EST.  1754    2 Comments

FAYETTEVILLE AREA

# CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

### Additional Drug Store Divas Promotion

#### Facebook



#ad How good is this song from Tullie Brae? We can't WAIT to see her at #BluesNBrews2017 in Fayetteville, NC on June 3!!

See her perform acoustically if you get VIP tickets and on the main stage if you pick up general admission. VIP tickets are pre-sale ONLY and available at <http://www.cfrrt.org/BluesNBrews/>. You can also get general admission tickets via the pre-sale link too for \$5 off.

There will be #coldbeer, #hotblues, and food. Lots of food! The entire event is a fundraiser for the Cape Fear Regional Theatre, so definitely come out if you're in the area.

cc: Fayetteville Area Convention and Visitors Bureau



3,419 Views

**Jayme Fallon**  
November 8, 2015 · 🌟

A taste of Tullie Brae playing in New York at Club Helsinki...Be sure you watch it in its entirety...enjoy!  
Sonny Rock Leigh-Anne Stanton Wyld Blu Lori Morris Cameron Melville and Richard M. Surrano Sr. (harp)

Like Comment Share

44



#ad I'm obsessed with good acoustic music. There's such a stripped down beauty to it. So I can't wait to see Mark McKinney & Co. - Acoustic Trio at Cape Fear Regional Theatre's #BrewsNBlues2017 on June 3 in Fayetteville, NC.

Are you going? Be sure to pick up your tickets here:  
<http://www.cfrrt.org/BluesNBrews/>

cc: Fayetteville Area Convention and Visitors Bureau



671 Views

**Mark McKinney & Co. - Acoustic Trio**  
November 30, 2016 · 🌟

Our take on the classic- (Long Train Running) by the Doobie Brothers! We hope you enjoy it, Feel Free to share-we apologize in advance for the camera angle. 🎸🎤  
#CatsCradle

Like Comment Share

30

EST.



1754 Chronological™

FAYETTEVILLE AREA


CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity


Additional Drug Store Divas Promotion  
Facebook

 **Drugstore Divas** with Cape Fear Regional Theatre.  
May 16 at 1:37pm · Paid · 🌟

#ad Just a little taste of Elliott and the Untouchables, the headlining band for the Cape Fear Regional Theatre's #BrewsNBlues2017 on June 3 in Fayetteville, NC.

Like what you hear? Be sure to pick up your tickets here:  
<http://www.cfrrt.org/BluesNBrews/>

cc: Fayetteville Area Convention and Visitors Bureau



**Bloodhound**  
Elliott And The Untouchables · Bloodhound  
Plays from Apple Music

[Listen on Apple Music](#)

-0:30

👍 Like    💬 Comment    ➦ Share

👍 83

1 share

 **Drugstore Divas** with Ramada Worldwide.  
May 23 at 10:39am · Paid · 🌟

#ad Pete and I are really looking forward to staying at The Ramada Plaza Fayetteville after the Cape Fear Regional Theatre's Blues N Brews on June 3 in Fayetteville, NC.

With over 100 beers on tap to sample at the festival you definitely don't want to drive yourself home (if you'll be sampling them!). Plan ahead, stay safe, and book your hotel room now. Also, be sure to pick up your tickets for #BluesNBrews2017 here: <http://www.cfrrt.org/BluesNBrews/>

cc: Fayetteville Area Convention and Visitors Bureau



EST. 2003  
**Blues n Brews**  
FESTIVAL  
FAYETTEVILLE • NORTH CAROLINA

**SATURDAY, JUNE 3 // 4PM - 10PM**

**Blues N Brews - June 3, 2017**

The 15th Annual Blues-n-Brews Festival takes place Saturday, June 3 at Festival Park in Downtown Fayetteville, NC. Gates open at 4PM for VIP and 5PM for General Admission.

CFRRT.ORG

👍 Like    💬 Comment    ➦ Share

👍 46

EST.  1754

1 share

FAYETTEVILLE AREA

# CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

Additional Drug Store Divas Promotion

Facebook



Drugstore Divas shared Go Fayetteville Blog's post.

May 30 at 6:43pm · 🌟

Good luck!



Go Fayetteville Blog updated their status.

Published by Jenny Bell [?] · May 26 at 3:58pm · 🌐

CONTEST: Win 2 general-admission tickets to the 15th Annual Blues-N-Brews Festival on June 3rd (a \$70 pre-sale ticket value)! All you have to do is like, comment AND share this post on Facebook (your re-share must be publicly visible to count).

Contest will end at midnight on Wednesday, May 31st, and the winner will be notified via Facebook on Thursday, June 1st. Winner MUST pick up tickets in person from the Fayetteville Area Convention & Visitors Bureau no later than 5:00 p.m. on Friday, June 2nd.

To enter, go to [www.Facebook.com/GoFayettevilleBlog](http://www.Facebook.com/GoFayettevilleBlog)

👍 Like    💬 Comment    ➦ Share

👍 6



Drugstore Divas with Cape Fear Regional Theatre.

June 2 at 10:29am · Paid · 🌟

#ad Tomorrow is #BluesNBrews2017 in Fayetteville, NC! We've been posting about it on here for the past few weeks. If you've missed those posts, no worries. But make sure you don't miss this one: [http://www.drugstoredivas.net/blues-n-brews-festival-in-fa...](http://www.drugstoredivas.net/blues-n-brews-festival-in-fa.../)

It has ticket info, details, and basically everything you need to know before the festival tomorrow!

cc: Fayetteville Area Convention and Visitors Bureau



Blues N Brews Festival In Fayetteville, NC - Drugstore Divas

Learn all about the Blues N Brews Festival in Fayetteville, NC. Over 100 beers, blues music, food, and more. Details: [www.drugstoredivas.net](http://www.drugstoredivas.net).

DRUGSTOREDIVAS.NET | BY DRUGSTORE DIVAS

👍 Like    💬 Comment    ➦ Share

👍 82

1 share

EST.



1754

FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

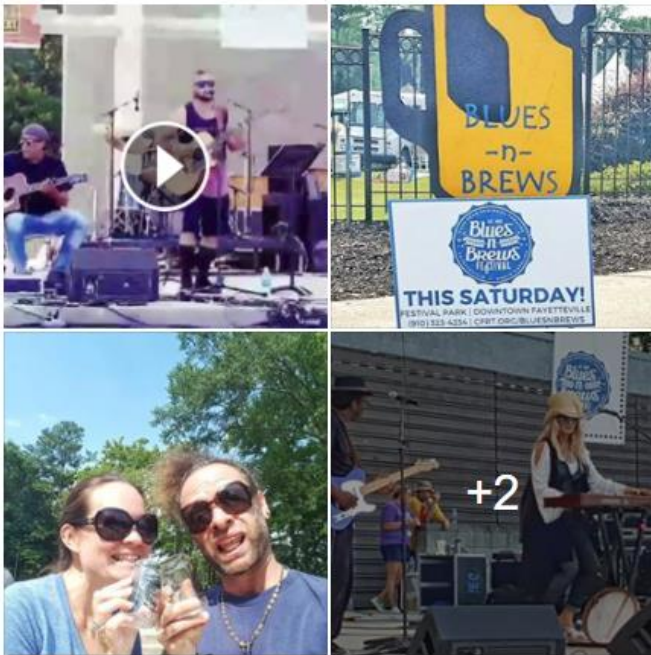
# Bureau Generated Publicity

## Earned Media/Free Publicity

Additional Drug Store Divas Promotion  
Facebook

 Drugstore Divas posted 4 photos and a video on Instagram.  
June 5 at 6:19pm · 🌟

#ad We spent this weekend in Fayetteville at the Cape Fear Regional Theatre's #BluesNBrews2017. We had such a good time. Here's just a little bit of what you missed! @ Festival Park



👍 Like    💬 Comment    ➦ Share

3

Chronological



 Drugstore Divas with Cape Fear Regional Theatre.  
June 9 at 11:29am · Paid · 🌟

👍 Like Page

#ad How cool is this? Pete and I went to #BrewsNBrews2017 last weekend ... and Pete put together a VERY fun slideshow for us here at Drugstore Divas.

There are videos embedded in the slideshow, so while most of it is silent, you'll want the speakers on to hear the videos.

Thanks to Cape Fear Regional Theatre and Fayetteville Area Convention and Visitors Bureau for a great time. And thanks to Mark McKinney & Co. - Acoustic Trio (our favorite of the night!), Tullie Brae, and Elliott and the Untouchables for great performances!

Can't wait until #BluesNBrews2018!!

85 Views

👍 Like    💬 Comment    ➦ Share

Jenny Bell and 9 others

5 shares

EST.



Chronological  
1754

FAYETTEVILLE AREA

# CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

Additional Drug Store Divas Promotion

Twitter



Brewers and bands from around the Southeast showcase their talents at Blues-N-Brews on 6/3 @VisitFayNC @CFRT\_Theatre [bit.ly/2ohUCsZ](http://bit.ly/2ohUCsZ)



RETWEETS 115 LIKES 27



Anyone in the #FayettevilleNC area?

Check out this awesome PAID opportunity. The deadline to apply is TOMORROW (4/21). #BluesNBrews2017



CFRT @CFRT\_Theatre  
Fun.PaidOpportunity.JoinTeamBlues-N-BrewsToday.  
#BluesnBrews2017 #BNBforCFRT #FACVB

RETWEETS 101 LIKES 24



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

Additional Drug Store Divas Promotion



DrugstoreDivas.net  
@drugstoredivas



Twitter

#ad So excited!! Our tickets for #BluesNBrews2017 in @VisitFayNC just came! Get yours at [cfrt.org/BluesNBrews/](http://cfrt.org/BluesNBrews/) and support @CFRT\_Theatre!



RETWEETS 131  
LIKES 29



DrugstoreDivas.net  
@drugstoredivas

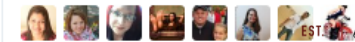


#ad We're so excited to see Tullie Brae at #BluesNBrews2017.

You too? Get your tix here:  
[cfrt.org/BluesNBrews/](http://cfrt.org/BluesNBrews/) @CFRT\_Theatre @VisitFayNC



RETWEETS 128  
LIKES 21



1754

FAYETTEVILLE AREA

# CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC



# Bureau Generated Publicity

## Earned Media/Free Publicity

Additional Drug Store Divas Promotion

Twitter



DrugstoreDivas.net

@drugstoredivas

Follow



DrugstoreDivas.net

@drugstoredivas

Follow

#ad I LOVE acoustic, so I'm excited for Mark McKinney & Co at @CFRT\_Theatre's #BluesNBrews2017 on 6/3! Get your tix: [cfrt.org/BluesNBrews/](http://cfrt.org/BluesNBrews/)



RETWEETS 114 LIKES 20



#ad Elliott and the Untouchables is headlining @CFRT\_Theatre's #BrewsNBlues2017 on June 3 in @VisitFayNC.

Tix: [cfrt.org/BluesNBrews/](http://cfrt.org/BluesNBrews/)



RETWEETS 124 LIKES 20



EST. 1754  
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

Additional Drug Store Divas Promotion

Twitter



**DrugstoreDivas.net**  
@drugstoredivas

Follow

#ad We're staying at a Ramada post-  
@CFRT\_Theatre's #BluesNBrews2017 in  
@VisitFayNC. Don't drive home after 100+  
beer samples. Book a hotel!

RETWEETS 104 LIKES 19



**DrugstoreDivas.net**  
@drugstoredivas

Follow

#ad Tomorrow is @CFRT\_Theatre's  
#BluesNBrews2017 in @VisitFayNC!

Get all the details and ticket info here:



**Blues N Brews Festival In Fayetteville, NC - Drugstore Divas**

Learn all about the Blues N Brews Festival in Fayetteville, NC. Over 100 beers, blues music, food, and more. Details: [www.drugstoredivas.net](http://www.drugstoredivas.net)  
[drugstoredivas.net](http://drugstoredivas.net)

RETWEETS 101 LIKES 19



EST. 1754



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

Additional Drug Store Divas Promotion  
Instagram



drugstoredivas  
Festival Park

Follow

drugstoredivas #ad We spent this weekend in Fayetteville at the Cape Fear Regional Theatre's #BluesNBrews2017. We had such a good time. Here's just a little bit of what you missed!

drugstoredivas #drugstoredivas #fayettevillenc #visitfaync #americatoday #northcarolina #fayetteville #brewsblues #fayettevillnorthcarolina #hotblues #coldbeer #MarkMcKinneyandCo #TullieBrae #ElliottandtheUntouchables #livelocal #supportlocal #cprt #capefearregionaltheatre #recentforrecent #recent4recent #marriedlife #thisismylife #music #musicequalslife #craftbeer #northcraftolina #bluesmusic #weekendaway #instatravel



129 likes

6 DAYS AGO

Log in to like or comment.

EST.



1754

FAYETTEVILLE AREA

# CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# *Bureau Generated Publicity*

## **Earned Media/Free Publicity**

Additional Drug Store Divas Promotion  
YouTube



Blues N Brews Festival 2017



Lisa Sokolowski

**Subscribe** 6



**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

Gap Creek Gourmet

Tweet About Blues N Brews , 3,000 followers



**Nichole Livengood**

@gapcreekgourmet

Follow

Brewers and bands from around the Southeast showcase their talents at Blues-N-Brews 6/3. [@VisitFayNC](#) [@CFRT\\_Theatre](#) [bit.ly/2ohUCsZ](http://bit.ly/2ohUCsZ)

RETWEETS

3



8:54 AM - 28 Apr 2017



1



3



**Fayetteville, NC CVB** @VisitFayNC · Apr 28

Replying to [@gapcreekgourmet](#) [@CFRT\\_Theatre](#)

Nichole: Thanks so much for sharing our news. This festival is SO FUN. And fantastic food trucks will be there too.



1



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Bureau Generated Publicity

## Earned Media/Free Publicity

CraftBeer.com



BEER

BREWERIES

FOOD

NEWS

EDITOR'S PICKS

BEER AND BREWERIES

FESTIVALS

AMERICAN CRAFT BEER WEEK

DEFEND CRAFT

FESTIVALS | MELODY FOOTE

## Cold Beer and Hot Blues on Tap at 15th Annual Blues-n-Brews



May 16, 2017

Cape Fear Regional Theater (CFRT) Fundraiser June 3<sup>rd</sup> in Festival Park in Fayetteville (NC)

FAYETTEVILLE, NC – Dozens of brewers from around the Southeast are expected to showcase their finest beers at on June 3<sup>rd</sup> at the 15<sup>th</sup> Annual Blues-n-Brews Festival. Guests will spend the evening sampling beer while enjoying several of the top blues bands in the region. Blues-N-Brews is hosted by and benefits the Cape Fear Regional Theatre, a 501 (c)(3) not-for profit organization that serves more than 40,000 people each year.

Gates open at 5 pm for General Admission, which includes a souvenir beer sampling glass, games and food and merchandise for purchase. VIP attendees are admitted at 4 pm. In addition to general admission amenities, VIP guests receive a catered meal, snacks, a private lawn with covered seating, complimentary Blues-n-Brews merchandise and a concession item.

General Admission is \$35 in advance and \$40 at the gate. VIP tickets are \$75 per person. Non-drinking admission is available. To purchase tickets or for more information, go to [www.cftrt.org/BluesNBrews](http://www.cftrt.org/BluesNBrews) or call 910-323-4233.

Blues-n-Brews is one of many special events happening in Fayetteville and Cumberland County this spring and summer. For a complete calendar head to [www.VisitFayettevilleNC.com/Events](http://www.VisitFayettevilleNC.com/Events)



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# *Public Relations Recap*

- **1** press release
  - April 17 - Distributed to **162** East Coast Publications/Blogs that cover beer and the beer industry.
  - April 17 – Distributed to **341** Media interested in general travel & events.
  - April 17 – Distributed to **31** industry contacts.
  - April 17 – Distributed to **15** local media outlets.
  - April 28 – Distributed to **102** Beer Writers/Bloggers
  - May 1 – Distributed to **45** local Entertainment Writers.
- **1** blog post
- Featured in E-promo sent to **72,000** email addresses
- **11** Calendar of Events Listings Secured
- **26** Social Media posts
- **18** pieces of earned publicity (PR)



EST. 1754  
FAYETTEVILLE AREA

**CONVENTION AND  
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# *Bottom Line*

- **Not** all Tourism Development Authority (TDA) requirements were met: **333** completed surveys was the agreed upon requirement (only **280** collected)
- **0.72%** of participants (2) stated they were overnights in a hotel and came specifically for the event.
- 2 participants were referred by hotels.
- **72.30%** were from Cumberland County, including Fort Bragg.
- **17.99%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth (**48%**) and Social Media (**29.20%**).
- **48** attendees signed up for the FACVB's E-Promotion Program.
- Room Nights – Because the required sample size was below the TDA required amount and the 2 people who stayed in hotels failed to provide Arrival Date and Departure Date the FACVB was unable to accurately extrapolate room nights out to 2,500.
- Official Hotel Pick Up: **0** room nights



EST. 1754

FAYETTEVILLE AREA

**CONVENTION AND  
VISITORS BUREAU**

CUMBERLAND COUNTY, NC





SATURDAY, JUNE 3 // 4PM - 10PM

*Thank You*

*Proudly promoting the  
Communities of Cumberland County.*



EST. 1754

FAYETTEVILLE AREA

**CONVENTION AND  
VISITORS BUREAU**

CUMBERLAND COUNTY, NC