

*Metrics Associated with the
Positive Direction for Youth and Family Conference 2017
Held July 21-22, 2017*



July 31, 2017

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Introduction

- All data was collected by the Positive Direction for Youth (PDY) staff. There were no surveys collected during the event on Friday. All surveys were collected on Saturday at the times below:

Time	Completed Surveys
Doors Opened 9-10 a.m.	0
10-11 a.m.	10
11 a.m.-Noon	12
Noon-1 p.m.	1
1-2 p.m.	35
2-3 p.m.	35

Time	Completed Surveys
4-5 p.m.	0
5-6 p.m.	5
6-7 p.m.	7
7-8 p.m.	12
Total Completed	120
Total Required	322

- PDY's management estimated **2,000** attendees prior to the event.
- There were **120** completed surveys.
- Using the **2,000** attendees, the Confidence Interval for this presentation with a **120** Sample Size is **+/- 8.68%**. Because of the size of the sample the Confidence Interval **did not meet** the "best practice" of +/- 5%.

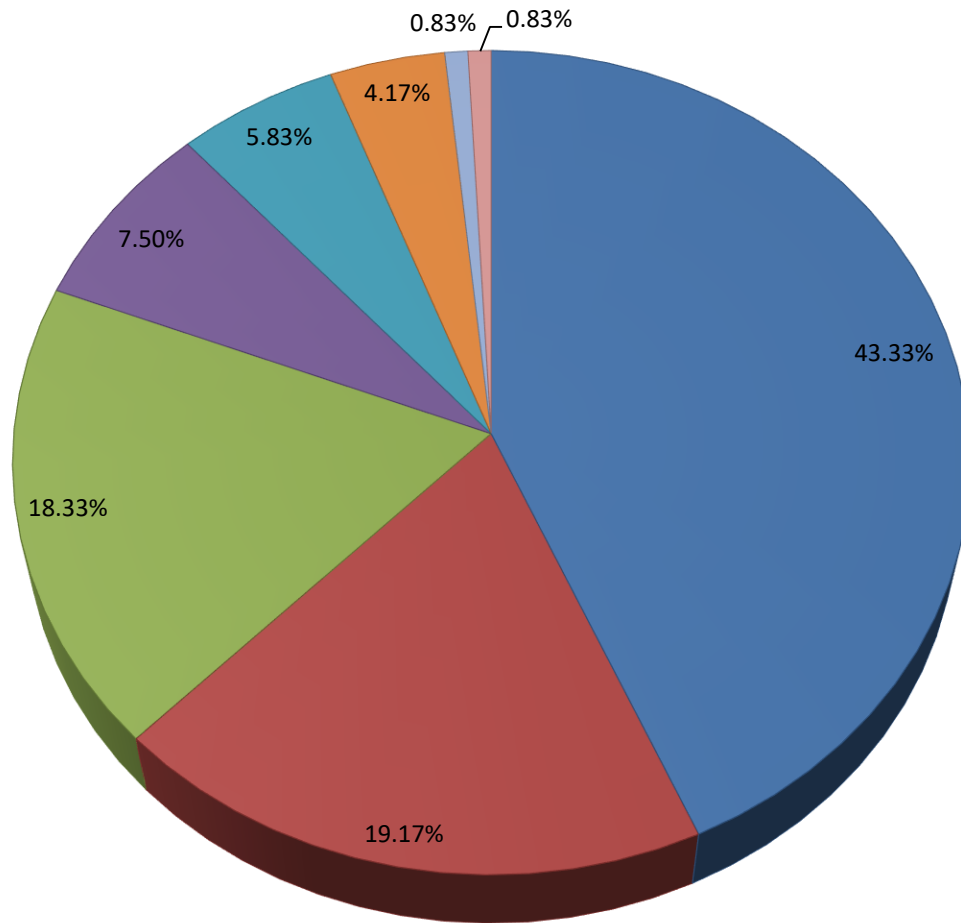


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They Identified Themselves as...



- 43.33% ■ I am from a surrounding county and drove in for the day for this event.
- 19.17% ■ I am a resident of Fayetteville/Cumberland County.
- 18.33% ■ I am here for the Youth Conference specifically and am overnighting in a hotel.
- 7.50% ■ I am here for the Youth Conference and staying with family or friends.
- 5.83% ■ I am visiting the area for other purposes, but heard about the event and came.
- 4.17% ■ I am in the area visiting family or friends and they brought me to this event.
- 0.83% ■ I am staying at a hotel and the hotel referred me to this event.
- 0.83% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.



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Where Were They From?

Overview

- **2** completed surveys provided an invalid zip code.
- **114** were from North Carolina and **13** were from more than 100 miles from Fayetteville.
- **22** identified themselves as being here specifically for the event and overnighing in a hotel.

Top 5 by State

1. North Carolina	114
2. Invalid Zip	2
3. Maryland, South Carolina, Washington DC and Tennessee	1

Top 5 by County

1. Cumberland, NC	24
2. Lee, NC	21
3. Wake, NC	15
4. Harnett, NC	10
5. Durham, NC	7

Top 5 by City

1. Sanford, NC	21
2. Fayetteville, NC	18
3. Durham, NC	7
4. Raleigh & Lillington, NC	5
5. Five Cities Tied	3



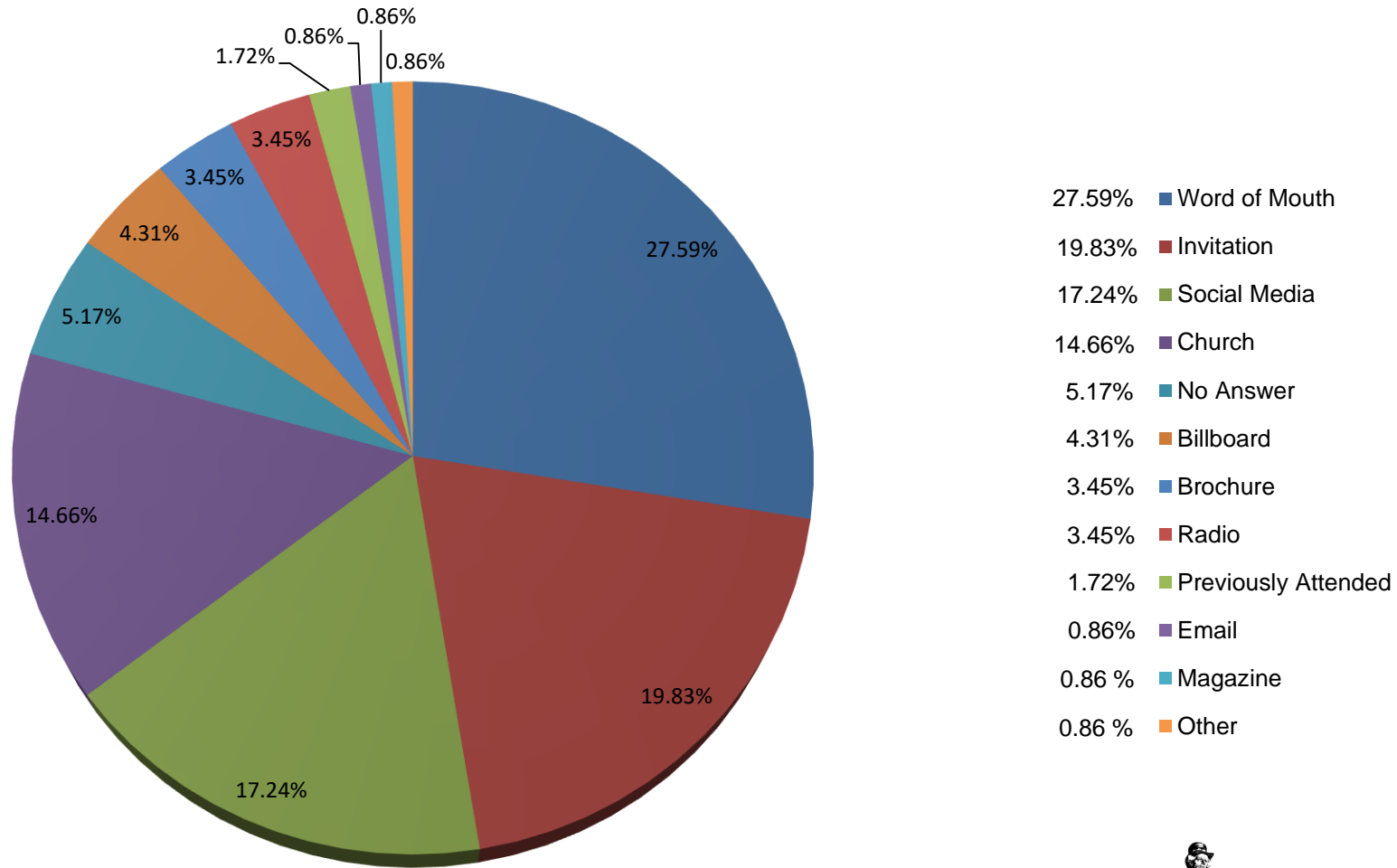
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How Did They Find Out About Event?



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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

Page Summary Report Youth Conference 2017 As of: 7/31/2017 12:59:22 PM					
<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
Entire Survey	146	120	82.19%	00:03:51	View Results
1	146	120	82.19%	00:03:53	View Results



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Bureau Generated Publicity

Press Release



Positive Direction for Youth (PDY) Conference Selects Fayetteville for July 21-22 Event

Conference features nationally-acclaimed entertainment, workshops and interactive events

FAYETTEVILLE, NC – The PDY Conference in Fayetteville opens Friday, July 21 with a GLOW Fun Run in downtown Fayetteville. The GLOW Fun Run is a fun 5K that focuses on entertainment and enjoyment, is not timed and is appropriate for all fitness levels. Doors open at 6:00 p.m., the first wave of runners start at 7:00 p.m., and an after-party concert with performances by Jor'Dan Armstrong and Christian rock band Rapture Ruckus starts at 8:30 p.m. Everyone is invited to attend and support the empowerment of our youth.

Saturday is filled with workshops for ages 4 to adult. All workshops are geared toward youth empowerment and bridging the gap between youth and adults. A concert featuring Grammy Award Winner Tye Tribbett and Jor'Dan Armstrong close Saturday's events.

"The destiny of our children is not to be left up to chance; it's a matter of choice and we chose Fayetteville because of their collaborative efforts to help us with this life-changing event" says Bishop Mellette, event organizer.

Tickets are now available for each day or the entire weekend. For more information visit www.PdyNC.org or call 919-774-9462.



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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, Go Fayetteville Blog, News 14 Carolina (now Spectrum news), VisitFayettevilleNC.com and WRAL.com.



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Blogging

A FUN-RUN BUCKET LIST



Summertime in the greater Fayetteville area 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're running for the personal challenge and thrill [...]

[READ MORE](#)

SCHOOL'S OUT! NOW WHAT?



When that school bell rings for the last time, summer has officially begun, and parents start planning vacations and searching for kid-friendly entertainment. The greater Fayetteville area makes that search easy with a wide variety of events geared toward youth. To help our visitors plan some amazing experiences for their kids this [...]

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Social Media Outlets

FACVB Facebook – 6 Posts



Fayetteville Area Convention and Visitors Bureau

shared Go Fayetteville Blog's post.

Published by Melody Vealey Foote [?] · July 20 · 🌐

Go Fayetteville Blog spotlighted two family-friendly events happening at Festival Park at the Crown Complex tomorrow night. In this blog, you'll find details on PDY's Glow Fun Run & After Party and the WWE SummerSlam Heatwave Tour.



Go Fayetteville Blog

Published by Jenny Bell [?] · July 20 · 🌐

EVENT SPOTLIGHT:

Two family-friendly events are taking place at Festival Park and the Crown Complex tomorrow night. Read more about PDY's GLOW Fun Run & After-Party, featuring performances by RAPTURE RUCKUS and Jor'Dan Armstrong, and the WWE SummerSlam Heatwave Tour on the blog:



School's Out! Now What? - Go Fayetteville

To help our visitors plan amazing experiences for their kids this summer, we have put together a bucket list, highlighting our favorite upcoming events.



Fayetteville Area Convention and Visitors Bureau

Published by Melody Vealey Foote [?] · June 10 · 🌐

School is out for the summer! Last month, Go Fayetteville Blog highlighted ideas for summer fun, including two happening today.

Grab a fishing pole and head over to John E. Pechmann Fishing Education Center for "Take a Kid Fishing Day" OR head to Town of Spring Lake for the Youth Explosion Conference, which includes inspirational speakers and a gospel concert from Casey J.

PDY New Salem International Ministries Teach All Nations Ministries



School's Out! Now What? - Go Fayetteville

To help our visitors plan amazing experiences for their kids this summer, we have put together a bucket list, highlighting our favorite upcoming events.

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207 people reached

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👤 Denise Comulada

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Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · May 16 · 🌐

Fayetteville and Cumberland County host lots of runs this spring and summer, including the Airborne & Special Operations Museum Foundation "Run for the Legend" on June 3rd, The Color Run 5k Fayetteville on May 27th and the PDY 2017: The GLOW Continues Glow Run on July 21st. #PDY

Head to VisitFayettevilleNC.com/Events to learn more.



726 people reached Boost Post

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👍 Denise Comulada, Angie Brady and Jenny Bell

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Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · April 25 · 🌐

The Positive Direction for Youth (PDY) Conference Selected #Fayetteville for its July event. Festivities include a GLOW Fun Run, concerts and seminars for ages four through adult. #PDYNC



POSITIVE DIRECTION FOR YOUTH (PDY) CONFERENCE SELECTS FAYETTEVILLE FOR JULY 21-22 EVENT
FAYETTEVILLE, NC – The PDY Conference in...
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👍 Aurora Crowell, Denise Comulada and Phaedrea Spencer Watkins

1 share

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Go Fayetteville Blog
Published by Jenny Bell [?] · July 20 · 🌐

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School's Out! Now What? - Go Fayetteville
To help our visitors plan amazing experiences for their kids this summer, we have put together a bucket list, highlighting our favorite upcoming events.
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537 people reached [Boost Post](#)

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👍 ❤️ PDY, Denise Comulada and 2 others Chronological ▾

Go Fayetteville Blog
Published by Jenny Bell [?] · May 31 · 🌐

Our top picks for kid-friendly outdoor adventures, teen conferences and concerts, and sporting events this summer, right here: #PDY #FayFaves



School's Out! Now What? - Go Fayetteville
To help our visitors plan amazing experiences for their kids this summer, we have put together a bucket list, highlighting our favorite upcoming events.
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👍 Jor'Dan Armstrong, Christian Provision Ministries and 9 others EST. 1754  Chronological ▾

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FACVB Twitter – 2 Tweets (Also shared on LinkedIn)



Fayetteville, NC CVB
@VisitFayNC

The @PDYnc Glow Run happens July 21 at Festival Park in Fayetteville. Reserve your tickets here: bit.ly/2qJt0lr #PDY



9:21 AM - 16 May 2017

1 Like



Fayetteville, NC CVB
@VisitFayNC

The @PDYnc Youth Conf. Selects Fayetteville for 7/21-22 event. Features GLOW Fun Run, seminars & Christian concerts. bit.ly/2otqtv4

4:15 PM - 25 Apr 2017

1 Retweet 1 Like



Tweet your reply



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FACVB Instagram – 2 Posts



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culture.

The Glow Fun Run, a night-time event which on July 21, provides a chance for the entire family to escape the heat and enjoy their run. The festivities include glow gear, food trucks and the Glow After Party. #PDY

For more information, check out our full calendar at www.VisitFayettevilleNC.com. #Running #Active #FunRun #Fayetteville #VisitNC #VisitFayettevilleNC #Firecracker4Miler #AfricanWorldPeace5K #GlowFunRun #KrispyKremeChallenge

fayrunclub Thanks for the shout out!



38 likes

JUNE 11

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visitfayettevillenc Fayetteville and Cumberland County host lots of runs this spring and summer, including the Airborne & Special Operations Museum's "Run for the Legend" on June 3rd, The Color Run 5k at the Crown Complex on May 27th and the PDY 2017: The GLOW Continues Glow Run on July 21st. #PDY



22 likes

MAY 16

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FACVB Google+ – 2 Posts



Fayetteville Area Convention and Visitors Bureau › Public



In the next month, the region will host four unique fun runs.

On June 17, participants will enjoy a 5-mile run/walk for the Krispy Kreme Doughnuts Challenge. Makes it a Challenge? Runners tackle the first 2.5 miles, then stop and eat a dozen Krispy Kremem donuts before finishing the last half of the race.

On July 4, the Firecracker 4 Miler takes participants through historical and cultural aspects of downtown Fayetteville.

The African World Peace 5K, scheduled for July 15, kicks off the African World Peace Festival, an annual celebration of African culture.

The Glow Fun Run, a night-time event which on July 21, provides a chance for the entire family to escape the heat and enjoy their run. The festivities include glow gear, food trucks and the Glow After Party. #PDY

For more information, check out our full calendar at www.VisitFayettevilleNC.com.

#Running #Active #FunRun #Fayetteville #VisitNC #VisitFayettevilleNC
#Firecracker4Miler #AfricanWorldPeace5K #GlowFunRun
#KrispyKremeChallenge



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Public Relations Recap

- **1** press release -
 - April 24 - Distributed to **108** media contacts
 - 32% Open Rate
- **2** blog post
- **10** Calendar of Events Listings Secured
- **12** Social Media posts



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Bottom Line

- **Not** all Tourism Development Authority (TDA) requirements were met: **322** completed surveys was the agreed upon requirement (only **120** collected)
- **18.33%** of participants (22) stated they were overnigheters in a hotel and came specifically for the event.
- **1** participants were referred by hotels.
- **20%** were from Cumberland County, including Fort Bragg.
- **43.33%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth (**28%**) and Invitation (**19.83%**).
- **38** attendees signed up for the FACVB's E-Promotion Program.
- Room Nights – Because the required sample size was below the TDA required amount the FACVB was unable to accurately extrapolate room nights out to 2,000.
- Those that stayed in hotels, listed the hotels as: Embassy Suites (4), Marriott (4), Quality Inn (3), Courtyard Marriott (3), Ramada (2), Fairfield, Comfort Suites and Hampton Inn (1 each).
- Official Hotel Pick Up: **51**



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God Loves Our Worship



Thank You

*Proudly promoting the
Communities of Cumberland County.*



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