

VISITOR

Because the Visitor has a need, we have a job to do.
Because the Visitor has a choice, we must be the better choice.
Because the Visitor has sensibilities... we must be considerate.
Because the Visitor has an urgency, we must be quick.
Because the Visitor has high expectations, we must excel.
Because the Visitor has influence, we have the hope of more Visitors.

BECAUSE OF THE VISITOR, WE EXIST.

— KARL YENA
Yena & Associates



2017 - 2018

We are *"The Voice of the Visitor."*

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In 2014, Domestic Tourism to Cumberland County:

- Generated an economic impact of \$504 million. *That is a 54% increase from 2005, and a 132% increase from 1995.*
- Resulted in \$37.84 million in state and local tax collections. ***This represents a \$116.83 tax savings to each county resident.***
- Accounted for 4,400 jobs

Cumberland County gathers the 10th highest impact from tourism of 100 North Carolina Counties



FACVB

Mission

To position Cumberland County as a destination for conventions, tournaments, and individual travel.

Vision

The FACVB strives to be the leading destination authority by supporting and marketing the Cumberland County branded visitor experience and advocating community tourism benefits.

Staff Vision

To be the voice for and to the visitor. We will strive to have a working environment that fosters individual and organizational growth in an open, honest, and challenging atmosphere.

Lastly, we will adhere to the following values and guiding principles:

- Collaborative
- Customer-Centric
- Community Engaged
- Professional
- Ethical
- Committed to spread our All-American story

The Brand Promise

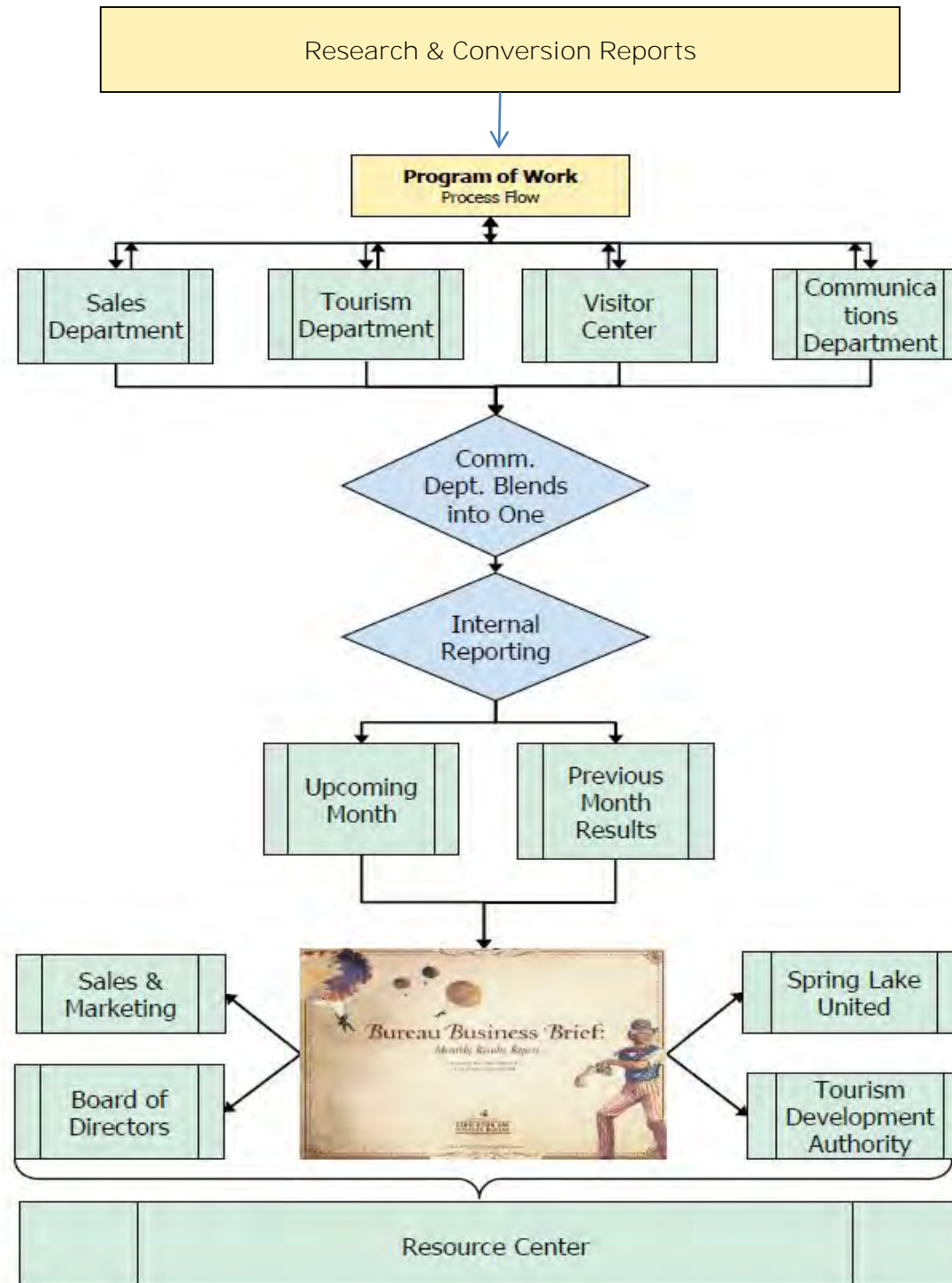
The Communities of Cumberland County rekindle and reawakens the American spirit in every corner of the community.

The Brand Personality

Patriotic.



POW Process Flow



Scorecard Results 2016/2017

COMMUNICATIONS RESULTS					
Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2017 Totals
Facebook					
Users/Followers	N/A	N/A	N/A	N/A	N/A
Postings	113	117	139	136	505
Twitter					
Users/Followers	N/A	N/A	N/A	N/A	N/A
Postings	108	132	146	128	514
Instagram					
Users/Followers	N/A	N/A	N/A	N/A	N/A
Postings	31	42	43	42	158
Event Calendar Postings (not including FACVB site)	681	991	542	486	2,700
Electronic Destination Guides Viewed	42	44	59	69	214
FACVB Generated Blog Articles	21	21	25	15	82
Public Relations					
FACVB (In-House)					
Publicity Generated					
Out of Market	11	9	19	18	57
Local	17	9	7	8	41
Press Releases Issued	9	8	10	6	33
Travel Writer Visits	1	0	5	8	14

Scorecard Results 2016/2017

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2017 Totals
Martin Armes					
Publicity Generated					
Out of Market	1	2	0	0	3
Local	0	0	0	0	0
Republik					
Publicity Generated					
Out of Market	3	4	4	4	15
Local	4	17	0	0	21
Totals					
Publicity Generated					
Out of Market	15	15	23	19	72
Local	21	26	7	8	62

Scorecard Results 2016/2017

SALES RESULTS					
Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2017 Totals
Bookings					
Bookings (Annual Goal = 20,000)	13	15	6	38	72
Bookings-Attendance	38,335	42,478	2,527	26,135	109,475
Bookings-Room Nights	4,130	8,232	870	7,023	20,255
Bookings-Economic Impact	\$1,421,522	\$2,867,088	\$254,436	\$2,529,774	\$7,072,820
Verbal Bookings					
Verbal Bookings	27	31	29	79	166
Verbal Bookings-Attendance	86,765	22,361	23,921	97,706	230,753
Verbal Bookings-Room Nights	7,895	3,587	12,857	17,487	41,826
Verbal Bookings-Economic Impact	\$3,394,806	\$2,951,582	\$5,417,052	\$12,983,232	\$24,746,672
Leads					
Leads	25	58	36	46	165
Leads-Attendance	23,183	36,135	26,041	58,540	143,899
Leads-Room Nights	3,903	40,672	8,056	2,993	55,624
Leads-Economic Impact	\$1,221,168	\$9,652,950	\$8,933,040	\$1,425,342	\$21,232,500
Sales Functions	21	16	19	27	83
Site Inspections	1	3	6	4	14
Sales Blitz	2	4	3	3	12
Calls Converted to Accounts	15	3	5	1	24
Bid /Packages Mailed	0	0	0	0	0
Client Presentations	3	4	8	7	22

Scorecard Results 2016/2017

TOURISM RESULTS					
Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2014 Totals
Civic Presentations	1	0	3	0	4
Bookings	5	7	2	6	20
Bookings-Attendance	461	62,603	138	32,655	95,857
Bookings-Room Nights <i>(Annual Goal = 1,000)</i>	154	346	581	126	1,207
Bookings-Economic Impact	\$17,279	\$31,200	\$135,204	\$13,044	\$196,727
Verbal Bookings	7	3	8	2	20
Verbal Bookings-Attendance	735	8015	12693	24,500	45,943
Verbal Bookings-Room Nights	160	60	179	0	399
Verbal Bookings-Economic Impact	\$101,916	\$679,440	\$86,412	\$71,250	\$939,018
Leads <i>(Annual Goal =36)</i>	16	8	10	8	42
Leads-Attendance	794	8365	13253	26,690	49,102
Leads-Room Nights	585	305	402	160	1,452
Leads-Economic Impact	\$237,462	\$755,250	\$183,312	\$556,890	\$1,732,914
Exit 49 Coupon Card - Room Nights	0	2	3	1	6
Exit 49 Coupon Card - Estimated Value	\$0	\$113	\$235	\$56	\$404
Mall Area Coupon Card - Room Nights	6	0	0	2	8
Mall Area Coupon Card- Estimated Value	\$536	\$0	\$0	\$0	\$536
Weekender Ad - Room Nights	1	2	0	2	5
Weekender Ad - Estimated Value	\$56	\$179	\$0	\$0	\$235

Scorecard Results 2016/2017

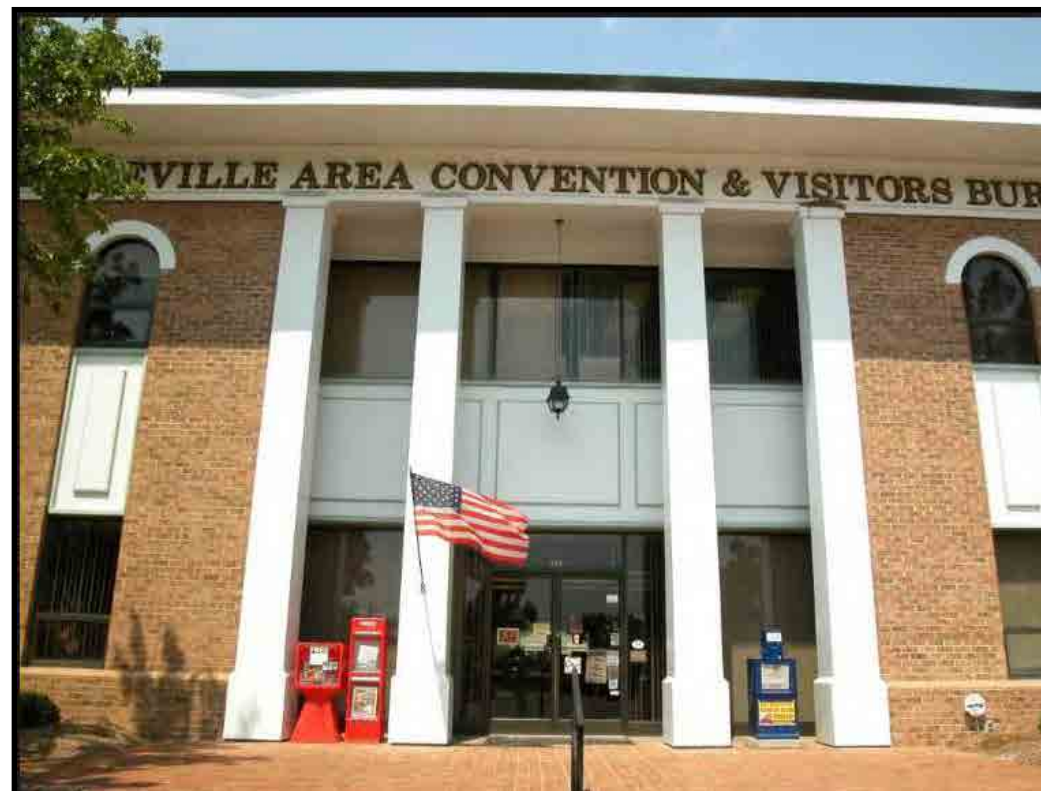
VISITOR CENTER RESULTS					
Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2017 Totals
Destination Guide					
Number Distributed	17,066	18,012	14,320	15,769	65,167
VisitFayettevilleNC.com	103	68	128	150	449
Inquiries					
FACVB Main Office					
Calls					
Tourism Information	79	58	43	59	239
Local Information	341	231	291	260	1,123
Total Calls	420	289	334	319	1,362
Walk-Ins					
Local Residents (Tourism)	775	432	630	795	2,632
Out-of-Town (Tourism)	536	411	459	621	2,027
Total Walk-Ins	1,311	843	1,089	1,416	4,659
Drive Thru	6	6	8	2	22
Relocation/Retiree Info	19	12	8	3	42
Transportation Resources	2	2	2	3	9
Same Day Group Service Request	14	4	8	10	36
Local Directions/Maps	78	128	149	49	404
Total	1,436	1,205	1,110	1,483	5,234
Transportation Museum					
Local Residents (Tourism)	1,079	441	675	995	3,190
Out-of-Town (Tourism)	407	198	151	214	970
Special Events (Fourth Friday)				103	103
Visiting Group Tours				680	680
Cross Creek Mall					
Local Residents (Tourism)	946	1,018	671	963	3,598
Out-of-Town (Tourism)	65	31	0	23	119

Scorecard Results 2016/2017

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2017 Totals
Group Service Request	80	58	62	93	293
Meetings/Events Serviced	6	9	11	12	38

Marketing Partners 2016/2017

- The Republik
- 219 Group
- Martin Armes Communications
- Fayetteville Observer
- Biz Tools One
- Up & Coming Magazine
- Fayetteville Observer
- Cara Cairns Designs
- FayToDay
- Hodges & Associates
- Simpleview





CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

The Republik 2017/2018



AMERICA'S HOMETOWN

CUMBERLAND COUNTY

NORTH CAROLINA

EST. 1754

FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

The Republik 2017/2018

TARGET AUDIENCES

ALTHOUGH THE MILITARY IS THE HEART OF WHAT MAKES CUMBERLAND COUNTY UNIQUE, WE MUST LEVERAGE OPPORTUNITIES THAT EXPAND OUR REACH.

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AUDIENCES

CORE GROUPS

Leisure Travelers
Planners
Tour Operators
Travel Professionals
Sports
Military
Residents
Media

INFLUENCERS

Active-Duty Soldiers
Veterans
Military Families
Patriotic Americans
Military Enthusiasts
History Buffs
Retiree Road-Trippers
I-95 Travelers
Golfers
Event Planners (Meetings,
Reunions, Religious, Sports)
Local Community
Friends & Family
Media (Consumer & Trade)

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OBJECTIVES

1. INCREASE AWARENESS/PERCEPTION

- Meetings/Event Planners
- Small Groups
- Tour Operators
- Consumers/Tourists/Travel

2. IMPROVE CONVERSION

- Meetings/Event Planners
- Small Groups
- Tour Operators
- Consumers/Tourists/Travel

3. DRIVE CUSTOMER SATISFACTION/REFERRALS

4. REINFORCE COMMUNITY BRAND

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FYV

SOCIAL MEDIA CONCEPTS
PRESENTATION



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OBJECTIVE:

Increase interest and knowledge about the communities of Cumberland County, NC, while altering current perceptions and embracing the brand.

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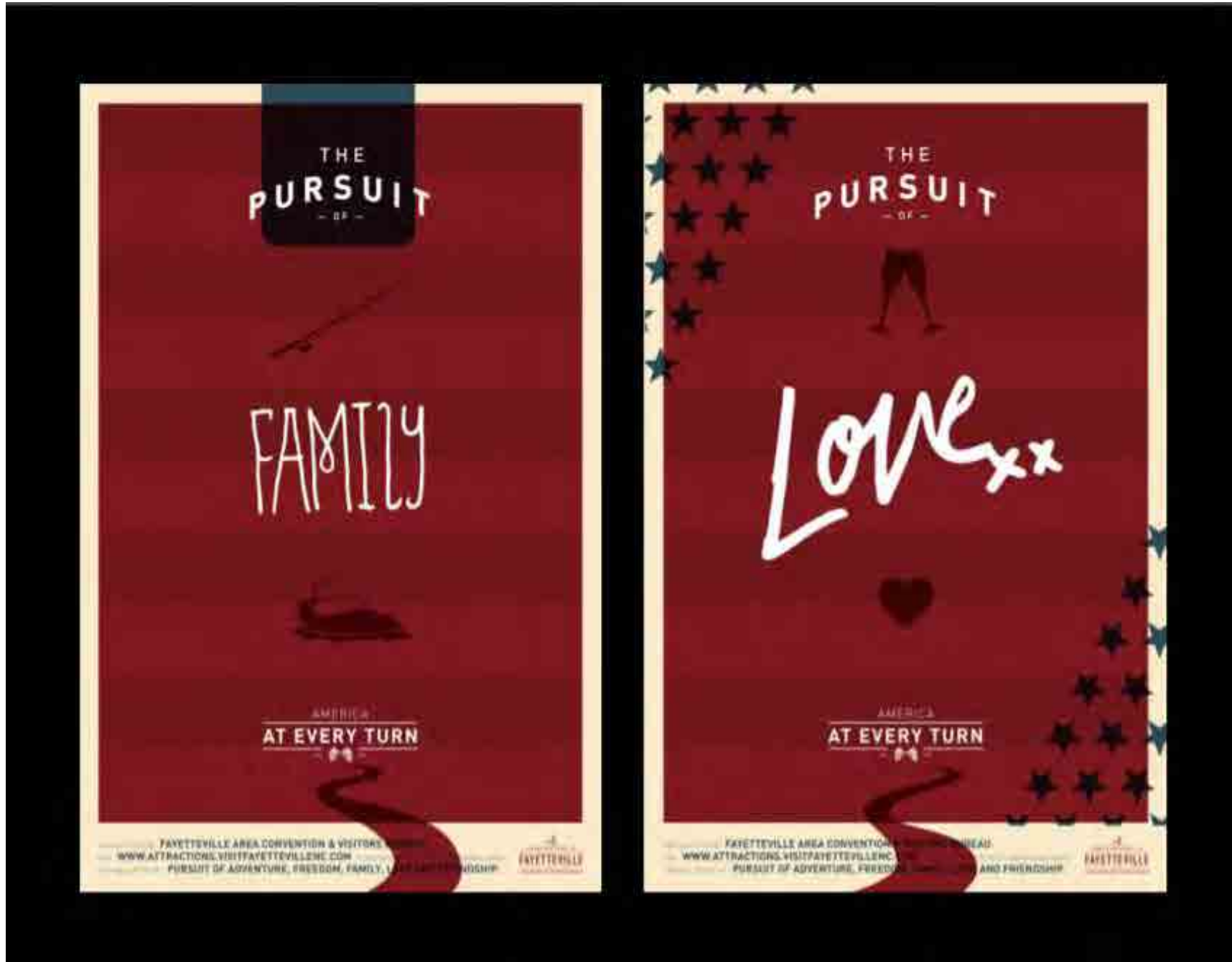
NEEDS:

- Innovate/Captivate/Rubberneck
- Be adaptable and applicable to a diverse and robust amount of content
- Work with existing content

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The Republik 2017/2018



The Republik 2017/2018



The Republik 2017/2018

FREEDOM

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**FREEDOM
TO
LOVE**

The Republik 2017/2018

**FREEDOM
TO
LAUGH**

The Republik 2017/2018

**FREEDOM
TO
KNOW**

The Republik 2017/2018

**FREEDOM
TO
FIGHT**

The Republik 2017/2018

**FREEDOM
TO
EXPLORE**

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**FREEDOM
TO
EXPRESS**

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The Republik 2017/2018

GUERRILLA

The Republik 2017/2018



The Republik 2017/2018



The Republik 2017/2018



The Republik 2017/2018



The Republik 2017/2018



The Republik 2017/2018



The Republik 2017/2018



The Republik 2017/2018



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**PROMOTED
SOCIAL CONTENT**

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The Republik 2017/2018



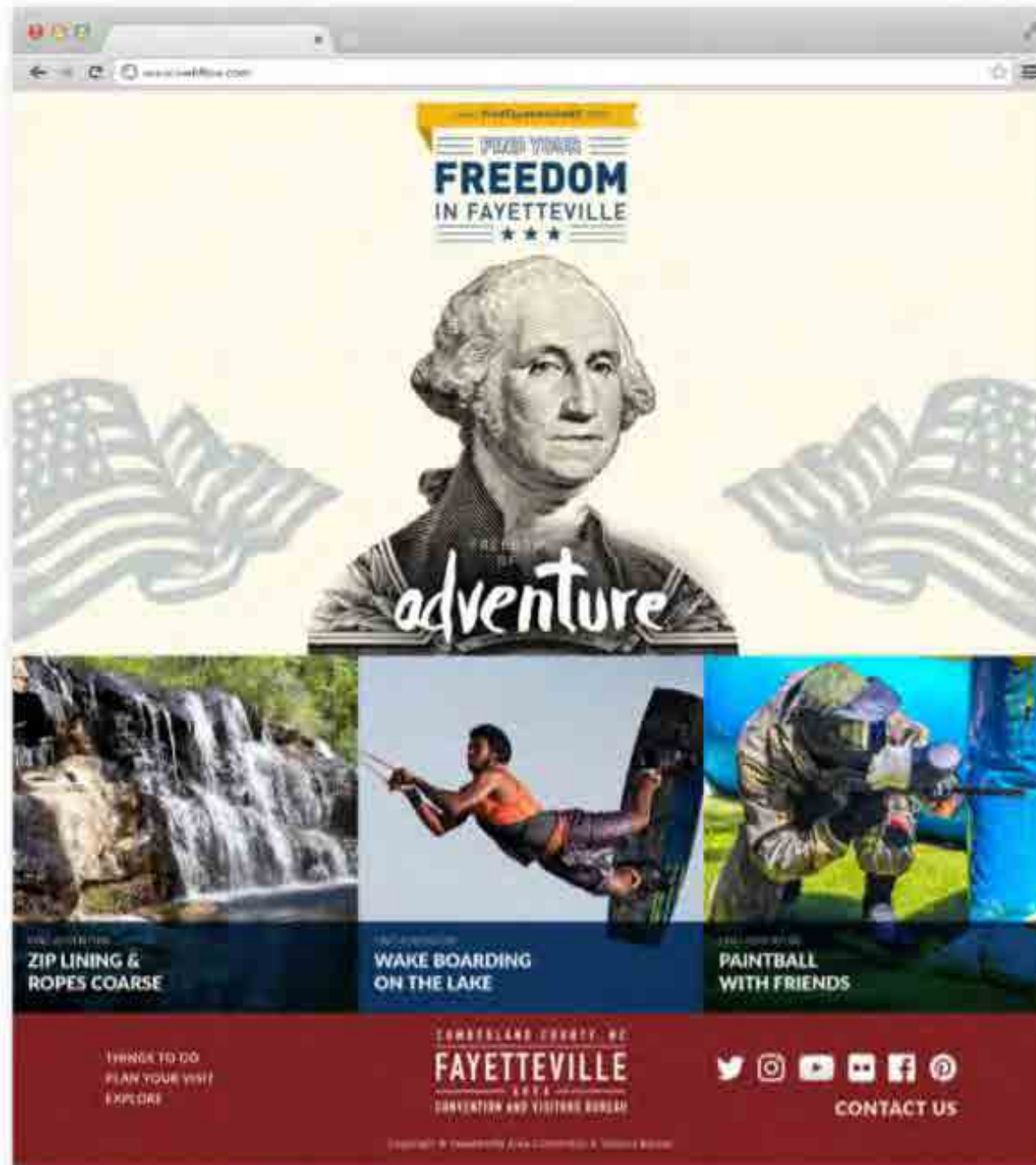
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The Republik 2017/2018



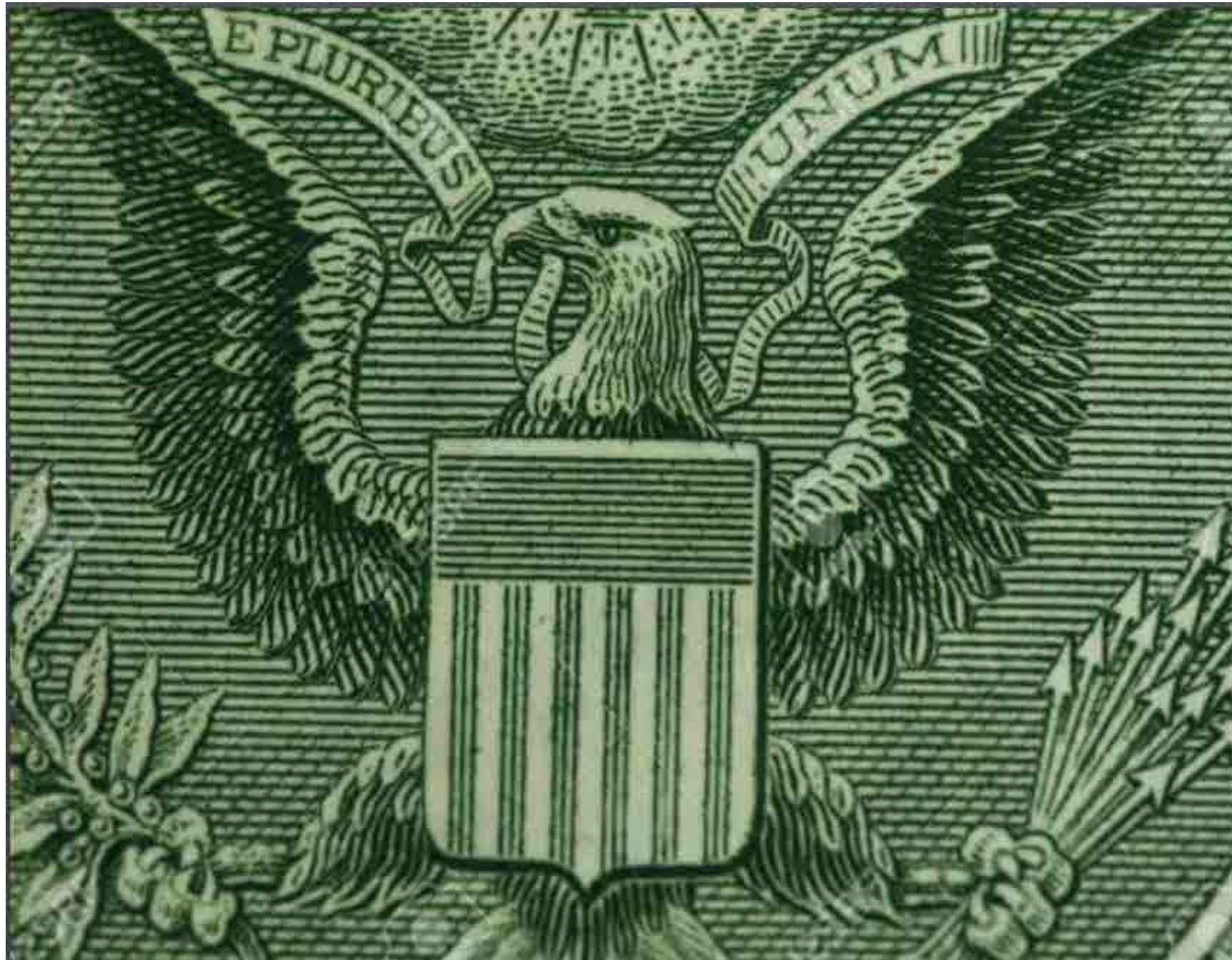
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SHAREABLE
GRAPHICS

The Republik 2017/2018



The Republik 2017/2018





CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC

The Republik 2017/2018



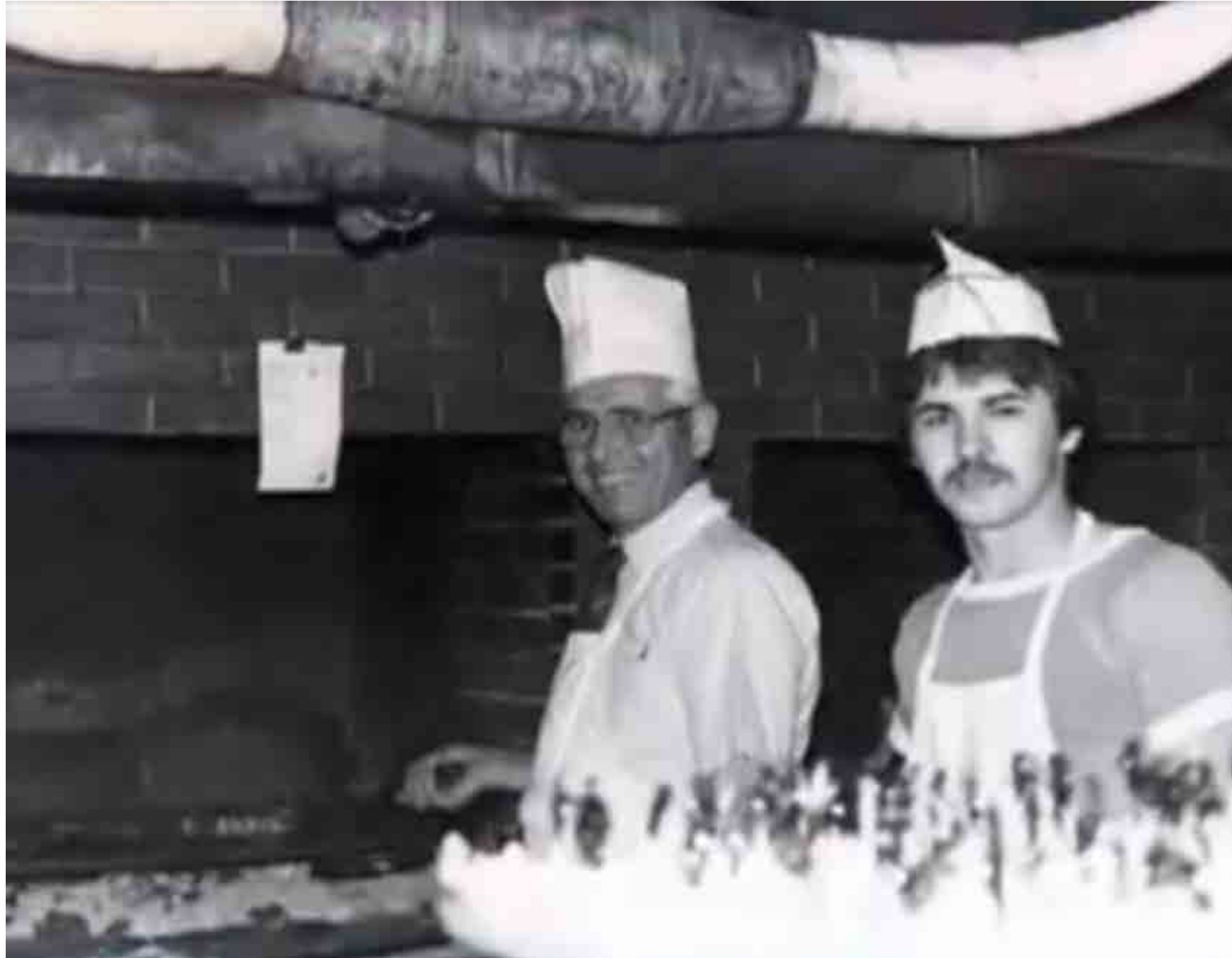
CUMBERLAND COUNTY
NORTH CAROLINA

DOCUMENTARY SERIES

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The Republik 2017/2018



The Republik 2017/2018



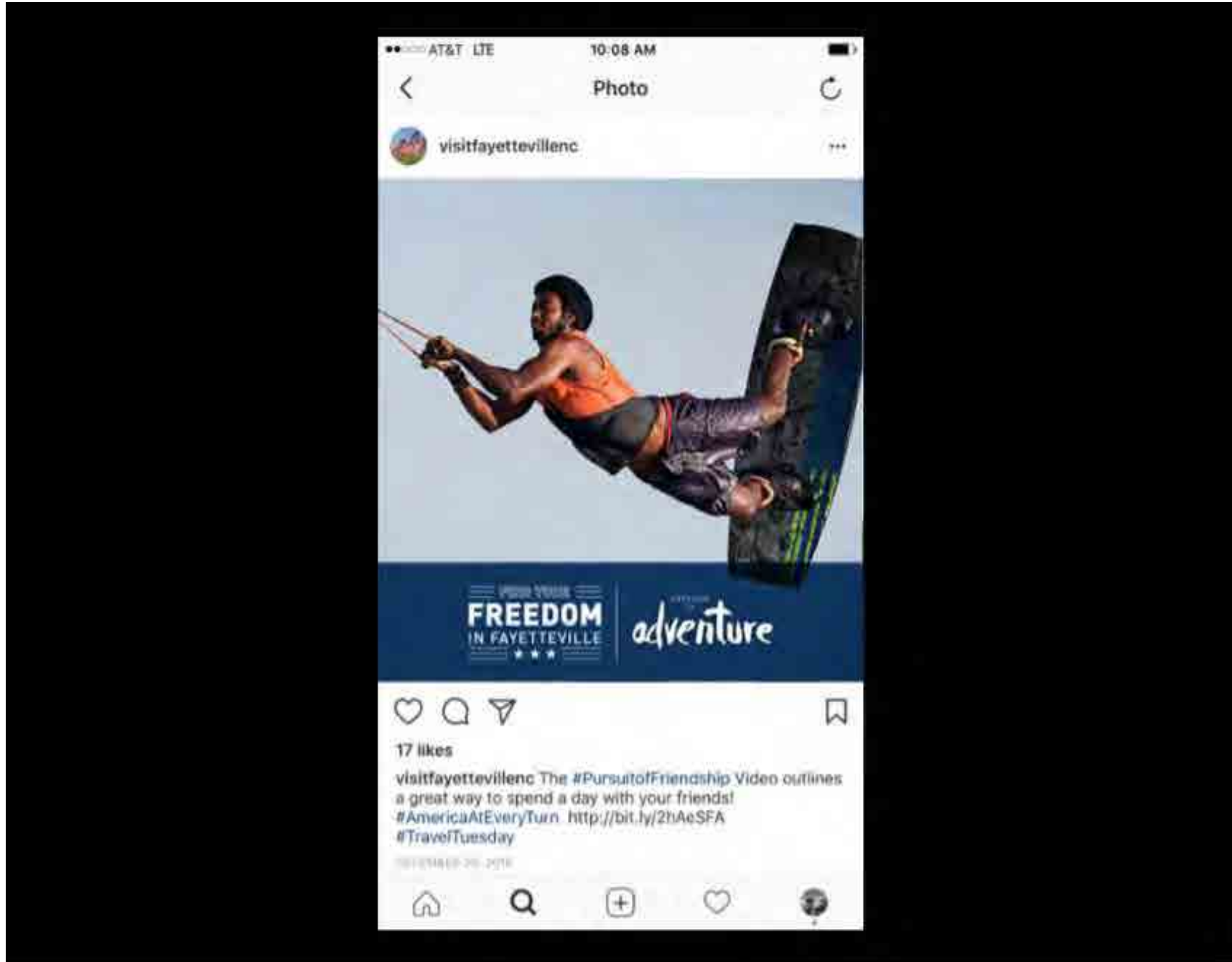
The Republik 2017/2018



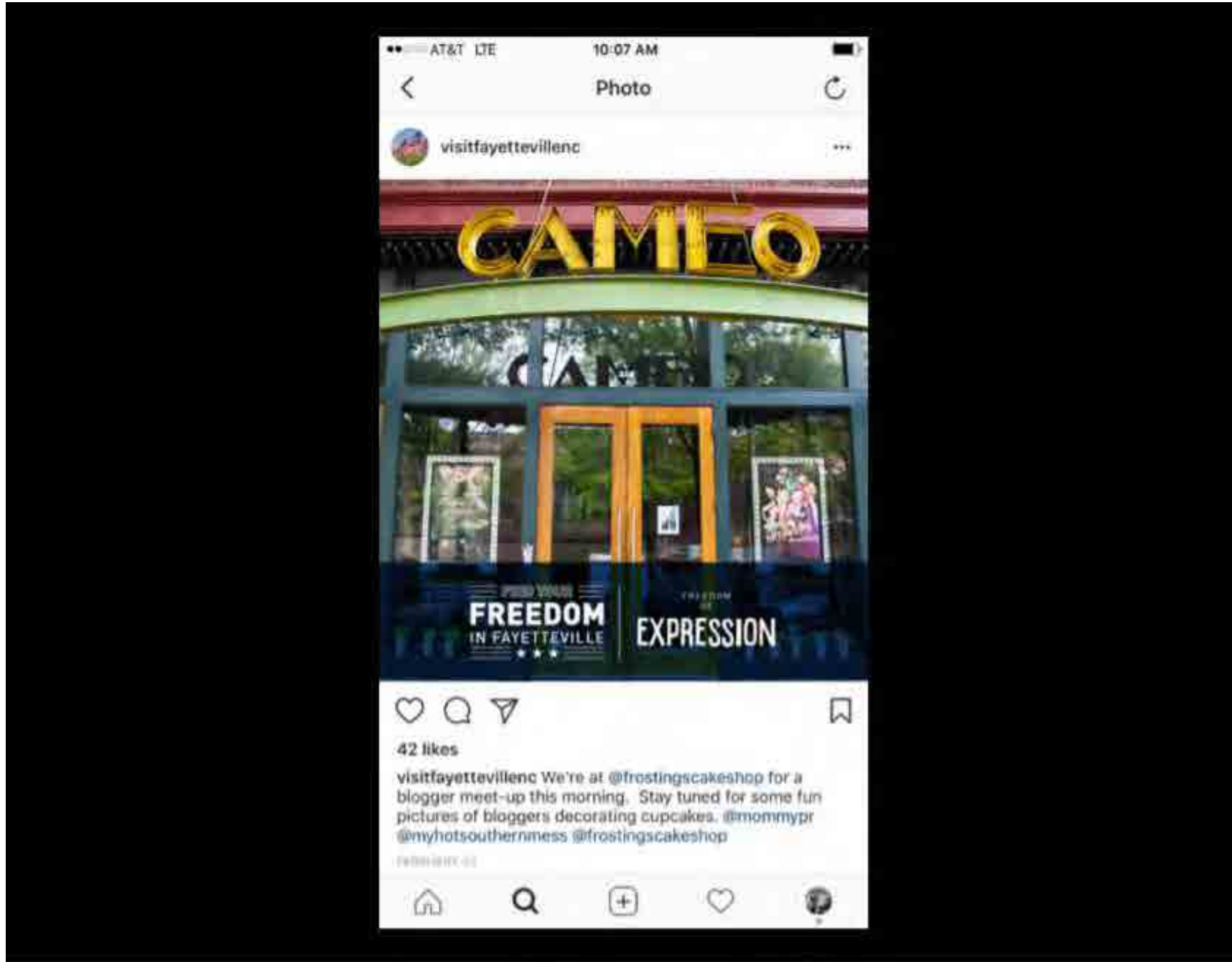
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CURRENT ASSETS

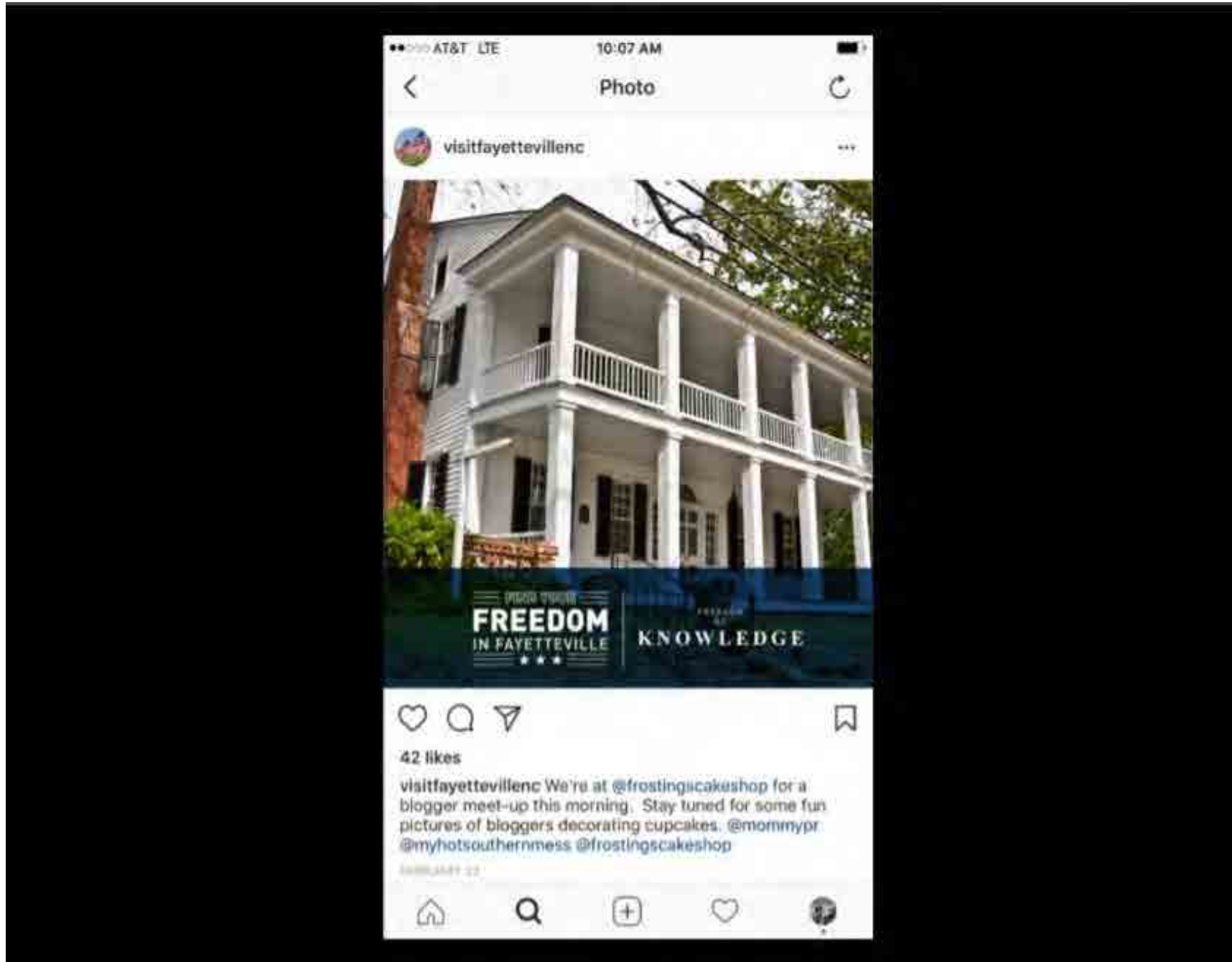
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BRAND CAMPAIGN: STRATEGY

Make the values and offerings of the communities of Cumberland County relatable to the world in which we live.

Leverage the communities of Cumberland County's unique identity and positioning to create an integrated campaign that strengthens and reinforces the community image. Campaign will revolve around a single source of truth that summarizes the objectives, strategies and goals.

- Multi-Media Advertising (Print, Digital, TV)
- Outdoor/Environmental Media
- Products & Merchandise
- Guerilla/Viral Marketing
- Social Media

The Republik 2017/2018

2017-2018 PROJECTS

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ATTRACTION VIDEOS (3)

We will position the communities of Cumberland County as a destination for leisure travelers of all ages and types by showcasing the area's many unique experiences in three new attraction videos.

- #1 Inspiration: cultural arts scene — theater, art, history
- #2 Wellness: healthy lifestyle activities — food, nature, fitness
- #3 Spirit: spectator sports, military-related sites, religious tours



The Republik 2017/2018

ATTRACTION VIDEOS

Encourage local attractions in their marketing/social media efforts.

Provide videos for previews at Cameo Theatre. Add 'Shazam' function to drive viewers to landing page/CVB site for more information.

Host the videos on landing page and YouTube — promote via PR and social media.

Post 'behind-the-scenes' still photos and video clips/compilation to social media pages.

MARKETING

TACTIC	RESPONSIBILITY	TIMING
Cross-promote with area attractions through banner ads, link sharing, etc.	RPK	TBD
Develop additional platforms for sharing videos (i.e. - Shazam)	RPK	TBD

PR/SOCIAL MEDIA

TACTIC	RESPONSIBILITY	TIMING
Press release about videos, highlighting area attractions	RPK	April, 2018
Post still photos and video clips to social media pages as teaser campaign	RPK	March, 2018
Upload/seed videos on various platforms/sites: YouTube, Instagram, Vimeo, etc.	RPK	April, 2018

The Republik 2017/2018

BILLBOARD CAMPAIGN (5)

Utilize billboards in profile locations to demonstrate the communities of Cumberland County's rich diversity and encourage stopover visits from road-trippers traveling along I-95.



The Republik 2017/2018

BRAND GUIDE PRINT & DIGITAL

With the evolution to a more contemporary identity system, we will develop an updated guide with specifics on the usage of logos and graphical elements with the new branding.



The Republik 2017/2018

BRANDED MERCHANDISE & APPAREL

Expand our line of branded apparel and merchandise to include non military-themed products for broader interests.

To increase sales opportunities, we will evaluate new options such as e-commerce, partnering with local retailers, "swag bag" for key press and social influencers and a "pop-up shop" benefiting local charities.



The Republik 2017/2018

SALES COLLATERAL — MEETINGS

Develop new sales materials and collateral packages to highlight the unique planning services offered by the CVB (customized itineraries, marketing and PR support, destination guides) that benefit planners.



The Republik 2017/2018

DEPARTMENT SALES COLLATERAL

Redesign/update sales collateral and materials to be consistent with new brand standards and style.

Incorporate digital elements into FACVB website to encourage information-sharing and capture incoming leads.

Design and produce follow-through materials (printed and digital collateral) that support FACVB's sales cycle and help keep the communities of Cumberland County top-of-mind for new leads.

Develop direct mail campaigns targeting individual market segments and distribute as fulfillment and lead generation (trade publication subscriber and email lists, event attendee lists, etc.).

Promote via social media and existing online assets to extend audience demographics.

MARKETING

TACTIC	RESPONSIBILITY	TIMING
Redesign current sales materials and informational sheets	RPK	July - August, 2017
Incorporate digital sales tools to capture web leads	RPK	July - August, 2017
Design follow-up materials for sales team	RPK	July - August, 2017
Develop direct mail campaigns	RPK	July - August, 2017
Create 2 new meeting ads	RPK	July - August, 2017

The Republik 2017/2018

DIGITAL MARKETING CAMPAIGN/RETARGETING ADS (4)

Create new digital campaigns to expand our retargeting efforts and increase awareness around specific interests (attraction videos, branded merchandise, brand campaign).

WE'VE GOT YOUR ROOM READY.
 VISIT US TO SEE SOME GREAT HOTEL DEALS.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 CONVENTION AND VISITORS BUREAU

DISCOVER THE LATEST IN FREEDOM'S HOMETOWN.
 VISIT US TO EXPLORE UPCOMING EVENTS IN FAYETTEVILLE.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 CONVENTION AND VISITORS BUREAU

NEWS FIT FOR A PATRIOT.
 VISIT US TO RECEIVE MONTHLY NEWSLETTER UPDATES.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 CONVENTION AND VISITORS BUREAU

SEE WHAT YOU'VE BEEN MISSING.
 VISIT US TO EXPLORE UPCOMING EVENTS.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
 CONVENTION AND VISITORS BUREAU

The Republik 2017/2018

GROUP TOUR ATTRACTION CARDS #3

Expand group tour collateral to include 10 new cards, highlighting popular attractions, events, restaurants and activities for group tour planners.



The Republik 2017/2018

PHOTOGRAPHY - LIFESTYLE & EXPERIENCE BASED

Produce photography to promote the communities of Cumberland County as a destination for leisure travelers of all ages by showcasing the area's many unique attractions and entertainment options. Photography to be used in ads, collateral, new website and social media to reflect and reinforce new branding.



The Republik 2017/2018

GROUP ARRIVAL OUTREACH & COMMUNITY INTEGRATION

The sales process doesn't end with the reservation. In fact, a group's arrival to the area and the time they spend in and around the community during their stay, are the best possible opportunities for improving conversion and generating referrals/repeat visits.

Beyond the materials themselves, we'll need to work with area hotels and other front-line businesses to streamline adoption and integration of welcome information and other resources for groups/travelers (i.e. ScoutLook and visitor guides).



The Republik 2017/2018

GROUP ARRIVAL OUTREACH & COMMUNITY INTEGRATION

Create a series of emails to market to groups prior to arrival:

- Confirmation with itinerary to share with attendees.
- Regular reminders about tools and services available for their group (i.e. ScoutLook).
- Ways to connect on social media (hashtag for attendees to use to share photos from events).
- Cross-sell attractions, specials or events happening during their visit.

Design arrival kit/packet to welcome groups when they check in at hotels.

Encourage groups to write/share reviews about their experience in the communities of Cumberland County on TripAdvisor, social media or the CVB website using specific hashtags.

MARKETING

TACTIC	RESPONSIBILITY	TIMING
Develop pre-arrival email campaign	RPK	July - August, 2017
Create a welcome packet for hotels to distribute to each group, with various community info and resources	RPK	July - August, 2017
Develop follow-up communications to solicit feedback/reviews.	RPK	July - September, 2017

The Republik 2017/2018

HEROES HOMECOMING 5

The communities of Cumberland County are determined to get to know our Vietnam Veterans — to open a dialogue with these veterans, learn who these humble heroes really are and hear their stories of courage and sacrifice, as well as their lives as true Americans.

In 2017, the communities of Cumberland County will have various opportunities to learn more about our Vietnam Veterans during Heroes Homecoming V. Through involvement of individual municipalities and businesses, the area will unite to salute our heroes.



GET TO KNOW A VIETNAM VETERAN

November 4 -12, 2017
#AmongHeroes

The Republik 2017/2018

HEROES HOMECOMING 5

Update existing Heroes Homecoming assets (i.e. logo, website, social media).

Design press kit and other materials for press conference.

Produce and distribute printed collateral to various military and veteran organizations to increase awareness among potential attendees.

Develop PR/social media campaign to drive awareness, generate attendance and media coverage about the event.

MARKETING

TACTIC	RESPONSIBILITY	TIMING
Update event info on website, replace logo	RPK	July - October, 2017
Develop press kit	RPK	July - August, 2017
Design materials for press conference	RPK	July - August, 2017
Create product collateral (mailers, brochures, etc) and distribute	RPK	July - October, 2017
Develop "#AmongHeroes" banners for parade attendees	RPK	July - October, 2017
Develop re-cap presentation/video	RPK	November, 2017

PR/SOCIAL MEDIA

TACTIC	RESPONSIBILITY	TIMING
Plan and execute press conference	RPK	August - September, 2017
Media Alert: Press conference		September, 2017
Release: Official announcement		September, 2017
Release: Event highlights/overview		September, 2017
Release/Media Alert: HHS kick-off		November, 2017
Release: HHS recap		November, 2017
Promote event on social media pages	RPK	September - October, 2017
Reach out to Veterans groups about including event details in emails, websites, social media.	RPK	August - October, 2017

The Republik 2017/2018

SALES CYCLE/LEAD NURTURING PROGRAM IMPLEMENTATION

To maximize the effectiveness of the CVB's sales efforts and ensure consistent delivery of the brand experience to all prospects, we will establish some standards within the current communications framework and clearly define a formalized sales process.

To start, we'll look at the following areas:

- Customer Segmentation
- Messaging Strategy and Frequency
- Delivery Channel/TACTICS

MARKETING

TACTIC	RESPONSIBILITY	TIMING
Identify and refine sales prospect groups	RPK	July - November, 2017
Develop message strategy and frequency for delivery	RPK	December - February, 2017
Determine the tactical elements needed for each prospect group	RPK	December - February, 2017
Incorporate ways to better capture/segment incoming leads into FACVB website	RPK	December - February, 2017
Outline process for response and follow-up with leads	RPK	February, 2017
Develop new, updated sales materials and other collateral used to nurture prospects	RPK	December - February, 2017

The Republik 2017/2018

SOCIETY OF PATRIOTS LAUNCH

The Society of Patriots College of Patriotic Arts & Sciences (CPAS) will serve as an online training platform and resource center for local hospitality workers and other front-line employees to help enhance the visitor perception of the communities of Cumberland County.



The Republik 2017/2018

SOCIETY OF PATRIOTS LAUNCH/MARKETING

Implement program with local hotel partner. Host launch event for hospitality workers to introduce benefits of CPAS and encourage user adoption.

Produce collateral for program and distribute to area businesses to accompany their employee training materials (i.e. lapel pins, window stickers).

Develop mobile version of website for on-the-go training, and access to educational resources.

Publicize program launch and success stories through press releases/media outreach. Promote resources and participating businesses via social media.

MARKETING

TACTIC	RESPONSIBILITY	TIMING
Create program implementation collateral/instructional guide	RPK	December 2017 - February 2018
Design and program mobile website	RPK	December 2017 - February 2018
Develop member e-newsletter template	RPK	December 2017 - February 2018
Produce program collateral (pins, stickers, etc.)	RPK	December 2017 - February 2018

PR/SOCIAL MEDIA

TACTIC	RESPONSIBILITY	TIMING
Release: Program launch	RPK	March, 2018
Release: Success stories/program results	RPK	TBD
Plan & execute launch event	RPK	April, 2018
Promote via SOP social media pages	RPK	April, 2018

The Republik 2017/2018

VISITORS GUIDE - COMMUNITY SERIES

Enhance the visitors overall experience in Cumberland County by creating a guidebook for Hope Mills that offers useful visitor information and resources.



MARKETING

TACTIC	RESPONSIBILITY	TIMING
Design and manage production visitors guide	RPK	September 2017 - April 2018
Plan and execute photography	RPK	September - December 2017
Create digital PDF of visitors guide	RPK	March - April 2018

The Republik 2017/2018

TDA EVENT MICROSITES

Develop microsites for TDA-funded events. Information included in each site:

- Event Information
- Hotel Partners
- Around Town
- Travel Tools
- ScoutLook App



Of course we have a great website, but we offer so much more than that! Be sure to explore these other quick and easy ways to make the most of your visit to the Communities of Cumberland County.

[DOWNLOAD OUR VISITOR GUIDE](#)
[FIND A VISITOR CENTER](#)
[SIGN UP FOR OUR E-NEWSLETTER](#)

The Republik 2017/2018

WEEKENDER ADS (2)

Create two new Weekender ads to focus on:

- #1 FACVB store with discount as a call-to-action
- #2 Go Fayetteville blog and all its fabulous information



The Republik 2017/2018

SPORTS AD

Create a new sports-focused ad. Some visual suggestions are All-American Marathon and Babe Ruth slugging a home run. Call-to-action would be to contact FACVB to get more information about hosting a tournament or other sporting event in the communities of Cumberland County.



The Republik 2017/2018

VISITORS GUIDE COVER 2017 - 2018

Design cover for the new visitors guide using the new, contemporary branding style. In the past, the Fayetteville Observer published the guide. This year, Compass Media is doing the job.



The Republik 2017/2018

TRAILS GUIDE COVER

Design cover for revised trails guide to reflect new, contemporary branding style.



The Republik 2017/2018

TRAILS PDFS



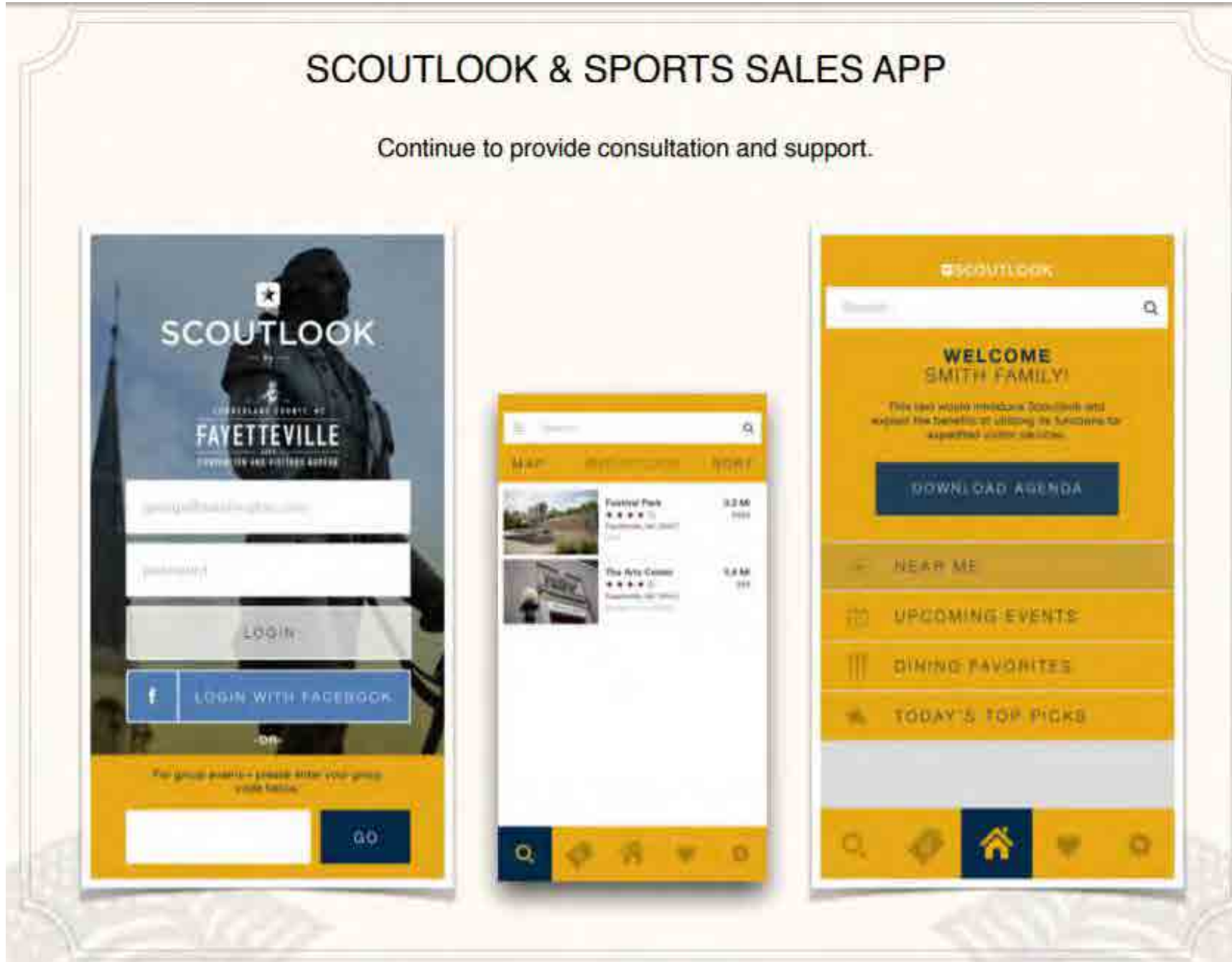
The Republik 2017/2018

FAYETTEVILLEWANTSYOU.COM

Continue to provide consultation and support.



The Republik 2017/2018



The Republik 2017/2018

FACVB WEBSITE DEVELOPMENT

Continue to provide consultation and support.



The Republik 2017/2018

ADDITIONAL PROJECTS

MARKETING

TACTIC	RESPONSIBILITY	TIMING
CVB Website Maintenance	RPK	ongoing
PR Support	RPK	ongoing
Social Media Management & Support	RPK	ongoing
Attractions Outreach	RPK	ongoing

The Republik 2017/2018

2017-2018 PUBLIC RELATIONS

The Republik 2017/2018

OBJECTIVES

- Position the communities of Cumberland County as a unique destination for road-trippers, leisure travelers and families traveling on I-95.
- Increase awareness among travel professionals (planners, tournament directors, group tour operators, etc.).
- Highlight FACVB as a thought leader in the travel and tourism industry.
- Generate positive media coverage for the communities of Cumberland County that inspires tourism growth and patriotism.

The Republik 2017/2018

STRATEGIES

- Attractions and event-based media relations.
- Product launches and campaign promotions.
- Community branding/destination feature pitches.
- Human interest and travel-related trend story angles.
- CVB travel and tourism industry thought leadership.

The Republik 2017/2018

MEDIA TARGETS

- Local, Regional and National News Outlets
 - Fayetteville Observer, The News & Observer, TWC News, Our State, GMA
- National Consumer Travel Outlets/Writers
 - AAA Go, travel blogs, lifestyle writers
- Niche Media Targets
 - History, military, recreation, outdoor, parenting blogs
- Travel and Tourism Trade
 - DMAI, planner, group tour, travel pro industry publications

The Republik 2017/2018

OBJECTIVE

Position the communities of Cumberland County as a unique destination for day visitors, leisure travelers, and families traveling on I-95.

OBJECTIVE GOAL

Secure 3 placements with prominent online lifestyle media

The Republik 2017/2018

GIRLFRIENDS GETAWAY

Strategy: Human interest and travel-related trend story angles

- Feature Girlfriends Getaway attraction video.
- Touch on that Fayetteville is a great stop over for ladies who are on the way to another destination on their getaway weekend.
- Include suggested itinerary with accommodation options.



Suggested Media:
 Real Simple
 Southern Living
 Garden & Gun
 Travel + Leisure
 iExplore

The Republik 2017/2018

FAMILY GETAWAY WEEKEND

Strategy: Human interest and travel-related trend story angles

- Feature Family attraction video.
 - Highlight all of the family friendly activities around the communities of Cumberland County, including the many free options.
 - Explain that the communities of Cumberland County are a great stopover on your way to other destinations.
- Included suggested itinerary.



Suggested Media:
Family Circle
Parenting Magazine
Travel Channel Online
CafeMom.com

The Republik 2017/2018

ADRENALINE JUNKY ADVENTURE

Strategy: Human interest and travel-related trend story angles

- Feature Adrenaline Junky attraction video.
- Highlight various attractions and the fact that visitors can test their bravery in the home of the brave.
- Include suggested itinerary.



Suggested Media:
Men's Lifestyle Publications
Online Travel Media
Extreme Sports Media
Travel Channel Online

The Republik 2017/2018

CUMBERLAND COUNTY BREWERIES

Strategy: Human interest and travel-related trend story angles

- Highlight the emerging craft brewery scene in the communities of Cumberland County, including operations ran by military veterans.
- Feature a suggested for itinerary for a DIY "brewery crawl."



Suggested Media:
Beer Advocate
CraftBeer.com
Beverage Magazine
Regional Beverage Media

The Republik 2017/2018

OBJECTIVE

Generate positive media coverage for the communities of Cumberland County that inspires tourism growth and patriotism.

OBJECTIVE GOAL

Secure 2 placements regarding how the communities of Cumberland County inspire tourism growth and patriotism.

The Republik 2017/2018

4TH OF JULY

Strategy: Attractions and event-based media relations

- Highlight the American Independence Trail.
- Explain the rich Military history in Fayetteville.
- Feature 4th of July event list/itinerary.

Budget Travel

Awesome 4th of July Getaways!

8/23/2014 — By The Budget Travel Editors

TRAVEL
LEISURE

July 4th Travel 2014 America's Best Towns for July 4th

sheknows

10 Affordable Destinations That Are Perfect for 4th of July

May 23, 2017

Suggested Media:
Family/Parenting Media
SheKnows.com
Travel + Leisure
Budget Travel

The Republik 2017/2018

HEROES HOMECOMING 5

Strategy: Human interest and travel-related trend story angles

- Highlight how Fayetteville CVB has assisted in bringing the community together to honor Vietnam veterans.
- Feature prominent HH5 events as well as include a complete list of events in the various communities.



Suggested Media:
Fayetteville Observer
News & Observer
WRAL
Time Warner News
National Military Media
Regional Media

The Republik 2017/2018

LOCAL PROFILES - VIDEO SERIES

Strategy: Human interest and travel-related trend story angles

- Feature Cumberland County locals who have inspiring stories and strong community ties in the form of a video series.
- Each 2-3 minute video would profile one local and briefly tell their story.
- Videos will be used on FACVB's social media and will have accompanying still photos to additional use on social media and for media outreach.



Suggested Media:
 Fayetteville Observer
 News & Observer
 WRAL
 Time Warner News
 Regional Media

The Republik 2017/2018

MILITARY HOLIDAYS

Strategy: Community branding/destination feature pitches

- Prior to each major Military holiday, highlight how the communities of Cumberland County have aligned to support the military for that specific holiday.
- Feature event list regarding said holiday.
- Include Military discount blog.

MilitaryTimes

DefenseMediaNetwork



Suggested Media:
Military Times
Defense Media Network
Fox News

The Republik 2017/2018

OBJECTIVE

Increase awareness among travel professionals (planners, tournament directors, group tour operators, etc.)

OBJECTIVE GOAL

Secure 2 placements in travel trade media, both online & in print.

The Republik 2017/2018

RELIGIOUS CONFERENCES

Strategy: CVB travel and tourism industry thought leadership

- Highlight the communities of Cumberland County's rich religious heritage by featuring the Religious Freedom Trail as well as the communities' traditional American values.
- Touch on the many venues that the communities of Cumberland County have to offer, including the Crown Complex and its state of the art renovations.
- Include stats regarding area hotels/accommodations as well as group friendly dining options.



Suggested Media:
Christianity Today
GodVine.com
ChristianPost.com
Christian/Religious Media
Group Travel Trade Media

The Republik 2017/2018

LEVERAGE TRAVEL EXPERIENCES DIGITALLY TO ENGAGE OUT-OF-TOWN VISITORS

Strategy: Product launches and campaign promotions

- Highlight how Fayetteville CVB has leveraged travel experiences digitally to engage out of town visitors.
- Explain that in a time where travelers look online for research, FACVB is using tools like the Trails website and ScoutLook to curate experiences.



RELATE

TIPS STORIES INSIGHTS CULTURE

3 MOBILE TACTICS THAT POWER SMART TRAVEL MARKETING

Mobile's changing the travel space—here's how to stay ahead of the curve

BY SOPA WONDRA / JUNE 2, 2017 / IN PEOPLE & RELATIONSHIPS, TIPS

Suggested Media:

Skift

Relate by AppBoy

Group Travel

Travel Trade Media

Tech/Travel Media

The Republik 2017/2018

OBJECTIVE

Highlight FACVB as a thought leader in the travel and tourism industry.

OBJECTIVE GOAL

Secure 1-2 thought leadership features regarding FACVB team members in travel trade media.

The Republik 2017/2018

CVB THOUGHT LEADERSHIP

Strategy: CVB travel and tourism industry thought leadership

- Position various FACVB employees as thought leaders to media regarding their specific areas of expertise.

John — How to align your community around the “brand”

Melody — How to leverage social media for community engagement

Jenny — How to generate dynamic content for your community via a blog

SUCCESSFUL
MEETINGS

Group Tour
MAGAZINE

MEDIA GROUP
SportsEvents

Suggested Media:
Successful Meetings Magazine
Sporting Events Magazine
Group Tour Magazine
Industry Trade Media

The Republik 2017/2018

CVB THOUGHT LEADERSHIP - SPEAKING ENGAGEMENTS

Strategy: CVB travel and tourism industry thought leadership

- Position various FACVB employees as thought leaders to media regarding their specific areas of expertise.

John — How to align your community around the “brand”

Melody — How to leverage social media for community engagement

Jenny — How to generate dynamic content for your community via a blog



Suggested Media:
DMAI Conference
Skift Podcast

NC Travel Industry Association Convention
No Vacancy with Glenn Haussman Podcast



The Republik 2017/2018

TRAVEL INFLUENCER PARTNERSHIPS

- RPK will align 5-10 key travel influencers with FACVB to arrange a stay in the communities of Cumberland County in return for media coverage.
- Travel influencer selection will be based on each area RPK/FACVB is interested in targeting, i.e. family media, travel trade media, road-trippers, etc.



The Republik 2017/2018

TRAVEL INFLUENCER PARTNERSHIPS GOALS

- 1-2 National travel influencers and 1 Regional travel influencer will visit the communities of Cumberland County each quarter
- Partnerships will provide numerous media placements per writer in print, online, as well as across social media channels, growing community awareness.

Martin Armes Communications 2017/2018

2016-17 Campaign Recap

- Run dates: September 15, 2016 to June 30, 2017
- Content activation (Fall 2016 and Spring 2017)
 - Contracted clicks: 31,580
 - Clicks delivered (Google Analytics Sessions): 56,843
- Website Retargeting w/ Display Ads (November 2016 to June 2017)
 - Contracted impressions: 4,200,000
 - Impressions delivered: 5,911,595
- Website traffic up 37.8% while campaign live
 - The time period prior (12/1/15 to 9/14/16) traffic was up only 2.7%.

Martin Armes Communications 2017/2018

2017-18 Plan Details



Martin Armes Communications 2017/2018

2017-18 Digital Campaign Details

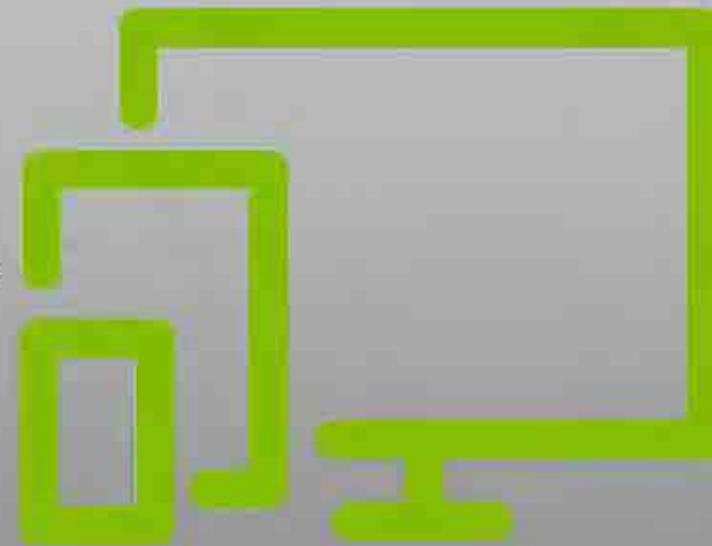
Run dates: July 1, 2017 to June 30, 2018

- **Content Activation with flighted dates**
 - Guaranteed clicks: 73,684
 - Up to 12 written pieces of content
- **Programmatic Display (Leisure)**
 - Contracted impressions: 9,090,090
 - Maximize retargeting impressions – target remaining impressions toward prospecting
- **SEM – SEO & Paid Search**
 - Google Adwords paid search ads (approximately 2,000 clicks per month)
 - Google search engine optimization to drive more organic traffic
- **Meetings/Sports**
 - Geofencing with display banner ads to support sales meetings & sports events – 2,857,143 guaranteed impressions
 - Content Activation: 5,000 guaranteed clicks
 - 12 content pieces written/1 per month

MEDIAONE

Martin Armes Communications 2017/2018

2017-18 Plan
Tactics
Explained



Martin Armes Communications 2017/2018

Content Activation Services

Content on Your Site



Custom articles written by our award winning writers

Option for turnkey - M1 does everything but approve

Written to maximize SEO and get clicks on links

Traffic to Your Content



Guaranteed clicks & traffic to your content

Native ads will drive traffic on CPC basis

Headline & image testing to maximize performance

MEDIAONE

Martin Armes Communications 2017/2018

What you get in more detail

- 1 Keyword research, content calendar & style guide
- 2 Content that lives on your website w/ guaranteed traffic – Turnkey service available (details in appendix)
- 3 Testing strategy for content pages
- 4 Native ads to drive paid traffic that test 3 images for top performance
- 5 Content distribution on your writer's channels and other parts of M1's network
- 6 Written content every 2 weeks while campaign is running to maximize SEO



MEDIAONE

Martin Armes Communications 2017/2018

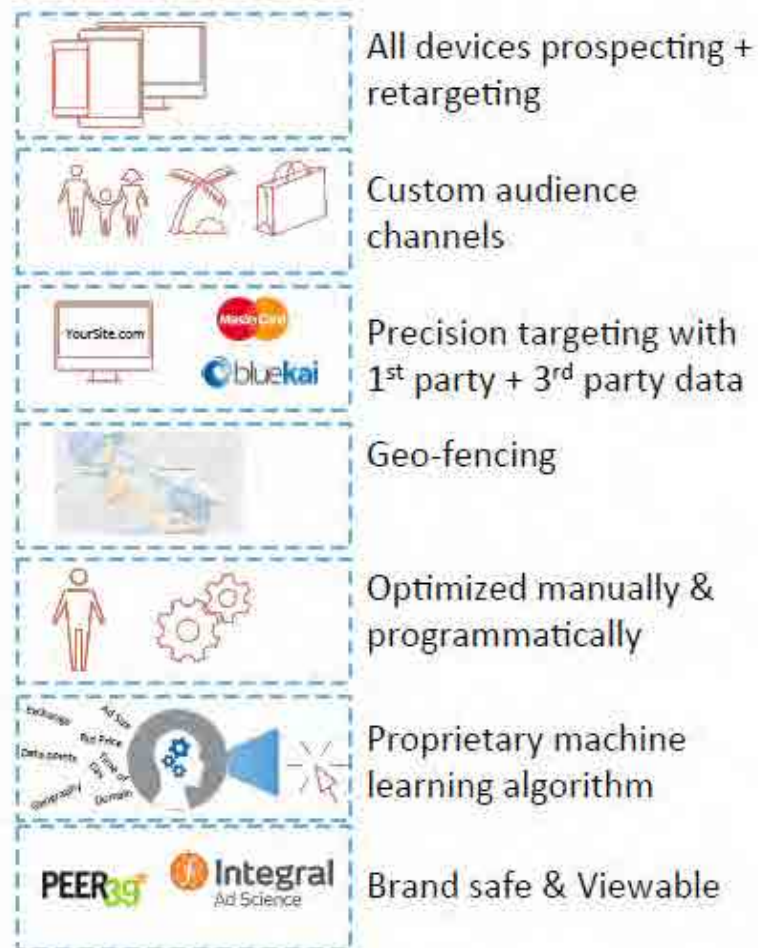
Turnkey elements available

- Style guide for content
- Content calendar
- Keyword research for chosen topic
- We will write content, place on your site with friendly URL and all other elements – all you have to do is click the link and approve or give us edits
- Social posts for you will be written for Facebook and Twitter
- Alternative variations will be posted on M1 blog network with URLs sent for approval
- Reporting & template: provided including your website's analytics – this can be done in your template or a template can be created for you with no M1 logos

MEDIAONE

Martin Armes Communications 2017/2018

Programmatic Display

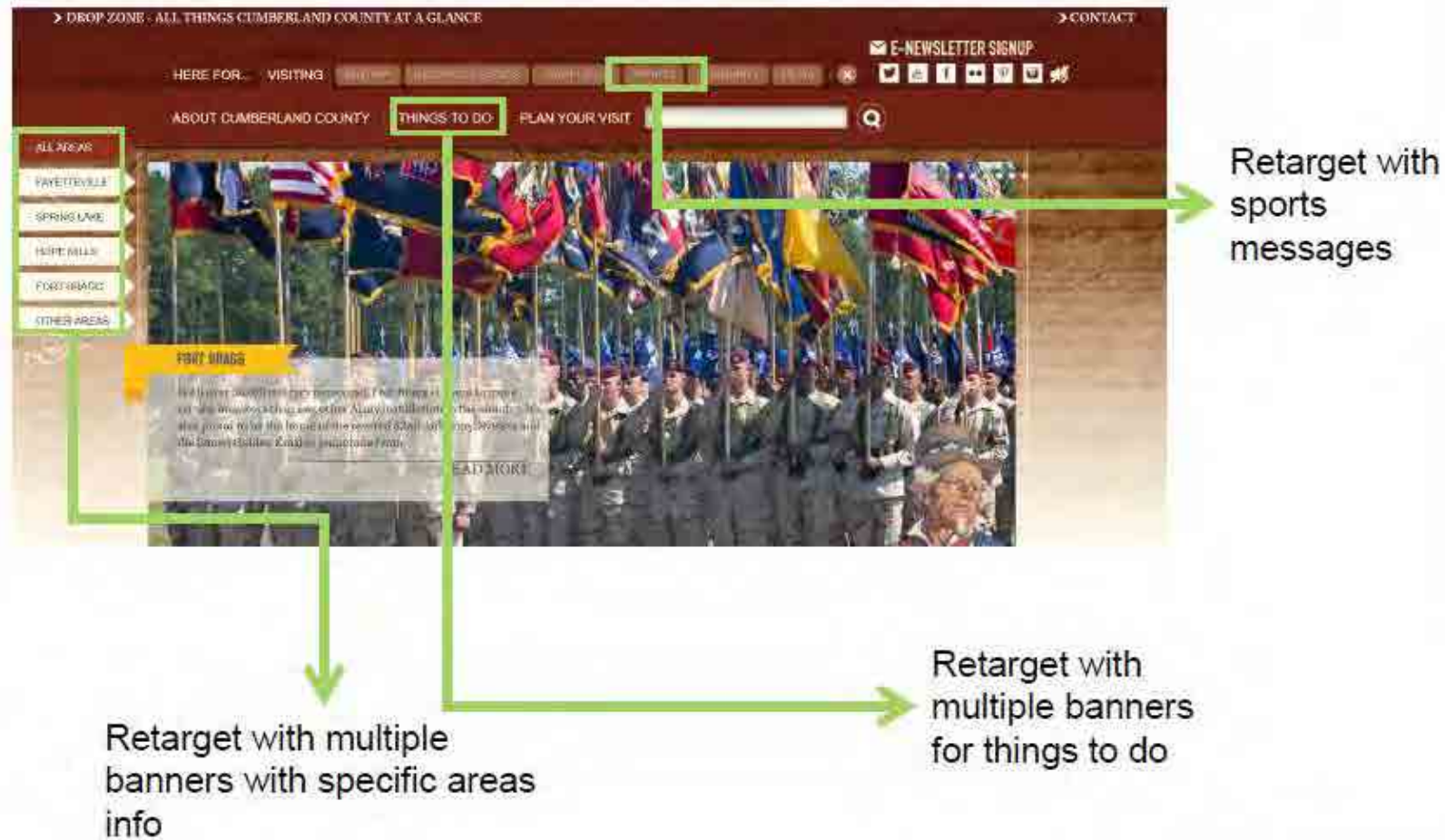


MEDIAONE

Martin Armes Communications 2017/2018

Segmented Site Retargeting

Retarget both a general message plus more specific to higher volume sections of site. Also cross sell or do co-ops with local partners.



MEDIAONE

Martin Armes Communications 2017/2018

Paid Search + SEO Strategy

- Goal: maximize quality traffic from organic by supplementing with paid search
- Start with organic keywords not currently ranking well in & create the paid keyword list for desirable words
- Paid Search: Build campaign, launch and tweak over time
- SEO:
 - Technical: page optimizations (title tags, meta descriptions, etc.)
 - Content: add to existing pages and develop new content
- Report progress on a monthly basis

Martin Armes Communications 2017/2018

Paid Search Overview

- Create campaign to drive highest quality traffic for the lowest cost-per-click (CPC)
- CPCs are auction-based – anticipated CPC will be \$1 to \$1.25
- Build Ad Groups or subjects to build campaign around
- Add initial keywords to each ad group and evolve list over time
- Write ads that are specific to each ad group/keyword set



MEDIAONE

Martin Armes Communications 2017/2018

SEO Proposal - What will we do



- Technical items like meta & image descriptions, encryption, headlines and anchor text - Most will be done in the first month then we will provide ongoing maintenance
- Regular content updates
 - Existing content: optimizations to improve what already exists
 - New content: strategy to develop with 1-2 pieces written per month
- Link opportunities from other sites
- Mobile site optimizations
- Connect to all free platforms not already being used (Google Plus for instance)
- Develop keyword list to be used in copy updates and meta descriptions (coded keywords)
- Ongoing consultation will be provided
- Reports to show what is happening

Martin Armes Communications 2017/2018

Meetings/Sports Geo Fencing

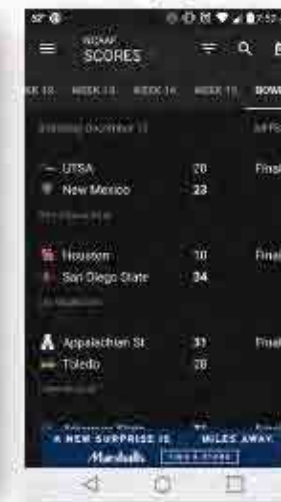
1 Device enters geo fence and matched to M1 platform (satellite view allows for accurate fence)



2 User is served ad in real-time while in fence (User also placed in audience pool to retarget for up to 30 days)



Checking voicemail



Looking at scores



Researching where to eat

MEDIAONE

219 Group 2017/2018

CREATIVE
+ RESULTS

RE: Marketing & Advertising Campaign for Fayetteville

219 Group provides the following services for Fayetteville:
as of July 1, 2017

- Digital Campaign Management that includes:
 - Market research for ad placement
 - Creative & Design services for all ads
 - Campaign Management and reporting of all marketing and advertising activities
 - Ongoing analysis of marketing and advertising activities to ensure optimal performance.
 - Call tracking

- Current Advertising campaign includes
 - Social media marketing
 - Facebook direct advertising
 - Facebook retargeting (remarketing)
 - Digital marketing
 - Digital retargeting (remarketing)
 - Native ads (start in July)

219 Group 2017/2018



RE: Marketing & Advertising Campaign for Spring Lake United

219 Group provides the following services for Spring Lake United:

- Digital Campaign Management that includes:
 - Market research for ad placement
 - Creative & Design services for all ads as well as website updates/enhancements
 - Web development & programming for website
 - Campaign Management and reporting of all marketing and advertising activities
 - Ongoing analysis of marketing and advertising activities to ensure optimal performance.

- Current Advertising campaign includes
 - Search engine marketing (through Google AdWords)
 - Social media marketing
 - Facebook direct advertising
 - Facebook retargeting (remarketing)
 - *YouTube video ads – will start in June/July*
 - Digital marketing
 - Digital retargeting (remarketing)
 - Native ads

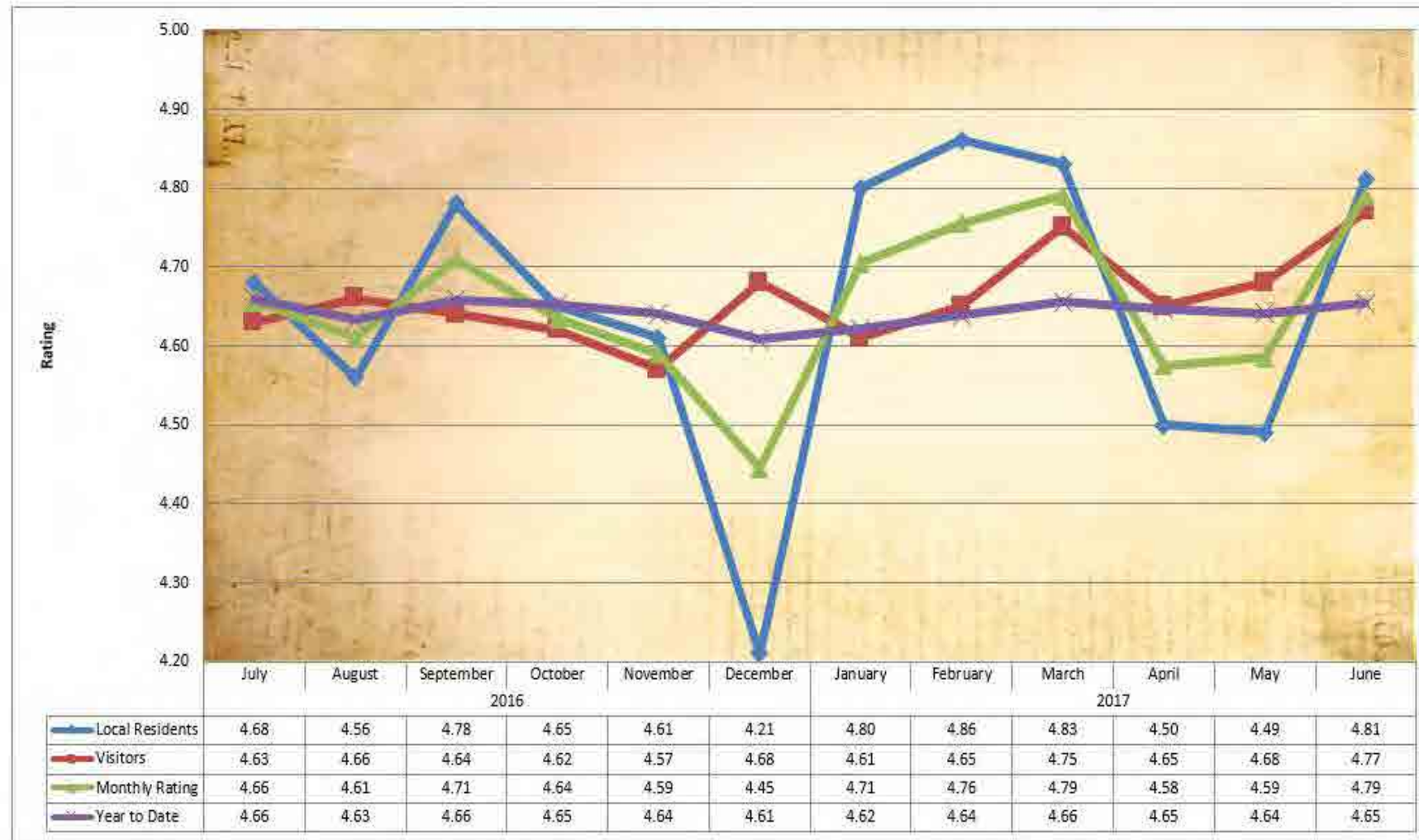
Historical Overview

- From the 2004/2005 fiscal year through the third quarter of the 2016/2017 fiscal year, the FACVB generated 1,075 stories about Cumberland County in leisure travel, travel trade, local, state and national media. The stories highlighted all aspects of Cumberland County that visitors may experience.
- From the 2006/2007 fiscal year through 2016/2017 the FACVB has seen 1,572,466 unique visitors to the website. The FACVB started tracking event calendar placements in FY 2012/2013. The FACVB has secured 9,530 placements in event calendars for county events since calendar placements have been tracked. Most attractions do not have personnel to handle the submission process, so the FACVB ensures that Cumberland County's visitor friendly events are submitted to travel publications, niche publications devoted to the event and local and regional media outlets.
- The FACVB started tracking social media in the 2012/2013 fiscal year. From 2012/2013 to 2016/2017 , the FACVB has posted 3,462 Facebook messages and 3,292 twitter messages.
- From the 2005 to 2015, domestic tourism expenditures have grown from \$328.09 million to \$504.19 million. These figures are from the NC Division of Tourism. In the same period, tourism industry payroll grew from \$72 million to \$93.5million, tax savings to local residents increased from \$83 to \$117 and local tax receipts grew from \$7 to \$10.5 million.
- From the 2005/2006 fiscal year through 2016/2017, the Visitor Center at the FACVB has provided materials and services to 2,005 groups. They have also process/handled 155,556 inquiries and distributed 710,019 Visitor/Destination guides. The FACVB manages three Visitor Centers to share information on things to see and do in Cumberland County. These efforts promote Cumberland County and encourage spending in our economy.
- From the 2005/2006 fiscal year to 2016/2017, FACVB Sales and Tourism departments have booked 948 groups with attendance of 671,723 and represent room nights of 259,770 at county hotels. The estimated economic impact from these groups is \$110,714,227
- Occupancy tax collections between 2005 and 2015 total \$48,680,439.
- Over 5 years ago, the FACVB led efforts with Fort Bragg and local hotel owners to get Fayetteville removed from the government CONUS and get our own established government per diem. The per diem was \$60 and is \$102 today. Food per diem also expanded from \$30 to \$54 and this helps grow the meal tax.

Visitor Profile 2016/2017

(Includes all 5 sources: Attractions, Electronic Kiosks, Hotels, Online and Visitor Center Walk-ins)

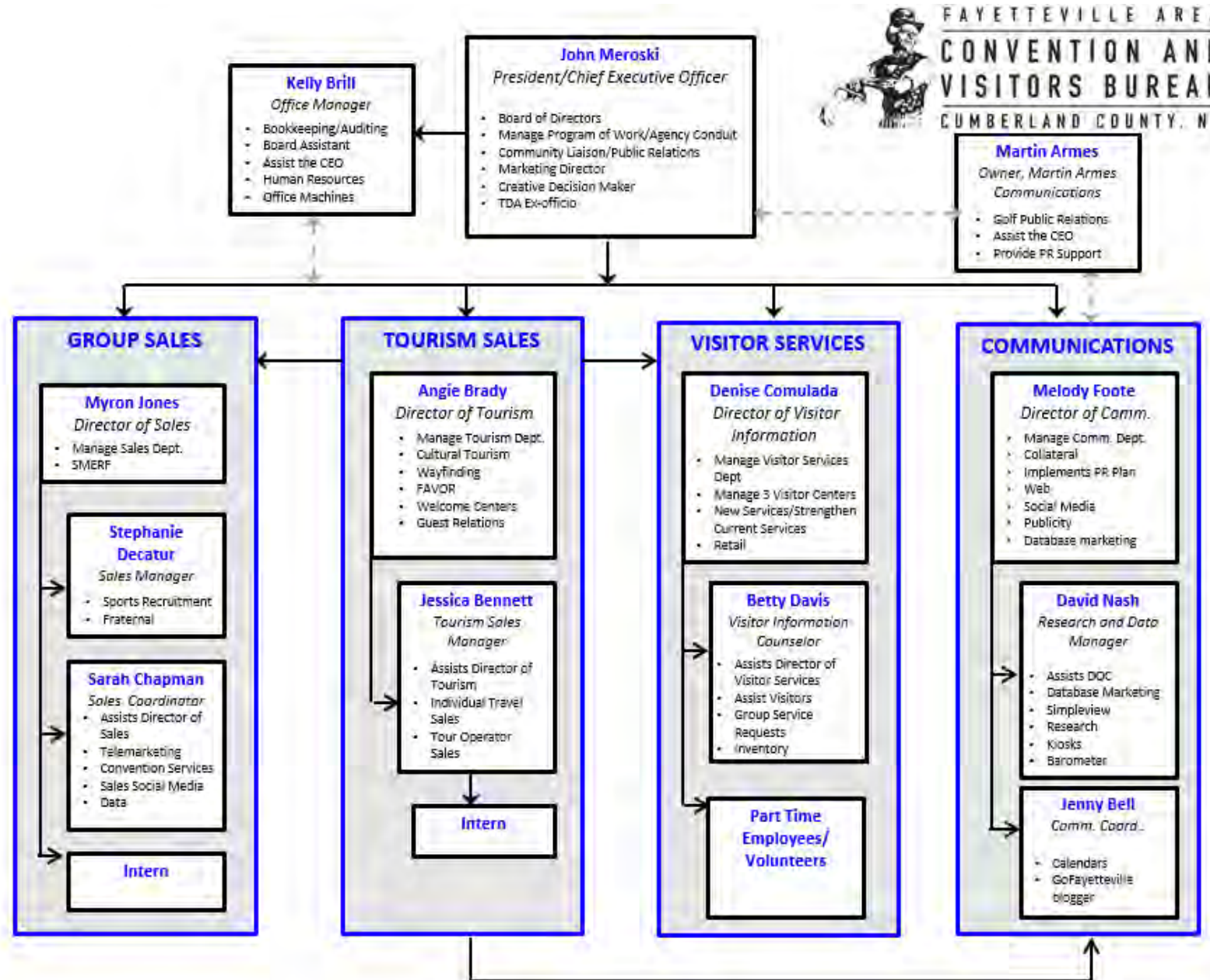
1. Visitors to Cumberland County were from the following states (top 3) **North Carolina (26.5%)**, **Florida (7.73%)** and **New York (6.40%)**
2. The visitors' reason for visiting was **Visit Friends/Family (23%)** , **Vacation (14%)** or were here for **Specific Attraction (13%)**
3. The top areas of interest were **Museums (14%)**, **Historical Sites (12%)**, and **Dining (12%)** .
4. On a scale of 1-5, with 5 being the best the overall visitor average score to date is: **4.652**



Budget 2017/2018

Budget July 2017 through June 2018	Accrual Basis
	<u>Budget</u>
Ordinary Income/Expense	
Income	
500.00 - Occupancy	2,800,000.00
501.00 - Co-op Marketing	
501.03 - Marketing - Arts Council	37,004.63
501.04 - Banner Ad income	20,000.00
501.00 - Co-op Marketing - Other	5,000.00
Total 501.00 - Co-op Marketing	<u>62,004.63</u>
505.00 - Merchandise	2,000.00
508.00 - Interest-Certificate of Deposit	9,000.00
Total Income	<u>2,873,004.63</u>
Cost of Goods Sold	
599.00 - Cost of Goods Sold	<u>2,000.00</u>
Total COGS	<u>2,000.00</u>
Gross Profit	2,871,004.63
Expense	
600.00 - Benefits	123,954.00
620.00 - Building & Occupancy	126,896.00
650.00 - Compensation	722,547.00
700.00 - Consulting	52,500.00
750.00 - Education	42,000.00
800.00 - Employment Expenses	54,500.00
820.00 - Small Equipment	112,000.00
840.00 - Marketing	1,463,607.63
885.00 - Radio Equipment/FAVOR	20,000.00
900.00 - Operating Expenses	147,000.00
930.00 - Transportation	6,000.00
Total Expense	<u>2,871,004.63</u>
Net Ordinary Income	<u>0.00</u>
Net Income	<u>0.00</u>

Organization Chart 2017/2018



Program of Work: Sales 2017/2018

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
TRADESHOWS/EDUCATION/CONFERENCES													
Connect Sports (Out of market \$500)		.											\$3,500
NASC Market Segment				.									\$1,850
SPORTS Institute			.										\$2,800
TEAMS (Out of market \$500)				.									\$3,500
ASA Conference				.									\$2,000
US Sports Congress						.							\$2,200
Sports Express Conference							.						\$2,400
NASC Symposium										.			\$2,900
DMAI Sales Shirt Sleeves						.							\$1,500
MPI Annual Meeting			.										\$3,500
AENC Holiday Trade Show						.							\$3,700
NCSGMP Annual Meeting											.		\$1,200
RCMA							.						\$3,750
CMCA Spring Conference (Out of Market \$500)										.			\$3,000
Connect Rejuvenate (\$500)				.									\$4,100
Connect Marketplace Out of market (\$500)		.											\$4,700
Your Military Reunion Connection							.						\$1,200
Aspire Regional Events		.											\$1,000
Expo NC										.			\$1,800
Promotional Products/Giveaway Items	Update promotional items as necessary												\$2,000
SUBTOTAL													\$52,600
FUNCTIONS													
Out of Market Function- Planners/Associations				.									\$1,000
Out of Market Function - Religious							.						\$800
Out of Market Function - Sports				\$3,500
Sales Blitz - Associations/ Raleigh			.										\$125
Sales Blitz - Fraternal- Spartanburg, Greenville, Asheville					.								\$300
Sales Blitz - Fraternal- Columbia, Charleston									.				\$300
Sales Blitz - Fraternal - Local Colleges					.								\$75
Sales Blitz - Religious - Raleigh, Cary							.						\$100
Sales Blitz1 Sports								.					\$800
Sales Blitz - Religious- Local							.						\$500
Sales Blitz NC Veterans Groups				.									\$50
Local Reception- MLK Function							.						\$400
Site Inspections Sports													\$500
Gift Baskets													\$500
Sports													\$900
Client Meals/Site Inspections													\$1,000
Possible Speakers/Breakfast													\$1,000
SUBTOTAL													\$11,850

Program of Work: Sales 2017/2018

ADVERTISING												
Unexpected "support ads" for groups coming to our community												\$500
Success (1/2-page)			.			.			.			\$2,245
Blitz- have to have a 1/4 page ad created		\$1,600
Dogwood Digest (12 Month Banner)	\$600
Connect												\$0
Rejuvenate												\$0
Heroes Homecoming (Placement TBD)												
Buffalo Soldiers								.				\$100
173d Airborne												\$1,000
AENC Booth Decorations												\$700
555th Gold Sponsorship											.	\$555
Spring Lake Spring Fling										.		\$400
Unrpojected requests							.					\$1,000
MLK Ad						.						\$150
Sports Destination Management												\$3,500
Sports Events Magazine												\$5,000
Sports Planning Guide												\$3,500
Connect Sports Facility Guide												\$4,000
Sports Travel Magazine												\$500
SUBTOTAL												\$25,350
BID FEES												
Christian Cheerleaders of America								.				\$13,000
NC Way								.				\$4,000
TFC Tournaments								.				\$1,500
Collegiate Wrestling		.										\$5,000
Professional Disc Golf										.		\$400
NAIA (wrestling)									.			\$1,000
Unprojected Request												\$7,000
SUBTOTAL												\$31,900
PROJECTS												
Group Sales Campaign (RPK Contract)												\$150,000

Program of Work: Sales 2017/2018

DUES/SUBSCRIPTIONS/MEMBERSHIPS														
AENC														\$300
American Legion Post 0525														\$35
Association of US Army														\$150
CMCA														\$250
DMAI - 2 Staff members														\$300
FAHA (2)														\$700
FASHRM														\$185
Fayetteville/CC Ministerial Council														\$100
Faye Sports & Athletic Club														\$150
Hope Mills Chamber														\$200
MPI														\$500
NASC														\$795
NCSA														\$1,000
RCMA														\$200
SGMP														\$350
Smith Travel Research														\$13,400
Soc. Of Human Resource Mgmt														\$180
Spring Lake Chamber of Commerce														\$175
the Reunion network														\$400
NAACP														\$30
NABVETS														\$50
Star 12 x3														\$600
AF Times														\$40
SUBTOTAL														\$20,090
MEETINGS														
AENC	\$600
FAHA Lunch (2)	\$600
Sales & Marketing plaques	\$500
Sales & Marketing (Sponsor)	\$500
NCSGMP	\$500
MPI-CC	\$500
Spring Lake Chamber	\$100
Hope Mills Chamber	\$120
Faye/CC Ministerial Council	\$75
AENC Golf	\$500
NCSA	\$1,300
Fay Sports Athletic Club	\$300
SUBTOTAL														\$5,595
SALES GRAND TOTAL														\$297,385

Program of Work: Communications 2017/2018

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
TRADESHOWS/EDUCATION/CONFERENCES													
SoIfluential Hope Mills & Spring Lake Tours													\$10,000
Travel Media Showcase FAM		•											\$5,000
Travel media Showcase Attend Event													\$3,500
BlogAcademy - Jenny													\$500
Secrets of Successful Blogs - Fred Pryor													\$199
Analytics, SEO Emerging Trends - David Nash													\$199
Social Media Marketing Strategy_MRF													\$149
VisitNC Media Missions		•								•			\$1,000
NC 365 Conference									•				\$1,000
SATW Regional Meeting											•		\$2,000
ESTO/ Other CEO Ed.													\$3,500
CEO Forum													\$2,000
SUBTOTAL													\$29,047
FUNCTIONS													
Two Networking Events - Local Bloggers -													\$400
10 Travel Writer Visitors or Individual Tours													\$3,000
SUBTOTAL													\$3,400
ADVERTISING													
Network Display at RDU													\$1,500
Interspace Advertising - FAY APT													\$4,500
Promotional Products - Pens & Notebooks													\$2,000
SUBTOTAL													\$8,000
PROJECTS													
Republik Project MGMT													\$350,000
Rubberneck PR													\$125,000
Image Work - Wick													\$4,000
Destination Guide													\$64,000
SUBTOTAL													\$543,000

Program of Work: Communications 2017/2018

COMMUNICATIONS														
CVB Program of Work														\$5,000
Social media Calendar	*	*	*	*	*	*	*	*	*	*	*	*	*	
PR Results Report	*	*	*	*	*	*	*	*	*	*	*	*	*	
Annual Audit														\$12,000
Distribution of DGs through U&C														\$10,000
SUBTOTAL														\$27,000
TECHNOLOGY														
Meltwater														\$6,600
Simpleview														\$19,100
ARC - Netsure														\$14,000
ARC - Maintenance (est)														\$10,000
Mobile Website														\$1,000
Barberstock (Image Library)														\$3,500
Office 365														\$3,500
Video Camera and Microphone														\$1,000
New Long Lens for Cannon														\$500
SUBTOTAL														\$59,200
DUES/SUBSCRIPTIONS/MEMBERSHIPS														
IPRSA														\$335
SATW														\$500
Fayetteville Chamber														\$375
Military Affairs CVB														\$350
DMANC														\$4,500
NCTIA														\$350
STS														\$575
SUBTOTAL														\$6,985
Fayetteville Chamber														\$375
Military Affairs CVB														\$350
DMANC														\$4,500
NCTIA														\$350
STS														\$575
SUBTOTAL														\$6,985

Program of Work: Communications 2017/2018

Staff Meetings																	
Communications Department Mtgs																	
PR Conference Call w/RPK																	
Friend In Tourism																	
Airport commission																	
ASOM Board																	
CVB Board																	\$3,000
Chamber Board																	
Crown Center Baord																	
Parks & Rec Board																	
DMANC																	
NCTIA																	
NC Civil War Museum																	
Spring Lake EDC																	
SUBTOTAL																	\$3,000
COMMUNICATIONS GRAND TOTAL																	\$679,632

Program of Work: Tourism 2017/2018

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
TRADESHOWS/EDUCATION/CONFERENCES													
ABA Marketplace							•						\$3,500
NTA Contact													\$4,500
NTA Tradeshow						•							\$3,200
NTA, CTP Class	•	•	•	•	•	•	•	•	•	•	•	•	\$499
STS Annual Conference-TMP Graduation													\$3,000
Travel Alliance Partners (TAP)												•	\$3,000
Travel & Adventure Expo (DC Show)													\$6,000
Travel & Adventure Expo (Philly Show)									•				\$6,000
Giveaways for Plinko	•												\$1,500
SUBTOTAL													\$31,199
FUNCTIONS													
ABA/Visit Charlotte Sponsorship							•						\$1,500
ABA/Pre or Post FAM													\$3,000
Client Visits/Site Inspections	•	•	•	•	•	•	•	•	•	•	•	•	\$300
Group Tour Leader/Operator Site Visits											•		\$300
Local Vendor Blitz-Reunions/Weddings (2)			•						•				\$100
National Tourism Week - Legislative Reception											•		\$500
National Tourism Week - Welcome Center Visits											•		\$1,000
NC Welcome Center Visits	•			•			•						\$600
NC Call Center Visit												•	\$300
SUBTOTAL													\$7,600

Program of Work: Tourism 2017/2018

ADVERTISING													
219 Group													\$92,820
Fayetteville Program	*	*	*	*	*	*	*	*	*	*	*	*	
Spring Lake Program	*	*	*	*	*	*	*	*	*	*	*	*	
AAA World-Mid-Atlantic			*		*			*		*		*	\$108,970
Added Value- Banner Ad on AAA.com (\$10,200)								*	*	*	*	*	
Added Value Banner ad in outbound enews (14,400 value)								*	*	*	*	*	
Added Value Top Leaderboard Banner on AAA world mobile edition (\$5400 value)									*		*		
Added Value AAA World Facebook sponsorship (value \$4170)									*		*		
Banner ad on FayObserver	*	*	*	*	*	*	*	*	*	*	*	*	\$21,500
Billboards on I-95 (Brand/Hotel Boards)- Lamar	*	*	*	*	*	*	*	*	*	*	*	*	\$25,020
Billboards on I-95 - Brand/hotel	*	*	*	*	*	*	*	*	*	*	*	*	\$19,200
Billboards - VisitFayettevilleNC.com	*	*	*	*	*	*	*	*	*	*	*	*	\$13,500
Billboards- 5 New campaign	*	*	*	*	*	*	*	*	*	*	*	*	\$28,000
Billboard -Grey	*	*	*	*	*	*	*	*	*	*	*	*	\$5,940
Carolina Country - Travel Issue - Trails										*			\$5,000
Carolina Heritage		*	*	*	*	*	*	*	*	*	*	*	\$3,895
Carolina Playbook		*	*	*	*	*	*	*	*	*	*	*	\$3,150
Digital Marketing Program with Martin Armes	*	*	*	*	*	*	*	*	*	*	*	*	\$150,000
Facebook Ads - promotion of key posts	*	*	*	*	*	*	*	*	*	*	*	*	\$1,000
Fayetteville Observer- The Weekender (2018)	*	*	*	*	*	*	*	*	*	*	*	*	\$26,780
Getaways on Display													\$250
Fort Bragg MWR Banner Ad- CVB	*	*	*	*	*	*	*	*	*	*	*	*	\$4,000
Group Tour Magazine (print/digital/banner/social media/enhanced listing)			*			*			*			*	\$19,500
LEISURE GROUP TRAVEL (Premier Travel Media)													\$18,390

Program of Work: Tourism 2017/2018

Leisure Group Travel Magazine						*		*		*		*	
Sports Planning Guide						*		*		*		*	\$3,995
Local Billboards / comp - pay for install	*	*	*	*	*	*	*	*	*	*	*	*	\$1,000
New England Bus Association	*												\$1,800
NC Travel Guide (2017-18 edition)						*	*	*	*	*	*	*	\$32,290
Recreation News		*			*					*			\$9,000
SPRING LAKE UNITED													
Fay Today- Social Media for SL	*	*	*	*	*	*	*	*	*	*	*	*	\$4,968
Fort Bragg MWR Lodging-SLU	*	*	*	*	*	*	*	*	*	*	*	*	\$4,000
Fort Bragg Housing	*	*	*	*	*	*	*	*	*	*	*	*	\$500
NC Parks PocketRanger App	*	*	*	*	*	*	*	*	*	*	*	*	\$6,000
SC Living			*							*			\$15,920
SC Living Facebook Postings (Videos)			*							*			\$2,200
SC Living Value Added (Banner Ads (2 months) and Monthly E-Newsletters (2 months)- we determine months)													
Sponsorship of Sankofa Festival(held odd years)				*									\$0
Sponsorship of Trip Advisor Page	*	*	*	*	*	*	*	*	*	*	*	*	\$17,600
Up & Coming Article and Back Cover	*	*	*	*	*	*	*	*	*	*	*	*	\$33,670
Up & Coming Pocket Guide	*	*	*	*	*	*	*	*	*	*	*	*	\$3,000
VISITNC.com Program													\$33,350
VISITNC.com Advertising-Co-Op Program: Local/Southern Markets			*								*		
VISITNC.com Advertising-Co-Op Program: Northern Markets										*			
VISITNC.com Advertising-Co-Op Program: Hearst Travel Group										*			
VisitNC.com Featured Events (1)- HH				*						*			
VisitNC.com Featured Event Social Promotion				*									
VisitNC.com E-newsletter													
VisitNC.com Philly Area Sponsored Content								*	*	*			
VisitNC.com Madden Media Site Retargeting Program (6-month flight)													
SUBTOTAL													\$716,207

Program of Work: Tourism 2017/2018

PROJECTS														
Group Tour Tactical Postcard for Spring-Regional Planners														\$1,000
Passport-Reprint														\$10,000
Wayfinding-Maintenance	•	•	•	•	•	•	•	•	•	•	•	•	•	\$200,000
Tent- Cover														\$1,635
SUBTOTAL														\$212,635
COMMUNICATIONS														
FAVOR System- Install Modems to make digital														\$48,090
FAVOR Update/Maintenance (Contract with Omega)	•	•	•	•	•	•	•	•	•	•	•	•	•	\$6,000
Friends in Tourism-F.I.T.		•	•	•			•	•	•	•	•			\$0
Welcome Centers - Things Going on In Fayetteville	•	•	•	•	•	•	•	•	•	•	•	•	•	\$0
SUBTOTAL														\$54,090
DUES/SUBSCRIPTIONS/MEMBERSHIPS														
American Bus Association				•										\$500
DMAI														
National Tour Association								•						\$700
NC Motorcoach Assn	•													\$200
Ontario Motorcoach Assn	•													\$600
Pennsylvania Bus Assn.											•			\$310
Southeast Tourism Society														\$595
Virginia Motorcoach Assn									•					\$200
SUBTOTAL														\$3,105
MEETINGS														
Sales & Marketing Meetings	•	•	•	•	•	•	•	•	•	•	•	•	•	\$0
ACS Newcomers Presentation	•	•	•	•	•		•	•	•	•	•	•	•	\$0
Friends in Tourism (F.I.T.)		•	•	•	•		•	•	•	•	•	•		\$0
Spring Lake United Meetings		•		•		•		•		•		•		\$2,500
Wedding and Special Event Shows									•					\$100
SUBTOTAL														\$2,600
THE REPUBLIC														
HH5 Planning & Mgmt														\$0
Hope Mills Visitor Guide														\$0
Possible New Trail														\$0
SUBTOTAL														\$0
TOURISM GRAND TOTAL														\$1,027,436

Program of Work: Visitor Services 2017/2018

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST
TRADESHOWS/EDUCATION/CONFERENCES													
DMAI Visitor Services Summit - Columbus Ohio			•										\$1,750
Fred Pryor Courses				•			•		•	•			\$300
Nat'l Seminars Star 12													\$300
CVB Staff for University & New Student Fairs		•					•						\$400
Promotional Items													\$100
SUBTOTAL													\$2,850
FUNCTIONS													
Staff FAM to Hotels		•			•			•					\$300
Staff FAM to Attractions			•			•			•				\$300
Volunteer Recognition Luncheon										•			\$250
Xmas Card Stuffing Brunch					•								\$100
SUBTOTAL													\$950
PROJECTS													
Misc. CVB Rack Cards													\$5,000
TWC - Cable TV Service													\$500
Sell Locally Made Merchandise													\$2,000
Provide CVB DGs & Area Maps To New Transit Center	•		•		•		•		•		•		
Provide Visitors w/Restaurant Coupons & Promotions													\$5,000
SUBTOTAL													\$12,500
COMMUNICATIONS													
CVB Program of Work	•	•	•	•	•	•	•	•	•	•	•	•	
Distribution of DGs & Area Maps	•	•	•	•	•	•	•	•	•	•	•	•	
Fulfill Reader Card Requests	•	•	•	•	•	•	•	•	•	•	•	•	\$7,100
Coastal Media Brochure Placement @ RDU Airport								•					\$1,600
SUBTOTAL													\$8,700
MEETINGS													
Sales & Marketing Meetings	•	•	•	•			•	•	•	•	•	•	
FIT Meetings		•			•			•			•		
CC Library Presentations			•			•			•			•	
CC Senior Citizen Club Mtg		•		•		•		•		•		•	
CC Teacher Employment Fair										•			
SUBTOTAL													\$0
VISITOR INFORMATION GRAND TOTAL													\$25,000

Products – Print Ads

2017/2018



Products – Print Ads

2017/2018

THIS IS WHERE OUR NATION'S FIGHT BEGAN, and where it continues even today. Some would honor such a sacrifice with a 'thank you.' We build monuments.

Our centuries-old bond to the military is evident in the monuments we've erected over the years. Yet the greater impression our community will leave is the ever-present sense of service and sacrifice. You're welcome to take that with you. Contact us to plan your group tour at 1-888-98-HEROES or VisitFayettevilleNC.com.



DISCOVERING THE COMMUNITIES OF
CUMBERLAND COUNTY
- NC -

Come explore **Fayetteville, NC**, and any of the other 9 communities that comprise America's Hometown. Just off I-95, you'll discover the rich role the area played in our country's history, warmly intermixed with more modern amenities and entertainment opportunities. Shop a little for a little, tour some of our art galleries, museums and gardens. Or catch an event. And get steeped in proud patriotism of **TIME Magazine's** "America's Most Pro-Military Town."

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321 NEW YORK, NY	325 RALEIGH, NC	337 CHARLESTON, SC
476 PHILADELPHIA, PA	352 CHARLOTTE, NC	262 SAVANNAH, GA
329 WASHINGTON, DC	328 MYRTLE BEACH, SC	833 ORLANDO, FL

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800-255-8217

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

803.555.visitfayetteville.com
www.VisitFayettevilleNC.com

FAYETTEVILLE, NC
A LOVE FOR COUNTRY
- AND CURIOSITY -

Our forefathers stopped here because of abundant water and fertile soil. They stayed to build upon the nation's great ideals. As you visit, make sure to explore the treasures of a community that embodies service and sacrifice at every turn.

To learn more about the Fayetteville Area Convention & Visitors Bureau
(910) 483-5311

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
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For more information
www.VisitFayettevilleNC.com

Products – Banner Ads

2017/2018



AROUND EVERY CORNER, A BRAVE HISTORY ECHOES.

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Products – Billboards

2017/2018

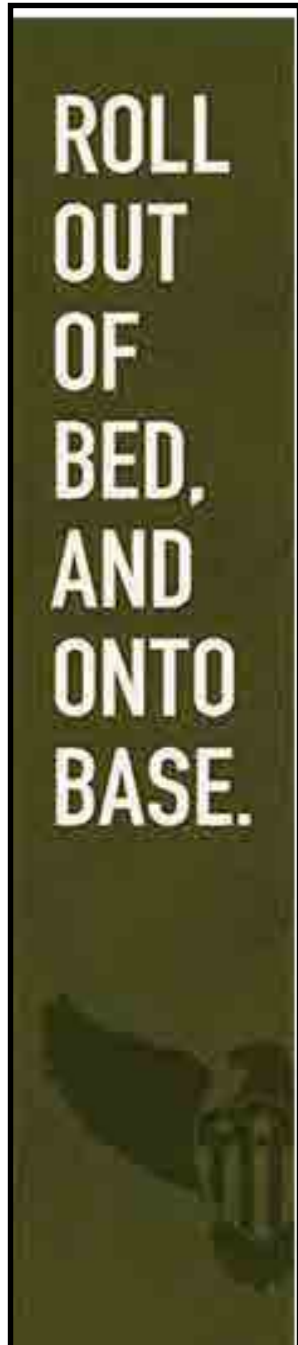


Products – Billboards

2017/2018



Products – Spring Lake 2017/2018



Digital Ads



The Rockefeller House
Near the end of the Rockefeller Trail, you will come to a brown historical marker and the James Stillman Rockefeller House. Feel free to walk around the fence. A short distance to the left of this marker, you'll connect with Cypress Point Loop Trail.

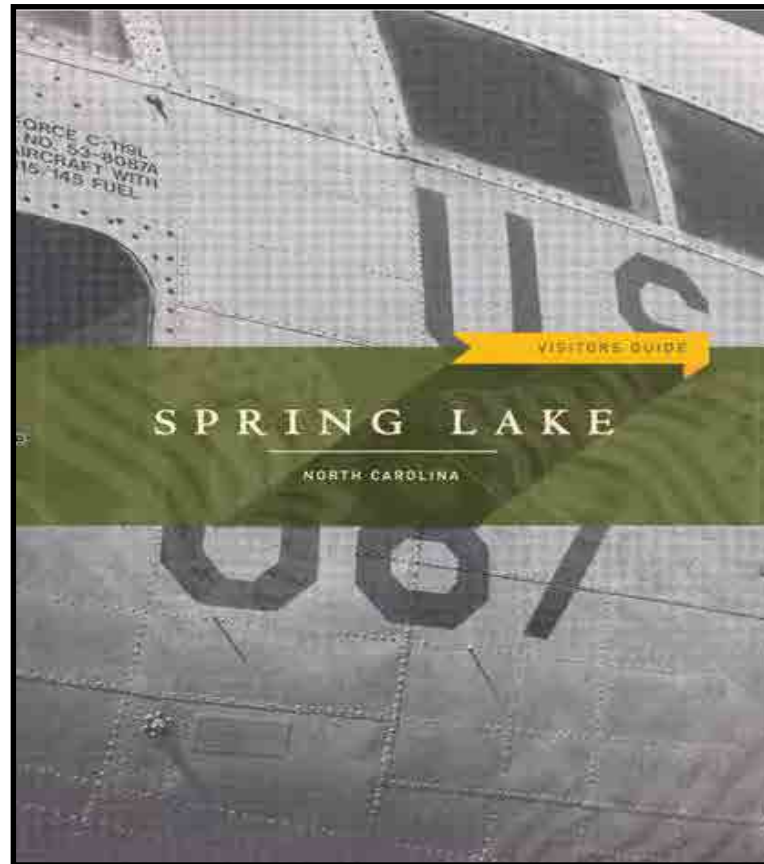


Cypress Point Loop Trail
Follow the blue circles on the trees along the trail's 3.6-mile loop. Along the way, you'll have the opportunity to bank fish and view the historic pavilion and grist mill from across the millpond. At the end of a short spur trail, you can enjoy scenic views and take a rest on benches at the observation deck.

Completing Your Hike
The Cypress Point Loop Trail will bring you back to the Rockefeller Trail and thus back to the parking lot. Thank you for your visit to the park. The **Spring Lake Chamber of Commerce** and **Spring Lake hotels** hope you have enjoyed your stay in Spring Lake. Come stay with us again!



Carvers Creek Brochure



Visitor Guide




Micro Website







Products – Attraction Videos 2017/2018

THE CONSTITUTION ONLY GUARANTEES YOU THE RIGHT TO PURSUE HAPPINESS. YOU HAVE TO CATCH IT YOURSELF.





— ORIGINAL SCREENPLAY —



ADVENTURE

 <p>The Climbing Place 222 W. Robert Street Fayetteville, NC 28401 919.324.0429</p>	 <p>Hozita Handmade House 328 Wey Street Fayetteville, NC 28401 919.487.0048</p>	 <p>Golfes Four Golf & Country Club 4778 Haggins Drive Fayetteville, NC 28404 919.428.4497</p>	 <p>PLAN YOUR TRIP HOW TO GET THE MOST OF YOUR VISIT FAYETTEVILLE</p>
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AMERICA AT EVERY TURN

 <p>FAMILY 2:00 2:00 1:00</p>	 <p>LOVE 2:00 2:00 2:00</p>	 <p>FRIENDSHIP 2:00 2:00 2:00</p>	 <p>FREEDOM 2:00 2:00 2:00</p>
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Products – Trails Re-Design 2017/2018

ABOUT GUIDE MY TRAIL 0

DRIVING TRAILS

COMMUNITIES OF CUMBERLAND COUNTY
 NORTH CAROLINA

FEATURED

AFRICAN-AMERICAN HERITAGE TRAIL

The African-American Heritage Trail consists of sites that provide a historical glimpse into the life of African-Americans who resided in Fayetteville and Cumberland County. The hard labor bourn by slaves, the entrepreneurship of free blacks, the devotion ...

DURATION 2 HRS **DISTANCE** 65 MI [VIEW TRAIL](#)

ALL-AMERICAN ADVENTURE TRAIL

Enjoy America's hometown with an All American Adventure! Nature lovers and active vacationers – this is the experience for you. From bird watching and fishing at our many parks and trails, to climbing or skating at our indoor facilities, to experiencing one of ...

DURATION 1 HRS **DISTANCE** 1 MI [VIEW TRAIL](#)

AMERICAN INDEPENDENCE TRAIL

As one of the original thirteen colonies, North Carolina has a steep and varied Revolutionary history. The fever for independence spiked in communities across the state. Fayetteville's revolutionary roots include the signing of the "Liberty Point Resolves" by ...

EST.



1754

FAYETTEVILLE AREA

**CONVENTION AND
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

**Thank You for allowing the FACVB
to promote Cumberland County.
We look forward to reporting continued
growth in 17/18.**