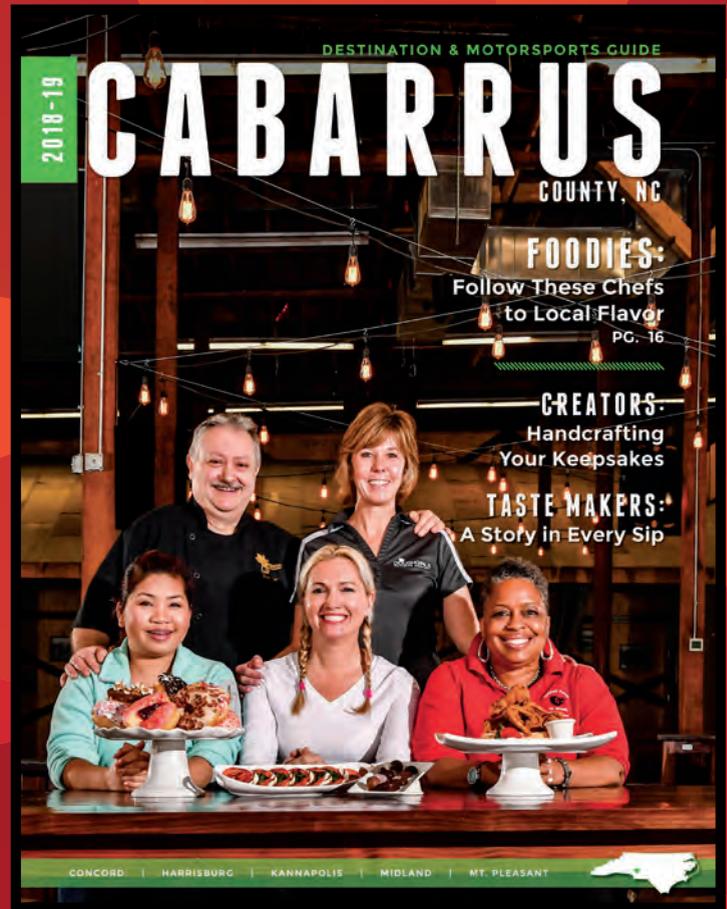


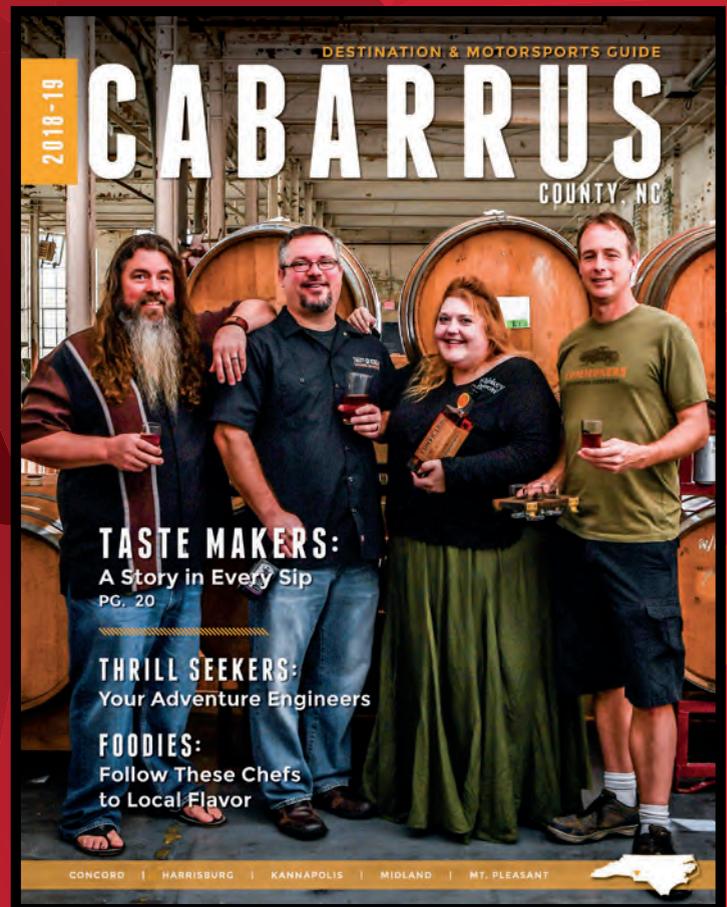
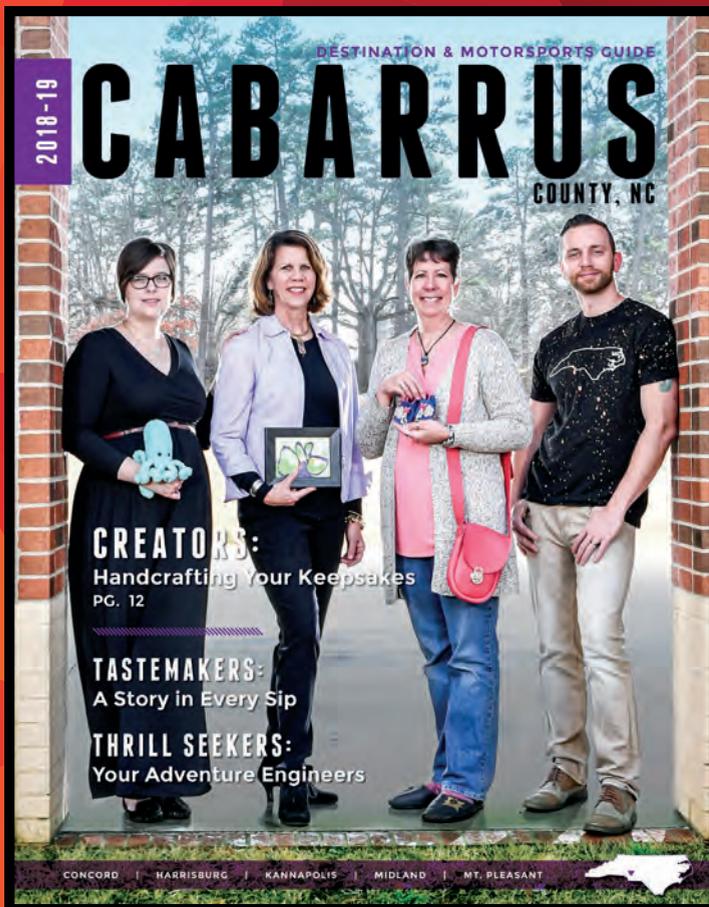


CABARRUS COUNTY CONVENTION & VISITORS BUREAU
2018-19 MARKETING PLAN





WHERE RACING LIVES • CABARRUS COUNTY, NC



NO ONE TELLS THE STORIES OF THIS DESTINATION BETTER THAN THE PEOPLE OF CABARRUS.

This year, the Cabarrus County Convention & Visitors Bureau set out to amplify those stories in a whole new way. As a result, the "People of Cabarrus" concept that appeared in last year's Destination Guide was expanded to highlight groups who help create memories, and the medium was also expanded to include an enhanced video experience through augmented reality. While technology helps communicate these stories in an exciting new way, the focus remains on creating an instant connection between visitors and our community.

On an annual basis, the Research Department of the U.S. Travel Association prepares direct visitor spending estimates for all 100 North Carolina counties, as well as county-level employment, payroll and tax revenues as a result of direct visitor spending. Coming in at over \$433 million, 2016 was another record year for visitor spending in Cabarrus County.

While Visit North Carolina shares this data every August, the Cabarrus County CVB proudly shares these statistics all year long because they are a direct reflection of the hard work and dedication of our area's hospitality and tourism professionals.

In 2016, tourism generated \$32.5 million in combined state and local taxes because the People of Cabarrus make this destination a place worth visiting. As a result, each Cabarrus County household pays \$484 less in taxes.

TOURISM IS TAX RELIEF.

Cabarrus County is constantly evolving as a destination. Historic buildings like the old hosiery mill in Mt. Pleasant are being restored. Driven entrepreneurs like those behind the Mustang Owner's Museum are building gathering places to share their passions with others. Visionaries, like those steering Kannapolis to a bright future, are laying the foundation for new experiences.

TOURISM IS ECONOMIC DEVELOPMENT.

Whatever role you play in supporting Cabarrus County's tourism industry—thank you. Thank you for spending your hard-earned money here. Thank you for telling your stories so that we can share them. Thank you for being kind and authentic, always offering a warm welcome, and for being the reason visitors want to return. Tourism thrives in Cabarrus County because of you.

Warm regards,



Donna Carpenter
President // CEO



Donna Carpenter
President & CEO

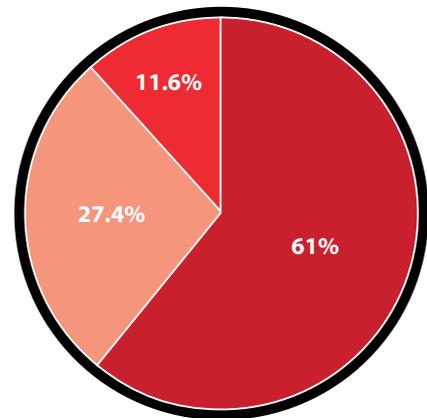


Sophia Costner
Executive Assistant
& Board Liaison

THE TOURISM INDUSTRY IN CABARRUS COUNTY CONTINUED AT A RECORD PACE FOR FY2018.

Hotel performance, coming off a record ten percent revenue growth in 2016, saw an additional 1.2 percent in calendar year 2017. For the first half of 2018, room revenue grew by 7.4 percent. These increases have been fueled mostly by room demand as average daily rates have remained neutral. Year-over-year demand for rooms in Cabarrus County grew by 1.8 percent while North Carolina grew by .1 percent. Visitation to Cabarrus County can be identified by three different visitor segments: Corporate, Group and Leisure. Corporate and Group are assisting Sunday through Thursday room production while Leisure is driving weekend business. The destination continues to be known for its high-quality motorsports events throughout the year; however, additional events such as Carolina Rebellion and themed run programs like Spartan are providing additional growth.

Total Bureau revenues for year-end FY2018 are forecasted at \$5,697,614. The FY2019 budget has been set at \$5,757,109. The Bureau receives 99 percent of its funding through a six percent Occupancy Tax on hotel stays. That rate is not changing in FY2019. It is anticipated that the one percent budget growth in revenues will continue to be driven by room demand. The Bureau's focus will continue to be on driving additional demand during need periods for the destination. The Bureau operates on a zero-based budget, and the expenditures will be divided into three major categories: Salary and Wage at 27.4 percent, Administration and Operations at 11.6 percent and Sales and Marketing at 61 percent. These allocations outperform the industry standard allocations of 37 percent, 11 percent and 52 percent respectively. The Bureau's goal is always to control and lower fixed costs while driving additional budget dollars into sales and marketing which represents the mission and vision of the organization. The Bureau's budget has pre-allocated expenses of 19 percent with 10 percent being retained by the County for administrative collection and sports facility development funding.



Salary & Wage: 27.4%
Administration & Operations: 11.6%
Sales & Marketing: 61%

The Bureau will be implementing a new strategic plan in FY2019. The plan was created using Destination Next, a diagnostic tool that allows tourism hospitality partners and community leaders to offer input for the development of the plan. Key areas such as continued focus on destination mobility, facility enhancement and workforce development will be key pillars of the plan.

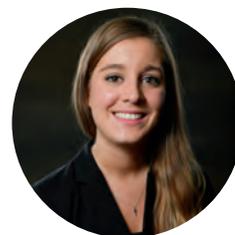
Cabarrus County continues to have a dynamic tourism industry. Everyone within the industry including hotels, restaurants and attractions have worked tirelessly to create a destination that visitors have come to enjoy year-round. The overall increase in tourism economic impact over the last decade is an indicator of visitor's excitement and satisfaction with Cabarrus County as a travel destination.

Sincerely,

John Mills
Executive Vice President



John Mills, CDME
Executive Vice President



Jessica Smith
Accounting Coordinator

SUPPORTING ROLE:
Provide a Platform
for Local Businesses
to Harvest Visitor
Demand

SUPPORTING ROLE:
Stimulate Both Visitor
Circulation and
Spending
Post-Arrival

PRIMARY ROLE

OF THE CABARRUS COUNTY CONVENTION AND VISITORS BUREAU

- Tell the Cabarrus County Story
- Get Cabarrus County on the list for Consideration
- Inform, Educate and Advise Visitors and Newcomers

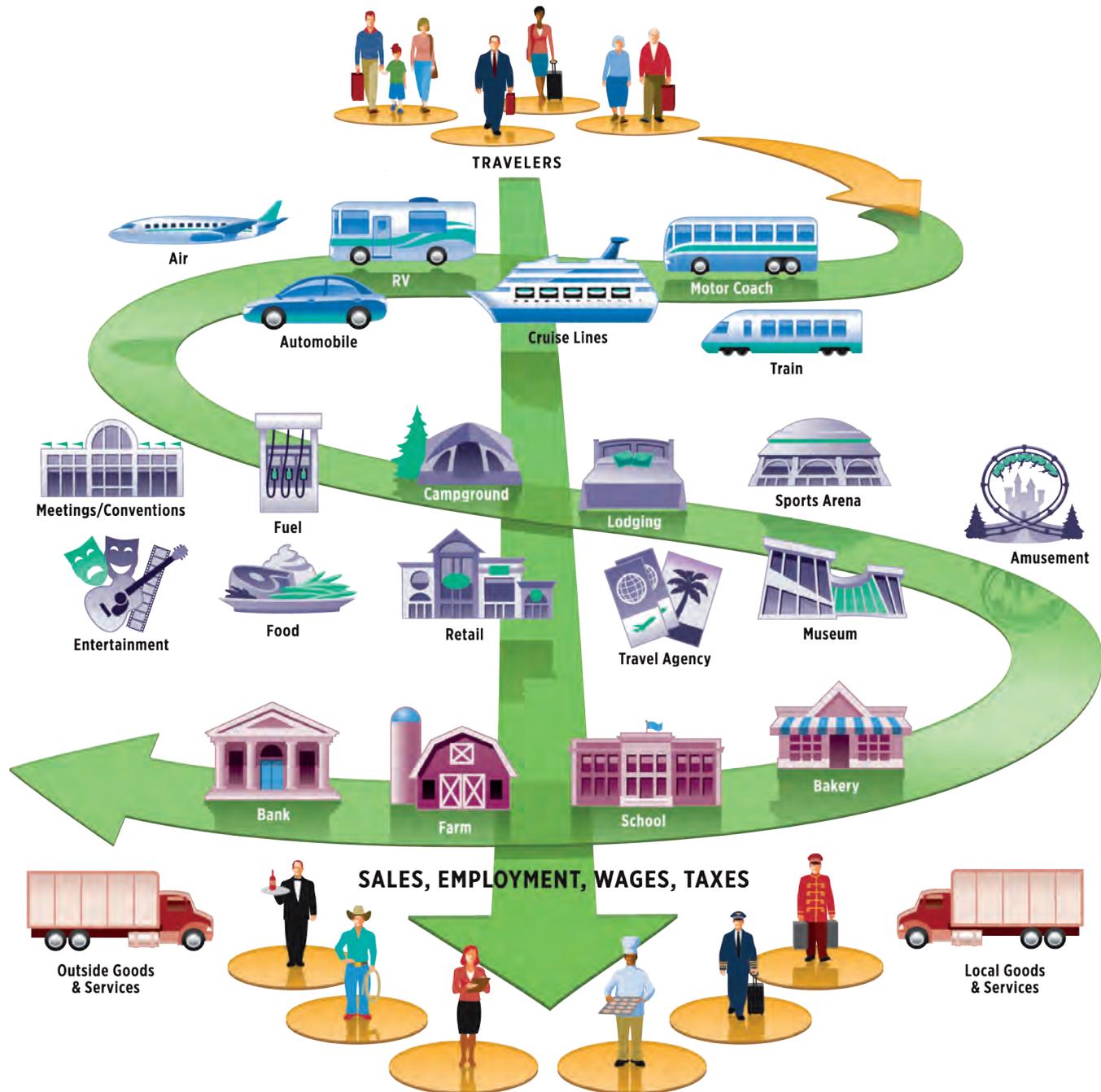
SUPPORTING ROLE:
Inform Private
and Public
Development
Decisions

SUPPORTING ROLE:
Spearhead a
Consistent Brand
Message for
Other Messengers



DESTINATION MARKETING IS A PROACTIVE, STRATEGIC, VISITOR-CENTERED APPROACH
to the economic and cultural development of Cabarrus County,
which balances and integrates the interests of visitors, service
providers and the community.

HOW VISITORS BENEFIT A COMMUNITY





Michael Bonoffski, TMP

Senior Vice President,
Marketing & Communications



Kristen Cranford

Marketing Coordinator



Julie Hinson, TMP

Communications Manager



Jenna Wines

Digital Marketing Manager

CONTINUING TO PROMOTE AND POSITION CABARRUS COUNTY AS THE PREMIERE MOTORSPORTS LEISURE TOURISM DESTINATION

For FY2019, we will build on the momentum created within a targeted audience segment and drive market radius to promote and position Cabarrus County as the premier leisure tourism destination for motorsports and more.

The integrated plan will include traditional and digital advertising, public relations, social media, influencer marketing, promotions, research and other marketing strategies.

PRIMARY TARGET:

- Adults 25-49
- Families with children
- Interest/affinity for racing/motorsports, Interest in leisure travel

SECONDARY TARGET:

- Adults 25-34
- Interest/affinity for racing/motorsports, Interest in leisure travel

The strategy behind this approach is designed to increase awareness of Cabarrus County and drive traffic to visitcabarrus.com, which will help build awareness of the county as an ideal place for families and general travelers to visit thereby increasing occupancy and their spend within the county.

The following provides an overview of the overall integrated marketing spend with an increased focus on digital media and influencer marketing.

TOURISM/VISITORS BUREAU PUBLICATIONS

- CVB and state tourism visitor publications offer a targeted and efficient reach of local and regional visitors.
- Charlotte Visitors Guide
- North Carolina Visitors Guide

RACING PUBLICATIONS

- NASCAR track publications directly target race enthusiasts. Recommended programs are for targeted regional, high-profile tracks.
- Consumer Magazines / Travel – Targeted Opportunistic
- Our State Magazine

DIGITAL ADVERTISING

Moving into FY2019, the paid media plan will activate on data-driven insights from FY18 results. FY2018 allowed us to further refine web targeting to data segments such as: rural adventure, country comfort, and country enthusiasts. Wherever possible, we will target and use these data segments in FY2019. The paid media plan also includes cable TV, and we are looking to increase exposure with Trip Advisor and Visit NC, looking to incorporate these Acxiom data segments into a custom program with them.

This year we will be switching ad servers from Sizmek to Adform. Adform offers an Ad Server, DSP, and DMP in one platform. This switch provides cost savings on ad-serving, and most importantly will allow Cabarrus to build their own data profile within the DMP. The data will be utilized across all channels and tactics when applicable. Given the recent Facebook news and ramifications of the loss of third party data segments, it's imperative that Cabarrus starts to build their own data to utilize, instead of being reliant on second and third party data for targeting.

Lastly, we are shifting toward more awareness-focused tactics such as TV, and we will look to measure and optimize toward lifting un-aided awareness.

AWARENESS-FOCUSED PAID MEDIA

- **Cable TV Spots:** Technology is now available that allows us to buy TV commercials on cable networks programmatically. We will uti-

lize our DMP data and Acxiom data segments to scale our messaging further on TV.

- **Programmatic Video (mobile/desktop):** Purchasing media inventory via a DSP allows us to purchase targeted impressions cost effectively and at scale. Running video on a DSP works very similarly to running display ads, in that we can layer on first (DMP) and third (Acxiom) party data to ensure that we only pay for video views from people within our target audience.

- **Site Direct Digital (Trip Advisor/Visit NC/Our State):** Utilizing a site's first party data, we can get in front of people that are actively searching/in-market for NC/SC destinations while saving down this anonymized data into our DMP for further activation through other channels.

- **Programmatic Display (mobile/desktop):** Purchasing media inventory via a DSP allows us to purchase targeted impressions cost



effectively and at scale. We can layer on first (DMP) and third (Acxiom) party data to ensure that we only pay for video views from people within our target audience.

- **Paid Social:** Research shows that our audience is checking their social networks multiple times a day, so utilizing paid social channels is yet another way to be where our audience is. Social media has very advanced targeting capabilities. We can also quickly make adjustments to optimize the campaign throughout its run and change creative very easily. Paid social is also a great way to run an event-based campaign, such as the one ran for "NC Beer Month." Additionally, this is another channel to activate our DMP data through, via custom audiences.

- **Additional Tactics for Consideration if budget allows:**

- Online Radio (Pandora)
- Native Advertising (Taboola)
- Print advertising (i.e. Regional issues of Country Living etc.)

- **Blog Outreach:** Bloggers and social influencers are helping to create preference for brands and products. We want to capitalize on

this by partnering with key influencers within our target demographic to help promote Cabarrus County and position it as a prime destination for families and millennials. We will develop custom messaging and communication around the attractions and events we want to promote and identify, secure, and manage relevant bloggers to deliver a healthy mix of blog and social posts to amplify our messages to their followers. We'll aim to secure approximately 10 bloggers through 2017-2018.

ENGAGEMENT FOCUSED PAID MEDIA:

- **Retargeting:** Retargeting through paid social allows us to stay top of mind with people who have visited VisitCabarrus.com. We can also control the frequency at which a person sees ads, so no one feels overwhelmed by the messaging.

- **Paid Search:** Utilizing paid search allows us to be in front of our audience as they are actively searching for relevant information. Keywords can be as specific or as broad as we would like. Campaigns can be constantly optimized focusing on the highest quality site traffic, conversion actions and lowest CPC. When people are searching for terms like "family vacations in North Carolina," we want to make sure that Cabarrus County has a presence in those searches.

SEO MONTHLY SERVICE

Utilizing SEO will help naturally and organically improve VisitCabarrus.com's visibility in search engines. We will continue to activate an SEO program that integrates and informs language for PR, search, social and creative efforts. With additional optimizations being made into the user-experience in FY18, we fully expect to see growth in sessions and an increase in Share of Search. SEO efforts will cover multiple facets of marketing, including but not limited to On-Page and Off-Page SEO, LinkBuilding, Competitive Analysis, Keyword research (Good/Bad), URL list/Page Titles/Meta Descriptions and Usability.

MOWER

Approximately 83% of the leisure budget will be allocated to working with a third-party agency that will provide an integrated, revenue-generating marketing and communications plan through ideation, implementation and continued monitoring and analysis. This will include measurable and results-driven programs that are working toward driving visitors to stay and spend in Cabarrus County.

The agency will complement and collaborate with the in-house staff to optimize budgeted paid-media and expand where necessary. The agency will also consider the full spectrum from current media such as digital and print to additional tactics such as digital TV, digital video or new forms of digital.



THE OFFICIAL TRAVEL RESOURCE FOR CONCORD, KANNAPOLIS, HARRISBURG, MIDLAND & MT. PLEASANT, NC

The 76-page publication is a free, comprehensive resource to the County's attractions, lodging and shopping options, full-service restaurants, historical sites, sports and recreation facilities and more. Along with a new size and layout, fresh images and the addition of features stories create authentic appeal.

In addition to helpful resources included in years past, the 18-19 Guide features an enhanced video experience through augmented reality technology.

Users can access exclusive videos and “meet the crews” of Cabarrus County, NC by following three simple steps:

1. Download the free Visit Cabarrus app on iTunes or Google Play.
2. Hover the device over the faces of each person pictured on the front and inside cover.
3. Follow the prompts on the screen for an all-new, enhanced experience!

Released quarterly, each of the four covers builds on the “People of Cabarrus” concept introduced last year by highlighting four groups of people who aid visitors in making memories in Cabarrus County—Thrill Seekers, Foodies, Creators and Tastemakers.

From campgrounds and hotels to banks, local businesses and other area CVB's, the Destination Guide is currently available in 137 locations, not only in Cabarrus County but throughout the state of North Carolina. The Cabarrus County Destination & Motorsports Guide is available free of charge and can be acquired by:

- Stopping at the Cabarrus County Visitor Information Center, participating lodging partners, local attractions and small Businesses
- Calling the Cabarrus County Visitor Information Center at 800-848-3740
- Accessing the digital version and requesting a hard copy online at VisitCabarrus.com

GOAL

Distribute over 100,000 copies of the 2018-19 Cabarrus County Destination & Motorsports Guide

STRATEGIES

- Continue implementing Visitor Services Partner Connection weekly delivery to ensure all participating hotels, attractions and restaurants always have an ample supply.
- Continue in-room stocking program at participating lodging properties.
- Collaborate with Destination Services to ensure every group, association, meeting planner and FAM tour has received the Guide as part of their welcome package.
- Educate and encourage partners who do not currently offer the Guide at their location to provide this helpful resource to their guests.

WE'RE SOCIAL



Our goal is to continue using social media as a function of marketing and PR to share information, ideas, images and original content, while conversing with visitors past, present and future. Research shows that our audience is checking their social networks multiple times a day, so utilizing paid social channels is yet another way to engage our audience. Social media has very advanced targeting capabilities. We will adjust to optimize the campaign throughout its run and change creative very easily.

GOALS

- Drive traffic to VisitCabarrus.com
- Humanize and become a trusted source for information for the visitor
- Audience engagement. Offer suggestions, give fans a reason to visit and stay overnight. Create a connection
- Develop and maintain social media calendar. Integrate flexibility to react quickly to current events
- Utilize reporting tools and visitor experiences shared on social outlets to report ROI to the Board of Directors. Review analytics daily/weekly
- Curate meaningful content. Search for local bloggers or visitors and share their experiences
- Dedicate a budget for social media to boost/sponsor posts on all platforms

- Use social media as a marketing extension to engage visitors and others in “real time” to influence their decisions

STRATEGIES

- Answer questions
- Create signage and displays around major attractions and events with #WhereRacingLives
- Focus on calendar of events, pop-culture and current events within the destination
- Cross promote social media outlets with one another. Share Instagram photos on Twitter, Facebook, etc.
- Develop more promotions. Enter to win a trip to #WhereRacingLives – complete with hotel, race tickets, airfare, and prize pack/welcome gift
- Gain trust with direct communication
- Cultivate stories on how visitors enjoy their time in Cabarrus County
- Focus on brand storytelling and sharing experiences

GENERATE CONTENT STRATEGY OVER TIME

Develop content strategy over time, based on what’s going on in our industry, with our audience and in the world around us.



Facebook

Visit Cabarrus

facebook.com/visitcabarrus



Instagram

@VisitCabarrus

instagram.com/visitcabarrus



Twitter

@VisitCabarrus

twitter.com/visitcabarrus



YouTube

Visit Cabarrus

youtube.com/racinglives

VISITCABARRUS.COM:

REINFORCING THE BRAND AND ITS CORE ELEMENTS

LEISURE WEBSITE

Re-launched in 2017, overall site performance, analytics/reporting, SEO monitoring and site maintenance will be managed in-house.

ANALYTICS REPORTING AND OPTIMIZATION

Bi-monthly Website Reporting – Through the creation of a **Google Analytics dashboard, Mower will monitor and report on website performance.**

- Reports will provide topline insights into audience, their behaviors, their traffic sources and their conversion activities.
- Mower will also analyze where visitors came from, how long they stayed, their geographical location and if they are new or returning.
- Insights on best performing pages and funnel visualization will be included, as well as topline performance of the paid search campaign (AdWords).

Quarterly Campaign Reporting – A comprehensive analysis of the overarching integrated campaign will be developed quarterly to assess how each marketing tactic is driving toward business objectives.

- Merging data/reports from paid search, media, PR and all other channels, this quarterly deep-dive check-in will delve into how each marketing channel is contributing to overarching campaign goals.
- Mower will provide insights on campaign performance and recommendations necessary for more and better results in the upcoming quarter.

SEO Monitoring and Optimization – Search engine optimization is the science of getting more qualified traffic to the website by obtaining high rankings in search engines such as Google.

- Mower will provide monthly Competitive Ranking Reports to compare our Share of Search against that of competitors' and highlight our rankings vs. theirs. The report will provide period-over-period insights and identify opportunities for CCCVB to outrank the competition.
- Mower will develop bi-monthly SEO Analytics Reports to quantify the value our SEO traffic is delivering against business objectives. The report will unearth how much traffic is coming from Google, what those visitors are doing/not doing, how long

they're staying and how their behaviors compare to other traffic.

- Mower will provide recommendations needed to get more qualified SEO traffic.
- Firefold Hosting
- Business Website hosting
- Simpleview API Forms & Listings maintenance
- CRM Tool
- Domain renewals/purchases
- Social Hub

BUSINESS WEBSITE

The re-vamped business website, CabCoCVB.com, was built with the goal of having an easily accessible and user-friendly site that can change and grow with our organization. Changes to widgets and template versions are needed for the basic upkeep of this site to function which will be made in-house.

MOBILE SITE

Responsive web design will deliver the same user experience across all platforms and devices and will respond to the user's behavior and environment based on screen size and orientation.



INSPIRATION THAT ENCOURAGES TRAVELERS TO SEEK, EXPLORE AND SHARE OUR AREA'S AUTHENTICITY

The goal of the Cabarrus County CVB's Communications and PR department is to educate, inspire and move audiences to visit through influential story placements that position Cabarrus County as one of the most vibrant visitor destinations in the Southeast. In 2018-19, the CVB's PR efforts continue to be extended and strengthened by our partnership with Mower.

STRATEGIES

- Build earned media buzz through PR and social media
- Build relationships with community stakeholders, industry partners, and both traditional and nontraditional journalists including bloggers and social media influencers
- Enrich community relations and cultivate destination ambassadors within the area by showcasing how the CVB's efforts generate positive economic impact and enhance quality of life

OBJECTIVES

- Attend at least seven media missions/industry conferences to actively promote our destination to media
- Host group and individual press trips to expose media to Cabarrus County and build relationships

TACTICS

- Editorial and pitch calendars outline travel trends, upcoming events, anniversaries and more
- Fresh content on CabCoCVB.com and VisitCabarrus.com to support search engine optimization (SEO) strategy
- Cision software supports efforts to qualify journalists and monitor coverage
- Membership with industry organizations including the Public Relations Society of America
- Participation in partner initiatives and state-wide promotions and opportunities including National Travel & Tourism Week and NC Beer Month
- E-newsletters keep each audience (partner, leisure & media) engaged and active on websites
- Partner site visits uncover story angles (new offerings, area history and culture, etc.)
- Contribute to municipal communications and participate in local speaking opportunities including Rotary groups and citizens academies



2018-19 COMMUNICATIONS MEDIA MISSIONS & CONFERENCES:

- PRSA Travel & Tourism
- Travel Media Showcase
- Visit NC In-State Media Mission
- Visit NC Regional Media Mission
- Visit NC New York Media Mission
- Visit NC Canadian Media Mission
- Visit NC 365



John Poole
Senior Vice President,
Sales & Destination Services



Katie Eagle
Sales Manager
Sports, Car Clubs, International



Garrett Wood
Sales Manager
Corporate/Association, Religious

EFFECTIVELY PROMOTING CABARRUS COUNTY'S HOSPITALITY ASSETS

For FY2019 the Cabarrus County CVB Sales and Services Team will continue to provide our hotels with group room night leads for "need" periods they have identified. Our plan will include: Improved Business Development, Updated Collateral, Membership Involvement, Customer Familiarization Trips and Market Specific Advertising.

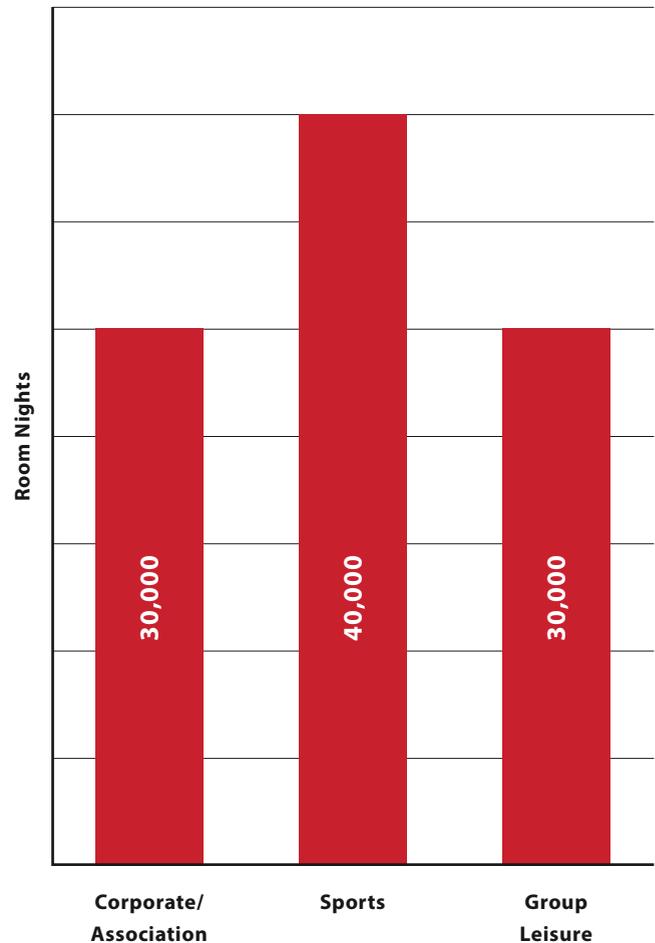
We will continue to find group room night leads from the following markets:

- Local & Regional Associations
- Corporate Meetings
- Sports - Traditional (Baseball, Lacrosse, Soccer, Tennis, Runners, etc.)
- Sports - Nontraditional (Four-Legged Shows, Corn Hole, Quidditch, etc.)
- Third Party Meeting Planners – Helms Briscoe, Conference Direct & Experient
- Religious Groups
- Automobile Clubs
- Group Tours
- Military Groups
- Fraternal Groups
- Social Groups
- Educational Groups

FY19 GROUP ROOM NIGHT LEAD GOALS

The primary objective is to generate 210 leads that produce 100,000 total lead room nights for the County's hotels. We will assist the hotels in converting 35% of these leads to definite room nights.

FY2019 - ROOM NIGHT GOALS





BUSINESS DEVELOPMENT

The goal is to be in-front of new customers and to be in touch with repeat customers. We will focus on building strong relationship to encourage group room night leads.

- Sales Mangers to spend 30% of time reaching out to current data base to prospect for business.
- Sales Managers to spend 20% of time reaching out to target accounts.
- Sales Managers to spend 20% of time responding to incoming leads.
- Sales Managers to spend 30% of time prospecting leads generated from tradeshows they attend.

COLLATERAL PRODUCTION

Our goal in FY19 is to put a new, revised, updated proposal (Bid Book) in front of our potential customers.

There is strong competition and to compete our material must be new, branded and provide updated destination information that is market specific.

MEMBERSHIP

The CVB Sales and Services team are members of professional organizations that are specific to the areas each manager handles. Our goal in FY19 is to become involved with each organization we belong to. We will become committee members, board members and help the organization achieve the goals they have set out to accomplish. We will also use this opportunity to build new relationships with the members of the organization to secure new business for Cabarrus County.

FAMILIARIZATION TRIPS

Like last year, we will conduct a total of five (5) Familiarization Trips in FY19. Current customers and new customers will be invited from

each market segment to Cabarrus County. Our goal is to introduce the destination as a meeting site and to build a strong working relationship that generates group room nights for the destination.

ADVERTISING

A similar approach to advertising will be taken in FY19 that was used in FY18. We will spend more advertising dollars in the Association, Sports and SMERF markets. A branded ad campaign will be created to ensure consistency in all markets. Our approach will be more digital/web advertising than print advertising in FY19.

CORPORATE GROUPS

The priority is to continue to build relationships with and secure corporate groups from our local market and to surpass the yearly goal of 15,000 group room nights.

A targeted list of local companies, such as Gordon Foods, TIAA Cref, Electrolux, Corning and Lowes will be contacted again and qualified for group business potential for Cabarrus County.

A secondary focus is to work with “Third Party Meeting Planners” to generate more corporate groups for Cabarrus County. Companies such as Helms Briscoe, Conference Direct, Experient and Hospitality Partners Network can and will generate leads for our destination.

Another organization that is key to our success is MPI (Meeting Planners International). We will continue to attend the yearly MPI tradeshows to generate new group leads, to meet new meeting planners and to extend meeting planners an invitation to attend one of our four (4) familiarization trips to Cabarrus County.

The Corporate Sales Manager will attend seven (7) corporate tradeshows in FY19 to continue to build relationships and generate new corporate business for Cabarrus County.

The advertising spend for print/digital marketing in this market has decreased year-over year in favor of a face-to-face approach.

ASSOCIATIONS GROUPS

Re-energizing our relationship within AENC (Association Executives of North Carolina) will be our primary goal in FY19. Our goal is to produce 15,000 group room nights leads for our hotel partners.

We will conduct regular sales trips to Raleigh, NC to do personal sales calls on associations meeting planners located in or near Raleigh.

We will attend all AECNC events in FY19 to build relationships with planners and gain group business for Cabarrus County.

Third Party Planners also generate group leads from the Association Market, so we will focus on inviting them to attend any or all familiarization tours planned in FY19.

The marketing spend on print and online advertising with AENC has been increased for FY19.

We have targeted branded ads that will appear in AENC's monthly publication, and the Cabarrus County CVB logo will appear on AENC's website on a regular basis.

GROUP LEISURE MARKET *(Social, Military, Education, Religious, Fraternal & Group Tour)*

This is a very important market for our hotels in Cabarrus County as most of this group business falls over the weekends and is business our hotels need and desire. The social, military, education and fraternal business comes to us direct, via personal phone calls or email. Our goal is to respond to these leads within a 24-hour period. We will also attend two (2) religious tradeshow and two (2) group tour tradeshow in FY19 and collectively our goal is to achieve the 30,000 group room nights for our hotels.

Any advertising spend in this area will be limited to the religious market because our ROI is easily obtained.

LEISURE MARKET *(Individual Leisure Travelers)*

Staying in collaboration with our leisure plan, we will target the same audience to increase awareness of Cabarrus County and drive traffic to visitcabarrus.com.

PRIMARY TARGET

- Adults 25-49
- Families with children
- Interest/affinity for racing/motorsports, Interest in leisure travel

SECONDARY TARGET

- Adults 25-34
- Interest/affinity for racing/motorsports, Interest in leisure travel

Over the next fiscal year, we will attend two consumer trade shows and one adventures trade show to promote Cabarrus County to the leisure consumer. The shows we are attending are being held in proven feeder markets for North Carolina and Cabarrus County. Also, a strong



focus will be put on prospecting third party leisure travel agencies such as AAA to aid in generating individual and group bookings.

SPORTS MARKET *(Traditional Sports, Nontraditional Sports & Car Clubs)*

Currently we have a demand situation with traditional sports such as baseball, soccer, gymnastics, tennis, lacrosse and football, and more fields are needed. We are understanding that two turf fields will be constructed soon to elevate this demand problem. We will work with those who organize these events to generate more teams from out of town to attend tournaments. We will also work with the facility management to utilize county assets to the fullest. When tournament schedules are in place, we will identify dates when we can provide opportunities.

By attending sports related tradeshow (TEAMS and Connect Sports), we will meet with sports organizations who are looking for new venues to host one-off events which can have a positive economic impact on Cabarrus County. Nontraditional Sports such as Quidditch, Flag Football, Corn Hole, Pickle Ball, E-Sports and Disc Golf will also be solicited. These events can use open fields and nontraditional venues and can be booked on the same weekend as a traditional sporting event which can also increase the economic impact to Cabarrus County.

As a motorsports destination, car clubs are automatically attracted to Cabarrus County. To generate more interest, we will solicit nearby clubs and work with similar racing destinations to discover new opportunities. Our goal is to generate 40,000 group room night leads for our hotels out of the sports market. With the opening of the Mustang Owner's Museum and our relationship with Charlotte Motor Speedway and Frank Liske Park, we should easily obtain this goal.



Kim Towery

Leisure Sales & Services Manager



Stephanie Jachym

Destination Services Coordinator

MAINTAINING AND INCREASING CUSTOMER SATISFACTION TO ENCOURAGE REPEAT BUSINESS AND CLIENT REFERRALS

The Cabarrus County CVB Destinations Services Team provides visiting meeting planners with information and resources to ensure a successful meeting, event or tour, which includes but is not limited to:

- Destination Guides
- Local Vendor Referrals
- Mobile Marketing Units
- Pre-Promotional Assistance
- Site Visits Facilitation
- Tours and Activities
- On Line Housing
- Room Night Pick-up Reports
- Restaurant Coupons
- Post Event Satisfaction Survey
- Welcome Bags
- Volunteer Coordination
- Vendor Referrals
- Maps, Directions or Signage
- Marketing Assistance
- Tour and Activities
- Welcome Desks
- VIP Amenities

The primary goal of the Destination Services Team is to understand the planners objectives for a successful meeting in Cabarrus County and help accomplish them.

We can then work with the planner to help increase the attendance at the upcoming meeting. By sending the attendee's a "Save the Date" link, we can help promote the meeting in Cabarrus County.

We can even provide video, photo, or itineraries that highlight the destination to help create excitement for the upcoming trip to Cabarrus County.

The Destination Services team is also tasked with increasing repeat business. We can do this by building solid relationships with the planners and by always having the right amount of energy to create the "Where Racing Lives" experience.

We will continue to offer specialized services to our groups, like on line housing, destination tourism assistance, print advertising and spousal programs.

We will work hard to build an entire team of support that will help meeting planners accomplish their meeting objectives in Cabarrus County.



Gayle Love Lee

*Vice President,
Partnership & Visitor Services*



Amber Levi

Visitor Services Manager



William Green

Visitor Services Coordinator



Sara Bair

Partnership Manager

ENHANCING THE VISITOR EXPERIENCE IN CABARRUS COUNTY, COLLECTING VISITOR DATA FOR FUTURE MARKETING EFFORTS

VISITOR SERVICES

Visitors Services overall goal is to drive visitation to Cabarrus County generating the maximum impact through visitor spending in Cabarrus County. This is done in conjunction with the CVB's Partner programs which help prepare, educate and train our partners ensuring every visit is exceptional.

An overall positive stay encourages visitors to stay longer, come back and spread the word that Cabarrus County is a great destination.

Visitor Services has two primary roles: to enhance the visitor experience in Cabarrus County and to collect visitor data for future marketing efforts

THE VISITOR WHILE IN CABARRUS COUNTY

GOALS

- Increase Visitor Center traffic by 10%
- Increase the number of visitors engaged by 20%

- Continue to draw in local residents to raise awareness of the Visitor Center
- Continue to create an experience through excellent customer service and knowledge of the destination that surpasses expectations and results in extended stays and return visits
- Increase the diversity of participation sending in referral card visits by 10%

STRATEGIES

- Conduct annual meetings with hotel front desk staff to keep them aware of the Visitor Center programs as it relates to the visitor and them
- Engage visitors staying at campgrounds during the races and at large sporting events
- Encourage Cabarrus County businesses to hold off-site meetings at the CVB
- In-depth training to bolster the knowledge of Travel Counselors, Volunteers, Front Desk Staff and other influencers





COLLECTING VISITOR DATA FOR FUTURE MARKETING EFFORTS

GOALS

- Continue to collect critical information at local events for marketing
- Email leisure newsletter to database bi-monthly
- Record data on how Visitor Center traffic and inquiries hear about the Visitor Center
- Track why Concord Airport travelers are coming into Cabarrus County

STRATEGIES

- Keep referral programs fresh, Welcome Center FAM, use new MMU at campgrounds, large sporting events
- Work with Marketing to customize and target messages to the leisure traveler database through the newsletter email blast
- Ensure our Travel Counselors and Volunteers are asking visitors how they found out about us and why they have traveled here for a customized experience

PARTNERSHIP

Partnership provides our stakeholders and partners information, gathered through data and research, to attract visitors and ensure repeat customers. Destination and professional training and exposure is offered through education, networking, site visits, hosting events and our website.

GOALS

- Establish relationship with Amtrak in preparation of growth in Kannapolis
- Re-establish relationship with Allegiant Airlines
- Continue to highlight the CVB Partnership Department as the “go to” for resources and connecting with other partners

- Urge partners to use itineraries that encourage visitors to extend their stay or come back
- Increase attendance for Wake Up Rev Up and Fuse events by 20%
- Increase awareness of the Visitor Center
- Communicate countywide tourism economic impact to non-traditional partners

STRATEGIES

- Revamp the destination training tours highlighting new areas of interest
- Visit and update staff at the nine NC Welcome Centers and Visit NC Call Center
- Host the NC Welcome Center annual meeting creating a familiarization trip
- Meet with partners one-on-one or present at meetings when appropriate to relay the value of using the CVB extranet to help drive visitors to their organizations
- Visit five partners a week to discuss the extranet, networking opportunities, Visitor Center and all the tools offered by the CVB to help drive business to their organizations
- Continue to deliver excellent programming during Wake Up Rev Up events while giving partners an opportunity to gain exposure through hosting an event
- Continue to hold special events during National Travel & Tourism Week
- Continue to hold the Golden Helmet Awards event in recognition of our stakeholders and partners
- Encourage traditional and nontraditional partners to utilize the CVB office meeting space
- Present the economic impact of tourism to local organizations

1ST QUARTER - JULY, AUGUST, SEPTEMBER

TUESDAY, JULY 10

Fuse – Ritchie Hill

FRIDAY, JULY 20 – SATURDAY, JULY 21

Partners In The Park – Frank Liske Park

TUESDAY, AUGUST 14

Wake Up Rev Up: CVB 101 – Hotel Concord



2ND QUARTER - OCTOBER, NOVEMBER, DECEMBER

TUESDAY, OCTOBER 9

Wake Up Rev Up: How to Sell like an Interrogator – Hilton Garden Inn

TUESDAY, NOVEMBER 13

Fall Hospitality Food Truck Rally – Cabarrus County Visitor Center

THURSDAY, DECEMBER 6

Celebrate Cabarrus – The Farm at Brush Arbor



3RD QUARTER - JANUARY, FEBRUARY, MARCH

TUESDAY, FEBRUARY 12

Wake Up Rev Up: Sell Like an Interrogator II – Cabarrus Brewing

TUESDAY, MARCH 12

Fuse – Homewood Suites



4TH QUARTER - APRIL, MAY, JUNE

TUESDAY, APRIL 9

Wake Up Rev Up: Teambuilding – Cedar Grove Retreat

TUESDAY, MAY 7

National Travel & Tourism Week Food Truck Rally – Cabarrus County Visitor Center

TUESDAY, JUNE 11

Fuse – Commoners Brewing Company



JUL 2018

JP – (7/10-13) Destination International Annual Conference – Anaheim, CA

KE – (7/16-18) eSports Travel Summit – Las Vegas NV

GW – (7/21-23) AENC (Association Executives of NC) – Greenville, NC

JP – (7/23-26) Cvent Annual Meeting – Las Vegas, NV

KE – (7/29-8/6) Sales Mission with Visit NC – London (UK)

AUG 2018

KT – (8/6) Local Wedding Show – Cabarrus Arena

KT – (8/16-20) VMA/NCASC/NCMA (Triple Motor Coach Association) – TBA

KE/JP – (8/23-25) Connect Sports – Salt Lake City, UT

KT – (8/24-28) Student Youth Travel Conference (STYA) - Baltimore

SEP 2018

KE – (9/10-13) S.P.O.R.T.S Tradeshow – Winston-Salem, NC

GW/JP – (9/10-11) AENC - Partner Engagement - Raleigh, NC

GW – (9/20) MPI Carolinas Xchange - Charlotte

OCT 2018

KE – (10/1-4) TEAMS Conference (Sports) – Louisville, KY

KT – (10/15-22) Domestic Sales Mission Visit NC - Georgia

JP – (10/16-18) IMEX (Incentive Meeting Exhibition) - Las Vegas, NV

NOV 2018

GW – (11/6-9) Hospitality Network Opportunity Tradeshow – Miami, FL

GW – (11/11-13) SPINCON – St. Petersburg FL

KT – (11/17) – AAA Super Bowl Tradeshow - TBA

KE – (11/26-29) Travel South International (Group Tour) – Nashville, TN

DEC 2018

GW/JP – (12/9-10) Association Executives of NC - Trade Show– Raleigh, NC

JP – (12/11-13) Destination International - Sales Summit – Chicago, IL



JAN 2019

- GW/JP** – (1/12-14) AENC Winter Conference – TBA
- KT** – (1/21) Local Wedding Show - Cabarrus Arena
- KT** – (1/26-28) Travel & Adventure Show - NYC
- KT/KE** – (1/29-30) ABA (American Bus Association) – Louisville, KY
- GW/JP** – (1/30 – 2/2) RCMA (Religious Conference Management Association) – Greensboro, NC

FEB 2019

- JP** – (Dates TBA) Visit NC – Sales Mission (Group Tour) - Toronto, Canada
- KT** – (2/24-27) Travel South Domestic (Group Tour) – Myrtle Beach, SC

MAR 2019

- JP** – (3/1-3) Governor's Conference – Wilmington, NC
- GW** – (3/6-9) CMCA (Christian Meeting & Conventions Association) – TBA
- GW** – (3/12-15) Experient Annual (3rd Party Meeting Planners) – Los Vegas, NV
- GW** – (3/3-7) Conference Direct Annual (3rd Party Meeting Planner) – Atlanta, GA
- KT** – (3/16-17) Travel & Adventure Show – Washington, DC
- GW/JP** – (3/15-17) AENC Spring Conference - NC

APR 2019

TBA

MAY 2019

- GW** – (5/28-31) Helms Briscoe Annual Conference (3rd Party Meeting Planner) – Houston - TX
- KE/JP** – (5/6-9) NASC (National Association of Sports Commission) – Knoxville, TN
- GW** – (5/14-17) MPI (Meeting Planners International) Annual Meeting - TBA

JUN 2019

TBA

JP – John Poole, Sr. VP of Sales & Services
GW – Garrett Wood, Sales Manager (Corporate, Association, Religious)
KE – Katie Eagle, Sales Manager (Sports, Car Clubs, International)

KT – Kim Towery, Leisure Sales & Services Manager (Leisure, Group Tour, Military, Wedding & Family Reunions)
SJ – Stephanie Jachym, Destination Services Coordinator

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