From The CEO

We are continuing to identify new ways to develop our destination product to meet the discerning needs of today’s visitors. One innovative approach is a Tourism Development Fund.

This approach has been a key to the amazing growth and success of the Asheville tourism market. Leaders there tell us that the introduction of their Tourism Product Development Fund in 2001 created a unified approach to leveraging public room occupancy tax dollars with other investment resources for bricks and mortar projects that have led to unprecedented growth in tourism throughout the county (Buncombe).

The CVB will be meeting with its Asheville counterpart this month to discover how this program was created and implemented and how it might be replicated here, throughout Moore County. Stay tuned for more on this powerful new approach to improve Moore County’s tourism product offerings.

Tourism drives over $441 million in annual visitor spending in Moore County.

Safe Travels.

Facebook at www.facebook.com/homeofgolf
Twitter at www.twitter.com/usahomeofgolf
Tourism directly supports 5,450 jobs in Moore County.

Marketing & Community Relations

* The 2017 Official Destination Guide is now available. In addition to the hard copy version, the digital version of the guide can be accessed on the CVB’s new responsive website. There are four videos placed within the digital guide to highlight various aspects of the Home of American Golf®. http://www.nxtbook.com/dx/PHVCDX/PVGCDX171/index.php

* The 2017 Official Destination Guide is getting positive reviews. From K. Franklin, “That is a beautiful publication.” Front desk staff at Pine Needles and Springhill Suites says the guide is visually appealing and useful. What’s your opinion? cberggren@homeofgolf.com

* The next CVB Connect will be held in early spring. This event is designed to provide a casual networking platform for tourism-related businesses. New businesses and attractions are encouraged to attend to share your information. If you are interested in providing the host site for this, or future CVB Connects, please contact Lisa Long who is the coordinator for this quarter. llong@homeofgolf.com

* The busy spring golf season is almost here. The CVB maintains the latest spring golf specials on its website. Find a golf package deal at http://www.homeofgolf.com/packages-deals

On the Move in Local Tourism...

Welcome and congratulations to those who have recently been promoted, hired, or become involved with local tourism positions or businesses.

* Paul Sabiston, new Aberdeen Town Manager
* David Lambert, new Robbins Town Manager
* Anna Wilson, new GM at the Microtel
* Diane McKay, volunteer at the CVB
* Peggy Luckman, volunteer at the CVB

* The annual marketing co-op program is being developed and will be incorporating new features and offerings for our loyal partners, and is designed to attract new partners as well. Keeping the tried and true interest-generating media services, the media buy will also expand services into more interactive, digital communication outlets for golfers, leisure travelers, and meeting planners. The launch of the ’17-’18 program will take place in early April. More to come...

* The CVB hosted a, ”Hoofbeats of History”, event in January for local residents and potential volunteers. Kirk Tours provided the transportation for the three-hour tour. Stops included the Pinehurst Fair Barn, the Pinehurst Harness Track, Moore County Hounds hunt trophy room at Weymouth Center, and Tanglewood Farm located across from the Walthour Moss Foundation. These informational tours are conducted quarterly for recruiting CVB community ambassadors. The ambassadors provide services and assistance to visitors

* Community Ambassador volunteers are busy assembling welcome bags for large visiting groups to the area. Visit the website homeofgolf.com to learn more about free event planning services offered by the CVB.
Did You Know? April 2017 is North Carolina’s fifth annual beer month. If you have an event that features local and NC craft beer any time during April, let us know so we can spread the word to hop heads far and wide.

New Wedding Venues:

- Longleaf Lodge, 131 Little Road, Hoffman, NC
  longleaflodge.com/
- Fields Farm, 1855 N. May Street, Southern Pines, NC
  facebook.com/twinfieldsfarm/

Little River Golf Resort – Meeting facilities and restaurant/bar is open for business. Little River Golf & Resort is perfectly suited for memorable corporate and association meetings, board retreats, weddings and events. Meeting space is completely wireless and is designed to meet all the needs of the planner. The 3,675 square foot Buckingham Ballroom has state of the art air walls so it can be separated into 3 individual breakout rooms. And, the restaurant and bar have been renovated.

The Vault and J. McLaughlin are two new guy- and golf-friendly retailers aiming to fill that niche. With openings planned for late spring, the stores will share side-by-side spaces at 132 NW Broad St. The building is located in the Southern Pines Historic District, and approved plans for the new stores include extensive cosmetic changes and safety improvements to meet modern building codes.

Seasonal Best Bet Events

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<th>February</th>
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<tr>
<td>Heart 'n Soul of Jazz Concert</td>
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<td>Weymouth Chamber Music Series</td>
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<td>Roosters Wife Concerts</td>
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<td>18th Annual Mid Pines Men’s Invitational</td>
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<td>From Broadway with Love</td>
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<th>March</th>
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<tr>
<td>Glassfest</td>
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<td>Photography Stroll</td>
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<td>Southern Pines Horse Trials</td>
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<tr>
<td>Chamber Music</td>
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<td>Agatha Christie “And then there were None”</td>
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<th>April</th>
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<tr>
<td>NC Symphony</td>
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<td>Matinee Races at the Harness Track</td>
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What’s New & Improved in the Area

Groups & Conference Schedule

- NC Neurological Society – February
- Fox - Burke Wedding – March
- NC Airport Association – March
- Old Dominion Packard Club – April
- NC Defense Business Association Expo and Conference — April
- Association Executives of NC – Monthly Meetings & Board of Directors Meetings
Circle the date, add it to your Google calendar, and text your friends... the Fifth Annual Pinehurst Concours d’Elegance will be held Saturday, May 6, 2017, with some of the most historic and rare automobiles staged on the fairways of the iconic Pinehurst golf resort.

Upcoming Activities & Events

* The spring brings such a variety of activities and options to the Sandhills, the best place to find up-to-date information is the CVB events calendar. Search by date or distance and plan your activities from there. The listings include website and ticket information when available.

* During February, March, and early April, it may still be too chilly for outdoor activities, but fear not, the Rooster’s Wife live concerts on Sunday night in Aberdeen are not to be missed. In addition, the Weymouth Chamber Music Series begins, and Chamber Music Concerts scheduled through the Moore County Arts Council will keep you busy until outdoor music events return in April.

* Equestrian enthusiasts, mark your calendars for the Southern Pines Horse Trials and the Pinehurst Matinee race — April 9.

* And beyond these events whether spectating or participating, enjoy the fine and casual dining options throughout the county. From comfort food to gourmet creations, craft beer and local wine, we’ve got you covered.

* Stop by the CVB to pick up the 2017 Essentials guide to dining, events, and golf. Try something new each month, there are plenty of options.

Tourism Meetings & Trade Shows

* Association Executives of NC annual tradeshow in Raleigh. VP of Sales met with meeting and event planners from state, regional associations, and corporate.

* Association Executives of NC – Monthly Meetings & Board of Directors Meetings

* Meeting Professionals International – Carolinas Chapter Meetings

* CVB - VP of Sales invited to speak on panel at the March MPI – Carolina Chapter meeting in Myrtle Beach on “Creating a Culture of Success” and “Building a Successful Team

* Dixie Softball Committee – Planning Meetings

* NCTIA and EDPNC board meetings attended by CVB CEO.

* Consumer Golf Shows are in full swing. The CVB is represented by Cross Roads Marketing. Leads are distributed to co-op marketing partners from the following consumer golf shows:
  - Cincinnati
  - Nashville
  - Columbus
  - Philadelphia
  - D.C.
  - Cleveland
  - Chicago
  - Detroit
Meeting Planners: Who Ya Gonna Call?

These comments are excerpts from a recent DMAI blog interview with Gary Sherwin, President and CEO of Visit Newport Beach, Inc. and the current Board Chair of DMAI. Noting, the mission of the Destination Marketing Association International (DMAI) is simple: Help meeting planners better understand the true value found in working with CVB partners and make sure planners fully understand how to leverage this relationship to its fullest potential.

While there is a plethora of resources available to planners supporting the skills and resources necessary to execute a successful meeting, few of them combine destination knowledge, local expertise, and the connections necessary to leverage in-market relationships. And none of them, other than the services of your destination experts of the official marketing arm of their destinations (DMOs or CVBs) are FREE to you. Free because their services are funded by hotel occupancy tax revenue and those vested in growing tourism in the destination.

Everyone wants to know what the locals know, right? CVBs are your feet on the ground and your eyes and ears in the city. The CVB will introduce you to the hotels and venues that best meet your needs and budget, including those that can fulfill even the most obscure program need. A CVB can guide you to some obvious and not so obvious choices.

And it’s also important to remember, that not all meetings are created equal or viewed equally by hotels and venues. Let the CVB educate you on the value of a particular program in their community and make sure you don’t miss the opportunity to get the best deal possible. You will receive expert advice on your best options. A CVB staff is fully educated on all aspects of our destination, so you don’t have to be.

Your destination expert can help you identify deep resources of intellectual capital in their respective communities. There may be similar business clusters to draw intelligence from, speakers to enhance your program, or locals to support your efforts and promotion. Let us connect you to those who are unique and indigenous to our destination that will enhance your program.

So, who ya gonna call in Moore County?  Beverly Stewart, V.P. of Sales, 910-692-3330.
The Convention & Visitors Bureau (CVB) is Moore County’s economic development agency responsible for travel and tourism promotion, product development, and visitor services. The CVB will devise strategies to enhance the County’s tourism brand value and product to accommodate the next generation of visitors, thereby stimulating the local economy and enhancing the quality of life for residents and visitors alike.

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www.facebook.com/homeofgolf
www.twitter.com/usahomeofgolf

2015 Tourism Impact Facts for Moore County

Visitor Spending $441.84 million
Payroll $101.04 million
Employment 5,450
State and Local Tax Receipts $35.69 million*

*Source: U.S. Travel Association for VisitNC using the Travel Economic Impact Model (TEIM)