

**MINUTES OF THE
SANFORD TOURISM DEVELOPMENT AUTHORITY
SANFORD, NORTH CAROLINA**

Members of the Sanford Tourism Development Authority (“TDA”) met at West End Conference Room Tuesday, April 26, 2022, at 9:00 AM.

Present

Kevin Brown, Chair
John Lipscomb
David Foster
Emalee McCracken
Tim Emmert
Ed Strickland
Tina Gross

Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director

Absent

PJ Patel, Vice Chair

Kevin Brown called the meeting to order at 9:07 AM.

PUBLIC COMMENT

No public comments were made.

APPROVAL OF AGENDA (Exhibit A)

Ed Strickland made a motion to approve the agenda as amended. Seconded by Tim Emmert, the motion carried unanimously.

APPROVAL OF CONSENT AGENDA (Exhibit B)

David Foster made the motion to approve the agenda as presented. Ed Strickland seconded the motion, and the motion carried unanimously.

REGULAR AGENDA

A. Summary of Financial Statement (Exhibits C-D)

Beth Kelly reported the TDA summary of revenues as of April 19, 2022. Income received in April was \$19,306.37. The adjusted cash balance ending April 19, 2022, is \$291,563.20.

David Foster made a motion to accept the financial reports as presented, seconded by John Lipscomb, the motion carried unanimously.

B. Consider Request for Grant Funding for 2022 Wedding Showcase – Central Carolina Wedding Association

Tina Gross made a motion to approve the Grant Funding in the amount of \$6,200.00 for the 2022 Wedding Showcase as presented by Jamie Wright and Wendy Bryan, seconded by Emalee McCracken, the motion carried unanimously.

C. Executive Director Report

Executive Director Wendy Bryan reported on the following initiatives and updates:

- Campaigns Overview
 - Social Media Advertising
 - Ad and page visits have seen a dramatic increase
 - Incorporating more videos has increased engagement
 - Active ads feature Strawberry Jammin', and ads for the Downtown Alive concert series, the monthly calendar ad, and Broadway Our Way.
 - Top performing ad
 - Broadway Our Way Campaign
 - Organic campaign on Town of Broadway site
 - Paid social media
 - Paid ad on Triangle on the Cheap
 - April Rant ad
 - April Our State ad (events)
 - Listing on NC Festivals
 - Listing on Visit NC
 - Broadway Our Way Results
 - 25,480 reached through paid social media
 - 56,834 organic reach
 - 4,000 estimated attendance
 - 10% traveled more than 25 miles (3% 25-50; 7% more than 50)
 - Visitors from 9 states
 - 38 counties and townships
- Publications and Advertising
 - April ad focused on events
 - NCIAAI will hold its annual conference at the Dennis A. Wicker Civic Center May 2-6. The TDA created:
 - Dining and event recommendations for the conference app
 - Dining and event recommendations will be handed out in the goodie bags along with 200 Visit Sanford Pens, Note Pads, and Koozies
 - March 30 Newsletter
 - 488 Deliveries
 - 47% Click Rate
 - Instagram Wars
 - Set to run May 20th
 - National Strawberry Day
 - Featuring businesses that participated in Strawberry Jammin' and farms
 - Depot Committee Meeting Update
 - Met April 21st
 - New plan sketch shared for feedback
 - Estimated time frame 3 years, beginning June 1

- Next meeting is with Design Committee on May 3rd
- The Depot plans were shared
- Events and Announcements
 - Announcements
 - Tonight, is Roots and Branches at the Temple Theatre
 - April 29: One Community, One Depot event
 - May 6-7: Strawberry Jammin'
 - May 13-15: Wampus Cat
 - May 20: Last Downtown Alive! Spring Concert
 - June 4: Car Show Downtown

D. Marketing Report

Jan Johnson with Avenir Bold reported on the following initiatives and updates virtually:

- The new Visitor's Guide was presented and is scheduled to be ready this spring.
- The VisitSanfordNC.com Website was updated
- Spring Blogs
 - Spring Forward with Exciting Events in Sanford, NC
 - Visit Sanford – One of the Best Places to Swing a Club
 - 9 Way to Plan the Perfect Wedding in Sanford, NC
 - Coming Soon
 - Downtown Foodie Picks Blog
- Strawberry Jammin' was featured in the Visit NC Featured Event Listing
- The Dennis A. Wicker Civic & Conference Center and Visit Sanford were featured in the AENC April E – Newsletter
- DAWCC Paid Search Campaign Metrics
 - DAWCC search has delivered close to 18,000 impressions and has generated 819 clicks with a CTR of 4.58%.
 - Currently, this campaign has a top impression rate of 75.63% – meaning roughly 76% of impressions served to the user was above the organic search results.
 - The keyword “convention center” has the highest click count – 386 clicks. This is followed by the keyword “conference center” with 210 clicks and “meeting space” with 49 clicks.
- DAWCC Paid Social Campaign Metrics
 - Facebook generated 732,265 impressions and 11,258 total clicks. CTR was 1.54% and CPC was \$0.50!
 - Users averaged 1 minute and 58 seconds on page.
 - Bounce rate was 92.90%
 - Average page depth of 1.05 pages.
 - The campaign had a final reach of 161,833 people and a frequency of 4.52 times a person.
- Top Performing Website Landing Pages This Past Month were events, Things to Do, Strawberry Jammin' and outdoor sports.
- The April Facebook Activity Snapshot for March 28 – April 24 showed audience gains in every category with overall engagement increasing 256 percent.
- The Dennis A. Wicker Civic & Conference Center Website is now Live.
- Garden & Gun will feature a Sanford digital campaign March 1 – April 30, 2022, focused on general outdoor.

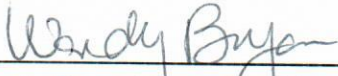
ADJOURNMENT

David Foster made a motion to adjourn the meeting, seconded by John Lipscomb, the motion carried unanimously. The meeting ended at 10:51 AM.

ALL EXHIBITS CONTAINED HEREIN ARE HEREBY INCORPORATED BY REFERENCE AND MADE A PART OF THESE MINUTES.



Kevin Brown, TDA Chair



Wendy Bryan, Executive Director for Sanford TDA