

CTDA 2016-2017 Report:

300 East Main Parking Deck - \$45,000

- Maximum allowable amount that can go toward infrastructure based on our budget
- This could be increased in 2017-2018

Carrboro Festivals and Events \$35,200

- Carrboro Film Festival - \$9,200
- Poetry Festival - \$2,000
- Carrboro Music Festival - \$11,000
- Freight Train Blues - \$13,000

Quotes from Carrboro Festivals and Events: \$22,850

- Elf Fair \$2600
- 10x10 \$5000
- Terra Vita \$4000
- Tomato Day \$2000
- Shimmer at \$1500
- Florafitti at \$750
- NATJA \$5000

*"As for marketing and promotion, the CTDA's sponsorship is invaluable in making sure as many people know about this wonderful event (**Carrboro Film Festival**), now in its 11th year. Having CTDA funding greatly expands our outreach efforts."*

*"This spring, the program "**Freight Train Blues**" enhanced tourism in Carrboro by providing free, live, culturally significant musical events, drawing visitors from throughout the Triangle in addition to local citizens. These musical events drew an average crowd of 250 people per evening, and audience feedback was incredible positive."*

*"Thanks to the CDTA funds that allowed us to cover and expand publicity and marketing efforts, we used funds from the Town of Carrboro to bring in a featured out-of-state poet. Reginald Dwayne Betts traveled to Carrboro from New Haven, Connecticut, to read as part of the 2015 festival; his book *Bastards of the Reagan Era* was released just before the festival and got a glowing write-up in the New York Times Book Review". (**Carrboro Poetry Festival**)*

*"The additional funding enhanced the ability to bring more notice to the events, which in turn brings both more people to the event and more attention to "what goes on" in this area. The increase in funding also allowed us to utilize larger media resources in the area, region, and state which positively affected our ability to promote the event." (**Carrboro Music Festival**)*

Community Event and Projects:

Advertising and Marketing:

- \$25,000 Budget managed by the Splinter Group
- Indy Beer Guide
- Indy Eats
- Indy Finder
- Carolina Performing Arts
- Chapel Hill Magazine Relocation Visitor Guide
- Durham Magazine Relocation Visitor Guide
- Chamber Relocation Visitor Guides/Map
- Hotel guides located in Hampton, Carolina Inn and Siena
- New photography

Possible Priorities for 2017-2018

- Funding for wayfinding
- Increased funding for parking deck
- New advertising strategies
 - Content creation
 - Videos
 - Feature stories
 - photography
 - Digital media promotion