

Carrboro Tourism Development Authority

2017-2018 Report



Section 8A-4. Distribution and Use of Tax Revenues.

- The town shall, on a quarterly basis, remit the net proceeds of the occupancy tax to the Carrboro Tourism Development Authority (CTDA). The CTDA shall use at least two-thirds of the funds remitted to it under this section to promote travel and tourism in Carrboro and shall use the remainder for tourism-related expenditures.
- **Promote travel and tourism.** To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area. The term includes administrative expenses incurred in engaging in these activities.
- **Tourism-related expenditures.** Expenditures that, in the judgment of the CTDA, are designed to increase the use of lodging facilities, meeting facilities, and convention facilities in the town by attracting tourists or business travelers to the town. The term includes tourism-related capital expenditures.

300 East Main Parking Deck - \$45,000



Carrboro Festivals and Events - \$35,700

- Carrboro Film Festival
- Poetry Festival
- Carrboro Music Festival
- Freight Train Blues



Community Events - \$18,660

- Elf Market \$1,660
- Concert Series(ArtsCenter) \$ 5,000
- Terra Vita \$3,500
- Shimmer at \$1,500 (cancelled)
- Florafitti at \$500
- Not So Normal Run \$3,500
- Cardinal Beer Festival \$4,500



Wayfinding



VHB - \$20,000 Sign Inventory
AXIA - \$52,000 Developing a
Wayfinding program

Hampton Inn and Suites

	Orange County 2017	Carrboro Hampton Inn
Occupancy	67.8%	76.36%
Average Daily Rate	\$122.14	\$144.06

“The Triangle was our #1 feeder last year with almost 4000 room nights, followed by Charlotte, Washington, D.C., Atlanta and then the Triad.”

New hotel!

Possible Priorities for 2017-2018

- New advertising strategies
 - Content creation
 - Videos
 - Feature stories
 - photography
 - Digital media promotion
 - Webpage (currently budgeted)
 - Update Bus Wrap – Bus Advertising
 - Updating Historic Walking Tour
 - <https://nc-carrboro2.civicplus.com/DocumentCenter/View/845>

