

Carrboro Tourism Development Authority

2018-2019 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 - \$32,200

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



Community Events - \$18,500

- ArtsCenter Concert Series \$ 6,500
- Terra Vita Food and Wine \$4,000
- Latino Festival \$5000
- Florafitti at \$500
- Bazaar Craft Market \$2500



Wayfinding

Reimbursed Town
\$53,000 for Wayfinding
Design and Construction
Details



Hampton Inn and Suites

	Orange County 2017	Orange County 2018	Carrboro Hampton 2017	Carrboro Hampton 2018
Occupancy	68.2%	66%	76.36%	72.28%
Average Daily Rate	\$122.14	\$126.14	\$144.06	\$143.50

“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 construction delayed until further notice

Current Priorities

- Advertising strategies
 - Content creation
 - Videos
 - Feature stories
 - Photography
 - Regular social media post
 - Webpage
 - New Banners in the Downtown
 - Update Bus Wrap – Bus Advertising
 - Updating Historic Walking Tour
 - <https://nc-carrboro2.civicplus.com/DocumentCenter/View/845>



Visitors Webpage

- [Visit Hillsborough](#)

Recommended Funding for 2019-20

- Fully funding Town Signature Events \$91,900
- Continued support of the parking lease with East Main Sq. \$45,000
- Continued support for Community Events \$19,000
- Digital media advertising presence with new website, professional social media post, updating It's Carrboro Video! \$25,000
- Wayfinding Signage Implementation \$50,000