

What: Briefing from the Carrboro Tourism Development Authority (CTDA) on the soon-to-be launched "Visit Carrboro," which includes a suite of new assets (website, photography, videos, and social media) designed to promote travel and tourism in the Town of Carrboro.

When: This briefing for Carrboro Town Council on Tuesday, October 27, 2020 will provide a courtesy early view of the new digital assets and a discussion on the strategy behind the design. The Visit Carrboro launch event is scheduled for Thursday, November 5, 2020 from 12-1pm and is open to the public. Please register here: <https://business.carolinachamber.org/events/details/launching-visitcarrboro-com-8215?calendarMonth=2020-11-01>

About the Carrboro Tourism Development Authority: The Carrboro Tourism Development Authority (CTDA) is a public authority enabled through state legislation in 2001 and established by the Carrboro Town Council (formerly Aldermen) in 2012 to promote travel and tourism in the Town of Carrboro. The travel and tourism-related expenditures of the CTDA are funded through the proceeds of a 3% Occupancy Tax (aka hotel room occupancy tax). The CTDA members are volunteer leaders from the Carrboro hospitality industry who are appointed to term-limited spots on the board by the Carrboro Town Council.

About the CTDA Members: Donald Strickland is the Chair of the CTDA and the Area General Manager for the [Atma Hotel Group](#), which owns and operates the [Hampton Inn & Suites](#) in downtown Carrboro. Dan Mayer is a member of the CTDA and the Executive Director of [The ArtsCenter](#), which is a 501(c)(3) Arts Education non-profit located in downtown Carrboro.

About Visit Carrboro: "Visit Carrboro" is an initiative of the CTDA designed to convey the Carrboro "feel free" spirit while targeting tourists and increasing (safe) local shopping, dining, and lodging revenues. All creative elements were designed and coordinated by local organizations: Project management by the Carrboro Business Alliance with strong collaboration with the Town of Carrboro, site design by Carrboro Creative, photography by David Jessee Photography, videos by I-40 Films, original logo design by The Splinter Group, and merchandise coordinated by The Merch.

Staff contact: For questions, contact the Town of Carrboro Economic Development Director, Jon Hartman-Brown, at jhartman-brown@townofcarrboro.org, 919-918-7319 (office), or 919-391-7846 (mobile).