

BOARD OF ALDERMEN

ITEM NO. D(1)

AGENDA ITEM ABSTRACT

MEETING DATE: June 19, 2012

TITLE: Presentation of the Chapel Hill-Orange County Visitors Bureau's New Branding and Marketing Campaign for Chapel Hill, Carrboro, Hillsborough

DEPARTMENT: Economic and Community Development	PUBLIC HEARING: YES or <u>NO</u>
ATTACHMENTS: A. May 2012 Visitor's Bureau Development Report B. Logo and Landing Page	FOR INFORMATION CONTACT: Annette Stone, AICP Director of Economic and Community Development 919-918-7319

PURPOSE:

The purpose of this agenda item is to introduce the Board to the new ad and marketing campaign for the Chapel Hill-Orange County Visitors Bureau (CHOCVB) will be launching on June 19th.

INFORMATION:

The CHOCVB has been for the past 8-10 months engaging in a new branding and marketing exercise, beginning with the selection of a new ad agency, Clean Design. Together with the CHOCVB Board of Directors, Clean Design has created a new "brand" for the community. Laurie Paolicelli will be discussing the process behind the project and introducing the new logo and creative work.

As additional background information about the Visitor's Bureau see the following from their website.

The mission of the Chapel Hill/Orange County Visitors Bureau is to develop and coordinate visitor services in Orange County and to implement marketing programs that will enhance the economic activity and quality of life in the community.

The purposes for which the Chapel Hill/Orange County Visitors Bureau was formed are:

- To position Orange County as a desirable meeting or vacation destination to select visitor markets, with careful consideration of the needs and assets of the communities that comprise Orange County.
- To work in cooperation with community organizations to achieve an effective, coordinated and comprehensive marketing program with high-quality collateral materials, programs and services.
- To serve as a countywide leader in developing strategies for consistently providing quality visitor services to the travelers who visit Orange County.
- To encourage longer stays, increased spending and repeat visits of travelers to Orange County.

- To examine the range of visitor services available, to identify unmet needs and to encourage private businesses to meet those needs, as appropriate.
- To operate in a manner that contributes to the economic development and quality of life that comprise Orange County.

Vision Statement

The Chapel Hill/Orange County Visitors Bureau will serve as a leader in tourism economic development through creative marketing, as well as active community and product development support.

Funding

No property taxes are used to fund the Visitors Bureau.

The Visitors Bureau is funded by occupancy taxes collected from guests of county accommodations. Orange County collects a 3% occupancy tax (effective July 1, 2008) from all guests, which the Board of Commissioners has dedicated to the operation of the Visitors Bureau. The Town of Chapel Hill levies an occupancy tax of 6% (which includes the county's 3%) and allocates a portion of these receipts to the operations of the Visitors Bureau.

The bureau's budget (2011-2012) is \$1,078,005

FISCAL IMPACT

None

RECOMMENDATION

N/A