



## **GRCVB Fact Sheet**

### ***About the Greater Raleigh Convention & Visitors Bureau***

#### **Our Overall Mission**

- Non-profit organization representing Raleigh and Wake County in the solicitation and servicing of convention business, leisure travelers and all types of visitors.
- Brings together the interests of city and county government, trade and civic associations, and travel suppliers to build visitor traffic to the area.
- Acts as a liaison between potential visitors and the businesses that host them.

#### **Formation of the Bureau**

- Formed January 1992 by the Wake County Board of Commissioners and the Raleigh City Council, following legislation passed by the 1991 General Assembly.
- Formerly the Raleigh Convention and Visitors Bureau, September 1986-January 1992; originally a department of the Greater Raleigh Chamber of Commerce.
- Governed by a 12-member Board of Directors.
- Funded by approximately 20 percent share of the 6 percent Wake County Hotel Occupancy Tax and 5% share of the 1 percent Prepared Food and Beverage Tax.
- \$3.5 million budget
- 25 full-time and 1 part-time staff members
- Located in One Bank of America Plaza, 421 Fayetteville Street, Suite 1505, Raleigh, NC 27601-2995  
Local: 919.834.5900  
Toll-free: 800.849.8499  
Web site: [www.visitraleigh.com](http://www.visitraleigh.com)  
E-mail: [visit@visitraleigh.com](mailto:visit@visitraleigh.com)

#### **How We Are Structured**

##### **Sales Department**

- Solicit conventions and meetings for the Greater Raleigh area.
- Promote Raleigh and Wake County for group business to enhance the economic growth and development of the area.
- Coordinate sales efforts with hotels and meeting facilities.

- Develop and implement business plan based on market demands in specific segments.
- Conduct sales trips to feeder cities and participate in industry trade shows.
- Provide qualified sales leads to hotels.
- Conduct site inspections for meeting planners of meeting facilities and attractions.
- Pursue group tour market on a regional and national level.
- Respond to visitor information requests from meeting planners, tour companies and travel agencies.
- Work with the N.C. Division of Tourism, Film and Sports Development to promote the Raleigh area internationally.
- Represent the Raleigh area at trade and travel shows and sales missions.

##### **Marketing Department**

- Develop and manage the promotion of Raleigh/Wake County to leisure visitors.
- Develop promotional tactics for increasing occupancy and off-season business at Wake County hotels.
- Develop strategic partnerships with industry partners, such as airlines, Amtrak, rental car agencies and private-sector companies on packaging and creating awareness of Greater Raleigh as a leisure market.
- Work closely with local, state and regional organizations to develop visitor business to Greater Raleigh.
- Work closely with convention and sports sales to develop marketing programs for their departments.
- Coordinate National Tourism Day event.
- Produce marketing and information materials to promote Greater Raleigh.
- Act as Bureau outreach to outlying communities, enhancing strategic alliances and creating programs/promotions to benefit all of Wake County.

- Develop potential partnerships with corporations, organizations and associations that will increase awareness and revenues for Wake County.
- Direct sales, development, pricing, negotiation, coordination and partnership relations for all fully-integrated GRCVB programs and special projects where applicable.
- Manage advertising and creative agencies and coordinate local, state, regional and national ad campaigns.
- Implement aggressive online marketing program.

### **Sports Marketing Department**

- Promote Raleigh and Wake County for sports championships, events and sports-related activities.
- Develop and implement business plan.
- Provide qualified leads to hotels.
- Coordinate sales efforts with hotels and sports facilities.
- Work closely with other Raleigh/Wake County and state organizations that pursue sports business.
- Represent the Greater Raleigh area at national conferences and trade shows.

### **Convention Services Department**

- Encourage repeat business and pre- and post-convention activity.
- Offer a housing bureau service for a fee to groups using three or more hotels.
- Provide registration staff assistance at minimal cost.
- Provide complimentary brochures and overall convention consultation.
- Provide volunteers to staff information booth for groups of 350 or more to answer questions about the area.
- Assist in planning tours for convention delegates.
- Assist in planning special events at unique sites.
- Help promote excellent service in the local hospitality industry.
- Go-between for the planner and local providers.
- Provide pre-convention promotional information to encourage increased convention attendance.
- Provide assistance to conventions in obtaining local publicity.

### **Communications Department**

- Develop public relations and community awareness programs.
- Assist local, state and national media.
- Continually maintain, update and promote GRCVB web site.
- Write all content for collateral and website.
- Work with travel writers to encourage placement of stories about Greater Raleigh in regional and national publications.
- Manage e-mail mailing list and create and send monthly e-newsletter to list.

### **Staff**

Denny Edwards, *President and CEO*  
 Loren Gold, *Executive Vice President*  
 Scott Dupree, *Vice President for Sports Marketing*  
 Vimal Vyas, *Director, Information Technology*  
 Ryan Smith, *Director, Communications*  
 Jonathan Freeze, *Director, Marketing*  
 Julie Brakenbury, *Director, Convention Services*  
 Linda Bonine, *Director, Operations*  
 Paula McChristian, *Accountant/Project Coordinator*  
 Jana Rae Oliver, *Director of Sales*  
 Malinda Pettaway, *Associate Director of Sales*  
 Stephen Jackson, *National Sales Manager*  
 Loretta Yingling, *National Sales Manager*  
 Kumi Anzalone, *National Sales Manager*  
 Nicole Robinson, *Sales Coordinator*  
 Tori Collins, *Assistant Director, Sports Marketing*  
 Jason Philbeck, *Sports Marketing Manager*  
 Theresa Tyler, *Sports Services Manager*  
 Tammy Jeffries, *Convention Services Manager*  
 Gray Henderson, *Convention Services Coordinator*  
 Karen DeSollar, *Design Manager*  
 Nolan Garner, *Tourism Destination Manager*  
 Graham Rountree, *Internet Marketing Coordinator*  
 Michael Robson, *Destination Database Coordinator*  
 Reggi Powell, *Visitor Center Manager*  
 Ainsley Powell/Caitlin Powell, *Part-time Visitor Information Specialist*

### **What Visitor Business Means to Wake County**

- In 2009, visitors spent \$1.422 billion in Wake County... that's more than \$3.90 million every single day.
- The hospitality industry generated \$113.73 million in state and local tax revenue in Wake County in 2009.
- In 2009, each household in Wake County saved \$365.40 in state and local taxes due to visitor spending.
- More than 18,450 Wake County jobs are directly related to the visitor industry.

**(Note:** the above figures will be updated for 2010 following the release of the information mid summer 2011.)5/11