



PUBLIC INFORMATION

ITEM NO. 3

DATE OF MEETING: July 11, 2011

REQUESTED BY: Ms. Monique Baker, Pender County Tourism Development Authority

SHORT TITLE: Presentation of New Pender County Tourism Commercials

BACKGROUND: Ms. Baker will present a 30 second and 2 minute tourism commercial that has been developed over the past year by the Tourism Development Authority. The commercials will initially air on *Wilmington Tourist TV*, *Topsail TV*, *Wilmington Weekend*, and as a PSA dependent upon the availability of air time. Pending funding, the Authority would eventually like to air the 30 second spot on stations that are in target market areas such as Raleigh and Jacksonville. The commercials will also be included in packets to travel writers and tour operators.