



REQUEST FOR BOARD ACTION

ITEM NO. 10

DATE OF MEETING: August 24, 2015

REQUESTED BY: Tammy Proctor, Tourism Director

SHORT TITLE: Approval of a Purchase Order to Journal Communications for a One-Half Page Advertisement in the North Carolina Travel Guide for \$7,340.

BACKGROUND: The North Carolina Travel Guide, a national award-winning publication, is distributed by the state tourism office to Welcome Centers and thousands of inquiries each year.

SPECIFIC ACTION REQUESTED: To consider approving a purchase order to Journal Communications for the design and placement of the Pender County advertisement in the North Carolina Travel Guide.

The total cost of the NC Travel Guide advertisement is \$18,665. Three local businesses/attractions “co-op” with us on the advertisement and each pay \$3,775. Through “co-op” we receive an affordable and highly visible presence in the North Carolina Travel Guide.

Tourism funds have been budgeted in account 670-407000.