

| RetireNC.com 2016 Website Analytics | January | February | March | TOTAL |
|---------------------------------------|----------------------|----------------------|----------------------|----------------------|
| Visitation | | | | |
| 2016 Sessions (total visits) | 1,094 | 1,105 | 944 | 3,143 |
| 2015 Sessions | 913 | 815 | 923 | 2,651 |
| % change YOY | 19.82% | 35.58% | 2.28% | 18.56% |
| 2016 Users (unique visits) | 955 | 943 | 815 | 2,657 |
| 2015 Users | 798 | 719 | 825 | 2,293 |
| % change YOY | 19.67% | 31.15% | -1.21% | 15.87% |
| New vs. Returning Users | | | | |
| New | 82.4% | 81.6% | 82.8% | 82.2% |
| Returning | 17.6% | 18.4% | 17.2% | 17.8% |
| Device Type | | | | |
| Desktop | 62.89% | 65.25% | 65.04% | 64.37% |
| Tablet | 22.03% | 20.54% | 21.19% | 21.25% |
| Mobile | 15.08% | 14.21% | 13.77% | 14.38% |
| Top 5 States Sending Traffic | | | | |
| | North Carolina (245) | North Carolina (227) | North Carolina (227) | North Carolina (699) |
| | New York (95) | New York (99) | New York (73) | New York (267) |
| | New Jersey (77) | New Jersey (76) | New Jersey (69) | New Jersey (222) |
| | Florida (59) | Virginia (76) | Maryland (48) | Virginia (165) |
| | Virginia (49) | Connecticut (51) | Florida (42) | Florida (148) |
| Engagement Metrics | | | | |
| Total Page Views | 2,141 | 2,067 | 1,852 | 6,060 |
| Average Number of Pages / Visit | 1.96 | 1.87 | 1.96 | 1.93 |
| Average Time on Site | 2:28 | 2:39 | 2:26 | 2:32 |
| Sitewide Bounce Rate | 42.14% | 40.00% | 39.72% | 40.66% |
| Traffic Sources | | | | |
| Referral Site Visits | 524 | 646 | 481 | 1,651 |
| Organic Search Visits | 283 | 265 | 273 | 821 |

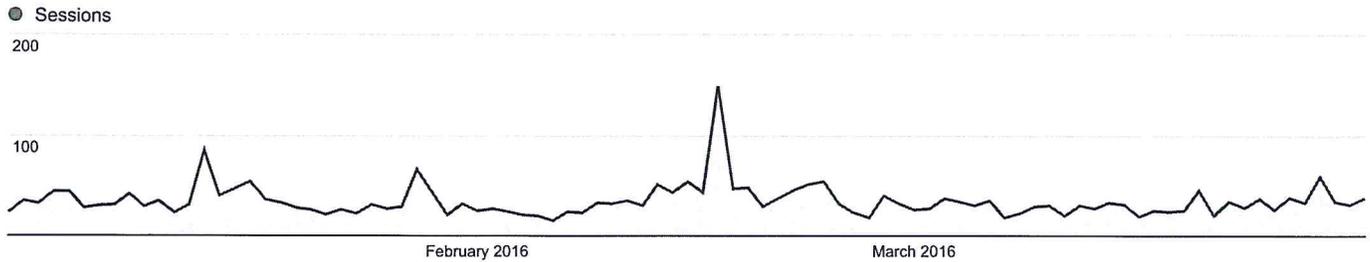
| | | | | |
|------------------------------|-----------------------------|-----------------------------|-----------------------------|-------------------------------|
| Direct Visits | 253 | 157 | 142 | 552 |
| Paid Search Visits | 23 | 21 | 26 | 70 |
| Email Visits | 11 | 11 | 22 | 44 |
| Social Media Visits | 0 | 5 | 1 | 6 |
| Top 5 Referring Sites | | | | |
| | VisitNC.com (176) | TopRetirements.com (280) | VisitNC.com (173) | VisitNC.com (525) |
| | Ideal-Living.com (127) | VisitNC.com (176) | TopRetirements.com (122) | TopRetirements.com (493) |
| | TopRetirements.com (91) | VisitEdenton.com (58) | VisitEdenton.com (43) | Ideal-Living.com (203) |
| | VisitEdenton.com (46) | Ideal-Living.com (44) | Ideal-Living.com (32) | VisitEdenton.com (147) |
| | NCCommerce.com (12) | AsheboroNC.gov (12) | Cl.Asheboro.NC.US (18) | NCCommerce.com (36) |
| Top 5 Pages | | | | |
| | Homepage (759) | Homepage (553) | Homepage (585) | Homepage (1,897) |
| | Certified Communities (429) | Certified Communities (547) | Certified Communities (368) | Certified Communities (1,344) |
| | Mountains (176) | Mountains (164) | Mountains (179) | Mountains (519) |
| | Living Here (147) | Living Here (147) | Living Here (156) | Living Here (450) |
| | Coast (111) | Edenton (104) | Edenton (90) | Edenton (293) |

Audience Overview

Jan 1, 2016 - Mar 31, 2016

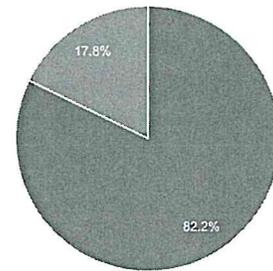
All Users
100.00% Sessions

Overview



| | | |
|--|---|-------------------------------------|
| Sessions 3,144 | Users 2,657 | Pageviews 6,061 |
| Pages / Session 1.93 | Avg. Session Duration 00:02:31 | Bounce Rate 40.68% |
| % New Sessions 82.16% | | |

■ New Visitor ■ Returning Visitor



| City | Sessions | % Sessions |
|---------------|----------|------------|
| 1. Charlotte | 89 | 2.83% |
| 2. New York | 73 | 2.32% |
| 3. Raleigh | 61 | 1.94% |
| 4. (not set) | 48 | 1.53% |
| 5. Washington | 48 | 1.53% |
| 6. Newark | 46 | 1.46% |
| 7. Cary | 37 | 1.18% |
| 8. Durham | 24 | 0.76% |
| 9. Chicago | 21 | 0.67% |
| 10. Salisbury | 20 | 0.64% |



Attended:

1. Jessica Icenhour – Mount Airy
2. Nancy Nicholls – Edenton
3. Connie Russ – Lumberton
4. Angela Sumner
5. Nancy Bowman – Jamestown/High Point
6. Karen McNeil
7. Mary Taylor
8. Melissa Riggle – New Bern
9. Judy Avery
10. Cory Hughes – Laurinburg/Scotland Co.
11. Judy Yarbrough – Reidsville
12. Kaye Reynolds - Lenoir
13. Steven Penn – Winterville
14. Michael Daugherty – Eden
15. Andre Nabors

Notes:

Ideal Living Expo concerns:

- CRC's to be more represented on the booth display at the expo's
- Would like to have a popup banner with the CRC's listed; also describe "What is a Certified Community" on a banner or popup; recommended having kiosk/rack card holder with all the CRC's destination guides
- Possible extend to a 20 x 10 (currently at a 15 x10) booth to allow individual CRC's space with their own banners
- A limited number of representatives in the booth at the expo's (9 was too many during the Mar. 2016 DC expo). Need more CRC's to attend the other expo's (NY, NJ, CT)

Program developments:

- Kiosk or rack card holder in the (9) Welcome Centers to feature the Retire NC Program and communities (Laurinburg has offered 2 for the I-95 centers)
- Presence in the NC Travel Guide; logo with the listings of the CRC's, possible page to feature CRC program and communities
- More social media engagement: events on the facebook page supplied by the CRC's, posts and reposts of activities, events, accolades
- Updates to the website: events page, discovery tour banners, photos
- Website available for more video and photo content

Content, guidelines for Expo's:

- Andre will be drafting new guidelines for attendance at the Ideal Living Expo's and send out to all CRC committees



- Discovery Tours are the most important item needed for the expos along with (1) town or destination guide. Promotional materials are still welcome (pins, mugs, pads, etc.)
- Developer, or Real Estate agents are not able to attend the expo's in the booth for Retire NC (Guidelines established by Ideal Living). Retire NC can assist with negotiating rates for developers w/in a CRC to have their own booth at the expo's and located next to RetireNC
- Deadlines for attendance will be set on a first come first serve bases w/only 1 from each community to attend
- Retire NC will have a maximum of (4) reps in the booth for each expo
- Group also discussed having a flash drive with photos and other info attached

Action Steps:

- Retire NC will work on developing a banner/backdrop for the Expo's that will represent the Retire NC program and its communities
- Discuss with Leadership and Ideal Living to extend the booth space from 8 x 15 to a 8 x 20; Are the CRC's willing to cover the additional cost for a prime spot in the booth?
- Retire NC will assist with negotiating a rate with Ideal Living for communities that want to have their own booth at the expo. (normal rate is \$5750 per expo for 8 x 10)
- Discuss with Marketing Director on presence in the Travel Guide, either a separate page or Retire NC logo on those who have listings in the guide
- The CRC's will provide events, posts, etc. to Retire NC for the Facebook page; Retire NC will look into effective ways to engage more with social media, working with Visit NC social media rep
- Retire NC to work with LGA to possibly develop an events page on retirenc.com; as well as update for video content
- Discuss with Welcome Center Director on a kiosk to focus on CRC's
- CRC's could work on a "Top 20 Places/Towns to Retire in NC," possibly make a pitch to Carolina Living Magazine or Ideal Living Magazine
- Retire NC to work with Visit NC PR team to develop media FAM for late winter/early spring; CRC's to assist with possible publications to target

2016-17 Ideal Living Expo dates:

| | |
|-------------------|--|
| Sept. 10-11 | Parsippany, NJ Sheraton Parsippany |
| Sept. 24-25 | Greater DC area Ritz-Carlton Tysons Corner |
| Oct. 1-2 | Long Island, NY Hyatt Regency |
| Jan. 7-8 | Long Island, NY Hilton Long Island/Huntington |
| Jan. 14-15 | Greater Chicago Hyatt Regency Schaumburg |
| Jan. 21-22 | Bergan County, NY Sheraton Mahwah |
| Jan. 28-29 | Atlanta, GA Crowne Plaza Ravina |
| Feb. 11-12 | Fairfield County, CT. Hyatt Regency Greenwich |
| Feb. 25-26 | Somerset County, NJ Bridgewater Marriott |
| Mar. 4-5 | Greater DC area Ritz-Carlton Tysons Corner |