



In the Spotlight

Highlighting Exceptional Employees

Amanda Fletcher

Assistant Supervisor, Festivals and Community Celebrations

Amanda Fletcher is a coordinator at heart. After working in event planning for more than 10 years—from corporate event planning with Proctor & Gamble to booking and managing bands—she is now enjoying being a member of the Town’s Festivals and Community Celebration Team.

“I’m looking forward to being able to make a difference and build on what I did this year – and do it better,” Amanda said.

Amanda is pleased to see the successful conclusion of Festifall earlier this month, which attracted more than 12,000 people. When she began at the Town in January 2014, the planning for Festifall had just started with the call for applications for food and entertainment vendors. This year, more than 110 artists applied, which was the highest number ever.

While there were successes at this year’s Festifall – including a centralized Town booth, a new website, an event guide and merchandise – Amanda is already thinking about how to boost the festival experience next year. She is

exploring proposals to add a beer garden and a food truck courtyard.

In addition to managing marketing and social media for Festifall activities, Amanda coordinates items from T-shirt design to booth placement. She also coordinates events for the Town throughout the year and is the in-house event planner for the Town. Event season runs from April through October.

Although she coordinates items large to small, Amanda says that “teamwork is vital to the success of all of the events we do. No one person can do it all. We use everyone’s strengths and come together to successfully put together and run programs.”

Amanda has a bachelor’s degree in public relations from East Carolina University. As a student, she booked bands for venues, one of them being the Avett Brothers who were attending ECU at the time.

Amanda lives in Apex with her husband, Geoff, and their two-year-old, Adeline. In her free time, she does what she loves – coordinating – and plans dinner parties. Amanda enjoys

Value in the Spotlight

Teamwork



Omar Kashef photo

reading thrillers and recently finished *Gone Girl*. Harkening back to her days at ECU, she still listens to the Avett Brothers and other Americana bands including Shovels and Rope.

—Story by Omar Kashef

RESPECT Values

- Responsibility**
- Equity**
- Safety**
- Professionalism**
- Ethics**
- Communication**
- Teamwork**

