



Randolph County
Tourism Development Authority

Annual Budget
Fiscal Year 2024-2025

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**RANDOLPH COUNTY
TOURISM DEVELOPMENT AUTHORITY
BUDGET
FISCAL YEAR 2024-2025**

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Executive Summary

2024-2025 Fiscal Year Budget

The Heart of North Carolina Visitors Bureau (HNCVB) is the official destination marketing organization for Randolph County Tourism Development Authority (RCTDA). HNCVB’s primary mission is to increase travel spending through external marketing, positioning the county as a family-friendly, affordable, and strategically located visitor destination.

The proposed budget totals \$1,683,464, which is \$163,464 more than the 2023-24 budget. A five percent room occupancy tax, levied by Randolph County, is the primary revenue source by which the Authority operates. For 2024-25, these distributions are expected to be \$1,390,000, which is \$100,000 higher than the budgeted amount in the prior year, but consistent with actual current year collections. There is uncertainty for the national economy, and we assume no growth in collections beyond that seen in current fiscal year. Interest income of \$23,464 is included as a financial resource in this budget based on current interest rates. An additional \$50,000 in appropriated fund balance will supplement marketing efforts. These funds will be used to conduct the primary tourism efforts of the Authority, the Heart of North Carolina Visitors Bureau.

Personnel costs total \$468,281 to fund six full time Bureau employees. Operating costs total \$143,300 for 2024-25. Marketing costs total \$830,883, up from \$711,956. The 2024-25 proposed budget retains \$21,000 for Tourism Related Programs.

The proposed fiscal year budget utilizes the occupancy tax revenues to support the following program of work in the 2024-25 Marketing Plan:

- Administration
- Product Development
- Marketing & Communications
- Information Technology
- Public Relations
- Publications & Fulfillment
- Group Travel
- Visitor Services
- Government Relations
- Research and Performance Measures
- Partnerships & Industry Advocacy

The Tourism Development Authority contracts with the NC Department of Transportation to operate the Interstate 73/74 Visitor Centers. This service contract will remain at \$220,000 for the personnel and operating costs for the centers.

Revenues		Expenses	
Occupancy taxes	\$ 1,390,000	Personnel	\$468,281
Interest income	23,464	Operating	143,300
Appropriated fund balance	50,000	Marketing	830,883
		Tourism Related	21,000
Total – Heart of NC Visitors Bureau	\$ 1,463,464	Total – Heart of NC Visitors Bureau	\$ 1,463,464
Contract fee - DOT	220,000	I-73/74 Visitor Centers	220,000
Total 2024-2025 Budget	\$ 1,683,464	Total 2024-2025 Budget	\$ 1,683,464

Budget Message



To: The Board of Tourism Development Authority
Randolph County, North Carolina

In accordance with the Local Government Budget and Fiscal Control Act, the proposed budget for the Randolph County Tourism Development Authority for the fiscal year ending June 30, 2025 is presented herewith for your consideration. The law specifies that the budget ordinance be adopted by July 1, 2024.

This proposed budget has been developed by staff and the Finance Officer, and reviewed by the budget and finance committee. Certain funding levels changed from the prior year to reflect the goals and initiatives planned for the upcoming year.

Randolph County levies a 5% room and occupancy tax, the maximum allowed under its enabling legislation. This rate is estimated to produce \$1,390,000 of revenue for the Tourism Development Authority in 2024-25, reflecting the current year collections and no growth for next year. This will provide an increase in funding for the upcoming year, primarily for marketing. Interest income is included at \$23,464 in this budget. The Proposed Budget also includes \$50,000 appropriated fund balance for supplemental marketing costs next year.

The proposed expenditures in the Heart of NC Visitors Bureau budget are for promoting tourism within Randolph County. The proposed 2024-25 budget continues the commitment to operate the Interstate 73/74 Visitor Centers, in addition to the Heart of North Carolina Visitors Bureau. The NC Dept. of Transportation contract for the Visitor Centers remains at \$220,000. The proposed FY24-25 budget totals \$1,683,464, which is \$163,464 more than the originally adopted FY23-24 budget.

Personnel costs total \$468,281 for six full time employees. Certain pay plan adjustments are included in the proposed budget, which may change depending on the County's cost of living adjustment.

Budget Message

Operating costs increased slightly over the prior year budget based on projected increases and totals \$143,300 for 2024-25. Marketing costs total \$830,883, which is a 16.7 percent increase of \$138,927. Funding for Tourism Related Programs is proposed at \$21,000 to continue promoting Randolph County tourism attractions and special projects.

The motivating goal of the Authority is to fuel the local business climate and broaden the tax base by supporting a welcoming environment that stimulates the visitor economy, producing new tourism dollars for Randolph County that helps further reduce the tax burden on residents.

As the official destination marketing organization for Randolph County, the following goals are established to serve as a roadmap that guides all Authority efforts for the 2024-25 year:

- Expand awareness and understanding of the Heart of North Carolina as a destination brand
- Create desire for visitor experiences and drive demand for overnight lodging
- Use data-driven factors to shape creative messaging and determine the most effective distribution channels for paid and earned media
- Compliment paid media with integrated proactive media relations efforts
- Develop content development strategies, niche market promotions, and social media outreach that further expands destination messaging

A public hearing on the proposed budget is scheduled to be held at the May 15, 2024 Board meeting. The Authority may adopt the final budget following this public hearing.

Amber Scarlett

Executive Director

Randolph County Tourism Development Authority

Will Massie

Finance Officer

April 17, 2024

Randolph County Tourism Development Authority

Fiscal Year 2024-2025

ANNUAL BUDGET - REVENUES

ACCOUNT #	REVENUE SOURCE	2023-2024	2024-2025	
		FINAL BUDGET	PROPOSED	FINAL BUDGET
78-55-5511-320-000	County Occupancy Tax	\$ 1,290,000	\$ 1,390,000	\$ 1,390,000
78-55-5511-370-000	Interest on Investment	10,000	23,464	23,464
78-55-5511-391-000	Appropriated Fund Balance	-	50,000	50,000
78-55-552-360-075	D.O.T. Contract- I73-74 Visitor Centers	220,000	220,000	220,000
	Total Revenues	\$ 1,520,000	\$ 1,683,464	\$ 1,683,464

ANNUAL BUDGET - EXPENDITURES

	EXPENDITURES	2023-2024	2024-2025	
		FINAL BUDGET	PROPOSED	FINAL BUDGET
	Heart of NC Visitors Bureau	\$ 1,300,000	\$ 1,463,464	\$ 1,463,464
	I73-74 Visitor Centers	220,000	220,000	220,000
	Total Expenditures	\$ 1,520,000	\$ 1,683,464	\$ 1,683,464

Randolph County Tourism Development Authority

Fiscal Year 2024-2025

EXPENDITURES - HEART OF NC VISITORS BUREAU

ACCOUNT #	EXPENDITURE	2023-2024	2024-2025	
		FINAL BUDGET	PROPOSED	FINAL BUDGET
78-55-5510-401-000	Salaries	\$ 312,931	\$ 321,555	\$ 321,555
78-55-5510-403-000	Part-time salaries	-	-	-
78-55-5510-421-000	FICA Expense	23,940	24,599	24,599
78-55-5510-431-000	Group Insurance Expense	58,580	58,370	58,370
78-55-5510-441-000	Retirement Expense	37,834	43,861	43,861
78-55-5510-442-000	401(k) Retirement	6,259	6,432	6,432
78-55-5510-480-000	Merit pay program	-	13,464	13,464
	Sub-total Personnel Cost	439,544	468,281	468,281
78-55-5511-503-002	Contract Services - IT	3,000	3,000	3,000
78-55-5511-516-000	Administrative cost	32,500	40,500	40,500
78-55-5511-521-000	Travel - General	5,000	8,000	8,000
78-55-5511-531-000	Office Supplies	8,000	8,000	8,000
78-55-5511-551-000	Professional Dues	25,000	30,000	30,000
78-55-5511-562-000	Printing	2,500	2,500	2,500
78-55-5511-563-000	Postage - General	500	500	500
78-55-5511-603-000	Telephone & Internet	7,500	7,700	7,700
78-55-5511-611-000	Insurance & Bonds	2,500	3,600	3,600
78-55-5511-621-000	Building Lease	30,000	30,000	30,000
78-55-5511-608-000	Utilities	9,000	7,500	7,500
78-55-5511-663-000	Computer Hardware & Software	2,000	2,000	2,000
	Sub-total Operating Cost	127,500	143,300	143,300
78-55-5512-501-006	Contracted Services	93,152	93,636	93,636
78-55-5512-511-006	Website Maintenance	75,000	41,150	41,150
78-55-5512-513-002	Sponsorships/Marketing Assistance	100,000	115,000	115,000
78-55-5512-521-000	Travel - Conferences	10,000	10,000	10,000
78-55-5512-522-000	Meals & Lodging	15,000	15,000	15,000
78-55-5512-523-000	Conferences and Meetings	15,000	15,000	15,000
78-55-5512-561-000	Advertising	353,804	471,097	471,097
78-55-5512-562-002	Brochures & Collateral Materials	30,000	45,000	45,000
78-55-5512-563-000	Postage - Marketing	10,000	15,000	15,000
78-55-5512-565-000	Promotional Materials	10,000	10,000	10,000
	Sub-total Marketing Cost	711,956	830,883	830,883
78-55-5513-841-000	Grants and sponsorships	21,000	21,000	21,000
78-55-5513-501-007	Strategic Planning Project	-	-	-
	Total Tourism Related Costs	21,000	21,000	21,000
	Total Expenditures - HNCVB	\$ 1,300,000	\$ 1,463,464	\$ 1,463,464

Randolph County Tourism Development Authority

Fiscal Year 2024-2025

EXPENDITURES - I73-74 VISITOR CENTERS

ACCOUNT #	EXPENDITURE	2023-2024	2024-2025	
		FINAL BUDGET	PROPOSED	FINAL BUDGET
78-55-5510-401-000	Salaries	\$ 38,397	\$ 40,450	\$ 40,450
78-55-5510-403-000	Part-time salaries	128,931	129,261	129,261
78-55-5510-421-000	FICA Expense	12,801	12,988	12,988
78-55-5510-431-000	Group Insurance Expense	8,337	8,370	8,370
78-55-5510-441-000	Retirement Expense	4,643	5,525	5,525
78-55-5510-442-000	401(k) Retirement	768	810	810
	<i>Sub-total Personnel Cost</i>	193,877	197,404	197,404
78-55-5520-516-000	Administrative cost	5,500	-	-
78-55-5520-521-000	Travel	3,000	2,500	2,500
78-55-5520-523-000	Conferences & training	1,000	1,000	1,000
78-55-5520-531-000	Office Supplies	9,423	12,696	12,696
78-55-5520-562-000	Printing	500	500	500
78-55-5520-603-000	Telephone / Internet	4,500	2,500	2,500
78-55-5520-611-000	Insurance	1,200	1,400	1,400
78-55-5520-663-000	Computer Hardware & Software	1,000	2,000	2,000
	<i>Sub-total Operating Cost</i>	26,123	22,596	22,596
Total Expenditures - I73-74 VC		\$ 220,000	\$ 220,000	\$ 220,000

**Randolph County Tourism Development Authority
Budget Ordinance
Fiscal Year 2024-2025**

BE IT ORDAINED by the Board of the Tourism Development Authority of Randolph County, North Carolina:

Section 1. The following amounts are hereby appropriated for the fiscal year beginning July 1, 2024 and ending June 30, 2025.

Heart of NC Visitors Bureau

Personnel	\$ 468,281
Operating	143,300
Marketing	830,883
Tourism related	<u>21,000</u>
	<u>1,463,464</u>

I-73/74 Visitor Center

Personnel	197,404
Operating	<u>22,596</u>
	<u>220,000</u>

TOTAL \$ 1,683,464

Section 2. It is estimated that the following revenue will be available for the fiscal year beginning July 1, 2024 and ending June 30, 2025.

County Occupancy Tax	\$ 1,390,000
Interest on Investments	23,464
Contract Fee – NC DOT	220,000
Appropriated Fund Balance	<u>50,000</u>
TOTAL	<u>\$ 1,683,464</u>

Section 3. The Finance Officer shall serve as Budget Officer. The Budget Officer is hereby authorized to transfer appropriations as contained herein under the following conditions:

- a. He/she may transfer cumulative amounts up to \$25,000 within each budgeted category. However, these changes should not result in increases in recurring obligations such as salaries.
- b. He/she may not transfer cumulative amounts over \$25,000 within a budget category nor transfer any amounts between budgeted categories, except as approved by the Board of the Tourism Development Authority through the amended budget ordinance.

Section 4. This Budget Ordinance was adopted May 15, 2024. It shall be effective for the fiscal year beginning July 1, 2024 and ending June 30, 2025.

Upon motion of Moffitt, seconded by Patel, the foregoing Ordinance was passed by the following vote:

Ayes: David Caughron
Rebecca Petty Moffitt
Luke Hollingsworth
Ross Holt
Shawn Patel
Amy Struble
Diane Villa

Noes:

I, Amber M. Skeen, Clerk to the Board of the Tourism Development Authority, do hereby certify that the board at its regular meeting on May 15, 2024 a quorum being present, duly adopted the foregoing Ordinance.

The 15th day of May 2024.



Clerk to the Board