



Randolph County
Tourism Development Authority

Annual Budget
Fiscal Year 2025-2026

Board of Directors

David Caughron, Chairman

Leslie Brown

Barbara Gallimore

Luke Hollingsworth

Ross Holt

Rebecca Moffitt, Vice Chairman

Shawn Patel

Amy Struble

Diane Villa

Amber Scarlett, Executive Director

**RANDOLPH COUNTY
TOURISM DEVELOPMENT AUTHORITY
BUDGET
FISCAL YEAR 2025-2026**

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Executive Summary

2025-2026 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 \$1,850,464, which is \$186,536 more than the 2024-25 budget. A five percent room occupancy tax, levied by Randolph County, is the primary revenue source by which the Authority operates. For 2025-26, these distributions are expected to be \$1,500,000, which is \$110,000 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 \$50,000 is included as a financial resource in this budget based on current interest rates. An additional \$100,000 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 \$571,213 to fund seven full time Bureau employees. A Tourism Sales Coordinator is new for the upcoming year. Operating costs total \$169,460 for 2025-26. Marketing costs total \$874,327, up from \$830,883. The 2025-26 proposed budget also funds \$35,000 for Tourism Related Programs.

The proposed fiscal year budget utilizes the occupancy tax revenues to support the following program of work in the 2025-26 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	\$ 1,500,000	Personnel	\$571,213
Interest income	50,000	Operating	169,460
Appropriated fund balance	100,000	Marketing	874,327
		Tourism Related	35,000
Total – Heart of NC Visitors Bureau	\$ 1,650,000	Total – Heart of NC Visitors Bureau	\$ 1,650,000
Contract fee - DOT	220,000	I-73/74 Visitor Centers	220,000
Total 2024-2025 Budget	\$ 1,870,000	Total 2024-2025 Budget	\$ 1,870,000

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, 2026 is presented herewith for your consideration. The law specifies that the budget ordinance be adopted by July 1, 2025.

This proposed budget has been developed by staff and the Finance Officer, and reviewed by the Board's 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 \$1,500,000 of revenue for the Tourism Development Authority in 2025-26, 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 \$50,000 in this budget. The Proposed Budget also includes \$100,000 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 2025-26 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 FY25-26 budget totals \$1,870,000, which is \$186,536 more than the originally adopted FY24-25 budget.

Personnel costs total \$571,213 for seven full time employees. A new Tourism Sales Coordinator will assist with special events. If the County makes any adjustment to the employee pay plan, the personnel costs for the final budget will need to be adjusted.

Budget Message

Operating costs increased \$26,160 over the prior year budget, particularly for contracted IT services and professional dues. Marketing costs total \$874,327, which is a \$43,444 increase. Funding for Tourism Related Programs is proposed at \$35,000, a \$14,000 increase, 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 2025-26 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 21, 2025 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 16, 2025

Randolph County Tourism Development Authority

Fiscal Year 2025-2026

ANNUAL BUDGET - REVENUES

ACCOUNT #	REVENUE SOURCE	2024-2025	2025-2026	
		FINAL BUDGET	PROPOSED	FINAL BUDGET
78-55-5511-320-000	County Occupancy Tax	\$ 1,390,000	\$ 1,500,000	\$ 1,500,000
78-55-5511-370-000	Interest on Investment	23,464	50,000	50,000
78-55-5511-391-000	Appropriated Fund Balance	50,000	100,000	100,000
78-55-552-360-075	D.O.T. Contract- I73-74 Visitor Centers	220,000	220,000	220,000
	Total Revenues	\$ 1,683,464	\$ 1,870,000	\$ 1,870,000

ANNUAL BUDGET - EXPENDITURES

	EXPENDITURES	2024-2025	2025-2026	
		FINAL BUDGET	PROPOSED	FINAL BUDGET
	Heart of NC Visitors Bureau	\$ 1,463,464	\$ 1,650,000	\$ 1,650,000
	I73-74 Visitor Centers	220,000	220,000	220,000
	Total Expenditures	\$ 1,683,464	\$ 1,870,000	\$ 1,870,000

Randolph County Tourism Development Authority

Fiscal Year 2025-2026

EXPENDITURES - HEART OF NC VISITORS BUREAU

ACCOUNT #	EXPENDITURE	2024-2025	2025-2026	
		FINAL BUDGET	PROPOSED	FINAL BUDGET
78-55-5510-401-000	Salaries	\$ 321,555	\$ 387,702	\$ 387,702
78-55-5510-403-000	Part-time salaries	-	-	-
78-55-5510-421-000	FICA Expense	24,599	29,659	29,659
78-55-5510-431-000	Group Insurance Expense	58,370	70,308	70,308
78-55-5510-441-000	Retirement Expense	43,861	55,790	55,790
78-55-5510-442-000	401(k) Retirement	6,432	7,754	7,754
78-55-5510-480-000	Merit pay program	13,464	20,000	20,000
	Sub-total Personnel Cost	468,281	571,213	571,213
78-55-5511-503-002	Contract Services - IT	3,000	12,000	12,000
78-55-5511-516-000	Administrative cost	40,500	45,610	45,610
78-55-5511-521-000	Travel - General	8,000	10,000	10,000
78-55-5511-531-000	Office Supplies	8,000	8,000	8,000
78-55-5511-551-000	Professional Dues	30,000	39,000	39,000
78-55-5511-562-000	Printing	2,500	2,500	2,500
78-55-5511-563-000	Postage - General	500	250	250
78-55-5511-603-000	Telephone & Internet	7,700	7,600	7,600
78-55-5511-608-000	Utilities	7,500	7,500	7,500
78-55-5511-611-000	Insurance & Bonds	3,600	4,000	4,000
78-55-5511-621-000	Building Lease	30,000	30,000	30,000
78-55-5511-663-000	Computer Hardware & Software	2,000	3,000	3,000
	Sub-total Operating Cost	143,300	169,460	169,460
78-55-5512-501-006	Contracted Services	93,636	95,510	95,510
78-55-5512-511-006	Website Maintenance	41,150	41,150	41,150
78-55-5512-513-002	Sponsorships/Marketing Assistance	115,000	125,000	125,000
78-55-5512-521-000	Travel - Conferences	10,000	15,000	15,000
78-55-5512-522-000	Meals & Lodging	15,000	15,000	15,000
78-55-5512-523-000	Conferences and Meetings	15,000	7,000	7,000
78-55-5512-532-020	Program supplies - special events	-	40,000	40,000
78-55-5512-561-000	Advertising	471,097	450,667	450,667
78-55-5512-562-002	Brochures & Collateral Materials	45,000	45,000	45,000
78-55-5512-563-000	Postage - Marketing	15,000	15,000	15,000
78-55-5512-565-000	Promotional Materials	10,000	25,000	25,000
	Sub-total Marketing Cost	830,883	874,327	874,327
78-55-5513-841-000	Grants and sponsorships	21,000	35,000	35,000
78-55-5513-501-007	Strategic Planning Project	-	-	-
	Total Tourism Related Costs	21,000	35,000	35,000
	Total Expenditures - HNCVB	\$ 1,463,464	\$ 1,650,000	\$ 1,650,000

Randolph County Tourism Development Authority

Fiscal Year 2025-2026

EXPENDITURES - I73-74 VISITOR CENTERS

ACCOUNT #	EXPENDITURE	2024-2025	2025-2026	
		FINAL BUDGET	PROPOSED	FINAL BUDGET
78-55-5510-401-000	Salaries	\$ 40,450	\$ 45,492	\$ 45,492
78-55-5510-403-000	Part-time salaries	129,261	134,586	134,586
78-55-5510-421-000	FICA Expense	12,988	13,777	13,777
78-55-5510-431-000	Group Insurance Expense	8,370	7,812	7,812
78-55-5510-441-000	Retirement Expense	5,525	6,205	6,205
78-55-5510-442-000	401(k) Retirement	810	910	910
	<i>Sub-total Personnel Cost</i>	197,404	208,782	208,782
78-55-5520-516-000	Administrative cost	-	-	-
78-55-5520-521-000	Travel	2,500	1,500	1,500
78-55-5520-523-000	Conferences & training	1,000	1,000	1,000
78-55-5520-531-000	Office Supplies	12,696	3,848	3,848
78-55-5520-562-000	Printing	500	800	800
78-55-5520-603-000	Telephone / Internet	2,500	2,570	2,570
78-55-5520-611-000	Insurance	1,400	1,500	1,500
78-55-5520-663-000	Computer Hardware & Software	2,000	-	-
	<i>Sub-total Operating Cost</i>	22,596	11,218	11,218
Total Expenditures - I73-74 VC		\$ 220,000	\$ 220,000	\$ 220,000

**Randolph County Tourism Development Authority
Budget Ordinance
Fiscal Year 2025-2026**

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, 2025 and ending June 30, 2026.

Heart of NC Visitors Bureau

Personnel	\$ 571,213
Operating	169,460
Marketing	874,327
Tourism related	<u>35,000</u>
	<u>1,650,000</u>

I-73/74 Visitor Center

Personnel & Operating	<u>220,000</u>
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TOTAL \$ 1,870,000

Section 2. It is estimated that the following revenue will be available for the fiscal year beginning July 1, 2025 and ending June 30, 2026.

County Occupancy Tax	\$ 1,500,000
Interest on Investments	50,000
Contract Fee – NC DOT	220,000
Appropriated Fund Balance	<u>100,000</u>
TOTAL	<u>\$ 1,870,000</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 21, 2025. It shall be effective for the fiscal year beginning July 1, 2025 and ending June 30, 2026.

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

Ayes: David Caughron
Leslie Brown
Barbara Gallimore
Luke Hollingsworth
Ross Holt
Rebecca Petty Moffitt
Shawn Patel
Amy Struble

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 21, 2025 a quorum being present, duly adopted the foregoing Ordinance.

The 21st day of May 2025.



Clerk to the Board