

# VISIT ROWAN COUNTY

NORTH CAROLINA

*Be an original.*<sup>®</sup>

## ROWAN COUNTY TOURISM BOARD OF DIRECTORS MEETING TOURISM DEVELOPMENT AUTHORITY CONVENTION & VISITORS BUREAU

Wednesday, November 20, 2024, Noon

- |      |  |                                |
|------|--|--------------------------------|
| I.   | Call to Order  | Stephen Kidd                   |
| II.  | Approval of Meeting Minutes  | Stephen Kidd                   |
| III. | Financial Report   | James Meacham                  |
|      | A. Financial Report & Tourism Market Update                                  |                                |
| IV.  | Tourism Program of Work Report   |                                |
|      | A. Destination Services, Sales, and Marketing                                |                                |
|      | 1. Digital Operations  | Sarah Michalec                 |
|      | 2. Trolley Program   | Tara Furr                      |
|      | 3. Sales, Marketing and Communications                                       | Tara Furr                      |
|      | B. Tourism Development and Infrastructure                                    | Sarah Michalec & James Meacham |
|      | 1. Railwalk-   |                                |
|      | i. Consider awarding construction and alternate A to lowest qualified bidder |                                |
|      | 2. Wayfinding  |                                |
|      | 3. Agri-tourism development  |                                |
|      | 4. Marriott Towneplace Suites Project Update                                 |                                |
|      | 5. Gateway   |                                |
| VI.  | Additional Business  |                                |
|      | • No December Meeting  |                                |
| VII. | Adjourn  |                                |

# ROWAN COUNTY TOURISM BOARD OF DIRECTORS MEETING

Wednesday, October 16, 2024, 12:00 pm

## BOARD MEETING MINUTES

**Board Members Attending:** Craig Pierce, Krista Sullivan, Stephen Kidd, Sada Troutman, Andy Maben, Annette Privette-Keller, Kimberly Morgan, Richard Reinholz, Therese Henderson, April Saylor

**Not Attending:** Karen Alexander

**TDA Staff:** James Meacham, Brooke Arrowood, Tara Furr, Sarah Michalec

### RCTDA Call to Order

Stephen Kidd called RCTDA to order at 12:00pm.

### Approval of the Minutes

Motion: Craig Pierce made the motion for approval of the September 2024 minutes.

Second: Sada Troutman

Motion: Approved

### Financial Report & Tourism Market Update

Meacham distributed fraud questionnaires to 2023-24 RCTDA Board members to complete and return to Eddie Carrick, CPA for the June 30, 2024 fiscal year audit being completed this week.

Meacham reported occupancy tax revenues as of 09-30-2024 for fiscal year 2024-25 on an accrual basis equaled \$387,451 and are 15% ahead of budget expectations. August 2024 occupancy taxes were 14.8% ahead of August 2023 and August 2024 occupancy taxes were the highest ever collected for the month of August and were 9.8% ahead of the previous high in 2022. September taxes are projected to be between 10% to 15% higher than September 2023. Year-to-date revenues on an accrual basis through September were \$60,157 ahead of expenses. With total revenues equaling \$480,222 against total expenses of \$420,067. Meacham said that finances are extremely strong with the organization at the current time.

Meacham reviewed the balance sheet and reported current assets equaled \$609,016 and were \$66,725 higher than the month ending 8-31-24 due to an increase in revenues and occupancy tax receivables. Accounts Receivables equaled \$255,200 which includes August 2024 and September 2024 outstanding occupancy tax revenues and cash on hand as of 9-30-24 equaled \$353,816. Meacham noted that in the coming financial reports starting in November to March there might be some swings in revenue and expenses as the capital projects are being completed over the next several months. By the end of the fiscal year the funding will all even out.

Meacham discussed the recent hurricane and the impact that has occurred in tourism in Western North Carolina as well as how displacement has impacted local Rowan County lodging demand and revenue.

Motion: Sada Troutman made the motion for approval of the financial as presented.

Second: Craig Pierce

Motion: Approved

### **Tourism Program of Work**

Michalec reported that the email newsletter open rate for year to date was 33.66% with 5,000 subscribers. The year-to-date open rate jumped 4% in September. The October e-newsletter went out at the end of September with events and activities for fall in Rowan County. Also included were blogs featuring all our special fall events and a guide to this year's OctoberTour. The website has been revised to reflect the fall season with stats year to date there are 349,700 page views and just under 153,000 users up significantly from last month. Michalec reports that organic sessions are up from 12,000 in August to 14,000 in the month of September.

Michalec reported RIPE (the online package booking platform) continues to be an asset in booking packages quickly. Year to date through the RIPE platform, there are 366 packages, and 559 room nights booked just through that platform with revenue of just over \$82,000.

Michalec reported that across social media Facebook followers are up 14.5%, X is up 3.6%, Instagram is up 21.6%, and Tik Tok is up 39.2%. The total social media following is up 15.6 %. Hot topics in the month of September online included the Rowan County Fair, the new Bank Food Hall in Kannapolis, and Lazy 5 Fall Festival. Michalec reported that currently staff is on pace to surpass the benchmarks for social media for this year.

The top blog post in September was Kicking Off the Fall with Thomas. October blogs included a Fall Festival Guide, Guide for Wedding Guests, Family Friendly Halloween events, Haunted Trails, and a fall foliage guide.

Michalec reviewed the activity for the various influencers for the month of September reporting that Emilee Stamper visited Fall Fun at the Farm at Patterson Farm, Magnolia Megan was not able to complete her visit to the Waterworks Exhibit due to the hurricane but will visit later. Jenson Savannah attended Downtown Brewfest again this year and had a wonderful time. Jenna and House of Henson posted about the DOWT stay & play packages. There is a new business that specializes in luxury picnics that reached out to staff and the TDA partnered with the business and an influencer to create some great content around a luxury picnic that took place at the Village of Gold Hill Park. House of Henson did an additional video for free on Patterson Farms. So, a great deal of good digital coverage through the influencers on local attractions and events. Jenna will attend the Balloon & Laser Show in November. Year to date influencer impact is at over 1.1 million views and just over 58,000 engagements. The total year to date digital impact is at 545,843 engagements and a reach of more than 2.7 million.

Furr reports that the Trolleys are booked solid for the fall, November and December with year-to-date bookings of 128. Trolley bookings over the next 90 days of 55. Over the next 90 days, the trolleys are rented out for OctobeTour, Christmas Parades, the Polar Express and more.

Furr reported 59 total paid marketing placements in September bringing the year-to-date total to 354. Furr reported 122 packages and 181 room nights for Day Out with Thomas and totals surpassed last year's numbers. Furr reported that NCTM sold just over 17,000 tickets which is 10% less than what NCTM sold for 2023. Bell Tower Brewfest ended with 3 packages and 4 room nights and OctoberTour ended with 5 packages and 7 room nights. Polar Express packages total 188 packages and 257 room nights and are running slightly behind where totals were this time last year. Some additional marketing has been put out with some influencers to try to move those numbers up. Furr reports year to date 436 packages and 621 room nights associated with those thus far. Packages in place for late fall include Balloon Glow, Patterson Farm Fun on the Farm, and the Visa Package.

Furr reported Arrowood has completed 19 event visits year to date and Furr has completed 31 partner visits. Arrowood attended Autumn Jubilee, Gold Hill Farm Festival, Gold Hill Founders Day, Busker's Bash and Bell Tower Brewfest. PR engagements year to date were 17 and include press releases, media inquiries and media related communication.

Furr reported that the Smoke-Out was highly attended with 317 room nights confirmed with that event. Furr says that after speaking with the hotels she believes there were additional rooms booked for the event by third party systems. Meacham reported \$427,483 in economic impact for this event and the event will return Oct 4-7, 2025. Furr reported the Balloon Glow and Laser Show at the Fairgrounds in its second year coming in November. NC Main Street and State Historic Preservation coming in mid-November and Cherry Treesort is hosting a micro wrestling event on November 3<sup>rd</sup>. Year to date assisted 9 groups and 1,038 room nights associated with those groups.

Looking ahead, Furr states that staff are continuing to push all of the stay and play packages including the Balloon Glow and Laser Show, Fun on the Farm at Patterson Farm, and especially Polar Express. Staff will continue to focus on Agritourism, fall fun and events, and looking ahead at holiday marketing. Furr has been in communication with local municipalities and the TDA is sponsoring events with many of those municipalities during the fall and holiday season.

### **Tourism Development**

Michalec reported that a great deal has happened this last month in wayfinding. Both contracts are moving along well. The gateway monument signs for each community have been set into production. The installation locations have been flagged and calls have been made to 811 about underground lines. Michalec said staff is waiting to hear that the signs are ready for install, which should be in late December or early January. The kickoff meeting for the remainder of the directional signage has taken place and Michalec reported she and Furr have been working on staking the location of each of the signs throughout the county for the last few weeks. Once those are marked, staff will verify the locations once again while waiting for the signs to be fabricated, which should take around 12 weeks. Staff will also be working on ironing out any last-minute paperwork related to encroachment agreements.

Michalec reported that staff recently met with PGAV to review their proposal for their phased development approach for agri-tourism development at Patterson Farm. PGAV presented an in-depth draft of a master plan that includes additional attractions, food and beverage options, an events venue for weddings which could bring hotel nights. All of PGAV's ideas will help to continue the upward trend and momentum that we are seeing at Patterson Farm and with Agritourism.

Meacham reported that the bid opening for the RailWalk had to be pushed back to the 24<sup>th</sup> as the architect forgot to run the necessary local ad in the Salisbury Post. The opening will now be on October 24<sup>th</sup>. Meacham reported that he and Michalec met with Troutman and the City Manager about how this will tie in with the Salisbury Train Station and if the city would be interested in funding a revision in the sidewalk to tie in with RailWalk. Meacham reported that nice promotional signs will be installed at both ends of the RailWalk. Meacham gave a brief update on the Marriott Townplace Suites project which is bogged down a bit with the city relating to communication issues between the developer and the city. There is a plan review meeting occurring tomorrow that Meacham will be attending. Once the plans are approved by the city, the developer can then submit the plans to the county for their review.

Meacham gave an update on the Gateway building noting that the tenants typically meet quarterly to review the building finances, maintenance, and any other issues. Meacham said that Michalec and Trantham do a good job of managing the facility and accommodating all the building tenants.

The meeting adjourned at 1 pm.  
Respectfully submitted.  
Lesley Pullium  
SRCVB



## FINANCIAL SUMMARY REPORT AS OF 10-31-2024

Report Date: November 19, 2024

**\*The Tourism Authority utilizes modified accrual-based accounting in accordance with GASB. Year-to-date expenses typically run about 6 weeks ahead of year-to-date revenues. \***

### **Fiscal Year 2024-25 Statement of Activities: Highlights as of 10-31-24.**

- Occupancy tax revenues as of 09-30-2024 for fiscal year 2024-25 on an accrual basis equaled \$544,652 and are 15% ahead of budget expectations.
  - September 2024 occupancy taxes were 14.1% ahead of September 2023
  - September 2024 occupancy taxes were the highest ever collected for the month of September and were 11.8% ahead of the previous September monthly high in 2022.
  - October taxes are projected to be between 15% to 20% higher than October 2023.
- Year-to-date revenues on an accrual basis through October were \$72,579 ahead of expenses. With total revenues equaling \$686,899 against total expenses of \$614,319.

### **Balance Sheet: Summary as of 10-31-2024**

- Total Current Assets equaled \$633,142 and were \$24,126 higher than the month ending 8-31-24 due to an increase in revenues and occupancy tax receivables.
- Accounts Receivables equaled \$287,200 which includes September 2024 and October 2024 outstanding occupancy tax revenues.
- Cash on hand as of 10-31-24 equaled \$343,355.

ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY

Statement of Financial Position - Accrual Basis

As of October 31, 2024

Assets

Current Assets

Petty cash	\$	16.83	
First Bank Checking - 0436		25,517.94	
F&M Operating - 9224		42,882.82	
NC Capital Mgmt Trust		254,013.49	
First Bank Money Mkt - 4509		20,924.24	
Accounts Receivable		287,200.73	
Prepaid Expenses		<u>2,586.10</u>	
Total Current Assets			<u>633,142.15</u>

Fixed Assets

Building		2,176,919.00	
Land		250,604.00	
Construction in Progress		50,794.19	
Railwalk Pavilion		506,594.36	
Computers		21,736.52	
Furniture & fixtures		68,310.00	
Office equipment		23,278.13	
Trolley cars		319,880.00	
Accumulated depreciation		<u>(803,083.81)</u>	
Total Fixed Assets			<u>2,615,032.39</u>

Other Assets

Pension Asset		<u>45,079.00</u>	
Total Other Assets			<u>45,079.00</u>

Total Assets			<u><u>3,293,253.54</u></u>
--------------	--	--	----------------------------

Liabilities & Net Assets

Current Liabilities

Retirement Withholding		1,458.18	
------------------------	--	----------	--

See accountants' compilation report

ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY

Statement of Financial Position - Accrual Basis

As of October 31, 2024

Federal and Fica Withholding	1,742.26	
State Withholding	<u>177.00</u>	
Total Current Liabilities		<u>3,377.44</u>
<u>Long-term Liabilities</u>		
Pension Deferrals	<u>76,977.00</u>	
Total Long-term Liabilities		<u>76,977.00</u>
Total Liabilities		<u>80,354.44</u>
<u>Net Assets</u>		
Investment in fixed assets	2,615,032.00	
Restricted Fund Balance	274,236.00	
Retained Earnings	251,051.26	
Change in Net Assets	<u>72,579.84</u>	
Total Net Assets		<u>3,212,899.10</u>
Total Liabilities and Net Assets		<u>\$ 3,293,253.54</u>

See accountants' compilation report



**ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY**  
**Statement of Activities Actual vs. Budget - Accrual Basis**

	1 Month Ended October 31, 2024 Actual	1 Month Ended October 31, 2024 Budget	Current Period Over/(Under) Budget
<b><u>Income</u></b>			
Trolley Income	14,778.08	6,666.67	8,111.41
Occupancy Taxes Income	157,200.73	116,666.67	40,534.06
Partner Services Income	4,661.80	5,541.67	(879.87)
Holiday Caravan Parade Income	10,518.80	4,708.34	5,810.46
Miscellaneous Income	0.00	83.34	(83.34)
Interest Income	1,129.58	1,000.00	129.58
Gateway Building Income	18,388.65	11,875.00	6,513.65
Tourism ARPA Funding	0.00	41,666.67	(41,666.67)
	<u>206,677.64</u>	<u>188,208.36</u>	<u>18,469.28</u>
<b><u>Operating Expenses</u></b>			
Salaries - regular	9,764.59	10,333.33	(568.74)
Worker's Comp and Liab Ins.	972.00	708.33	263.67
Miscellaneous	0.00	375.00	(375.00)
Professional Services	3,125.00	3,000.00	125.00
CVB Appropriation	120,906.90	91,291.66	29,615.24
Supplies & Equipment	81.56	375.00	(293.44)
Trolley	3,574.00	958.33	2,615.67
Tourism Development	29,538.08	62,500.00	(32,961.92)
Holiday Caravan Parade	732.65	4,708.33	(3,975.68)
Partner Services	3,376.06	2,083.33	1,292.73
Gateway Building	10,481.44	11,875.00	(1,393.56)
	<u>182,552.28</u>	<u>188,208.31</u>	<u>(5,656.03)</u>
<b>Operating Income (Loss)</b>	<u>24,125.36</u>	<u>0.05</u>	<u>24,125.31</u>

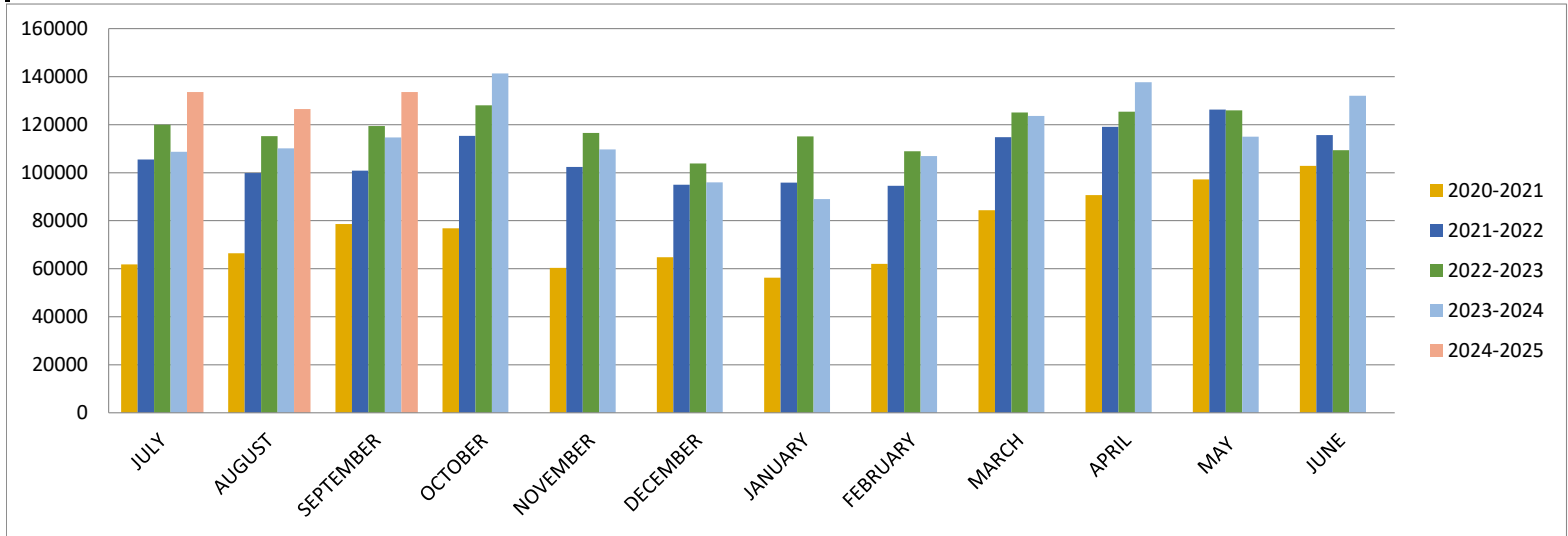
See accountants' compilation report

**ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY**  
**Statement of Activities Actual vs. Budget - Accrual Basis**

	4 Months Ended October 31, 2024 Actual	Current Year June 30, 2025 Budget	Current Year Over/(Under) Budget
<b><u>Income</u></b>			
Trolley Income	24,784.91	80,000.00	(55,215.09)
Occupancy Taxes Income	544,652.19	1,400,000.00	(855,347.81)
Partner Services Income	12,105.59	66,500.00	(54,394.41)
Holiday Caravan Parade Income	45,139.69	56,500.00	(11,360.31)
Miscellaneous Income	1,244.00	1,000.00	244.00
Interest Income	4,473.91	12,000.00	(7,526.09)
Gateway Building Income	54,499.42	142,500.00	(88,000.58)
Tourism ARPA Funding	0.00	500,000.00	(500,000.00)
	<u>686,899.71</u>	<u>2,258,500.00</u>	<u>(1,571,600.29)</u>
<b><u>Operating Expenses</u></b>			
Salaries - regular	38,094.08	124,000.00	(85,905.92)
Worker's Comp and Liab Ins.	4,394.00	8,500.00	(4,106.00)
Miscellaneous	2,252.71	4,500.00	(2,247.29)
Professional Services	13,604.00	36,000.00	(22,396.00)
CVB Appropriation	438,866.56	1,095,500.00	(656,633.44)
Supplies & Equipment	281.56	4,500.00	(4,218.44)
Trolley	4,964.12	11,500.00	(6,535.88)
Tourism Development	61,458.04	750,000.00	(688,541.96)
Holiday Caravan Parade	9,954.75	56,500.00	(46,545.25)
Partner Services	7,769.47	25,000.00	(17,230.53)
Gateway Building	32,680.58	142,500.00	(109,819.42)
	<u>614,319.87</u>	<u>2,258,500.00</u>	<u>(1,644,180.13)</u>
Operating Income (Loss)	<u>72,579.84</u>	<u>0.00</u>	<u>72,579.84</u>

See accountants' compilation report

Rowan County Occupancy Tax Receipts Collected (GROSS)									
MONTH	FY20-21	FY21-22	%CHNG	FY22-23	%CHNG	FY23-24	%CHNG	FY24-25	%CHNG
July	61,737.08	105,514.79	70.9%	120,021.34	12.1%	108,732.65	-9.4%	133,587.33	22.9%
August	66,399.96	99,851.17	50.4%	115,189.06	13.3%	110,177.63	-4.4%	126,464.65	14.8%
September	78,562.08	100,792.04	28.3%	119,443.37	15.6%	114,690.69	-4.1%	133,536.09	14.1%
<b>Quarter Total</b>	<b>206,699.12</b>	<b>306,158.00</b>	<b>48.1%</b>	<b>354,653.77</b>	<b>13.7%</b>	<b>333,600.97</b>	<b>-6.3%</b>	<b>393,588.07</b>	<b>15.2%</b>
October	76,794.51	115,324.55	50.2%	128,088.16	10.0%	141,296.02	10.3%		
November	60,357.00	102,438.16	69.7%	116,523.19	12.1%	109,684.96	-5.9%		
December	64,749.41	95,874.73	48.1%	103,834.94	7.7%	95,959.89	-8.2%		
<b>Quarter Total</b>	<b>201,900.92</b>	<b>313,637.44</b>	<b>55.3%</b>	<b>348,446.29</b>	<b>10.0%</b>	<b>346,940.87</b>	<b>-0.4%</b>		
January	56,291.87	96,918.80	72.2%	115,064.17	15.8%	88,997.47	-22.7%		
February	62,049.03	94,530.61	52.3%	108,890.30	13.2%	106,875.73	-1.9%		
March	84,372.26	114,826.05	36.1%	125,056.96	8.2%	123,858.60	-1.0%		
<b>Quarter Total</b>	<b>202,713.16</b>	<b>306,275.46</b>	<b>51.1%</b>	<b>349,011.43</b>	<b>12.2%</b>	<b>319,731.80</b>	<b>-9.2%</b>		
April	90,628.43	119,032.67	31.3%	125,347.11	5.0%	137,682.85	9.8%		
May	97,167.69	126,307.46	30.0%	125,953.79	-0.3%	144,974.27	15.1%		
June	102,792.30	115,684.25	12.5%	109,364.77	-5.8%	132,031.99	17.2%		
<b>Quarter Total</b>	<b>290,588.42</b>	<b>361,024.38</b>	<b>24.2%</b>	<b>360,665.67</b>	<b>-0.1%</b>	<b>414,689.11</b>	<b>13.0%</b>		
<b>Adjmts Penalties</b>									
<b>Penalties</b>									
<b>Year Total</b>	<b>\$ 901,901.62</b>	<b>\$ 1,287,095.28</b>	<b>42.7%</b>	<b>\$ 1,412,777.16</b>	<b>8.9%</b>	<b>\$ 1,414,962.75</b>	<b>0.2%</b>		



**BID TABULATION  
ROWAN COUNTY  
TDA RAILWALK**

Bid Date: October 24, 2024

CONTRACTOR	License No.	Addenda Received	MBE	Bid Bond	Base Bid Position	BASE BID	ALT. #1 Brick Paver Sidewalks/ Crosswalk	TOTAL BID
								With Alternate(s)
CENTRAL PIEDMONT BUILDERS								
CINDERELLA PARTNERS								
DREAMBUILT CONSTRUCTION	75480	1, 2, 3, 4, 5	Yes	5%	5	\$ 945,000.00	\$ 77,200.00	\$ 1,022,200.00
R&L GLOVER ENTERPRISES								
IKE'S CONSTRUCTION	8037	1, 2, 3, 4, 5	Yes	5%	2	\$ 848,050.00	\$ 157,750.00	\$ 1,005,800.00
LILES CONSTRUCTION	26158	1, 2, 3, 4, 5	Yes	5%	3	\$ 870,900.00	\$ 75,350.00	\$ 946,250.00
MAGNOLIA CONSTRUCTION	46428	1, 2, 3, 4, 5	Yes	5%	4	\$ 925,000.00	\$ 104,500.00	\$ 1,029,500.00
VERTEX CONSTRUCTION	74905	1, 2, 3, 4, 5	Yes	5%	1	\$ 774,000.00	\$ 112,525.00	\$ 886,525.00

Comments:

**Allowances (Included in Base Bid)**  
 Contingency \$40,000  
 Testing \$10,000  
 Face Brick \$400/thousand  
 Paver Brick \$400/thousand

I certify that the above is a true and accurate tabulation of the bids received on the above referenced date.

Ramsay Burgin Smith ARCHITECTS, Inc.

*(Handwritten Signature)*  
 Signature



**FORM OF PROPOSAL  
ROWAN COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
RAILWALK  
Depot Street, Salisbury, NC**

Contractor Name: Vertex Construction Company, LLC

Submitted herewith is my/our proposal for the Rowan County Tourism Development Authority Railwalk, Salisbury, North Carolina.

**SECTION 1. PRELIMINARY:**

The undersigned, as bidder, hereby declares that the only person(s) interested in this proposal as principal(s) is/are named herein; that no other person than herein mentioned has any interest in this proposal or in the contract to be entered into; that this proposal is made without connection with any other person, company or parties making a bid or proposal; and that it is in all respects fair and in good faith without collusion or fraud.

The undersigned bidder further declares that he has examined the site of the work and informed himself fully in regard to all conditions pertaining to the place where the work is to be done; that he has examined the specifications for the work and the contract documents relative thereto, and has read all special provisions furnished prior to the opening of bids; and that he has satisfied himself relative to the work to be performed.

If this proposal is accepted, the undersigned bidder proposes and agrees to contract with ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY in the form of contract specified, to furnish all necessary materials, equipment, machinery, tools, apparatus, means of transportation and labor necessary to complete the construction in full and complete accord with the plans, specifications and contract documents and to the full and complete satisfaction of the Architect and Owner with a definite understanding that no money will be allowed for extra work except as set forth in the General Conditions and contract documents for the sum of:

**Single Prime Contract:**

BASE BID: Seven hundred seventy four thousand & <sup>00</sup>/<sub>100</sub> DOLLARS (\$ 774,000.<sup>00</sup>)  
(including allowances specified in Section 01020)

LIST THE FOLLOWING MAJOR SUBCONTRACTORS PART OF BID:

Plumbing: N/A  
Electrical: TRI - Electric  
Site Civil: PMB Construction  
Masonry: RT Masonry  
Framing: Vertex Construction  
Metal Fabrication Stocker Innovations

**SECTION 2. ALTERNATES:**

Each alternate price listing in this proposal shall cover all costs required for this particular part of the work, complete and in place, including all changes, alterations or modifications to surrounding work required to accommodate the substitution, addition, deletion or other change.

The Architect reserves the right to recommend to the Owner the acceptance or rejection of any or all alternates. The Owner reserves the right to accept or reject any or all such recommendations. The Owner further reserves the right to accept or reject alternates in any order they preferred without regard to whether or not their selected order effects bid outcome.

Should any of the alternates as described in the specifications be accepted, the amount written below shall be the amount to "add to" or "deduct from" the Base Bid. Signify the option intended by the words "add" or "deduct" in front of the written figures and the like "plus" or "minus" signs in front of the numerals.

**ALTERNATE #1 - Replacing the existing concrete sidewalks with brick paver sidewalks and crosswalk along Depot and Kerr Streets. See drawings for the extents of the new paver walks.**

This price must include all work, including labor and materials for the existing sidewalk removal, excavation for the soil depth of the height of the new 4" concrete base and 2-1/4" brick paver height, and the installation of the new brick paver sidewalk as well as the removal of the existing sidewalk and construction debris. Sidewalk shall be cleaned of excess mortar.

*One hundred twelve thousand Five Hundred Twenty-Five* DOLLARS (\$ 112,525.<sup>00</sup> )

**SECTION 3. UNIT PRICES: NOT USED**

**SECTION 4. COMPLETION OF WORK:**

If the undersigned bidder is notified of the acceptance of this proposal, he agrees to execute a contract for the above stated compensation in the form of the Standard Agreement of the American Institute of Architects and to commence work within ten (10) days after signing of the contract. The undersigned bidder proposes to complete the construction and have the work ready for Final Inspection on or before the schedule listed below from date of "commencement of work".

**Construction Duration - 6 Months.**

The undersigned further agrees that in the case of failure on his part to execute the said contract and required bonding within ten (10) consecutive calendar days after written notice of award of the contract has been given, the check, cash, or bid bond accompanying this bid shall be paid into the funds of the Owner for this project as liquidated damages for such failure.

**SECTION 5. ADDENDA/BULLETINS:**

The undersigned bidder acknowledges receipt of the following Addenda and/or Bulletins:

Addendum No. 1 Dated 10/3/24  
Addendum No. 2 Dated 10/18/24  
Addendum No. 3 Dated 10/21/24  
Addendum No. 4 Dated 10/23/24  
Addendum No. 5 Dated 10/23/24

[Signature]  
WITNESS

[Signature] - President  
SIGNATURE AND TITLE  
Vertex Construction Company LLC  
FIRM NAME  
721 Corporate Circle  
ADDRESS  
Salisbury, NC 28147  
ADDRESS  
74905  
LICENSE NUMBER  
10-24-2024  
DATE

(seal)

**FORM OF BID BOND**

KNOW ALL MEN BY THESE PRESENTS THAT \_\_\_\_\_

Vertex Construction Company, LLC as principal, and Employers Mutual Casualty Company, as surety, who is duly licensed to act as surety in North Carolina, are held and firmly bound unto

Rowan County Tourism Development Authority as obligee, in the penal sum of Five Percent of Amount Bid 5% DOLLARS, lawful money of the United States of America, for the payment of which, well and truly to be made, we bind ourselves, our heirs, executors, administrators, successors and assigns, jointly and severally, firmly by these presents.

Signed, sealed and dated this 24th day of October, 2024

WHEREAS, the said principal is herewith submitting proposal for

Rowan County Tourism Development Authority Railwalk and the principal desires to file this bid bond in lieu of making the cash deposit as required by G.S. 143-129.

NOW, THEREFORE, THE CONDITION OF THE ABOVE OBLIGATION is such, that if the principal shall be awarded the contract for which the bid is submitted and shall execute the contract and give bond for the faithful performance thereof within ten days after the award of same to the principal, then this obligation shall be null and void; but if the principal fails to so execute such contract and give performance bond as required by G.S. 143-129, the surety shall, upon demand, forthwith pay to the obligee the amount set forth in the first paragraph hereof. Provided further, that the bid may be withdrawn as provided by G.S. 143-129.1

Vertex Construction Company, LLC (SEAL)

By: *David Hartman* (SEAL)

David Hartman - President

\_\_\_\_\_ (SEAL)

Employers Mutual Casualty Company (SEAL)

By: *Wendy E Lahm* (SEAL)

Wendy E Lahm, Attorney-in-Fact

Surety Phone No. 515-280-2511





**CERTIFICATE OF AUTHORITY INDIVIDUAL ATTORNEY-IN-FACT**

**KNOW ALL MEN BY THESE PRESENTS, that:**

- 1. Employers Mutual Casualty Company, an Iowa Corporation
- 2. EMCASCO Insurance Company, an Iowa Corporation
- 3. Union Insurance Company of Providence, an Iowa Corporation
- 4. Illinois EMCASCO Insurance Company, an Iowa Corporation
- 5. Dakota Fire Insurance Company, a North Dakota Corporation
- 6. EMC Property & Casualty Company, an Iowa Corporation

hereinafter referred to severally as "Company" and collectively as "Companies", each does, by these presents, make, constitute and appoint

**Wendy E Lahm**

its true and lawful attorney-in-fact, with full power and authority conferred to sign, seal, and execute the following Surety Bond

Surety Bond Number: Bid Bond  
 Principal : Vertex Construction Company, LLC  
 Obligee : Rowan County Tourism Development Authority

and to bind each Company thereby as fully and to the same extent as if such instruments were signed by the duly authorized officers of each such Company, and all of the acts of said attorney pursuant to the authority hereby given are hereby ratified and confirmed.

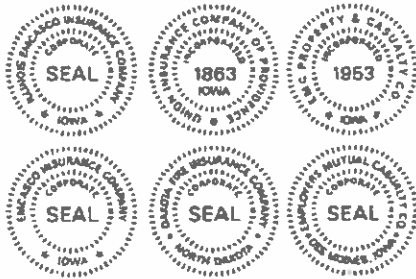
**AUTHORITY FOR POWER OF ATTORNEY**

This Power-of-Attorney is made and executed pursuant to and by the authority of the following resolution of the Boards of Directors of each of the Companies at the first regulary scheduled meeting of each company duly called and held in 1999:

**RESOLVED:** The President and Chief Executive Officer, any Vice President, the Treasurer and the Secretary of Employers Mutual Casualty Company shall have power and authority to (1) appoint attorneys-in-fact and authorize them to execute on behalf of each Company and attach the seal of the Company thereto bonds and undertakings, recognizances, contracts of indemnity and other writings obligatory in the nature thereof; and (2) to remove any such attorney-in-fact at any time and revoke the power and authority given to him or her. Attorneys-in-fact shall have power and authority, subject to the terms and limitations of the power-of-attorney issued to them, to execute and deliver on behalf of the Company, and to attach the seal of the Company thereto, bonds and undertakings, recognizances, contracts of indemnity and other writings obligatory in the nature thereof, and any such instrument executed by any such attorney-in-fact shall be fully and in all respects binding upon the Company. Certification as to the validity of any power-of-attorney authorized herein made by an officer of Employers Mutual Casualty Company shall be fully and in all respects binding upon this Company. The facsimile or mechanically reproduced signature of such officer, whether made heretofore or hereafter, wherever appearing upon a certified copy of any power-of-attorney of the Company, shall be valid and binding upon the Company with the same force and effect as though manually affixed.

**IN WITNESS THEREOF,** the Companies have caused these presents to be signed for each by their officers as shown, and the Corporate seals to be hereto affixed this 19<sup>th</sup> day of September, 2022.

Seals



*Scott R. Jean*  
 Scott R. Jean, President & CEO  
 of Company 1 (Chairman, President  
 & CEO of Companies 2, 3, 4, 5 & 6

*Todd Strother*  
 Todd Strother, Executive Vice President  
 Chief Legal Officer & Secretary of  
 Companies 1, 2, 3, 4, 5 & 6

On this 19<sup>th</sup> day of September, 2022 before me a Notary Public in and for the State of Iowa, personally appeared Scott R. Jean and Todd Strother, who, being by me duly sworn, did say that they are, and are known to me to be the CEO, Chairman, President, Executive Vice President, Chief Legal Officer and/or Secretary, respectively, of each of the Companies above; that the seals affixed to this instrument are the seals of said corporations; that said instrument was signed and sealed on behalf of each of the Companies by authority of their respective Boards of Directors; and that the said Scott R. Jean and Todd Strother, as such officers, acknowledged the execution of said instrument to be their voluntary act and deed, and the voluntary act and deed of each of the Companies.

My Commission Expires October 10, 2025.

*Kathy Loveridge*  
 Notary Public in and for the State of Iowa

**CERTIFICATE**

I, Ryan J. Springer, Vice President of the Companies, do hereby certify that the foregoing resolution of the Boards of Directors by each of the Companies, and this Power of Attorney issued pursuant thereto on 19<sup>th</sup> day of September, 2022, are true and correct and are still in full force and effect.

In Testimony Whereof I have subscribed my name and affixed the facsimile seal of each Company this 24<sup>th</sup> day of October, 2024.

*Ryan J. Springer*  
 Vice President

## Identification of Minority Business Participation

I, Vertex Construction Company, LLC  
 (Name of Bidder)

do hereby certify that on this project, we will use the following minority business enterprises as construction subcontractors, vendors, suppliers or providers of professional services.

Firm Name, Address and Phone #	Work type	*Minority Category

\*Minority categories: Black, African American (B), Hispanic (H), Asian American (A) American Indian (I), Female (F) Socially and Economically Disadvantaged (D)

The total value of minority business contracting will be (\$) 0.00.

# State of North Carolina AFFIDAVIT A - Listing of Good Faith Efforts

County of Rowan

(Name of Bidder)

Affidavit of Vertex Construction Company

I have made a good faith effort to comply under the following areas checked:

**Bidders must earn at least 50 points from the good faith efforts listed for their bid to be considered responsive.** (1 NC Administrative Code 30 I.0101)

- 1 - (10 pts) Contacted minority businesses that reasonably could have been expected to submit a quote and that were known to the contractor, or available on State or local government maintained lists, at least 10 days before the bid date and notified them of the nature and scope of the work to be performed.
- 2 - (10 pts) Made the construction plans, specifications and requirements available for review by prospective minority businesses, or providing these documents to them at least 10 days before the bids are due.
- 3 - (15 pts) Broken down or combined elements of work into economically feasible units to facilitate minority participation.
- 4 - (10 pts) Worked with minority trade, community, or contractor organizations identified by the Office of Historically Underutilized Businesses and included in the bid documents that provide assistance in recruitment of minority businesses.
- 5 - (10 pts) Attended prebid meetings scheduled by the public owner.
- 6 - (20 pts) Provided assistance in getting required bonding or insurance or provided alternatives to bonding or insurance for subcontractors.
- 7 - (15 pts) Negotiated in good faith with interested minority businesses and did not reject them as unqualified without sound reasons based on their capabilities. Any rejection of a minority business based on lack of qualification should have the reasons documented in writing.
- 8 - (25 pts) Provided assistance to an otherwise qualified minority business in need of equipment, loan capital, lines of credit, or joint pay agreements to secure loans, supplies, or letters of credit, including waiving credit that is ordinarily required. Assisted minority businesses in obtaining the same unit pricing with the bidder's suppliers in order to help minority businesses in establishing credit.
- 9 - (20 pts) Negotiated joint venture and partnership arrangements with minority businesses in order to increase opportunities for minority business participation on a public construction or repair project when possible.
- 10 - (20 pts) Provided quick pay agreements and policies to enable minority contractors and suppliers to meet cash-flow demands.

The undersigned, if apparent low bidder, will enter into a formal agreement with the firms listed in the Identification of Minority Business Participation schedule conditional upon scope of contract to be executed with the Owner. Substitution of contractors must be in accordance with GS143-128.2(d) Failure to abide by this statutory provision will constitute a breach of the contract.

The undersigned hereby certifies that he or she has read the terms of the minority business commitment and is authorized to bind the bidder to the commitment herein set forth.

Date: 10/24/24 Name of Authorized Officer: DAVID HERRMAN

Signature: [Signature]

Title: President



State of North Carolina County of Rowan  
Subscribed and sworn to before me this 24 day of October 2024  
Notary Public Anjelana E. Thurston  
My commission expires July 19, 2025

**State of North Carolina --AFFIDAVIT B-- Intent to Perform Contract with Own Workforce.**

County of \_\_\_\_\_

Affidavit of \_\_\_\_\_ *N/A*  
(Name of Bidder)

I hereby certify that it is our intent to perform 100% of the work required for the \_\_\_\_\_  
\_\_\_\_\_ contract.  
(Name of Project)

In making this certification, the Bidder states that the Bidder does not customarily subcontract elements of this type project, and normally performs and has the capability to perform and will perform all elements of the work on this project with his/her own current work forces; and

The Bidder agrees to provide any additional information or documentation requested by the owner in support of the above statement.

The undersigned hereby certifies that he or she has read this certification and is authorized to bind the Bidder to the commitments herein contained.

Date: \_\_\_\_\_ Name of Authorized Officer: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_



State of \_\_\_\_\_, County of \_\_\_\_\_

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_

Notary Public \_\_\_\_\_

My commission expires \_\_\_\_\_