

VISIT ROWAN COUNTY

NORTH CAROLINA

Be an original.®

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

Wednesday, May 21, 2025, Noon

- | | | |
|-------|---|--------------------------------|
| I. | Call to Order | Stephen Kidd |
| II. | Approval of Meeting Minutes | Stephen Kidd |
| III. | Financial Report | James Meacham |
| | A. Financial Report and Market Update | |
| | B. Presentation of FY 2025-26 Proposed Budget | |
| | C. Schedule Public Hearing for June 18, 2025 | Stephen Kidd |
| IV. | Tourism Program of Work Report | |
| | A. Destination Marketing | |
| | 1. Digital Marketing | Brooke Arrowood |
| | 2. Sales, Packages, Promotions and Trolleys | Tara Furr |
| | B. Tourism Development and Infrastructure | Sarah Michalec & James Meacham |
| VI. | Additional Business | |
| VII. | Closed Session | Stephen Kidd |
| VIII. | Adjourn | |



ROWAN COUNTY TOURISM BOARD OF DIRECTORS' MEETING

Wednesday, April 16, 2025, 12:00 pm

BOARD MEETING MINUTES

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

Not Attending: Andy Maben

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

Guests: Chris Cavanaugh, Magellan Strategies

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 March 2025 minutes.

Second: Therese Henderson

Motion: Approved

Financial Report & Tourism Market Update

Meacham reported occupancy tax revenues as of 3-31-2025 for fiscal year 2024-25 on an accrual basis equaled \$1,130,435 and are 12% ahead of budget. February 2025 taxes came in 0.7% behind budget. March 2025 occupancy taxes are projected to come 10% to 14% higher than March 2024. Early April figures are ahead of April 2024 numbers. The year-to-date revenues on an accrual basis through February were \$373,271 ahead of expenses. Meacham reported total revenues equaled \$1,722,350 against expenses of \$1,349,078. Most of the operating income on the budget vs actual statement is driven by the wayfinding program and capital projects; with the capital expenditures occurring as balance sheet transactions. Less capital program revenues Tourism's operating income year to date is \$39,681.

Meacham reviewed the balance sheet and reported current assets equaling \$578,906 and were \$41,516 less than February 2025. Current assets consisted of cash on hand, occupancy tax receivables, wayfinding and capital project receivables. Accounts Receivables equaled \$318,407 which included February and March

outstanding occupancy tax revenues, wayfinding revenues and capital project reimbursement from the Chamber of Commerce. The cash on hand as of 3-31-25 equaled \$260,499.

Motion: Craig Pierce made the motion for approval of the financials as presented.

Second: Sada Troutman

Motion: Approved

Meacham presented and reviewed the Board the 2025-26 Audit Contracts and Engagement Letter for Eddie Carrick CPA to complete the Rowan County TDA's 2024-25 audit.

Motion: Richard Reinholz made a motion for approval of the 2024-25 audit contract with Carrick CPA.

Second: Sada Troutman

Motion: Approved

Tourism Program of Work

Tara Furr reported that package sales are ahead of last year. Year-to-date 71 packages have been booked generating 101 room nights. Current packages are Day Out with Thomas, Cheerwine Festival, and Spring in Rowan County.

Furr reminded the group that the Hospitality Night is 3 weeks away and to be sure to reserve their tickets and pass the information along to their hospitality teams. Furr reported that as of the date of the meeting, there were 700 tickets requested, surpassing last year's total of 600 that were requested.

Furr reported that the Trolley system remains busy year to date and is ahead of last year's totals for this date. There are 113 rentals to date and 20 over the next 90 days. Throughout the month of April, Trolleys will be out at the NC Transportation Museum for Easter Bunny Express and Tractor and Trains. In Granite Quarry, trolleys will be at the Arts in the Park Festival and there are several spring weddings on the books.

Furr reports that the team will be promoting spring and Easter events as well as stay and play packages, Hospitality night at the Kannapolis Cannon Ballers, Cheerwine Festival and strawberry season at Patterson Farm through April and into May.

Tourism Development

Michalec reported that the team is working to get the 3 remaining Gateway signs in the ground – 1 in Landis and 2 in China Grove. The directional signs are slated to begin installation on Tuesday, April 22nd. Sada is still working on the signs for Downtown Salisbury.

Michalec reported that construction is moving along at the RailWalk with a good deal of grading work being completed. The storm water improvements across Depot Street have been completed and Depot has been repaved from Liberty to Kerr Street. The Farmer's Market is set to open this weekend and Michalec is working on getting some drop-down shades for the RailWalk Pavillion as well as getting those approved by HPC.

Fiscal Year 2025-26 Planning Session

Chris Cavanaugh with Magellan Strategies presented the fiscal year 2025-26 planning session. Please see attached document.

The meeting adjourned at 1 pm.
Respectfully submitted.

Lesley Pullium
SRCVB

VISIT ROWAN COUNTY

NORTH CAROLINA

Be an original.®

FINANCIAL SUMMARY REPORT AS OF 4-30-2025

Report Date: May 21, 2025

***The Tourism Authority utilizes modified accrual-based accounting in accordance with GASB. Year-to-date expenses typically run about 6 to 7 weeks ahead of year-to-date revenues. ***

Fiscal Year 2024-25 Statement of Activities: Highlights as of 4-30-25.

- Occupancy tax revenues as of 4-30-2025 for fiscal year 2024-25 on an accrual basis equaled \$1,277,155 and are 13.3% ahead of budget.
 - March 2025 taxes came in 16% ahead of budget and were a record for the month of March.
 - April occ. taxes are projected to come in slightly higher than budget and ahead of April 2024.
 - Early May figures are projected to be in line, to slightly ahead of budget.
- Year-to-date revenues on an accrual basis through March were \$434,410 ahead of expenses. Total revenues equaled \$1,934,876 against expenses of \$1,500,465.
 - Most operating income on the budget vs actual statement is driven by the wayfinding program and capital projects; with capital expenditures occurring as balance sheet transactions.
 - Less capital program balance sheet transactions Tourism's operating income is \$41,724

Balance Sheet: Summary as of 4-30-2025

- Total Current Assets equaled \$594,169 and were \$15,263 higher than March 2025. Current assets consisted of cash on hand, occupancy tax receivables, partner services receivables and wayfinding and capital project receivables.
- Accounts Receivables equaled \$338,754 which included March and April outstanding occupancy tax revenues, wayfinding revenues and capital project reimbursements from the Chamber of Commerce.
- Cash on hand as of 4-30-25 equaled \$252,680.

ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY

Statement of Financial Position - Accrual Basis

As of April 30, 2025

Assets

Current Assets

Petty cash	\$	16.83	
First Bank Checking - 0436		25,490.35	
F&M Operating - 9224		4,219.39	
NC Capital Mgmt Trust		201,712.95	
First Bank Money Mkt - 4509		21,241.47	
Accounts Receivable		338,754.31	
Prepaid Expenses		<u>2,733.87</u>	
Total Current Assets			<u>594,169.17</u>

Fixed Assets

Building		2,176,919.00	
Land		250,604.00	
Construction in Progress		452,379.36	
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>3,016,617.56</u>

Other Assets

Pension Asset		<u>45,079.00</u>	
Total Other Assets			<u>45,079.00</u>
Total Assets			<u><u>3,655,865.73</u></u>

Liabilities & Net Assets

Current Liabilities

Retirement Withholding	1,549.16
------------------------	----------

See Accountant's Letter

ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY

Statement of Financial Position - Accrual Basis

As of April 30, 2025

Federal and Fica Withholding	2,319.33	
State Withholding	280.00	
SUTA	<u>10.28</u>	
Total Current Liabilities		<u>4,158.77</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>81,135.77</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>434,410.70</u>	
Total Net Assets		<u>3,574,729.96</u>
Total Liabilities and Net Assets		<u>\$ 3,655,865.73</u>

See Accountant's Letter

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

	10 Months Ended April 30, 2025 Actual	Current Year June 30, 2025 Budget	Current Year Over/(Under) Budget
<u>Income</u>			
Trolley Income	53,997.54	80,000.00	(26,002.46)
Occupancy Taxes Income	1,277,155.07	1,400,000.00	(122,844.93)
Partner Services Income	99,313.14	66,500.00	32,813.14
Holiday Caravan Parade Income	63,689.69	56,500.00	7,189.69
Miscellaneous Income	6,347.85	1,000.00	5,347.85
Investment Income	8,932.71	12,000.00	(3,067.29)
Gateway Building Income	125,493.42	142,500.00	(17,006.58)
Tourism ARPA Funding	299,947.10	500,000.00	(200,052.90)
Total Income	<u>1,934,876.52</u>	<u>2,258,500.00</u>	<u>(323,623.48)</u>
<u>Operating Expenses</u>			
Salaries - regular	99,054.82	124,000.00	(24,945.18)
Worker's Comp and Liab Ins.	5,862.00	8,500.00	(2,638.00)
Miscellaneous	5,879.64	4,500.00	1,379.64
Professional Services	41,847.80	36,000.00	5,847.80
CVB Appropriation	1,011,001.06	1,095,500.00	(84,498.94)
Supplies & Equipment	1,735.86	4,500.00	(2,764.14)
Trolley	13,995.66	11,500.00	2,495.66
Tourism Development	94,265.19	750,000.00	(655,734.81)
Holiday Caravan Parade	67,794.18	56,500.00	11,294.18
Partner Services	15,237.80	25,000.00	(9,762.20)
Gateway Building	143,791.81	142,500.00	1,291.81
Total Operating Expenses	<u>1,500,465.82</u>	<u>2,258,500.00</u>	<u>(758,034.18)</u>
Operating Income (Loss)	<u>434,410.70</u>	<u>0.00</u>	<u>434,410.70</u>

See Accountant's Letter

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

	1 Month Ended April 30, 2025 Actual	1 Month Ended April 30, 2025 Budget	Current Period Over/(Under) Budget
<u>Income</u>			
Trolley Income	5,015.11	6,666.67	(1,651.56)
Occupancy Taxes Income	146,719.56	116,666.67	30,052.89
Partner Services Income	4,240.71	5,541.67	(1,300.96)
Holiday Caravan Parade Income	0.00	4,708.34	(4,708.34)
Miscellaneous Income	0.00	83.34	(83.34)
Investment Income	699.50	1,000.00	(300.50)
Gateway Building Income	17,126.00	11,875.00	5,251.00
Tourism ARPA Funding	38,725.42	41,666.67	(2,941.25)
Total Income	<u>212,526.30</u>	<u>188,208.36</u>	<u>24,317.94</u>
<u>Operating Expenses</u>			
Salaries - regular	9,988.89	10,333.33	(344.44)
Worker's Comp and Liab Ins.	486.00	708.33	(222.33)
Miscellaneous	279.93	375.00	(95.07)
Professional Services	125.00	3,000.00	(2,875.00)
CVB Appropriation	112,553.29	91,291.66	21,261.63
Supplies & Equipment	990.77	375.00	615.77
Trolley	2,002.06	958.33	1,043.73
Tourism Development	561.48	62,500.00	(61,938.52)
Holiday Caravan Parade	35.00	4,708.33	(4,673.33)
Partner Services	1,223.79	2,083.33	(859.54)
Gateway Building	23,141.25	11,875.00	11,266.25
Total Operating Expenses	<u>151,387.46</u>	<u>188,208.31</u>	<u>(36,820.85)</u>
Operating Income (Loss)	<u>61,138.84</u>	<u>0.05</u>	<u>61,138.79</u>

See Accountant's Letter

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	-8.4%	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%		
Quarter Total	206,699.12	306,158.00	48.1%	364,683.77	13.7%	333,600.97	-8.3%	393,688.07	18.2%		
October	76,794.51	115,324.55	50.2%	128,088.16	10.0%	141,296.02	10.3%	172,137.56	21.8%		
November	60,357.00	102,438.16	68.7%	116,523.19	12.1%	109,684.96	-5.9%	130,039.92	18.6%		
December	64,749.41	95,874.73	48.1%	103,834.94	7.7%	95,959.89	-8.2%	99,625.62	3.7%		
Quarter Total	201,900.92	313,637.44	56.3%	348,448.29	10.0%	348,940.87	-0.4%	401,803.10	13.7%		
January	56,291.87	96,918.80	72.2%	115,064.17	15.8%	88,997.47	-22.7%	103,025.92	15.8%		
February	62,049.03	94,530.61	52.3%	108,890.30	13.2%	106,875.73	-1.9%	106,109.21	-0.7%		
March	84,372.26	114,826.09	36.1%	125,058.98	8.2%	123,858.60	-1.0%	147,523.28	18.0%		
Quarter Total	202,713.16	306,275.46	51.1%	349,011.43	12.2%	319,731.80	-8.2%	366,658.41	10.4%		
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%				
Quarter Total	290,588.42	361,024.38	24.2%	360,665.67	-0.1%	414,688.11	13.0%				
Adj'dnts Penalties											
Penalties											
Year Total	\$ 901,901.62	\$ 1,287,095.28	42.7%	\$ 1,412,777.16	8.9%	\$ 1,410,962.75	0.2%				

