

# 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 16, 2022, Noon

**MEETING AGENDA**

- |       |                                               |                                 |
|-------|-----------------------------------------------|---------------------------------|
| I.    | Call to Order                                 | Krista Sullivan, Chair          |
| II.   | Approval of Meeting Minutes                   | Krista Sullivan, Chair          |
| III.  | Financial Report                              |                                 |
|       | A. Tourism Financial Report and Market Update | James Meacham                   |
| IV.   | Agritourism: Zoning                           | James Meacham & Andy Abramson   |
| V.    | Safety and Wellness                           | James Meacham & Krista Sullivan |
| VI.   | Program of Work Report                        |                                 |
|       | A. Destination Marketing Report               | Sarah Michalec                  |
|       | B. Tourism Development                        |                                 |
|       | a. Rowan Tourism Product Development Plan     | James Meacham & Sarah Michalec  |
| VII.  | Additional Business                           |                                 |
| VIII. | Adjourn                                       |                                 |



**ROWAN COUNTY TOURISM  
BOARD OF DIRECTORS MEETING**

Wednesday, October 19, 2022 12:00 pm

**BOARD MEETING MINUTES**

**Board Members Attending:** Sada Troutman, Craig Pierce, Krista Osterweil, John Ketner, Karen Alexander, Cyndi Greenwood, Therese Henderson, Kimberly Morgan, Richard Reinholz (Via Zoom)

**Not Attending:** Vivian Hopkins, Michelle Patterson

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

**RCTDA Call to Order**

Osterweil called the RCTDA to order at 12:05pm. Osterweil and Meacham welcomed Richard Reinholz, Executive Director, JF Hurley YMCA (attending via Zoom) to the Tourism Board.

**Approval of the Minutes**

Motion: Craig Pierce made the motion for approval of the September 2022 minutes.

Second: John Ketner

Motion: Approved

**Organizational & Financial Update**

Meacham reported occupancy tax revenues as of 9-30-22 for fiscal year 2022-23 on an accrual basis equaled \$373,897 and are 15.8% ahead of the same period in fiscal year 2021-22. August 2022 occupancy taxes were \$114,943 and 15.1% ahead of August 2021. The final September 2022 occupancy taxes are in line for \$117,000: 15% ahead of September 2021. Meacham said that August 2022 and September 2022 continued as record months surpassing the records set in 2021, October 2022 is on pace to be another record month. Year to date revenue on an accrual basis has exceeded expenses by \$65,964.

Meacham reported the total current assets equaled \$490,377, up \$80,672 from the month ending August 31st. Accounts receivables equaled \$255,508 an increase of \$27,123 from the month ending August 31st and consists of August and September occupancy taxes. Cash on hand as of 09-30-22 equaled \$234,869 an increase of \$53,549 from the month ending August 31st. Meacham noted that under assets there is no Fidelity account, that \$25,000 should be listed in the NC Capital Trust account.

Meacham reviewed the Smith Travel lodging report, showing Year to Date trending ahead of the year before in ADR, Rev Par, and revenue. August first month that occupancy decreased from the prior year. Rates are continuing to rise as does profitability even while occupancy was down a little from the previous year..

### **Destination Marketing Report**

Michalec reported continued growth on the website and all digital platforms. The email Newsletter open rate was up 3% in September and staff hopes to continue that momentum with an email newsletter sign up campaign this winter. The website showed a 7% year over year increase in traffic in September, which is great because industry wide web traffic is down over the last several months. There were 9000 page views in September just for Thomas alone. Michalec said that this web traffic should continue and shift to the Polar Express. Michalec noted that web traffic typically drops off a bit in the winter months. Root Rez continues to work well with 83% of bookings being packages. Through this process staff has learned a great deal and will be working to refine the process even more for next season.

Michalec reported that Facebook is doing great with 203 new followers and 9,000 engagements in September. The most popular messaging was the “experience original campaign” highlighting the individual communities and what makes them unique. Staff is looking at repackaging this campaign in similar ways to sell in on some of the slower growing platforms. The experience original campaign was featured on the blog with 985 views.

Google ads for packages in August and September including DOWT were shown 702 times and received 2,000 click throughs. Polar Express was shown 215 times and received just over 2,000 click. Polar Express faced more competition in the ad market with other holiday events as well as other railroad Polar Express events.

Michalec directed attention to a new chart called Paid Marketing Placements which shows the goal is 60 placements per month/ 2 per day.

DOWT packages as of today equaled 150 with 232 room nights. The Homes and Hops tour produced 2 packages. Michalec and Meacham noted that sometimes packages featuring multiple events that do not produce as well as one event packages, depending on the target markets for the events included within the package. Staff believe this package feel in that category.

The Polar Express package bookings are 60 packages ahead of 2019. Tickets are selling out quickly for Polar Express and this could affect total package sales.

The updated tourism support chart indicates \$76,000 in investment, just under 700 room nights and about \$9.6 million in economic impact. Michalec said that staff is working together in Furr’s absence to manage the requirements of groups sales.

Michalec reports that there were a few cancellations from hurricane Ian, but trolleys continue to be busy. By the end of the year staff is hoping to present some trend information for the board on the Trolleys. The trolleys are profitable and popular with groups and private events, but staff wants to determine what is next in bringing back the tours.

Michalec said that looking ahead, the Original Autumn campaign will continue highlighting fall events, staff is working on a Gift Original campaign with gift card giveaways, packages, and photo shoots at Halloween and in December.

## Tourism Development

Meacham directed the boards attention to the Tourism Capital Plan which was distributed in the board packets. The report will be available online as well. Meacham asked members to review the plan during the month and consider approval of this for the framework for the Capital plan going forward at the November meeting.

Typically, the TDA likes to use one project to solve three or four objectives, Meacham gave the example of the RailWalk Pavilion which created a space for Farmer's Market, an outdoor space and overall improvement of the RailWalk area. Staff has been pulling the information and looking at couple of key areas that could offer the same objective of completing several objectives in one project. The first area is continuing down the RailWalk area with continued growth and expansion. Second is the agricultural recreational combination looking at public/private partnerships and taking existing assets and building them up.

Meacham referenced the new Pickleball facility at the Hurley YMCA as a new asset in the community to utilize in attracting sports tourism. Reinholz briefed the board on the new facility and all it can offer related to sports tourism.

Meacham noted the third area includes identifying some arts grants and funding for creation of some Instagramable sites. Meacham reported that funds are starting to be set aside monthly for these future projects as identified and noted the NC Capital Management Trust account balance of \$50,000. Once projects are identified staff will do the due diligence of pricing out of the project expenses and formalize a plan specific to each project and partnerships. Meacham reported that Michalec is stepping up and supporting with project management roles and taking the leadership on projects.

Michalec reviewed the County-wide Wayfinding project that she is working on with Bizzell. Michalec stated that once all revisions are complete staff will take the final plan to each of the groups included (municipalities) for review of their specific area and finally to the County Commission for final approval of the actual plan. Once that is complete, the plan will be submitted to the NCDOT for their approval.

The meeting adjourned at 12:42 pm.

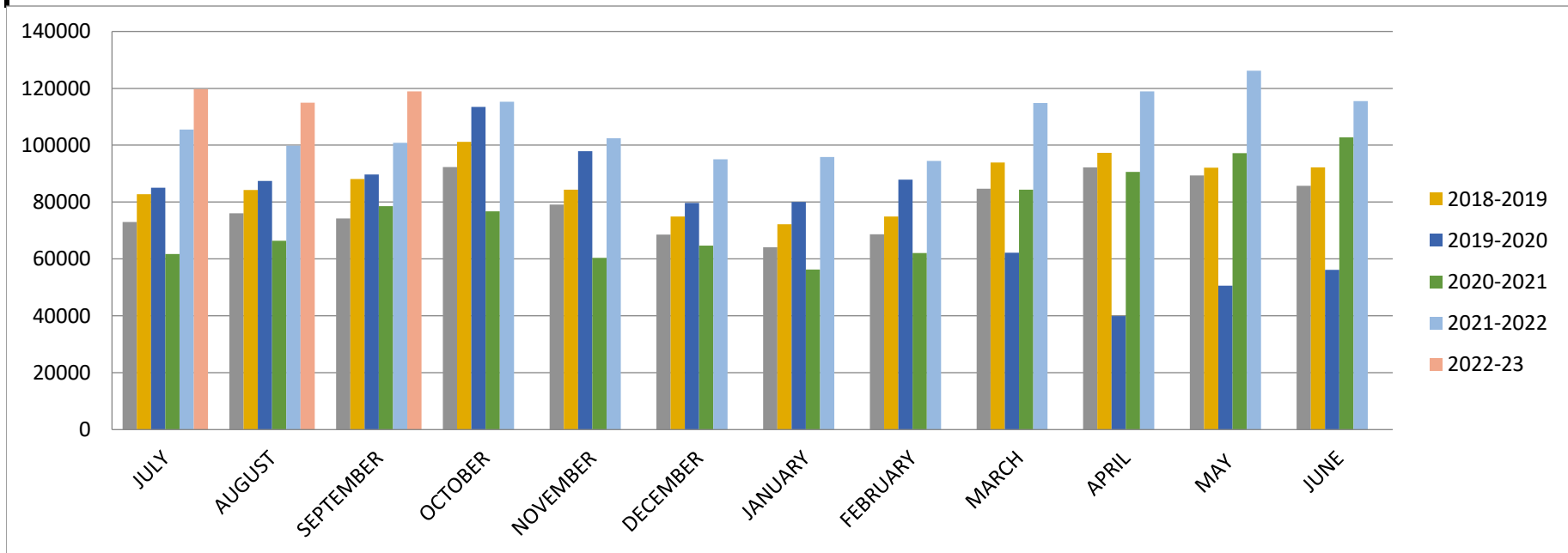
Respectfully submitted.

Lesley Pullium

SRCVB

**Rowan County Occupancy Tax Receipts Collected (GROSS)**

MONTH	FY18-19	FY19-20	%CHNG	FY20-21	%CHNG	FY21-22	%CHNG	FY22-23	%CHNG
July	82,827.79	85,062.04	2.7%	61,737.08	-27.4%	105,514.79	70.9%	119,693.09	13.4%
August	84,227.53	87,388.13	3.8%	66,399.96	-24.0%	99,851.17	50.4%	114,943.40	15.1%
September	88,060.74	89,694.58	1.9%	78,562.08	-12.4%	100,792.04	28.3%	118,975.53	18.0%
<b>Quarter Total</b>	<b>255,116.06</b>	<b>262,144.75</b>	<b>2.8%</b>	<b>206,699.12</b>	<b>-21.2%</b>	<b>306,158.00</b>	<b>48.1%</b>	<b>353,612.02</b>	<b>15.5%</b>
October	101,229.40	113,427.41	12.0%	76,794.51	-32.3%	115,324.55	50.2%		
November	84,418.19	97,848.24	15.9%	60,357.00	-38.3%	102,438.16	69.7%		
December	74,894.47	79,686.64	6.4%	64,749.41	-18.7%	95,874.73	48.1%		
<b>Quarter Total</b>	<b>260,542.06</b>	<b>290,962.29</b>	<b>11.7%</b>	<b>201,900.92</b>	<b>-30.6%</b>	<b>313,637.44</b>	<b>55.3%</b>		
January	72,190.74	80,100.88	11.0%	56,291.87	-29.7%	96,918.80	72.2%		
February	74,900.88	87,894.99	17.3%	62,049.03	-29.4%	94,530.61	52.3%		
March	93,890.99	62,149.01	-33.8%	84,372.26	35.8%	114,826.05	36.1%		
<b>Quarter Total</b>	<b>240,982.61</b>	<b>230,144.88</b>	<b>-4.5%</b>	<b>202,713.16</b>	<b>-11.9%</b>	<b>306,275.46</b>	<b>51.1%</b>		
April	97,300.73	39,870.97	-59.0%	90,628.43	127.3%	118,973.87	31.3%		
May	92,104.89	50,585.59	-45.1%	97,167.69	92.1%	126,185.96	29.9%		
June	92,254.88	56,142.85	-39.1%	102,792.30	83.1%	115,488.15	12.4%		
<b>Quarter Total</b>	<b>281,660.50</b>	<b>146,599.41</b>	<b>-48.0%</b>	<b>290,588.42</b>	<b>98.2%</b>	<b>360,647.98</b>	<b>24.1%</b>		
<b>Adjmts Penalties</b>									
<b>Penalties</b>									
<b>Year Total</b>	<b>\$ 1,038,301.23</b>	<b>\$ 929,851.33</b>	<b>-10.4%</b>	<b>\$ 901,901.62</b>	<b>-3.0%</b>	<b>\$ 1,286,718.88</b>	<b>42.7%</b>	<b>\$ 353,612.02</b>	





## **FINANCIAL SUMMARY REPORT AS OF 10-31-2022**

**Report Date: November 15, 2022**

**\*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 2022-2023 Statement of Activities: Highlights as of 10-31-2022**

- Occupancy tax revenues as of 9-30-22 for fiscal year 2022-23 on an accrual basis equaled \$496,397 and are 16.3% ahead of budget and of the same period in fiscal year 2021-22.
  - September 2022 occupancy taxes were \$118,975 and 18% ahead of September 2021
  - Final October 2022 occupancy taxes are in line for \$120,000: about 5% of the all time high collection in October 2021
    - August 2022 and September 2022 continued as record months surpassing the records set in 2021, October 2022 is on pace to be another record month.
- Year to date revenue on an accrual basis has exceeded expenses by \$115,932

### **Balance Sheet: Summary as of 10-31-2022**

- Total Current Assets equaled \$521,859 and are up \$31,482 from the month ending September 30th.
- Accounts Receivables equaled \$258,008 an increase of \$2,500 from the month ending September 30th and consists of September and October occupancy taxes.
- Cash on hand as of 10-31-22 equaled \$263,851 an increase of \$28,982 from the month ending September 30, 2022

**Rowan County Tourism Development Authority**  
**Statement of Financial Position**  
**As of October 31, 2022**

Accrual Basis

	<u>Oct 31, 22</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1052 · F&M Bank-Operating 9224	74,017.90
1020 · Petty cash	16.83
1050 · First Bank checking #0436	14,688.44
1065 · NC Capital Mgmt Trust	74,504.84
1070 · First Bank MM account-4509	<u>100,623.18</u>
<b>Total Checking/Savings</b>	263,851.19
<b>Accounts Receivable</b>	
1201 · Accounts Receivable	<u>258,008.00</u>
<b>Total Accounts Receivable</b>	<u>258,008.00</u>
<b>Total Current Assets</b>	521,859.19
<b>Fixed Assets</b>	
1503 · RAILWALK PAVILION	506,594.36
1501 · Land	250,604.00
1500 · Building	2,098,436.00
1505 · Computers	13,223.52
1510 · Furniture & fixtures	51,529.00
1515 · Office equipment	23,278.13
1516 · Trolley cars	319,880.00
1990 · Accumulated depreciation	<u>-515,808.81</u>
<b>Total Fixed Assets</b>	2,747,736.20
<b>Other Assets</b>	
1900 · Pension Asset	<u>12,674.00</u>
<b>Total Other Assets</b>	<u>12,674.00</u>
<b>TOTAL ASSETS</b>	<u><u>3,282,269.39</u></u>

**Rowan County Tourism Development Authority**  
**Statement of Financial Position**  
**As of October 31, 2022**

Accrual Basis

	<u>Oct 31, 22</u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
234 · 457b Withholdings	288.46
2039 · United Way	-800.00
2033 · State withholding payable	597.00
2035 · Retirement withholding	796.16
2100 · Payroll Liabilities	<u>5,052.97</u>
<b>Total Other Current Liabilities</b>	<u>5,934.59</u>
<b>Total Current Liabilities</b>	<u>5,934.59</u>
<b>Long Term Liabilities</b>	
2700 · Pension Deferrals	<u>20,011.00</u>
<b>Total Long Term Liabilities</b>	<u>20,011.00</u>
<b>Total Liabilities</b>	<u>25,945.59</u>
<b>Equity</b>	
3050 · Investment in fixed assets	2,397,736.00
3100 · Fund balance	154,914.16
3105 · Restricted Fund Balance	112,820.00
3900 · Retained Earnings	474,921.29
Net Income	<u>115,932.35</u>
<b>Total Equity</b>	<u>3,256,323.80</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>3,282,269.39</u></u>



**Rowan County Tourism Development Authority  
Statement of Activities Actual vs Budget**

Accrual Basis

July through October 2022

	<u>Jul - Oct 22</u>	<u>Budget</u>	<u>\$ Over Budg...</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4350 · Tourism ARP Funding	0.00	166,666.65	-166,666.65
4070 · Misc and Ticket Sales	5,232.33	333.35	4,898.98
4060 · Holiday Caravan Parade	45,733.76	16,666.65	29,067.11
4100 · Fund Balance Interest	329.40		
4010 · Occupancy taxes	496,397.51	426,666.65	69,730.86
4000 · Trolley Operations	19,473.50	18,333.35	1,140.15
4300 · Gateway Building Revenue	36,518.88	36,666.65	-147.77
4025 · Partner Services	3,258.13	13,333.35	-10,075.22
<b>Total Income</b>	<u>606,943.51</u>	<u>678,666.65</u>	<u>-71,723.14</u>
<b>Gross Profit</b>	606,943.51	678,666.65	-71,723.14
<b>Expense</b>			
6501 · Tourism Capital Projects	40.78	233,333.35	-233,292.57
6510 · Holiday Caravan Parade Expen...	4,204.30	16,666.65	-12,462.35
6511 · Partner Service Expense	4,901.33	8,333.36	-3,432.03
60001 · Marketing & Visitor Services			
6135 · Salisbury-Rowan CVB	372,186.21	348,333.35	23,852.86
6465 · Trolley	1,876.97	3,333.36	-1,456.39
6180 · Dues and subscriptions	124.20		
6165 · Marketing Supplies & Equip...	0.00	1,666.64	-1,666.64
6070 · Miscellaneous	1,542.28	800.00	742.28
<b>Total 60001 · Marketing &amp; Visitor Ser...</b>	<u>375,729.66</u>	<u>354,133.35</u>	<u>21,596.31</u>
60002 · Operations & Administration			
6010 · RCTDA Operations Staff	35,307.99	23,000.00	12,307.99
6025 · Payroll taxes and unemploy...	2,545.05	1,833.36	711.69
6030 · Retirement	4,179.51	2,200.00	1,979.51
6020 · Health Benefits	-304.29	0.00	-304.29
6040 · Worker's comp insurance	540.00	833.36	-293.36
6105 · Professional Services	4,425.00	5,000.00	-575.00
6600 · Gateway Building Expenses	59,441.83	33,333.35	26,108.48
<b>Total 60002 · Operations &amp; Administr...</b>	<u>106,135.09</u>	<u>66,200.07</u>	<u>39,935.02</u>
<b>Total Expense</b>	<u>491,011.16</u>	<u>678,666.78</u>	<u>-187,655.62</u>
<b>Net Ordinary Income</b>	<u>115,932.35</u>	<u>-0.13</u>	<u>115,932.48</u>

**Rowan County Tourism Development Authority**  
**Statement of Activities Actual vs Budget**  
July through October 2022

Accrual Basis

---

	<u>Jul - Oct 22</u>	<u>Budget</u>	<u>\$ Over Budg...</u>
<b>Net Income</b>	<u>115,932.35</u>	<u>-0.13</u>	<u>115,932.48</u>

**Rowan County Tourism Development Authority**  
**Statement of Activities**

Accrual Basis

October 2022

	<u>Oct 22</u>	<u>Jul - Oct 22</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
4070 · Misc and Ticket Sales	8.87	5,232.33
4060 · Holiday Caravan Parade	16,369.80	45,733.76
4100 · Fund Balance Interest	329.40	329.40
4010 · Occupancy taxes	132,504.37	496,397.51
4000 · Trolley Operations	650.00	19,473.50
4300 · Gateway Building Revenue	11,903.03	36,518.88
4025 · Partner Services	379.64	3,258.13
<b>Total Income</b>	<u>162,145.11</u>	<u>606,943.51</u>
<b>Gross Profit</b>	162,145.11	606,943.51
<b>Expense</b>		
6501 · Tourism Capital Projects	0.00	40.78
6510 · Holiday Caravan Parade Expense	619.30	4,204.30
6511 · Partner Service Expense	3,322.71	4,901.33
60001 · Marketing & Visitor Services		
6135 · Salisbury-Rowan CVB	99,675.13	372,186.21
6465 · Trolley	0.00	1,876.97
6180 · Dues and subscriptions	34.20	124.20
6070 · Miscellaneous	365.28	1,542.28
<b>Total 60001 · Marketing &amp; Visitor Servi...</b>	<u>100,074.61</u>	<u>375,729.66</u>
60002 · Operations & Administration		
6010 · RCTDA Operations Staff	13,269.24	35,307.99
6025 · Payroll taxes and unemploym...	1,009.93	2,545.05
6030 · Retirement	1,366.73	4,179.51
6020 · Health Benefits	-67.62	-304.29
6040 · Worker's comp insurance	0.00	540.00
6105 · Professional Services	1,575.00	4,425.00
6600 · Gateway Building Expenses	12,928.05	59,441.83
<b>Total 60002 · Operations &amp; Administra...</b>	<u>30,081.33</u>	<u>106,135.09</u>
<b>Total Expense</b>	<u>134,097.95</u>	<u>491,011.16</u>
<b>Net Ordinary Income</b>	<u>28,047.16</u>	<u>115,932.35</u>
<b>Net Income</b>	<u><u>28,047.16</u></u>	<u><u>115,932.35</u></u>

Rowan County Occupancy Tax Receipts Collected (GROSS)

MONTH	FY18-19	FY19-20	%CHNG	FY20-21	%CHNG	FY21-22	%CHNG	FY22-23	%CHNG
July	82,827.79	85,062.04	2.7%	61,737.08	-27.4%	105,514.79	70.9%	119,693.09	13.4%
August	84,227.53	87,388.13	3.8%	66,399.96	-24.0%	99,851.17	50.4%	114,943.40	15.1%
September	88,060.74	89,694.58	1.9%	78,562.08	-12.4%	100,792.04	28.3%	118,975.53	18.0%
<b>Quarter Total</b>	<b>255,116.06</b>	<b>262,144.75</b>	<b>2.8%</b>	<b>206,699.12</b>	<b>-21.2%</b>	<b>306,158.00</b>	<b>48.1%</b>	<b>353,612.02</b>	<b>15.5%</b>
October	101,229.40	113,427.41	12.0%	76,794.51	-32.3%	115,324.55	50.2%		
November	84,418.19	97,848.24	15.9%	60,357.00	-38.3%	102,438.16	69.7%		
December	74,894.47	79,686.64	6.4%	64,749.41	-18.7%	95,874.73	48.1%		
<b>Quarter Total</b>	<b>260,542.06</b>	<b>290,962.29</b>	<b>11.7%</b>	<b>201,900.92</b>	<b>-30.6%</b>	<b>313,637.44</b>	<b>55.3%</b>		
January	72,190.74	80,100.88	11.0%	56,291.87	-29.7%	96,918.80	72.2%		
February	74,900.88	87,894.99	17.3%	62,049.03	-29.4%	94,530.61	52.3%		
March	93,890.99	62,149.01	-33.8%	84,372.26	35.8%	114,826.05	36.1%		
<b>Quarter Total</b>	<b>240,982.61</b>	<b>230,144.88</b>	<b>-4.5%</b>	<b>202,713.16</b>	<b>-11.9%</b>	<b>306,275.46</b>	<b>51.1%</b>		
April	97,300.73	39,870.97	-59.0%	90,628.43	127.3%	118,973.87	31.3%		
May	92,104.89	50,585.59	-45.1%	97,167.69	92.1%	126,185.96	29.9%		
June	92,254.88	56,142.85	-39.1%	102,792.30	83.1%	115,488.15	12.4%		
<b>Quarter Total</b>	<b>281,660.50</b>	<b>146,599.41</b>	<b>-48.0%</b>	<b>290,588.42</b>	<b>98.2%</b>	<b>360,647.98</b>	<b>24.1%</b>		
Admjts Penalties									
Penalties									
<b>Year Total</b>	<b>\$ 1,038,301.23</b>	<b>\$ 929,851.33</b>	<b>-10.4%</b>	<b>\$ 901,901.62</b>	<b>-3.0%</b>	<b>\$ 1,286,718.88</b>	<b>42.7%</b>	<b>\$ 353,612.02</b>	

