

VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

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ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY BOARD OF DIRECTORS MEETING

Wednesday, March 14, 2018, Noon, Gateway Building

MEETING AGENDA

- | | | |
|-------|---|----------------------------------|
| I. | Rowan County TDA Call to Order | Krista Osterweil, Board Chair |
| II. | Approval of February 2018 TDA Meeting Minutes | Krista Osterweil, Board Chair |
| III. | Financial and Occupancy Tax Reports | James Meacham, TDA Staff |
| IV. | Destination Marketing Report | James Meacham, TDA Staff |
| V. | Tourism Capital Committee | Whitney Wallace, Committee Chair |
| VI. | Local Tourism Industry Update | James Meacham, TDA Staff |
| VII. | Additional Business | Krista Osterweil, Board Chair |
| VIII. | Adjourn | |

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ROWAN COUNTY TDA BOARD OF DIRECTORS MEETING

Wednesday, February 14, 2018: 12 Noon, Gateway Building

CALLED MEETING MINUTES

Board Members Attending: Steve Hall, Whitney Wallace, Craig Pierce, Tony Shaw, Krista Osterweil, Shannon Stewart-Hill, Edward Norvell, Kelly Alexander, Amie Baudoin

Not Attending: Darrell Blackwelder, Brian Miller

TDA Staff: James Meacham, Lesley Pullium, Allyson Teague

I. RCTDA Call to Order

Krista Osterweil called the RCTDA to order at 12:00pm.

Approval of the Minutes

Motion: Craig Pierce made the motion for approval of the RCTDA January 2018 minutes.

Second: Steve Hall

Motion: Approved

Financial & Occupancy Tax Report

James Meacham shared the financial report with the group. He also reported on a staff change, Lauren Litaker, Director of Marketing, will not be returning to the TDA after maternity leave. No staff decisions will be made until Tara Furr, Director of Public Relations, returns from maternity leave. Miller Davis has continued to fill in the marketing needs each month.

Payroll was up in January due to three pay periods and one time disbursements of accrued vacation time for Lloyd Harding and Lauren Litaker. In addition, marketing was up in January due to holiday expenses and a payout to the Day out with Thomas promotion. The budget is based on a 9 month period.

Total occupancy tax revenues to the market were up 26% due to holiday events like the Polar Express. This will start to level off in March and April because the Holiday Inn Express will have been in operation for a full 12 months.

Destination Marketing Report

Meacham shared the 2017 year end and January 2018 destination marketing reports. There were many successes during 2017, including the NC Fine Arts Conference in partnership with Rowan Cabarrus



THE UNIVERSITY OF CHICAGO
 DEPARTMENT OF CHEMISTRY
 5708 SOUTH CAMPUS DRIVE
 CHICAGO, ILLINOIS 60637

PROFESSOR [Name]
 ASSISTANT PROFESSOR [Name]
 ASSISTANT PROFESSOR [Name]

STATEMENT OF WORK

The following statement of work is intended to define the scope of the project and the responsibilities of the parties involved. It is based on the understanding of the parties at the time of signing and is subject to change as the project progresses.

1. PROJECT GOALS AND OBJECTIVES

The primary goal of this project is to develop a new method for the synthesis of [Chemical Name]. The objectives of the project are to:

- Develop a new synthetic route for [Chemical Name].
- Optimize the reaction conditions for the synthesis of [Chemical Name].
- Characterize the product and its properties.

The project will be carried out over a period of [Duration]. The progress of the project will be monitored through regular meetings and reports.

The project is funded by [Funding Source]. The total amount of funding is [Amount]. The funding will be used to cover the costs of materials, equipment, and personnel.

The project is expected to result in the publication of a paper in a peer-reviewed journal and the development of a new synthetic method.

This statement of work is a binding contract between the parties. It is signed by the following individuals:

 [Name]
 [Title]

 [Name]
 [Title]



Community College, the opening of the Holiday Inn Express, restructuring of the tax law, hosting the Little League World Series, digital infrastructure launch, Day out with Thomas and the Polar Express partnership with the NC Transportation Museum, and In God's Own Country in partnership with Piedmont Players. Overall, the TDA generated approximately 3,300 room nights with an investment of a little over \$150,000 and an economic impact of \$11.6 million.

The January 2018 report reflects 2,500 room nights already scheduled for the year in conjunction with various events. Wine about Winter ticket sales grew to over 1,000 this year. 20 room nights were secured for this event. Also, the TDA hosted a sales conference for Husqvarna at the end of January with 60 room nights. In recent public relations, an article in Our State about Piedmont Airlines and the NC Transportation Museum was published. The Salisbury Post published articles about the economic impact of the NCTM and highlighted the hospitality service awards. In addition, UNCTV will be visiting this weekend to do a story on arts and history in downtown Salisbury.

Meacham stated the Chamber of Commerce gala went very well. The Rowan Original awards were presented to winners from Patterson Farm, Morgan Ridge, Hampton Inn, Trinity Oaks, Quality Inn, and Comfort Suites. Meacham shared a service video, produced by Miller Davis, of the award winners to promote what hospitality means in Rowan County. The video highlighted a quick background story about each winner to learn more about them. Various county branding logos were also presented.

Arts & Ag

Meacham shared an internal document with the group that highlights each event for Arts & Ag with locations and details. A potential sponsor reached out to the TDA to potentially sponsor Arts & Ag. The kickoff event will take place at Gold Hill on April 7th, including breweries, wineries, food trucks, artisans, kid's activities, strolling entertainers, etc. Another signature event is a farm-to-table dinner and show by the Salisbury Symphony at Patterson Farm. Tickets will cost \$75 per person and \$125 per couple. All revenues will be donated equally to Future Farmers of America and the Rowan Arts Council. The closing Kaleidoscope event will be held at the NC Research Campus in Kannapolis on November 3rd.

The Arts & Ag Farm Tour, on June 2nd and 3rd, is modeled after the South Carolina Arts & Ag Farm Tour, which has grown to 13 counties. It is a visitor friendly event and is meant to drive overnight guests. The Theater at the Farm will take place at Patterson Farm in partnership with Norvell children's theater.

General overall marketing will begin late February and early March. A map will be generated to pinpoint locations and outline details for each event. Also, a mobile visitor booth will be present at each event with information about the county for guests, which will be specifically branded for Arts & Ag. Additional marketing, billboards will be placed throughout the county. Arts & Ag packages are also being created to incentivize guests to stay overnight and visit multiple locations.

Initial press releases have already gone out. A website called Rowan County Weather will be partnering with Miller Davis to publish a blog on the forecast page to highlight Arts & Ag events each month. All TDA e-newsletters will include Arts & Ag promotions and the website photos and features will reflect the events.

Meacham stated the budget between this fiscal year and next fiscal year will commit a total of around \$125,000 to the Arts & Ag initiative. Most of that funding is allocated for marketing efforts.

Capital Committee

Whitney Wallace stated the Capital Committee's next meeting will take place March 14th. At that time a final pricing for the Fisher Thompson Building and the Railwalk, as well as for phase 2 and 3 for the wayfinding signage project, will be in place. A funding package will be brought to the March meeting for approval. The

TDA will be partnering with the county to request funds for projects up front, which will be paid back over time. This will assist with expediting the process to complete various projects throughout the city.

Additional Business

Meacham requested the group plan for a two hour meeting on April 11th from 11:00AM - 1:00 PM. This meeting will focus on planning for budgets, projects over the next fiscal year, and brainstorming for new concepts and programs.

The Board went into closed session to discuss a personnel matter, pursuant to NC General Statutes.

II. Adjourn

Krista Osterweil thanked the members for attending today and the meeting adjourned at 12:45 pm.

Respectfully submitted by: Allyson Teague, RCTDA

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FINANCIAL SUMMARY REPORT AS OF Feb. 28, 2018

Report Date: March 14, 2018

The Tourism Authority utilizes accrual based accounting

Balance Sheet: Highlights as of 2-28-2018

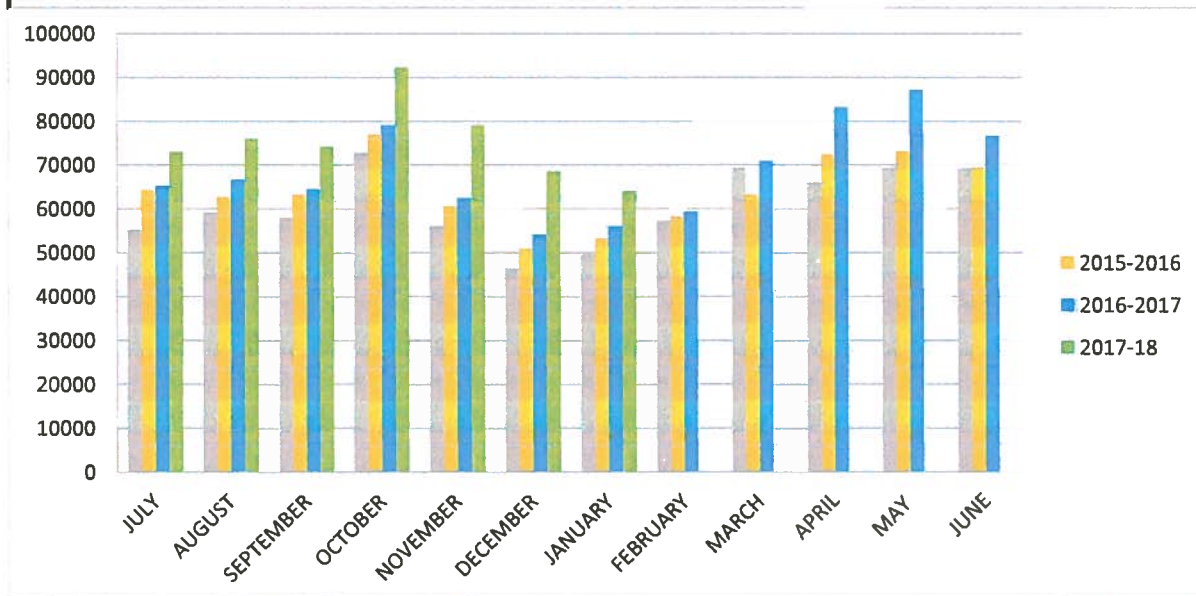
- Cash on Hand with the TDA equaled \$94,677.56 an increase of \$20,670.46 from Jan. 2018
- Accounts receivables equaled \$73,383.07 in occupancy taxes and partner services revenue.
- Total Current Assets with the TDA equaled \$175,219.37 \$152,682.01 an increase of \$22,537.36 from the previous month
- Total Assets with the TDA equaled \$2,743,253.21 with \$94,677.56 in cash as of 2-28-18, \$73,383.07 in receivables, \$7,158.74 in Other Current Assets and \$2,553,185 in fixed assets.

Year to Date Statement of Activities: Highlights as of 2-28-2018

- Revenue year to date from occupancy taxes equals \$449,774.17
- Year to date Trolley revenues equaled \$16,243 and expenses equaled \$3,634.19, not including labor costs for drivers
- Gateway Building revenues year to date equal \$49,292.51 with expenses of \$38,323.43
- Marketing and Visitor Services Year to Date are the primary expenses at \$348,064
 - Tourism staff costs increased in September, October, November, December as additional short term staff was brought on to handle the market demands related to special events (Day out with Thomas. Scrooge Trolley and Polar Express) in addition to covering extra duties with two full time team members on maternity leave.
- Year to date Expenses from Administration equal \$110,917.65

Rowan County Occupancy Tax Receipts (GROSS)

MONTH	FY14-15	FY15-16	%CHNG	FY16-17	%CHNG	FY17-18	%CHNG
July	\$ 55,340.87	\$ 64,271.42	16.1%	65,208.17	1.5%	72,999.06	11.9%
August	\$ 59,192.57	\$ 62,590.56	5.7%	66,663.57	6.5%	76,010.73	14.0%
September	\$ 58,015.30	\$ 63,255.27	9.0%	64,467.53	1.9%	74,220.99	15.1%
Quarter Total	\$ 172,548.74	\$ 190,117.25	10.2%	196,339.27	3.3%	223,230.78	14%
October	\$ 72,744.38	\$ 77,003.85	5.9%	79,169.16	2.8%	92,286.61	16.6%
November	\$ 56,057.25	\$ 60,532.12	8.0%	62,445.01	3.2%	79,174.98	26.8%
December	\$ 46,488.22	\$ 51,001.36	9.7%	54,165.23	6.2%	68,584.25	26.6%
Quarter Total	\$ 175,289.85	\$ 188,537.33	7.6%	195,779.40	3.8%	240,045.84	22.6%
January	\$ 49,716.82	\$ 53,223.53	7.1%	56,069.00	5.3%	64,114.21	14.3%
February	\$ 57,271.04	\$ 58,278.45	1.8%	59,387.76	1.9%		
March	\$ 69,357.96	\$ 63,177.91	-8.9%	70,895.99	12.2%		
Quarter Total	\$ 176,345.82	\$ 174,679.89	-0.9%	186,352.75	6.7%		
April	\$ 66,099.93	\$ 72,366.67	9.5%	83,161.39	14.9%		
May	\$ 69,296.42	\$ 73,046.32	5.4%	87,164.78	19.3%		
June	\$ 69,200.81	\$ 69,446.31	0.4%	76,624.86	10.3%		
Quarter Total	\$ 204,597.16	\$ 214,859.30	5.0%	\$ 246,951.03	14.9%		
Adjmts Penalties							
Penalties							
Year Total	\$ 728,781.57	\$ 768,193.77	5.4%	\$ 825,422.45	7.4%		



Rowan County Tourism Development Authority

Statement of Financial Position

Accrual Basis

As of February 28, 2018

	Feb 28, 18
ASSETS	
Current Assets	
Checking/Savings	
1052 · F&M Bank-Operating 9224	26,447.82
1020 · Petty cash	50.00
1050 · First Bank checking account	42,572.87
1065 · NC Capital Mgmt Trust	5.26
1070 · First Bank MM account-4509	25,601.61
Total Checking/Savings	94,677.56
Accounts Receivable	
1201 · Accounts Receivable	73,383.07
Total Accounts Receivable	73,383.07
Other Current Assets	
1600 · Due from SRCVB	7,158.74
Total Other Current Assets	7,158.74
Total Current Assets	175,219.37
Fixed Assets	
1501 · Land	250,604.00
1500 · Building	2,086,536.00
1505 · Computers	13,223.52
1510 · Furniture & fixtures	48,068.00
1515 · Office equipment	23,278.13
1516 · Trolley cars	319,880.00
1990 · Accumulated depreciation	-188,404.81
Total Fixed Assets	2,553,184.84
Other Assets	
1900 · Pension Asset	14,849.00
Total Other Assets	14,849.00
TOTAL ASSETS	<u>2,743,253.21</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2036 · 401-K withholding	30.00
2037 · Other withholdings	359.94
2100 · Payroll Liabilities	92.00
Total Other Current Liabilities	481.94
Total Current Liabilities	481.94
Long Term Liabilities	
2700 · Pension Deferrals	29,086.00

Rowan County Tourism Development Authority
Statement of Financial Position

Accrual Basis

As of February 28, 2018

	Feb 28, 18
2500 · Compensated Absences	8,384.00
Total Long Term Liabilities	37,470.00
Total Liabilities	37,951.94
Equity	
3050 · Investment in fixed assets	2,553,185.00
3100 · Fund balance	-24,321.09
3105 · Restricted Fund Balance	38,487.00
Net Income	137,950.36
Total Equity	2,705,301.27
TOTAL LIABILITIES & EQUITY	2,743,253.21

Rowan County Tourism Development Authority
Statement of Activities Actual vs. Budget
 July 2017 through February 2018

Accrual Basis

	Jul '17 - Feb 18	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4100 · Fund Balance Interest	1.21		
4010 · Occupancy taxes	449,774.17	760,000.00	-310,225.83
4000 · Trolley Operations	16,243.00	35,000.00	-18,757.00
4300 · Gateway Building Revenue	49,292.51	80,000.00	-30,707.49
4025 · Partner Services	79,541.39	75,000.00	4,541.39
4045 · Other Revenue	2,079.73	0.00	2,079.73
Total Income	596,932.01	950,000.00	-353,067.99
Gross Profit	596,932.01	950,000.00	-353,067.99
Expense			
60001 · Marketing & Visitor Services			
6135 · CVB Tourism Staff and Branding	244,608.73	330,000.00	-85,391.27
6140 · Destination Mktg Programs/Ser	89,461.29	264,000.00	-174,538.71
6050 · Destination Development	12.00	100,000.00	-99,988.00
6465 · Trolley	3,634.19	20,000.00	-16,365.81
6130 · Website & Telecommunications	1,129.59	0.00	1,129.59
6150 · Development, Travel & Training	2,765.46	5,000.00	-2,234.54
6120 · Visitor Center	4,281.50	22,000.00	-17,718.50
6165 · Marketing Supplies & Equipment	2,026.13	5,000.00	-2,973.87
6070 · Miscellaneous	145.11	1,500.00	-1,354.89
Total 60001 · Marketing & Visitor Services	348,064.00	747,500.00	-399,436.00
60002 · Operations & Administration			
6010 · RCTDA Operations Staff	41,790.01	70,000.00	-28,209.99
6185 · Supplies-Administration	89.53	0.00	89.53
6025 · Payroll taxes and unemployment	2,657.39	0.00	2,657.39
6030 · Retirement	3,101.66	0.00	3,101.66
6020 · Health Benefits	13,382.09	27,000.00	-13,617.91
6040 · Worker's comp insurance	0.00	2,500.00	-2,500.00
6105 · Professional Services	11,223.54	23,000.00	-11,776.46
6600 · Gateway Building Expenses	38,323.43	80,000.00	-41,676.57
6145 · Office Postage	350.00	0.00	350.00
Total 60002 · Operations & Administration	110,917.65	202,500.00	-91,582.35
Total Expense	458,981.65	950,000.00	-491,018.35
Net Ordinary Income	137,950.36	0.00	137,950.36
Net Income	137,950.36	0.00	137,950.36

Rowan County Tourism Development Authority
Statement of Activities

Accrual Basis

February 2018

	Feb 18	Jul '17 - Feb 18
Ordinary Income/Expense		
Income		
4100 · Fund Balance Interest	1.21	1.21
4010 · Occupancy taxes	63,473.07	449,774.17
4000 · Trolley Operations	1,720.00	16,243.00
4300 · Gateway Building Revenue	8,829.40	49,292.51
4025 · Partner Services	12,624.07	79,541.39
4045 · Other Revenue	600.00	2,079.73
Total Income	87,247.75	596,932.01
Gross Profit	87,247.75	596,932.01
Expense		
60001 · Marketing & Visitor Services		
6135 · CVB Tourism Staff and Branding	29,271.51	244,608.73
6140 · Destination Mktg Programs/Ser	16,978.07	89,461.29
6050 · Destination Development	0.00	12.00
6465 · Trolley	1,364.44	3,634.19
6130 · Website & Telecommunications	0.00	1,129.59
6150 · Development, Travel & Training	279.07	2,765.46
6120 · Visitor Center	2,115.25	4,281.50
6165 · Marketing Supplies & Equipment	511.17	2,026.13
6070 · Miscellaneous	0.00	145.11
Total 60001 · Marketing & Visitor Services	50,519.51	348,064.00
60002 · Operations & Administration		
6010 · RCTDA Operations Staff	4,807.70	41,790.01
6185 · Supplies-Administration	0.00	89.53
6025 · Payroll taxes and unemployment	367.96	2,657.39
6030 · Retirement	364.90	3,101.66
6020 · Health Benefits	3,158.93	13,382.09
6105 · Professional Services	2,557.54	11,223.54
6600 · Gateway Building Expenses	2,909.01	38,323.43
6145 · Office Postage	350.00	350.00
Total 60002 · Operations & Administration	14,516.04	110,917.65
Total Expense	65,035.55	458,981.65
Net Ordinary Income	22,212.20	137,950.36
Net Income	22,212.20	137,950.36

