

# VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

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## ROWAN COUNTY TOURISM BOARD OF DIRECTORS MEETING

Wednesday, February 12, 2020, Noon, Gateway Building

### MEETING AGENDA

- I. Rowan County Tourism Call to Order Krista Osterweil, Board Chair
- II. Approval of Board Meeting Minutes Krista Osterweil, Board Chair
- III. Financial Report
  - A. Mid-Year Financial Report Stephen Kidd, Committee Chair
  - B. January 2020 Financial Report James Meacham, Staff
  - C. 2018-2019 Audit Report
- IV. Destination Marketing Report Tara Furr, Staff
- V. Tourism Development Report Whitney Wallace, Committee Chair
- VI. Tourism Industry Update James Meacham, Staff
- VII. Additional Business
- VIII. Adjourn

# VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

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## ROWAN COUNTY TOURISM BOARD OF DIRECTORS MEETING

Wednesday, January 8, 2020: 12:00 pm, Gateway Building

### BOARD MEETING MINUTES

**Board Members Attending:** Craig Pierce, Stephen Kidd, John Ketner, Michelle Patterson, Don Bringle, Cyndi Greenwood, Kelly Alexander,

**Not Attending:** Karen Alexander, Krista Osterweil, Amie Baudoin, Whitney Wallace

**TDA Staff:** James Meacham, Tara Furr, Sarah Michalec, Mary Scott Norris, Lesley Pullium

#### RCTDA Call to Order

Kelly Alexander called the RCTDA to order at 12:03pm. Meacham reported that Osterweil and Wallace are both out of town.

#### Approval of the Minutes

**Motion:** Craig Pierce made a motion for approval of the December 2019 meeting minutes.

**Second:** Don Bringle

**Motion:** Approved

#### Financial Report

Meacham reported that the November 2019 occupancy taxes were 15.9% above those of November 2018. Occupancy taxes overall are 7.5% ahead of the same period in FY2018-19 and 1% ahead of budget for FY 2019-20. Revenue year-to-date from occupancy taxes (accrual basis) is \$546,694. Trolley revenues year-to-date are \$42,460 and well ahead of budget. Gateway Building revenues year-to-date equal \$47,166 with expenses of \$42,385.

Meacham reported total current assets with the TDA were \$230,176 on Dec 31, 2019, an decrease of \$2,565,36, the decrease is attributed to a decrease in occupancy tax receivables. Accounts receivable of \$173,743.76 consisting of November and December occupancy taxes. Cash on hand as of December 31, 2019 was \$56,432.77, an increase of \$26,010.29. Fixed assets have increased by \$53,348 to \$2,826,664 due to an increase in the Construction in Progress made on the RailWalk Pavilion and to capital improvements made to the Gateway building.

Meacham noted the new liabilities line item for "Interlocal Payable" of \$350,000 for balance owed to Rowan County over 5 years for repayment on interlocal funding for the RailWalk Pavilion.

### **Destination Marketing Report**

Tara Furr gave the destination marketing report noting that trolleys continue to grow with ridership of 2,520 in December, 12,109 year-to-date and 54 advanced bookings. Visitor Services reported traditional inquiries fulfilled year to date of 338. Furr reported that Polar Express concluded with 400 packages and 661 room nights. Packages currently available include Wine about Winter with 5 packages sold and 5 room nights as of today.

Furr reported that planning for the Railroad Passenger Car Alliance (RPCA) Conference that will be in town January of 2021 is going well. Furr said there is potential for additional Little League group business this summer and staff is waiting for more details on those possible tournaments. Total room nights for group business for 2019 was 3,571. Upcoming tourism supported events and group business include Wine About Winter, Military Attraction Weekend, The Cheerwine Festival and the South Eastern Little League Tournament.

Furr reported no requests were received this month for tourism support funding. Media placements were 36 and media assists totaled 15. PR coverage this month related to Tis' the Season Spectacular. The Salisbury Post Community calendar has had 4,401 views for the month of December and 84,019 views year-to-date.

Sarah Michalec reported that in October the visitsalisburync.com website posted steady numbers with the average time spent on the site increasing. The email newsletter open rate was up last month. Michalec reported the open rate was up 18.87% in December and 17.63% in November. Michalec reported growth on all social media platforms with positive engagement about events during the holiday season. On Facebook people were looking for holiday events and activities and engagement was double that of November. The top posts were the Christmas in the Village (Gold Hill) and the January events blog. On Instagram top posts were "places to explore in 2020" and the events line up. The blog continues to do well. December had 4,028 views with Polar Express being the most popular blog along with Winterland Express Train in Kannapolis.

### **Tourism Capital Committee**

Meacham gave the committee report in Wallace's absence. Meacham updated the board on the development of the countywide wayfinding plan, development of a light adventure capital project, stating that the committee feels the best way to start the project was through identifying the sites and locations. The county-wide wayfinding system will be a great avenue to utilize in doing this as it will connect the greater community. In addition, to identifying the various light adventure sites, wayfinding will also serve as a first step in marketing the adventure sites.

Meacham reported that the RailWalk Pavilion project construction is complete. Staff is working on outlining the options for facility usage and the criteria for facility rental and planning a grand opening event. Meacham said that Lee Street Theatre plans to use the facility for an event in May 2020.

Meacham reported that a 92 room Town Place Suites by Marriott is going in on the Walmart property off Arlington Street in Salisbury. Projected opening date for the new property is January 2021.

### **Adjourn**

Meacham thanked the members for attending today and the meeting adjourned at 1:02pm.

Respectfully submitted by: Lesley Pullium, RCTDA

# VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

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## FINANCIAL SUMMARY REPORT AS OF January 31, 2020

Report Date: February 10, 2020

**\*The Tourism Authority utilizes accrual based accounting. Year to date expenses typically run about 6 weeks ahead of year to date revenues.\***

### Year to Date Statement of Activities: Highlights as of 1-31-2020

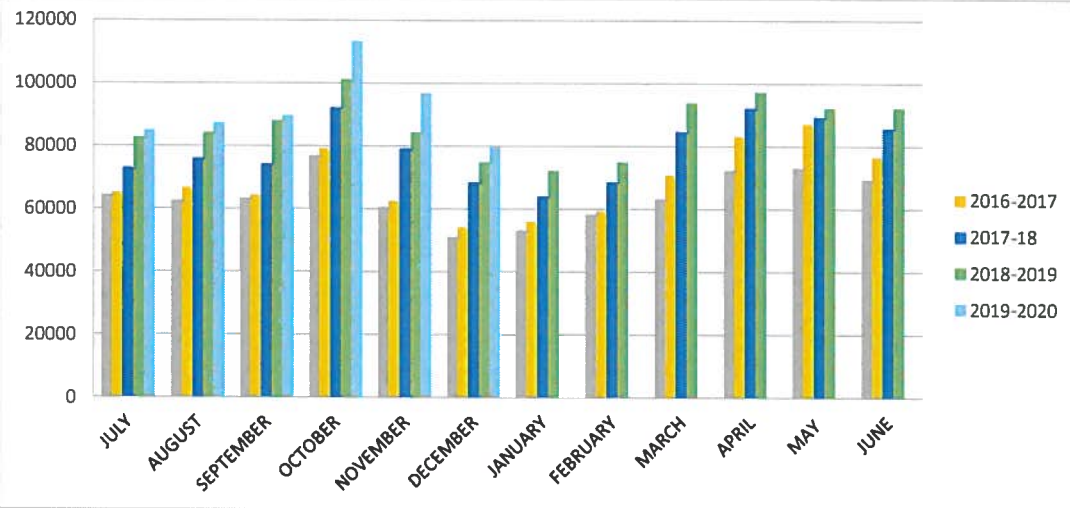
- Revenue year to date from occupancy taxes on accrual basis equals \$625,428
  - Occupancy tax revenues are 7.5% ahead of the same period in FY2018-19 and 1% ahead of budget for FY 2019-20
  - December 2019 occupancy tax actuals were up 6.4% from December 2018
- Year to date Trolley revenues equal \$47,835 and are well ahead of budget
- Gateway Building revenues year to date equal \$57,747
- Marketing and Visitor Services Year to Date are the primary expenses at \$533,572 with disbursements to the CVB per the TDA-CVB operating agreement as the primary portion of marketing and visitor services expense.
- Tourism Capital Expenditure year to date equal \$54,250
- Year to date Expenses from Administration equal \$119,292 for TDA operations staff, health care and professional services.
  - Gateway Expenses year to date equal \$44,756

### Balance Sheet: Summary as of 1-31-2020

- Total Current Assets with the TDA equaled \$231,981, an increase of \$1,805
- Accounts Receivable equaled \$155,607 consisting of December and January occupancy taxes.
- Cash on hand as of 12-31-2019 equaled \$76,373 \$56,432.77 an increase of \$19,941.
- Fixed assets equaled \$2,826,664 due to an increase in the Construction In Progress made on the Railwalk Pavilion

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

MONTH	FY16-17	FY17-18	%CHNG	FY18-19	%CHNG	FY19-20	%CHNG
July	65,208.17	72,999.06	11.9%	82,827.79	13.5%	85,062.04	2.7%
August	66,663.57	76,010.73	14.0%	84,227.53	10.8%	87,388.13	3.8%
September	64,467.53	74,220.99	15.1%	88,060.74	18.6%	89,694.58	1.9%
<b>Quarter Total</b>	<b>196,339.27</b>	<b>223,230.78</b>	<b>13.7%</b>	<b>255,116.06</b>	<b>14.3%</b>	<b>262,144.75</b>	<b>2.8%</b>
October	79,169.16	92,286.61	16.6%	101,229.40	9.7%	113,427.41	12.0%
November	62,445.01	79,174.98	26.8%	84,418.19	6.6%	97,848.24	15.9%
December	54,165.23	68,584.25	26.6%	74,894.47	9.2%	79,686.64	6.4%
<b>Quarter Total</b>	<b>195,779.40</b>	<b>240,045.84</b>	<b>22.6%</b>	<b>260,542.06</b>	<b>8.5%</b>	<b>290,962.29</b>	<b>11.7%</b>
January	56,069.00	64,114.21	14.3%	72,190.74	12.6%		
February	59,387.76	68,703.79	15.7%	74,900.88	9.0%		
March	70,895.99	84,759.62	19.6%	93,890.99	11%		
<b>Quarter Total</b>	<b>186,352.75</b>	<b>217,577.62</b>	<b>16.8%</b>	<b>240,982.61</b>	<b>10.8%</b>		
April	83,161.39	92,168.35	10.8%	97,300.73	5.6%		
May	87,164.78	89,394.40	2.6%	92,104.89	3.0%		
June	76,624.86	85,776.47	11.9%	92,254.88	7.6%		
<b>Quarter Total</b>	<b>\$ 246,951.03</b>	<b>267,339.22</b>	<b>8.3%</b>	<b>281,660.50</b>	<b>5.4%</b>		
<b>Adjmts Penalties</b>							
<b>Penalties</b>							
<b>Year Total</b>	<b>\$ 825,422.45</b>	<b>\$ 948,193.46</b>	<b>14.9%</b>	<b>\$ 1,038,301.23</b>	<b>9.5%</b>		



**Rowan County Tourism Development Authority**  
**Statement of Financial Position**  
**As of January 31, 2020**

Accrual Basis

Jan 31, 20

<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1052 · F&M Bank-Operating 9224	11,779.66
1020 · Petty cash	16.83
1050 · First Bank checking #0436	13,399.60
1065 · NC Capital Mgmt Trust	5.44
1070 · First Bank MM account-4509	51,171.77
<b>Total Checking/Savings</b>	<b>76,373.30</b>
<b>Accounts Receivable</b>	
1201 · Accounts Receivable	155,607.77
<b>Total Accounts Receivable</b>	<b>155,607.77</b>
<b>Total Current Assets</b>	<b>231,981.07</b>
<b>Fixed Assets</b>	
1502 · Construction in Progress	404,250.78
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	-334,536.81
<b>Total Fixed Assets</b>	<b>2,826,664.62</b>
<b>Other Assets</b>	
1900 · Pension Asset	15,848.00
<b>Total Other Assets</b>	<b>15,848.00</b>
<b>TOTAL ASSETS</b>	<b><u>3,074,493.69</u></b>

**Rowan County Tourism Development Authority**  
**Statement of Financial Position**  
**As of January 31, 2020**

Accrual Basis

Jan 31, 20

<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
2039 · United Way	5.00
2040 · HSA	50.00
2033 · State withholding payable	341.00
2035 · Retirement withholding	165.59
2036 · 401-K withholding	100.00
2100 · Payroll Liabilities	2,309.72
<b>Total Other Current Liabilities</b>	<b>2,971.31</b>
<b>Total Current Liabilities</b>	<b>2,971.31</b>
<b>Long Term Liabilities</b>	
2105 · Interlocal Payable	350,000.00
2700 · Pension Deferrals	15,500.00
2500 · Compensated Absences	8,995.00
<b>Total Long Term Liabilities</b>	<b>374,495.00</b>
<b>Total Liabilities</b>	<b>377,466.31</b>
<b>Equity</b>	
3075 · Current yr reclass Asset/Liab	22,639.78
3050 · Investment in fixed assets	2,454,025.00
3100 · Fund balance	58,440.93
3105 · Restricted Fund Balance	110,305.00
Net Income	51,616.67
<b>Total Equity</b>	<b>2,697,027.38</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>3,074,493.69</u></b>

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

Accrual Basis

January 2020

	Jan 20	Jul '19 - Jan 20
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
4070 · Misc and Ticket Sales	2,003.25	5,885.72
4060 · Holiday Caravan Parade	0.00	50,124.50
4010 · Occupancy taxes	78,733.77	625,428.24
4000 · Trolley Operations	5,375.00	47,835.35
4300 · Gateway Building Revenue	10,581.22	57,747.25
4025 · Partner Services	2,518.21	17,623.67
4045 · Other Revenue	0.00	0.00
<b>Total Income</b>	<b>99,211.45</b>	<b>804,644.73</b>
<b>Gross Profit</b>	<b>99,211.45</b>	<b>804,644.73</b>
<b>Expense</b>		
6501 · Tourism Captial Projects	0.00	54,250.78
6510 · Holiday Caravan Parade Expense	7,496.94	43,227.59
6511 · Partner Service Expense	0.00	2,684.75
60001 · Marketing & Visitor Services		
6135 · CVB Tourism Staff and Branding	71,075.89	529,011.18
6140 · Destination Mktg Programs/Ser	0.00	0.00
6465 · Trolley	962.41	1,880.88
6120 · Visitor Center	0.00	0.00
6165 · Marketing Supplies & Equipment	0.00	1,463.68
6070 · Miscellaneous	65.88	1,216.51
<b>Total 60001 · Marketing &amp; Visitor Services</b>	<b>72,104.18</b>	<b>533,572.25</b>
60002 · Operations & Administration		
6010 · RCTDA Operations Staff	8,278.86	44,582.62
6185 · Supplies-Administration	0.00	0.00
6025 · Payroll taxes and unemployment	646.33	3,240.94
6030 · Retirement	498.94	3,705.53
6020 · Health Benefits	5,719.79	14,051.03
6040 · Worker's comp insurance	0.00	1,361.00
6105 · Professional Services	1,375.00	7,595.04



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

Accrual Basis

January 2020

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	Jan 20	Jul '19 - Jan 20
<b>6600 · Gateway Building Expenses</b>		
<b>6600.5 · Building Insurance</b>	0.00	0.00
<b>6600.4 · Cleaning</b>	0.00	0.00
<b>6600.1 · Utilities</b>	0.00	0.00
<b>6600 · Gateway Building Expenses - Other</b>	2,372.08	44,756.53
<b>Total 6600 · Gateway Building Expenses</b>	2,372.08	44,756.53
<b>Total 60002 · Operations &amp; Administration</b>	18,891.00	119,292.69
<b>Total Expense</b>	98,492.12	753,028.06
<b>Net Ordinary Income</b>	719.33	51,616.67
<b>Net Income</b>	<u>719.33</u>	<u>51,616.67</u>

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

Accrual Basis

July 2019 through January 2020

	Jul '19 - Jan ...	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4070 · Misc and Ticket Sales	5,885.72	3,000.00	2,885.72
4060 · Holiday Caravan Parade	50,124.50	30,000.00	20,124.50
4010 · Occupancy taxes	625,428.24	1,120,000.00	-494,571.76
4000 · Trolley Operations	47,835.35	50,000.00	-2,164.65
4300 · Gateway Building Revenue	57,747.25	90,000.00	-32,252.75
4025 · Partner Services	17,623.67	33,000.00	-15,376.33
<b>Total Income</b>	<b>804,644.73</b>	<b>1,326,000.00</b>	<b>-521,355.27</b>
<b>Gross Profit</b>	<b>804,644.73</b>	<b>1,326,000.00</b>	<b>-521,355.27</b>
<b>Expense</b>			
6501 · Tourism Captial Projects	54,250.78	220,000.00	-165,749.22
6510 · Holiday Caravan Parade Expense	43,227.59	30,000.00	13,227.59
6511 · Partner Service Expense	2,684.75	33,000.00	-30,315.25
60001 · Marketing & Visitor Services			
6135 · CVB Tourism Staff and Bran...	529,011.18	830,000.00	-300,988.82
6465 · Trolley	1,880.88	12,000.00	-10,119.12
6165 · Marketing Supplies & Equipm...	1,463.68	2,300.00	-836.32
6070 · Miscellaneous	1,216.51	3,000.00	-1,783.49
<b>Total 60001 · Marketing &amp; Visitor Servi...</b>	<b>533,572.25</b>	<b>847,300.00</b>	<b>-313,727.75</b>
60002 · Operations & Administration			
6010 · RCTDA Operations Staff	44,582.62	71,750.00	-27,167.38
6025 · Payroll taxes and unemploy...	3,240.94	5,500.00	-2,259.06
6030 · Retirement	3,705.53	6,500.00	-2,794.47
6020 · Health Benefits	14,051.03	10,350.00	3,701.03
6040 · Worker's comp insurance	1,361.00	1,600.00	-239.00
6105 · Professional Services	7,595.04	10,000.00	-2,404.96
6600 · Gateway Building Expenses	44,756.53	90,000.00	-45,243.47
<b>Total 60002 · Operations &amp; Administra...</b>	<b>119,292.69</b>	<b>195,700.00</b>	<b>-76,407.31</b>
<b>Total Expense</b>	<b>753,028.06</b>	<b>1,326,000.00</b>	<b>-572,971.94</b>
<b>Net Ordinary Income</b>	<b>51,616.67</b>	<b>0.00</b>	<b>51,616.67</b>
<b>Net Income</b>	<b>51,616.67</b>	<b>0.00</b>	<b>51,616.67</b>

Form **8879-EO**

### IRS e-file Signature Authorization for an Exempt Organization

OMB No 1545-1878

For calendar year 2018, or fiscal year beginning 7/01 2018, and ending 6/30, 20 19

Department of the Treasury  
Internal Revenue Service

▶ Do not send to the IRS. Keep for your records.  
▶ Go to [www.irs.gov/Form8879EO](http://www.irs.gov/Form8879EO) for the latest information.

**2018**

Name of exempt organization

**SALISBURY-ROWAN COUNTY CONVENTION  
VISITOR BUREAU INC**

Employer identification number

**\*\*-\*\*\*6411**

Name and title of officer

**JAMES MEACHAM  
EXECUTIVE DIRECTOR**

#### Part I Type of Return and Return Information (Whole Dollars Only)

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line 1a, 2a, 3a, 4a, or 5a, below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, or 5b, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. Do not complete more than one line in Part I.

1a Form 990 check here ▶ <input checked="" type="checkbox"/>	b Total revenue, if any (Form 990, Part VIII, column (A), line 12)	1b	<u>499,887</u>
2a Form 990-EZ check here ▶ <input type="checkbox"/>	b Total revenue, if any (Form 990-EZ, line 9)	2b	_____
3a Form 1120-POL check here ▶ <input type="checkbox"/>	b Total tax (Form 1120-POL, line 22)	3b	_____
4a Form 990-PF check here ▶ <input type="checkbox"/>	b Tax based on investment income (Form 990-PF, Part VI, line 5)	4b	_____
5a Form 8868 check here ▶ <input type="checkbox"/>	b Balance Due (Form 8868, line 3c)	5b	_____

#### Part II Declaration and Signature Authorization of Officer

Under penalties of perjury, I declare that I am an officer of the above organization and that I have examined a copy of the organization's 2018 electronic return and accompanying schedules and statements and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the organization's electronic return and, if applicable, the organization's consent to electronic funds withdrawal.

Officer's PIN: check one box only

I authorize GARY D. MORGAN, CPA, P.A. to enter my PIN 28146 as my signature  
ERO firm name Enter five numbers, but do not enter all zeros

on the organization's tax year 2018 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

As an officer of the organization, I will enter my PIN as my signature on the organization's tax year 2018 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Officer's signature ▶

Date ▶ 11/18/19

#### Part III Certification and Authentication

ERO's EFIN/PIN. Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

\*\*\*\*\*

Do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2018 electronically filed return for the organization indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature ▶ GARY D MORGAN CPA *Gary D Morgan* Date ▶ 11/18/19

**ERO Must Retain This Form — See Instructions**

**Do Not Submit This Form to the IRS Unless Requested To Do So**

For Paperwork Reduction Act Notice, see back of form.

Form **8879-EO** (2018)

## Forms 990 / 990-EZ Return Summary

For calendar year 2018, or tax year beginning 07/01/18 , and ending 06/30/19

**SALISBURY-ROWAN COUNTY CONVENTION    \*\*-\*\*\*6411**  
**VISITOR BUREAU INC**

Net Asset / Fund Balance at Beginning of Year -246,375

**Revenue**

Contributions		
Program service revenue	<u>499,887</u>	
Investment income		
Capital gain / loss		
Fundraising / Gaming:		
Gross revenue		
Direct expenses		
Net income		
Other income	<u>0</u>	
<b>Total revenue</b>		<u><b>499,887</b></u>

**Expenses**

Program services		
Management and general		
Fundraising		
<b>Total expenses</b>		<u><b>470,379</b></u>
<b>Excess / (deficit)</b>		<u><b>29,508</b></u>

Changes

Net Asset / Fund Balance at End of Year -216,867

**Reconciliation of Revenue**

Total revenue per financial statements	<u>499,887</u>	
Less:		
Unrealized gains		
Donated services		
Recoveries		
Other		
Plus:		
Investment expenses		
Other		
<b>Total revenue per return</b>		<u><b>499,887</b></u>

**Reconciliation of Expenses**

Total expenses per financial statements	<u>470,379</u>	
Less:		
Donated services		
Prior year adjustments		
Losses		
Other		
Plus:		
Investment expenses		
Other		
<b>Total expenses per return</b>		<u><b>470,379</b></u>

**Balance Sheet**

	Beginning	Ending	
Assets	<u>217,007</u>	<u>186,851</u>	
Liabilities	<u>463,382</u>	<u>403,718</u>	
Net assets	<u><u>-246,375</u></u>	<u><u>-216,867</u></u>	<u>29,508</u>

**Miscellaneous Information**

Amended return \_\_\_\_\_  
 Return / extended due date 05/15/20  
 Failure to file penalty \_\_\_\_\_

Form **990**

**Return of Organization Exempt From Income Tax**

OMB No 1545-0047

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public.  
Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

**2018**  
Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

**A** For the 2018 calendar year, or tax year beginning **07/01/18**, and ending **06/30/19**

- B** Check if applicable:  
 Address change  
 Name change  
 Initial return  
 Final return/terminated  
 Amended return  
 Application pending

**C** Name of organization **SALISBURY-ROWAN COUNTY CONVENTION VISITOR BUREAU INC**  
 Doing business as  
 Number and street (or P.O. box if mail is not delivered to street address) **204 E INNES ST STE 120** Room/suite  
 City or town, state or province, country, and ZIP or foreign postal code  
**SALISBURY NC 28144**

**D** Employer identification number  
**\*\*-\*\*\*6411**  
**E** Telephone number  
**704-638-3100**  
**G** Gross receipts **499,887**

**F** Name and address of principal officer  
**JAMES MEACHAM**  
**204 E INNES ST STE 120**  
**SALISBURY NC 28144**

**H(a)** Is this a group return for subordinates?  Yes  No  
**H(b)** Are all subordinates included?  Yes  No  
 If "No" attach a list (see instructions)

**I** Tax-exempt status  501(c)(3)  501(c) ( **6** ) (insert no)  4947(a)(1) or  527

**J** Website: **WWW.VISITSALISBURYNC.COM**

**H(e)** Group exemption number

**K** Form of organization  Corporation  Trust  Association  Other

**L** Year of formation **2013** **M** State of legal domicile: **NC**

**Part I Summary**

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: <b>SEE SCHEDULE O</b>			
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.			
	3	Number of voting members of the governing body (Part VI, line 1a)		
	4	Number of independent voting members of the governing body (Part VI, line 1b)		
	5	Total number of individuals employed in calendar year 2018 (Part V, line 2a)		
	6	Total number of volunteers (estimate if necessary)		
	7a	Total unrelated business revenue from Part VIII, column (C), line 12		
	7b	Net unrelated business taxable income from Form 990-T, line 38		
Revenue	8 Contributions and grants (Part VIII, line 1h)		Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)		101,397	0
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)		337,788	499,887
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		14	0
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)		439,199	499,887
	Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)		
14 Benefits paid to or for members (Part IX, column (A), line 4)			0	
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		333,661	339,258	
16a Professional fundraising fees (Part IX, column (A), line 11e)			0	
b Total fundraising expenses (Part IX, column (D), line 25) <b>0</b>				
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		274,630	131,121	
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		608,291	470,379	
19 Revenue less expenses. Subtract line 18 from line 12		-169,092	29,508	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)		Beginning of Current Year	End of Year
	21 Total liabilities (Part X, line 26)		217,007	186,851
	22 Net assets or fund balances. Subtract line 21 from line 20		463,382	403,718
		-246,375	-216,867	

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

**Sign Here**  
 Signature of officer: **JAMES MEACHAM**  
 Date: \_\_\_\_\_  
 Type or print name and title: **EXECUTIVE DIRECTOR**

**Paid Preparer Use Only**  
 Print/preparer's name: **GARY D MORGAN CPA**  
 Preparer's signature: **GARY D MORGAN CPA**  
 Date: **12/30/19**  
 Check  self-employed  PTIN: **\*\*\*\*\***  
 Firm's name: **GARY D. MORGAN, CPA, P.A.**  
 Firm's EIN: **\*\* - \*\*\*5152**  
 Firm's address: **104 GRANITE LN SALISBURY, NC 28146**  
 Phone no: **704-279-9300**

May the IRS discuss this return with the preparer shown above? (see instructions)  Yes  No

For Paperwork Reduction Act Notice, see the separate instructions.

**Part III Statement of Program Service Accomplishments**

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission:

**SEE SCHEDULE O**

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?

Yes  No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?

Yes  No

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code: ) (Expenses \$ including grants of\$ ) (Revenue \$ )  
**PROGRAM SERVICE REVENUE RECEIVED \$449,887 FOR TAX YEAR.**

4b (Code: ) (Expenses \$ including grants of\$ ) (Revenue \$ )  
**N/A**

4c (Code: ) (Expenses \$ including grants of\$ ) (Revenue \$ )  
**N/A**

4d Other program services (Describe in Schedule O.)  
(Expenses \$ including grants of\$ ) (Revenue \$ )

4e Total program service expenses ▶