

# VISIT R•WANC•INTY

SALISBURY, NORTH CAROLINA

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

Wednesday, January 19, 2022, Noon

### MEETING AGENDA

- I. Call to Order
- II. Approval of Meeting Minutes
- III. Financial Report
  - A. **Year** to Date Financial Summary Report
  - B. Finance Committee Update
  - C. TDA and CVB Annual Audit Reports
- IV. Program of Work Report
  - A. Destination Marketing
  - B. Destination Development Plan: Master Plan Update
    1. Tourism Capital Program
  - C. Destination Engagement
- V. Additional Business
  - A. Gateway Building
- VI. Adjourn

# VISIT R•WAN C•I•NTY

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## ROWAN COUNTY TOURISM BOARD OF DIRECTORS MEETING - Virtual

Wednesday, December 15, 2021: 12:00 pm

### BOARD MEETING MINUTES

**Board Members Attending:** Don Bringle, John Ketner, Stephen Kidd, Sada Troutman, Craig Pierce, Michelle Patterson, Karen Alexander

**Not Attending:** Vivian Hopkins, Krista Osterweil, Cyndi Greenwood,

**TOA Staff:** James Meacham, Sarah Michalec, Tara Furr

#### **RCTDA Call to Order**

Meacham called the RCTDA to order at 12:00pm.

#### **Approval of the Minutes**

Motion: Craig Pierce made the motion for approval of the November 2021 minutes.

Second: John Ketner

Motion: Approved

#### **Organizational & Financial Update**

Meacham gave an organizational update wrapping up where the organization finished up November 30, 2021. Meacham reported revenue on an accrual basis fiscal year to date from occupancy taxes equals \$523,920 and are \$65,000 ahead of the 2021-22 budget projections. October 2021 occupancy tax collections were 50% higher than October 2020. October 2021 occupancy taxes came in around \$115,000 and 15% ahead of budget.

Meacham reported Total Current Assets of \$632,522 an increase of \$4,253 from 10-31-2021. Accounts Receivables equaled \$219,171 consisting of October and November occupancy taxes. Cash on hand as of 10-31-21 equaled \$423,485 a decrease of \$10,135 from 10-30-21 with Total assets of \$3,485,033 as of 11-30-21. Meacham briefly reviewed the full financials year to date noting that expenses are in line with where they should be in terms of the program. Meacham stated that the Budget & Finance Committee will meet sometime in January to review the financial data and decide what actions might need to take for the best possible financial position of the organization. Any recommended actions will be brought back to the board consideration.

## Destination Marketing Report

Michalec reported for digital in November 2021 the email newsletter focused on holiday activities and Polar Express. The website saw 2020-21 users and pageviews well ahead of pre-pandemic totals. Year to date Michalec stated that 2019, saw 160,000 users and as of today the total is 181,000 users. In 2019, there were 340,000 page views as of today there are 350,000 page views with two weeks left in the month. Michalec said staff is tracking what visitors are going to the website specifically to look for and that is influencing the design of the new site updates.

Michalec reported that Meacham wanted to take a deeper look at where visitors to the website were from. Michalec said that top five states include NC, VA, SC, GA, and Illinois. NC 65%, VA 7% SC, and GA 5% and 3% from Illinois. Cities and town data showed Charlotte 14%, Salisbury 11%, Concord 4%, Raleigh 4%, Atlanta 3%. Furr noted that pre-Covid there was a great deal of marketing in those areas.

Michalec reported that social media engagement is also up above pre-pandemic figures. Social media in November concentrated on events such as Winterfest, Lighting of the fall fires, and Trees of Hope. Total digital impact for 2020-21 engagement is 464,000 and in reach very close to 3 million.

Furr said that Polar Express is doing well but packages and room nights are behind pre-pandemic figures. Meacham said NCTM is expecting 66,000 ticket sales.

Furr reported that trolleys continue to run for private events with 52 total rentals year to date.

Furr updated the board on the partnership with the new photographer recommended by Chandler Thinks and the photoshoot. Furr said the shoot was phenomenal with a three-day shoot crammed full of sites. There were multiple shoots over three days at Patterson Farm, Lake Corriher, Cherry Treesort, the Bell Tower Green Park, Downtown Salisbury, Eagle Pointe, Lighting of the Fall Fires at Gold Hill Village, Dunns Mountain, Sloan Park, and the Festival of Lights in Kannapolis. Staff was very impressed with the photographer. Furr showed the board some examples of the photo shots of the various sites.

## Additional Business

Meacham reported that staff will start working on updating the 10-year Tourism Master Plan this spring and will be bringing new information to the board over the next six-months.

Meacham reported the landscaping work around the RailWalk has started. Meacham reported that pricing has been received for Phase II of the City Wayfinding Signage system. The City system which is ready to go staff **will** be filing through the EDA to try to secure grant funds for that project. Buzz Bizzell has begun work on the initial process of a draft for countywide signage system design and cost estimates.

Meacham said in follow-up to the conversation about the Bell Tower Park funding request from earlier in 2021. Meacham said that the TOA will work with Park much like the relationship with the Cannon Ballers, which includes marketing and sponsorship support for events, packaging events and more much like the standard marketing support offered to other community tourism partners as opposed to funds for maintaining facilities. Meacham said that staff will follow-up with Park representatives after the holidays to communicate that tourism will support park programming and marketing efforts.

The meeting adjourned at 1 pm.

Respectfully submitted.

Lesley Pullium

SRCVB

# VISIT R•WANC•tNIY

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## FINANCIAL SUMMARY REPORT AS OF 12-31-2021

Report Date: January 14, 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 2021-2022 Statement of Activities: Highlights as of 12-31-2021

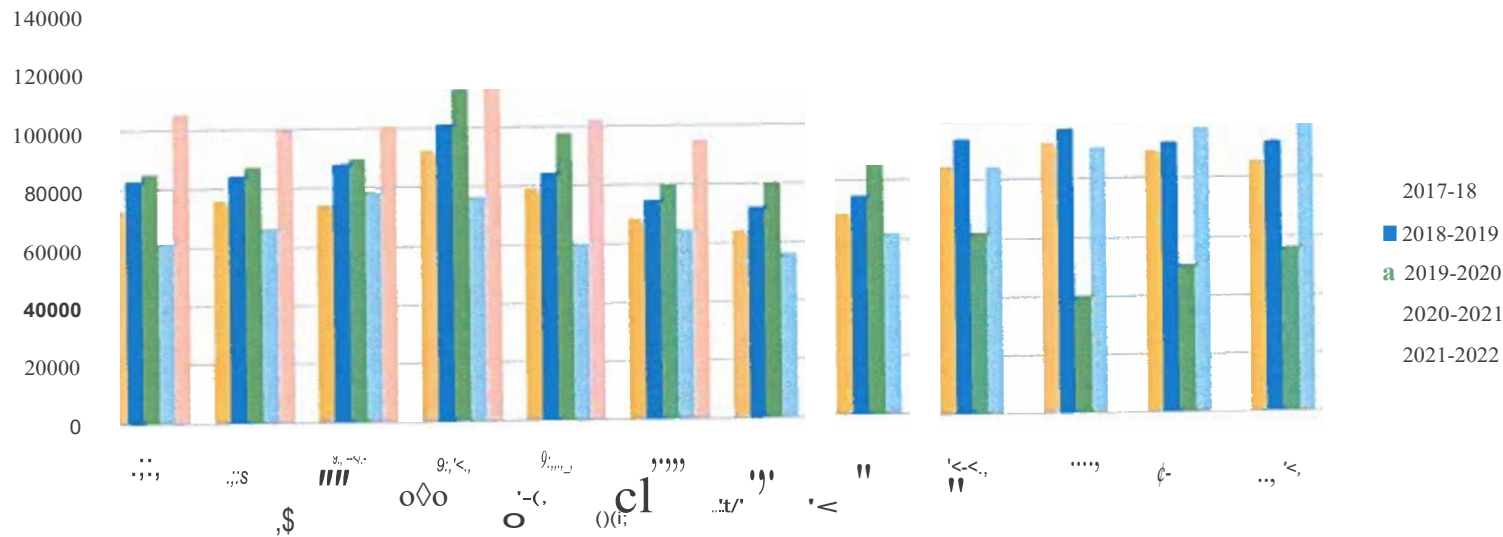
- Occupancy tax revenue as of 12-31-21 on an accrual basis for fiscal year 2021-22 equaled \$609,607 and is 31.8% ahead of the 2021-22 initial budget projections.
  - o Additional occupancy tax revenues above budget are being placed in operating reserves as adopted by the Board.
  - o November 2021 occupancy tax collections were 69.7% higher than November 2020, were 4.7% higher than November 2019 and 29.3% ahead of budget projections.
  - o November 2021 occupancy taxes were the highest monthly collection on record for the month of November eclipsing the previous November record set in 2019.
  - o December occupancy taxes are projected to come in at \$95,000 and 38% ahead of budget projections
- Fiscal Year to Date revenue is ahead of expenses by \$176,259 as of 12-31-21, the net income is driven by the Board setting aside ARPA funds for reserves, and growth in occupancy tax revenues.
- COVID relief ARPA grants as approved by the Board in the amount of \$152,483 were distributed in December
- A combination of the grant distributions approved by the Board, holiday marketing campaigns and three payroll cycles in December resulted in a net loss for the month of \$179,233, with \$152,483 coming from the COVID relief grants.

### Balance Sheet: Summary as of 11--30-2021

- Total Current Assets equaled \$454,027 a decrease of \$178,495 from 11-30-21; with \$152,483 coming from the COVID grant program disbursements.
- Accounts Receivables equaled \$193,413 consisting of November and December acc. taxes.
- Cash on hand as of 12-31-21 equaled \$260,613 a decrease of \$152,737 from 11-30-21.
- Total assets equaled \$3,306,538 as of 12-31-21.

Rowan County Occupancy Tax Receipts Collected (GROSS)

MONTH	FY17-18	FY18-19	%CHNG	FY19-20	%CHNG	FY20-21	%CHNG	FY21-22	%CHNG
July	72,999.06	82,827.79	13.5%	85,062.04	2.7%	61,737.08	-27.4%	105,514.79	70.9%
August	76,010.73	84,227.53	10.8%	87,388.13	3.8%	66,399.96	-24.0%	99,851.17	50.4%
September	74,220.99	88,060.74	18.6%	89,694.58	1.9%	78,562.08	-12.4%	100,792.04	28.3%
<b>Quarter Total</b>	<b>223,230.78</b>	<b>255,116.06</b>	<b>14.3%</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>
October	92,286.61	101,229.40	9.7%	113,427.41	12.0%	76,794.51	-32.3%	115,324.55	50.2%
November	79,174.98	84,418.19	6.6%	97,848.24	15.9%	60,357.00	-38.3%	102,438.16	69.7%
December	68,584.25	74,894.47	9.2%	79,686.64	6.4%	64,749.41	-18.7%		
<b>Quarter Total</b>	<b>240,045.84</b>	<b>260,542.06</b>	<b>8.5%</b>	<b>290,962.29</b>	<b>11.7%</b>	<b>201,900.92</b>	<b>-30.6%</b>	<b>217,762.71</b>	
January	64,114.21	72,190.74	12.6%	80,100.88	11.0%	56,291.87	-29.7%		
February	68,703.79	74,900.88	9.0%	87,894.99	17.3%	62,049.03	-29.4%		
March	84,759.62	93,890.99	10.8%	62,149.01	-33.8%	84,372.26	35.8%		
<b>Quarter Total</b>	<b>217,577.62</b>	<b>240,982.61</b>	<b>10.8%</b>	<b>230,144.88</b>	<b>-4.5%</b>	<b>202,713.16</b>	<b>-11.9%</b>		
April	92,168.35	97,300.73	5.6%	39,870.97	-59.0%	90,628.43	127.3%		
May	89,394.40	92,104.89	3.0%	50,585.59	-45.1%	97,167.69	92.1%		
June	85,776.47	92,254.88	7.6%	56,142.85	-39.1%	102,792.30	83.1%		
<b>Quarter Total</b>	<b>267,339.22</b>	<b>281,660.50</b>	<b>5.4%</b>	<b>146,599.41</b>	<b>-48.0%</b>	<b>290,588.42</b>	<b>98.2%</b>		
<b>Adjmts Penalties</b>									
<b>Penalties</b>									
<b>Year Total</b>	<b>\$948,193.46</b>	<b>\$ 1,038,301.23</b>	<b>9.5%</b>	<b>\$ 929,851.33</b>	<b>-10.4%</b>	<b>\$ 901,901.62</b>	<b>-3.0%</b>	<b>\$ 523,920.71</b>	



Rowan County Tourism Development Authority  
Statement of Financial Position  
As of December 31, 2021

Accrual Basis

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	Dec 31, 21
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1052 · F&M Bank-Operating 9224	33,756.65
1020 · Petty cash	16.83
1050 · First Bank checking #0436	10,805.81
1065 · NC Capital Mgmt Trust	25,005.44
1070 · First Bank MM account-4509	<u>191,028.50</u>
Total Checking/Savings	260,613.23
Accounts Receivable	
1201 · Accounts Receivable	<u>193,413.78</u>
Total Accounts Receivable	<u>193,413.78</u>
Total Current Assets	454,027.01
Fixed Assets	
1503 · RAILWALK PAVILION	506,594.36
1601 · Land	250,604.00
1500 · Building	2,098,436.00
1605 · 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>-425,370.81</u>
Total Fixed Assets	2,838,174.20
Other Assets	
1900 · Pension Asset	<u>14,337.00</u>
Total Other Assets	<u>14,337.00</u>
<b>TOTAL ASSETS</b>	<b>3,306,638.21</b>

Rowan County Tourism Development Authority  
**Statement of Financial Position**  
As of December 31, 2021

Accrual Basis

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	Dec 31, 21
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
Current Liabilities	
Other Current Liabilities	
234 · 457b Withholdings	357.69
2039 · United Way	-800.00
2033 · State withholding payable	341.00
2035 · Retirement withholding	486.38
2100 · Payroll Liabilities	<u>2,311.95</u>
Total Other Current Liabilities	<u>2,697.02</u>
Total Current Liabilities	2,697.02
Long Term Liabilities	
2700 · Pension Deferrals	16,932.00
2500 · Compensated Absences	12,590.38
Total Long Term Liabilities	<u>29,522.38</u>
Total Liabilities	32,219.40
Equity	
3075 · Current yr reclass Asset/Liab	350,000.00
3050 · Investment in fixed assets	2,488,174.00
3100 · Fund balance	180,436.14
3105 · Restricted Fund Balance	79,555.00
3900 · Retained Earnings	-105.92
Net Income	<u>176,259.59</u>
Total Equity	<u>3,274,318.81</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>3,306,538.21</b>

Rowan County Tourism Development Authority  
Statement of Activities

Accrual Basis

December 2021

	Dec 21	Jul• Dec 21
Ordinary Income/Expense		
Income		
4350 • Tourism ARP Funding	32,466.33	627,466.33
4070 • Misc and Ticket Sales	16.06	110.12
4060 • Holiday Caravan Parade	4,195.00	56,860.00
4010 • Occupancy taxes	88,413.78	609,607.78
4000 • Trolley Operations	900.00	15,351.80
4300 • Gateway Building Revenue	7,147.85	47,798.78
4025 • Partner Services	0.00	6,000.00
Total Income	133,139.02	1,363,194.81
Gross Profit	133,139.02	1,363,194.81
Expense		
6001 • ARP Grants	152,483.32	152,483.32
6501 • Tourism Capital Projects	5,200.00	373,087.50
6510 • Holiday Caravan Parade Expense	12,194.08	48,380.00
60001 • Marketing & Visitor Services		
6135 • Salisbury-Rowan eve	106,084.80	496,465.33
6140 • Destination Mktg Programs/Ser	0.00	3,500.00
6465 • Trolley	1,317.99	2,351.73
6165 • Marketing Supplies & Equipment	0.00	115.92
6070 • Miscellaneous	369.00	1,744.00
Total 60001 • Marketing & Visitor Services	107,771.79	504,176.98
60002 • Operations & Administration		
6010 • RCTDA Operations Staff	8,106.07	15,259.93
6025 • Payroll taxes and unemployment	575.14	1,123.82
6030 • Retirement	737.44	1,441.47
6020 • Health Benefits	-101.43	-202.86
6040 • Worker's comp Insurance	0.00	459.00
6105 • Professional Services	517.12	9,238.52
6600 • Gateway Building Expenses	24,888.57	81,487.54
Total 60002 • Operations & Administration	34,722.91	108,807.42
Total Expense	312,372.10	1,186,935.22
Net Ordinary Income	-179,233.08	176,259.59
Net Income	-179,233.08	176,259.59



Rowan County Tourism Development Authority  
 Profit & Loss Budget Performance  
 July 2021 through June 2022

01110/22

Annu.a/

	<u>Jul '21 - Jun 22</u>	<u>Budget</u>	<u>Jul '21 - Jun 22</u>
<b>Ordinary Income/Expense</b>			
Income			
4350 • Tourism ARP Funding	1527,466.33	595,000.00	827,486.33
4070 • Misc and Ticket Sales	110.12	1,000.00	110.12
4060 • Holiday Caravan Parade	56,860.00	40,000.00	56,860.00
4010 • Occupancy taxes	609,807.78	925,000.14	609,607.78
4000 • Trolley Opentlons	15,351.80	33,000.00	15,351.80
4300 • Gateway Building R-nuc	47,798.78	109,999 .86	47,798.78
4025 • PartMr S.rvICfl	6,000.00	57,000.00	6,000.00
<b>Total Income</b>	<b>1,383,194.61</b>	<b>1,761,000.00</b>	<b>1,383,194.81</b>
<b>Gross Profit</b>	<b>1,363,194.81</b>	<b>1,761,000.00</b>	<b>1,363,194.81</b>
Expense			
6002 • Operating Reserves	0.00	100,000.00	0.00
60D1 • ARP Grants	152,483.32	100,000.00	152,483.32
6501 • Tourism Capital Projects	373,087.50	420,000.00	373,087.50
6510 • Holiday Caravan Parade Expense	48,380.00	40,000.00	48,380.00
6511 • Partner Service Expense	0.00	10,000.00	0.00
60001 • Martteting & Visitor Services			
6000 • Covid-19 Contingency	0.00	0.00	0.00
6135 • Salisbury-Rowan eve	496,465.33	910,000.00	496,465.33
6140 • Destination Mktg Programs/Ser	3,500.00		3,500.00
6050 • Oastination Development	0.00	0.00	0.00
M&S • Trolley	2,351.73	10,000.00	2,351.73
6165 • Marketing Supplies & Equipment	115.92	3,999.98	115.92
6070 • Miscellaneous	1,744.00	4,000.02	1,744.00
60001 • Marketing & Visitor Services - Other	0.00	0.00	0.00
<b>Total 60001 • Mariceting &amp; Visitor Services</b>	<b>504,178.98</b>	<b>928,000.00</b>	<b>504,176.98</b>
60002 • Open.tions & Adminstrn tlon			
6010 • RCTOA Operations Staff	15,259.93	38,000.00	15,259.93
6025 • Payron taxes lllld unemployment	1,123.82	3,000.00	1,123.82
6030 • Retirement	1,441.47	5,000.00	1,441.47
6020 • Health Benefits	-202.86	0.00	-202.86
6040 • Worker's comp Insurance	459.00	12,000.00	459.00
6105 • Prolasslonal Services	9,233.52	15,000.00	9,238.52
6600 • Gateway Bulding Expenses	81,487.54	90,000.00	81,447.54
<b>Total 60002 • Opentlons &amp; Administration</b>	<b>108,807.42</b>	<b>163,000.00</b>	<b>108,807.42</b>
<b>Total Expense</b>	<b>1,188,935.22</b>	<b>1,761,000.00</b>	<b>1,186,935.22</b>
<b>Net Ordinary Income</b>	<b>178,259.59</b>	<b>0.00</b>	<b>176,259.59</b>
<b>Net Income</b>	<b>176,259.59</b>	<b>0.00</b>	<b>176,259.59</b>