

Rutherford County
Tourism Development Authority
County Commissioner Meeting
Year-End Update
August 7th 2017

Tourism Development Authority

County Commissioner Quarterly Update

August 7th 2017

- Financial Review
 - 2016-2017 Year-End
 - 2017-2018 Budget
- 2016-2017 Summary
- 2017-2018 Preview
- Board Packet
- TDA Meeting Schedule
 - Board Meeting Dates
 - Committee Meeting Dates and Members

TDA Board Members

Executive Committee

Board Chair: Richard Lundy

1st Vice: Willard Whitson

2nd Vice: Dave Long

Other Members

Amy Bridges (Treasurer)

Barbara Meliski

Diane Barrett (Secretary)

Lynn Brown

Ruthie Hanson

Ex-Officios

Eddie Holland

Paula Roach



Financial Report: By the Numbers

Occupancy Growth

The following spreadsheet shows the growth of occupancy tax collections for Rutherford County

Month Collected	For Month Of	FY 06-07	FY 07-08	FY 08-09	FY 09-10	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16	FY 16-17	% of Year's Projected Collections 16-17	% of Year's Projected Collections 15-16	% Growth last 12 mos	% growth last 15-16
JULY	JUNE	70,098	75,455	71,407	58,682	62,021	72,516	77,798	73,796	82,025	97,002	107,637	12.62%	14.20%	10.96%	18.34%
AUG	JULY	99,586	101,420	96,055	88,743	99,712	115,068	105,814	106,739	116,455	138,421	160,842	18.86%	20.27%	16.20%	19.20%
SEPT	AUG	69,790	86,186	85,967	66,194	74,964	79,463	87,210	87,642	101,805	111,108	116,897	13.70%	16.27%	5.21%	9.24%
OCT	SEPT	46,361	52,675	40,435	44,737	50,817	54,132	53,022	53,118	58,018	69,238	86,691	10.16%	10.14%	25.21%	19.56%
NOV	OCT	54,620	58,982	55,593	55,065	57,927	57,994	63,864	65,408	79,834	89,055	103,461	12.13%	13.04%	16.18%	11.55%
DEC	NOV	37,091	35,914	30,330	28,571	33,724	35,610	35,033	36,190	45,775	49,561	46,388	5.44%	7.26%	-6.40%	8.27%
JAN	DEC	25,203	25,830	19,389	20,358	22,369	25,218	25,653	26,741	34,536	39,067	45,707	5.36%	5.72%	17.00%	12.22%
FEB	JAN	18,058	16,414	15,467	15,266	16,422	14,874	18,452	19,026	23,188	29,752	30,507	3.58%	4.36%	2.54%	27.48%
MAR	FEB	19,253	18,324	15,957	17,589	19,141	20,575	20,501	20,220	24,252	29,237	30,266	3.55%	4.28%	3.52%	20.84%
APR	MAR	28,762	26,357	21,953	22,681	25,130	30,169	30,921	32,183	35,871	49,376	46,777	5.48%	7.23%	-5.26%	38.01%
MAY	APR	40,309	32,826	27,998	33,447	39,684	36,830	38,107	40,384	48,291	55,237	63,701	7.47%	8.09%	15.32%	14.69%
JUN	MAY	48,875	47,522	39,242	39,641	47,035	45,447	48,883	53,961	65,024	73,168	73,947	8.67%	10.71%	1.07%	11.97%
Total Collected		558,006	577,905	519,793	490,974	548,946	587,896	605,258	615,408	715,074	830,222	912,821	107.01%	121.56%	8.46%	17.61%
Total projected for year		558,006	577,905	519,793	490,974	548,946	587,896	605,258	615,408	715,074	683,000	853,000	Of Projected Collections	Of Projected Collections	Average Growth	Average Growth

Rutherford County Tourism
2017-2018 Budget
2016-2017 Year-End

	15-16 Actual	16-17 RFF	17-18 Budget	Variance	Comments - Variance From Prior Year
Revenue/Expense					
Occupancy Tax	\$912,882.84	\$ 913,248.07	\$ 1,000,000.00	\$ 86,751.93	The growth reflects 10% due to Tourism Growth, inflation and new properties
Penalties and Interest	\$ 29,126.44	\$ 2,655.04	\$ 1,800.00	\$ (855.04)	
Fund Balance Appropriated	\$ -	\$ -	\$ -	\$ -	
Miscellaneous	\$ 656.10	\$ 506.01	\$ -	\$ (506.01)	
Vacation Guide Ads	\$ -	\$ -	\$ -	\$ -	
Website Ads	\$ -	\$ -	\$ -	\$ -	
Total Revenue:	\$942,665.38	\$ 916,409.12	\$ 1,001,800.00	\$ 85,390.88	
	15-16 Actual	16-17 RFF	17-18 Budget	Variance	Comments - Variance From Prior Year
Expenses					
Salaries/Wages Regular 121-00	\$140,900.45	\$ 148,048.95	\$ 156,000.00	\$ 7,951.05	Salaries and Wages and Benefits reflect inflation rate increase. County Program to determine amount.
Salaries/Wages P/T 126-00	\$ 24,391.61	\$ 29,794.26	\$ 33,100.00	\$ 3,305.74	
Total Salaries and Wages:	\$165,292.06	\$ 177,843.21	\$ 189,100.00	\$ 11,256.79	
Benefits					
Fica 181-00	\$ 9,322.14	\$ 10,377.93	\$ 10,827.00	\$ 449.07	
Medicare 181-01	\$ 2,180.21	\$ 2,427.10	\$ 2,532.00	\$ 104.90	
Retirement 182-00	\$ 17,211.49	\$ 23,391.32	\$ 24,310.00	\$ 918.68	
NC Retirement 182-01	\$ 4,325.46	\$ 4,811.03	\$ 4,683.00	\$ (128.03)	
Health and Life Insurance 183-00	\$ 20,469.52	\$ 24,128.85	\$ 25,200.00	\$ 1,071.15	
Café Administration 189-01	\$ 30.00	\$ -	\$ -	\$ -	
Workers Comp. 186-00	\$ 3,640.76	\$ 689.72	\$ 6,160.00	\$ 5,470.28	
Unemployment Comp. 185-00	\$ 538.00	\$ 743.00	\$ 770.00	\$ 27.00	
Total Benefits:	\$ 57,717.58	\$ 66,568.95	\$ 74,482.00	\$ 7,913.05	
Total Wages and Benefits:	\$223,009.64	\$ 244,412.16	\$ 263,582.00	\$ 19,169.84	

	15-16 Actual	16-17 RFF	17-18 Budget	Variance	Comments - Variance From Prior Year
<u>Marketing and Advertising: 370-00</u>					
Advertising/Marketing	\$ (20,379.87)	\$ 35,645.45	\$ 43,000.00	\$ 7,354.55	Run additional print ads
Fam. Tours/Media Tours	\$ 3,413.79	\$ 1,533.22	\$ 5,000.00	\$ 3,466.78	Additional media tours
Events	\$ 1,235.56	\$ 1,500.00	\$ -	\$ (1,500.00)	
Website	\$ 38,100.00	\$ 53,570.00	\$ 40,000.00	\$ (13,570.00)	Website annual fee. Prior year was development
Graphic Designer	\$ 15,559.67	\$ 6,859.50	\$ 13,000.00	\$ 6,140.50	Increase for new vacation guide
Print Advertising	\$ 434.69	\$ 250.00	\$ -	\$ (250.00)	
Marketing & PR Communications	\$153,000.00	\$ 125,000.00	\$ 144,000.00	\$ 19,000.00	MGPR to work on vacation guide
Signage/Welcome Center/Billboards	\$ 8,237.49	\$ -	\$ -	\$ -	
Photography	\$ 5,710.96	\$ 13,353.28	\$ 10,000.00	\$ (3,353.28)	
Other	\$ 8,744.60	\$ 1,704.16	\$ -	\$ (1,704.16)	
Social Media	\$ -	\$ 955.00	\$ 1,000.00	\$ 45.00	
TDA Internal Graphic Design and Mkt.	\$ -	\$ -	\$ 6,000.00	\$ 6,000.00	TDA Internal Work
Printing Cost	\$ 42,761.26	\$ -	\$ 35,000.00	\$ 35,000.00	New vacation guide printing
Other Marketing Costs 14-15	\$ 15,929.01	\$ 1,660.84	\$ 5,000.00	\$ 3,339.16	
Total Marketing and Advertising:	\$272,747.16	\$ 242,031.45	\$ 302,000.00	\$ 59,968.55	
	15-16 Actual	16-17 RFF	17-18 Budget	Variance	Comments - Variance From Prior Year
<u>Administrative and Operations</u>					
Lease/Rent Expense: 431-00	\$ 17,172.69	\$ 6,500.00	\$ 6,000.00	\$ (500.00)	Monthly rent expense from Town of Rutherfordton
Telephone: 321-00	\$ 3,589.35	\$ 3,735.89	\$ 3,600.00	\$ (135.89)	
VOIP 980-15	\$ 1,521.54	\$ 1,533.16	\$ 1,560.00	\$ 26.84	
<u>Utilities: 331-00</u>					
Gas/Electric	\$ 6,294.37	\$ 4,410.47	\$ 5,285.00	\$ 874.53	Expense from Welcome Center- Utilities included in Rutherfordton Lease
Water/Sewer	\$ 230.75	\$ -	\$ -	\$ -	
<u>Janitorial: 394-00</u>	\$ 4,650.00	\$ 2,807.38	\$ 5,000.00	\$ 2,192.62	
Total Rent and Utilities:	\$ 33,458.70	\$ 18,986.90	\$ 21,445.00	\$ 2,458.10	

	15-16 Actual	16-17 RFF	17-18 Budget	Variance	Comments - Variance From Prior Year
Office Expense					
Office Supplies:260-00	\$ 6,409.60	\$ 5,372.44	\$ 7,500.00	\$ 2,127.56	
Printing 341-00	\$ 472.55	2,732.80	\$ 7,000.00	\$ 4,267.20	Additional printing and new brochures
Postage: 325-00	\$ 3,375.09	\$ 5,100.09	\$ 8,000.00	\$ 2,899.91	
Equipment 510-00	\$ 1,423.56	\$ 1,219.74	\$ 4,000.00	\$ 2,780.26	New Computers
Equipment Rent: 431-01	\$ 5,385.65	\$ 4,312.78	\$ 4,800.00	\$ 487.22	
Dues and Subscriptions: 491-00	\$ 10,424.18	\$ 12,295.91	\$ 14,600.00	\$ 2,304.09	
Total Office Expense:	\$ 27,490.63	\$ 31,033.76	\$ 45,900.00	\$ 14,866.24	
	15-16 Actual	16-17 RFF	17-18 Budget	Variance	Comments - Variance From Prior Year
Repairs and Maintenance:					
Building and Repairs Maint. : 351-00	\$ 18,236.21	\$ 23,183.01	\$ 25,000.00	\$ 1,816.99	Welcome Center Improvements / Programs
Computer Repairs and Maint. 980-16	\$ 163.54	\$ 163.52	\$ 500.00	\$ 336.48	
Total Repairs and Maint. :	\$ 18,399.75	\$ 23,346.53	\$ 25,500.00	\$ 2,153.47	
	15-16 Actual	16-17 RFF	17-18 Budget	Variance	Comments - Variance From Prior Year
Travel 311-00					
Lodging	\$ 2,154.82	\$ 3,505.30	\$ 3,000.00	\$ (505.30)	
Conference Fees	\$ -	\$ -	\$ 2,750.00	\$ 2,750.00	Conference Attendance and Staff Training
Meals	\$ 58.63	\$ 183.91	\$ 750.00	\$ 566.09	
Travel	\$ 4,808.53	\$ 6,813.84	\$ 7,500.00	\$ 686.16	Additional travel for Tourism Plan, stakeholders, conferences, and travel guides
Total Travel	\$ 7,021.98	\$ 10,058.34	\$ 14,000.00	\$ 3,941.66	
	15-16 Actual	16-17 RFF	17-18 Budget	Variance	Comments - Variance From Prior Year
Professional Fees					
Accounting / Prof. Serv. 192-00	\$ 4,900.00	\$ 4,900.00	\$ 25,050.00	20,150.00	Occupancy Tax Program
Consulting 194-00	\$ 9,273.50	\$ 5,424.50	\$ 5,000.00	(424.50)	
General Fund Indirect 980-00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	-	
Insurance Fees				-	
Insurance Bonding 453-00	\$ 175.00	\$ 333.00	\$ 250.00	(83.00)	
Total Prof/Ins Fees:	\$ 54,348.50	\$ 50,657.50	\$ 70,300.00	19,642.50	

Project / Programs	15-16 Actual	16-17 RFF	17-18 Budget	Variance	Comments - Variance From Prior Year
Wayfinding Sign Maint. 510-03	\$ 78,200.00	\$ 194,062.90	\$ 25,000.00	\$ (169,062.90)	Installation of signs - Completion - Program in progress
TAF 299-01	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	
Strategic Plan 191-00	\$ -	\$ 39,696.45	\$ 49,800.00	\$ 10,103.55	Completion of Strategic Plan - Second Half
Strategic Plan Imp. / Funding	\$ -	\$ -	\$ 30,000.00	\$ 30,000.00	Projects Identified for plan / Funding Campaign
Community Programs	\$ -	\$ -	\$ 50,000.00	\$ 50,000.00	Allocate funding to assist community tourism events
WEG Implementation	\$ -	\$ -	\$ 25,000.00	\$ 25,000.00	Allocate funding for WEG related programs
Promotional Events/Group Sales	\$ -	\$ -	\$ 10,000.00	\$ 10,000.00	New Program for Rutherford County
Total Project / Programs:	\$ 88,200.00	\$ 243,759.35	\$ 199,800.00	\$ (43,959.35)	
Totals	15-16 Actual	16-17 RFF	17-18 Budget	Variance	Comments - Variance From Prior Year
Total Revenue	\$942,665.38	\$ 916,409.12	\$ 1,001,800.00	\$ 85,390.88	
Total Expenses	\$724,676.36	\$ 864,285.99	\$ 942,527.00	\$ 78,241.01	
Total Cash Flow (Revenue over Expenses)	\$217,989.02	\$ 52,123.13	\$ 59,273.00	\$ 7,149.87	
Cash Fund Balance	\$522,209.00	574,332.13	\$ 633,605.13	\$ 59,273.00	Cash buildup to support Tourism Plan Implementation

2016-2017 Summary Recap

- Welcome Center Operations
- New State of the Art Destination Website
- Enhanced and Solidified Town and County Relationships
- Progressed on Wayfinding Sign Implementation
- Formed New County Tourism Advisory Group
- Approved and Initiated County-Wide Tourism Strategic Asset Development Plan
- Continued to Enhance and Develop Efficiencies and Tourism Promotion and Marketing

2017-2018

Preview

- Obtain 10% Growth in Occupancy Tax Increase
 - Tourism Growth
 - New Properties
- Tourism Strategic Plan Completion
- Funding Campaign for Tourism Strategic Plan
- Implementation of Tourism Strategic Plan
- Implement Occupancy Tax Monitoring and Compliance Program
- Enhance TDA's Relationships with County and State Representatives
- Continue to Grow and Enhance Relationships with Town and County Officials and County Stakeholders
- Maximize Tourism Marketing Efforts and Efficiencies
- Implement County Wayfinding Sign Program
- Enhance Stakeholder Communications
- Redesign and Produce New Visitor/Vacation Guide
- Research/Develop Group Sales/Town Program
- Enhance the Promotion of the Rutherford County Trails and Itineraries
- Develop and Implement a Community Program
- Develop a Program that Maximizes Rutherford County's Benefit to WEG

TDA Meeting Schedule

Committee Members and Board Dates

- Executive: Richard Lundy, Willard Whitson, Dave Long
- Marketing: Richard Lundy, Amy Bridges, Lynn Brown
- WEG: Willard Whitson, Dave Long, Lynn Brown
- Grant: Barbara Meliski, Diane Barrett
- Finance: Paula Roach (Ex-Officio), Amy Bridges, Barbara Meliski, Diane Barrett
- Information: Dave Long, Willard Whitson, Diane Barrett
- Wayfinding: Barbara Meliski, Amy Bridges
- TAF: Willard Whitson, Ruthie Hanson

- Board Meeting Dates

RCTDA Board Meetings:

All Board Meetings are held in the Woodrow Jones Building conference room at 12:00 noon unless otherwise noted.

July 27th, 2017 – Rutherfordton Town Hall
August 31st, 2017
October 5th, 2017
November 16th, 2017
December 28th, 2017

February 8th, 2018
March 22nd, 2018 (Board Retreat)
May 3rd, 2018
June 14th, 2018 (Public Hearing)
July 26th, 2018 (First meeting of FY 17-18)



Rutherford County TDA Staff

Executive Director: [Don Cason](#)

Marketing and Communications Manager: [Amy Brevard](#)

Administrative Assistant: [Taylor Hardin](#)

Welcome Center Manager/Project Manager: [Karen Tegen](#)

Guest Services Assistant: [Wesley Alexander](#)

Welcome Center Hostess: [Sherri Seay](#)

Welcome Center Hostess: [Kayley Hargett](#)

Email:

tourisminfo@rutherfordcountync.gov

Rutherford County Tourism Website

www.VisitNCSmallTowns.com

www.VisitBlueRidgeNC.com

www.TimeOfYourLifeNC.com

Rutherford County TDA Website

www.rutherfordcountync.gov/tourismdevelopmentauthority

800.849.5998

WELCOME CENTER

828.287.6113

In Lake Lure

2932 Memorial Hwy. (US-64/74) Lake Lure, NC 28746

Lake Lure, Chimney Rock and "Small Town Friendly" Destinations

Chimney Rock, Lake Lure, Forest City, Rutherfordton, Spindale, Union Mills, Bostic, and Ellenboro.

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