

Rutherford County Tourism

May 2018

- Financial Review
- Quarterly Review of Projects

TDA Board Members

Executive Committee

Board Chair: Richard Lundy
1st Vice: Willard Whitson
2nd Vice: Dave Long

Other Members

Amy Bridges (Treasurer)
Barbara Meliski
Chuck Martell
Diane Barrett (Secretary)
Jim Masek
Kitty McCammon
Lynn Brown
Ruthie Hanson

Ex-Officios

Eddie Holland
Paula Roach

Rutherford County Tourism
Rolling Financial Forecast
2017-2018 April RFF

	16-17 Actual	17-18 Budget	17-18 RFF	Variance	Comments - Variance From Prior Year
Revenue/Expense					
Occupancy Tax	\$913,248.07	\$1,000,000.00	\$ 1,064,162.25	\$ 64,162.25	Occupancy Tax Continues to Remain Strong + 1% increase + New Lodging
Penalties and Interest	\$ 2,655.04	\$ 1,800.00	\$ 4,329.00	\$ 2,529.00	
Fund Balance Appropriated	\$ -	\$ -	\$ -	\$ -	
Miscellaneous	\$ 506.01	\$ -	\$ 86,525.37	\$ 86,525.37	Sale of Mobile Unit + Towns Tourism Plan Partnership
Vacation Guide Ads	\$ -	\$ -	\$ 11,000.00	\$ 11,000.00	1st Year Ad Sales Projection
Website Ads	\$ -	\$ -	\$ -	\$ -	
Total Revenue:	\$916,409.12	\$1,001,800.00	\$ 1,166,016.62	\$ 164,216.62	
	16-17 Actual	17-18 Budget	17-18 RFF	Variance	Comments - Variance From Prior Year
Expenses					
Salaries/Wages Regular 121-00	\$148,610.45	\$ 156,000.00	\$ 185,666.85	\$ 29,666.85	Reflects new marketing positions and Welcome Center changes
Salaries/Wages P/T 126-00	\$ 29,794.26	\$ 33,100.00	\$ 12,368.64	\$ (20,731.36)	
Total Salaries and Wages:	\$178,404.71	\$ 189,100.00	\$ 198,035.49	\$ 8,935.49	
Benefits					
Fica 181-00	\$ 11,240.78	\$ 10,827.00	\$ 11,277.51	\$ 450.51	
Medicare 181-01	\$ 2,628.89	\$ 2,532.00	\$ 2,616.50	\$ 84.50	
Retirement 182-00	\$ 25,240.18	\$ 24,310.00	\$ 26,480.66	\$ 2,170.66	
NC Retirement 182-01	\$ 5,263.33	\$ 4,683.00	\$ 5,905.84	\$ 1,222.84	
Health and Life Insurance 183-00	\$ 24,128.85	\$ 25,200.00	\$ 29,659.75	\$ 4,459.75	
Café Administration 189-01	\$ -	\$ -	\$ 20.00	\$ 20.00	
Workers Comp. 186-00	\$ 689.72	\$ 6,160.00	\$ 393.42	\$ (5,766.58)	
Unemployment Comp. 185-00	\$ 743.00	\$ 770.00	\$ 542.23	\$ (227.77)	
Total Benefits:	\$ 69,934.75	\$ 74,482.00	\$ 76,895.91	\$ 2,413.91	
Total Wages and Benefits:	\$248,339.46	\$ 263,582.00	\$ 274,931.40	\$ 11,349.40	

	16-17 Actual	17-18 Budget	17-18 RFF	Variance	Comments - Variance From Prior Year
Marketing and Advertising: 370-00					
Advertising/Marketing	\$ 35,645.45	\$ 43,000.00	\$ 42,276.80	\$ (723.20)	
Fam. Tours/Media Tours	\$ 1,533.22	\$ 5,000.00	\$ 7,123.52	\$ 2,123.52	Aggressive Fam Tour program
Events	\$ 1,500.00	\$ -	\$ -	\$ -	
Website	\$ 53,570.00	\$ 40,000.00	\$ 52,500.00	\$ 12,500.00	Reflects new website optimization program
Graphic Designer	\$ 6,859.50	\$ 13,000.00	\$ 12,245.00	(755.00)	
Print Advertising	\$ 250.00	\$ -	\$ -	\$ -	
Marketing & PR Communications	\$125,000.00	\$ 144,000.00	\$ 80,448.00	\$ (63,552.00)	Retainer adjustment due to more work in house
Signage/Welcom Center/Billboards	\$ -	\$ -	\$ -	\$ -	
Photography	\$ 13,353.28	\$ 10,000.00	\$ 4,537.00	\$ (5,463.00)	
Other	\$ 1,704.16	\$ -	\$ -	\$ -	
Social Media	\$ 955.00	\$ 1,000.00	\$ 3,750.00	\$ 2,750.00	Enhance Social Media Plan
TDA Internal Graphic Design and Mkt.	\$ -	\$ 6,000.00	\$ 5,918.45	\$ (81.55)	
Printing Cost / Vacation Guide	\$ -	\$ 35,000.00	\$ 42,539.88	\$ 7,539.88	Additional cost for printing vacation guide for Ad sales
Other Marketing Costs 14-15	\$ 1,660.84	\$ 5,000.00	\$ 4,962.12	\$ (37.88)	
Total Marketing and Advertising:	\$242,031.45	\$ 302,000.00	\$ 256,300.77	\$ (45,699.23)	
	16-17 Actual	17-18 Budget	17-18 RFF	Variance	Comments - Variance From Prior Year
Administrative and Operations					
Lease/Rent Expense: 431-00	\$ 6,500.00	\$ 6,000.00	\$ 6,000.00	\$ -	
Telephone: 321-00	\$ 3,758.85	\$ 3,600.00	\$ 3,211.35	\$ (388.65)	
VOIP 980-15	\$ 1,533.16	\$ 1,560.00	\$ 1,539.87	\$ (20.13)	
Utilities: 331-00					
Gas/Electric	\$ 4,410.47	\$ 5,285.00	\$ 4,115.71	\$ (1,169.29)	
Water/Sewer	\$ -	\$ -	\$ -	\$ -	
Janitorial: 394-00	\$ 3,245.99	\$ 5,000.00	\$ 3,506.45	\$ (1,493.55)	
Total Rent and Utilities:	\$ 19,448.47	\$ 21,445.00	\$ 18,373.38	\$ (3,071.62)	

Office Expense					
Office Supplies:260-00	\$ 5,424.44	\$ 7,500.00	\$ 6,168.16	\$ (1,331.84)	
Printing 341-00	\$ 2,926.48	\$ 7,000.00	\$ 3,267.05	\$ (3,732.95)	
Postage: 325-00	\$ 5,100.09	\$ 8,000.00	\$ 8,453.63	\$ 453.63	Mailing new vacation guide and WEG mailings
Equipment 510-00	\$ 1,219.74	\$ 4,000.00	\$ 4,367.76	\$ 367.76	
Equipment Rent: 431-01	\$ 4,312.78	\$ 4,800.00	\$ 4,724.12	\$ (75.88)	
Dues and Subscriptions: 491-00	\$ 12,295.91	\$ 14,600.00	\$ 11,332.33	\$ (3,267.67)	
Total Office Expense:	\$ 31,279.44	\$ 45,900.00	\$ 38,313.05	\$ (7,586.95)	
	16-17 Actual	17-18 Budget	17-18 RFF	Variance	Comments - Variance From Prior Year
Repairs and Maintenance:					
Building and Repairs Maint. : 351-00	\$ 24,841.32	\$ 25,000.00	\$ 6,703.10	\$ (18,296.90)	Adjustments to LL Welcome Center Program
Computer Repairs and Maint. 980-16	\$ 163.52	\$ 500.00	\$ 498.59	\$ (1.41)	
Total Repairs and Maint. :	\$ 25,004.84	\$ 25,500.00	\$ 7,201.69	\$ (18,298.31)	
	16-17 Actual	17-18 Budget	17-18 RFF	Variance	Comments - Variance From Prior Year
Travel 311-00					
Lodging	\$ 3,505.30	\$ 3,000.00	\$ 3,096.21	\$ 96.21	
Conference Fees	\$ -	\$ 2,750.00	\$ 2,370.00	\$ (380.00)	
Meals	\$ 183.91	\$ 750.00	\$ 360.18	\$ (389.82)	
Travel	\$ 6,369.13	\$ 7,500.00	\$ 5,312.41	\$ (2,187.59)	
Total Travel	\$ 10,058.34	\$ 14,000.00	\$ 11,138.80	\$ (2,861.20)	
	16-17 Actual	17-18 Budget	17-18 RFF	Variance	Comments - Variance From Prior Year
Professional Fees					
Accounting / Prof. Serv. 192-00	\$ 4,900.00	\$ 25,050.00	\$ 19,000.00	(6,050.00)	
Consulting 194-00	\$ 5,424.50	\$ 5,000.00	\$ 13,512.50	8,512.50	Additional professional fees requested
General Fund Indirect 980-00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	-	
Insurance Fees				-	
Insurance Bonding 453-00	\$ 333.00	\$ 250.00	\$ 175.00	(75.00)	
Total Prof/Ins Fees:	\$ 50,657.50	\$ 70,300.00	\$ 72,687.50	2,387.50	

Project / Programs	16-17 Actual	17-18 Budget	17-18 RFF	Variance	Comments - Variance From Prior Year
Wayfinding Sign Maint. 510-03	\$194,062.90	\$ 25,000.00	\$ 195,000.00	\$ 170,000.00	Wayfinding Signs in Rutherfordton, LL, CR, FC, and Spindale
TAF 299-01	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	
Strategic Plan 191-00	\$ 39,696.45	\$ 49,800.00	\$ 303,851.62	\$ 254,051.62	Tourism Master Plan Expanded Per Town
Strategic Plan Imp. / Funding	\$ -	\$ 30,000.00	\$ 60,000.00	\$ 30,000.00	Forest City Rail Trail Bridge Enhancement + timing adjustment on towns imp.
Community Programs	\$ -	\$ 50,000.00	\$ 49,767.74	\$ (232.26)	
WEG Promotion	\$ -	\$ 25,000.00	\$ 25,080.14	\$ 80.14	
Promotional Events/Group Sales	\$ -	\$ 10,000.00	\$ 8,000.00	\$ (2,000.00)	
Total Project / Programs:	\$243,759.35	\$ 199,800.00	\$ 651,699.50	\$ 451,899.50	
Totals	16-17 Actual	17-18 Budget	17-18 RFF	Variance	Comments - Variance From Prior Year
Total Revenue	\$916,409.12	\$1,001,800.00	\$ 1,166,016.62	\$ 164,216.62	Strong Occ Tax and 1% Tax Increase
Total Expenses	\$870,578.85	\$ 942,527.00	\$ 1,330,646.09	\$ 388,119.09	Wayfinding and Tourism Strategic Master Plan
Total Cash Flow (Revenue over Expenses)	\$ 45,830.27	\$ 59,273.00	\$ (164,629.47)	\$ (223,902.47)	
Cash Fund Balance	\$671,777.00	\$ 731,050.00	\$ 507,147.53	\$ (223,902.47)	

Quarterly Review of Projects

2017-2018 Priority Projects:

- Tourism Strategic Plan Completion
 - Town Steering Committees / Stakeholder meetings in process
 - Town Meetings for Public Scheduled for May (LL-5/8, CR-5/15, Spindale-5/21)
 - Plan Completion June 30th 2018
- Initiate Tourism Strategic Plan Funding Campaign
 - Develop TAC/Funding Allocation Committee – Recommendation to TDA Board
 - Develop funding campaign
 - Develop Partnerships with Public/Private
- Initiate Tourism Strategic Plan Implementation
 - Develop Partnerships with Towns and Stakeholders
- Implement/Monitor Occupancy Tax program
 - Working with Short Term Rental Helper (STR Helper) to complete validation of all addresses and create reports
 - Monitoring Receipts in Collaboration with finance and Revenue Department
- Finalize / Install County Wayfinding Program
 - Wayfinding Statement
 - JM Teague Contract Status
 - Board Approved New Contract with ACSM and funding
 - In Process of Confirming Interlocal Agreements with Towns
 - TDA Staff Assisting Process
 - Signs in Rutherfordton, Lake Lure, Chimney Rock, Forest City and Spindale by August 31st pending DOT Approval



Quarterly Review of Projects Cont'd

2017-2018 Priority Projects:

- Maximize Tourism Marketing Efforts and Efficiencies
 - Coordinating bids for 2018/2019 budget year outsourced marketing needs.
 - Attended Visit NC 365 Annual Conference and meet with 7 top regional journalist about our county for upcoming editorial coverage.
 - Coordinated four media influencers/journalist to visit in May and June which will bring national coverage.
 - Developed WEG Marketing plan, budget and unique marketing campaigns.
 - Executed SEO/Website program for TDA website: www.visitncsmalltowns.com. Web traffic has increased by 60%, users has increases by 79% and page views are up by 4%.
 - Coordinate community event calendar with The Mountain Breeze publication for each edition. This is impactful exposure for Rutherford County stakeholders to promote events to locals and residents. We are also included in online version.
 - Develop and implement stakeholder newsletters, updates, event promotions, public relations, and coffee talks.
 - Monitored and oversaw social media marketing campaigns and web content.
 - Finalized creative process of new Travel Guide including updating content, listings and new ad program. Guides will be in late April.
 - Created and researched all content needed for new Hospitality training program. Implementing new program in late May.
 - Identified additional locations for marketing of travel guides and new distribution opportunities. New locations include: Rutherford Airport, Biltmore Outlet Mall, Charlotte Visitor Center, Asheville Regional Airport, and more.
- Enhance Stakeholder Communication
 - Newsletters and Coffee Talks attendance has vastly improved.
 - Coffee Talks were held on April 19th at Riverside Event Center in Lake Lure and on April 20th at The Firehouse Inn in Rutherfordton

Quarterly Review of Projects Cont'd

2017-2018 Priority Projects Continued:

- Produced New Vacation Guide
 - New guide release date: May 1st (printing began on 4/25)
- Develop Relationships with Towns, County, State Representatives and Partners
- Develop Group Sales/Tours Programs
 - Evaluations and Surveys complete
- Enhance the Rutherford County Trail Promotion Program and Itineraries
 - New printed guide
 - Website and Vacation Guide
 - Working with ROC – developed partnership and implemented kiosk at Lake Lure Welcome Center.
- Develop Community Programs and Events
 - Grant Program – Approved 8 Applications = \$20,000+
 - Pick it up RoCo and Keep Rutherford County Beautiful
- Maximize Rutherford County's Benefit to WEG
 - WEG committee program of work
 - Hospitality Training – training being developed and customized for Rutherford County and will be released late May
 - Marketing and Promotion of Rutherford County – full WEG marketing plan being executed now.
 - Town Branding and Beautification – In process
 - Marketing Rutherford County (Before, During, and after WEG)
 - Designated as Media Volunteer at WEG games for two shifts
 - Familiarization tours planned in Rutherford County before, during, and after WEG
 - Coordinating onsite presence at TIEC during WEG
 - Partner with Towns to display WEG Welcome Banners with co-op program

