



Rutherford County Tourism Development Authority

TDA Board

JEFF BRADLEY
VIN Wayfinding Committee

JAMIE HARRIS
VIN Wayfinding Committee

DAN HEGEMAN
1st Vice Chair- TDA Board
Chair-VIN Wayfinding Committee

DAWN HEMMELGARN
Chair-TDA Board

DENISE HOLLAND
2nd Vice Chair – TDA Board
VIN Information Committee
Tourism Asset Foundation

EDDIE HOLLAND
Ex-Officio

ANN WASHBURN HUTCHINS
VIN Wayfinding Committee

RICHARD LUNDY
VIN Information Committee
Tourism Asset Foundation

PAULA ROACH
Ex-Officio

LISA SULLIVAN

MATT TACKETT
VIN Wayfinding Committee

RUFFIN TANNER

TDA Special Called Board Meeting Agenda

Wednesday, October 8th, 2:00 p.m.
The Bechtler House
130 W. 6th Street, Rutherfordton, NC 28139

2:00 pm

Call to Order

Welcome

Dawn Hemmelgarn

Additions/Deletions to the Agenda

Dawn Hemmelgarn

Budget Review

Dawn Hemmelgarn

Conflict of Interest signing

Michelle Whitaker



Rutherford County Tourism Development Authority

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	Average % of Budget	Actual Collections 14-15 To Date	New 14-15 Projected Collections (Actual plus remaining months 9% growth)
JULY	JUNE	70,098	75,455	71,407	58,682	62,021	72,516	77,798	67,883		79,524	79,524
AUG	JULY	99,586	101,420	96,055	88,743	99,712	115,068	105,814	97,492		113,972	113,972
SEPT	AUG	69,790	86,186	85,967	66,194	74,964	79,463	84,295	84,414		97,284	97,284
		<u>239,474</u>	<u>263,061</u>	<u>253,429</u>	<u>213,619</u>	<u>236,697</u>	<u>267,047</u>	<u>267,907</u>	<u>249,789</u>		<u>290,780</u>	<u>290,780</u>
Total for year		<u>558,006</u>	<u>577,905</u>	<u>519,793</u>	<u>490,974</u>	<u>548,946</u>	<u>587,896</u>	<u>574,237</u>	<u>584,775</u>		<u>568,000</u>	<u>651,207</u>
1st 3 mos. % of year's collections		<u>42.92</u>	<u>45.52</u>	<u>48.76</u>	<u>43.51</u>	<u>43.12</u>	<u>45.42</u>	<u>46.65</u>	<u>42.72</u>	44.88	<u>51.19</u>	<u>44.65</u>

% Average Annual Growth FYs 06-14 is...	1.58
% Average Growth for Last Twelve Calendar Months	11.52
% Average Growth for Last Six Calendar Months	16.02
% Average of 3 above	9.71

14-15 Approved Budget Occupancy Tax Collection Projections	568000
New Projected Collections (at actual plus remaining months projected 9% growth)	656491
Total New Revenue Available --	88491



Rutherford County Tourism Development Authority

REVENUE		
	14-15	15-16
Funds Available		
Fund Balance (FB) as of June 30, 2014	285586	
FB Appropriated 14-15	-34000	
FB if 19.9% of new revenue projections	-130649	
Available To spend from FB	120937	0
New Projected Collections***	88491	88491
Total available	209428	88491
Grand Total Available 2014-16	297919	

***For 14-15, based upon actual June - August #s plus remaining month revenues up 9% up.
For 15-16, based upon revenues remaining flat from the new 14-15 projections.

EXPENSE		
	14-15	15-16
Wayfinding (70-6520-510-03-000)		
Wayfinding to Towns	30000	0
Annual Consulting Teague	25000	25000
Wayfinding in 15 mos.	32333	20735
	87333	45735
TAF (70-6520-299-01-000)	1994	0
Marketing (70-6520-370-00-000)		
Web, Research, Fam Tours, Ad Buys, Information Displays	104101	22756
PT Salaries and Retirement (70-6520-126-00-000)/ (70-6520-182-00-00)		
PT Salaries/Retirement -- up to 29 hours	16000	20000
Grand Total Needed per year	209428	88491
Grand Total Needed 2014-16	297919	

Need to do one - two towns in second year

Can run only fabrication portion next year, no installation

Stagnant growth in Gold Trail - Bechtler initiative - 10% of what we need; 0% of what we need in second year

No additional printing , Web and Ad Buys 1/2 of what we need
No Additional SEO/Equestrian, Fam Tours cut (i.e. journalist visits)