



Rutherford County Tourism Development Authority

TDA Board

- Dawn Hemmelgarn**
Chair - TDA Board Chair
Executive Committee
- Dan Hegeman**
1st Vice Chair
Executive Committee
Chair - VIN Wayfinding Committee
- Lisa Sullivan**
2nd Vice Chair
Executive Committee
Chair - VIN Info Committee
- Jeff Bradley**
VIN Information Committee
- Tim Ferris**
VIN Wayfinding Committee
- Dwayne Harris**
VIN Information Committee
- Denise Holland**
VIN Information Committee
- Ann Washburn Hutchins**
VIN Wayfinding Committee
- James Ledgerwood**
Tourism Asset Foundation (TAF)
- Ruffin Tanner**
Tourism Asset Foundation (TAF)

Ex-Officio

- Eddie Holland**
County Commissioner
- Paula Roach**
Finance Director

Public Hearing And TDA Board Meeting Agenda

Tuesday June 17th, 2014 12:00 p.m.
The Bechtler House, Rutherfordton, NC

Public Hearing	
Welcome	<i>Dan Hegeman</i>
Additions/Deletions to the Agenda	<i>Dan Hegeman</i>
Review Past Minutes – May 22nd, 2014	<i>Dan Hegeman</i>
Finance Report	<i>Michelle Whitaker</i>
TDA Activity Reports/Updates	<i>Michelle Whitaker</i>
Equestrian Trails Update	<i>Dan Hegeman</i>
Other	<i>Michelle Whitaker</i>
Set TDA Board Meetings	<i>Dan Hegeman</i>
Adjourn	

Next TDA Board Meeting: July 2014: Date/Location TBA



Rutherford County TDA

Meeting Minutes – 5/22/14 (To Be Approved)

Bechtler House, Rutherfordton, NC

Members Present: Dawn Hemmelgarn, Dan Hegeman, Lisa Sullivan, Jeff Bradley, Ann Washburn Hutchins

Members Absent: Ruffin Tanner, Tim Ferris, James Ledgerwood, Denise Holland, Dwayne Harris, Paula Roach (Ex-Officio)

Call to Order

Dawn Hemmelgarn called the meeting called to order 1:36 p.m.

Agenda

No additions or deletions were suggested for the agenda.

April 10, 2014 Minutes

After a review, Dan Hegeman made a motion to approve minutes as written. Seconded by Jeff Bradley. Motion carried.

Financial Report

The monthly financial report was given. New line item transfers were presented for approval as follows:

Transfer: \$317 to 70-6520-186-000 (worker's comp) From: 70-6520-299-10-000 (TDA promo/merch)

Transfer: \$80 to 70-6520-189-01-000 (Cafe Admin) From: 70-6520-192-00-000 (prof.serv.-audit)

Transfer: \$1000 to 70-6520-190-04-000 (prof. svc/pr stakeholder) From: 70-6520-370-00-000 (advertising)

Transfer: \$30 to 70-6520-192-03-000 (fees) From: 70-6520-260-00-000 (office supplies)

Transfer: \$5000 to 70-6520-190-02-000 (mkt/internet) From 70-6520-370-00-000 (advertising)

Transfer: \$600 to 70-6520-491-00-000 (dues/subs) From: 70-6520-260-00-000 (office supplies)

Transfer: \$4200 to 70-6520-510-01-000 (vin sites and llwc) From: 70-6520-370-00-000 (unemployment)

Transfer: \$4500 to 70-6520-394-00-000 (janitorial) From: 70-6520-185-00-000 (unemployment)

Transfer: \$8000 to 70-6520-341-00-000 (printing) From: 70-6520-185-00-000 (unemployment)

Dan Hegeman moved to approve. Seconded by Lisa Sullivan. Motion approved.

Michelle Whitaker presented a draft of the recommended 2014-2015 budget.

TDA Activity Report

DK Communications will be coming on board with to assist with PR and Marketing. New maps and trail maps will be available this summer. On behalf of the TAF, the McConnell Group is searching for a coordinator/resident for the management of the Gold Trail. An update on the trail status was given.

Michelle Whitaker reported on her trip Travel & Tourism Coalition meeting in Raleigh, NC. A commendation card for TDA Staff was shared with the board.



Financial Reports

Month Collected	For Month Of											
		05-06	06-07	07-08	08-09	09-10	10-11	11-12	12-13	13-14 Current	13-14 Projected	% Growth
JULY	JUNE	33,605	70,098	75,455	71,407	58,682	62,021	72,516	77,798	67,883	67,883	-12.74%
AUG	JULY	49,028	99,586	101,420	96,055	88,743	99,712	115,068	105,814	97,492	97,492	-7.86%
SEPT	AUG	35,406	69,790	86,186	85,967	66,194	74,964	79,463	84,295	84,414	84,414	0.14%
OCT	SEPT	25,638	46,361	52,675	40,435	44,737	50,817	54,132	50,874	50,698	50,698	-0.35%
NOV	OCT	51,901	54,620	58,982	55,593	55,065	57,927	57,994	60,680	61,961	61,961	2.11%
DEC	NOV	31,078	37,091	35,914	30,330	28,571	33,724	35,610	33,854	34,703	34,703	2.51%
JAN	DEC	24,590	25,203	25,830	19,389	20,358	22,369	25,218	24,264	25,712	25,712	5.97%
FEB	JAN	15,437	18,058	16,414	15,467	15,266	16,422	14,874	15,284	18,361	18,361	20.13%
MARCH	FEB	18,411	19,253	18,324	15,957	17,589	19,141	20,575	17,193	19,331	19,331	12.44%
APRIL	MARCH	2,762	28,762	26,357	21,953	22,681	25,130	30,169	26,739	30,922	30,922	15.65%
MAY	APRIL	36,583	40,309	32,826	27,998	33,447	39,684	36,830	32,709	36,171	36,171	7.23%
JUNE	MAY	40,183	48,875	47,522	39,242	39,641	47,035	45,447	44,733		44,733	0.00%
		364,622	558,006	577,905	519,793	490,974	548,946	587,896	574,237	527,648	572,381	

Line Item Transfers

Transfer:

\$9400 from 70-6520-370-00-000 ADVERTISING and \$4430 from 70-6520-190-02-000 Prof Svc -Marketing/Internet to 70-6520-341-00-000 PRINTING-BROCHURES



Financial Reports

TDA Occupancy Tax Report
Category Comparison

MONTH	FOR	% change from prior year same period			
COLL	MONTH				
	OF				
		Bed & Breakfast	Cabins & Campgrounds	Hotel/Motel	Resorts
FY 12-13 and FY 13-14					
JULY	JUNE	-67.81%	6.49%	-10.90%	-1.62%
AUG	JULY	-56.91%	4.84%	-8.19%	8.27%
SEPT	AUG	-3.13%	0.88%	-1.67%	2.74%
OCT	SEPT	7.29%	-2.47%	1.80%	-4.38%
NOV	OCT	-0.99%	10.40%	-6.28%	15.06%
DEC	NOV	11.03%	10.13%	4.23%	-25.35%
JAN	DEC	-17.43%	16.94%	-2.58%	-6.89%
FEB	JAN	-28.92%	32.36%	-4.70%	30.66%
MAR	FEB	-8.58%	25.61%	-3.15%	-55.29%
APR	MAR	-22.88%	12.02%	0.79%	10.77%
MAY	APR	25.79%	39.89%	4.47%	-21.27%
JUNE	MAY				
FY 11-12 and FY 12-13					
JULY	JUNE	24.55%	5.25%	11.08%	-2.22%
AUG	JULY	8.49%	-15.32%	-1.61%	-5.77%
SEPT	AUG	-51.57%	13.46%	6.55%	13.24%
OCT	SEPT	-58.00%	1.53%	-1.27%	-2.07%
NOV	OCT	-48.38%	8.07%	13.47%	12.41%
DEC	NOV	-48.76%	0.33%	-8.04%	41.21%
JAN	DEC	-6.61%	11.54%	-7.76%	11.91%
FEB	JAN	-11.49%	37.25%	15.47%	104.20%
MAR	FEB	-58.93%	16.11%	-1.27%	23.93%
APR	MAR	-48.37%	35.26%	-2.17%	-4.82%
MAY	APR	-52.38%	-20.27%	6.79%	26.35%
JUNE	MAY	-56.53%	14.69%	12.22%	11.42%
	% Reporting	85.82%			



Rutherford County Tourism Development Authority

Financial Reports

RUTHERFORD COUNTY TOURISM DEVELOPMENT AUTHORITY BUDGET ORDINANCE FISCAL YEAR 2014-2015

WHEREAS, the proposed budget for the Fiscal Year beginning July 1, 2014 and ending June 30, 2015 ("Fiscal Year 2015") was presented to the Rutherford County Tourism Development Authority Board on June 19, 2014 by the Executive Director of the Tourism Development Authority; and

WHEREAS, on June 19, 2014, the Rutherford County Tourism Development Authority held a public hearing on the budget pursuant to N.C. Gen. Stat. §153A-155;

NOW, THEREFORE, BE IT ORDAINED by the Rutherford County Tourism Development Authority Board, meeting on the 19th day of June, 2014;

REVENUES:

Occupancy Tax Receipts	\$ 568,000
Office Rental - Sublease	4,252
Interest Revenues	50
Fund Balance Appropriations	34,000
TOTAL	<u>\$ 606,302</u>

APPROPRIATIONS:

Tourism-Related Expenditures Special Projects	<u>\$ 87,000</u>
Promote Travel and Tourism Administrative	208,402
Professional Services	4,950
Public Relations & Marketing	247,000
Facilities	58,950
TOTAL	<u>\$519,302</u>
GRAND TOTAL	<u>\$606,302</u>

This ordinance shall be the basis of the financial plan for the Rutherford County Tourism Development Authority during the 2014-2015 fiscal year.

The Rutherford County Finance Officer shall administer the Annual Operating Budget and shall insure that operating officials are provided guidance and sufficient details to implement their appropriate portion of the budget. The Finance Officer shall also establish and maintain all records, consistent with this ordinance, and the appropriate state statues of the State of North Carolina.

A copy of this ordinance shall be furnished to the Executive Director and the Finance Officer of the Tourism Development Authority to be kept on file for direction in the disbursement of funds.

Adopted this 19th day of June, 2014.

ATTEST:

Dawn Hemmelgarn
Chair, Rutherford County Tourism Development Authority

Dan Hegeman
1st Vice Chairman, Tourism Development Authority



Financial Reports

2014-2015 Recommended Fiscal Year Budget

2014-2015 Budget Message

After a mid-year 2013-14 realignment of budget and staff due to lower-than-expected occupancy tax collections, the second half of the 2013-14 saw a cautious but steady growth pattern.

With potential stabilization in the NC Tourism Division, a continued, level economy, good weather, a renewed and invigorated marketing team and plan, and re-opening and newly opened local attractions, we believe the current growth pattern will continue.

However, the 2014-15 recommended budget remains more conservative than the current trend would seem to indicate. Despite the upward momentum, the projected occupancy tax revenues for this budget are slightly below what we should receive in 2013-14. This is paired with a salary structure more nimble should another downturn occur. Additionally, salaries total more than \$45,000 less than in 2013-14. All of these are intended as protections against future fluctuations in revenue.

In revenues, you will find a rollover/carryforward from the 2013-14 budget for two line items – this as has been the TDA custom.

For practicality and ease of recordkeeping, the budget moved away from the practice of breaking out line items for related expenses, and instead, combined line items where it makes functional sense. Therefore, many line items which had dollars allocated for 2013-14 will not be used and do not have dollars allocated to them for 2014-15.

Nowhere is this more evident than with the marketing and public relations line items, most of which have been combined into a single “Advertising” line item. Not only does the combining of marketing and public relations items make functional sense, it also reflects the changes in these industries which have evolved greatly, blending what was once two very separate areas of work. It is important to note, however, that the total of all these line items now in the Advertising line item is almost \$30,000 less than when taken separately in 2013-14.

We look forward to a 2014-15 full of new and completed projects, ones that seek to grow the vital tourism economy of Rutherford County, NC.

RUTHERFORD COUNTY
 FY2014-2015 RECOMMENDED BUDGET
 Report dates 07/01/2013 - thru - 06/30/2014

ACCOUNT #	ACCOUNT DESCRIPTION	ACTUAL	ORIGINAL	Amended	ACTUAL	ESTIMATED	BUDGET	Recommended	
		07/01/2012 TO 06/30/2013	BUDGET 07/01/2013 TO 06/30/2014	Budget AS OF 03/31/2014	FYTD AS OF 03/31/2014	07/01/2013 TO 06/30/2014	REQUEST 07/01/2014 TO 06/30/2015	Budget 07/01/2014 TO 06/30/2015	
70-3240-000-00-000	OCCUPANCY TAX	-584,896.96	591,218.00	545,218.00	-468,470.35	576,477.00	568,000.00	568,000.00	
70-3240-000-02-000	PENALTIES AND INTEREST	-698.29	0.00	0.00	-676.37	871.21	0.00	0.00	
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TAXES		-585,595.25	591,218.00	545,218.00	-469,146.72	577,348.21	568,000.00	568,000.00	

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RUTHERFORD COUNTY
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70-3815-330-01-000	INTERNSHIP GRANTS	0.00	2,250.00	2,250.00	0.00	2,250.00	0.00	0.00
70-3815-330-02-000	NC Community Initiative Inte	-3,000.00	0.00	0.00	0.00	0.00	0.00	0.00
ECONOMIC AND PHYSICAL DEVELOPMENT		-3,000.00	2,250.00	2,250.00	0.00	2,250.00	0.00	0.00

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70-3831-491-00-000	INTEREST EARNED	-254.26	550.00	550.00	0.00	550.00	50.00	50.00

	INVESTMENT EARNINGS	-254.26	550.00	550.00	0.00	550.00	50.00	50.00

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RUTHERFORD COUNTY
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70-3834-800-00-000	OFFICE RENTAL - SUBLEASE COU	0.00	0.00	0.00	0.00	0.00	4,252.00	4,252.00

	MISCELLANEOUS REVENUE RENTS	0.00	0.00	0.00	0.00	0.00	4,252.00	4,252.00

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RUTHERFORD COUNTY
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70-3839-800-00-000	MISCELLANEOUS REVENUE	-28,287.39	0.00	0.00	-952.00	952.00	0.00	0.00
	OTHER MISCELLANEOUS REVENUE	-28,287.39	0.00	0.00	-952.00	952.00	0.00	0.00

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70-3991-991-00-000	FUND BALANCE APPROPRIATED	0.00	32,000.00	113,533.00	0.00	113,533.00	34,000.00	34,000.00
70-3991-991-01-000	Fund Balance Appr - Cap Impr	0.00	212,000.00	162,683.00	0.00	162,683.00	0.00	0.00

	FUND BALANCE APPROPRIATED	0.00	244,000.00	276,216.00	0.00	276,216.00	34,000.00	34,000.00

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TOTAL Revenue		-617,136.90	838,018.00	824,234.00	-470,098.72	857,316.21	606,302.00	606,302.00
70-4101-181-00-000	F I C A	0.00	0.00	0.00	0.00	0.00	0.00	0.00
70-4101-181-01-000	MEDICARE FICA 1.45%	0.00	0.00	0.00	0.00	0.00	0.00	0.00
70-4101-182-00-000	RETIREMENT EMPLOYER	0.00	0.00	0.00	0.00	0.00	0.00	0.00
70-4101-182-01-000	401K EMPLOYER	0.00	0.00	0.00	0.00	0.00	0.00	0.00
70-4101-183-01-000	LIFE & DISABILITY INS EMPLOY	0.00	0.00	0.00	-12.00	-16.00	0.00	0.00
70-4101-189-01-000	CAFETERIA ADMINISTRATIVE FEE	0.00	0.00	0.00	-5.00	-5.00	0.00	0.00
70-4101-298-01-000	STATE SALES TAX 4.5%	0.00	0.00	0.00	3,161.90	0.00	0.00	0.00
70-4101-298-03-000	COUNTY SALES TAX 2% & 2.5%	0.00	0.00	0.00	1,331.81	0.00	0.00	0.00
CLEARING ACCOUNTS		0.00	0.00	0.00	4,476.71	-21.00	0.00	0.00

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70-6520-121-00-000	SALARIES REGULAR	133,966.09	123,442.00	93,753.00	81,423.79	93,753.00	54,023.00	54,023.00
70-6520-122-00-000	SALARIES OVERTIME	121.50	0.00	0.00	0.00	0.00	0.00	0.00
70-6520-126-00-000	SALARIES PART TIME	14,233.36	21,919.00	17,765.00	10,553.07	17,765.00	48,740.00	48,740.00
70-6520-181-00-000	FICA	7,875.19	9,012.00	7,347.00	5,394.07	7,347.00	6,371.00	6,371.00
70-6520-181-01-000	MEDICARE FICA	1,841.79	2,108.00	1,718.00	1,261.46	1,718.00	1,490.00	1,490.00
70-6520-182-00-000	RETIREMENT	14,660.11	15,603.00	12,567.00	11,001.92	12,567.00	6,937.00	6,937.00
70-6520-182-01-000	NC RETIREMENT 401K	3,957.30	4,012.00	3,275.00	2,874.07	3,275.00	1,756.00	1,756.00
70-6520-183-00-000	HEALTH & LIFE INSURANCE	17,074.02	17,027.00	11,237.00	9,764.97	11,237.00	5,873.00	5,873.00
70-6520-185-00-000	UNEMPLOYMENT COMPENSATION	8,476.00	0.00	35,000.00	0.00	35,000.00	18,500.00	18,500.00
70-6520-186-00-000	WORKERS COMPENSATION	350.00	377.00	377.00	694.00	694.00	377.00	377.00
70-6520-189-00-000	OTHER FRINGE BENEFITS	45.00	0.00	0.00	0.00	0.00	0.00	0.00
70-6520-189-01-000	CAFETERIA ADMINISTRATION	90.00	0.00	0.00	75.00	85.00	0.00	0.00
70-6520-190-00-000	PROFESSIONAL SVCS ENGINEERIN	30,847.50	0.00	25,000.00	26,000.00	25,000.00	0.00	0.00
70-6520-190-02-000	Prof Svc - Marketing/Interne	35,500.00	91,000.00	97,925.00	88,340.00	97,925.00	0.00	0.00
70-6520-190-03-000	Prof Svc - Internet	43,150.13	0.00	0.00	0.00	0.00	0.00	0.00
70-6520-190-04-000	Prof Svc - PR/Stakeholder	40,500.00	18,400.00	18,400.00	18,400.00	18,400.00	0.00	0.00
70-6520-190-06-000	Professional Services-Clippi	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00
70-6520-190-07-000	Prof Svc - Secret Shopper	0.00	0.00	1,500.00	0.00	1,500.00	0.00	0.00
70-6520-190-08-000	Prof Svc - Events Calendar	10,000.00	7,600.00	7,600.00	7,600.00	7,600.00	0.00	0.00
70-6520-190-09-000	Prof Svc-Grant Writing (TAF)	0.00	6,900.00	0.00	0.00	0.00	0.00	0.00
70-6520-190-10-000	Prof Svc Tourism Asset Devel	0.00	12,900.00	0.00	0.00	0.00	0.00	0.00

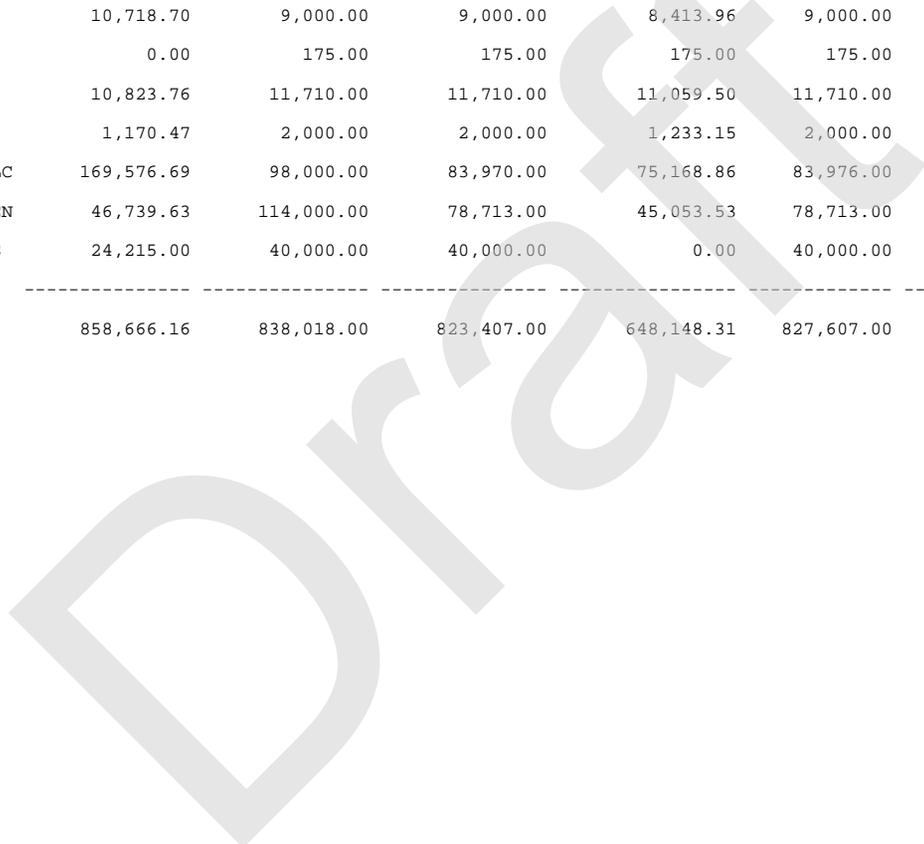
RUTHERFORD COUNTY
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70-6520-190-11-000	Prof Svc - Interactive Info	0.00	0.00	0.00	0.00	0.00	0.00	0.00
70-6520-190-12-000	Prof Svc - Train Maintenance	0.00	0.00	900.00	150.00	400.00	0.00	0.00
70-6520-192-00-000	PROFESSIONAL SERVICES AUDIT	4,900.00	5,000.00	5,000.00	4,900.00	5,000.00	4,950.00	4,950.00
70-6520-192-03-000	FEES	0.00	0.00	0.00	25.00	25.00	0.00	0.00
70-6520-199-00-000	INTERNSHIP GRANT PROGRAM EXP	750.00	2,250.00	2,250.00	2,250.00	2,250.00	0.00	0.00
70-6520-260-00-000	OFFICE SUPPLIES	5,944.25	4,000.00	4,000.00	1,730.17	4,000.00	3,000.00	3,000.00
70-6520-299-00-000	MISCELLANEOUS EXPENSE	2,514.05	500.00	500.00	-42.94	500.00	0.00	0.00
70-6520-299-01-000	TDA ASSISTANCE/TAF Tourism A	14,300.00	40,000.00	26,500.00	26,784.79	26,500.00	17,000.00	17,000.00
70-6520-299-03-000	Special Projects-Bechtler	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00
70-6520-299-07-000	SPECIAL PROJECTS-FAM/Allianc	3,595.92	0.00	0.00	0.00	0.00	0.00	0.00
70-6520-299-10-000	TDA Promotion/Merchandise It	388.14	600.00	600.00	272.00	600.00	0.00	0.00
70-6520-299-11-000	TDA Assistance Program	25,200.01	0.00	0.00	0.00	0.00	0.00	0.00
70-6520-311-00-000	TRAVEL	6,667.56	7,133.00	7,133.00	2,196.43	3,000.00	2,815.00	2,815.00
70-6520-321-00-000	TELEPHONE	7,976.66	7,000.00	5,399.00	2,946.25	5,399.00	2,400.00	2,400.00
70-6520-325-00-000	POSTAGE	2,905.41	4,000.00	3,000.00	1,745.51	3,000.00	3,000.00	3,000.00
70-6520-331-00-000	UTILITIES SEWER WATER ELECTR	3,767.57	8,200.00	11,000.00	6,569.85	11,000.00	9,416.00	9,416.00
70-6520-341-00-000	PRINTING-BROCHURES	16,065.11	24,750.00	49,605.00	48,104.03	58,605.00	40,000.00	40,000.00
70-6520-351-00-000	REPAIRS & MAINTENANCE BUILDI	500.84	300.00	8,300.00	7,131.75	8,300.00	8,000.00	8,000.00
70-6520-352-00-000	MAINTENANCE TO EQUIPMENT	0.00	600.00	600.00	0.00	0.00	0.00	0.00
70-6520-370-00-000	ADVERTISING	120,492.20	106,300.00	106,300.00	106,474.02	106,300.00	207,000.00	207,000.00
70-6520-394-00-000	JANITORIAL SERVICES	0.00	12,000.00	19,000.00	21,708.80	19,000.00	14,000.00	14,000.00
70-6520-395-00-000	TRAINING EMPLOYEE EDUCATION	35.00	0.00	0.00	0.00	0.00	0.00	0.00

RUTHERFORD COUNTY
 FY2014-2015 RECOMMENDED BUDGET
 Report dates 07/01/2013 - thru - 06/30/2014

ACCOUNT #	ACCOUNT DESCRIPTION	ACTUAL 07/01/2012 TO 06/30/2013	ORIGINAL BUDGET 07/01/2013 TO 06/30/2014	Amended Budget AS OF 03/31/2014	ACTUAL FYTD AS OF 03/31/2014	ESTIMATED 07/01/2013 TO 06/30/2014	BUDGET REQUEST 07/01/2014 TO 06/30/2015	Recommended Budget 07/01/2014 TO 06/30/2015
70-6520-431-00-000	VIC LEASE	6,731.20	10,200.00	14,288.00	10,716.30	14,288.00	14,453.00	14,453.00
70-6520-431-01-000	RENT OF EQUIPMENT	10,718.70	9,000.00	9,000.00	8,413.96	9,000.00	9,000.00	9,000.00
70-6520-453-00-000	INSURANCE BONDING	0.00	175.00	175.00	175.00	175.00	175.00	175.00
70-6520-491-00-000	DUES & SUBSCRIPTIONS	10,823.76	11,710.00	11,710.00	11,059.50	11,710.00	13,345.00	13,345.00
70-6520-510-00-000	EQUIPMENT	1,170.47	2,000.00	2,000.00	1,233.15	2,000.00	2,000.00	2,000.00
70-6520-510-01-000	C/O-VIN SITES&LAKE LURE WELC	169,576.69	98,000.00	83,970.00	75,168.86	83,976.00	0.00	0.00
70-6520-510-03-000	WAYFINDING - SEED MONEY & EN	46,739.63	114,000.00	78,713.00	45,053.53	78,713.00	70,000.00	70,000.00
70-6520-980-00-000	GENERAL FUND INDIRECT COSTS	24,215.00	40,000.00	40,000.00	0.00	40,000.00	40,000.00	40,000.00

TOURISM		858,666.16	838,018.00	823,407.00	648,148.31	827,607.00	604,621.00	604,621.00



RUTHERFORD COUNTY
 FY2014-2015 RECOMMENDED BUDGET
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ACCOUNT #	ACCOUNT DESCRIPTION	ACTUAL 07/01/2012 TO 06/30/2013	ORIGINAL BUDGET 07/01/2013 TO 06/30/2014	Amended Budget AS OF 03/31/2014	ACTUAL FYTD AS OF 03/31/2014	ESTIMATED 07/01/2013 TO 06/30/2014	BUDGET REQUEST 07/01/2014 TO 06/30/2015	Recommended Budget 07/01/2014 TO 06/30/2015
70-6521-331-00-000	Lake Lure/Tourism Bldg UTILI	819.42	0.00	0.00	0.00	0.00	0.00	0.00

	Lake Lure/Tourism Bldg	819.42	0.00	0.00	0.00	0.00	0.00	0.00

Draft

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ACCOUNT #	ACCOUNT DESCRIPTION	ACTUAL 07/01/2012 TO 06/30/2013	ORIGINAL BUDGET 07/01/2013 TO 06/30/2014	Amended Budget AS OF 03/31/2014	ACTUAL FYTD AS OF 03/31/2014	ESTIMATED 07/01/2013 TO 06/30/2014	BUDGET REQUEST 07/01/2014 TO 06/30/2015	Recommended Budget 07/01/2014 TO 06/30/2015
70-9801-980-15-000	Internal Service Fund - VOIP	0.00	0.00	827.00	299.11	299.11	1,681.00	1,681.00

	INTERNAL FUNDS TRANSFER/FUTURE PROJECTS	0.00	0.00	827.00	299.11	299.11	1,681.00	1,681.00

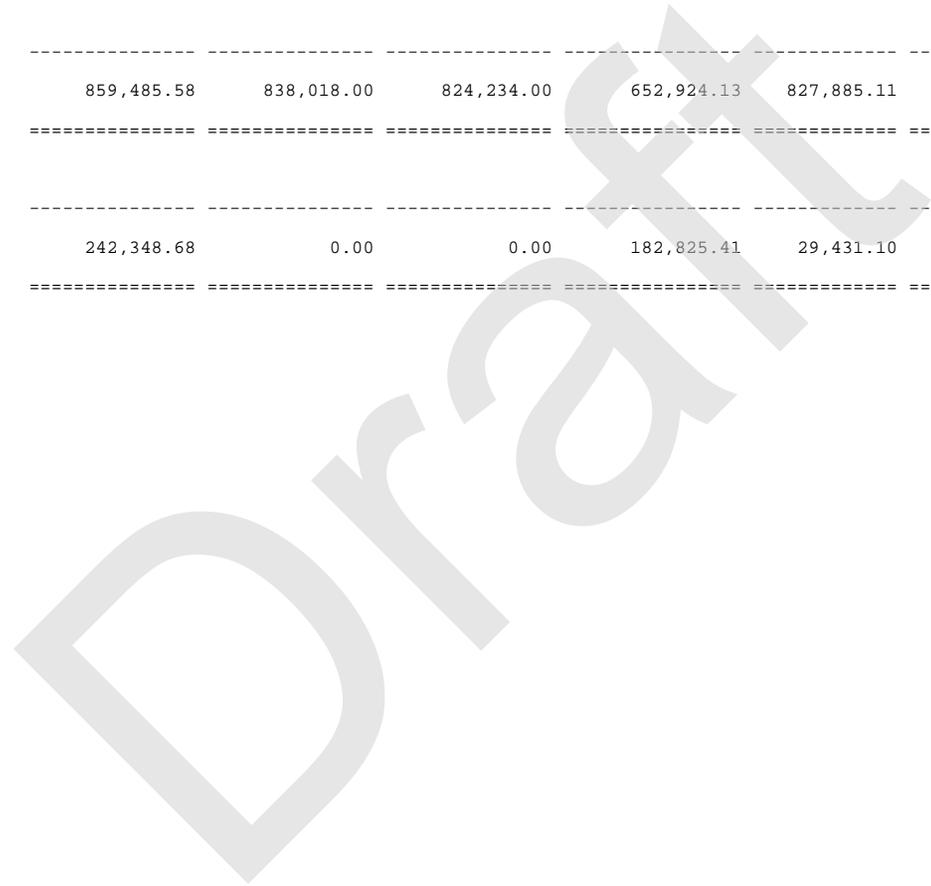
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RUTHERFORD COUNTY
 FY2014-2015 RECOMMENDED BUDGET
 Report dates 07/01/2013 - thru - 06/30/2014

ACCOUNT #	ACCOUNT DESCRIPTION	ACTUAL 07/01/2012 TO 06/30/2013	ORIGINAL BUDGET 07/01/2013 TO 06/30/2014	Amended Budget AS OF 03/31/2014	ACTUAL FYTD AS OF 03/31/2014	ESTIMATED 07/01/2013 TO 06/30/2014	BUDGET REQUEST 07/01/2014 TO 06/30/2015	Recommended Budget 07/01/2014 TO 06/30/2015

TOTAL Expense		859,485.58	838,018.00	824,234.00	652,924.13	827,885.11	606,302.00	606,302.00
=====								

TOTAL TOURISM DEVELOPMENT FUND		242,348.68	0.00	0.00	182,825.41	29,431.10	0.00	0.00
=====								





Activity Reports

VIN—Information

Visitor Counts:

May 2014: 5239

May 2013: 735

We welcomed two new employees at the Welcome Center:

Alex Drasser, a student at Brevard College and Jacob Wells, a student at Elon University. Alex and Jacob will be with us for the summer.

Resource Manual for Welcome Center staff and volunteers complete.

Schoox training software will be used for training employees and volunteers. Training videos and quizzes are currently being developed for Schoox.

HotSchedules is now being used by TDA employees.

Drink machines coming soon at the welcome center. They will be installed, maintained, cleaned, and filled at no charge to TDA. Will have 30% of the profit from sales are 30%.

Researching traffic counters -- install cost estimates have varied.

New uses for Info Stands in Discussion.

VIN—Wayfinding

The May 22nd community meetings in Lake Lure and Rutherfordton provided largely positive feedback. One of the points of feedback was hope for increased partnerships between the RCTDA and other regional entities, particularly neighboring counties, TDAs, and partnering regional and historical groups. Other feedback included parts of the plan that focused on assistance to incorporated communities. This feedback has led to a proposed strategy that would see the RCTDA help with planning and implementation of community wayfinding systems. The feedback has been incorporated into a draft of the Wayfinding plan, which is still being reviewed and finalized.

Overall, the county's Wayfinding project has provided valuable insight and collaborative opportunities across the board. The finalized plan will represent a community-created, improved signage system.



Activity Reports

Marketing/PR

County Assets Promoted

Beach at Lake Lure, Bed & Barn Farms, Blue Ridge Distilling Company, Bostic Lincoln Center, Buffalo Creek Park, Canopy Ridge Farm Zip Lining, Chamber of Hickory Nut Gorge Beach Party, Cherry Bounce Duathlon, Chimney Rock at Chimney Rock State Park, Chimney Rock Village, Donald Ross Nature Trail, Forest City Owls, Lake Lure, Lake Lure Adventure Company, Lake Lure Arts & Crafts Festival, Lake Lure Flowering Bridge, Morse Park, Music at the Mills Bluegrass & Arts Festival, Point of View, Rocky Broad River, Rumbling Bald at Chimney Rock State Park, Rumbling Bald Resort, Rutherfordton, Spring GO! Festival, The Gathering Place

Media Tours & Other:

Hosted media tour for new PR team, DK Communications
Led media for Leadership NC staff planning December 2014 retreat in Rutherford County
Continued production of travel guide to include county and town maps
Planning for Cycle North Carolina event on Aug. 1-3.
Media tour of Bed & Barn Farms

Press Releases/Media Alerts

“Lake Lure Arts Festival to Fight Hunger”

Featured Press:

Raleigh News & Observer – “Best Kept Secrets” featuring Blue Ridge Distilling Company and Defiant Whisky <http://www.newsobserver.com/2014/06/01/3901952/best-kept-secrets-north-carolinas.html?sp=/99/106/144/1618/>

Romantic Asheville.com Travel Guide – “Lake Lure Flowering Bridge”

Statistics/Data

Total Press Impressions July 2013 – May 30, 2014: **287,466,744** (up 250,000 since April 30, 2014)

Total Facebook “Likes” as of June 2014: **5,140** (up 194 since May 2014)



Activity Reports

Asset Development

The TDA has met with several stakeholders this month, including a tour of the recently reopened Cleghorn Plantation.

Aside from our own customer service training materials in development, we continue to work with other stakeholders on their customer service projects.

Tourism Asset Foundation (TAF)

- Working to complete requirements for \$15,000 STEP matching grant award
- Hired part-time TAF assistant via McConnell Group to assist in fulfillment of additional grant applications due in August 2014, Bechtler projects, and development of NC Gold Trail
- Designed postcard for “The Buck Started Here,” a local campaign to educate merchants and visitors, primarily in the Rutherfordton shopping district, about the Bechtler story and tourism assets.
- Held open house event during MayFest

Other

Continued receiving input on changes with the film incentive and NC Division of Travel and Tourism. Working with the county on new package of information for the airport.



Other

Jeff Bradley
2nd term ends 2016
193 Callahan Koon Road
Spindale, NC 28160
Office: (828) 287-6022
Home: (828) 245-1047
Mobile: (828) 289-9583
Fax: (828) 288-4036
E-mail: Jeff_Bradley@ncsu.edu

Tim Ferris
1st term ends 2015
288 Redbud Lane
Bostic, NC 28018
Office: (828) 245-2041
Mobile: (425) 330-2750
E-mail:
tferris@blueridgedistilling.com

Dwayne Harris
2nd term ends 2017
1266 Big Island Road
Rutherfordton, NC 28139
Home: (828) 289-9776
Mobile: (828) 289-9758
E-mail:
mountainhomes@nctv.com

Dan Hegeman
2nd term ends 2017
255 N. Main Street
Rutherfordton, NC 28139
Home: (828) 287-4222
Mobile: (828) 429-6710
E-mail: dhegeman@att.net

Dawn Hemmelgarn
2nd term ends 2016
1661 Hogan Road
Forest City, NC 28043
Office: (828) 245-4064
Home: N/A
Mobile: (828) 980-3111
Fax: N/A
E-mail:
campingfanatics@bellsouth.net

TDA Board Members

Denise Holland
2nd term ends 2015
353 West Main Street
Forest City, NC 28043
Office: (828) 245-0000
Home: (828) 248-9866
Mobile: (828) 429-3462
Fax: (828) 245-6666
E-mail:
dholland@forestcitybaseball.com

Ann Washburn Hutchins
2nd term ends 2015
2426 Bostic Sunshine Highway
Bostic, NC 28018
Office: (828) 245-4129
Home: (828) 245-1596
Mobile: (828) 289-3825
Fax: N/A
E-mail:
annhutchins@hotmail.com

James Ledgerwood
Office: (828) 625-1823
Email:
james.ledgerwood@ncdenr.gov

Lisa Sullivan
2nd term ends 2017
P.O. Box 220
Lake Lure, NC 28746
Office: (828) 625-4500
Home: N/A
Mobile: (828) 275-8482
Fax: N/A
E-mail:
lisa@canopyridgefarm.com

Ruffin Tanner
1st term ends 2016
Office: (828) 288-5152
Home: N/A
Mobile: (828) 289-8556
Fax: N/A
E-mail: rtanner@tanner-cos.com

Ex-Officio Members

Eddie Holland
County Commissioner
P.O. Box 575
Henrietta, NC 28076
Office: (828) 657-6328
Home: (828) 657-9253
Mobile: (828) 289-3805
Fax: N/A
E-mail:
Eddie.Holland@rutherfordcountync.gov

Paula Roach
County Finance Director
289 N. Main Street
Rutherfordton, NC 28139
Office: (828) 287-6348
Home: N/A
Mobile: (828) 447-1078
Fax: N/A
E-mail:
Paula.Roach@rutherfordcountync.gov