

Rutherford County
Tourism Development Authority
Board Report – June 22nd 2020
Rutherfordton Town Hall
Special Called Meeting

TDA Board Agenda

June 22nd 2020, 12:00 Noon
Rutherfordton Town Hall
Special Called Meeting

- Call to Order
- Additions/Deletions to Current Agenda
- 2020-2021 Budget
- Adjourn

TDA Board Members

Executive Committee

Board Chair: Willard Whitson

1st Vice: Dave Long

2nd Vice: Richard Lundy

Other Members

Jim Masek (Secretary)

Jeff Geisler (Treasurer)

Kitty McCammon

Mary Jaeger-Gale

Brandon Higgins

Janet Mason

Rocky Gaurriello

David Hislop

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	FY 17-18	FY 18-19	FY 19-20	% of Year's Projected Collections 18-19	% Growth last 12 mos
JULY	JUNE	70,098	75,455	71,407	58,682	62,021	72,516	77,798	73,796	82,110	97,127	107,717	114,682	167,366	183,340	14%	9.54%
AUG	JULY	99,586	101,420	96,055	88,743	99,712	115,068	105,814	106,739	116,455	138,516	160,862	165,514	216,671	231,789	17%	6.98%
SEPT	AUG	69,790	86,186	85,967	66,194	74,964	79,463	87,210	87,642	101,880	111,133	116,960	122,892	186,325	186,436	14%	0.06%
OCT	SEPT	46,361	52,675	40,435	44,737	50,817	54,132	53,022	53,118	58,060	69,238	86,691	101,963	254,178	148,633	11%	-41.52%
NOV	OCT	54,620	58,982	55,593	55,065	57,927	57,994	63,864	65,408	79,834	89,055	103,461	106,078	154,547	164,617	12%	6.52%
DEC	NOV	37,091	35,914	30,330	28,571	33,724	35,610	35,033	36,190	45,775	49,564	46,388	65,072	99,273	110,625	8%	11.44%
JAN	DEC	25,203	25,830	19,389	20,358	22,369	25,218	25,653	26,741	34,536	39,067	45,707	52,454	77,025	93,921	7%	21.94%
FEB	JAN	18,058	16,414	15,467	15,266	16,422	14,874	18,452	19,026	23,188	29,752	30,507	49,465	61,815	80,884	6%	30.85%
MAR	FEB	19,253	18,324	15,957	17,589	19,141	20,575	20,501	20,220	24,252	29,237	30,266	53,714	64,861	84,206	6%	29.82%
APR	MAR	28,762	26,357	21,953	22,681	25,130	30,169	30,921	32,183	35,871	49,376	46,777	78,947	91,515	45,148	3%	-50.67%
MAY	APR	40,309	32,826	27,998	33,447	39,684	36,830	38,107	40,384	48,291	55,237	63,958	94,917	102,798	10,752	1%	-89.54%
JUN	MAY	48,875	47,522	39,242	39,641	50,339	72,560	72,001	65,651	65,024	73,303	78,146	113,790	131,268		0%	
Total for year		558,006	577,905	519,793	490,974	552,250	615,009	628,376	627,098	715,276	830,605	917,440	1,119,488	1,607,642	1,340,351	98.99%	-9.21%
Budget for year		-	-	-	-	-	-	584,218	591,018	568,000	683,000	853,000	1,000,000	1,400,000	1,354,000	Of Projected Collections	Average Growth

Financial Report: By the Numbers

Occupancy Growth: *Reflection on April YTD*

- April Collections (\$92,000) below prior year or (90%)
- April Year-to-Date Collections Actual is over Plan \$172,000 or 15%
- * Decreased Occupancy Tax Due to National Pandemic – COVID-19



Rutherford County TDA Staff

Executive Director: [Don Cason](#)

Marketing and Administrative Coordinator: [Taylor Hardin](#)

Administrative Assistant: [Emily Ostertag](#)

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

Information Specialist: [Kayley Hargett](#)

Information Specialist: [Natalie Bell](#)



Rutherford County Tourism Website

www.VisitNCSmallTowns.com

Rutherford County TDA Website

www.rutherfordcountync.gov/tourismdevelopmentauthority

Rutherford County TDA Tourism Master Plan Website

www.rutherfordbound.com

Contact Us:

tourisminfo@rutherfordcountync.gov

Main Line at TDA Office: 828-287-6013

WELCOME CENTER - RUTHERFORDTON

146 North Main Street | Rutherfordton, NC 28139
800.849.5998



WELCOME CENTER - LAKE LURE

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