



Tourism Development Authority

Rutherford County, North Carolina

Financial Reports

2019-2020 Recommended Fiscal Year Budget

2019-2020 Budget Message

The 2018-2019 fiscal year, as projected, turned out to be one of Rutherford County's (from a TDA perspective) best years ever. The Tourism Occupancy Tax collected was projected to be around \$1.4 million, but the final amount was in excess of \$1.5 million. The Tourism Master Plan was completed and implementation and funding has started. The TDA maintained and/or enhanced programs like STR, implemented Marketing Plan, grew Community Events sponsorship, maximized our benefit to WEG, installed a county-wide Wayfinding sign program, started work on Agri-Tourism, and partnered and implemented a new Keep Rutherford County Beautiful Campaign. Excellent effort by all the TDA staff, board members, and volunteers was implemented. Rutherford County TDA is fortunate to have such vision and commitment for the future.

In 2019-2020 the TDA is excited about this new year. We continue to see our Occupancy Tax collection grow—this year we project \$1.35 million. This is a drop from last year due to WEG will not be held in the region this year. However, this projection reflects a 16% growth over two years ago. The TDA will see accomplishments in Tourism Master Plan implementation / funding, new and exciting marketing promotions from our new advertising agency, community events growth, Agri-Tourism growth, and significant strides in Keep Rutherford County Beautiful. A new program for Rutherford County and the TDA is Retire NC. The TDA will partner with our towns and the state to bring potential retired citizens to Rutherford County.

The TDA Board of Directors and Staff value and respect the opportunity we have to develop Tourism for Rutherford County. It is the TDA's intent to create Tourism and make Rutherford County a better place for our citizens to live, work and play. We will continue to strive to develop the RCTDA to be one of the Leading Rural Tourism Development Organizations in the State of North Carolina.

“When you create a better place to live, work, and play; you create a place people want to visit.”