



**MONROE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

City Hall Conference Room
300 W. Crowell Street
Monroe, NC 28112
Thursday, October 14, 2021 - 8:30 AM

AGENDA

1. Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of August 12, 2021
2. Finance/Occupancy Report
3. Presentation of the Fiscal Year 2021 Audit Report
4. Science Center Update
5. Science Center Fee Schedule
6. Dowd Center Theatre Update
7. Air Show Update
8. Other

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

CONFERENCE ROOM

300 W. CROWELL STREET, MONROE, NC 28112

AUGUST 12, 2021 – 8:30 A.M.

MINUTES

Present: Vice Chairwoman Sheila Crunkleton, Pat Kahle, Ron Brown, Gina Day, Sharon Crowder-Poston, and Lorayn DeLuca

Absent: Chairman Bobby Kilgore

Staff Present: Communications and Tourism Officer Pete Hovanec, Accounting Manager Ashley Ivey, Interim City Manager Brian Borne, Assistant City Attorney Ashley Duncan Britt, Monroe Science Center Supervisor Lauren Fike

Staff Absent: Communications and Tourism Assistant Alison Nichols, Finance Director Lisa Strickland

Visitors: Mary Ann Rasberry and Lisa Peebles, Front Desk Supervisor at the Fairfield Inn

Vice Chairwoman Crunkleton called the Monroe Tourism Development Authority Regular Meeting of August 12, 2021 to order at 8:30 a.m.

Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Meeting of June 10, 2021 Mr. Brown made a motion to approve the Minutes of the Monroe Tourism Development Authority Regular Meeting of June 10, 2021. Ms. Kahle seconded the motion, which passed unanimously with the following votes:

AYES: Crunkleton, Brown, Kahle, DeLuca, Crowder-Poston and Day

NAYS: None

Item No. 2 Finance/Occupancy Report Ms. Ivey stated that occupancy collections over the last three months of the year were very strong and back to normal. June collections were \$57,435. Overall the fiscal year collections were down a bit, but things seem to be on the rebound. The preliminary fund balance as of June 30, 2021 is \$912,535 for the operating fund. The unreserved cash balance of the capital project fund is \$294,120, and that is over what has been set aside for science center building and exhibits.

Item No. 3 Science Center Darden Naming Information Mr. Hovanec recognized that this is Sharon Crowder-Poston's first official meeting as a board member and also recognized visitors Mary Ann Rasberry and Lisa Peebles. Mr. Hovanec also announced for full disclosure that Brandon Derrick, who used to be on the board, was recently hired by Fairfield as well. Mr. Hovanec reminded the Board that City Council had voted to rename the Monroe Science Center the Monroe Science Center Honoring Dr. Christine Mann Darden. Mr. Hovanec stated that staff was pleased that the Monroe name had been retained while still honoring Dr. Darden.

Vice Chairwoman Crunkleton concurred.

Mr. Hovanec described the changes to the signage on the front façade and sides of the building. Architects are working on it now. Staff shared the changes with Dr. Darden. Mr. Hovanec shared a voicemail from Dr. Darden, who had watched the City Council video. Dr. Darden had never asked for this, and she and her family would like to contribute to the Science Center. Staff assured her this was not necessary, but she was insistent. Staff will need to go to City Council for approval for the funding for the signage that they approved. Mr. Hovanec reminded the Board at this point that Mr. Borne is acting City Manager now that Larry Faison no longer holds the position.

Vice Chairwoman Crunkleton asked when the Science Center might be opening.

Mr. Hovanec answered that the supply chains are greatly affected right now, and it is difficult to obtain some of the supplies (furniture, fencing, etc.) needed for opening. Optimistically, the Science Center will open in the fall; but realistically, it might be January. It can't open if it's not ready; there is only one chance to make a first impression.

Item No. 4 Science Center Budget Amendment for Resale Merchandise Mr. Hovanec reminded the board that there is a retail section in the Science Center. Ms. Fike explained that she has been working with a representative for science/museum retail items (toys, books, etc.) and showed the Board slides of merchandise samples and prices. Mr. Hovanec introduced a budget amendment for \$30,000 to purchase the items for resale in the Science Center store. There will be a roughly 100% markup on everything. There is a lot of money to be made in museum/science center gift shops, and staff fully anticipates recovering all of the \$30,000 investment. There will also be some branded items specific to the Monroe Science Center. Mr. Hovanec reminded the Board that this money would come out of the operations fund and does not need to be approved by City Council.

Ms. Kahle made a motion to adopt Budget Amendment BA-2022-01. Ms. DeLuca seconded the motion, which passed unanimously with the following votes:

AYES: Crunkleton, Brown, Kahle, DeLuca, Crowder-Poston and Day

NAYS: None

Item No. 5 Dowd Center Theatre Gala Mr. Hovanec announced that the Dowd Center Theatre Gala Celebration will be held September 18 and will feature The Spinners. The plan is to have a slightly smaller crowd than originally planned due to Covid but with the Get Centered donors having first right to the tickets. This will be billed as a private event for those who donated and participated in the campaign; any remaining tickets will be a bonus to be sold to the public.

Ms. Kahle stated that she doesn't believe it should be billed as a grand opening, rather as a donor appreciation event.

Vice Chairwoman Crunkleton agreed, saying the new theater website billed it perfectly as a donor appreciation event.

Mr. Hovanec agreed. When staff started putting together information for the gala, they included only people who donated specifically to the theater; however, Mr. Brown pointed out to Mr. Hovanec that

people really donated to the campaign, which encompassed both the theater and the Science Center, and the campaign is driving this bus for the gala. Staff will go back and reconsider list of donors to include Science Center donors as well, which should only be a handful of people.

Mr. Hovanec stated that right now the number for the gala is limited to about 350, which may still leave some tickets for public sale after tickets are given to donors. Doors will open at 6:30, there will be a red carpet, Main Street Bistro will cater, beer and wine will be served followed by dessert and coffee, and donor recognitions will be performed. The Spinners will go on around 8:15 and will play for an hour or hour and a half.

Vice Chairwoman Crunkleton interjected that the Downtown Board was concerned about making sure the Main Street Bistro could be open to the public the night of the event because that is a complaint they commonly hear. The owner has assured them that the bistro will be open that night. Gala chairs are making a big effort to involve downtown merchants (Main Street Bistro, Alice Jules Coffee) in this event because it is important to them as well.

Mr. Borne asked if the governor has made any announcements regarding occupancy or restrictions on public events.

Mr. Hovanec answered that he has not.

Vice Chairwoman Crunkleton added that that was part of the reasoning behind limiting the event to 350 tickets; keeping the crowd at a percentage of full capacity might help mitigate any issues with Covid restrictions should they be introduced.

Mr. Hovanec does not know if masks will be required. For full disclosure, the Center Theatre Gala is being held the same night as the Homeless Shelter's Boots & Bow Ties event. They were very well aware of our event when they chose their date and planned their event.

Vice Chairwoman Crunkleton noted that she also had a conversation with them and made them aware of the theater's plans.

Mr. Hovanec also noted that the Carolina Corn Fest is held that day/night as well, which is unfortunate because the Corn Fest has struggled the last couple years.

Mr. Brown said that he does not think this will affect the Corn Fest as much because they will draw a different crowd, and the same will apply to the Boots & Bow Ties event.

Ms. Crunkleton noted that it's very difficult to anticipate how anyone will react to coming to any event this year with Covid.

Ms. Day stated that no matter what, it is good that there are multiple events going on in Monroe – it is good for public perception that there is so much to do that there is a choice.

Mr. Hovanec let the Board know that there will be two tickets for each of them.

Mr. Hovanec said that the theater is experiencing heavy traffic and requests for events. Sierra Hull will be the first ticketed event in early October; tickets will go live on Friday. Staff is using Stripe for ticket sales; they are easy to work with and offer fully customizable options at only a 2% markup.

Ms. DeLuca reminded the Board that October 16 will be the premier of “Inherit the Land” at the theater; Board members will receive two tickets each.

Mr. Hovanec said that the digital movie streaming system is set up, and the sound board is in the works.

Item No. 6 Air Show Update Mr. Hovanec said that the air show will be November 6-7. If national air show figures are to be believed, it will be a very big year. Every air show so far has had almost record-setting attendance. A bunch of tickets have already been sold online; people are itching to get out there. This year staff is not actively seeking sponsorships; the City is going to absorb it. It’s not the right time to go asking people for money. Half of the performers will be at the Fairfield Inn, and the other half at either the Hampton Inn or the Holiday Inn Express. Hampton Inn has traditionally been the hotel of choice for the air show, but it has been challenging to deal with them lately.

Item No. 7 Other Mr. Hovanec discussed upcoming downtown events. City Council has approved two different mixed-use projects near the bypass that include hotels. The Board discussed housing development and its effect on retail.

The meeting adjourned at 9:25 a.m.

ATTEST:

Bobby Kilgore, Chairman

Alison H. Nichols

MTDA/8-12-21

**CITY OF MONROE, NORTH CAROLINA
HOTEL OCCUPANCY TAX COLLECTIONS HISTORY**

Month	Collections																			Total from Inception
	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022	
July	\$ -	\$24,556.89	\$27,208.12	\$29,286.12	\$28,559.50	\$32,087.46	\$24,549.05	\$27,790.74	\$27,818.09	\$29,545.33	\$28,654.11	\$43,035.55	\$50,935.50	\$57,757.87	\$49,237.75	\$52,555.67	\$50,502.69	\$36,361.82	\$58,632.48	
August	-	25,022.32	30,345.70	30,787.10	30,115.11	32,033.40	25,786.36	28,032.25	29,928.88	29,019.70	30,116.04	36,977.80	48,845.23	56,430.47	53,328.43	53,326.15	56,119.30	33,717.52	\$57,897.52	
September	-	23,650.32	25,663.34	27,638.59	26,326.66	30,674.71	24,355.49	25,216.46	29,075.25	34,306.54	26,188.56	36,170.00	43,971.63	52,501.28	49,280.40	57,322.54	54,601.79	36,333.99	\$0.00	
October	23,898.98	25,473.20	27,055.75	28,562.74	31,670.44	30,657.74	26,223.58	28,169.20	27,991.73	30,332.49	32,977.87	39,730.02	50,450.31	62,852.14	54,883.77	61,478.56	58,576.63	47,918.88	\$0.00	
November	22,494.05	21,146.42	22,983.34	25,543.85	28,526.48	24,889.11	21,999.34	24,475.06	27,316.22	23,851.33	28,593.65	36,201.55	44,935.28	53,718.49	52,159.03	52,344.58	44,677.93	33,689.77	\$0.00	
December	16,840.00	18,153.54	19,603.53	22,332.76	23,850.96	22,574.32	17,584.24	19,915.52	21,837.96	20,589.31	24,367.81	29,698.95	37,857.15	42,905.99	43,020.41	41,248.49	35,855.88	30,608.58	\$0.00	
January	20,665.34	20,582.21	22,515.21	23,357.77	28,635.44	23,883.63	19,615.02	21,103.77	23,391.38	24,429.80	28,568.49	33,174.57	47,446.36	49,314.76	44,917.89	45,790.70	37,998.34	34,555.26	\$0.00	
February	21,943.99	21,854.75	22,916.93	26,649.30	32,343.36	23,992.82	26,678.68	22,835.19	27,762.95	26,817.63	31,618.26	43,506.47	49,690.07	50,786.19	49,090.46	50,174.09	41,074.64	35,790.58	\$0.00	
March	23,020.95	27,654.43	28,608.28	31,187.99	35,210.37	27,000.53	24,336.17	28,069.88	31,538.28	32,723.61	35,351.64	45,588.42	54,238.06	58,370.59	58,151.91	55,628.08	44,213.52	49,982.86	\$0.00	
April	23,655.79	24,442.11	25,763.12	28,374.34	34,877.90	29,873.15	25,712.31	26,000.83	27,103.36	31,987.58	33,561.95	44,006.59	56,185.32	54,463.65	55,541.22	52,298.83	24,603.84	54,315.36	\$0.00	
May	24,877.18	29,180.42	30,325.62	31,500.43	34,667.79	30,725.91	27,459.38	27,747.78	29,612.56	30,685.57	33,436.34	46,174.97	55,415.35	59,183.07	56,465.45	58,606.08	30,748.09	57,003.16	\$0.00	
June	22,969.04	26,509.85	28,506.59	30,525.80	34,605.93	27,755.05	28,609.00	29,627.13	28,256.66	30,805.02	37,334.32	46,835.97	56,036.83	53,968.10	56,273.88	54,481.57	36,285.75	57,435.41	\$0.00	
Penalties/Interest	2,275.37	502.50		2,852.82	2,245.44		1,028.71		25.20	22.50	2.00	130.10	40.29							
Total Collections	\$202,640.69	\$288,728.96	\$311,495.53	\$338,599.61	\$371,635.38	\$336,147.83	\$293,937.33	\$308,983.61	\$331,658.52	\$345,096.41	\$370,771.04	\$481,230.96	\$596,047.38	\$652,252.60	\$622,350.60	\$635,255.34	\$515,258.40	\$507,713.19	\$116,530.00	
Distribution of Collections																				
Administrative Fee	\$30,396.11	\$43,309.34	\$46,724.33	\$50,789.96	\$55,745.30	\$10,084.43	\$8,818.12	\$9,269.51	\$9,949.76	\$10,352.89	\$11,123.13	\$14,436.93	\$17,881.42	\$16,522.53	\$16,415.73	\$16,352.55	\$15,152.58	\$15,077.13	\$3,495.90	
Operating (2/3)	\$57,414.86	\$81,806.54	\$88,257.07	\$95,936.54	\$105,296.68	\$108,687.80	\$95,039.73	\$99,904.70	\$107,236.25	\$111,581.17	\$119,882.64	\$273,630.07	\$385,443.97	\$423,820.05	\$403,956.58	\$412,601.86	\$333,403.88	\$328,424.04	\$75,356.07	
Capital (1/3)	\$114,829.72	\$163,613.08	\$176,514.13	\$191,873.11	\$210,593.38	\$217,375.60	\$190,079.48	\$199,809.39	\$214,472.51	\$223,162.35	\$239,765.27	\$193,163.96	\$192,721.99	\$211,910.02	\$201,978.29	\$206,300.93	\$166,701.94	\$164,212.02	\$37,678.03	
	\$202,640.69	\$288,728.96	\$311,495.53	\$338,599.61	\$371,635.38	\$336,147.83	\$293,937.33	\$308,983.61	\$331,658.52	\$345,096.41	\$370,771.04	\$481,230.96	\$596,047.38	\$652,252.60	\$622,350.60	\$635,255.34	\$515,258.40	\$507,713.19	\$116,530.00	

Operating Fund Activity:

Fiscal Year	Total Revenue*	Operating Expense	Capital Fund Transfer Out	Increase/(Decrease) in Net Assets	Fund Balance
2004	172,430	249	114,830	57,351	57,351
2005	245,420	49,354	163,613	32,453	89,804
2006	268,539	70,628	176,514	21,397	111,201
2007	292,730	69,590	191,873	31,267	142,468
2008	319,940	79,519	210,593	29,828	172,296
2009	327,232	85,108	217,376	24,748	197,044
2010	286,292	105,147	190,079	(8,934)	188,110
2011	306,323	141,300	199,809	(34,786)	153,324
2012	338,380	218,328	214,473	(94,421)	58,903
2013	366,349	157,025	223,162	(13,839)	45,064
2014	389,562	132,144	239,765	17,653	62,717
2015	505,323	229,769	193,164	82,390	145,107
2016	603,262	324,214	192,722	86,326	231,433
2017	677,786	243,750	211,910	222,126	453,559
2018	634,804	270,913	201,978	161,913	615,472
2019	643,745	257,345	206,301	180,099	795,571
2020	599,412	270,236	166,702	162,473	958,044
2021	506,522	387,820	164,212	(45,509)	912,535

Preliminary Fund Balance as of June 30, 2021

\$912,535

* Includes total occupancy tax collection less administrative fee plus interest earnings and revenue for The Tinker Belle.

Capital Fund Activity:

Revenue	\$3,516,755.20
Proceeds from 2018B Limited Obligation Bonds - Science Center	\$3,651,935.65
Interest Earned Trustee Account for 2018B Limited Obligation Bonds	\$80,095.72
Investment Earnings	110,382.55
Donations/Sponsorships	419,583.25
Expenses:	
Professional Fees for Civic Center	86,838
Monroe Park Master Plan and Site Assessment	23,058
Air Museum Advance Planning	19,240
Purchase "The Tinker Belle"	150,000
Capital Improvement to interior of "The Tinker Belle"	18,500
Storage Building	8,175
Tourism Study	7,500
Show Machine	6,129
Tinker Belle Navigational Equipment	1,480
Center Theater Property	248,273
Tinker Belle Engine Purchase	80,046
Tinker Belle Tail Wheel	5,151
Purchase of Property Adjacent to Center Theater	260,497
Purchase of 318 E. Franklin Street Property	449,875
Capital Improvements to Science Center Building	3,748,912
Architectural/Engineering Services/Exhibits Consulting - Science Center	669,225
Fund Raising Services - Science Center	100,439
Capitalized Equipment/Exhibits - Science Center	398,912
Center Theater Expansion - Consulting Services	62,000
Branding Initiative/Website Design	33,830
2018B Limited Obligation Bonds - Issuance Costs - Science Center	84,256
2018B Limited Obligation Bonds - Debt Service & Annual Admin Fees	583,082
ERP Project	3,220

**Cash Balance of the Capital Project Fund
as of September 24, 2021** \$730,113.24

Portion of Cash Balance Currently Committed in Projects:

Projects:	
Branding Initiative	\$ -
Monroe Science Center Building	125,635.23
Center Theatre Expansion	-
Science Center Exhibits	<u>272,679.30</u>
	\$ 398,314.53

Unreserved Cash Balance of the Capital Project Fund \$331,798.71 (\$0.00)

The Tinker Belle Operating Activity FY 2022

	<u>Budget</u>	<u>FYTD Actual</u>
Revenue:		
Show Appearance Fees	20,000	\$ -
Walk-Through/Merchandise Sales	10,000	170
Total	<u>30,000</u>	<u>170</u>
Expenses:		
Repair & Maintenance - Equipment	25,000	1,127
Travel	6,500	9,921
Fuel	20,000	1,486
Insurance	12,460	12,167
Contracted Services - Warriors & Warbirds	10,000	-
Merchandise for Resale	3,000	-
Marketing & Promotions	17,275	-
Printing	<u>2,500</u>	<u>-</u>
Total	<u>96,735</u>	<u>24,700</u>
Net Income (Loss)	<u>(66,735)</u>	<u>(24,530)</u>

Update and e-mail to Pete Hovanec, Mary Lou, Brian Borne, Lisa Strickland, Alison Nichols, Bethany H

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STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: October 14, 2021

FROM: Ashley Ivey, Accounting Manager

SUBJECT: Presentation of the Fiscal Year 2021 Audit Report

SUMMARY STATEMENT

The purpose of this report is to inform the Board that on October 14, 2021, Mrs. Elsa Watts, CPA of Martin Starnes & Associates, CPAs, P.A. will present the audited financial statements for the Monroe Tourism Development Authority for the year ended June 30, 2021.

REVIEW

Mrs. Watts will present the audited financial statements, highlighting the results of the annual audit performed on the Authority's financial records. A printed copy of the audited financial statements will be provided to you.

RECOMMENDATION

No action required. For information only.



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: October 14, 2021

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Science Center Update

SUMMARY STATEMENT

The TDA will be presented an update on construction and exhibit completion for the Monroe Science Center.

REVIEW

With construction nearing completion, staff is working to develop the exhibit areas as well as the overall layout and design of the purchased exhibits and design of peripheral materials (directional signage, vinyl graphic panels, donor signage, etc.). Staff is contracting with Verner Johnson to continue with their exhibit consulting services. This professional service is needed to assist staff in the overall layout of the facility and will ensure exhibit placement meets ADA standards while maintaining the aesthetic intent of the design elements. It is anticipated that exhibit moving and construction will be complete by late summer/early fall. Over 20 exhibits have been secured, and the initial staffing process has begun. Lauren Fike has been hired as the Science Center Supervisor and started the job on May 20, 2021.

RECOMMENDATION

No action is needed at this time.

Attachment(s):



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: October 14, 2021

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Science Center Fee Schedule

SUMMARY STATEMENT

Science Center staff has developed a fee schedule for the Monroe Science Center Honoring Dr. Christine Mann Darden.

REVIEW

The fee schedule outlines costs associated with the rental and daily use of the Monroe Science Center. The fee schedule represents costs associated with daily individual rentals as well as additional costs associated with private rentals that are more complex. The Science Center is understandably an attractive draw; and as more restrictions are lifted, more individuals and businesses are expressing rental interest.

RECOMMENDATION

No action is needed at this time.

Attachment(s):

**ORDINANCE TO AMEND CITY OF MONROE
FEE SCHEDULE FY2021-2022
O-2021-57**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MONROE THAT THE CITY OF MONROE FEE SCHEDULE FY2021-2022 IS HEREBY AMENDED TO ADD FOLLOWING:

CHAPTER V. DOWNTOWN MONROE

ARTICLE B. MONROE SCIENCE CENTER

Monroe Science Center-Honoring Dr. Christine Mann Darden Fee Schedule

Hours of Operations:

Monday-Closed

Tuesday-Saturday 9am-5pm

Sunday 12-5pm

Annual Closed Days: New Year's Day, Easter Sunday, 4th of July, Thanksgiving Day, December 24-26, New Year's Eve

General Admission*	Everyone 2 and older	\$10 plus tax
School Group	NC certified school, must have 1:10 ratio of child to student, 1 free child with purchase of 10 students, must have 15 students.	\$5 plus tax
General Group	15 or more, age 2 and up	\$7 plus tax

*10% discount for city employees, military, and seniors

Effective December 1, 2021

Basic Party Package \$200	Premium Party Package \$275
# of children/adults (waiting on capacity)	# of children/adults (waiting on capacity)
Party room available for 1 hour	Party room available for 1.5 hours
Admission for all party guests	Admission for all party guests
Basic birthday decorations which includes table covers, table decorations, napkins	Themed party decorations which includes table covers, table decorations and napkins
Family games in party room	Family Games in party room

Dedicated staff to set up and clean up	Dedicated staff to set up and clean up
	Party t-shirt for birthday child

Add ons	
Goody bags (each)	\$5
Chilled bottled water for guests (packs of 15)	\$5

Party times: Saturday-10am, 12:30pm, 3pm
Sunday-12:30, 3pm

-All rental fees and expenses are determined by the date scheduled, day of the week, time of day, the exact nature of the event, the anticipated attendance, and the requirements of the tenant or lessee.
-The prices below are basic fees and rates which may be adjusted as event details warrant. The Monroe Science Center reserves the right to adjust its rental policies and fees depending on the requirements and needs of the event. All dates are secured with a deposit.
-Management reserves the right to refuse a rental request if the event is not appropriate to the mission of the science center, or if the event conflicts with any other event planned by the theatre.

Science Center Rental After Hours	Full Center	Exhibit Hall Only	Conference Room
Corporate / Private	2.5 hours: \$1000 4 hours: \$1600	2.5 hours: \$250 4 hours: \$450	2.5 hours: \$150 4 hours: \$250
Monroe Resident*	2.5 hours: \$800 4 hours: \$1400	2.5 hours: \$200 4 hours: \$400	2.5 hours: \$125 4 hours: \$225
UC Nonprofit	2.5 hours: \$500 4 hours: \$1200	2.5 hours: \$150 4 hours: \$350	2.5 hours: \$100 4 hours: \$200

*A Monroe resident is defined as any individual or business owner residing within the city limits of Monroe

The Science center rental includes either full center or the traveling exhibit hall only. The use of the exhibit hall will have no access to exhibits but will have access to the restrooms. Use of the catering kitchen is included with both. The catering kitchen has a commercial refrigerator, freezer and food warmer where food may be prepared and served. Cooking on site is not allowed. Renters should arrange for any table linens, skirts, or soft goods of any kind. Caterers must provide all kitchen and dining utensils, plates, and dishes.

2-3 staff will be onsite during an after-hours event depending on the number of people.

Additional Expenses	
Additional Staff	\$15 per hour

Special Programming depending on event	\$25-100
Damage Deposit (based on scope of event and areas rented)	\$400-600
Security (provided by the City of Monroe)	\$30 - \$35 per hour per person
Holiday Surcharge	\$200
Cleaning (based on number of attendees)	\$100 (1-100 persons) \$200 (101-200 persons) \$300 (201 persons and up)

Effective December 1, 2021

This Ordinance shall be effective **December 1**, 2021.

Adopted this 9th day of November, 2021.

Attest:

Bobby G. Kilgore, Mayor

Bridgette H. Robinson, City Clerk

STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: Oct. 14, 2021

FROM: Pete Hovanec, Communications and Tourism Director

SUBJECT: Dowd Center Theatre Update

SUMMARY STATEMENT

The TDA Director will be present an update on events for the Dowd Center Theatre and how it is moving forward after COVID-19 restrictions.

REVIEW

Construction on the Dowd Center Theatre is essentially complete, with small tweaks and improvements related to the original design and construction underway. Purchases of supplementary infrastructure elements and equipment have resumed following the full relaxation of COVID-19 guidelines. We held an official opening for donors on Sept. 18 with The Spinners. We have held several “unofficial” events at the Dowd, including virtual concerts with the Union Symphony, ceremonial observances with the Monroe Police and Fire Departments, and small business meetings. Rental inquiries and bookings are increasing with the anticipation of a fall schedule of movies, concerts, live performances, art exhibits, and much more. Programming efforts for 2021-2022 and beyond are underway. Live performances/concerts receive priority scheduling because 1) they are identified as central to the mission of the theatre, and 2) they generate the highest probability of financial and entertainment success, whereas private rentals would otherwise be scheduled around the priority performance dates on a first-come, first-served basis. The Dowd has completed the hiring of two full-time staff positions and will soon be hiring part-time staff as well as volunteers for all its events.

RECOMMENDATION

No action is needed at this time.



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: October 14, 2021

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Air Show Update

SUMMARY STATEMENT

The TDA will be presented an update on Warbirds Over Monroe Air Show plans.

REVIEW

The annual Warbirds Over Monroe Air Show is scheduled to take place on November 6-7 at the Charlotte- Monroe Executive Airport. The air show serves as the largest event in Union County, drawing upwards of 50,000 people over the duration of the event, and the Monroe Tourism Development Authority is its largest sponsor. Due to the pandemic and the governor's executive orders at the time, the 2020 air show was cancelled. There will be more than 40 aircraft contracted to attend and perform as well as an expanded re-enactor area, kids' area and several static aircraft displays. Staff is contracting with television, radio, newspapers, billboards and social media to advertise the event.

RECOMMENDATION

No action is needed at this time.

Attachment(s):