



**MONROE TOURISM DEVELOPMENT AUTHORITY  
REGULAR MEETING**

City Hall Conference Room  
300 W. Crowell Street  
Monroe, NC 28112  
Thursday, December 9, 2021 - 8:30 AM

**AGENDA**

1. Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of October 14, 2021
2. Finance/Occupancy Report
3. Science Center Update
4. Dowd Center Theatre Update
5. Air Show Update
6. Other

**MONROE TOURISM DEVELOPMENT AUTHORITY**

**REGULAR MEETING**

**CONFERENCE ROOM**

**300 W. CROWELL STREET, MONROE, NC 28112**

**October 14, 2021 – 8:30 A.M.**

**MINUTES**

**Present:** Vice Chairwoman Sheila Crunkleton, Pat Kahle, Ron Brown, Sharon Crowder Poston, MaryAnn Rasberry, and Lorayn DeLuca

**Absent:** Chairman Bobby Kilgore and Gina Day

**Staff Present:** Communications and Tourism Officer Pete Hovanec, Communications and Tourism Assistant Alison Nichols, Finance Director Lisa Strickland (arr 8:35), Accounting Manager Ashley Ivey, Assistant City Attorney Ashley Duncan Britt, Monroe Science Center Supervisor Lauren Fike, and Downtown Director Matt Black (left 8:45)

**Staff Absent:** Interim City Manager Brian Borne

**Visitors:** Holiday Inn Express Manager Bradley Taylor and Arpan Bhakta

Vice Chairwoman Crunkleton called the Monroe Tourism Development Authority Regular Meeting of October 14, 2021 to order at 8:30 a.m.

**Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Meeting of August 12, 2021** Ms. Kahle made a motion to approve the Minutes of the Monroe Tourism Development Authority Regular Meeting of August 12, 2021. Ms. DeLuca seconded the motion, which passed unanimously with the following votes:

AYES: Crunkleton, Brown, Kahle, DeLuca, Crowder Poston and Rasberry

NAYS: None

**Item No. 2 Finance/Occupancy Report** Ms. Ivey stated that occupancy collections in July and August looked great. Numbers are back to the highs last seen in 2017; the additional hotel is helping. The unreserved cash balance of the capital project fund is \$331,798, and that is over what has been set aside for science center building and exhibits.

**Item No. 3 Presentation of the Fiscal Year 2021 Audit Report** Elsa Watts of Martin Starnes & Associates, CPA's, PA presented the audit report via conference call. A Power Point presentation was shown on the screen. The audit has been submitted to the state but has not been officially approved yet. Audit highlights include an unmodified (clean) opinion, no significant deficiencies or material internal control weakness identified, and cooperative staff. Revenues for 2021 were \$501,615 – a decrease of 16% due to fewer contributions to the Get Centered fundraising campaign. Expenditures for 2021 were \$549,815 – the increase due to hiring staff and *Tinker Belle* expenses. The total fund balance is \$909,844,

and the available fund balance is \$836,481, which can cover about 19 months of expenditures with what is in hand.

Mr. Hovanec asked if there is anything the TDA needs to focus on.

Ms. Watts replied that the auditors did not identify anything to improve.

**Item No. 4 Science Center Update** Mr. Hovanec explained that the Science Center is experiencing a delay in receiving finishing touches like fencing and furniture due to national material shortages. Last week two new exhibits came in, and two more are expected next week. The Mercury capsule is almost complete. City Council approved the money for the new signage for the updated name. Ms. Kahle had an event at the Science Center a couple weeks ago.

Ms. Kahle noted that the event was very successful and well-received.

Mr. Hovanec stated that the Science Center will hopefully open after the first of the year; it can't open until staff has received all the equipment needed to make it run. Retail merchandise has been ordered. Ms. Fike has been making presentations to area businesses and groups.

**Item No. 5 Science Center Fee Schedule** Mr. Hovanec said that Ms. Fike has created a fee schedule for the Science Center as required by the City. This fee schedule will ultimately go to City Council for approval.

Ms. Fike stated that she had done research comparing science museum fees all over the Carolinas and found that \$10 general admission was a good place to start, being on the lower-middle end of comparative prices. Ms. Fike went on to explain the group and school rates, facility rental rates, and party packages. A membership program will not be in place during the first year of operation but will probably be implemented in the second year.

Ms. DeLuca asked how the hourly rate for parties was identified and if it was strictly \$200/hour.

Ms. Fike responded that use of the actual party room would be limited to one hour but that the party participants would have use of the science center itself for the day.

Vice Chairwoman Crunkleton asked if there would be a limit to the number of attendees per party.

Ms. Fike answered that the party room capacity is set at 25, so parties would likely be limited to around 15 children and associated adults.

Ms. Kahle stated that her event was a great opportunity to introduce investors and corporate people to the Science Center.

Ms. Rasberry asked if staff had come up with a plan for volunteers.

Ms. Fike said that staff would be focusing on a teen volunteer program and would have adult volunteers as well.

Vice Chairwoman Crunkleton asked if there would be an all-day rental option for non-profits.

Mr. Hovanec answered that it was currently limited to four hours because rentals would be limited to after-hours times.

Ms. DeLuca asked what the hours of operation would be.

Mr. Hovanec replied that most likely they would be 9 a.m. to 5 p.m. Tuesday through Saturday, 12 p.m. to 5 p.m. Sunday, closed Monday.

Ms. Crowder Poston asked if there would be any consideration for a day or two per week of evening hours for working parents.

Ms. Fike said that at Discovery Place Kids, they had tried staying open one night per week until 8 p.m. but saw very few people taking advantage of it. The Science Center might try discounted tickets one night per month, and staff is open to being flexible to meet community needs.

Mr. Brown added that staff might try tying those nights into other community events like the Cruise In.

Ms. Britt interjected that it would be helpful to have the TDA Board recommend the approval of the fee schedule to General Services and then City Council.

Ms. Kahle made a motion to recommend the approval of the Science Center Fee Schedule. Ms. DeLuca seconded the motion, which passed unanimously with the following votes:

AYES: Crunkleton, Brown, Kahle, DeLuca, Crowder Poston and Rasberry

NAYS: None

**Item No. 6 Dowd Center Theatre Update** Mr. Hovanec said the theater had hosted the donor event featuring The Spinners. 150 people were in attendance, and it was a great show. There have been a couple other small events since, and the first ticketed event featuring bluegrass artist Sierra Hull is Friday night. Events are planned all the time now, including Union County Symphony events, “Inherit the Land,” a police event, a body building competition, and dance troupes. There is still a mask mandate in place, but that is not stopping people. These events are bringing hundreds of people to Monroe, and the Youth Council is doing volunteer work at the theater as well.

Ms. DeLuca noted the need for local hotel and restaurant information on the theater website.

The Board discussed the need for downtown food establishments to stay open later to accommodate theater events.

Vice Chairwoman Crunkleton stated that many merchants have shown a willingness to stay open.

Ms. Crowder Poston thought it would be good to share the theater event calendar with the merchants so they are always aware of events and that it also would be helpful to work with food trucks in conjunction with theater events as they have the capacity to stay open without extra staff.

Mr. Hovanec said that City Council has approved plans for the Morgan Alley public space renovation, which should be open by next summer.

**Item No. 7 Air Show Update** Mr. Hovanec said that the air show will be held November 6-7. Staff is expecting good crowds if air shows across the country are any indication. There will be no mask mandate or vaccine requirements as the event is outdoors. The only issue right now is finding rental cars due to the national shortage.

**Item No. 8 Other** Vice Chairwoman Crunkleton remarked on the parklet across the street from the theater. Mr. Hovanec said that the parklet is not for the sole use of the Main Street Bistro – anyone can bring food and sit there. “Inherit the Land” is this weekend.

Mr. Brown made a motion to adjourn. Ms. Kahle seconded the motion, which passed unanimously with the following votes:

AYES: Crunkleton, Brown, Kahle, DeLuca, Crowder Poston and Rasberry

NAYS: None

The meeting adjourned at 9:12 a.m.

ATTEST:

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Bobby Kilgore, Chairman

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Alison H. Nichols

MTDA/10-14-21

**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    | \$57,557.21  |                      |
| 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    | \$60,324.82  |                      |
| 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    | 28,609.28    | 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 | \$234,412.03 |                      |
| 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  | \$7,032.36   | \$405,434.12         |
| 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 | \$151,586.45 | \$3,783,910.88       |
| 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 | \$75,793.22  | \$3,554,870.39       |
|                             | \$202,640.69 | \$288,728.96 | \$311,495.53 | \$338,599.61 | \$371,635.38 | \$336,147.83 | \$293,937.33 | \$308,983.60 | \$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 | \$234,412.03 | \$7,744,215.38       |

**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        | 501,615        | 385,603           | 164,212                   | (48,200)                          | 909,844      |

**Fund Balance as of June 30, 2021**

\$909,844

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

**Capital Fund Activity:**

|                                                                         |                |
|-------------------------------------------------------------------------|----------------|
| Revenue                                                                 | \$3,554,870.39 |
| 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                                                     | 111,293.59     |
| 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                         | 3,749,225      |
| Architectural/Engineering Services/Exhibits Consulting - Science Center | 669,225        |
| Fund Raising Services - Science Center                                  | 100,439        |
| Capitalized Equipment/Exhibits - Science Center                         | 427,366        |
| 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       | 583,962        |
| ERP Project                                                             | 3,220          |

**Cash Balance of the Capital Project Fund  
as of November 29, 2021** \$739,493.30

**Portion of Cash Balance Currently Committed in Projects:**

|                                |                   |
|--------------------------------|-------------------|
| Projects:                      |                   |
| Branding Initiative            | \$ -              |
| Monroe Science Center Building | 125,322.67        |
| Center Theatre Expansion       | -                 |
| Science Center Exhibits        | <u>244,256.73</u> |
|                                | \$ 369,579.40     |

**Unreserved Cash Balance of the Capital Project Fund** \$369,913.90 (\$0.00)

**The Tinker Belle Operating Activity FY 2022**

|                                           | <b><u>Budget</u></b> | <b><u>FYTD Actual</u></b> |
|-------------------------------------------|----------------------|---------------------------|
| 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          | 23,505               | 2,943                     |
| Travel                                    | 13,500               | 10,805                    |
| 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               | 750                       |
| Printing                                  | <u>2,500</u>         | <u>-</u>                  |
| Total                                     | <u>102,240</u>       | <u>28,150</u>             |
| <b>Net Income (Loss)</b>                  | <u>(72,240)</u>      | <u>(27,980)</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:** December 9, 2021

**FROM:** Peter Hovanec, Communications and Tourism Director

**SUBJECT:** Science Center Update

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### **SUMMARY STATEMENT**

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

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### **REVIEW**

Staff is working with Architects at MorrisBerg to design and complete additional signage to add "Honoring Dr. Christine Mann Darden" to 3 sides of the center building. Staff is in the process now of accepting and rewarding bids. Multiple new exhibits have been received and installed including exhibits for the dark room and a dental exhibit. Staff has started the process with our point of sale software (Altru by Blackbaud) that will allow us to sell tickets, memberships and events as well as track all revenue, attendance and fundraising. Retail items and store operational displays have been purchased and have started to receive items. All retail items will be logged in inventory within Altru to track sales.

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### **RECOMMENDATION**

No action is needed at this time.

Attachment(s):

## **STAFF REPORT**

**TO:** Tourism Development Authority

**VIA:** Bobby G. Kilgore, Chairman

**DATE:** December 9, 2021

**FROM:** Pete Hovanec, Communications and Tourism Director

**SUBJECT:** Dowd Center Theatre Update

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### **SUMMARY STATEMENT**

The TDA will be presented an update on events for the Dowd Center Theatre since its Gala opening on September 18.

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### **REVIEW**

After the Gala opening for donors on September 18 with the R&B group The Spinners, the Dowd has booked or managed 18 private, municipal, business, or ticketed events ranging from concerts with the Union Symphony and bluegrass artist Sierra Hull to a diverse lineup of public offerings including the Downtown Art Walk, Music on Main, the film premiere of Inherit The Land, and many others. Rental inquiries and bookings are increasing with the anticipation of a continuation of movies, concerts, live performances, art exhibits into the Spring of 2022. The financial impact of these events on local businesses, especially restaurants, has been exponential. Programming efforts that include a full subscriber season for 2022-2023 and beyond are underway. The Dowd has also begun the process of part-time staff hiring and coordination of volunteer staff.

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### **RECOMMENDATION**

No action is needed at this time.



## **STAFF REPORT**

**TO:** Tourism Development Authority

**VIA:** Bobby G. Kilgore, Chairman

**DATE:** December 9, 2021

**FROM:** Peter Hovanec, Communications and Tourism Director

**SUBJECT:** Air Show Update

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### **SUMMARY STATEMENT**

The TDA will be presented a recap of Warbirds Over Monroe Air Show.

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### **REVIEW**

The annual Warbirds Over Monroe Air Show took 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. This year, we were fortunate to have a great turnout and two days of fairly good weather. Unfortunately all the ride programs we had planned to offer (helicopters, PBY, and B-25) had to cancel right before the air show. However, the crowd seemed enthusiastic about the actual performances, and the vendors reported very high numbers of sales.

We are continuing to reconcile all the financing, but by all accounts the show was a large success. There were many positive comments regarding the show on social media and in person.

Overall the event was a great success, continuing to show Monroe's dedication to aviation and paying tribute to the areas military veterans. Several City departments were instrumental in the overall success of the event

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### **RECOMMENDATION**

No action is needed at this time.

Attachment(s):