MONROE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING

City Hall Conference Room
300 W. Crowell Street
Monroe, NC 28112
Thursday, April 14, 2022 - 8:30 AM

AGENDA

1. Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of March 10, 2022
2. Finance/Occupancy Report
3. Fiscal Year 2022-2023 Budget

   Public Hearing

   Action - Resolution and Budget Ordinance to Adopt FY 2022-2023 Budget
4. Other

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

CONFERENCE ROOM

300 W. CROWELL STREET, MONROE, NC 28112

MARCH 10, 2022 – 8:30 A.M.

MINUTES

Present: Chairman Marion Holloway, Joyce Rentschler, Pat Kahle (left 8:57 a.m.), Ron Hinson, Gina Day, Arpan Bhakta, MaryAnn Rasberry, Sharon Crowder Poston, and Lorayn DeLuca

Absent:

Staff Present: Communications and Tourism Officer Pete Hovanec, Communications and Tourism Assistant Alison Nichols, Finance Director Lisa Strickland, Accounting Manager Ashley Ivey (left 9:26 a.m.), Interim City Manager Brian Borne, Downtown Director Matt Black, and Assistant City Attorney Ashley Duncan Britt

Staff Absent: Monroe Science Center Supervisor Lauren Fike and Dowd Center Theatre Supervisor James Vesce

Visitors:

Chairman Holloway called the Monroe Tourism Development Authority Regular Meeting of March 10, 2022 to order at 8:30 a.m.

Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Meeting of February 17, 2022 Ms. DeLuca made a motion to approve the Minutes of the Monroe Tourism Development Authority Regular Meeting of February 17, 2022. Ms. Rasberry seconded the motion, which passed unanimously with the following votes:

AYES: Bhakta, Crowder Poston, Day, DeLuca, Hinson, Kahle, Rasberry, and Rentschler

NAYS: None

Item No. 2 Finance/Occupancy Report Ms. Ivey stated that January collections totaled $47,425. These numbers are still very high, even higher than pre-Covid numbers. The Capital Project Fund unreserved balance is $432,532, which is over and above what is committed for Science Center exhibits and building.

Mr. Hovanec pointed out the ups and downs of the hotel industry on the report. The numbers are a good indicator that Monroe hotels are on a higher level month to month.

Item No. 3 Budget Presentation and Call for Public Hearing Mr. Hovanec presented Tourism budget line items on the screen, first reviewing revenue and anticipated revenue. Mr. Hovanec went on to review personnel and marketing expenditures, noting that TDA uses marketing money to support events in which they see value for Monroe. Mr. Hovanec reviewed Tinker Belle expenditures and explained that the air show industry has been a roller coaster over the last two years. Staff is not sure how much longer we should continue with Tinker Belle as the industry in this current climate is not allowing her to sustain/recoup her costs. There are prospective buyers for Tinker Belle, and measures need to be taken to protect and preserve her as a piece of history. This year will be very telling. Mr. Hovanec proceeded to discuss Science Center expenditures, which are mostly anticipated/estimated as the Science Center has not opened. Staff is hoping to have the Science Center open to the public around the end of the school year. TDA will help promote the Science Center with the marketing budget.

Mr. Hovanec discussed different advertising venues with the Board.

Chairman Holloway asked if staff might approach "Our State" magazine about a feature story on Monroe and the Science Center.

Mr. Hovanec replied that staff is going to have a media packet/press kit when the Science Center opens and will be approaching magazines.

Ms. Crowder Poston asked if the Monroe Country Club and golf course are part of this budget.

Mr. Hovanec responded that the Tourism department administrates them, but they don't fall under this budget. However, Tourism might put some marketing money toward advertising them. The golf course is doing well – staff just hired a new manager/pro, but the TDA board doesn't need to worry about the golf course.

Mr. Borne added that the golf course is a stand-alone division but is under Tourism's management because it complements the Science Center and Center Theatre and is best placed under the umbrella of Tourism as a destination in Monroe.

Ms. Kahle made a motion to call for a public hearing for the 2022-2023 budget on April 14, 2022. Ms. DeLuca seconded the motion, which passed unanimously with the following votes:

AYES: Bhakta, Crowder Poston, Day, DeLuca, Hinson, Kahle, Rasberry, and Rentschler

NAYS: None

Item No. 4 Other The Board discussed the dynamics of Downtown as a tourism destination. Mr. Hovanec noted that better amenities bring bigger crowds, but this doesn't happen overnight. April 8 will be a big night for Downtown with a sold-out theater event, a Car Cruise-In, and an Art Walk.

Chairman Holloway remarked upon the importance of local radio advertising and relationships.

Mr. Hovanec discussed ticket sales for upcoming theater events.

Ms. Rentschler reminded everyone of the Art Walk scheduled for April 8 and 9.

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

AYES: Bhakta, Crowder Poston, Day, DeLuca, Hinson, Rasberry, and Rentschler

NAYS: None

The meeting adjourned at 9:30 a.m.

Item No. 5 Science Center Tour After the meeting, staff offered a tour of the Monroe Science Center. A quorum was not present.

ATTEST:

Marion Holloway, Chairman

Alison H. Nichols

MTDA/3-10-22

CITY OF MONROE, NORTH CAROLINA
HOTEL OCCUPANCY TAX COLLECTIONS HISTORY

Month	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012
	Collections								
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
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
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
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
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
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
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
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
March	23,020.95	27,654.43	28,608.28	31,187.99	35,210.37	27,000.53	24,336.17	28,069.68	31,538.28
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
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
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
Penalties/Interest	2,275.37	502.50		2,852.82	2,245.44		1,028.71		25.20
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
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
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
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
	$202,640.69	$288,728.96	$311,495.53	$338,599.61	$371,635.36	$336,147.83	$293,937.33	$308,983.60	$331,658.52

Month	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022	Total from Inception
July	$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	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	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	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	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	$62,776.88	
December	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	$55,627.44	
January	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	$47,425.62	
February	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	$55,074.93	
March	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	31,967.58	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	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	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	22.50	2.00	130.10	40.29							
Total Collections	$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	$455,316.90	
Distribution of Collections											
Administrative Fee	$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	$13,659.51	$412,061.26
Operating (2/3)	$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	$294,438.26	$3,926,762.69
Capital (1/3)	$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	$147,219.13	$3,626,296.30
	$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	$455,316.90	$7,965,120.25

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 adminstrative fee plus interest earnings and revenue for The Tinker Belle.

Capital Fund Activity:

Revenue			$3,626,296.30
Proceeds from 2018B Limited Obligation Bonds - Science Center			$3,651,935.65
Interest Earned Trustee Account for 2018B Limited Obligation Bonds			$80,369.64
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
Snow 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			3,832,944
Architectural/Engineering Services/Exhibits Consulting - Science Center			669,225
Fund Raising Services - Science Center			100,439
Capitalized Equipment/Exhibits - Science Center			439,975
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 March 29, 2022			$714,833.53
Portion of Cash Balance Currently Committed in Projects:			
Projects:			
Branding Initiative	$	-	
Monroe Science Center Building		41,877.80	
Center Theatre Expansion		-	
Science Center Exhibits		231,615.92	
	$	273,493.72	
Unreserved Cash Balance of the Capital Project Fund			$441,339.81

($0.00)

The Tinker Belle Operating Activity FY 2022	**Budget**	**FYTD Actual**
Revenue:		
Show Appearance Fees	20,000	$ -
Walk-Through/Merchandise Sales	10,000	1,710
Total	30,000	1,710
Expenses:		
Repair & Maintenance - Equipment	23,505	3,899
Travel	13,500	10,805
Fuel	20,000	2,220
Insurance	12,460	12,167
Contracted Services - Warriors & Warbirds	10,000	-
Merchandise for Resale	3,000	-
Marketing & Promotions	8,064	810
Printing	2,500	-
Total	93,029	29,901
Net Income (Loss)	(63,029)	(28,191)

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

MONROE TOURISM DEVELOPMENT AUTHORITY
RESOLUTION TO ADOPT AN ANNUAL
BALANCED BUDGET FOR FISCAL YEAR 2022-2023

R-2022-01

WHEREAS, the Monroe Tourism Development Authority is required by the North Carolina Local Government Budget and Fiscal Control Act to adopt an annual balanced budget; and

WHEREAS, a balanced budget has been prepared for the Monroe Tourism Development Authority for fiscal year 2022-2023 under the provisions set forth in the above referenced legislation.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Monroe Tourism Development authority adopts the following budget ordinance:

BUDGET ORDINANCE
BO-2022-01

BE IT ORDAINED by the Board of Directors of the Monroe Tourism Development Authority:

Section 1A The following amounts are hereby appropriated in the General Operating Fund for the operation of the Authority and its activities for the fiscal year beginning July 1, 2022, ending June 30, 2023:

Physical and Economic Development	$ 1,243,943

Section 1B It is estimated that the following revenues will be available in the General Operating Fund for the fiscal year beginning July 1, 2022, and ending June 30, 2023:

Restrictive Intergovernmental	$ 598,490
Sales and Services	632,000
Investment Earnings	1,403
Miscellaneous	12,050
Other Financing Sources	0
	$ 1,243,943

Section 2 A copy of this Budget Ordinance shall be furnished to the Director of Finance of the Authority to be kept on file for direction in the disbursement of funds.

Adopted this 14th day of April, 2022.

____
Marion Holloway, Chairman

ATTEST:

____
Alison Nichols, Clerk
R-2022-01 BO-2022-01