



**MONROE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

City Hall Conference Room
300 W. Crowell Street
Monroe, NC 28112
Thursday, July 9, 2020 - 8:30 AM

AGENDA

1. Approval of Minutes of Monroe Tourism Development Authority Meetings of February 13, 2020, April 9, 2020, and May 14, 2020
2. Finance/Occupancy Report
3. Science Center Update and Project Fund for Exhibits
4. Dowd Center Theatre Update
5. Air Show Update
6. Inherit the Land Presentation
7. Other

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

CONFERENCE ROOM

300 W. CROWELL STREET, MONROE, NC 28112

FEBRUARY 13, 2020 – 8:30 A.M.

MINUTES

Present: Chairman Bobby Kilgore, Brandon Derrick, Dan Shive, Vice Chair Sheila Crunkleton, Ron Brown, Pat Kahle, and Lorayn DeLuca

Absent: Chris Redfern

Staff Present: Communications and Tourism Officer Pete Hovanec, Communications and Tourism Assistant Alison Nichols, Assistant City Attorney Ashley Duncan Britt, Finance Director Lisa Strickland (arr. 8:34), and City Manager Larry Faison (arr. 8:33)

Staff Absent: Accounting Manager Ashley Ivey, Assistant City Manager/Director of Downtown Brian Borne

Visitors: None

Chairman Kilgore called the Monroe Tourism Development Authority Regular Meeting of February 13, 2020 to order at 8:30 a.m.

Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of January 9, 2020. Mr. Derrick made a motion to approve the Minutes of the Monroe Tourism Development Authority Regular Meeting of January 9, 2020. Vice Chairwoman Crunkleton seconded the motion, which passed unanimously with the following votes:

AYES: Derrick, Brown, DeLuca, Shive, Crunkleton, and Kahle

NAYS: None

Item No. 2 Finance/Occupancy Report Mr. Hovanec said that the hotel numbers for December are down from the past couple of years; hopefully, this is not a trend.

Mr. Derrick said that January and February numbers will probably be down as well, especially with the Hampton Inn remodeling its rooms. However, late spring, summer, and fall numbers are projected to be on pace with last year's numbers. There is very little corporate travel now.

Ms. Kahle agreed, noting that the first quarter of the year has been very soft due to tariffs and corona virus. Businesses are being impacted by these issues, which in turn is impacting corporate travel and hotels.

Mr. Hovanec reminded the board that the Hampton Inn has been down rooms with their renovations.

Mr. Derrick added that the numbers will be helped when the new Marriott opens in the spring.

Mr. Hovanec said that staff will continue to monitor the numbers. There is \$640,000 in the unreserved capital project fund, and the board is in good fiscal shape. Next month staff will present the budget to the board. Bonnie with Aw Shucks has reached out, asking for \$4,000 for the Corn Fest after two years of sponsorship at \$8,000 and low turnout at the event. Staff will bring more information regarding this to the next meeting.

Mr. Derrick noted that there is not much the board would be sponsoring without the AMG event, which has moved to Charlotte, and the Corn Fest.

Mr. Hovanec stated that the board can use that money toward events at the Science Center and Center Theatre. He also noted that he would invite Bonnie Griffin to present at the next meeting.

Vice Chairwoman Crunkleton reminded the board that Bonnie has done much to support tourism in Monroe.

Mr. Faison interjected that the City Council had a retreat and likes the idea of a festival in collaboration with Union County promoting the agricultural arena.

Mr. Hovanec said there may be additional sponsorship opportunities for the board. The Cooperative Extension does Wake Up to Ag Week, which has been scaled back in recent years.

Mr. Shive asked how many shows at the Ag Center are actually agriculturally related and noted that the name of the center can be a little misleading.

Item No. 3 Fiscal Year 2020 Audit Contract for Monroe Tourism Development Authority Ms.

Strickland stated that the purpose of the report is to approve auditing services for the TDA. Martin Starnes has been the City's firm for the past several years. The City approved a 5-year agreement with them through 2023. They have done great work, and staff is very pleased. They have proposed a 3% fee increase over 2019 for a fee of \$2,725.

Mr. Derrick asked if there would be reason to look at other firms and if Martin Starnes is local.

Ms. Strickland answered that they are based in Hickory and focus on governmental audits. They are one of the bigger municipal accounting firms.

Mr. Derrick made a motion to approve the audit contract with Martin, Starnes, & Associates, CPA's, PA for \$2,725. Mr. Shive seconded the motion, which passed unanimously with the following votes:

AYES: Derrick, Brown, DeLuca, Shive, Crunkleton, and Kahle

NAYS: None

Item No. 4 Science Center Update Mr. Hovanec said that a lot of work is progressing at the Science Center. Staff had a construction meeting in late January and discussed liquidated damages and instilling a sense of urgency in the contractors. Since then, a lot has happened, and a certificate of occupancy is expected at least for the inside of the building toward the end of March. Staff will meet with the architects later today. City Council gave final approval to the contract with Verner Johnson. Some

exhibits have already been purchased, and staff is finding some great agricultural exhibits. The Farm Bureau and the agricultural people have been supportive in making sure the Science Center portrays an accurate picture of agriculture in Monroe. City Council is looking at the holistic building site of the Science Center for a whole-area plan and how to develop it properly to make sure it is an impressive gateway to Monroe.

Item No. 5 Center Theatre Update Mr. Hovanec reported that the theater seats are 95% installed and are just needing a few more parts. Staff is expecting a temporary certificate of occupancy next week. The theater won't be completely done, but emergency equipment and other necessities will be in place. The first event at the theater will be February 26 for the Arts Council. Cleanup is starting today. City Council adopted a fee schedule, which gives staff a tool to start charging and booking. There is a lot of interest in weddings. The City is offering reasonable rates so that it is affordable to people, with different rates for City residents and non-profits.

Mr. Brown noted that the theater in Shelby has signage on Highway 74 and asked if the Center Theatre will have that.

Mr. Hovanec responded that wayfinding has been approved and will include the theater and Science Center. These signs will be at all entrances to Monroe. Staff is still continuing with the fundraising campaign, receiving lots of seat and paver orders. There are still plans for a late-May gala opening event for donors and VIPs. Harry Connick, Jr. is probably unavailable, but staff is awaiting a final answer.

Vice Chairwoman Crunkleton asked about the occupancy numbers for the reception area.

Mr. Hovanec answered that that will have to go through the fire marshal, but staff is anticipating 120-150 people for a seated dinner. The County has sponsored the lobby and has come up with some good names.

Item No. 6 Other Mr. Hovanec said that staff will bring the budget to the board next month and will have Bonnie Griffin come to present as well.

Mr. Shive asked, in light of the Science Center area being a City gateway, if anything is being done about the convenience store and surrounding area.

Mr. Hovanec responded that it is private property.

Mr. Shive asked if there will be murals in the Downtown and where they would be.

Mr. Hovanec answered that there is a grant program facilitated through the Arts Council in place, and it will be up to the owners of private properties to allow and offer space.

Chairman Kilgore stated that one has been approved and is coming up.

Mr. Shive asked if there has been any progress with the restaurant on Main Street or the rock building across from the Center Theatre.

Mr. Hovanec responded that both are private properties, and there is not much the City can do.

Mr. Faison added that the City had been involved in a grant for the rock building but had to give it up for the owner's lack of participation.

Ms. Kahle noted that for us as a community to allow buildings in our Downtown not to meet minimum standards is frustrating.

Mr. Hovanec said that we have to be careful not to let the buildings go down a certain path that could end in them being torn down.

Mr. Brown added that as the theater and Science Center open and the Downtown restaurants flourish, that will put pressure on the owners of those other run-down buildings.

Mr. Shive asked if a boutique hotel is still possible.

Mr. Hovanec said that the City would welcome it as a private venture, not City-owned or –run.

Item No. 7 Tour of Center Theatre As there would not be a quorum present for the tour of the Center Theatre, the meeting adjourned at 9:09 a.m.

ATTEST:

Bobby Kilgore, Chairman

Alison H. Nichols

MTDA/2-13-20

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

CONFERENCE ROOM

300 W. CROWELL STREET, MONROE, NC 28112

APRIL 9, 2020 – 8:30 A.M.

MINUTES

Present: Chairman Bobby Kilgore, Brandon Derrick, Dan Shive, Vice Chair Sheila Crunkleton, Ron Brown

Absent: Chris Redfern, Pat Kahle, Lorayn DeLuca

Staff Present: Communications and Tourism Officer Pete Hovanec and City Manager Larry Faison

Staff Absent: Accounting Manager Ashley Ivey, Assistant City Manager/Director of Downtown Brian Borne, Communications and Tourism Assistant Alison Nichols, Assistant City Attorney Ashley Duncan Britt, Finance Director Lisa Strickland

Visitors: None

Chairman Kilgore called the Monroe Tourism Development Authority Regular Meeting of April 9, 2020 to order at 8:30 a.m.

Item No. 1 Budget Presentation and Call for Public Hearing. Mr. Hovanec opened the meeting by identifying everyone present for the audio recording and announcing that there was a quorum present. Mr. Hovanec explained that this meeting is being held during this time because it is a legal/statutory requirement to present the budget and call for a public hearing. There have not been many changes in the budget since last year. Staff has cut about \$20,000 out of this year's budget, and the majority of that is from the other special events that TDA helps pay.

Mr. Hovanec went through the budget line by line, explaining financial management/equipment repair for Tinker Belle; office communications; marketing and promotions (the bulk is for the air show); contract services for Warriors and Warbirds to oversee Tinker Belle; advertising; merchandise for Tinker Belle; travel; general expenses; organizations; software; utilities; other; and special events.

Mr. Hovanec noted that while Tinker Belle is up and ready to go, several air shows she is contracted for have been cancelled due to the pandemic. The next air show is scheduled for early June, and there are several more contracted for summer and early fall. Our air show will be in a good position because people will be starved for air shows by November.

Mr. Hovanec asked for guidance regarding the Carolina Corn Fest. Bonnie Griffin has reached out to staff again asking for sponsorship. The past two years, TDA has given \$8,000, and this year Ms. Griffin has asked for a sponsorship of \$4,000.

Mr. Derrick added that this year's festival will be scaled back with lower admission prices and smaller names.

Mr. Hovanec opined that \$8,000 is too much but is open to the \$4,000 or even a more conservative number.

Mr. Derrick asked if Ms. Griffin would be coming to present; Mr. Hovanec answered that she was scheduled to come last month, but the meeting was cancelled. He added that a decision does not need to be made now.

Ms. Crunkleton said she thinks Ms. Griffin and Aw Shucks do enough for tourism to justify \$4,000 in sponsorship. Mr. Derrick agreed.

Mr. Hovanec stated that he would leave that number in the budget for now and bring it up again at the public hearing to get confirmation.

Mr. Hovanec also stated that David L. Cook asked for sponsorship for his AMG event.

Mr. Derrick questioned this since Mr. Cook's event is in Mecklenburg County now; Mr. Hovanec pointed out that Mr. Cook still holds pre-show events at the Monroe Mall and may hold them at the theater this year.

Mr. Derrick suggested giving Mr. Cook the use of the theater as a gift in kind as opposed to a cash sponsorship.

Mr. Hovanec stated that his recommendation is not to give any money; but Mr. Cook did ask, and Mr. Hovanec is presenting that to the board.

Mr. Shive asked if Mr. Cook still does a lot of work with the schools; Mr. Hovanec stated that he is not sure since Mr. Cook has been occupied with his funeral home.

Mr. Hovanec said again that there is about \$15,000 in the special events budget, and it is good to keep that money there in case a worthy sponsorship opportunity comes up through the year.

Mr. Derrick made a motion to call for a public hearing for the 2020-2021 budget on May 14, 2020. Mr. Brown seconded the motion, which passed unanimously with the following votes:

AYES: Derrick, Brown, Shive, and Crunkleton

NAYS: None

The meeting adjourned at 8:44 a.m.

ATTEST:

Bobby Kilgore, Chairman

Alison H. Nichols

MTDA/4-9-20

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

CONFERENCE ROOM

300 W. CROWELL STREET, MONROE, NC 28112

MAY 14, 2020 – 8:30 A.M.

MINUTES

Present: Chairman Bobby Kilgore, Brandon Derrick, Dan Shive, Vice Chair Sheila Crunkleton, Ron Brown, Lorayn DeLuca

Absent: Chris Redfern, Pat Kahle

Staff Present: Communications and Tourism Officer Pete Hovanec, Accounting Manager Ashley Ivey, and City Manager Larry Faison

Staff Absent: Assistant City Manager/Director of Downtown Brian Borne, Communications and Tourism Assistant Alison Nichols, Assistant City Attorney Ashley Duncan Britt, Finance Director Lisa Strickland

Visitors: None

Chairman Kilgore called the Monroe Tourism Development Authority Regular Meeting of May 14, 2020 to order at 8:30 a.m.

Item No. 1 Fiscal Year 2020-2021 Budget Mr. Hovanec stated that he presented the budget at the last meeting and that it remains basically the same with the possible addition of the \$4,000 sponsorship for the Corn Fest and sponsorship for the AMG Awards Show to be held at the Dowd Center Theatre. Mr. Cook would pay to use the theatre, and TDA might designate an amount to go towards the event. Mr. Hovanec noted that there is an amount of uncertainty about whether these events will be able to happen given the pandemic.

Chairman Kilgore noted that it might be worth about \$1,500 to have the AMG Awards in Downtown Monroe.

Ms. DeLuca added that she is producing a documentary to be filmed in and around Monroe and would like to be considered for TDA sponsorship.

Mr. Derrick asked what the request would be specifically.

Mr. Hovanec asked that Ms. DeLuca send the board a formal request with specific details to be put on the agenda at a future meeting.

A.Public Hearing Chairman Kilgore opened the duly advertised public hearing and asked for speakers in favor and in opposition.

There being no speakers, Chairman Kilgore closed the public hearing.

B.Action – Resolution and Budget Ordinance to Adopt FY 2020-2021 Budget Mr. Derrick moved to adopt Resolution R-2019-01:

**MONROE TOURISM DEVELOPMENT AUTHORITY
RESOLUTION TO ADOPT AN ANNUAL
BALANCED BUDGET FOR FISCAL YEAR 2020-2021**

R-2020-01

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 2020-2021 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-2020-01**

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, 2020, ending June 30, 2021:

Physical and Economic Development	\$ 929,178
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Section 1B It is estimated that the following revenues will be available in the General Operating Fund for the fiscal year beginning July 1, 2020, and ending June 30, 2021:

Restrictive Intergovernmental	\$ 712,950
Sales and Services	154,250
Investment Earnings	7,225
Miscellaneous	6,025
Other Financing Sources	<u>48,728</u>
	\$ 929,178

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 May, 2020.

Ms. DeLuca seconded the motion, which passed unanimously with the following votes:

AYES: Derrick, Brown, Shive, DeLuca, and Crunkleton

NAYS: None

The meeting adjourned at 9:01 a.m.

ATTEST:

Bobby Kilgore, Chairman

Alison H. Nichols

MTDA/5-14-20

**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	
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	
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	
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	
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	
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	
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	
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	
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	
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	32,723.61	35,351.64	45,588.42	54,238.06	58,370.59	58,151.91	55,628.08	44,213.52	
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	31,967.58	33,561.95	44,006.59	56,185.32	54,463.65	55,541.22	52,298.83	24,603.84	
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	
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	-	
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	\$478,972.65	
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	\$14,369.18	\$382,541.22
Operating (2/3)	\$57,414.86	\$61,806.54	\$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	\$309,735.65	\$3,280,232.16
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	\$154,867.82	\$3,303,031.03
	\$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	\$345,096.41	\$370,771.04	\$481,230.96	\$596,047.38	\$652,252.60	\$622,350.60	\$635,255.34	\$478,972.65	\$6,965,804.41

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

Fund Balance as of June 30, 2019 \$795,571

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

Capital Fund Activity:

Revenue	\$3,303,031.03
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	103,334.37
Donations/Sponsorships	35,000.00
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	3,359,148
Architectural/Engineering Services/Exhibits Consulting - Science Center	644,067
Fund Raising Services - Science Center	100,439
Capitalized Equipment/Exhibits - Science Center	52,786
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	362,530

Cash Balance of the Capital Project Fund

as of June 29, 2020 \$1,109,577.49

Portion of Cash Balance Currently Committed in Projects:

Projects:	
Branding Initiative	\$ -
Monroe Science Center Building	516,557.60
Center Theatre Expansion	-
Science Center Exhibits	158,221.78
	<u>\$ 674,779.38</u>

Unreserved Cash Balance of the Capital Project Fund \$434,798.11

\$0.00

The Tinker Belle Operating Activity FY 2020

	<u>Budget</u>	<u>FYTD Actual</u>
Revenue:		
Show Appearance Fees	20,000	\$ -
Walk-Through/Merchandise Sales	10,000	2,456
Total	<u>30,000</u>	<u>2,456</u>
Expenses:		
Repair & Maintenance - Equipment	25,000	18,764
Travel	6,500	1,019
Fuel	20,000	11,288
Insurance	12,460	13,334
Contracted Services - Warriors & Warbirds	10,000	10,000
Merchandise for Resale	3,000	-
Marketing & Promotions	17,275	44
Printing	2,500	-
Total	<u>96,735</u>	<u>54,449</u>
Net Income (Loss)	<u>(66,735)</u>	<u>(51,992)</u>

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



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: July 9, 2020

FROM: Peter Hovanec, Communications and Tourism Officer

SUBJECT: Science Center Update and Project Fund for Exhibits

SUMMARY STATEMENT

Staff is moving forward with the renovation and development of the 16,000-square-foot science center facility at 316 E. Franklin Street. The architect has nearly completed the overall design, and Verner Johnson has been secured to assist in the exhibit design development. Staff would like to add \$100,000 from Fund Balance to the project fund to continue securing exhibits. Also included in the proposed budget ordinance is \$65,000 from miscellaneous donations designated for Science Center Exhibits.

REVIEW

Staff has received drawings and renderings regarding the Science Center and put the construction out to bid. HC Kern was the low bidder; and pending final approval from the LGC and City Council, the project will be awarded and construction will begin. Staff is working to develop the exhibit areas and raise the needed funds for the exhibit purchases. Staff has identified several exhibits that can be secured and be ready for installation over the next 12 months. These exhibits range from a topography box and electronic microscopes to gyroscopes and touchscreen anatomy tables. Staff would like to add \$100,000 from the capital fund to the project fund to secure as many exhibits as possible as construction nears completion.

The additional \$100,000 from Fund Balance is only a portion of the total costs for the exhibits and represents the first steps in securing the needed exhibits. Additional corporate and private funds will be used to leverage this amount in the exhibit securing process.

RECOMMENDATION

Approve the budget ordinance allocation of \$100,000 from the capital fund balance to the project fund and \$65,000 in miscellaneous donations for securing exhibits for the Science Center.

Attachment(s):



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: July 9, 2020

FROM: Peter Hovanec, Communications and Tourism Officer

SUBJECT: Dowd Center Theatre Update

SUMMARY STATEMENT

The Center Theatre and the adjacent building have been purchased through hotel occupancy taxes, and the process of renovating the existing structure is moving forward. The feasibility and cost estimates were completed by Webb Management, and an RFQ contract was awarded to Clearscapes Architecture for the schematic design and construction documents. The theater is mostly completed, and we have a temporary certificate of occupancy.

REVIEW

The theatre has held two successful preliminary events. Due to the pandemic, the gala event is currently postponed until September. The first public event is yet to be determined. Everything is in a holding pattern awaiting governor's orders.

RECOMMENDATION

No action is needed at this time.

Attachment(s):



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: July 9, 2020

FROM: Peter Hovanec, Communications and Tourism Officer

SUBJECT: Air Show Update

SUMMARY STATEMENT

The annual Warbirds Over Monroe Air Show is scheduled to take place on November 7-8 at the Charlotte- Monroe Executive Airport. The event is highly sponsored by the Monroe Tourism Development Authority and serves as the largest event in Union County, drawing upwards of 50,000 people over the duration of the event.

REVIEW

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):

Inherit the Land is based on the book *Inherit the Land: Jim Crow Meets Miss Maggie's Will* by Gene Stowe (University Press of Mississippi: 2006) that tells the story of relationships between black and white families in Marvin that date to 1875, led to the bequest of the family's 800-acre homeplace to the black family, climaxed with a two-week trial in the Union County Courthouse in 1921 where the will was upheld, and established racial harmony in Marvin to the present day. The documentary is being made by Cozarts Entertainment of Knoxville, a for-profit company. (Stowe opened a sole proprietorship, Inherit the Land, in Union County with a bank account in Monroe.) Hollywood actor Cylk Cozart (*White Men Can't Jump* and many others) is narrating on-camera and directing. Jim Johnson is producing and editing. In August 2019, Cozart, Johnson, and two videographers filmed an interracial event at Banks Presbyterian Church, conducted eight interviews, and filmed in the Union County Courthouse courtroom and at Old Union Methodist Cemetery. They produced a four-minute trailer available on YouTube: *Inherit The Land Trailer 2020*. Cozart, Johnson, and a videographer returned in February 2020 to meet county residents, invite them to participate financially and as re-enactors, and scout locations, including the Ross house that still stands; recruited Lorayn DeLuca of Monroe as Associate Producer; and met a downtown Monroe businesswoman who will assist with costuming. They partnered with Stone Table restaurant in downtown Monroe as the project's official caterer. A three-month, \$250K crowdfunding campaign was launched on May 23, the centennial of the death of Miss Maggie Ross. The crew expects to return in the fall to complete filming with an expected FIVE days in Monroe and Union County, where they will stay in local housing, purchase local supplies, and involve local residents in the filming, including hiring production crew and acting talent. They expect to complete production in time to premiere the film at the Dowd Center Theatre in April 2021, the centennial of the trial. The team expects that a major motion picture will follow the documentary, with extensive filming on location in Monroe and Union County for a multimillion-dollar production.

The crowdfunding campaign offers perks at levels from \$100 (signed copy of book) to \$10K+ (executive producer credit and 1% of profits). Individual name recognition is \$250 and corporate logo placement is \$5K. The full description is at <https://www.indiegogo.com/projects/inherit-the-land#/>.

We are requesting \$5K from the Tourism Board, which includes logo placement in film.

More information about the project and detailed descriptions of the individual citizens of Monroe and Union County are available at www.facebook.com/InheritTheLandDocumentary. In addition to your financial participation in this project, we solicit your support, individually and collectively, in promoting the documentary and the Indiegogo campaign among your personal, business, and social networks. Posters for store windows and bulletin boards are available from Gene Stowe, who also has copies of the book for sale (\$20).

For more information, contact:
Gene Stowe, 980.425.8633, stowegene@gmail.com



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: July 9, 2020

FROM: Peter Hovanec, Communications and Tourism Officer

SUBJECT: Inherit the Land Documentary Funding Request

SUMMARY STATEMENT

The Monroe Tourism Development Authority has received a request for funding from author Gene Stowe in the amount of \$5,000 for the production of a feature-length documentary based on his book *Inherit the Land: Jim Crow Meets Miss Maggie's Will*.

REVIEW

The proposed documentary is being made by Cozarts Entertainment of Knoxville, a for-profit company. In August 2019, two videographers filmed an interracial event at Banks Presbyterian Church, conducted eight interviews, and filmed in the Union County Courthouse courtroom and at Old Union Methodist Cemetery. They produced a four-minute trailer available on YouTube: *Inherit The Land Trailer 2020*. A three-month, \$250K crowdfunding campaign was launched on May 23, the centennial of the death of Miss Maggie Ross. The crew expects to return in the fall to complete filming with an expected five days in Monroe and Union County, where they will stay in local housing, purchase local supplies, and involve local residents in the filming, including hiring production crew and acting talent. They expect to complete production in time to premiere the film at the Dowd Center Theatre in April 2021, the centennial of the trial. The team expects that a major motion picture will follow the documentary, with extensive filming on location in Monroe and Union County for a multimillion-dollar production. Funds are sufficient in the current year budget to accommodate this request.

RECOMMENDATION

Staff recommends approving the \$5,000 funding request

Attachment(s):