

**MINUTES OF MEETING OF THE
SANFORD TOURISM DEVELOPMENT AUTHORITY
SANFORD, NORTH CAROLINA**

Members of the Sanford Tourism Development Authority ("TDA") met on Tuesday, August 28, 2018, at 5:30 p.m. in the West End Conference Room at the Sanford Municipal Center, located at 225 E. Weatherspoon Street, Sanford, North Carolina. The following people were present:

Present:

Chairman Steve Brewer

David Foster

P.J. Patel

Financial Services Director Beth Kelly

Deputy City Clerk Vicki Cannady

Kevin Brown

Janet Harrington

Steve Trivedi

Management Analyst Holly Marosites

Absent:

Steve Malloy

Jeff Towson

City Manager Hal Hegwer

City Clerk Bonnie Davis

CALL TO ORDER

Chairman Steve Brewer called the meeting to order.

PUBLIC COMMENT

No citizens signed up to speak.

APPROVAL OF AGENDA

Kevin Brown made a motion to approve the agenda; seconded by Janet Harrington, the motion carried unanimously.

CONSENT AGENDA

There were no items on the consent agenda.

CASES FOR PUBLIC HEARING

There were no cases for public hearing.

REGULAR AGENDA

Summary of Financial Statement (Exhibit A)

Financial Services Director Beth Kelly reviewed the attached financial statement showing revenue and expenditures through August 27, 2018, resulting in a balance of \$168,532.21. The audit is underway and the \$4,000 audit bill will be due soon. She will present the financial statement after the audit. Investment decisions must be made soon but she noted that there are strict limits on the type of investments allowed. The account at First Citizens Bank pays no interest but no fees are being charged. Mrs. Kelly suggested that funds be moved into an interest bearing account.

MSA Update and Discussion (Exhibit B)

Jan Johnson with MSA updated Council on MSA's marketing activities as detailed in Exhibit B. She met with David Foster at the Civic Center earlier in the day and has been working closely

with Jennifer St. Clair, the point of contact between MSA and the TDA. They speak by phone every Thursday morning to review projects and align work. MSA staff members have also worked with Ms. St. Clair on major themes and pillars around which to build. Upcoming newsletters and seasonal calendars were discussed. A fall calendar could feature Gross Farms, kayaking, shows at the Temple Theatre and events at the Mann Center. MSA is considering a seminar to present information on best practices and tips on information sharing. Ms. Johnson encouraged board members to contact Ms. St. Clair for any specific information requests from MSA.

TRAC Update and Discussion

David Foster reminded everyone of the free October 11 TRAC seminar sponsored by the NC Department of Commerce through the Visitors' Center. These events are designed to help those in the hospitality business with strategic planning, communication and marketing. DSI will help promote the event which will be held at the Civic Center. The Center will provide beverages and the TDA has agreed to provide breakfast pastries, along with bag lunches for their 18 staff members. Everyone was encouraged to invite interested parties to the event.

Funding Requests – Applications/Procedures (Exhibit C)

Chairman Brewer explained that applications for funding have been developed by DSI to help remove politics from the requests. After project information is submitted, it is verified and documented to ensure that TDA funds will support well-planned events with a high potential for success. A local coach recently requested help with publicity for a lacrosse tournament being held in Sanford and that prompted an effort to establish a process for funding requests. DSI is researching what the TDA can do to help promote events and make them more successful. Kevin Brown suggested the application, along with related links, be posted on the TDA website to clearly indicate what should be done to have successful events since that will encourage repeat events. Mr. Brewer encouraged board members to share suggestions on establishing procedures.

Discussion of Civic Center Photo and Video Shoot Request/Funding

David Foster, Director at the Dennis A. Wicker Civic Center, requested that no photos or videos be taken until exterior painting and roof repairs are complete. He noted that they should be finished in the next few weeks.

ADJOURNMENT

P.J. Patel made a motion to adjourn the meeting; seconded by Kevin Brown, the motion carried unanimously.

ALL EXHIBITS CONTAINED HEREIN ARE HEREBY INCORPORATED BY REFERENCE AND MADE A PART OF THESE MINUTES.



Steve Brewer, Chairman

Attest:



Vicki R. Cannady, Deputy City Clerk



SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF REVENUES

8/27/2018

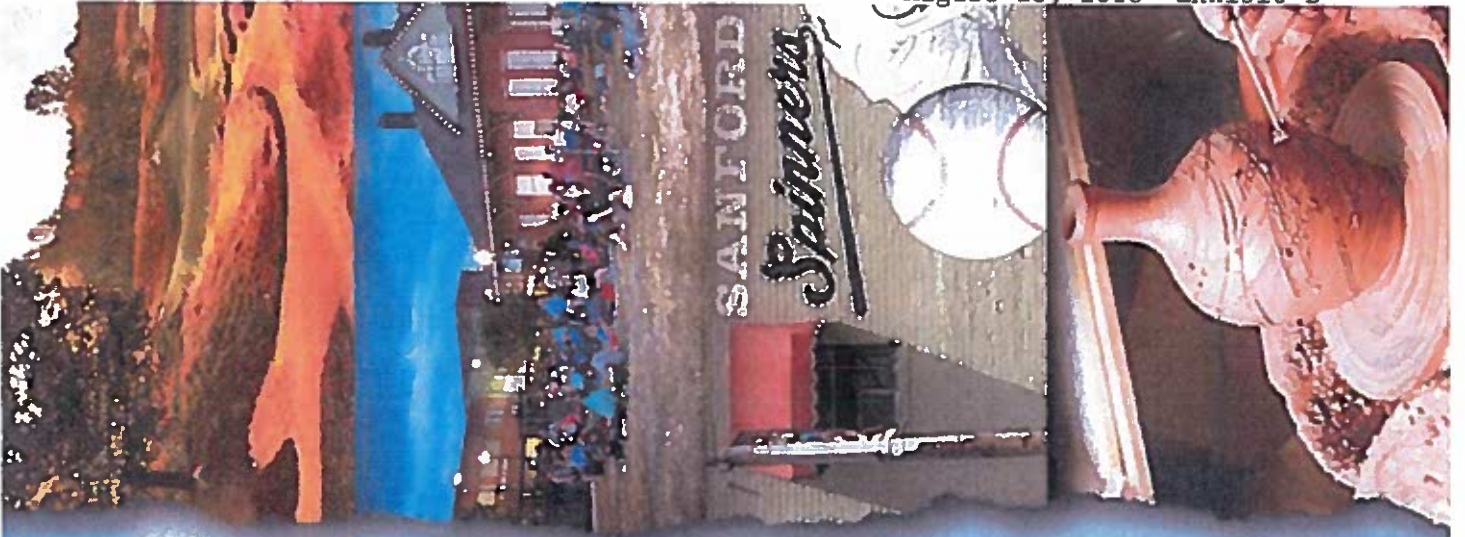
REVENUE SOURCE	RECEIVED JAN.	RECEIVED FEB.	RECEIVED MARCH	RECEIVED THIRD QTR.	RECEIVED APRIL	RECEIVED MAY	RECEIVED JUNE	RECEIVED FOURTH QTR.	RECEIVED JULY	RECEIVED AUG.	RECEIVED FIRST QTR.	RECEIVED TO DATE 7/31/2018
Room Occupancy Tax	22,512.26	18,812.06	18,507.06	59,831.38	17,859.22	22,478.76	25,293.41	65,631.39	23,485.69	25,202.03	48,687.72	174,150.49
Room Occupancy Tax Penalties	309.04	118.15		427.19	6.68			6.68	91.00		91.00	524.87
				0.00								
TOTAL TDA REVENUE	22,821.30	18,930.21	18,507.06	60,258.57	17,865.90	22,478.76	25,293.41	65,638.07	23,576.69	25,202.03	48,778.72	174,676.36

SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF EXPENDITURES

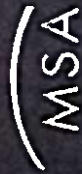
8/27/2018

OBJECT OF EXPENDITURE	EXPENDED JAN.	EXPENDED FEB.	EXPENDED MARCH	EXPENDED THIRD QTR.	EXPENDED APRIL	EXPENDED MAY	EXPENDED JUNE	EXPENDED FOURTH QTR.	EXPENDED JULY	EXPENDED AUG.	EXPENDED FIRST QTR.	EXPENDED TO DATE 7/31/2018
Insurance	745.89	745.89						0.00			0.00	745.89
Legal Services (Neil Yarberough)			1,673.51	1,673.51	315.00		140.00	455.00			0.00	2,128.51
Advertising				0.00					68.75		68.75	68.75
Website - Domain										1,200.00	1,200.00	1,200.00
Contractual Services - DSI										2,000.00	2,000.00	2,000.00
TOTAL TDA EXPENDITURES	0.00	745.89	1,673.51	2,419.40	315.00	0.00	140.00	455.00	68.75	3,200.00	3,268.75	6,143.15

REVENUES LESS EXPENDITURES	57,939.17	66,183.07	45,509.97	168,532.21
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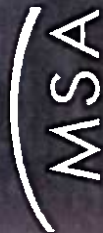


SANFORD
Tourism Development
AUTHORITY



8.28.18

Content Calendar



Themes

- Undiscovered
- A Southern Small Town
- Centrally Located

Pillars

- **Arts**
Performing Arts – Visual Arts
- **Culinary**
Restaurants – Craft Beverages – Local Eatables
- **Music**
Live Music/Festivals – Local Musicians
- **Local Shopping and Boutiques**
Gifts – Collectables – Apparel and Fashion – Pottery
- **History**
Historic Sites – Tours
- **People**
Signature Experiences – Makers
- **Scenic and Nature**
Agritourism – Townscapes – Parks – Trails
- **Sports and Recreation**
Action Sports – Outdoor Recreation

Editorial Calendar

A Southern Fall – September/October, 2018

- From pumpkin patches and fall foliage to hay rides and spooky haunts, find the perfect slice of fall in Sanford

Local Eatables, Delicious Design– November, 2018

- Where to find the best local-favorite eatables and beautiful designs, great for holiday gifts

Sanford Seasons – December, 2018

- All of information you need to celebrate the holiday season in the Sanford Area, from lights and events to gifts and Santa

Editorial Calendar

A Year Ahead in Sanford, N.C. – January, 2019

- 2019 promises a year full of can't-miss events and visitor opportunities in this up-and-coming destination

Romantic Getaways – February, 2019

- Different ways to get away with your loved one in Sanford, N.C., and celebrate Valentine's Day

Beauty in Lee County – March, 2019

- From relaxing trails to scenic rivers, there's an abundance of undiscovered outdoor experiences in Lee County, N.C.

Editorial Calendar

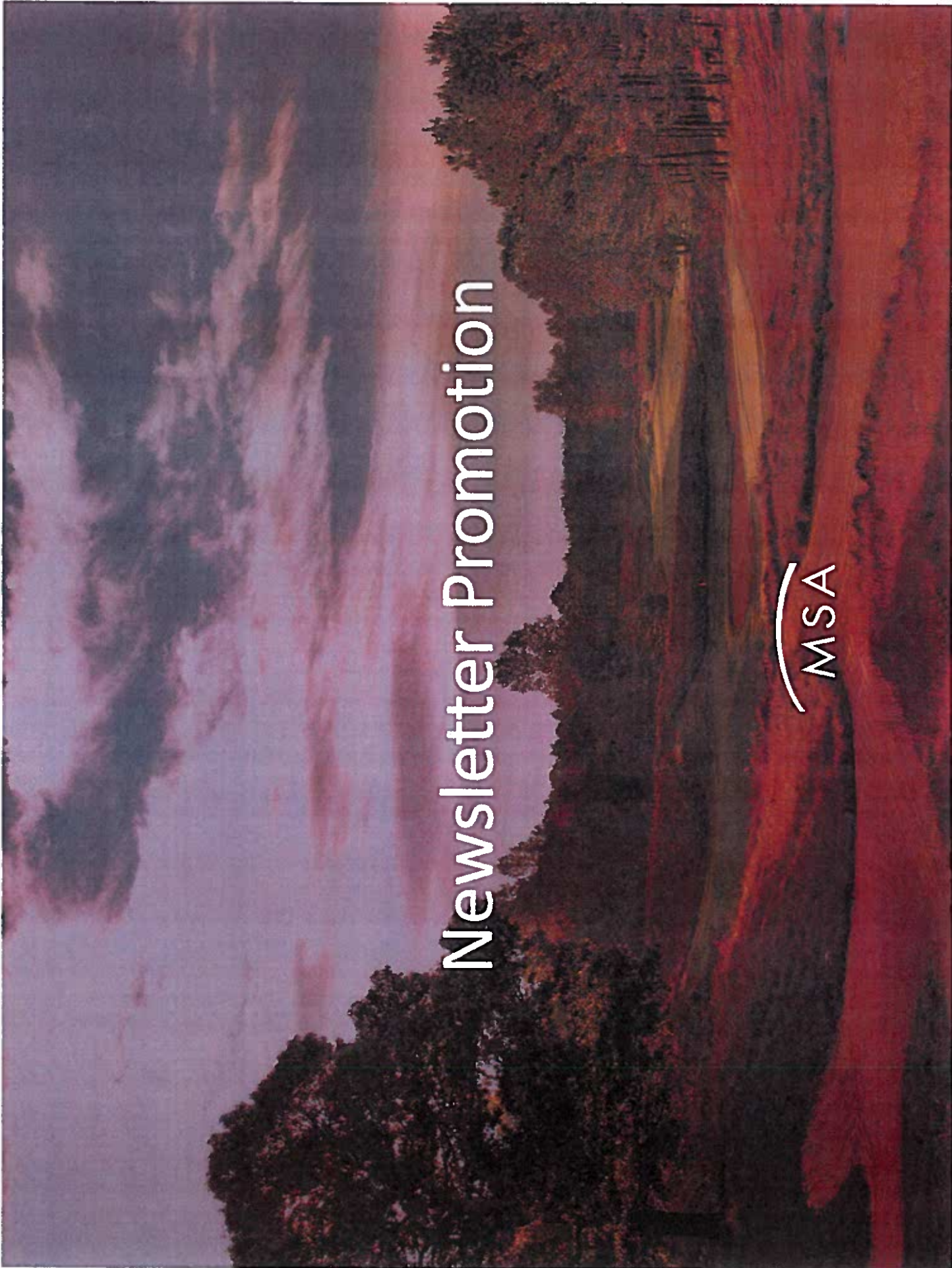
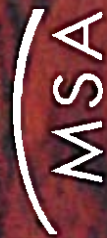
Family Fun & Festivals April/May, 2019

- A wealth of ideas for fun things to do for the summer for the whole family, featuring Function at the Junction, Arts & Vine Festival, and StreetFest

Sanford N.C.'s Summer Bounty – June, 2019

- A look at the area's agriculture, harvests, and agritourism opportunities

Newsletter Promotion



Draft Email/Social Media Language

Beginning in October 2018, the Sanford TDA will be issuing a quarterly partner newsletter to provide important updates on visiting groups, events and TDA activities to our local community partners.

If you would like to be included in these valuable updates, please sign up at the link below.

[Sanford TDA Community Partner Newsletter Opt-In](#)



Increasing Sign Ups

In order to successfully roll out and make sure the breadth of area businesses will be able to benefit from the Community Partner Newsletter, we are looking for additional ways to broadcast the information about the newsletter to increase the sign ups for it.

- Recommend broadcasting across social media channels
- Recommend broadcasting to local Facebook Groups, listserves, and other email chains
- Recommend broadcasting through local databases that are available
- Recommend broadcasting through word-of-mouth/personal asks

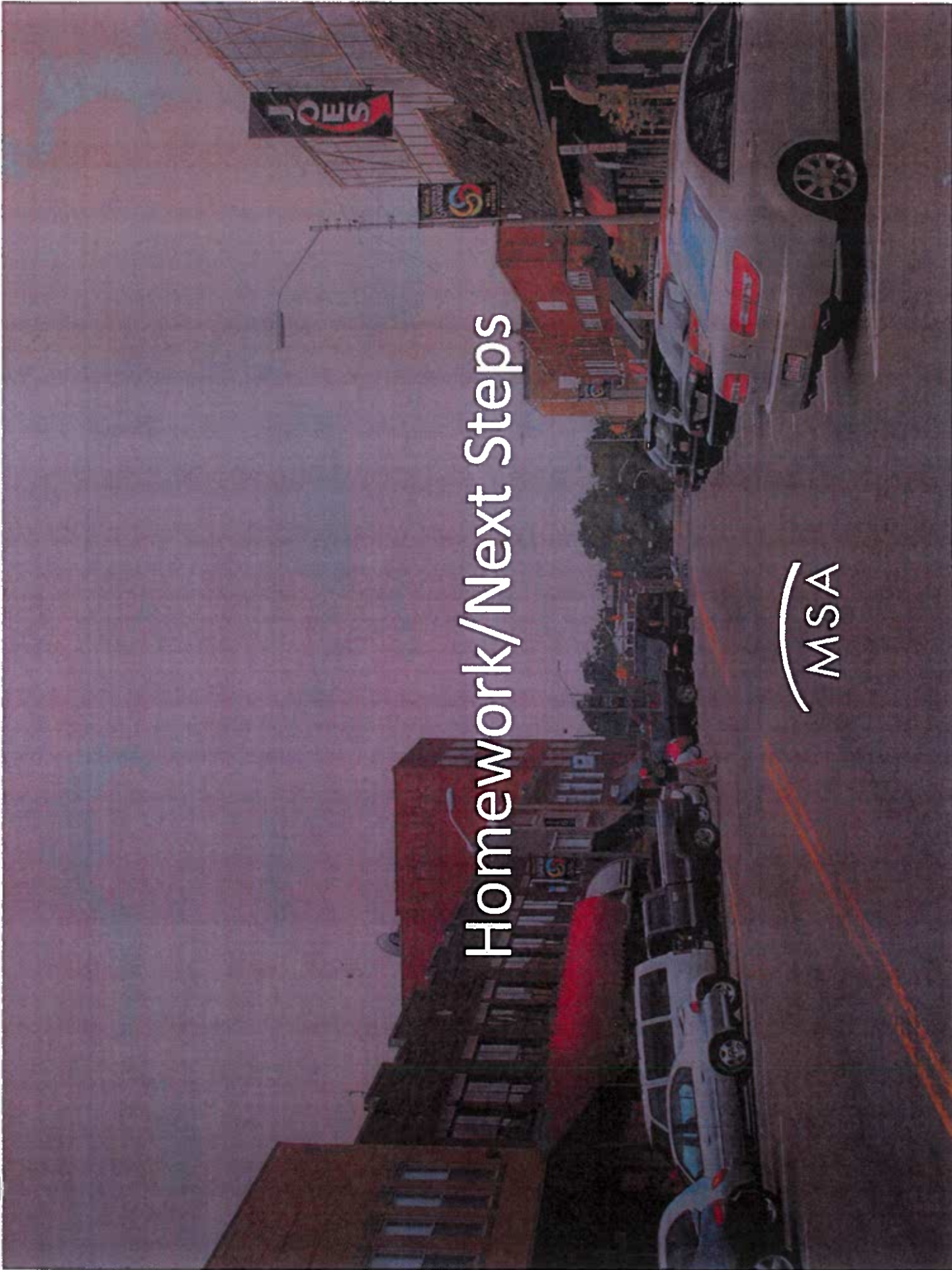
[Sanford TDA Community Partner Newsletter Opt-In](#)

Proposed Initial Content

- Rollout and details behind the new Sanford TDA Logo/brand.
- High-level overview of the Editorial Calendar through June '19.
- Inaugural blog post (general content, with messaging that appeals to a wide array of audiences – e.g., 10 Reasons to Visit Sanford, N.C. on Your Next Trip).
- List of events to be aware of in Q4.
- List of groups, meetings, conventions coming to Sanford in Q4.

Homework/Next Steps

MSA



Homework

- **Newsletter Launch**
Increasing newsletter sign ups in advance of October rollout
- **Existing Assets**
Share with MSA any existing assets that align with the pillars/content (e.g., images, videos, copy)
- **Logo/Graphic Identity**
MSA to share design recommendation at 9/25 board meeting



Thank You!

MSA

REQUEST FOR SANFORD TOURISM DEVELOPMENT AUTHORITY SPONSORSHIP
SUPPORT

(This application must be completed in full in order to be eligible)

Name of Applicant _____

Federal Tax ID # _____

Address _____

Phone _____ Email _____

Project Director _____

Project Name _____

Date Project to Begin: _____ Date Project to End: _____

Total Project Budget _____
(attach detailed budget including marketing)

Existing Event _____ If yes, date of existing event _____

New Event _____

List additional sponsorship funds _____
(attach more sheets, if necessary)

Overall Support Requested _____

Detailed Support Requested _____

Does your organization receive any public funding? _____ Yes _____ No

If yes, how much? _____

Source of public funding _____ Local _____ State _____ Federal

Does your organization receive funding from a Foundation? _____ Yes _____ No

If yes, what Foundation(s)? _____

Is your organization _____ Non profit _____ For profit

Please supply a copy of your latest filed 9-90 form. _____

Attach a Narrative Description of Project (Included need assessment/purpose of project, outline of project procedure, intended results of project)

Project justifications and benefit to the City of Sanford _____

Anticipated reach _____

How will this attract new visitors _____

Attach additional sheets detailing any additional comments and/or recommendations or research that support the need for TDA support of project and/or project's merit as a tourism marketing, event or activity in Sanford.

Please provide a detailed a narrative describing the tourism marketing, event and activity, its merit and value to the destination. Items to consider should include:

1. Describe the project in the context of the organization's purpose and goals.
2. Explain in a clear and concise manner what activities will occur, when and where the project will happen, and how it will grow and increase Downtown visitors.
3. Describe the personnel, partners and participants involved in the project.
4. Describe what you hope to accomplish through this project and how you will measure the project's success.

Signature
(Project Director)

Date

Signature
(Authorized or Administrative Official if applicable)

Date

Return to: Sanford TDA 225 E. Weatherspoon St. Sanford, NC 27330, as well as
a PDF copy to bonnie.davis@sanfordnc.net.

Sanford Tourism Development Authority Special Events Funds Request

OVERVIEW:

The purpose of the TDA is to promote, solicit, and encourage tourism in the City of Sanford; to advertise or market an area or activity; to publish and distribute pamphlets and other materials; to conduct market research; or to engage in similar promotional activities that attract tourists or business travelers to the area and to provide such services as are related to tourism. As such, our efforts and funds are concentrated in the attraction of visitors to Sanford and any event or organization that directly impacts Sanford's tourism and hospitality industries.

Sponsorship funds are designed to provide marketing resources to partners for the purpose of attracting visitors to Sanford and growing the economic impact of those visitors.

The TDA will review and consider pledging marketing dollars to organizations initiating, developing, planning or executing marketing, events and activities that seek to attract new visitors to Sanford. The TDA reserves the right to approve or deny any support funds request. All special events fund requests will be examined and awarded on a case by case basis.

Sanford TDA Special Events Funds Request – Areas of Consideration for Support:

- Projects and/or areas of focus identified in the TDA Plan of Work
- Expansion and growth of existing programs, events or marketing. Applicant must clearly demonstrate how supporting an existing program will increase tourism
- Events that seek to attract visitors
- Attracting new visitors
- Launching a new visitor-related event, activity or promotion aimed at attracting new visitors, especially during low demand times of the year
- Events with broad-based community support

Sanford TDA Special Events Funds recipient requirements:

- Applicants must demonstrate (when applicable) financial solvency of the project in which tourism support funds have been requested
- Submit annual financial statements
- Have a proven track record of providing tourism marketing, events or activities
- Clearly identifies the scope and importance of the tourism project and how will increase the number of visitors to Sanford
- Recipients must provide an after-action report in order to qualify for funding in following years

Applicants awarded Sanford TDA Special Events Funds will be notified of a pledged dollar amount that will be spent on their behalf in marketing the program as part of the TDA's overall marketing campaign.