



Sanford Tourism Development Authority
Tuesday, April 27, 2021 at 9:00 am
Regular Meeting

AGENDA

1. **MEETING CALLED TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **CASE FOR PUBLIC HEARING**
Public Hearing on proposed budget for 2021-22 fiscal year
5. **CONSENT AGENDA**
 - a. Consider Approval of Minutes from March 23, 2021
6. **FINANCIAL REPORT**
 - a. Summary of Financial Statements
 - b. Budget Amendment for 2020-21
7. **EXECUTIVE DIRECTOR REPORT**
 - a. Announcements
8. **MARKETING REPORT**
 - a. Avenir Bold
9. **REGULAR AGENDA**
10. **NEW BUSINESS** (action will not be taken unless necessary; items will be placed on next month's agenda for action)
 - a. Contract for video services
11. **ADJOURNMENT**

MINUTES OF THE
SANFORD TOURISM DEVELOPMENT AUTHORITY

SANFORD, NORTH CAROLINA

Members of the Sanford Tourism Development Authority (“TDA”) met virtually on Tuesday, March 23rd, 2021, at 9:00 AM.

Present

Kevin Brown, Chair
PJ Patel, Vice Chair
Angie Minnick
David Foster
Emalee McCracken
John Lipscomb
Tim Emmert
Tina Gross

Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director

Absent

Ed Strickland

Kevin Brown called the meeting to order at 9:04 AM.

PUBLIC COMMENT

No comments were submitted.

APPROVAL OF AGENDA (Exhibit A)

Emalee McCracken made the motion to approve the agenda as presented. PJ Patel seconded the motion, and the motion carried unanimously.

APPROVAL OF CONSENT AGENDA (Exhibit B)

Angie Minnick made the motion to approve the consent agenda. Seconded by Emalee McCracken, the motion carried unanimously.

FINANCIAL REPORT

Summary of Financial Statement (Exhibits C-D)

Audit Contract and Engagement Letter (Exhibits E-F)

Beth Kelly reported the TDA summary of revenues. The TDA received \$19,903.51 in March, and cash on hand ending March 17, 2021, is \$413,344.23.

Emalee McCracken made a motion to accept the financial reports as presented, seconded by Angie Minnick, the motion carried unanimously.

EXECUTIVE DIRECTOR REPORT

TDA Executive Director Wendy Bryan discussed the presentation for the City Council meeting and shared feedback regarding marketing. Mrs. Bryan also shared that content coverage had been highlighted from Worthy Detours and WRAL on the March social media posts. This month's content pitch to magazines focuses on the Southern Side by Side.

She also included two Facebook Live posts as part of the Antique Trail in this month's blog.

MARKETING REPORT

Melissa Gagliardi and Jan Johnson reported that social media top posts for the month were a Facebook Live video with Emalee McCracken for the Antique Trail, along with the link to Worthy Detours promoting downtown and depot park. They also shared the website traffic, noting that most of the traffic is going to the home page and then to the Dining and Drinks section. The top referral site for Visit Sanford is Visit NC and 77% of the website traffic this month was new visitors.

REGULAR AGENDA

NEW BUSINESS

A. Updates on Depot Project

The Depot Committee has reconvened with the goal of renovating the Depot as a visitor's center, with the option of opening the administrative offices for the TDA and DSI sooner. DSI Executive Director and Mrs. Bryan met with House Speaker Tim Moore and Representative John Sauls regarding support for the project. A One Picnic, One Depot fundraiser is planned for April 22, 2021, with proceeds to benefit the project.

B. Proposed 2121-22 TDA Budget (Exhibit G)

Mrs. Bryan presented a proposed budget for the Board's consideration, The projected revenues for 2021-22 were presented as \$254,000 and the 2020-21 projected cash on hand is \$575,344.23. The budget proposal includes \$150,000 placed in reserve for fund balance; \$60,000 placed in reserve for Depot interior marketing materials; and \$45,000 reserved for special projects. The remaining \$320,344.23 would be allocated for marketing and operating expenses.

A budget hearing will be set for the April 27, 2021, board meeting.

ADJOURNMENT

PJ Patel made a motion to adjourn the meeting, seconded by Angie Minnick, the motion carried unanimously. The meeting ended at 9:56 AM.

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

Kevin Brown, Chairman

Wendy Bryan, Executive Director for Sanford TDA

SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF REVENUES										
4/20/2021										
REVENUE SOURCE	BUDGET 20-21	RECEIVED FIRST QTR.	RECEIVED SECOND QTR.	RECEIVED JAN	RECEIVED FEB	RECEIVED MARCH	RECEIVED THIRD QTR.	RECEIVED APRIL	RECEIVED FOURTH QTR.	RECEIVED RECEIVED 4/20/2021
Room Occupancy Tax		24,079.39	70,802.02	20,359.09	20,266.23	19,903.51	60,528.83			155,410.24
Room Occupancy Tax Penalties										
Grant Funds			20,750.00							20,750.00
	239,665.00									
TOTAL TDA REVENUE		24,079.39	91,552.02	20,359.09	20,266.23	19,903.51	60,528.83	0.00		176,160.24
SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF EXPENDITURES										
4/20/2021										
OBJECT OF EXPENDITURE	BUDGET 20-21	EXPENDED FIRST QTR.	EXPENDED SECOND QTR.	EXPENDED JAN	EXPENDED FEB	EXPENDED MARCH	EXPENDED THIRD QTR.	EXPENDED APRIL	EXPENDED FOURTH QTR.	EXPENDED TO DATE 4/20/2021
Advertising		525.00		1,090.00	936.32	417.00	2,443.32			2,968.32
Bank Charges			3.31	8.11			8.11			11.42
Charlie Watson Grant		7,000.00								7,000.00
Contractual Services - DSI										
Contractual Services - Indie on Air			5,000.00					10,000.00	10,000.00	15,000.00
Contribution - NCLM					583.00		583.00			583.00
Dues and Subscriptions		24.99								24.99
Fish University		7,500.00								7,500.00
Funding Request - DSI										
Gifts		48.15								48.15
Insurance		1,940.25								1,940.25
Legal Services (Neil Yarborough)										
Love Lock Heart		99.87	32.11							131.98
Marketing - Avenir Bold (MSA)		7,547.06	26,626.47	484.56		57,102.77	57,587.33			91,760.86
Meals		59.43	246.00	32.00			32.00			337.43
Membership						265.00	265.00			265.00
Misc.		0.00								
NC Trac										
Payroll Taxes		3,833.60	4,036.55	1,670.74	999.74	1,016.46	3,686.94	1,275.81	1,275.81	12,832.90
Payroll Wages		10,793.46	12,479.85	3,600.82	3,600.82	3,647.08	10,848.72	3,687.53	3,687.53	37,809.56
Photography										
Postage			43.40			16.27	16.27			59.67
Professional Services			2,696.90	1,125.44			1,125.44			3,822.34
Printing		60.00	843.17							903.17
QuickBooks Subscription							0.00			0.00
Reimbursement - Website										
Rental										
Sponsorships		25,000.00								25,000.00
Event Supplies			521.63							521.63
Supplies		106.07	902.00		154.79	316.88	471.67			1,479.74
Supplies - Computer										
Training		154.50	203.48							357.98
	239,665.00									
TOTAL TDA EXPENDITURES		64,692.38	53,634.87	8,011.67	6,274.67	62,781.46	77,067.80	14,963.34	14,963.34	210,358.39

Sanford Tourism Development Authority

Profit and Loss Comparison

July 1, 2020 - April 20, 2021

	TOTAL	
	JUL 1, 2020 - APR 20, 2021	JUL 1, 2019 - APR 20, 2020 (PY)
Income		
NC Tourism Recovery Grant	20,750.00	
Room Occupancy Tax	155,410.24	182,828.47
Room Occupancy Tax Penalty		134.23
Total Income	\$176,160.24	\$182,962.70
GROSS PROFIT	\$176,160.24	\$182,962.70
Expenses		
Advertising	2,968.32	1,924.00
Bank Charges & Fees	11.42	
Charlie Watson Lane Grant	7,000.00	
Conference Sponsorship		760.45
Contractual Services - DSI		16,000.00
Contractual Services - Indie on Air	15,000.00	
Contribution - NCLM	583.00	
Dues & subscriptions	24.99	
Event Supplies	521.63	
Fishing University	7,500.00	3,398.39
Furniture		588.49
Gifts	48.15	
Insurance	1,940.25	1,503.69
Job Supplies	154.79	
Love Lock Heart	131.98	
Marketing	91,760.86	70,067.00
Meals & Entertainment	337.43	1,409.04
Membership - SAGA	265.00	265.00
Office Supplies & Software	1,324.95	1,218.34
Payroll Expenses		
Taxes	3,745.43	868.33
Wages	46,792.02	10,038.45
Total Payroll Expenses	50,537.45	10,906.78
Postage	59.67	107.71
Printing	903.17	
Professional Services	3,822.34	4,100.00
Rent & Lease		995.10
Sponsorships	25,000.00	19,380.12
Supplies - Computer		3,213.68
Training	357.98	9,376.79
Total Expenses	\$210,253.38	\$145,214.58
NET OPERATING INCOME	\$ -34,093.14	\$37,748.12
Other Expenses		
Other Miscellaneous Expense		59.87
Total Other Expenses	\$0.00	\$59.87
NET OTHER INCOME	\$0.00	\$ -59.87
NET INCOME	\$ -34,093.14	\$37,688.25



Client: Visit Sanford
 Date: 3.29.21
 Project: 2021 Event Videography

Scope of Work: Avenir Bold to shoot lifestyle videography at 10 signature Visit Sanford events during 2021. Estimate includes all equipment fees, shooting, travel, clip selection and archiving. Visit Sanford will receive a composite video of vetted clips for each event shoot. Separate line item included for recommended drone footage for 5 select events.

Visit Sanford signature events and total hours requested outlined by Wendy Bryan 3/5/21 and revised 3/22/21.

DELIVERABLES	Unit Cost	Total
EVENT VIDEOGRAPHY		
Pre-production	\$ 1,875.00	
Production	\$ 4,000.00	
Post- production	\$ 4,500.00	
Travel	\$ 1,125.00	
Project/Production Management	\$ 1,000.00	
Equipment	\$ 500.00	
EVENT VIDEOGRAPHY SUB-TOTAL		\$ 13,000.00
DRONE FOOTAGE		
Drone footage (5 events)	\$ 3,750.00	
DRONE FOOTAGE SUB-TOTAL		\$ 3,750.00
PROJECT TOTAL		\$ 16,750.00

Estimates are based on anticipated resources required to complete projects based on our best understanding of the scope of work outlined. Actual billing may vary +/-10%. Should the project scope change, estimates and schedules will be adjusted accordingly. The Agency will advise the Client in writing should modifications exceed 10% of the original estimate. Custom photography, custom illustrations, or custom graphics, as well as miscellaneous expenses such as location fee, travel, shipping and taxes are not included unless specifically noted and will be charged separately.

With the signatures below, the parties accept the estimate and conditions as stated.

Visit Sanford
 Name _____
 Title _____

Avenir Bold, Inc.
 Name _____
 Title _____

Services summary

B-Roll Footage

\$10,000.00 · Flat fee

B-roll footage will be covered as needed on the following dates:

- Strawberry Jammin' (5/8/21) 2 hours of coverage
- Antiques to Chic and Classic to Custom Car Show (one Thursday between 8/26/21 - 9/30/21) 1 hour of coverage
- Carolina Classic Wedding Showcase at the Civic Center (8/15/21) 2 hours of coverage
- Carolina Indie Fest (one day between 9/18/21 - 9/19/21) 3 hours of coverage
- Downtown StreetFest and Fireworks Festival (10/9/21) coverage from 3-4PM and 7-9PM
- One Table, One Depot (10/21/21) 1 hour of coverage
- Depot Park Tree and Train Lighting (12/3/21) 1 hour of coverage

All of the footage will be made ready to use for internal editing purposes.

15-30 Sec. Highlight Reel

\$0.00 · Flat fee

This would be a completely complimentary highlight reel of all the events that we film. It would be a total duration of roughly 15-30 seconds (depending on the structure of the video and what is showcased).

1 External Hard Drive

\$0.00 · Flat fee

This external hard drive will include all of the footage throughout all the events. We will also provide digital access for a period of time that will be addressed at a later time.

Hayzen's Productions
 5807 Carriage Ln
 Greensboro, NC 27410

Estimate

Date	Estimate #
3/31/2021	1281

Name / Address
Sanford Wendy Bryan

				Project
Item	Description	Rate	Qty	Total
	Promo Video			
	Rates: Shoot 1st hour \$300 each additional \$200			
Shoot RED	April 22-25 2 hours	500.00		500.00T
Shoot RED	May 8 2 hours	500.00		500.00T
Shoot RED	Aug. 15 2 hours	500.00		500.00T
Shoot RED	Aug. 26-Sept.30 2 hours	500.00		500.00T
Shoot RED	Sept. 18-19 2 hours	500.00		500.00T
Drone	Sept. 18-19 Mavic Air 2 Pro Fully Insured FAA Part 107 Unmanned Aircraft Pilot License Pilot Spotter	370.00		370.00T
Shoot RED	\$250 first hour \$120 each additional or \$1200/day Sept. 14-19 3 hours	700.00		700.00T
Shoot RED	Oct. 9 1/2 day	1,200.00		1,200.00T
		Subtotal		
		Sales Tax (6.75%)		
		Total		