



**Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area**

**Board Meeting
Tuesday September 24, 2024**

Members present: Kelly Miller, Andy Hofmann, Matt Hausser, Tom Pashley, Bonnie McPeake, Caroline Xiong

Not present: Natalie Dean-Hawkins, Frank Quis, George Little, Warren Lewis, Linda Parsons, Wayne Vest

Staff present: Phil Werz, Donna Garner

The meeting was called to order at 4:00 p.m. by Chairman Miller.

Chairman Miller entertained a motion to approve the June 24, 2024 minutes. Member Pashley made the motion to approve the minutes, Member McPeake seconded it, and the motion passed.

Financial Report-Matt Hausser

Room Tax Collections:

Since our last meeting the 2023-24 fiscal year concluded, and as expected, we surpassed the \$3.9 million mark in occupancy tax collections. That figure represented a 21.7% increase in collections from the previous fiscal year.

In June, the final month of the 2023-24 FY, the CVB realized collections of \$726,054, a 126% increase from the previous June, obviously an impact of the US Open.

For perspective and to demonstrate the enormous growth in visitation and occupancy tax collections the last five years, collections have increased 165% since the 2019-20 FY.

Expenditures:

The CVB ended the 2023-24 FY in a strong financial position, a little more than \$455,000 ahead of forecast to budget. With one financial report available for the first year of the new FY (July), we show a variance of \$476,000 as expenditures, as a rule, exceed occupancy tax collections based on initial new year expenditures and encumbrances. As always and expected, collections will meet and exceed expenditures as the fiscal year progresses.

Statement of Financial Position (Balance Sheet):

Also, you were provided a copy of the Balance Sheet/Statement of Financial Position as of September 16, 2024. The balance sheet showed a little more than \$2.8 million in total assets, \$685,000 in total Liabilities, for a total fund balance of \$2.2 million.

Chairman Miller entertained a motion to approve the Financial Report. Member Pashley made the motion, Member Hofmann seconded it, and the motion passed.

President & CEO Report-Phil Werz

Phil stated that there's a couple of small revisions that need to be made to our Budget Ordinance document. First the FY was wrong at the top, and also the verbiage stating that "the CVB follows the County of Moore personnel policy with the exception of longevity" needs to be changed to "the CVB follows all the policies of the County of Moore with the exception of longevity". Also, we need approval from the board to move \$200,000 from the one-time project fund program, that was in last year's budget, into the current FY operating budget. This was the amount that was granted to the Southern Pines Skate Park. We have been waiting for them to do their fundraising efforts, to determine the amount that we would match up to or equal to \$200,000. Right now, they have raised \$140,000, so we will give them that amount, with the option if they raise additional funds before the end of the calendar year, we would give them additional matching funds. Chairman Miller entertained a motion to approve both of these items. Member Hofmann made the motion, Member McPeake seconded it, and the motion passed.

In regard to the Skate Park, Phil took part in the groundbreaking ceremony held on Monday, September 23, 2024, at Memorial Park. The facility will be 7,000 square feet. He showed the video rendering of what it will look like. There is the option of adding lighting in the future, but there won't be any to begin with.

Phil gave each member a handout showing the economic impact of visitor spending in Moore County for the 2023 calendar year. In 2023, visitor spending grew 7.4% to \$805 million. We have the 10th best tourism economy in NC which supports the golf industry, shops, restaurants, and other businesses in Moore County. Tourism saves every Moore County resident \$532 in state and local taxes, and supports 6,000 jobs in the county, which is the second highest employment sector.

As stated in the financial report, our room occupancy collections for the 2023-24 FY surpassed \$3.9 million, with the month of June recording a whopping \$726,055, thanks to hosting the U.S. Open that month. July collections came in at \$301,990, up 8% from last year. As of September 20th, we have collected \$278,751 so far for the month of August.

According to the STR report, occupancy numbers for June were up 10% coming in at 75.4%, and the ADR was \$296, up 11.2%, with a gross revenue of \$24 million. Short term rental lodging data shows \$9 million in revenue, 64% occupancy rate and ADR of \$606. A comprehensive report of the overall economic impact of the US Open on the destination will be released in November.

Phil recently attended the Great Trails State conference in Winston Salem, where the CVB won an award for our Pinecone Pathways program. In a take off on that popular initiative, we have collaborated with Crystal King, a potter in Seagrove, and had her make 30 pottery pinecones. These will be hidden along trails in Moore County on Great Trails State Day, which is October 19, 2024.

In exciting news, NASCAR Truck Series and Xfinity series racing will return to the Rockingham Speedway April 18-19, 2025. Tickets go on sale November 1st, and 25,000-30,000 fans are expected to attend which will impact lodging here in Moore County exponentially.

In the past several months, we have hosted 3 social media influencers with a combined reach of 1.1 million followers. From these visits we have encompassed 64 posts, which have shows 15.2 million impressions. Our data shows that 73% of this audience is female. This usage of our digital marketing strategies, helps us to show that we have more to offer visitors than just golf.

We are planning a team retreat soon, which will allow us to brainstorm and come up with a 5-year plan being called Target 2030. This will help us have a greater impact on tourism, economic development, and capital projects. We want to grow sports tourism in this destination, as well as hotel/lodging growth. Other target impacts are getting commercial air service back at the Moore County Airport, and to achieve \$1 billion in visitor spending. Phil will be attending an aviation conference in October with, Rick Cloutier and Natalie Dean-Hawkins, to "pitch" bringing commercial air service here, to potential carriers.

Chairman's Report

Chairman Miller said that he, some of the other board members, and Phil, attended the Commissioner's work session on August 22, 2024, at which the room occupancy tax increase was discussed. He said he felt it was a good meeting and he feels hopeful that the increase will eventually happen. There was a presentation about a proposed amphitheater to be built at Sandhills Community College, and perhaps using some of the funds from the increase. He said this wasn't something we could commit to at this time, but is something that we would definitely look at supporting. He asked Member Pashley to call for a committee meeting to discuss further questions/issues raised such as the 50/50 split that was mentioned at the work session.

Unfinished Business

There was no unfinished business.

New Business

There was no new business.

Chairman Miller stated that the next meeting will be December 10, 2024, and the meeting was adjourned at 4:46 p.m.

Respectfully submitted,



Matt Hausser, Secretary/Treasurer