



Legislation Text

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TITLE:

Annual Report from the Tourism Development Authority and Budget Discussion

PURPOSE: The purpose of this agenda item is to update the Board of Aldermen on the activities of the Tourism Development Authority and to get feedback on the upcoming budget process.

DEPARTMENT: Economic and Community Development and Finance

CONTACT INFORMATION: Annette D. Stone, AICP

INFORMATION: The Tourism Development Authority has been very active in promoting and increasing tourism and travel to Carrboro. In FY 2014-15 the revenues from the hotel exceeded projected estimates. The Carrboro Hampton Inn runs at 77% occupancy compared to the CHOCVB reported average hotel occupancy for the County at 57.3%. The Town is now also collecting revenues from online booking companies including AirBnB. Attachment 1 is the Annual Audit for the TDA for FY 14-15. Attachment 2 is current year budget status as of December 2015.

Highlights from the past year include funding for 12 community events including 2 Cat's Cradle Concerts that drew over 4000 people for each event; funding for Town signature events and the new Freight Train Blues Music series; collaborating with the Carrboro Business Alliance to fund seasonal promotions like Summer Harvest Sale and Carrboro Cheer; worked with Splinter Group to develop and execute a media plan; created collateral material and swag for conferences and promotional opportunities; updated the "For Visitors" section of the Town website to improve ease of use, organization, and appearance; and increased funding for leasing parking from 300 East Main parking deck. Attachment 3 is a list of events and promotions funding levels and Attachment 4 are highlights from final reports submitted by grantees.

In 2016, the TDA has voted to provide \$10,000 in funding for the Bee Mural on Fire Station 1, create a mural grant fund available to Carrboro businesses, update and reprint Carrboro Downtown Maps, hire a photographer for professional photos for marketing and promotions, fund a wayfinding study and continue support of community events, media marketing and promotion, and support for the Carrboro business community.

FISCAL & STAFF IMPACT: The TDA is supported by a 3% hotel occupancy tax.

RECOMMENDATION: Staff recommends the Board consider accepting the report and provide feedback on upcoming budgeting considerations.