

MOORESVILLE

CONVENTION & VISITORS BUREAU
racecityusa.org

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, OCTOBER 1, 2020
9:00 AM VICTORY LANES BOWLING CENTER, MOORESVILLE, NC

Present: Ron Johnson, Eddie Dingler, Amit Govindji, Grant Hutcheson, Deborah Hockett, Leah Mitcham, Cathy Carpenter

Guests: Tony Bassat, Debbie Furr, Jenn Bosser

Mr. Johnson called the meeting to order at 9:04 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes.

Eddie Dingler made a motion that the minutes from the September 3, 2020 meeting be approved.

Grant Hutcheson seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

The CVB assisted 60 visitors and had 68 visitor guide requests.

Leah reported occupancy for August was 33.7% down 46.3%. ADR for August was \$84.47 down 18.1%. Revenue was down 48%. * *Data from STR

STR reports U.S. occupancy for the week of September 13 was 48.6%, down 31.9% from the same week in 2019. ADR was \$95.84, down 28.9% and RevPAR was \$46.54, down 51.6% from the same week in 2019.

Leah reported the CVB website had 4275 users and 8406 pageviews with user locations coming from Charlotte, Atlanta, Raleigh, Washington DC, Nashville, Virginia Beach and Memphis.

Leah reported the promotion Summer Fun at the Lake Adventure reached 14,912 people, with 299 clicks and a CTR of 1.93% (avg CTR is .89%). The Summer Fun at the Lake Relax reached 17,956 people, with 277 clicks and a CTR of 1.94%.

Leah reported the weddings promotion reached 46,128 people, with 6808 clicks and a CTR of 11.16%.

Leah reported the Find Yourself Here Summer Getaway promotion reached 46,352 people, with 1,094 clicks and a CTR of 1.74% (avg CTR is .89%). October 1 it will move to a fall getaway promotion.

Leah reported the Mooresville neighborhood explorer blog on Charlotte'sGotA lot.com started September 1. Visit Charlotte posted the blog on Instagram and the CVB's Instagram gained 50 new followers the week of the post. The blog was also featured in the Five to Try for the week of September 7.

Leah reported a made-for-television movie "The Nashville Christmas Carol" and a new series from Warner Bros. Television for OWN called "Delilah" will be filmed in the Charlotte region.

Leah reported the CVB received a marketing credit from Visit NC through the CARES Act to participate in their Marketing Co-Op Credit Program. The CVB will participate in several programs in October and November targeting people in TN, VA and GA who mention travel, getaways, the outdoors and lake activities as well as travel interest on sites like Expedia, TripAdvisor and Travelocity and YouTube.

Leah reported she is working on the annual report to present to the Town Board in October.

Leah reported the 2019 Economic Impact of Travel on North Carolina Counties prepared for Visit NC by the U.S. Travel Association. Domestic visitors to and within Iredell County spent \$281.29 million dollars in 2019 which was an increase of 3.5%. Iredell County is ranked 19th out of 100 counties in visitor spending. The travel and tourism industry directly employs more than 2000 in Iredell County, an increase of 1.05%. Local tax revenue totaled \$8.57 million generated from sales and property tax revenue from traveling-generated and travel supported businesses, up 2.6% from last year. This resulted in a tax savings of \$131.55 per resident, up from \$127.19 in 2018.

The Mazeppa Park Redux mountain bike race September 13 had 122 racers and an estimated room demand of 18. There were racers from NC, SC, VA, WV and Myrtle Beach.

The Top Gun Battle of the Belts softball tournament had 52 teams and an estimated room demand of 127.

The FLW Phoenix Bas Fishing League tournament had 210 anglers with an estimated room demand of 57.

The NXT Carolina Shootout lacrosse tournament scheduled for October 17-18 has been cancelled. UFFL Flag Football scheduled for October 3-4 has been cancelled. NCAAU girls basketball tournament scheduled for September 26-27 has been cancelled and the October 17-18 tournament may be rescheduled for November. Teammate Basketball's tournament scheduled for October 3-4 has been rescheduled for November 21-22.

Leah reported the Whirlwind Invitational shag competition scheduled for November 5-8 has been cancelled.

Leah reported the 5K Mazeppa Trail Run set for September 19 has been rescheduled for October 24 due to weather.

Leah reported GoPro Motorplex will host the US Pro Karting's Carolina Grand Prix October 17-18.

Leah reported the Charlotte Independence Fall Classic soccer tournament will be November 14-15 and 21-22.

Leah reported leads were sent for Perfect Game Fastpitch Softball, PBA50, NXT Carolina Shootout 2021 and AC Baseball NC Open II 2021.

Leah reported Beyond 77 is asking for the public's input on travel along the I-77 corridor. The survey can be found at beyond77.com. The goal is to compose a plan and solutions that provide transportation options that residents need for example where to connect main thoroughfares bordering the highway, add stops to bus routes, focus on LYNX light rail, or build more bike and pedestrian lanes.

3. Director of Sales Report:

Cathy reported she attended HSMIAI Webinar on The Changing Economic & Business Landscape: Preparing for A Post-COVID World with Bernard Baumohl, Chief Global Economist with The Economic Outlook Group.

Cathy reported she updated the CVB listing with Cvent and the Cvent Destination Guide using Cvent Solution Specialists to get the best possible presence and deleting old businesses that are not relevant to our current market.

Cathy asked the hotels to submit any specials for Fall to add to the CVB website and the Cvent profile.

Cathy reported she attended AENC Golf Outing on September 14 in Pinehurst and passed out boxed lunches to CEOs and Executives who plan meetings and are decision makers for future state-wide travel.

Cathy reported one of the travel writers rescheduled for October 15-17 and Visit Gaston will partner with us to host this writer.

Cathy reported she will be a volunteer at the HTA Event on October 21st to get Mooresville in front of regional CEOs and other businesses.

Cathy reported she is working on the MPI programming committee for the October 22nd virtual trade show.

Cathy reported the AENC Fall Conference will be October 29th and 30th in Durham and the CVB is a sponsor for the morning session.

Cathy reported she is working on the virtual profile/booth for the AENC Annual Trade Show December 9th at the Raleigh Convention Center. GoPro Motorplex will be a partner and share the double booth for the hybrid event.

4. Financial Report:

Mr. Johnson reported the unaudited financials for July-September were \$29.82 for revenue, \$71,601.26 for personnel, \$45,583.40 for operations and \$59,507.55 for marketing and promotions.

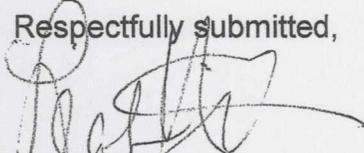
Mr. Johnson stated revenue will be challenging this year due to COVID but hoping to see things improve in the next 6 months.

5. Mr. Johnson called for any old business.

6. Mr. Johnson called for any new business.

The meeting adjourned at 9:39 AM.

Respectfully submitted,



Leah Mitcham
Executive Director