Presentation to the Henderson County Board of Commissioners
April 17, 2013

History/Legal

1. Travel & Tourism Department
   a. Founded in 1980s
   b. Basically, a committee/department of County Government
      i. Appointments
      ii. Budget Adoption
      iii. Facilities/Personal Property

2. Henderson (County) Tourism Development Authority
   b. Effective on September 1, 2012
      i. Inter-Local Agreement between Henderson County and the TDA
         1. Expires on June 30, 2013
   c. Tax Revenues (5% of gross room receipts)
      i. Paid to County – distributed to the TDA
         1. County receives 3% of the first $500,000 and 1% of any
            additional for administrating and collecting the tax
      ii. Promote travel and tourism
         1. Advertise or market the area or an activity
         2. Publish/distribute materials
         3. Conduct market research
         4. Engage in promotional activities that attract tourists or
            business visitors to the area
         5. Administrative expenses
      iii. Expending net proceeds to increase the use of lodging facilities,
           meeting facilities; convention facilities
3. What is the TDA?
   a. Membership
      i. 3 members appointed by Henderson County (Chairman)
      ii. 3 Members appointed by City of Hendersonville
      iii. 1 Member appointed by Village of Flat Rock
      iv. 1 Member appointed by Town of Fletcher
      v. 1 Member appointed by Chamber of Commerce
   b. Authority – a municipal corporation, as defined by the Local Government Fiscal Control Act
   c. Legal Body under North Carolina Law
      i. Open Meetings Law
      ii. Adoption of Budget
      iii. Audit Report – Component Unit

4. Overview of the Travel Industry
   a. 2012/2013 – Cautious Optimistic
      i. Occupancy percentages are moving up nationally and locally
      ii. Travel is changing
         1. Last minute planning
         2. Seeking value/packages
         3. More shorter trips
         4. Using technology
         5. More active activities
         6. Lots of competition
      iii. Brand Messaging
         1. You must standout
         2. Unique experience
         3. Stay connected

5. Importance of Tourism to Henderson County (2011 NC Division of Tourism)
   a. Impact of $209.4 Million Dollars (+3.1%) and 17th county in state
   b. 1,930 jobs are directly attributable to tourism with $36 Million in payroll
   c. Governmental revenues from travel amounted to $19.1 Million Dollars
   d. $176.97 in tax savings for each county resident

6. Henderson County Research and Strategic Planning
   a. Young Strategies, Inc.
      i. Visitors Research/Statistics
         1. Market data
         2. Analysis of attractions; dining; retail
         3. Review all current travel promotions and marketing efforts
         4. Review the latest travel trends
      ii. Lodging Survey and Market Analysis
      iii. Visitor Profile On-line Survey
      iv. Final Report – Late fall of 2013
         1. Strategic Plan including short and long term goals
7. “Stay and Play” Ticket Program
   a. Initially purchased $25,000 worth of tickets to the Flat Rock Playhouse
   b. Worked with our local accommodations to develop and promote packages for 2 free tickets to the Playhouse for a two night stay
   c. Program was credited as one of the reasons that the request for the additional occupancy tax was withdrawn by Playhouse

8. Other Activities since September 1, 2012
   a. Organize legal and administrative functions
   b. Hosted first – Annual Tourism Conference
   c. Joined and attended National American Bus Association Conference
   d. Reformatted – Travel Planner
   e. Expanded Marketing Campaign
   f. Developed Co-Op Ads in major publications
   g. Revised Grant Program to meet new legislation
   h. New permanent stage

9. Future Initiatives
   a. 20th Garden Jubilee (Vendor Fees and Sponsors)
   b. Music on Main Concert Series (Sponsors)
   c. New TDA Website
   d. Automated accommodations program
   e. Develop relationships with other groups
      i. Local Organizations
      ii. Travel Industry – Regional and Statewide