



DAVIE COUNTY

Chamber of Commerce

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February 12, 2014

Davie County Board of Commissioners
123 South Main Street
Mocksville, NC 27028

RE: FY 2014-2015 Budget Request – Tourism

Dear Commissioners:

The Davie County Chamber of Commerce serves as the tourism authority for Davie County. We are responsible for promoting travel and tourism in the area to attract tourists and business travelers to our county. Funding is based on a portion of the occupancy tax levied at hotels and motels within the county. The Chamber office physically serves as the Visitor Center which provides mutual benefits for the Chamber and the County as it allows for significant efficiencies to be realized through shared expenses as noted. A change in that arrangement would have a significant impact on the handling of tourism activities and serving as the “marketing department” for Davie County.

County Tourism support increased significantly throughout 2013 with several new activities and events receiving some level of funding. We facilitated the printing of a new Davie County map which is currently available at the Chamber office and Register of Deeds. Additionally, we partnered with the Cooleemee Textile Heritage Museum to update and reprint their promotional brochure for area tourism locations. Both the map and brochure were significant expenditures and we are proud to have accomplished both projects in 2013. A complete redesign of the tourism website is nearly finished and due to be released at the end of February which utilizes updated technology so that the site will be mobile optimized for smart phones and tablets. The “Discover Davie County” campaign also continued throughout the year which included print advertising, a video, event websites as well as our social media resources. As other new opportunities emerge and through the community outreach efforts, we anticipate tourism support to increase this year as well.

2013 was very productive in many ways, however we ended the year with unused revenue of approximately \$11,000 which is providing the foundation to expand our program. Below is a summary of 2013 Tourism Income and Expenses.

2013 Tourism Income	\$92,507.45
2013 Tourism Expenses: Events Support, Arts Council and Broadway’s Best Theatre Event Support, Advertising, Billboards, Printing including 10,000 maps of Davie County and 10,000 Cooleemee Brochures, Graphics & Design, Social Media, Online Events Marketing, New Tourism Website Development, Visitor Center Operation & Staffing, Regional Tourism Dues & Subscriptions,	\$81,245.15
Balance as of December 31, 2013	\$11,262.30

Our 2014 budget figures are based on the actual performance of 2013. As Davie County continues to grow, our hotels are continuing to experience increased occupancy. If this trend continues, we anticipate occupancy tax revenues will likely surpass that of 2013. Expenses are also based on previous years' data with the ability to meet new opportunities as they are presented.

With the increase in revenue along with the separate Mocksville and Bermuda Run tourism funding, we believe there are new opportunities to partner in larger tourism initiatives. We are also working with the Dept of Commerce Tourism Division to help develop a plan that will brand Davie County and identify opportunities to promote our community in print, online and digital venues. We are meeting with our tourism entities to help promote their activities and assets which will ultimately bring more visitors to Discover Davie County. 2014 is already shaping up to be another great year and we are excited to be in a position to move our tourism efforts to the next level.

On behalf of the Davie County Chamber of Commerce, I respectfully request the continued funding of Davie County Tourism with the 3% hotel occupancy tax. Thank you for your time and consideration of our request and I am available to address any questions or provide additional information.

Sincerely,

A handwritten signature in cursive script that reads "Carolyn L. McManamy". The signature is written in black ink and is positioned above the typed name.

Carolyn L. McManamy, President
Davie County Chamber of Commerce