

February 12, 2013

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

**RE: FY 2013-2014 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 2012 with several new activities and events receiving some level of funding. A “Discover Davie County” promotion was started and will continue throughout this year. It will be promoted through print advertising, video, event websites as well as our social media resources. As new opportunities emerge and through the community outreach efforts, we anticipate tourism support to increase this year as well.

While 2012 was very productive in many ways, the year ended with unused revenue of approximately \$19,000 which is providing the foundation to expand our program. Below is a summary of 2012 Tourism Income and Expenses.

<b>2012 Tourism Income</b>	\$78,739.76
<b>2012 Tourism Expenses:</b> <b>Events Support, Advertising, Billboards, Printing, Graphics &amp; Design, Social Media, Online Events Marketing, Website Development, Visitor Center Operation &amp; Staffing, Regional Tourism Dues &amp; Subscriptions,</b>	\$58,995.89
<b>Balance as of December 31, 2012</b>	\$19,734.87

**CHAMBER CHAMPIONS**



Our 2013 budget figures are based on the actual performance of 2012. Our hotels are experiencing an uptick in occupancy and provided that continues throughout the year, it is likely our income will surpass that of 2012. 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. 2013 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 below the word "Sincerely,".

Carolyn L. McManamy, President  
Davie County Chamber of Commerce