



## FY2020 Budget Message

April 24, 2019

Cabarrus County Board of Commissioners:

I am excited to provide you the Cabarrus County Tourism Authority (CCTA) budget for FY2020. During the budget process decisions were made utilizing the Bureau's Mission and Vision Statements.

### MISSION

Drive visitation to Cabarrus County  
to generate the maximum impact through hotel stays  
and visitor spending.

### VISION

To continually grow and sustain  
a dynamic travel industry to become the  
number one economic force for Cabarrus County

The budget for FY2020 of \$5,895,007 represents an increase of 2.4% over the FY2019 budget and a 2.8% increase over actual FY2018. The following summaries will provide additional detail on how the revenues are recognized and the expenditures are planned.

Lodging in Cabarrus County in calendar year 2018 saw increased Demand of 7.9% while Average Daily Rates fell 2.3%. Total Hotel Occupancy was 69.7% and Average Daily Rates were \$101.34. The growth in Demand was driven by each of our visitor segments including leisure, business travel, and group. In FY2019 we continued to push our Marketing presence even further with the utilization of TV in select markets for the first time. This will continue in FY2020 with further expansion based on research. Towards the end of FY2020 we will be focusing heavily on the RNC. The DNC in 2012 was very successful for Cabarrus County and we plan on showcasing our destination during this large-scale event. The CVB Board and Staff will continue to work on the latest strategic plan introduced in 2018. Meeting Facility and Sports Facility expansion is key to growing Demand in the future. Workforce Development will also remain a focus as we work with secondary and post-secondary education systems to highlight the opportunities that exist within a hospitality and tourism career.

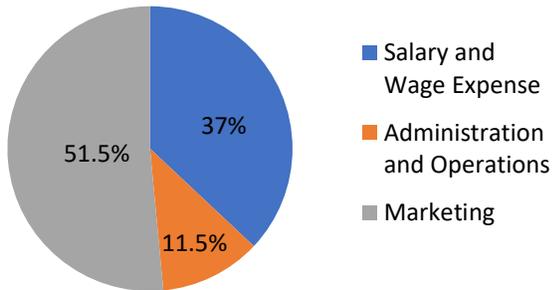
I would like to thank the individuals who contributed to the preparation of the FY2020 budget and offer them my sincere gratitude.

Respectfully submitted,  
Donna Carpenter  
President/CEO  
Cabarrus County Tourism Authority

## Expenditures:

The CCTA operates on a zero-based budget; therefore, all revenues received in FY2019 are budgeted to be expended. Expenditures for the CCTA are divided into three categories. They are Salary and Wage Expense, Administration and Operations, and Sales and Marketing Activities. The CCTA measures its expenditure allocation based on industry standards utilized by Destination Marketing Organizations with similar budgets. The following charts illustrate how expenditures are budgeted in FY2020 against those standards.

### Industry Allocations



### FY2020 CVB Allocations

