



Tourism Development Authority

Rutherford County, North Carolina

Financial Reports

2020-2021 Recommended Fiscal Year Budget

2020-2021 Budget Message

The 2019-2020 fiscal year, was the year of two tales. The first eight months were on track to be an incredible year. Occupancy tax collections were on track to exceed 1.6 million (record breaking). The Tourism Master Plan (Rutherford Bound) implementation was well underway with five towns' Phase I Projects being approved by Town Councils to move forward, and possibly three ground breakings this year. The TDA released a new marketing program "Moments that Matter," introduced a new marketing logo, installed new Wayfinding Signs, developed an Agri-Tourism Committee, developed a Relocate to Rutherford Committee, and the Keep Rutherford County Beautiful Committee was enhanced with volunteers and funding for litter-picks in our community.

The TDA had also formed the Rutherford Bound Partnership Team. This team was tasked to assist the towns and county with not only the implementation of the Rutherford Bound Plan, but to also develop a program to help fund the 15-year Rutherford Bound Plan. All programs and committees came to a screeching halt in mid-March with the COVID-19 international virus. The virus and the social distancing caused the TDA and all the communities in Rutherford County to put everything on hold. The community health and economic impact is to be determined. Rutherford County and the RCTDA will work together to minimize our impact and come back stronger than before in the future.

The 2020-2021 fiscal year will be a year of rebuilding and putting COVID-19 behind us. We anticipate our tourism and occupancy tax collections to be down from prior years due to the national economic recovery. However, if the economy comes roaring back sooner than expected the TDA and the stakeholders will be poised and ready for our county comeback. The TDA will continue to focus on all programs of work and grow tourism for the future. The TDA will work hard to assist the county and our communities to get through COVID-19 and help Rutherford County be a viable tourism destination.

The TDA Board of Directors and Staff value and respect the opportunity we have to develop Tourism for Rutherford County. It is the TDA's intent to create Tourism and make Rutherford County a better place for our citizens to live, work and play. We will continue to strive to develop the RCTDA to be one of the Leading Rural Tourism Development Organizations in the State of North Carolina.

"When you create a better place to live, work, and play; you create a place people want to visit."