

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, MAY 6, 2021
9:00 AM VICTORY LANES BOWLING CENTER, MOORESVILLE, NC

Present: Amit Govindji, Eddie Dingler, Mitch Abraham, Grant Hutcheson, Deborah Hockett, Leah Mitcham

Guests: Tony Bassat, Debbie Furr, Beth Compton, Jenn Bosser, Beau Falgout

Amit Govindji called the meeting to order at 9:07 AM. A quorum was present.

1. Approval of Minutes:

Mr. Govindji called for approval of the minutes.

Mitch Abraham made a motion that the minutes from the April 1 meeting be approved.

Eddie Dingler seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

The CVB assisted 42 visitors had 102 visitor guide requests or downloads, distributed 162 visitor guides and provided goody bags for six events.

Leah reported occupancy for March was 47.4% up 6.7% from last year, ADR was \$82.66 down 13.6% and Revenue was up 10%.* Data from STR

STR reported for week ending April 24 U.S. occupancy was 57.3%, ADR was \$108.10 and RevPar was \$61.93. There has been a noticeable uptick in weekday occupancy, which is indicative of increased business travel. The Luxury, Midscale and Economy classes have each recovered more than 90% of their 2019 ADR levels.

Leah reported the CVB website's key performance indicators for the month of April showed 6154 users, an increase of 31% from last month and 10,816 pageviews, an increase of 27% from last month. Bounce rate was 70.8%. Goal completion rate was 10.2%, slightly down from last month. Goals are 3+ pages per session, events page view, hotels page view and visitor guide view/download. The Facebook/Instagram ad campaign had 265,600 impressions, up 60% from last month. The weddings campaign had 2,812 clicks and a CTR of 3.47%, the plan your summer vacation campaign had 589 clicks and a CTR of 1.55%. On April 13 we changed the plan your vacation campaign to dreaming of an escape campaign which had 2,077 clicks and a CTR of 1.42%.

Leah reported Bound targeted marketing in Q1 had fewer overall visitors than Q4 but still had higher than average traffic. Both Targeted and Non-Targeted visitors had higher website engagement than Q4. Targeted visitors made up 28% of all sessions, and even though many of these Targeted visitors included visitors coming from ads, we saw significantly higher website performance than the Non-Targeted visitors, especially with time on site.

The Visitor Guide Modal had less impressions but higher clicks and a significantly higher CTR at 8%. This is much higher than the DMO modal average CTR of 4.5%. Part of this was due to better engaged visitors seeing the modal and we optimized the modal to show the better-performing kayak image.

A fly-in was added to the homepage targeting visitors from social ads who scroll past the summer planning/escape box (where we want them to engage) and even though this fly-in is targeted at ad visitors, engagement is good with over a 2% average CTR.

Our Targeted conversion rate on the visitor guide was 1.3%, which is significantly higher than the DMO average in Q1 of .5%.

Leah reported the Mooresville Escape promotion began May 1. Attractions that are participating include GoPro Motorplex, Daveste' Vineyards, Mooresville Spinners, NASCAR Hall of Fame, NC Auto Racing Hall of Fame, PIT Indoor Karting, Victory Lanes, Mooresville Arts and Daniel Stowe Botanical Gardens.

Leah reported the CVB sent out approximately 400 postcards to people who previously requested visitor guides. The postcard said Find Yourself Here on the front and on the back "when you're ready for your next adventure, we're ready to welcome you back!" A gentleman called to say thank you for the postcard and requested information to plan a visit this summer.

Leah reported Cathy delivered promotional items to the I-77 South Welcome Center in celebration of National Travel and Tourism Week May 2-8.

Leah reported she and Cathy met with the new owner of Langtree Plantation to discuss how we can work together to bring in more groups.

Leah reported she met with Precision Athletics Volleyball Club to discuss hosting tournaments. The first tournament will be May 22-23 at Talbert and grass tournaments will be held at Mazeppa Park June, July, August and September.

Leah reported the Carolina Shootout lacrosse tournament currently has 60 teams signed up for June 5-6. They will be using fields at Stumpy Creek and Mazeppa Park.

Leah reported Perfect Game's Coastal Super Regional NIT baseball tournament had 6 teams with an estimated room demand of 30 and total estimated economic impact of \$23,793.

Leah reported USSSA's Select Super NIT had 21 teams, an estimated room demand of 67 and total estimated economic impact of \$70,424.

Leah reported the Carolina Big Bass Classic had 801 anglers, an estimated room demand of 241 and total estimated economic impact of \$201,156.

Leah reported the NCAAU Girls Basketball State Championship had 38 teams, an estimated room demand of 240 and total estimated economic impact of \$178,471.

Leads were sent for Carolina Girls Hoops and USA Bobsled.

Leah reported some of the USA Bobsled team will be in town May10-12 to test in the wind tunnel.

Leah reported ISSA East Coast Regionals did not host at Mazeppa Park due to vaccines scheduled on April 30.

Leah reported upcoming events: Teammate Basketball's State Championship May 14-16, Top Gun Sports Spring World Series and Beast of the East May 15-16, Charlotte Independence Novant Children's Trust Soccer Tournament May 15-16, Carpetbagger Lacrosse LKN Summer Classic May 22-23, Weekend Warrior Flag Football Nationals May 29-31, NXTSports Carolina Shootout Lacrosse Tournament June 5-6

3. FY2022 Budget:

Leah presented the FY2022 Recommended Budget.

4. Financial Report:

Deborah Hockett reported cash in the bank is \$846,857. Total revenue for July-April is \$451,208. Total expenses for July-April are \$607,987. Expenditures exceed revenue by \$156,779. Ratio of revenue to budget is 53.5% and expenses are 50.4%.

6. Old Business

7. New Business

The meeting adjourned at 9:22 AM.

Respectfully submitted,

Leah Mitcham
Executive Director