

1. Agenda Packet

Documents:

[APRIL 23, 2019 AGENDA PACKET.PDF](#)

2. Meeting Materials

Documents:

[MAY 2019 CALENDAR.PDF](#)

**AGENDA  
CITY OF LENOIR  
COMMITTEE OF THE WHOLE  
801 WEST AVENUE  
TUESDAY, APRIL 23, 2019  
8:30 A.M.**

**I. CALL TO ORDER**

**II. CITIZEN COMMENT**

**III. COMMITTEE ITEMS**

**A. Public Utilities/Public Works**

1. Update; Asset Inventory Assessments - Joel Whitford, P.A., McGill Associates
2. Ms. Erin Schotte, Community & Economic Development Administrator, Western Piedmont Council of Governments, will present an update to Council regarding the Old Broyhill Plant Site Clearance Project.

**A. Authorizing Resolution; Appalachian Regional Commission: Staff recommends approval of a Resolution Authorizing the Execution of a Grant Agreement with the Appalachian Regional Commission (ARC) for a \$300,000 Grant Award for the Old Broyhill Plant Site Clearance Project.**

Staff further recommends that the Mayor and/or City Manager are hereby authorized to execute the Appalachian Regional Commission Grant Contract, and any related documents for the grant award of \$300,000, and further authorizes the grant match of \$250,000 in City funds for the Old Broyhill Plant Site Project.

**B. Update; Public Works Director Jared Wright**

**IV. Community Development**

- A. Lenoir Tourism Development Authority: The Lenoir Tourism Development Authority will meet on Thursday, April 25 from 10:00 a.m. – Noon at City Hall, Third Floor. Minutes of the February 14 and March 21 meetings are submitted as information. Kaylynn Horn, Economic Development Director, will present a report of current activities.**
- B. Lenoir Business Advisory Board: The Lenoir Business Advisory Board met on Thursday, April 11 at 6:00 p.m. Minutes of the February 14 and March 21 meetings are submitted as information. Kaylynn Horn,**

Economic Development Director, will present a report of current activities.

- C. Planning Board: The Planning Board is scheduled to meet on Monday, April 22. Planning Director Jenny Wheelock will present a report of current projects.
- D. Parks & Recreation Advisory Board: The Parks & Recreation Advisory Board met on Monday, April 15. Minutes of the meeting are submitted as information. Kenny Story, Recreation Director, will present a report of current activities.

#### C. FINANCE & ADMINISTRATION

##### A. Financial Summary – Finance Director Donna Bean

- 1. Approval of Tax Releases and Refunds as of April 15, 2019 as submitted in accordance with N.C.G.S. §105-381.

##### B. Update; Public Communications – Public Information Officer Joshua Harris

#### V. PUBLIC SAFETY

##### A. Update; Police Department –Chief Brent Phelps

##### B. Update; Fire Department –Chief Ken Hair

- 1. Quarterly Report- Chief Hair

#### VI. OTHER

##### A. May Calendar

#### VII. ADJOURN

### Asset Inventory Assessments

The City received grant funding from NCDEQ to undertake an asset inventory assessment of our water and wastewater utilities. The Water Assessment (\$80,000) and Wastewater Assessment (\$140,000) identified the current assets of the utilities and developed replacement schedules and projected costs. The assessments will also help us manage other items such as valves, fire hydrants, manholes, and equipment needed to maintain the collection and distribution systems. The completion of the assessments will be valuable to the development of future Capital Improvement Programs and in seeking funding for future projects.

**AIA REPORT – SEWER**

**ASSET INVENTORY AND ASSESSMENT (AIA) – SEWER  
PROJECT NO E-AIA-W-16-0004**

**CITY OF LENOIR, NORTH CAROLINA**



## EXECUTIVE SUMMARY

The City of Lenoir and McGill Associates conducted an assessment of the sanitary sewer system to assist in identifying areas with excessive infiltration / inflow (I/I) and to address the condition of aging and failing sewers. The City has over 200 miles of sewer lines with vitrified clay, PVC, and ductile iron pipes in greatly varying conditions. As with older sewer systems, I/I has been problematic in the City's system over the years, particularly in times of higher rainfall. The wastewater treatment plants and several outfall sewers experience large peak flows during wet weather events that have resulted in conveyance and treatment issues in the past.



### Scope of Work

The project included a review of the current sewer GIS mapping and performing an assessment of the system conditions. Furthermore, system components such as lift stations, flumes, and suspect manholes were assessed. City staff, with the assistance from McGill Associates, performed flow monitoring in susceptible areas of the system using City equipment purchased as part of this assessment. The results of the sewer system evaluation were used to evaluate, identify, and prioritize sewer replacements and upgrades related to I/I on the 10-Year Capital

Improvements Plan (CIP). The assessment identified system deficiencies and recommended improvements that provide the most benefit for the system.

### **Flow Monitoring**

Using the City of Lenoir's sewer system GIS mapping, approximately twenty-five (25) sub-basins were delineated. Meetings were held with City staff to identify areas of concern within the sewer system and select locations to place flow meters. The City purchased six (6) sewer flow meters along with Flowlink software to be used as part of this project and for continued flow monitoring in the future. Three (3) rounds of flow monitoring were conducted, each lasting a period of 4-8 weeks depending upon weather events. The purpose of flow monitoring was to determine average daily flows for several main sewers in the system, and to determine the effect of wet weather on the sub-basins.

Using rainfall data provided by the Lenoir Fire Department, wet weather events were evaluated during each of the monitoring periods. Graphs assessing sewer flow were created for each flow meter in order to evaluate baseline flows and the severity of I/I at each location. Peaking factors were determined by dividing the peak flow by the dry-weather flow. Peaking factors varied from location to location, indicating a significant difference in severity of I/I throughout the system. The results of the flow monitoring analysis are being provided to the City staff in appendices.

### **System Evaluation**

Accompanied by City staff, several suspect manholes of the sewer system were visited and evaluated. In particular, staff noted two (2) manholes that routinely overflow during major rainfall events. During one such rainfall event, these manholes were observed along with several other manholes upstream and downstream of the overflowing manholes. During the assessment period, the critical need for improvements in this area prompted a funding application to the North Carolina Division of Water Infrastructure (DWI). This project (Crossroads Sewer Replacement) recently received approval for low-interest funding from DWI. Another related project involves raising several other manholes in low-lying connecting sewers.

### **Proposed Improvements**

The sewer evaluation through flow monitoring, modeling, component assessment, and continued staff consultation led to the development of recommended sewer improvement projects. The following table includes a summary of proposed projects included in the 10-Year CIP and total project costs. Projects are listed in order of priority and costs have been adjusted based on the CIP Implementation Year.

| No. | Project Name                            | Total Project Cost |
|-----|-----------------------------------------|--------------------|
| 1   | Crossroads Sewer Replacement            | \$ 2,480,000       |
| 2   | Manhole Improvements                    | \$ 280,000         |
| 3   | Pennton To Hwy 18 Sewer                 | \$ 920,000         |
| 4   | Zacks Fork Sewer Replacement            | \$ 1,970,000       |
| 5   | Main Street Sewer Replacement           | \$ 950,000         |
| 6   | Rehab Blairs Fork Outfall               | \$ 750,000         |
| 7   | Golf Course Sewer Replacement           | \$ 3,120,000       |
| 8   | Gunpowder Creek Interceptor Replacement | \$ 3,100,000       |
| 9   | East Harper Avenue Sewer Replacement    | \$ 500,000         |
| 10  | Meadowood Lift Station Improvements     | \$ 250,000         |

### **Future Tasks**

It is recommended that the City continue assessing the sewer system to determine the condition of aged sewer lines in the collection system as follows:

1. Continue locating manholes and updating GIS mapping using City staff.
2. When cleaning sewers, perform CCTV video evaluations of aged sewer lines.
3. Develop a program for continued flow monitoring in high priority areas and sub-basins.
4. Begin smoke testing efforts in high I/I areas to determine sewer rehabilitation needs.
5. Continue to develop hydraulic models of key sewer outfalls.

**AIA REPORT - WATER**

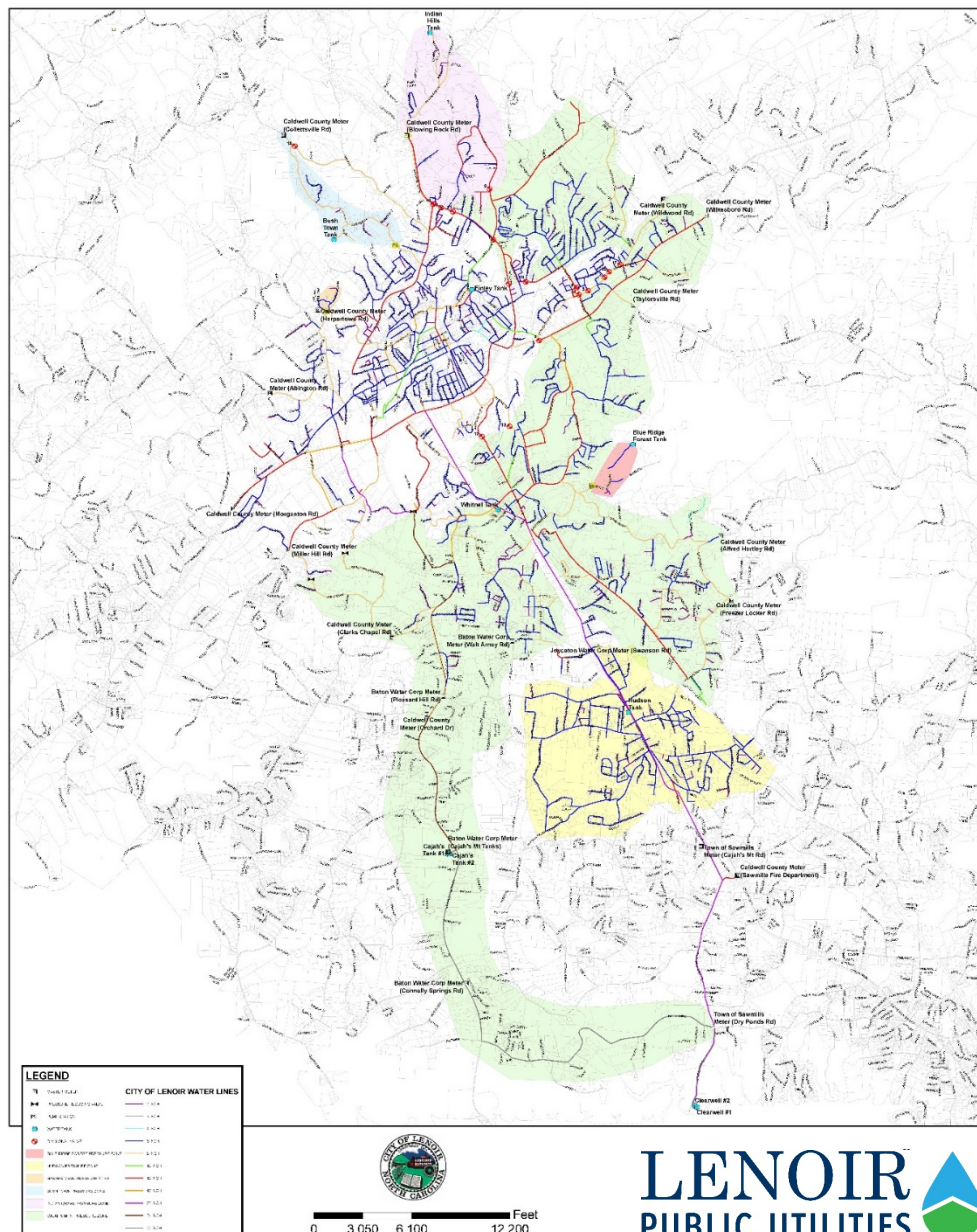
**ASSET INVENTORY AND ASSESSMENT (AIA) – WATER**  
**PROJECT NO E-AIA-W-16-0004**

**CITY OF LENOIR, NORTH CAROLINA**



## EXECUTIVE SUMMARY

The Asset Inventory and Assessment (AIA) Grant project (No. H-AIA-D-16-0013) was developed to address two (2) major items of concern with the condition of aging pipes and facilities. The first item was to discern the condition of these lines through mapping, physical inventory, where possible, and modeling. Hydraulic distribution network modeling is necessary in urban areas where limited mapping is available, aged infrastructure exists and physically inspecting lines are cost prohibitive. Through calibration of the water model, water line sizes and conditions can be approximated digitally based on strategic static and dynamic flow testing.



The second major item was that of operational efficiency. The City's water system is comprised of multiple pressure zones that are fed by two (2) separate high service pump stations. The Cahah's Mountain (Cajah's) Pressure Zone, which has the highest hydraulic grade line (HGL), has large horsepower pumps with higher operational costs. It is suspected that valves connecting the pressure zones have allowed water to back feed the Whitnel Pressure Zone, which is the other main pressure zone in Lenoir's water system. This report includes reviews the AIA process, recommended improvement projects, and an updated Capital Improvements Plan (CIP).

### **Scope of Work**

The AIA project began with a review of existing water maps and GIS mapping with City personnel to identify necessary updates to the water mapping. The updated mapping was used along with hydrant flow and pressure testing results to calibrate updates to the City's hydraulic water model. The updated model was used to evaluate water system concerns including an aging transmission main, unintended water transfer between pressure zones, and to predict lower pressure areas during high demand and/or fire flow conditions. An assessment of major water system components, including pump stations, tanks, divisional valves, and pressure reducing valves were covered in the project scope. The following items are included in the AIA project scope:

- Reviewed Existing Water Maps and GIS mapping – Updated GIS files are being provided to the City separate from this report
- Updated/Expanded Water Model Inventory – Included 2-inch and larger in the model
- Hydrant Flow and Pressure Testing for Model Calibration – Identified locations and performed testing to calibrate water model
- Evaluated Water System Concerns
- Major Water System Component Conditions – Site visits to evaluate asset conditions
- Prepared Opinions of Probable Costs for Improvements – Cost estimates for improvement projects are being provided to the City as part of this report
- Updated Capital Improvements Plan (CIP) – Updated CIP has been provided to the City and is also included in the AIA report.

### **Findings and Recommendations**

The mapping and hydraulic modeling updates included in this effort have identified a water transfer between pressure zones through an 8-inch bypass line near the intersection of Overlook Drive and Fairview Drive. The City has since closed the valve on the line. As a result, the quantity of water pumped to the Cahah's and Whitnel Pressure Zones changed from a typical 70% - 30% split to a more even split.

Hydraulic water modeling scenarios have identified possible solutions to water system concerns. The model identified upsizing requirements for replacement of the aging Whitnel transmission main for system reliability and to allow higher pumping rates from the WTP. Water modeling efforts have also identified approximate elevation for a future pressure zone to improve system conditions in the Finley Avenue and West End areas. Furthermore, the water model has identified critical locations that will require localized projects as demands increase in the future.

The review of divisional valves and pressure reducing valves has led to a phased plan to replace these valves with new, remote operated valves.

### **Proposed Improvements**

The following table includes a summary of proposed projects included in the 10-Year CIP and total project costs. Projects are listed in order of priority and costs have been adjusted based on the CIP Implementation Year.

| <b>Project Name</b>                           | <b>Total Project Cost</b> |
|-----------------------------------------------|---------------------------|
| Whitnel Transmission Main Replacement Phase 1 | \$ 4,930,000              |
| Fairview PRV Replacement                      | \$ 300,000                |
| Finley Area/ "Medium" Pressure Zone           | \$ 3,810,000              |
| Walt Arney Road Water Line Replacement        | \$ 473,000                |
| Divisional Valve Replacement                  | \$ 89,000                 |

### **Future Tasks**

1. Continue monitoring water pumped to the Cahah's and Whitnel Pressure Zones.
2. Update system mapping and modeling as the City implements upgrades to the water system.
3. Regularly review project priorities as the City's system continues to grow or change in demand and efficiency.
4. Develop priority list of divisional valves to be replaced. Each valve will have specific requirements depending on size and location.
5. Continue implementing capital improvement projects.

**CITY OF LENOIR**  
**COUNCIL ACTION FORM**

- I. Agenda Item:** Resolution Authorizing the Execution of a Grant Agreement with the Appalachian Regional Commission (ARC) for a \$300,000 Grant Award.
- II. Background Information:** The City of Lenoir has received notification from the Appalachian Regional Commission (ARC) that its application for grant funds for the Old Broyhill Plant Site Clearance Project has been approved. The project proposes to prepare an old, blighted manufacturing site for a new industrial development by removing demolition debris, conducting environmental assessments and preparation of a Brownfield Agreement to create a marketable industrial 15-acre site. This grant in combination with the EPA Brownfield Assessment Grant funds will afford the City the opportunity to conduct a more thorough Phase 2 environmental evaluation of the site that will facilitate the development of the Brownfield Agreement. The total project budget is \$768,000, which includes \$45,000 in Environmental Protection Agency Funds, \$173,000 in in-kind funds (appraised value of the property), and the ARC grant award in the amount of \$300,000 and a required cash match of \$250,000 in City funds.
- III. Staff Recommendation:** Staff recommends that the Mayor and/or City Manager are hereby authorized to execute the Appalachian Regional Commission Grant Contract, and any related documents for the grant award of \$300,000, and further authorizes the grant match of \$250,000 in City funds for the Old Broyhill Plant Site Project.
- IV. Reviewed by:**
- City Attorney:** \_\_\_\_\_
- Finance Director:** \_\_\_\_\_
- Public Works/Public Utilities Director:** \_\_\_\_\_



CITY MANAGER  
SCOTT E. HILDEBRAN

CITY OF LENOIR  
NORTH CAROLINA

MAYOR  
JOSEPH L. GIBBONS

CITY COUNCIL  
J. T. BEAL  
T. H. PERDUE  
J. I. PERKINS  
T. J. ROHR  
D. F. STEVENS  
C. D. THOMAS  
B. K. WILLIS

**Resolution Authorizing the Execution of a Grant Agreement with  
the Appalachian Regional Commission (ARC) for a \$300,000  
Grant Award for the Old Broyhill Plant Site Clearance Project**

**WHEREAS**, the City of Lenoir has received notification from the Appalachian Regional Commission (ARC) that its application for grant funds for the Old Broyhill Plant Site Clearance Project has been approved; and

**WHEREAS**, the Old Broyhill Plant Site Clearance Project proposes to prepare an old, blighted manufacturing site for a new industrial development by removing demolition debris, conducting environmental assessments and preparation of a Brownfield Agreement to create a marketable industrial 15-acre site; and

**WHEREAS**, the total project budget is \$768,000, which includes \$45,000 in Environmental Protection Agency Funds, \$173,000 in in-kind funds (appraised value of the property), and the ARC grant award in the amount of \$300,000 and a required cash match of \$250,000 in city funds.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LENOIR:**

That the Mayor and/or City Manager are hereby authorized to execute the Appalachian Regional Commission Grant Contract, and any related documents for the grant award of \$300,000, and further authorizes the grant match of \$250,000 in City funds for the Old Broyhill Plant Site Project.

This the 23<sup>rd</sup> day of April, 2019.

(SEAL)

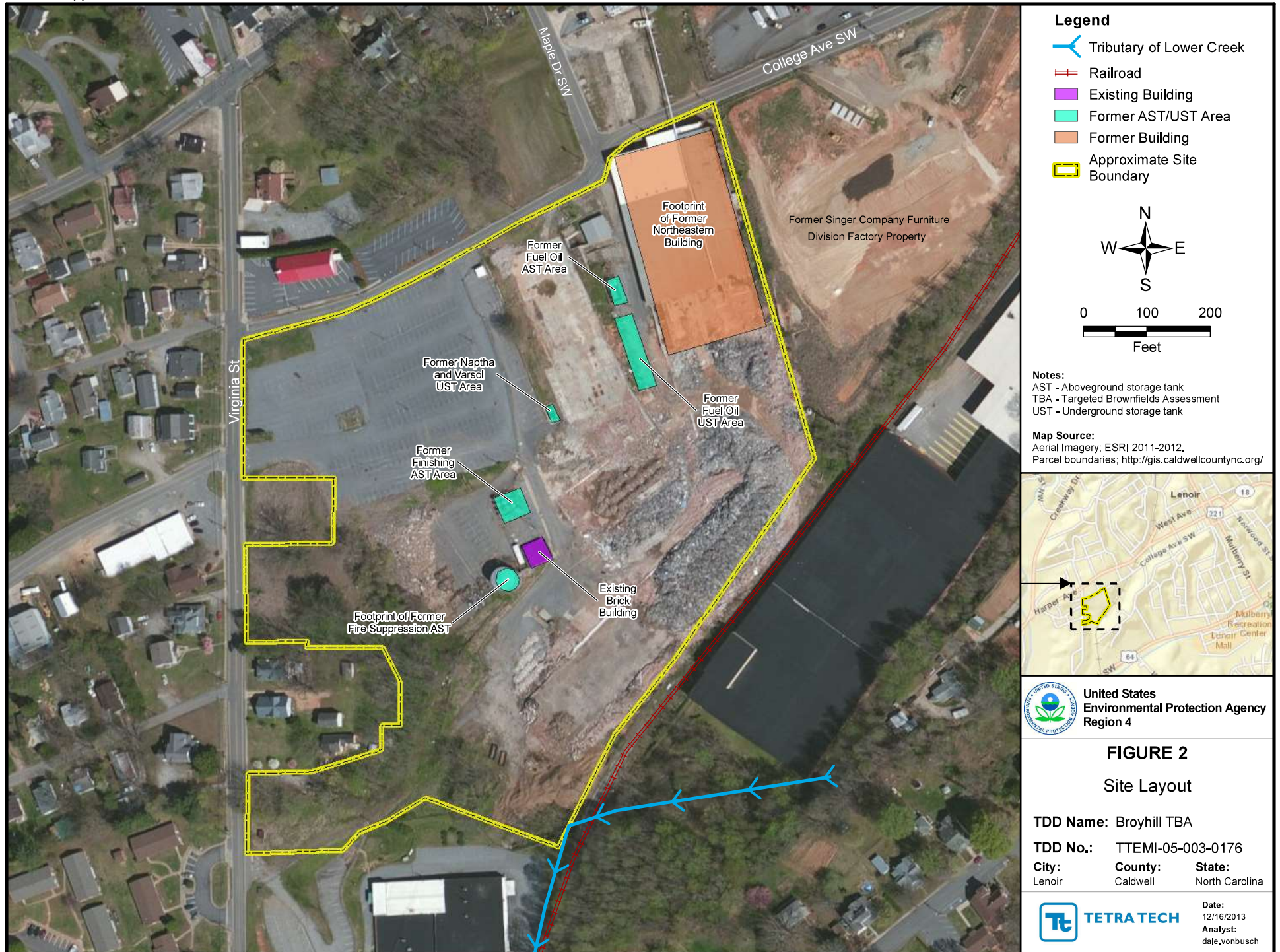
CITY OF LENOIR, NORTH CAROLINA

By: \_\_\_\_\_  
Joseph L. Gibbons, Mayor

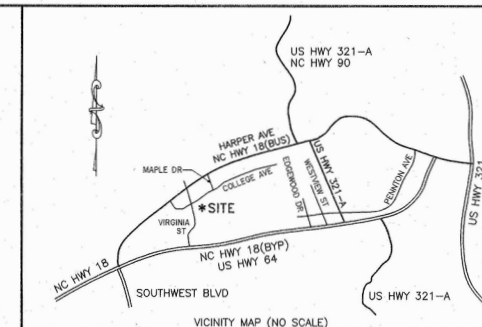
Attest:

By: \_\_\_\_\_  
Shirley M. Cannon, City Clerk



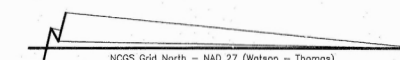


Virginia Street  
(City Maintained)  
40' R/W - Plat Book 2, Page 110



POB is located:  
N 51°57'27"E 6,721.52' from NCOS "Watson".  
NCOS Grid Co-ords: (NAD 27 - Feet)  
POB:  
N= 794,377.32' E= 1,243,947.07'  
Watson:  
N= 790,235.22' E= 1,238,653.51'  
Thomas:  
N= 785,347.26' E= 1,235,884.91'  
Combine Factor= 0.9998819 & is applied to grid tie only.  
Add (+) 0°00'55" to Plot Azimuth To Equal (=)  
NCOS NAD 83 Azimuth.

Word in Truth Ministries  
Deed Book 1276 Page 1287  
WCS #3582



Basil Ingle, et al  
Deed Book 1600 Page 1082  
WCS #2024  
Tract "B"

Applied Abatement Concepts, LLC  
15.412 Acres Gross  
By Coordinates  
Deed Book 1730 Page 1722

Word in Truth Ministries  
Deed Book 1644 Page 528  
WCS #2024-07

Burgess Fire  
Protection, Inc.  
Deed Book 1667 Page 447  
WCS #2024-07A

- Notes:
- 1) Portion of the Subject Property Zoned I-2 and remaining Portion Zoned R-9 by City of Lenoir.
  - 2) Property is NOT located within a WS-IV Critical or Protected Watershed Area.
  - 3) Property is Subject to a 30' wide right-of-way easement to Duke Power Co., recorded at Deed Book 777, Page 522.
  - 4) For right-of-ways for College Avenue and Virginia Street, see Deed Book 51 at Page 248, Deed Book 51 at Page 138 and Deed Book 51 at Page 241.
  - 5) For right-of-ways for Kent Street (undeveloped) and a portion of Factory Street south of College Avenue (undeveloped), see Deed Book 51 at Page 169 and Deed Book 51 at Page 241. No record found of abandonment.
  - 6) This Plot is a Boundary Survey ONLY; no physical locations performed by Western Carolina Surveyors, P.A.

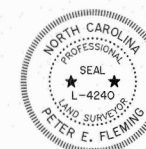
Broyhill Furniture Industries, Inc.  
Deed Book 1513 Page 1234  
Tract #3

- LEGEND
- EIP
  - NIP
  - EIR
  - NIR
  - RF
  - RS
  - CM
  - △ PK
  - PT
- Existing Iron Pipe  
New Iron Pipe  
Existing Iron Rod  
New Iron Rod  
Rebar Found  
Rebar Set  
Concrete Monument  
P.K. Nail  
Point

THE MAP SHOWN HEREON IS NOT WITHIN A  
100 YEAR FLOOD HAZARD ZONE ACCORDING  
TO FIRM MAP PANEL  
No.: 3710274900J DATED: July 7, 2009

50 0 50 100 150  
GRAPHIC SCALE - FEET 1" = 50'

City Of Lenoir  
Deed Book 1389 Page 1102  
WCS #4150



I, Peter E. Fleming, PLS, certify that this map was drawn  
under my supervision from an actual survey made under my  
supervision; that the ratio of precision as calculated by  
latitudes and departures is 1:15,587. That this is  
a survey of either all or a part of the property described  
at Deed Book 1730 at Page 1722 in the Caldwell County  
Registry of Deeds, (that the boundaries not surveyed are  
shown as broken lines plotted from information as shown on  
the plan). This map was not prepared for recordation.  
Unless otherwise noted there is no published horizontal  
control within 2,000 feet.

Witness my hand and seal this 15th day of  
October, A.D., 2013.

Signature: *Peter E. Fleming*  
(PLS) License No. L-4240

Revised 10/15/2013: Update Owner & Deed Reference; Add Sheet #2 For Description

Western Carolina Surveyors, P.A. (License No. C-0338)  
2121 HARPER AVE., S.W. LENOIR, N.C. TELE. (828) 758-5353

TITLE: Boundary Survey  
Applied Abatement Concepts, LLC

| CLIENT:                         | TOWNSHIP: | COUNTY:  | STATE: |
|---------------------------------|-----------|----------|--------|
| Applied Abatement Concepts, LLC | LENOIR    | CALDWELL | NC     |

| DEED REF.: | bk.  | pg.  | bk.    | pg. | TAX MAP NUMBER: | LAYERS |
|------------|------|------|--------|-----|-----------------|--------|
| 1730       | 1722 | 1722 | 43-3-3 | 34  |                 |        |

| APP. BY: | DRAWN BY: | DATE:      | SCALE:   | CP:     | BY: |
|----------|-----------|------------|----------|---------|-----|
| PEF      | PEF       | 12/29/2009 | 1" = 50' | 2024-08 | LUB |

Job No.: 2024-09 SHEET 1 OF 2

**Lenoir Tourism Development Authority**  
**Minutes February 14, 2019**

| <b>Members Present</b> | <b>Members Absent</b> | <b>Ex-Officio Present</b> | <b>Ex-Officio Absent</b> | <b>Guests</b>    |
|------------------------|-----------------------|---------------------------|--------------------------|------------------|
| Dana Clark-Chair       | Angela Johnson        | Donna Bean                |                          | Suzette Bradshaw |
| Rose Noakes            | Keith Nordan          | Joan Coffey               |                          | Kyle Case        |
| Matt Underwood         |                       | Mayor Gibbons             |                          | Kaylynn Horn     |
| Glenda Wilson          |                       | Joshua Harris             |                          | Diane Kilby      |
|                        |                       | Scott Hildebran           |                          | Lauren McKinney  |
|                        |                       |                           |                          |                  |
|                        |                       |                           |                          |                  |
|                        |                       |                           |                          |                  |

Chair Dr. Dana Clark called the meeting to order and distributed copies of the agenda.

Financials

Finance Director Donna Bean presented the financial report for the LTDA which included a balance of \$185,791.02, with \$23,694.45 in expenditures. (see attached)

Chris Cavanaugh

Dr. Dana Clark stated the audit contract needs to be approved and suggested Chris Cavanaugh come back to speak on how to operationalize the contract. This would cost \$500 for a two hour session. Board Member Underwood made a motion to approve this cost and Board Member Noakes seconded the motion, which was voted upon and passed by unanimous vote.

Chamber of Commerce Marketing Updates

Becky Warren from the Caldwell Chamber of Commerce gave an update on social media marketing and stated the Facebook “likes” are growing. The Explore Caldwell website is having issues. Dr. Dana Clark asked Becky to bring a solution and cost to the next meeting.

Consideration of Requests

**Caldwell Arts Council**

Suzette Bradshaw from the Caldwell Arts Council explained her request. Their main events are the Sculpture Celebration, Happy Valley Fiddlers Convention, and Tuckers Gallery which are held later in the year. Dr. Dana Clark proposed they come back with another proposal in July when their main events start. Everyone agreed not to fund the Happy Valley Fiddlers Convention because it

is not held in the City of Lenoir.

### **Caldwell County Chamber of Commerce**

Joan Coffey with the Caldwell County Chamber of Commerce is requesting \$10,000 which is 50% of their total expense. Matt Underwood suggested they do more with Facebook advertising and how they distribute their brochures. Board member Underwood made a motion to approve their request and Board Member Wilson seconded the motion, which was voted upon and passed by unanimous vote.

### **Smoking in the Foothills**

Diane Kilby with Smoking in the Foothills requested \$5000.00 for marketing and entertainment. Diane stated this will be the fifth annual event, which has grown each year. Board member Wilson made a motion to approve the request and Board Member Underwood seconded the motion, which was voted upon and passed by unanimous vote.

### **Bootlegger 100**

Kyle Case spoke for the Bootlegger 100 event on behalf of Eric Wever. Kyle stated this will be the fourth year and will bring 100-300 bicycle riders plus their support crew. They are requesting \$3605.00. Dr. Dana Clark proposed to table it until the next meeting since the person responsible is absent.

### **Lenoir Downtown Cruisers**

Dr. Dana Clark and Donna Bean spoke on behalf of the Lenoir Downtown Cruisers, Inc. They requested \$2000.00. Donna stated they had not used all the money given to them last year. Dana suggested they use that first. Donna will inform the person responsible for this event aware of this decision.

### **Main Street Program**

Kaylynn Horn spoke for the Main Street Program billboard project. They proposed two billboards just outside of Downtown Lenoir with the branding and can also rotate the ambassador photo. The amount requested is \$12,400.00

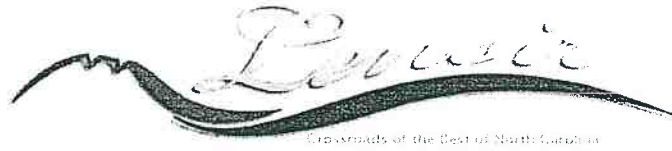
Kyle Case spoke for the Main Street Program with the project Downtown Sound and Power Upgrade. This includes power supply to the downtown

stage, updated speaker system, installation of 6 power panels, and improved streetscape elements. The amount requested is \$62,844.28. Board member Underwood made a motion to approve the request for the Downtown Upgrade project and Board Member Noakes seconded the motion, which was voted upon and passed by unanimous vote.

#### Other Business

- Kaylynn Horn spoke about the Main Street Conference, held March 12-14<sup>th</sup>.
- The I Heart Main Street Lenoir Celebration will be held on Tuesday, February 26<sup>th</sup> at 6:00pm at 1841 Café. Everyone is invited.

Meeting adjourned at 5:10pm.



**LENOIR TOURISM DEVELOPMENT AUTHORITY  
FINANCIAL REPORT  
As of 1/31/2019**

**REVENUES**

|                       |                     |
|-----------------------|---------------------|
| 2018-2019             | \$60,764.07         |
| 2017-2018             | \$92,971.00         |
| 2016-2017             | \$80,888.24         |
| 2015-2016             | \$90,156.24         |
| 2014-2015             | 88,990.00           |
| 2013-2014             | 71,882.77           |
| 2012-2013             | 63,334.93           |
| 2011-2012             | 61,057.36           |
| 2010-2011             | 62,404.99           |
| 2009-2010             | 20,435.28           |
| <b>Total Revenues</b> | <b>\$692,884.88</b> |

**EXPENDITURES**

**Current Year**

|                           |                    |
|---------------------------|--------------------|
| See Attached Breakdown    | 23,694.45          |
| <b>Total YTD Expenses</b> | <b>\$23,694.45</b> |

**Previous Years:**

|           |           |
|-----------|-----------|
| 2017-2018 | 54,480.30 |
| 2016-2017 | 74,708.65 |
| 2015-2016 | 83,182.87 |
| 2014-2015 | 58,005.19 |
| 2013-2014 | 52,978.38 |
| 2012-2013 | 74,310.50 |
| 2011-2012 | 61,566.70 |
| 2010-2011 | 24,140.84 |
| 2009-2010 | \$25.98   |

|                                  |                     |
|----------------------------------|---------------------|
| <b>Total Prior Year Expenses</b> | <b>\$483,399.41</b> |
|----------------------------------|---------------------|

|                |                     |
|----------------|---------------------|
| <b>BALANCE</b> | <b>\$185,791.02</b> |
|----------------|---------------------|

|                                      |                    |
|--------------------------------------|--------------------|
| <b>YTD Revenue less Expenditures</b> | <b>\$37,069.62</b> |
|--------------------------------------|--------------------|

| LTDA                                       |                                   |                                               |                       |                         |
|--------------------------------------------|-----------------------------------|-----------------------------------------------|-----------------------|-------------------------|
| Obligations Summary as of 1/31/19          |                                   |                                               |                       |                         |
| Description                                | Total<br>Allocations<br>2017-2018 | Requests/Anticipated<br>Obligations 2018-2019 | Payments<br>2018-2019 | Remaining<br>Obligation |
| Arts Council-Sculpture Celebration         | \$ 2,200.00                       | \$ 2,000.00                                   |                       | \$ 2,000.00             |
| Auditor                                    | \$ 3,822.00                       | \$ 3,822.00                                   | \$ 3,772.00           | \$ 50.00                |
| Branding Downtown                          | \$ 3,000.00                       |                                               |                       | \$ -                    |
| 365 Conference                             | \$ 3,000.00                       | \$ 4,800.00                                   |                       | \$ 4,800.00             |
| Chamber Contract                           | \$ 33,265.08                      | \$ 10,100.00                                  | \$ 10,045.00          | \$ 55.00                |
| Christmas Festival - Rotary                | \$ 2,000.00                       | \$ 1,922.50                                   | \$ 1,922.50           | \$ -                    |
| Cruise-In                                  | \$ 1,504.29                       | \$ 1,504.29                                   | \$ 305.82             | \$ 1,198.47             |
| Lenoir Oilers                              | \$ 1,500.00                       | \$ 1,500.00                                   | \$ 1,500.00           | \$ -                    |
| MLK Jazz Festival                          | \$ 1,500.00                       | \$ 1,500.00                                   |                       | \$ 1,500.00             |
| Smoking In Foothills                       | \$ 4,800.00                       | \$ 5,000.00                                   |                       | \$ 5,000.00             |
| Tattoo Event                               | \$ 5,000.00                       | \$ 2,500.00                                   | \$ 2,438.77           | \$ 61.23                |
| Training                                   | \$ 3,759.75                       | \$ 1,260.55                                   | \$ 1,310.36           | \$ (49.81)              |
| Tucker's Gallery                           |                                   | \$ 2,495.00                                   |                       | \$ 2,495.00             |
| Tucker's Gallery (2017 Expenses)           |                                   | \$ 2,400.00                                   | \$ 2,400.00           | \$ -                    |
| Yadkin Valley - Paid to Chamber            | \$ 750.00                         | \$ -                                          | \$ -                  | \$ -                    |
| Total                                      | \$ 66,101.12                      | \$ 40,804.34                                  | \$ 23,694.45          | \$ 17,109.89            |
| Current Years Budget Remaining<br>(65,000) |                                   | \$ 24,195.66                                  | \$ 41,305.55          |                         |

## **CITY OF LENOIR TOURISM DEVELOPMENT AUTHORITY**

### **Project Funding Request**

#### **Request for Special Projects Funding**

The City of Lenoir Tourism Development Authority [LTDA] welcomes proposals for special projects funding that are designed for the purpose of attracting tourists and tourism investment to the City of Lenoir. Both for profit and non-profit organizations may apply for project funding. The LTDA Board reviews requests for funding twice annually—typically at the first LTDA meeting following July 31, and the first LTDA meeting following January 31.

#### **Procedure for Applications**

Any individual or organization wishing to request funding support from the LTDA must complete the Special Project Funding Request Form and the Budget Form. These forms must be submitted to the LTDA either before July 31 or before January 31 of each year. Requests submitted from January 31 until July 31 will be reviewed at the first LTDA meeting following July 31. Requests submitted from July 31 until January 31, will be reviewed at the first LTDA meeting following January 31. Applications may be mailed to:

**City of Lenoir Tourism Development Authority**

**Attention: LTDA Staff Liaison**

**801 West Avenue NW-PO Box 958**

**Lenoir, NC 28645**

**Applications may also be submitted electronically to: [cityoflenoir@gmail.com](mailto:cityoflenoir@gmail.com)**

| Application for Tourism Projects     |                                             |
|--------------------------------------|---------------------------------------------|
| Lenoir Tourism Development Authority |                                             |
| Name of organization                 | COL Main Street Program                     |
| Contact Person                       | Kaylynn Horn/Kyle Case                      |
| Telephone                            | 828.757.2200                                |
| E-mail Address                       | khorn@ci.lenoir.nc.us/kcase@ci.lenoir.nc.us |

|                                                               |                                                             |
|---------------------------------------------------------------|-------------------------------------------------------------|
| Mailing Address                                               | City/State/Zip                                              |
| 801 West Ave                                                  | Lenoir, NC 28645                                            |
| Corporate Information <i>Please check the appropriate box</i> |                                                             |
| For Profit Company <input type="checkbox"/>                   | Non-Profit Organization <input checked="" type="checkbox"/> |
| Tax ID Number                                                 |                                                             |

| Project Narrative                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                             |                    |              |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|--------------------|--------------|--|
| Briefly describe the proposed project. Be certain to answer each of the questions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                             |                    |              |  |
| 1. What is the proposed project? <b>Downtown Sound and Power Upgrade: Phase 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                             |                    |              |  |
| The COL Main Street Program proposes an update to the Downtown sound system that would include power supply to the Downtown Stage as well as an updated speaker system on the lamp posts around the Downtown core. Additionally, we would add upgraded power and water supply for vendors in 700 block of West Ave known as the "food court" area. These upgrades would allow festival organizers to draw more well-known musicians and increase the draw of musical acts at Downtown events.                                                                                                                                                                                                                                             |                             |                    |              |  |
| 2. What is the starting date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                             | Spring 2019        |              |  |
| 3. What is the closing date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             | Spring 2019        |              |  |
| 4. Who are the individuals who will be responsible for carrying out the proposed project? Please list below.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                             |                    |              |  |
| Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Role                        | Email Address      | Phone Number |  |
| Kaylynn Horn                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | EconDev Director            | same as above      |              |  |
| Kyle Case                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Main St Program Coordinator | same as above      |              |  |
| COL Public Works / Utilities / IT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                             |                    |              |  |
| Mike Hooper                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | AirNetix, LLC               | mikeh@airnetix.com | 678.677.4961 |  |
| 5. How will the proposed project increase tourism in the City of Lenoir?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                             |                    |              |  |
| An improved sound system and power/water supply will allow festival organizers in Downtown Lenoir, such as the NC Blackberry Festival, NC Gravity Games, Smoking in the Foothills BBQ Festival, and the Carolina Tattoo & Arts Gathering, to continue to grow by through the inclusion of more regionally and nationally known musicians, artists, and food vendors. These more well known acts are more likely to draw more out of town patrons who will drive to stay overnight in the City of Lenoir. This in turn will encourage other events to grow larger to include two and three days worth of activities. This will also advance our efforts to draw musical well-known talent which is found on the Blue Ridge Heritage Trail. |                             |                    |              |  |
| 6. How does your organization plan to document the increase in tourism related to the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                             |                    |              |  |
| In the past we have encouraged all event organizers to create and provide surveys to their patrons in order to collect data about marketing, travel, and more. We provide these surveys at events which we organize. We plan to continue this strategy of data collection along with an informal survey of our local hotel management and owners to determine occupancy rates during the events in question.                                                                                                                                                                                                                                                                                                                              |                             |                    |              |  |

| City of Lenoir Tourism Development Authority |           |                                              |                                        |                                          |             |                    |
|----------------------------------------------|-----------|----------------------------------------------|----------------------------------------|------------------------------------------|-------------|--------------------|
| Special Project Budget Form                  |           |                                              |                                        |                                          |             |                    |
| Eligible Expenses                            |           |                                              |                                        |                                          |             |                    |
| Description                                  | Amount    |                                              |                                        |                                          |             | Item Total         |
|                                              | Print Ads | Media Ads<br>(radio, tv, or<br>social media) | Brochures,<br>flyers, or rack<br>cards | Performance<br>Fees (attach<br>contract) | Other       |                    |
| Labor by COL                                 |           |                                              |                                        |                                          | In Kind     | \$0.00             |
| Six                                          |           |                                              |                                        |                                          | \$1,750.00  | \$1,750.00         |
| Electrical Components                        |           |                                              |                                        |                                          | \$2,294.28  | \$2,294.28         |
| StreetSounds by AirNetix, LLC (15 speakers)  |           |                                              |                                        |                                          | \$28,800.00 | \$28,800.00        |
|                                              |           |                                              |                                        |                                          |             |                    |
|                                              |           |                                              |                                        |                                          |             |                    |
|                                              |           |                                              |                                        |                                          |             |                    |
| <b>Total Eligible Expenses</b>               |           |                                              |                                        |                                          |             | <b>\$32,844.28</b> |

| Ineligible Expenses                                                                                                                                                         |           |            |           |                      |       |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|-----------|----------------------|-------|------------|
| <i>NOTE: Ineligible expenses include, but are not limited to such items as: personnel (salaries); office space; telephone/utilities, etc.; promotional items/giveaways.</i> |           |            |           |                      |       |            |
| Description                                                                                                                                                                 | Amount    |            |           |                      |       | Item Total |
|                                                                                                                                                                             | Personnel | Rent/Venue | Utilities | Promotional<br>Items | Other |            |
| Salaries                                                                                                                                                                    |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
| <b>Total Ineligible Expenses</b>                                                                                                                                            |           |            |           |                      |       |            |

| Income              |        |
|---------------------|--------|
| Source              | Amount |
|                     |        |
|                     |        |
|                     |        |
|                     |        |
|                     |        |
| <b>Total Income</b> |        |

|                        |  |
|------------------------|--|
| <b>Net Profit/Loss</b> |  |
|------------------------|--|

|                                   |                    |
|-----------------------------------|--------------------|
| <b>Amount requested from LTDA</b> | <b>\$32,844.28</b> |
|-----------------------------------|--------------------|

| Application for Tourism Projects     |                                               |
|--------------------------------------|-----------------------------------------------|
| Lenoir Tourism Development Authority |                                               |
| Name of organization                 | COL Main St Program                           |
| Contact Person                       | Kaylynn Horn / Kyle Case                      |
| Telephone                            | 828.757.2200                                  |
| E-mail Address                       | khorn@ci.lenoir.nc.us / kcase@ci.lenoir.nc.us |

|                                                               |                                                             |
|---------------------------------------------------------------|-------------------------------------------------------------|
| Mailing Address                                               | City/State/Zip                                              |
| Corporate Information <i>Please check the appropriate box</i> |                                                             |
| For Profit Company <input type="checkbox"/>                   | Non-Profit Organization <input checked="" type="checkbox"/> |
| Tax ID Number                                                 |                                                             |

| Project Narrative                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             |               |               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|---------------|---------------|
| Briefly describe the proposed project. Be certain to answer each of the questions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                             |               |               |
| 1. What is the proposed project? Downtown Sound and Power Upgrade: Phase 2<br>Phase 2 of the Downtown Lenoir Sound System & Power Upgrade project would include installation of 6 power panels and improved streetscape elements on the 1000 Block of West Ave in Downtown. This upgrade would allow more room for our annual events to grow and allow festival vendors ability to set up down this block of West Ave. In 2018, the NC Blackberry Festival grew to include so many vendors that we were required to utilize multiple parking lots to house vendors. Having this additional infrastructure on West Ave would allow our festivals to continue to grow while also allowing patrons access to all public parking options. |                             |               |               |
| 2. What is the starting date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                             | 2019          |               |
| 3. What is the closing date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                             | 2020          |               |
| 4. Who are the individuals who will be responsible for carrying out the proposed project? Please list below.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                             |               |               |
| Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Role                        | Email Address | Phone Number  |
| Kaylynn Horn                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | EconDev Director            |               | same as above |
| Kyle Case                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Main St Program Coordinator |               | same as above |
| COL Public Works / Utilities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                             |               |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                             |               |               |
| 5. How will the proposed project increase tourism in the City of Lenoir?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                             |               |               |
| An improved power/water supply will allow festival organizers in Downtown Lenoir, such as the NC Blackberry Festival, NC Gravity Games, Smoking in the Foothills BBQ Festival, and the Carolina Tattoo & Arts Gathering, to continue to grow by through the inclusion of more regionally and nationally known artisans and food vendors. The increase in vendor quality and quantity is more likely to draw more out of town patrons who will drive to stay overnight in the City of Lenoir. This in turn will encourage other events to grow larger to include two and three days worth of activities.                                                                                                                               |                             |               |               |
| 6. How does your organization plan to document the increase in tourism related to the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                             |               |               |
| In the past we have encouraged all event organizers to create and provide surveys to their patrons in order to collect data about marketing, travel, and more. We provide these surveys at events which we organize. We plan to continue this strategy of data collection along with an informal survey of our local hotel management and owners to determine occupancy rates during the events in question.                                                                                                                                                                                                                                                                                                                          |                             |               |               |

| City of Lenoir Tourism Development Authority |           |                                              |                                        |                                          |              |              |
|----------------------------------------------|-----------|----------------------------------------------|----------------------------------------|------------------------------------------|--------------|--------------|
| Special Project Budget Form                  |           |                                              |                                        |                                          |              |              |
| Eligible Expenses                            |           |                                              |                                        |                                          |              |              |
| Description                                  | Amount    |                                              |                                        |                                          |              | Item Total   |
|                                              | Print Ads | Media Ads<br>(radio, tv, or<br>social media) | Brochures,<br>flyers, or rack<br>cards | Performance<br>Fees (attach<br>contract) | Other        |              |
| Electrical Components                        |           |                                              |                                        |                                          | ~\$15,000.00 | ~\$15,000.00 |
| Streetscape Upgrades                         |           |                                              |                                        |                                          | ~\$15,000.00 | ~\$15,000.00 |
|                                              |           |                                              |                                        |                                          |              |              |
|                                              |           |                                              |                                        |                                          |              |              |
|                                              |           |                                              |                                        |                                          |              |              |
|                                              |           |                                              |                                        |                                          |              |              |
| <b>Total Eligible Expenses</b>               |           |                                              |                                        |                                          |              | ~\$30,000.00 |

| Ineligible Expenses                                                                                                                                                         |           |            |           |                      |       |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|-----------|----------------------|-------|------------|
| <i>NOTE: Ineligible expenses include, but are not limited to such items as: personnel (salaries); office space; telephone/utilities, etc.; promotional items/giveaways.</i> |           |            |           |                      |       |            |
| Description                                                                                                                                                                 | Amount    |            |           |                      |       | Item Total |
|                                                                                                                                                                             | Personnel | Rent/Venue | Utilities | Promotional<br>Items | Other |            |
| Salaries                                                                                                                                                                    |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
| <b>Total Ineligible Expenses</b>                                                                                                                                            |           |            |           |                      |       |            |

| Income                            |              |
|-----------------------------------|--------------|
| Source                            | Amount       |
|                                   |              |
|                                   |              |
|                                   |              |
|                                   |              |
|                                   |              |
| <b>Total Income</b>               |              |
| <b>Net Profit/Loss</b>            |              |
| <b>Amount requested from LTDA</b> | ~\$30,000.00 |

| Application for Tourism Projects     |                                               |
|--------------------------------------|-----------------------------------------------|
| Lenoir Tourism Development Authority |                                               |
| Name of organization                 | COL Main Street Program                       |
| Contact Person                       | Kaylynn Horn / Kyle Case                      |
| Telephone                            | 828.757.2200                                  |
| E-mail Address                       | khorn@ci.lenoir.nc.us / kcase@ci.lenoir.nc.us |

| Mailing Address                                                                                         | City/State/Zip   |
|---------------------------------------------------------------------------------------------------------|------------------|
| 801 West Ave                                                                                            | Lenoir, NC 28645 |
| Corporate Information <i>Please check the appropriate box</i>                                           |                  |
| For Profit Company <input type="checkbox"/> Non-Profit Organization <input checked="" type="checkbox"/> |                  |
| Tax ID Number                                                                                           |                  |

| Project Narrative                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                             |               |  |               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|---------------|--|---------------|
| Briefly describe the proposed project. Be certain to answer each of the questions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                             |               |  |               |
| 1. What is the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                             |               |  |               |
| The COL Main Street Program, in order to better capture traffic from US-321, would like to put in place two billboards just outside of Downtown Lenoir. One would face North and capture traffic coming from Boone while the other would face South and capture traffic coming from Hickory. These billboards would utilize the Downtown branding "Together We Create" to promote things to do in Downtown Lenoir including food, drink, retail shopping, and live entertainment.                                                                                               |                             |               |  |               |
| 2. What is the starting date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                             |               |  |               |
| Spring 2019                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             |               |  |               |
| 3. What is the closing date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                             |               |  |               |
| Spring 2019                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             |               |  |               |
| 4. Who are the individuals who will be responsible for carrying out the proposed project? Please list below.                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                             |               |  |               |
| Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Role                        | Email Address |  | Phone Number  |
| Kaylynn Horn                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | EconDev Director            |               |  | same as above |
| Kyle Case                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Main St Program Coordinator |               |  | same as above |
| Lamar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                             |               |  |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                             |               |  |               |
| 5. How will the proposed project increase tourism in the City of Lenoir?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                             |               |  |               |
| This billboard project will increase visibility and knowledge of the businesses and entertainment available in Downtown Lenoir to traffic that passes through each day and may never have veered off of the interstate. According to statistics from Lamar, over 100,000 drivers and passengers pass by these billboards each week. We plan to expose Downtown and Lenoir as an overnight destination alternative for visitors of the High Country region. With our current hotels and a new one on the horizon, we hope to capture ASU Athletic fans, fall visitors, and more! |                             |               |  |               |
| 6. How does your organization plan to document the increase in tourism related to the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                             |               |  |               |
| As with our Downtown events, we intend to conduct surveys to determine how visitors have heard about Downtown Lenoir. We also intend to poll Downtown business owners and hotels to determine if they see an increase in sales after the addition of these billboards.                                                                                                                                                                                                                                                                                                          |                             |               |  |               |

| City of Lenoir Tourism Development Authority |           |                                              |                                        |                                          |            |             |
|----------------------------------------------|-----------|----------------------------------------------|----------------------------------------|------------------------------------------|------------|-------------|
| Special Project Budget Form                  |           |                                              |                                        |                                          |            |             |
| Eligible Expenses                            |           |                                              |                                        |                                          |            |             |
| Description                                  | Amount    |                                              |                                        |                                          |            | Item Total  |
|                                              | Print Ads | Media Ads<br>(radio, tv, or<br>social media) | Brochures,<br>flyers, or rack<br>cards | Performance<br>Fees (attach<br>contract) | Other      |             |
| Initial Design 1 - Lamar                     |           |                                              |                                        |                                          | \$1,100.00 | \$1,100.00  |
| Initial Design 2 - Lamar                     |           |                                              |                                        |                                          | \$1,100.00 | \$1,100.00  |
| Billboard 1 - 6 months                       |           |                                              |                                        |                                          | \$5,100.00 | \$5,100.00  |
| Billboard 2 - 6 months                       |           |                                              |                                        |                                          | \$5,100.00 | \$5,100.00  |
|                                              |           |                                              |                                        |                                          |            |             |
|                                              |           |                                              |                                        |                                          |            |             |
|                                              |           |                                              |                                        |                                          |            |             |
| <b>Total Eligible Expenses</b>               |           |                                              |                                        |                                          |            | \$12,400.00 |

| Ineligible Expenses                                                                                                                                                         |           |            |           |                      |       |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|-----------|----------------------|-------|------------|
| <i>NOTE: Ineligible expenses include, but are not limited to such items as: personnel (salaries); office space; telephone/utilities, etc.; promotional items/giveaways.</i> |           |            |           |                      |       |            |
| Description                                                                                                                                                                 | Amount    |            |           |                      |       | Item Total |
|                                                                                                                                                                             | Personnel | Rent/Venue | Utilities | Promotional<br>Items | Other |            |
| Salaries                                                                                                                                                                    |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
|                                                                                                                                                                             |           |            |           |                      |       |            |
| <b>Total Ineligible Expenses</b>                                                                                                                                            |           |            |           |                      |       |            |

| Income              |        |
|---------------------|--------|
| Source              | Amount |
|                     |        |
|                     |        |
|                     |        |
|                     |        |
|                     |        |
| <b>Total Income</b> |        |

|                        |  |
|------------------------|--|
| <b>Net Profit/Loss</b> |  |
|------------------------|--|

|                                   |             |
|-----------------------------------|-------------|
| <b>Amount requested from LTDA</b> | \$12,400.00 |
|-----------------------------------|-------------|





| Application for Tourism Projects     |                         |
|--------------------------------------|-------------------------|
| Lenoir Tourism Development Authority |                         |
| Name of organization                 | Pisgah Productions, LLC |
| Contact Person                       | Eric L. Wever           |
| Telephone                            | (828) 242-8250          |
| E-mail Address                       | pisgahpro@gmail.com     |

| Mailing Address                                                                                         | City/State/Zip      |
|---------------------------------------------------------------------------------------------------------|---------------------|
| 103 Montana Ave.                                                                                        | Asheville, NC 28806 |
| Corporate Information <i>Please check the appropriate box</i>                                           |                     |
| For Profit Company <input type="checkbox"/> Non-Profit Organization <input checked="" type="checkbox"/> |                     |
| Tax ID Number                                                                                           | 46-1940241          |

| Project Narrative                                                                                                                                                                                                                                                                                                                                                                                                     |                |                     |                |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|---------------------|----------------|--|
| Briefly describe the proposed project. Be certain to answer each of the questions.                                                                                                                                                                                                                                                                                                                                    |                |                     |                |  |
| 1. What is the proposed project? Bootlegger 100 bicycle ride                                                                                                                                                                                                                                                                                                                                                          |                |                     |                |  |
| The Bootlegger 100 will start and finish in downtown Lenoir and will cover a 100 mile route including gravel and paved roads in Lenoir and the surrounding area. This event is under special use permit with the U.S. Forest Service and the National Park Service.                                                                                                                                                   |                |                     |                |  |
| 2. What is the starting date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                |                | April 21, 2019      |                |  |
| 3. What is the closing date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                 |                | April 21, 2019      |                |  |
| 4. Who are the individuals who will be responsible for carrying out the proposed project? Please list below.                                                                                                                                                                                                                                                                                                          |                |                     |                |  |
| Name                                                                                                                                                                                                                                                                                                                                                                                                                  | Role           | Email Address       | Phone Number   |  |
| Eric L. Wever                                                                                                                                                                                                                                                                                                                                                                                                         | Event Director | pisgahpro@gmail.com | (828) 242-8250 |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                       |                |                     |                |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                       |                |                     |                |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                       |                |                     |                |  |
| 5. How will the proposed project increase tourism in the City of Lenoir?                                                                                                                                                                                                                                                                                                                                              |                |                     |                |  |
| The Bootlegger 100 will bring 150-300 bicycle riders plus their support crews to the City of Lenoir from the surrounding region. The riders and crews will use restaurant and lodging facilities before and after the event. The majority of the riders are between the ages of 35-55. 75% Male, 25% Female and identify as having expendable income to use for experiences such as participating in a bicycle event. |                |                     |                |  |
| 6. How does your organization plan to document the increase in tourism related to the proposed project?                                                                                                                                                                                                                                                                                                               |                |                     |                |  |
| We will know exactly how many riders are on course and will have 2019 rider age/gender/income demographics available immediately upon completion of the event. We will also ask riders to complete a survey that will ask about support crew numbers, lodging, and expenses incurred while in the City of Lenoir.                                                                                                     |                |                     |                |  |

| City of Lenoir Tourism Development Authority |           |                                              |                                        |                                          |       |             |
|----------------------------------------------|-----------|----------------------------------------------|----------------------------------------|------------------------------------------|-------|-------------|
| Special Project Budget Form                  |           |                                              |                                        |                                          |       |             |
| Eligible Expenses                            |           |                                              |                                        |                                          |       |             |
| Description                                  | Amount    |                                              |                                        |                                          |       |             |
|                                              | Print Ads | Media Ads<br>(radio, tv, or<br>social media) | Brochures,<br>flyers, or rack<br>cards | Performance<br>Fees (attach<br>contract) | Other | Item Total  |
| Event Brochure                               |           |                                              |                                        |                                          |       |             |
| Traffic Control                              |           |                                              |                                        |                                          | 210   |             |
| Advertising                                  |           | 475                                          |                                        |                                          |       |             |
| Rest Area Supplies                           |           |                                              |                                        |                                          | 960   |             |
| Post Event Food                              |           |                                              |                                        |                                          | 980   |             |
| Number Plates                                |           |                                              |                                        |                                          | 300   |             |
| Insurance                                    |           |                                              |                                        |                                          | 680   |             |
| <b>Total Eligible Expenses</b>               |           |                                              |                                        |                                          |       | <b>3605</b> |

| Ineligible Expenses                                                                                                                                                         |           |            |           |                      |       |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|-----------|----------------------|-------|-------------|
| <i>NOTE: Ineligible expenses include, but are not limited to such items as: personnel (salaries); office space; telephone/utilities, etc.; promotional items/giveaways.</i> |           |            |           |                      |       |             |
| Description                                                                                                                                                                 | Amount    |            |           |                      |       |             |
|                                                                                                                                                                             | Personnel | Rent/Venue | Utilities | Promotional<br>Items | Other | Item Total  |
| Salaries                                                                                                                                                                    | 1295      |            |           |                      |       |             |
| Trophies                                                                                                                                                                    |           |            |           | 720                  |       |             |
| Permits                                                                                                                                                                     |           | 210        |           |                      |       |             |
|                                                                                                                                                                             |           |            |           |                      |       |             |
|                                                                                                                                                                             |           |            |           |                      |       |             |
| <b>Total Ineligible Expenses</b>                                                                                                                                            |           |            |           |                      |       | <b>2225</b> |

| Income                            |              |
|-----------------------------------|--------------|
| Source                            | Amount       |
| Entry Fees                        | 10570        |
|                                   |              |
|                                   |              |
|                                   |              |
| <b>Total Income</b>               | <b>10570</b> |
| <b>Net Profit/Loss</b>            | <b>4640</b>  |
| <b>Amount requested from LTDA</b> | <b>3605</b>  |

| Application for Tourism Projects     |                                 |
|--------------------------------------|---------------------------------|
| Lenoir Tourism Development Authority |                                 |
| Name of organization                 | Smoking in the Foothills, Inc.  |
| Contact Person                       | Michael Kilby / Diane Kilby     |
| Telephone                            | 828.310.2953 / 828.310.9996     |
| E-mail Address                       | smokinginthefoothills@gmail.com |

| Mailing Address                                               | City/State/Zip                                              |
|---------------------------------------------------------------|-------------------------------------------------------------|
| 309 Sheldon St                                                | Hudson, NC 28638                                            |
| Corporate Information <i>Please check the appropriate box</i> |                                                             |
| For Profit Company <input type="checkbox"/>                   | Non-Profit Organization <input checked="" type="checkbox"/> |
| Tax ID Number                                                 |                                                             |

| Project Narrative                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |                                 |              |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------------------------------|--------------|--|
| Briefly describe the proposed project. Be certain to answer each of the questions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |           |                                 |              |  |
| 1. What is the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |                                 |              |  |
| The proposed project is a Kansas City Barbeque Society sanctioned competition and festival. This competition will bring cooks from all over the Southeast, KCBS judges and representatives, and spectators from other counties and states. There will be food and beverage vendors, craft vendors, wood working artisans, furniture makers, a cornhole tournament, a poker run, a kids area, regionally known live music such as Jim Quick & Coastline, and much more! Estimated attendance for 2019 is 20,000. In 2018 the festival was rebranded to highlight the craftsmanship and innovation of our heritage of furniture manufacturing in Caldwell County. |           |                                 |              |  |
| 2. What is the starting date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           | October 17, 2019                |              |  |
| 3. What is the closing date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           | October 19, 2019                |              |  |
| 4. Who are the individuals who will be responsible for carrying out the proposed project? Please list below.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           |                                 |              |  |
| Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Role      | Email Address                   | Phone Number |  |
| Michael Kilby                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Organizer | smokinginthefoothills@gmail.com | 828.310.2953 |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |                                 |              |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |                                 |              |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |                                 |              |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |                                 |              |  |
| 5. How will the proposed project increase tourism in the City of Lenoir?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |           |                                 |              |  |
| The 2019 event will be the fifth annual Smoking in the Foothills and the event has continued to grow each year. With even more diligent planning and an increase in the kinds of activities offered at the event (such as larger musical acts) and an increase in marketing further outside of the tri-county area into Charlotte and Winston-Salem we anticipate the attendance to continue to grow. Estimated numbers for 2018 are around 15,000 and with this increased marketing we expect to reach at least 20,000 in 2019. The rebranded festival will highlight craftsmanship, artisans, and industry in and around Caldwell County.                     |           |                                 |              |  |
| 6. How does your organization plan to document the increase in tourism related to the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |                                 |              |  |
| We plan to incorporate a crowd survey to determine where patrons are from and what specifically brought them to this festival. We will also survey area hotels and businesses to determine if there were increased stays/business.                                                                                                                                                                                                                                                                                                                                                                                                                              |           |                                 |              |  |

| City of Lenoir Tourism Development Authority |           |                                              |                                        |                                          |                       |            |
|----------------------------------------------|-----------|----------------------------------------------|----------------------------------------|------------------------------------------|-----------------------|------------|
| Special Project Budget Form                  |           |                                              |                                        |                                          |                       |            |
| Eligible Expenses                            |           |                                              |                                        |                                          |                       |            |
| Description                                  | Amount    |                                              |                                        |                                          |                       |            |
|                                              | Print Ads | Media Ads<br>(radio, tv, or<br>social media) | Brochures,<br>flyers, or rack<br>cards | Performance<br>Fees (attach<br>contract) | Other                 | Item Total |
| Marketing Costs                              | 1000.00   | 7000.00                                      | 2500.00                                |                                          | 1000.00 (Photo/Video) |            |
| Band / Sound                                 |           |                                              |                                        | 10,000.00                                |                       |            |
| Website                                      |           |                                              |                                        |                                          | 500.00                |            |
| Banners / Signs                              |           |                                              |                                        |                                          | 300.00                |            |
|                                              |           |                                              |                                        |                                          |                       |            |
|                                              |           |                                              |                                        |                                          |                       |            |
|                                              |           |                                              |                                        |                                          |                       |            |
| Total Eligible Expenses                      | 1000.00   | 7000.00                                      | 2500.00                                | 10,000.00                                | 1800.00               | 22,300.00  |

| Ineligible Expenses                                                                                                                                                         |           |            |           |                      |           |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|-----------|----------------------|-----------|------------|
| <i>NOTE: Ineligible expenses include, but are not limited to such items as: personnel (salaries); office space; telephone/utilities, etc.; promotional items/giveaways.</i> |           |            |           |                      |           |            |
| Description                                                                                                                                                                 | Amount    |            |           |                      |           |            |
|                                                                                                                                                                             | Personnel | Rent/Venue | Utilities | Promotional<br>Items | Other     | Item Total |
| Prize Money                                                                                                                                                                 |           |            |           |                      | 20,000.00 |            |
| Trophies                                                                                                                                                                    |           |            |           |                      | 5,000.00  |            |
| Food / Beverage / Supplies                                                                                                                                                  |           |            |           |                      | 3000.00   |            |
| KCBS Fees                                                                                                                                                                   |           |            |           |                      | 700.00    |            |
| Hotel / Rental Spaces                                                                                                                                                       |           | 2500.00    |           |                      |           |            |
| Rental Equipment / Other                                                                                                                                                    |           |            |           |                      | 750.00    |            |
| Total Ineligible Expenses                                                                                                                                                   |           | 2500.00    |           |                      | 29,450.00 | 31,950.00  |

| Income                                   |                  |
|------------------------------------------|------------------|
| Source                                   | Amount           |
| Sponsorships                             | 35,000.00        |
| Food / Beverage Sales                    | 8,500.00         |
| Vendor Fees                              | 5,000.00         |
| Cook Team Registrations                  | 10,000.00        |
| Other (Raffle, Cornhole, Poker Run, etc) | 1,000.00         |
| <b>Total Income</b>                      | <b>59,500.00</b> |

|                        |                 |
|------------------------|-----------------|
| <b>Net Profit/Loss</b> | <b>5,250.00</b> |
|------------------------|-----------------|

|                                   |                 |
|-----------------------------------|-----------------|
| <b>Amount requested from LTDA</b> | <b>5,000.00</b> |
|-----------------------------------|-----------------|

| Application for Tourism Projects     |                                |
|--------------------------------------|--------------------------------|
| Lenoir Tourism Development Authority |                                |
| Name of organization                 | Lenoir Downtown Cruisers, Inc. |
| Contact Person                       | Vickie Setzer                  |
| Telephone                            | 828-572-4145 or 828-850-3857   |
| E-mail Address                       | myevent@1841cafe.com           |

| Mailing Address                                        | City/State/Zip                                              |
|--------------------------------------------------------|-------------------------------------------------------------|
| 117 Main Street NW                                     | Lenoir, NC 28545                                            |
| Corporate Information Please check the appropriate box |                                                             |
| For Profit Company <input type="checkbox"/>            | Non-Profit Organization <input checked="" type="checkbox"/> |
| Tax ID Number                                          | 46-1438701                                                  |

| Project Narrative                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                      |              |                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------|--------------|-----------------|
| Briefly describe the proposed project. Be certain to answer each of the questions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                      |              |                 |
| 1. What is the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                      |              |                 |
| Bringing tourists to Lenoir/Caldwell Co. by continuing a 18-yr. established, structured monthly car/truck/vehicle Cruise-In in the central section of the downtown Lenoir. This community-minded car cruise-in project brings documented 1000's of people into downtown Lenoir and Caldwell Co., including locals and the new and repeat out-of-towners (tourists), who spend money in our county—gas, shopping, restaurants, etc.. It is the only major cruise-in the area which is an acting benchmark for other cruise-in clubs. These other clubs bring in their vehicles and come from other states and counties because we are so well known and established—they want to see how we run our club to help make their clubs better. We have had several clubs model our club.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                      |              |                 |
| 2. What is the starting date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                      |              | April 6, 2019   |
| 3. What is the closing date for the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                      |              | October 5, 2019 |
| 4. Who are the individuals who will be responsible for carrying out the proposed project? Please list below.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                      |              |                 |
| Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Role         | Email Address        | Phone Number |                 |
| Car Club Members & Friends                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              | myevent@1841cafe.com | 828-572-4145 |                 |
| Larry                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Counter      |                      |              |                 |
| Kicks Radio Station                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Commentator  |                      |              |                 |
| Mitch McLean, Herald Kruge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Parking cars |                      |              |                 |
| Kandus Kruge, Makala Laxton, Cathy Hoyle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Give-Aways   |                      |              |                 |
| 5. How will the proposed project increase tourism in the City of Lenoir?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                      |              |                 |
| 1/ Because this cruise-in is so well known throughout the state, surrounding counties and surrounding sales, it brings in other cruise-in clubs (in-state and out-of-state). The locals and out-of towners spread how good the Lenoir Cruise-in is by word of mouth to family and friends. These out-of-towners may just bring themselves and friends, or bring their vehicles, which, in turn, they are spending money in our shops and restaurants, in addition to increased gas sales not only in the city limits but on the main Hwy 321 and 18. All of the downtown businesses' daily sales are boosted by thousands of dollars for each cruise-in event. When we have nothing scheduled downtown on the weekends, downtown is sparse with people; therefore, fewer sales for the local businesses. 2/ The club is going to be working with our local radio station 103.3 and 104.5, and their sister AM stations, who will be commenting the cruise-in, which will be broadcasting over the wire hitting their media area, promoting our car cruise-in and town/county businesses. 3/ We will have well-known bands which will increase revenue beyond the actual car cruise-in, and should encourage participants and visitors to stay overnight which will give our motels/hotels and bed and breakfast locations to increase their revenue as well. 4/ Promotion of 50/50 raffles, t-shirts and hat sales, discount tickets with local businesses to promote their sales, car product give-aways—i.e.: custom paintjob for a car (2x) give away, which is a high dollar promotion given to a cruiser. These give-aways are a 2-fold promotion—1/ to get the attendees/participants involved and 2/ promoting the sponsors, which are local businesses. While still in the planning stages, we hope to involve local car dealerships and other businesses, such as Google and their involvement in the soa-box derbies. Also, getting local non-profit organizations involved such as Leo House, Women's Shelter Home, Hospice, and the Arts Council. |              |                      |              |                 |
| 6. How does your organization plan to document the increase in tourism related to the proposed project?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                      |              |                 |
| 1/ By registration of the car cruisers; 2/ Survey Card entitled: "Why did you visit Lenoir?" Questionnaire is KISS (Keep it Simple stupid) The card asks for: * "Your zip code" with a "yes or no" boxes to check before the following questions: Did you come to Downtown today for the cruise-in? Are you staying in a Motel, Hotel or Bed and Breakfast in Lenoir? Did you dine in any of our downtown restaurants? Did you din in any of our Lenoir restaurants Highway 321 or 18? Did you shop in Downtown Lenoir while you were here? Did you shop in Lenoir/Caldwell County? Did you purchase gas in Caldwell County?<br>Thank you for your support to our Lenoir Cruise-In and your input!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                      |              |                 |

CRUISE-IN DATES: 1ST SATURDAY, except Dec. 8, 2019 is toy give-away for the kids Cruise-In.

April 6, 2019  
 May 4, 2019  
 June 1, 2019  
 July 6, 2019  
 August 3, 2019  
 September 7, 2019  
 October 5, 2019  
 December 8, 2019 Toys for the kids cruise-in

| City of Lenoir Tourism Development Authority             |           |                                              |                                        |                                          |        |            |
|----------------------------------------------------------|-----------|----------------------------------------------|----------------------------------------|------------------------------------------|--------|------------|
| Special Project Budget Form                              |           |                                              |                                        |                                          |        |            |
| Eligible Expenses                                        |           |                                              |                                        |                                          |        |            |
| Description                                              | Amount    |                                              |                                        |                                          |        |            |
|                                                          | Print Ads | Media Ads<br>(radio, tv, or<br>social media) | Brochures,<br>flyers, or rack<br>cards | Performance<br>Fees (attach<br>contract) | Other  | Item Total |
| Event Brochure                                           |           |                                              |                                        |                                          |        |            |
| The following costs:                                     | 1,300.00  |                                              |                                        |                                          |        | 2,000.00   |
| Facebook                                                 |           |                                              |                                        |                                          | 200.00 |            |
| Printing 4 flyers/poster cards                           |           |                                              |                                        |                                          |        |            |
| Car Publications ads 4 Cruisers                          |           |                                              |                                        |                                          |        |            |
| Printing 4 Posters, 10% off disc't cards                 |           |                                              |                                        |                                          |        |            |
| Printing in newspaper, Postage 4 mailings to other clubs |           |                                              |                                        |                                          |        |            |
| Band                                                     |           |                                              |                                        | 500.00                                   |        |            |
| <b>Total Eligible Expenses</b>                           | 1,300.00  |                                              |                                        | 500.00                                   | 200.00 | 2,000.00   |

| Ineligible Expenses                                                                                                                                                         |           |            |           |                      |                   |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|-----------|----------------------|-------------------|------------|
| <i>NOTE: Ineligible expenses include, but are not limited to such items as: personnel (salaries); office space; telephone/utilities, etc.; promotional items/giveaways.</i> |           |            |           |                      |                   |            |
| Description                                                                                                                                                                 | Amount    |            |           |                      |                   |            |
|                                                                                                                                                                             | Personnel | Rent/Venue | Utilities | Promotional<br>Items | Other             | Item Total |
| Salaries                                                                                                                                                                    |           |            |           |                      |                   |            |
| T-shirts costs—sales goes to charities                                                                                                                                      |           |            |           |                      | 800.00 - 1000.00  |            |
| Hat sales—sales go to charities                                                                                                                                             |           |            |           |                      | 200.00            |            |
| Give-Aways —Detailers/Paint to cruisers                                                                                                                                     |           |            |           |                      | 1000.00 - 2000.00 |            |
|                                                                                                                                                                             |           |            |           |                      |                   |            |
|                                                                                                                                                                             |           |            |           |                      |                   |            |
| <b>Total Ineligible Expenses</b>                                                                                                                                            |           |            |           |                      |                   |            |

| Income              |          |
|---------------------|----------|
| Source              | Amount   |
| Grant               | 2,000.00 |
|                     |          |
|                     |          |
|                     |          |
|                     |          |
| <b>Total Income</b> | N/A      |

|                        |  |
|------------------------|--|
| <b>Net Profit/Loss</b> |  |
|------------------------|--|

|                                   |          |
|-----------------------------------|----------|
| <b>Amount requested from LTDA</b> | 2,000.00 |
|-----------------------------------|----------|

PO Box 1613

601 College Ave SW

Lenoir, NC 28645

828-754-2486

Fax 828-754-2440

www.caldwellarts.com



Dr. Dana Clark  
Lenoir Tourism Development Authority  
P.O. Box 958  
Lenoir, NC 28645

February 14, 2019

Dear Dr. Clark,

Attached is a request for tourism development funding for a combination of three projects to be provided by the Caldwell Arts Council later this year. The projects are: 1) Sculpture Celebration; 2) Happy Valley Fiddler's Convention, and 3) Tuckers Sculpture Gallery. The first two projects will not actually occur until September, 2019. Tuckers Sculpture Gallery is an on-going project that operates year round.

The funding request only reflects the expenses that the council expects to incur during the period February 1, 2019 through July 31, 2019, as the vast majority of the expenses (as well as income funding received) for these events happen in late summer immediately prior to the events. It would also be the intent of the Caldwell Arts Council to apply for funding at your July 31, 2019 meeting for additional related expenses expected to be incurred in the 6 months following that meeting.

Caldwell Arts Council is a committed partner with the City of Lenoir in regards to tourism. It is well known in the arts industry that people do travel significant distances to attend and participate in art and music events. We believe the council has a very positive history in providing the type of quality programming that attracts people throughout North Carolina and the region to Lenoir.

We appreciate your consideration of our funding request and we look forward to work with you, the City of Lenoir, and the Tourism Development Authority for many years in the future as we continue to grow the wonderful opportunities Lenoir has to offer.

Sincerely,

*Ann Smith*

Ann Smith  
President,  
Caldwell Arts Council

## APPLICATION FOR FUNDING

**Applicant hereby accepts the conditions as set forth in the Funding Policy for Lenoir Tourism Development Authority Grants as outlined below:**

1. Applicant must justify that the grant funds will be used for the promotion of tourism and the financial need for the grant must be justified. The LTDA Project Budget form is required.
2. Grant funds shall be used only for expenses directly related to projects to increase the tourism revenue of the City of Lenoir.
3. Applications including matching funds on a dollar-for-dollar or greater basis are given greater priority.
4. A Project Completion and Payment Request form must be completed for each funded project before LTDA funds are released. The Payment Request form and attached invoices and receipts must be approved by the Finance Officer for the City of Lenoir before a check is issued for the payment of invoices for any funded project.
6. Termination or cancellation of a funded project must be reported to the LTDA.
7. Grant recipients must use the tag line "Funded in part by City of Lenoir Tourism Development Authority" on any printed materials, internet materials, or media advertising paid for with any portion of LTDA funds.

**Your signature below certifies that you agree to submit to the Finance Officer of the City of Lenoir a "Project Completion and Payment Request " form with an accounting of any grant funds received from this application. This accounting should include invoices and cancelled checks pertaining to the grant request and is due within thirty (30) days after the funded project is complete. Any extension of time for submitting the Project Completion and Payment Request form require LTDA approval and may delay reimbursement.**

**I understand the above conditions and policies and agree to abide by same as a condition for receiving funding from the City of Lenoir Tourism Development Authority.**

Ann E. Smith, President

**Authorized Signature of Applicant**

Feb. 14, 2018

**Date**

| Application for Tourism Projects     |                                                     |
|--------------------------------------|-----------------------------------------------------|
| Lenoir Tourism Development Authority |                                                     |
| Name of organization                 | Caldwell Arts Council                               |
| Contact Person                       | Ann Smith                                           |
| Telephone                            | 828-754-2486 828-493-3320 (cell)                    |
| E-mail Address                       | anneverhardtsmith@gmail.com office@caldwellarts.com |

| Mailing Address                                        | City/State/Zip                                              |
|--------------------------------------------------------|-------------------------------------------------------------|
| P.O. Box 1613                                          | Lenoir, NC 28645                                            |
| Corporate Information Please check the appropriate box |                                                             |
| For Profit Company <input type="checkbox"/>            | Non-Profit Organization <input checked="" type="checkbox"/> |
| Tax ID Number 56-1192344                               |                                                             |

| Project Narrative                                                                                                                                                                                                                                                                                                                                 |                 |                             |              |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------|--------------|--|
| Briefly describe the proposed project. Be certain to answer each of the questions.                                                                                                                                                                                                                                                                |                 |                             |              |  |
| 1. What is the proposed project? 1) Sculpture Celebration; 2) Happy Valley Fiddler's Convention 3) Tucker's Gallery                                                                                                                                                                                                                               |                 |                             |              |  |
| 1) Sculpture Celebration occurs each year in September and is held at the Brayhill Walking Park in Lenoir. A 2-day event, it brings in sculptors from throughout the southeast to exhibit their works of art. It is attended by people from all over the state + more and is a family oriented event that attracts 4,000-5,000 attendees annually |                 |                             |              |  |
| 2. What is the starting date for the proposed project? 1) Sept 6, 2019 2) Aug 30, 2019 3) ongoing                                                                                                                                                                                                                                                 |                 |                             |              |  |
| 3. What is the closing date for the proposed project? 1) Sept. 7, 2019 2) Sept 1, 2019 3) ongoing                                                                                                                                                                                                                                                 |                 |                             |              |  |
| 4. Who are the individuals who will be responsible for carrying out the proposed project? Please list below.                                                                                                                                                                                                                                      |                 |                             |              |  |
| Name                                                                                                                                                                                                                                                                                                                                              | Role            | Email Address               | Phone Number |  |
| Lindsay Barrick (1, 2, 3)                                                                                                                                                                                                                                                                                                                         | Director        | lindsay@caldwellarts.com    | 828-754-2486 |  |
| Cathy McCoy (1, 2, 3)                                                                                                                                                                                                                                                                                                                             | Staff           | cathy@caldwellarts.com      | 828-754-2486 |  |
| Sandra Jourdain (1)                                                                                                                                                                                                                                                                                                                               | Sculpture Cont. | satajourdain@gmail.com      | 756-343-6743 |  |
| Ann Smith (1, 2, 3)                                                                                                                                                                                                                                                                                                                               | Board Chair     | anneverhardtsmith@gmail.com | 828 493-3320 |  |
| appointed individuals                                                                                                                                                                                                                                                                                                                             |                 |                             |              |  |
| 5. How will the proposed project increase tourism in the City of Lenoir?                                                                                                                                                                                                                                                                          |                 |                             |              |  |
| (1+3) With both the Sculpture Celebration & Tucker's Gallery, art lovers travel to Lenoir to view the sculpture event, as well as pieces in the Arts Council's collection + the works on display in Tucker's Gallery. While in Lenoir, they shop at other establishments, including dining + lodging. In addition                                 |                 |                             |              |  |
| (2) Sculpture brings in 75+ sculptors from out of the area, who stay in the area at least 1 night. Fiddlers brings in visitors who seek lodging, dining, more in Lenoir.                                                                                                                                                                          |                 |                             |              |  |
| 6. How does your organization plan to document the increase in tourism related to the proposed project?                                                                                                                                                                                                                                           |                 |                             |              |  |
| (1+2) Gate counts are carried out at both Sculpture Celebration + HUFV. In addition surveys are handed out & collected and zip codes of attendees are captured from the surveys returned                                                                                                                                                          |                 |                             |              |  |
| 3) Staff plans to document calls from/inquiries about Tucker's Gallery + follow up to determine attendance/visitation to Lenoir.                                                                                                                                                                                                                  |                 |                             |              |  |

- 2) Happy Valley Fiddlers Convention is also held in September each year, on the Jones Family Farm Property in Happy Valley just a few miles outside of Lenoir. This 3-day event also brings in performers (of old-time + bluegrass music) from a several state area. Attendees also hail from outside the area and together with performers account for approximately 30% of attendees. Approximately 2500 people attend this event annually, many spending the night in motels/lodging in Lenoir, as well as visiting Lenoir for dining, gas, and other supplies
- 3) Tucker's Gallery is an outdoor sculpture gallery located in downtown Lenoir. It features sculptures that are installed on special pedestals in a select group of planters along the sidewalks of the prominent downtown streets. This is an addition to the Sculpture collection owned by the Arts Council that brings...

| City of Lenoir Tourism Development Authority |                      |                                              |                                        |                                          |                                |                      |
|----------------------------------------------|----------------------|----------------------------------------------|----------------------------------------|------------------------------------------|--------------------------------|----------------------|
| Special Project Budget Form                  |                      |                                              |                                        |                                          |                                |                      |
| Eligible Expenses                            |                      |                                              |                                        |                                          |                                |                      |
| Description                                  | Amount               |                                              |                                        |                                          |                                |                      |
|                                              | Print Ads            | Media Ads<br>(radio, tv, or<br>social media) | Brochures,<br>flyers, or rack<br>cards | Performance<br>Fees (attach<br>contract) | Other                          | Item Total           |
| Event Brochure<br>for Sculpture Celebration  | 1) 325 <sup>00</sup> | \$130                                        | 1) 190 <sup>00</sup>                   |                                          | \$150 <sup>00</sup> (supplies) | \$795                |
| For HVFC                                     | 2) \$400             | \$500                                        | \$200                                  |                                          | \$450 (insurance)              | \$1550 <sup>00</sup> |
| For Tucker's Gallery                         | 3)                   |                                              | \$150                                  |                                          | \$50 (postage)                 | \$200                |
| <b>Total Eligible Expenses</b>               | 725                  | 630                                          | 540                                    |                                          | \$650                          | \$2545 <sup>00</sup> |

| Ineligible Expenses                                                                                                                                                  |                      |            |           |                      |       |            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|------------|-----------|----------------------|-------|------------|
| NOTE: Ineligible expenses include, but are not limited to such items as: personnel (salaries); office space; telephone/utilities, etc.; promotional items/giveaways. |                      |            |           |                      |       |            |
| Description                                                                                                                                                          | Amount               |            |           |                      |       |            |
|                                                                                                                                                                      | Personnel            | Rent/Venue | Utilities | Promotional<br>Items | Other | Item Total |
| Salaries                                                                                                                                                             |                      |            |           |                      |       |            |
| Sculpture Celebration                                                                                                                                                | \$8565 <sup>00</sup> |            |           |                      |       | 8565       |
| HVFC                                                                                                                                                                 | \$565 <sup>00</sup>  |            |           |                      |       | 565        |
| Tucker's Gallery                                                                                                                                                     | 571                  |            |           |                      |       | 571        |
| <b>Total Ineligible Expenses</b>                                                                                                                                     | 17,701               |            |           |                      |       | 17701      |

\* Note - these expenses/incomes reflect those direct costs budgeted for these project/events only for the six months of February 2019 through July 31st, 2019. As the two major events outlined here occur in September, it would be the intent of Caldwell Arts Council to apply for additional funding at your July 31, 2019 meeting. The vast majority of expenses will occur 8-1-19 through 10-31-19.

Additional incomes will be received for the two major events 8-1-19 through 10-31-19

| Income                |        |
|-----------------------|--------|
| Source                | Amount |
| donations/grants/fees | 3,200  |
| 2) HVFC               | 6,600  |
| 3) Tucker's Gallery   | \$200  |
| <b>Total Income</b>   | 10,000 |

**Net Profit/Loss** (10,246) (6 mos)

|                                   |        |
|-----------------------------------|--------|
| <b>Amount requested from LTDA</b> | \$2545 |
|-----------------------------------|--------|

| <b>Contract for Tourism Services</b><br><b>Caldwell Chamber of Commerce &amp; LTDA</b><br><i>Detail of Expenses January 1, 2019 through June 30, 2019</i> |                                           |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-------------|
| Thursday, February 14, 2019                                                                                                                               |                                           |             |
| Description                                                                                                                                               |                                           | Annual (\$) |
| Labor                                                                                                                                                     |                                           |             |
| Staff Salary for Marketing/Tourism Services                                                                                                               |                                           | 12,480      |
| Employer Taxes                                                                                                                                            |                                           | 1,037       |
| Benefits                                                                                                                                                  |                                           | 450         |
|                                                                                                                                                           |                                           |             |
|                                                                                                                                                           |                                           |             |
| General Marketing Expense                                                                                                                                 |                                           |             |
| Explore Caldwell Brochures (10,000)                                                                                                                       |                                           | 1,750       |
| Hootsuite                                                                                                                                                 |                                           | 300         |
| VisitNC.com website (annual subscription payable Q4 2018)                                                                                                 |                                           | 1,000       |
| Facebook Boosts                                                                                                                                           |                                           | 170         |
| 2019 Visit NC Conference                                                                                                                                  |                                           | 1,000       |
| Instagram                                                                                                                                                 |                                           | 28          |
| Adobe suite Subscription                                                                                                                                  |                                           | 330         |
|                                                                                                                                                           | Total Expense January 1 - June 30         | \$ 18,545   |
|                                                                                                                                                           | Lenoir TDA Payment (50% of Total Expense) | \$ 9,273    |

**Lenoir Tourism Development Authority**  
**Minutes March 21, 2019**

| <b>Members Present</b> | <b>Members Absent</b> | <b>Ex-Officio Present</b> | <b>Ex-Officio Absent</b> | <b>Guests</b>          |
|------------------------|-----------------------|---------------------------|--------------------------|------------------------|
| <b>Dana Clark</b>      | <b>Rose Noakes</b>    | <b>Scott Hildebran</b>    | <b>Joan Coffey</b>       | <b>Kaylynn Horn</b>    |
| <b>Matt Underwood</b>  | <b>Angela Johnson</b> | <b>Donna Bean</b>         |                          | <b>Kyle Case</b>       |
| <b>Glenda Wilson</b>   |                       | <b>Mayor Gibbons</b>      |                          | <b>Lauren McKinney</b> |
| <b>Keith Nordan</b>    |                       | <b>Joshua Harris</b>      |                          | <b>Rebecca Warren</b>  |
|                        |                       |                           |                          | <b>Bryan Moore</b>     |
|                        |                       |                           |                          |                        |
|                        |                       |                           |                          |                        |

Chair Dr. Dana Clark called the meeting to order.

Becky Warren from Caldwell Chamber of Commerce introduced their new President and CEO, Bryan Warren.

#### Financials

Finance Director Donna Bean presented the financial report for the LTDA which included a balance of \$178,331.62, with \$67,120.23 in revenues and \$37,510.01 in expenditures. (see attached)

Donna Bean discussed the Martin Luther King Jr. Center, Jazz Festival proposal request of \$2000.00. Board Member Matt Underwood made a motion to approve the request of the Jazz Festival proposal of \$2000.00, seconded by Board Member Glenda Wilson. The motion passed unanimously. (see attached)

Kyle Case spoke on behalf of the Bootlegger 100 bicycle ride and their request of \$850.00. Board Member Keith Nordan made a motion to approve the request of the Bootlegger 100's proposal of \$850.00, seconded by Board Member Matt Underwood. The motion passed unanimously. (see attached)

Kaylynn Horn spoke about the Main Street program Billboards and the request of \$12,422.00. Mayor Gibbons and City Manager, Scott Hildebran was in favor and asked for a trial run of 6 months and re-discuss. Board Member Glenda Wilson made a motion to approve the request of the Billboards project of \$12,422.00, seconded by Board Member Matt Underwood. The motion passed unanimously. (see attached)

### Updates

Becky Warren from the Caldwell Chamber of Commerce gave the social media update for Facebook and Instagram. Ms. Warren also presented the draft tourism brochure. (see attached)

City Manager, Scott Hildebran stated the Hampton Inn plans to have their grand opening within a month.

### Chris Cavanaugh

Chair Dr. Dana Clark has scheduled a strategic planning session on Thursday, April 25<sup>th</sup> at 10:00am with Chris Cavanagh for the approved payment of \$500.00.

### Other Business

Kaylynn Horn showed a presentation on the Main Street accomplishments and thanked everyone for their support.

Chair Dana Clark mentioned the 365 conference scheduled for 3/31-4/2/19.

Photo-Social Media- Think about what “icon” to use.

### Destination Marketing Organization Updates

- Falling visitations to Destination Marketing Organization websites
- Earned Media
- Visiting friends and family-marketing to locals
- Marketing/Hospitality/Social Media
- Psychographics
- Possible meeting with Google

Next meeting will be held Thursday, April 25<sup>th</sup> at 10:00am.

Meeting adjourned at 5:00pm

Lenoir Business Advisory Board Meeting  
Meeting Minutes  
2/14/2019

### Meeting Attendance

| Board Members<br>PRESENT  | Board Members<br>ABSENT             | Ex-Officio Members<br>PRESENT | Ex-Officio Members<br>ABSENT |
|---------------------------|-------------------------------------|-------------------------------|------------------------------|
| 1. Mark Transou-<br>Chair | 1. Terese<br>Almquist-Vice<br>Chair | 1. Scott Hildebran            | 1. Ike Perkins               |
| 2. Tim Biddix             | 2. Byron Grayson                    | 2. Joe Gibbons                | 2. Crissy Thomas             |
| 3. Dana Clark             | 3. John Moore                       |                               | 3.                           |
| 4. Kimmie Rogers          | 4. Jennifer Indicott                |                               |                              |
| 5. Grey Scheer            | 5. Patrick<br>Longano               |                               |                              |
| 6. Matt Underwood         | 6. Barbara Weiller                  |                               |                              |
| 7. Sean Williams          |                                     |                               |                              |
| 8. Glenda Wilson          |                                     |                               |                              |
| 9.                        |                                     |                               |                              |
| 10.                       |                                     |                               |                              |
| 11.                       |                                     |                               |                              |
| 12.                       |                                     |                               |                              |
| 13.                       |                                     |                               |                              |
| 14.                       |                                     |                               |                              |
|                           |                                     |                               |                              |

| Staff Members<br>PRESENT |
|--------------------------|
| 1. Kaylynn Horn          |
| 2. Lauren McKinney       |

Mark Transou established a quorum and called the meeting to order.

### Approval of Minutes

Upon a motion from Dana Clark, seconded by Glenda Wilson the January 10, 2019 minutes were unanimously approved.

### Report from Grants Committee

Dana Clark reported the committee had no new business.

### Main Street Committee Update

- I Heart Main Street 2/26/19 6:00pm
  - Kaylynn Horn encouraged everyone to attend this event. It will be announced who won the Main Street Champions and celebrate everyone's accomplishments.
- 2019 NC Main Street Conference March 12-14th
  - Kaylynn Horn asked to please let her know ASAP if you will be attending this conference. Considerations in place to cover registration costs; hotel

costs will be on the individual. Kaylynn suggested attending one day or part of the conference, especially the award ceremony dinner.

- Promotions Team Update
  - 4/6 Cruise In
  - 4/13 Gravity Games and Feet Off The Street Fun Fest
    - Kaylynn Horn stated they are planning to add to and extended this event.
  - 4/20 Bootlegger 100
- Kaylynn Horn announced the NC Festival and Events awarded the Smoking in the Foothills Barbeque Festival an award for Best Event Website.

### **LBAB HAT**

Nothing new to report from the team. Mr. Hildebran discussed a D.F.I. study currently underway and managed by the Caldwell EDC.

### **OTHER BUSINESS**

Next month's meeting is rescheduled to Thursday, March 21<sup>st</sup>.

**Meeting adjourned at 6:50pm.**

Lenoir Business Advisory Board Meeting  
Meeting Minutes  
3/21/2019

### Meeting Attendance

| Board Members<br>PRESENT  | Board Members<br>ABSENT             | Ex-Officio Members<br>PRESENT | Ex-Officio Members<br>ABSENT |
|---------------------------|-------------------------------------|-------------------------------|------------------------------|
| 1. Mark Transou-<br>Chair | 1. Terese<br>Almquist-Vice<br>Chair | 1. Scott Hildebran            | 1. Ike Perkins               |
| 2. Byron Grayson          | 2. Kimmie Rogers                    | 2. Joe Gibbons                | 2. Crissy Thomas             |
| 3. Dana Clark             | 3. John Moore                       |                               | 3.                           |
| 4. Matt Underwood         | 4. Barbara Weiller                  |                               |                              |
| 5. Sean Williams          | 5. Tim Biddix                       |                               |                              |
| 6. Glenda Wilson          | 6. Grey Scheer                      |                               |                              |
| 7. Jennifer Indicott      |                                     |                               |                              |
| 8. Patrick Longano        |                                     |                               |                              |
| 9.                        |                                     |                               |                              |
| 10.                       |                                     |                               |                              |
| 11.                       |                                     |                               |                              |
| 12.                       |                                     |                               |                              |
| 13.                       |                                     |                               |                              |
| 14.                       |                                     |                               |                              |
|                           |                                     |                               |                              |

| Staff Members<br>PRESENT |
|--------------------------|
| 1. Kaylynn Horn          |
| 2. Lauren McKinney       |

Mark Transou established a quorum and called the meeting to order.

### Approval of Minutes

Upon a motion from Dana Clark, seconded by Sean Williams the February 21, 2019 minutes were unanimously approved.

### Report from Grants Committee

Dana Clark reported the committee had no new business.

### Lenoir Main Street Committee Update

- o Promotions Team Update
  - 4/6 Lenoir Cruise In
  - 4/8 Event Horizons
    - A presentation will be held on Monday, April 8<sup>th</sup> from 2:30-3:30pm for Downtown businesses and merchants.
  - 4/13 Gravity Games
    - Local schools will receive a flyer to distribute.
  - 4/20 Bootlegger 100
    - Matt Underwood suggested getting video of the race for marketing.

- o NC Main Street Conference
  - Kaylynn Horn thanked everyone who attended the Main Street conference. Kaylynn will email the video links to the awards and the Main Street champions.
- o New Ambassadors
  - The new Ambassador pictures and phrases were presented.
- o The BBQ festival event video was presented, which will be shown at the movie theater during the previews. This event will be held October 17-19th.

#### **LBAB HAT**

Sean Williams stated nothing new to report from the team. Mr. Hildebran spoke about the high number of properties that have been sold recently in Downtown.

#### **OTHER BUSINESS**

Next month's meeting will be held Thursday, April 11<sup>th</sup>.

**Meeting adjourned at 6:30pm.**



Recreation Administrative Offices (828)757-2165 - Fax (828)758-1315

Martin Luther King Center (828)757-2170

Lenoir Aquatic & Fitness Center (828)757-2196

Mulberry Recreation Center (828)757-2165

[www.cityoflenoir.com/parks](http://www.cityoflenoir.com/parks)

### **Recreation Advisory Board Meeting**

Minutes

Monday, April 15, 2019

The Recreation Advisory Board met at the Optimist Park Clubhouse at 6:00pm.

Members present for this meeting were: Scott Barnett, Michael Dineen, Rick Pierce, Erik Rabinowitz, and James Robertson.

City staff members present were: Kenny Story and Maria Swanson.

Absences included: Schonna Banner, Darrell Lipford, and Crissy Thomas, Ex-Officio.

Members were welcomed by Scott Barnett.

Minutes from the March 18, 2019 meeting were reviewed. Motion made to approve minutes made by Robertson, seconded by Pierce. Motion carried.

#### Director's Report

- The Parks and Rec Facilities will be closed on Friday, April 19<sup>th</sup> for Good Friday
- We will hold our annual Easter Egg Hunt at Mulberry Rec on Saturday, April 20<sup>th</sup> 10am-noon
- Opening Day for Youth Baseball/Softball is scheduled for Saturday, May 4<sup>th</sup> starting at 9am
- Registration for JH Jones Basketball League and Middle and High School Summer Leagues has started. Deadline to register is May 25<sup>th</sup>. Age groups are JH Jones – 8-12 Years Old, Middle and High School – 13-17 Years Old.
- We are offering dollar days again at LAFC on Sundays for Recreational swim. Turnout is great, having close to 100 patrons most Sundays.
- LAFC is offering a Lifeguard Certification Class April 22<sup>nd</sup>-26<sup>th</sup>. Class time is 9am-5pm daily.
- LAFC has kayaking on Wednesday nights thru May 15<sup>th</sup>.
- Mulberry Rec is having a new event this year: The End of School Blast – this is a free event elementary/middle school age children with live DJ, bounce houses, food trucks, and games. We are also working with other city departments to have city vehicles available (fire trucks, Police cars, large machinery, garbage trucks, etc) for the children to explore, "Touch A Truck".
- MLK is having the annual Community Yard Sale at their facility on June 15<sup>th</sup>. Spots are \$10 and if you need to rent tables, they are \$5 each.
- Community Music Festival at MLK is scheduled for Saturday, June 27<sup>th</sup>
- The Firecracker 5k/10k/Fun Run is scheduled for June 29<sup>th</sup>, starting and ending at the Soccer complex.
- July 4<sup>th</sup> Celebration and Fireworks will be on July 4<sup>th</sup> at Mulberry Rec. We are using a different pyrotechnics company this year.
- Harambee Week at MLK is scheduled for August 3<sup>rd</sup>-9<sup>th</sup>.
- Gravity Games are rescheduled for Saturday, April 27<sup>th</sup> in downtown.
- Update on JE Broyhill Park: The handicapped sidewalk from the parking lot to the shelters is complete. The lower parking lot is sealed and will be stripped this week. We are still waiting on weather related delays to complete some grading and seed work. There was an incident recently where shots were fired at the basketball court. No injuries were reported but Police did find several

casing around the basketball court and parking lot. The investigation is continuing. The park is being used a lot and we want to keep it safe for all users, so we will be installing cameras at the park.

- Optimist Park: Work is continuing on this. The playground equipment quote will go before city council Tuesday night so this should be installed within 6 weeks. Lighting the second field should begin in the next few weeks. Shelters and parking lot work should be starting in 3-4 weeks.
- We are still looking into another grant for lighting at Mack Cook Stadium and renovations to the Lenoir High School Gym and Auditorium.
- We will be replacing a HVAC system at LAFC
- We will be replacing gutters and doing some tennis court repairs at MLK

#### New Business

The hiking/foot trail at LAFC is in need of being remarked. Eric asked if he could have permission to mark the trail. He was given permission to do this.

It was discussed to look into a PARTFF grant to place playground equipment and a shelter at the soccer complex or other locations

#### Old Business

Eric has given Kenny a name of a youth who may be interested in serving on the board as our youth representative. Kenny will reach out to this person in the coming weeks to discuss details and answer any question this youth may have.

There being no further business to discuss, the meeting was adjourned at 7:30pm

The next advisory board meeting will be held on Monday, August 19, 2019

Minutes submitted by: Maria Swanson



**City of Lenoir  
Financial Summary  
As of March 31, 2019**



| General Fund  |                     |                  |             |                              |                  |
|---------------|---------------------|------------------|-------------|------------------------------|------------------|
|               | 2018-2019<br>Budget | 3/31/2019        | % of Budget | Change from<br>Previous Year | 3/31/2018        |
| Total Revenue | \$ 17,090,331.00    | \$ 14,837,294.76 | 87%         | \$ (254,222.00)              | \$ 15,091,516.76 |
| Expenditures  | \$ 17,090,331.00    | \$ 12,641,677.01 | 74%         | \$ 685,915.53                | \$ 11,955,761.48 |
| Over/Under    | \$ -                | \$ 2,195,617.75  |             | \$ (940,137.53)              | \$ 3,135,755.28  |

| Downtown District |                     |                |             |                              |                 |
|-------------------|---------------------|----------------|-------------|------------------------------|-----------------|
|                   | 2018-2019<br>Budget | 3/31/2019      | % of Budget | Change from<br>Previous Year | 3/31/2018       |
| Revenues          | \$ 183,736.00       | \$ 57,251.07   | 31%         | \$ 55,541.17                 | \$ 1,709.90     |
| Expenditures      | \$ 183,736.00       | \$ 134,644.27  | 73%         | \$ (14,139.76)               | \$ 148,784.03   |
| Over/Under        | \$ -                | \$ (77,393.20) |             | \$ 69,680.93                 | \$ (147,074.13) |

| Water/Sewer Fund |                     |                 |             |                              |                 |
|------------------|---------------------|-----------------|-------------|------------------------------|-----------------|
|                  | 2018-2019<br>Budget | 3/31/2019       | % of Budget | Change from<br>Previous Year | 3/31/2018       |
| Revenues         | \$ 8,890,000.00     | \$ 6,948,983.63 | 78%         | \$ 57,676.88                 | \$ 6,891,306.75 |
| Expenditures     | \$ 8,890,000.00     | \$ 4,848,991.72 | 55%         | \$ 239,411.95                | \$ 4,609,579.77 |
| Over/Under       | \$ -                | \$ 2,099,991.91 |             | \$ (181,735.07)              | \$ 2,281,726.98 |

| Tax Collections                                             |                     |                                   |                             |                              |                                   |
|-------------------------------------------------------------|---------------------|-----------------------------------|-----------------------------|------------------------------|-----------------------------------|
|                                                             |                     | Collections As Of<br>3/31/2019*** | Percentage of<br>Change     | Change from<br>Previous Year | Collections As Of<br>3/31/2018    |
| Ad Valorem Tax Collection - % of Budget                     |                     | 110%                              |                             |                              | 104%                              |
| Sales Tax (January Deposits with adjustment<br>for HB97)    |                     | \$ 2,665,955.32                   | 4.77%                       | \$ 121,356.01                | \$ 2,544,599.31                   |
| Sales Tax (January Deposits without<br>adjustment for HB97) |                     | \$ 2,506,634.68                   | 4.71%                       | \$ 112,823.44                | \$ 2,393,811.24                   |
| Sales Tax adjustment for HB97                               |                     |                                   |                             |                              |                                   |
|                                                             | 2018-2019<br>Budget | Collections As Of<br>3/31/2019*** | Percentage<br>Collected YTD |                              | Collections As Of<br>3/31/2018*** |
| Sales Tax adjustment for HB97                               | \$ 218,000.00       | \$ 159,320.64                     | 73.08%                      |                              | \$ 150,788.07                     |

\*\*\*8 months collections

**CITY OF LENOIR**  
**COUNCIL ACTION FORM**

**I. Agenda Item:**

Request to approve Tax Releases and Refunds as of April 15, 2019 in accordance with G.S. 105-381.

**II. Background Information:**

Please see attached schedule.

**III. Staff Recommendation:**

Approved recommendation as requested.

**IV. Reviewed by:**

**City Attorney:**

**Finance Director:** Donna Bean

**Public Works/Public Utilities Director:**

**Planning Director:**

**Recreation Director:**

## Tax Releases and Refunds

Apr-19

| Tax Refunds                    |                         |             |              |                                                                                                                                                         |
|--------------------------------|-------------------------|-------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tax Payer                      | REF #                   | Tax Year    | Amount       | Reason                                                                                                                                                  |
| Belk Inc.                      | 735                     | 2018        | \$ 49.46     | Discount did not apply                                                                                                                                  |
| Charles Dula                   | 2858                    | 2018        | \$ 264.83    | County Exemption was not applied - system issue                                                                                                         |
| Charles Tassinari              | 9203                    | 2018        | \$ 784.78    | Overpayment                                                                                                                                             |
| Charles Troutman               | 9544                    | 2018        | \$ 15.16     | Discount did not apply                                                                                                                                  |
| Cornellia Dobbins              | 2800 & 14847            | 2014 & 2017 | \$ 46.22     | Overpayment                                                                                                                                             |
| Ernie & Brenda Cline           | 09 146 1 10             | 2013-2017   | \$ 389.16    | Overpayment of city split                                                                                                                               |
| Evolution Event Solutions Inc. | 3100                    | 2018        | \$ 101.90    | Customer paid tax and per county business was moved 8.17.17                                                                                             |
| Gloria and Larry Hatley        | 23441                   | 2017        | \$ 40.11     | Customer was garnished twice resulting in credit balance                                                                                                |
| Henry Smith                    | 8646                    | 2018        | \$ 26.32     | Discount did not apply                                                                                                                                  |
| Horace Gary Link               | 06173 1 16              | 2013-2017   | \$ 2,474.10  | Overpayment of city split                                                                                                                               |
| James Johnson                  | 5318                    | 2018        | \$ 264.83    | County Exemption was not applied - system issue                                                                                                         |
| Jerry B Laws                   | 5713                    | 2018        | \$ 190.54    | Credit balance                                                                                                                                          |
| Joretta C Stevens              | 47566                   | 2017        | \$ 253.64    | Overpayment                                                                                                                                             |
| Joretta C Stevens              | 8941                    | 2018        | \$ 264.83    | County Exemption was not applied - system issue                                                                                                         |
| Kelly Bentley                  | 793 & 799               | 2013 & 2018 | \$ 325.09    | Overpayment                                                                                                                                             |
| Lenoir Big LLC                 | 09 48 1 9               | 2018        | \$ 324.84    | Customer paid full amount in July 18 and thus did not receive early payment discount                                                                    |
| Malcolm Langston               | 30338                   | 2017        | \$ 23.36     | Discount did not apply                                                                                                                                  |
| Nancy Mills                    | 6623                    | 2018        | \$ 8.37      | Discount did not apply                                                                                                                                  |
| Paul Propst                    | 7700                    | 2018        | \$ 264.83    | County Exemption was not applied - system issue                                                                                                         |
| Richard Hagen                  | 4115                    | 2018        | \$ 1,001.07  | Customer and escrow paid                                                                                                                                |
| Roby June Michaux              | 09 30 1 12              | 2006-2017   | \$ 323.39    | Marcus Michaux was listed on tax bill by county incorrectly and he should have been listed in care of Marcus Michaux. Marcus was garnished incorrectly. |
| Sergio Venegas                 | 9719                    | 2018        | \$ 10.78     | Discount did not apply                                                                                                                                  |
| Sheila Suddreth                | 9103                    | 2018        | \$ 211.64    | County Exemption was not applied - system issue                                                                                                         |
| Steve Marshall                 | 03 18 1 12 & 03 18 1 14 | 2013-2017   | \$ 238.33    | Overpayment of city split                                                                                                                               |
| Terry Hall                     | 4149                    | 2018        | \$ 13.64     | Discount did not apply                                                                                                                                  |
| Thomas Ives                    | 5583                    | 2012        | \$ 77.07     | Overpayment                                                                                                                                             |
| Waterlife Church               | 9880                    | 2018        | \$ 4,529.69  | County Exemption was not applied - system issue                                                                                                         |
| Wells Fargo Vendor             | 9981                    | 2018        | \$ 34.17     | Discount did not apply                                                                                                                                  |
| George Beam                    | 708                     | 2018        | \$ 45.47     | Discount did not apply                                                                                                                                  |
| Total                          |                         |             | \$ 12,597.62 |                                                                                                                                                         |
| Tax Releases                   |                         |             |              |                                                                                                                                                         |
| Tax Payer                      | REF #                   | Tax Year    | Amount       | Reason                                                                                                                                                  |
| Bobby Joe Dixon                | 06 17 3 15              | 2006-2012   | \$ 2,530.47  | City foreclosed on property - Release back taxes                                                                                                        |
| Tax Releases - Less than \$1   |                         |             |              |                                                                                                                                                         |
| Tax Payer                      | REF #                   | Tax Year    | Amount       | Reason                                                                                                                                                  |
| Bernice Griffin                | 20843                   | 2017        | \$ 0.35      | Less than \$1                                                                                                                                           |
| Bernice Griffin                | 3959                    | 2018        | \$ 0.02      | Less than \$1                                                                                                                                           |
| Charles Corriher               | 2312                    | 2018        | \$ 0.02      | Less than \$1                                                                                                                                           |
| Coffey's Insulation            | 2160                    | 2018        | \$ 0.09      | Less than \$1                                                                                                                                           |
| Heads Up Hair Design           | 4446                    | 2016        | \$ 0.05      | Less than \$1                                                                                                                                           |
| Heads Up Hair Design           | 23804                   | 2017        | \$ 0.05      | Less than \$1                                                                                                                                           |
| Heads Up Hair Design           | 23920                   | 2015        | \$ 0.06      | Less than \$1                                                                                                                                           |
| Jack Norman                    | 6985                    | 2016        | \$ 0.04      | Less than \$1                                                                                                                                           |
| Jill Griffin                   | 3953                    | 2016        | \$ 0.01      | Less than \$1                                                                                                                                           |
| Jonathan Greer                 | 3823                    | 2016        | \$ 0.25      | Less than \$1                                                                                                                                           |
| Kristie Morrow                 | 35926                   | 2017        | \$ 0.15      | Less than \$1                                                                                                                                           |
| Marvin Hartso Jr               | 4376                    | 2018        | \$ 0.03      | Less than \$1                                                                                                                                           |
| Mignonne Pearson               | 7262                    | 2018        | \$ 0.10      | Less than \$1                                                                                                                                           |
| Stephen Parlier                | 7757                    | 2012        | \$ 0.08      | Less than \$1                                                                                                                                           |
| Tammy Yarborough               | 10493                   | 2016        | \$ 0.13      | Less than \$1                                                                                                                                           |
| Total                          |                         |             | \$ 1.43      |                                                                                                                                                         |

# March 2019 Communications Report

By Joshua Harris, Public Information Officer

4/9/2019

LENOIR  
North Carolina



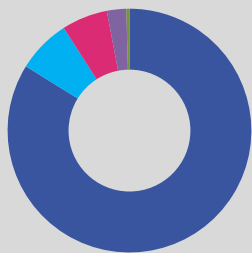
## CONTENT CREATION

| News Releases | Photos | Videos | Radio Spots | Social Posts | City Alerts | Q&A | eSign |
|---------------|--------|--------|-------------|--------------|-------------|-----|-------|
| 3             | 115    | 5      | 2           | 209          | 9           | 21  | 3     |

## PUBLIC ENGAGEMENT

### New Followers

971



Facebook Twitter Instagram  
eNews City Alerts

### Social Reach

114,170

Facebook ..... 103,828

Twitter ..... 9,726

### Video Views

6,202

Facebook ..... 6,147

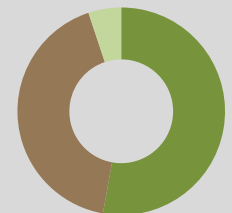
YouTube ..... 55

### Website Views

30,762

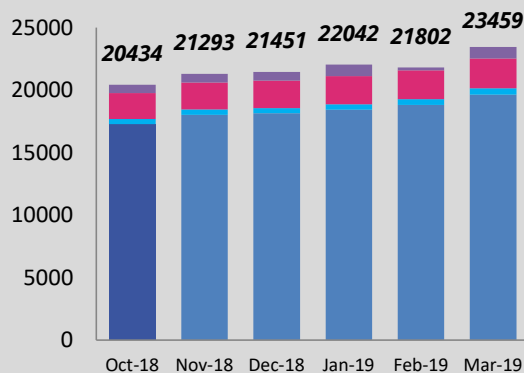
#### Top Pages

- 1 payonline
- 2 jobs
- 3 police
- 4 waterservice
- 5 lafc
- 6 parksrecreation
- 7 mulberryrec

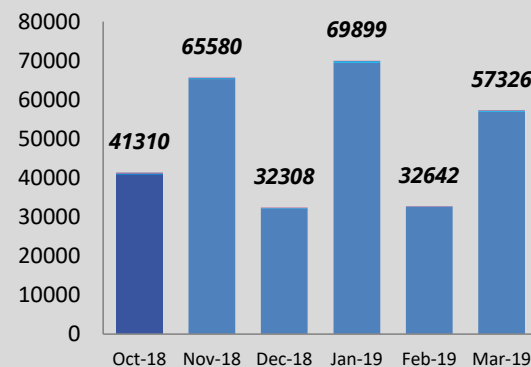


Mobile  
Desktop  
Tablet

### Total Followers



### Social Engagement

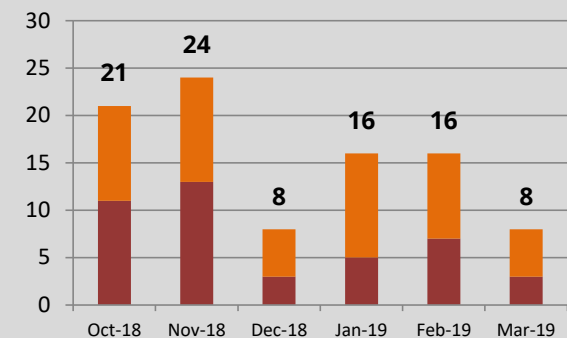


### Media Coverage

8

Papers 3

Web 5



53



# Top Facebook

*Reach: The number of people who saw the post on their feed*

*Engagements: Reactions, comments, shares, photo/video views, and clicks*

Total Facebook Followers

# 19,632

**Lenoir Police Department**   Like Page 

Published by CI Div [?] · March 5 · 

The Lenoir Police Department is seeking the public's assistance to identify a person of interest regarding Breaking or Entering and Larceny that occurred at a residence on Powell Brickyard Road. If you can identify this person, please contact the Lenoir Police Department in one of the following ways:

1. Anonymous tip at Crime Stoppers: 828-758-8300.
2. Call the investigator: 828-757-2100.
3. Message on Facebook.



**22,897** **7,180**  
People Reached Engagements 

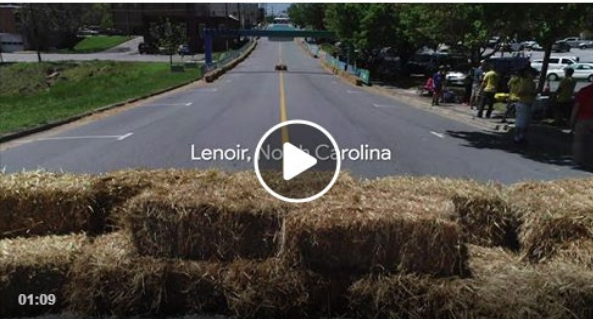
   53 2 Comments 440 Shares

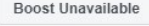
|             | Paid | Organic       |
|-------------|------|---------------|
| Reach       |      | <b>22,897</b> |
| Engagements |      | <b>7,180</b>  |
| Comments    |      | <b>2</b>      |
| Shares      |      | <b>440</b>    |

**Downtown Lenoir**   Like Page 

Published by Downtown Lenoir [?] · March 25 at 10:29 AM · 

Are you ready for the 2019 NC Gravity Games & Feet Off the Street Fun Fest! on April 13?!



**9,236** **1,108**  
People Reached Engagements 

  Sarah Stoker, Justin Johnson and 10 others 77 Shares

|             | Paid | Organic      |
|-------------|------|--------------|
| Reach       |      | <b>9,236</b> |
| Engagements |      | <b>1,108</b> |
| Comments    |      |              |
| Shares      |      | <b>77</b>    |

**City of Lenoir, NC Government**   Like Page 

Published by Joshua Harris [?] · March 27 at 9:25 AM · 

We hope you're coming to Downtown Lenoir Saturday, April 13, for the 2019 NC Gravity Games & Feet Off the Street Fun Fest! We'll have races, science experiments, games, and more! Google North Carolina Science Festival Appalachian State University <http://www.ncgravitygames.com/>



**7,470** **755**  
People Reached Engagements 

   53 18 Comments 60 Shares

|             | Paid | Organic      |
|-------------|------|--------------|
| Reach       |      | <b>7,470</b> |
| Engagements |      | <b>755</b>   |
| Comments    |      | <b>18</b>    |
| Shares      |      | <b>60</b>    |



# Top Tweets

*Impressions: Times people saw this Tweet on Twitter*

*Engagements: Times people interacted with this Tweet*

Total Twitter Followers

## 522



**City of Lenoir, NC** @CityofLenoir

Mayor Joe Gibbons presented Ed Blair and T.J. Rohr with keys to the city during a reception Tuesday, March 5, 2019, to honor their many years of service to the City of Lenoir. Read more at <http://bit.ly/2ETzynB> . [pic.twitter.com/KBlackQVbC](http://pic.twitter.com/KBlackQVbC)

Impressions 1,520

Total engagements 7

Likes 3

Media engagements 2

Retweets 1

Link clicks 1



Reach a bigger audience

**City of Lenoir, NC** @CityofLenoir

We hope you're planning to come to @DowntownLenoir Saturday, April 13, for the 2019 NC Gravity Games & Feet Off the Street Fun Fest! We'll have races, science experiments, games, and more! @Google @ncscifest @appstate <http://www.ncgravitygames.com/> [pic.twitter.com/VPNJCx06sn](http://pic.twitter.com/VPNJCx06sn)

Impressions 697

Media views 215

Total engagements 35

Media engagements 20

Likes 7

Retweets 3

Detail expands 3

Profile clicks 2



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started



**Downtown Lenoir, NC** @DowntownLenoir

Section of Harper Street closed Saturday in Lenoir. Read more at <http://downtownlenoirmc.com/section-harper-street-closed-saturday-lenoir/> ... [pic.twitter.com/9HoJ3vf7cx](http://pic.twitter.com/9HoJ3vf7cx)

Impressions 189

Total engagements 6

Media engagements 4

Link clicks 2



# Top Instagram

*Likes: The number of people who liked the post on their feed*

Total Instagram Followers

**2,366**



cityofflenoirnc  
Lenoir, North Carolina

cityofflenoirnc The City of Lenoir Main Street Department won four awards during the 2019 N.C. Main Street Conference held this week in Salisbury, NC. @downtownlenoir won more awards this year than any other city across the state! <http://bit.ly/2FfHoay>.



Liked by downtownlenoir and 55 others

MARCH 15

Likes

**57**

Comments

**na**

Views



downtownlenoir • Following  
Downtown Lenoir

downtownlenoir Did you catch the snow flakes over downtown earlier?! ❄️❄️  
dianereeves336 Yes !! Beautiful pic



Liked by fercottfermentables and 62 others

MARCH 8

Likes

**63**

Comments

**1**

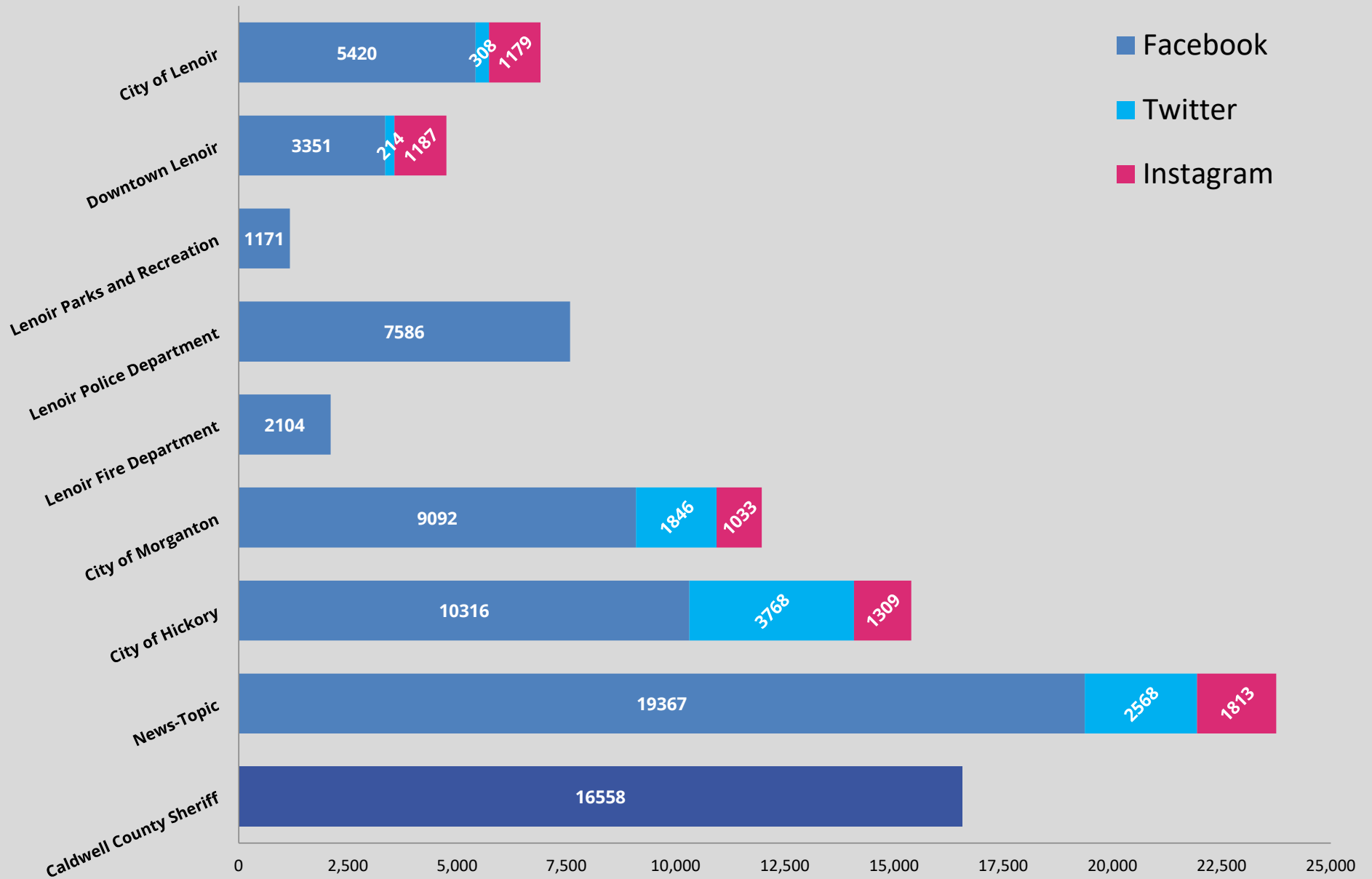
Views

**na**



# Social Comparison

The chart below compares Lenoir's social accounts with surrounding organizations.





# Questions from the public

# 21

I am interested in the leprechaun 5k and 10k road race, I was wondering what the top 3 overall male awards maybe in both races? cash awards, trophies

Questions about brush collection in the City of Lenoir.

When is trash bash?

I need information on how to get a marriage license.

When and where is the compost give away this year?

How does [public auction] work? It says 5% deposit at time of bid. Does that mean that you do or don't pay it all at one time?

I was wondering if there was a booth fee for the Lenoir Downtown Cruise-In scheduled for April 6, 2019. If so, how much and is there a form I need to fill out?

I have lived next door to 1018 Wright St. SW for almost 2 years the yard looks like a junk yard. Who do I contact to get the people living there to clean up?

I am looking for a map of public parking lots downtown. I am not seeing one on the website, could you point me in the right direction? Thank you!

Can you please confirm all services provided for 126 Buck Shoals Circle Hudson? Water, sewer etc.?

Is there any type of relief for senior citizens for property tax rates?

Does the City give out trash bags for people to pick up litter?

Wondering about compost. When is the sale this year?

I'm trying to find information on the old Family Dollar building in Gamewell. I'm trying to find out who now owns the building.

I had a small business owner clear gutters and cut limbs, who should I call to pick them up?

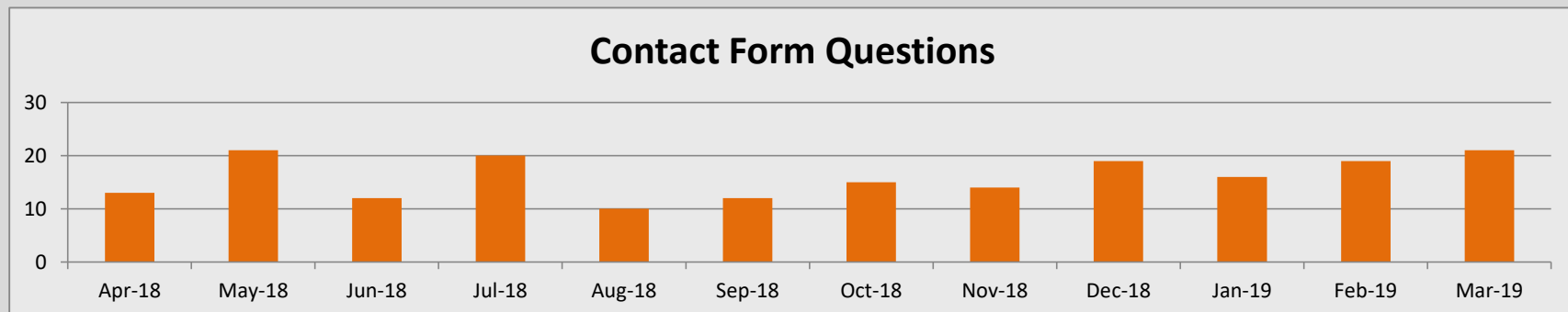
When is my trash pickup day?

I have a question regarding trash pick up specifically bulk trash. I have an 8 x 10 area rug that I would like to get rid of.

I have been tasked with developing a Fire Marshal's contact list for use by the OSFM Engineering Division. The list we develop and maintain will only be for use by the Fire Marshal's Office.

I would like the lights turned on at the skate park at Mulberry Recreation.

The sculpture at the Northwest corner of the big loop on the Greenway off of Powell road is broken.



|                                    |       |
|------------------------------------|-------|
| Training Hours                     | 5,083 |
| Inspections                        | 66    |
| Fire Prevention Education Programs | 10    |

|                                                            |            |
|------------------------------------------------------------|------------|
| Fire, structure                                            | 6          |
| Fire, vehicle and heavy equipment                          | 3          |
| Fire, brush or grass                                       | 1          |
| Fire, trash                                                | 7          |
| Fire, other                                                | 12         |
| Medical call                                               | 389        |
| EMS lift assist                                            | 20         |
| Assist Invalid, lift assist                                | 1          |
| 10-50, PI                                                  | 19         |
| 10-50, no PI                                               | 16         |
| Rescue call                                                | 13         |
| Service call, public                                       | 70         |
| Cover in assignment                                        | 15         |
| Hazardous condition, other, power lines down               | 9          |
| Hazardous material or spill                                | 7          |
| False alarm, sprinkler malfunction                         | 7          |
| False alarm, smoke or carbon monoxide detector malfunction | 35         |
| False alarm, alarm sounded, no fire                        | 20         |
| False alarm, malicious                                     | 0          |
| False alarm, other                                         | 40         |
| Severe weather or natural disaster, other                  | 0          |
| <b>TOTAL INCIDENTS</b>                                     | <b>690</b> |



# May 2019



| Sun                                     | Mon                                                                                                  | Tue                                    | Wed                                                                       | Thu                                                                                | Fri | Sat                                                                                      |
|-----------------------------------------|------------------------------------------------------------------------------------------------------|----------------------------------------|---------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----|------------------------------------------------------------------------------------------|
|                                         |                                                                                                      |                                        | 1                                                                         | 2<br>8:00 a.m. Mayor's Prayer Breakfast<br>(Lenoir Presbyterian 1002 Kirkwood St.) | 3   | 4<br>9:30 a.m. Youth Baseball/Softball<br>(Mulberry Rec. Center)<br>4:00 p.m. Cruise-In  |
| 5                                       | 6                                                                                                    | 7<br>6:00 p.m. City Council            | 8<br>9:00 a.m. Staff Mtg.                                                 | 9<br>4:00 p.m. Lenoir Tourism Dev. Auth.<br>6:00 p.m. Lenoir Business Adv. Board   | 10  | 11<br>8:00 a.m. Cycle to Serve (Rotary Club)<br>(Downtown Lenoir)                        |
| 12                                      | 13<br>11:45 a.m. City/County Services Committee                                                      | 14<br>8:00 a.m. EDC                    | 15                                                                        | 16                                                                                 | 17  | 18                                                                                       |
| 19<br>National Public Work Weeks Begins | 20                                                                                                   | 21<br>6:00 p.m. City Council           | 22<br>9:00 a.m. Staff Mtg.<br>Noon - Foothills Regional Airport Authority | 23<br>6:00 p.m. Budget Work Session<br>(City Hall, 3rd Floor)                      | 24  | 25<br>Noon-4:00 p.m. End of School Blast-Mulberry Outdoor Pool Opens<br>(Aquatic Center) |
| 26                                      | 27<br><b>Memorial Day!</b><br><b>City Offices Closed!</b><br>Noon - Memorial Day Service (on Square) | 28<br>8:30 a.m. Committee of the Whole | 29                                                                        | 30<br>6:00 p.m. Budget Work Session<br>(City Hall, 3rd Floor)<br>(*If Necessary)   | 31  |                                                                                          |
|                                         |                                                                                                      | <b>Notes for June</b>                  |                                                                           |                                                                                    |     |                                                                                          |
|                                         |                                                                                                      |                                        |                                                                           |                                                                                    |     |                                                                                          |
|                                         |                                                                                                      |                                        |                                                                           |                                                                                    |     |                                                                                          |
|                                         |                                                                                                      |                                        |                                                                           |                                                                                    |     |                                                                                          |

City of Lenoir  
P.O. Box 958  
Lenoir, N.C. 28645  
www.cityoflenoir.com  
757-2200 / 757-2162 fax

Joseph L. Gibbons, Mayor  
Scott E. Hildebran, City Manager  
Shirley M. Cannon, City Clerk



# May 2019

Revised 4-18



| Sun                                     | Mon                                                                                                  | Tue                                                                       | Wed                                                                       | Thu                                                                                | Fri | Sat                                                                                      |
|-----------------------------------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----|------------------------------------------------------------------------------------------|
|                                         |                                                                                                      |                                                                           | 1                                                                         | 2<br>8:00 a.m. Mayor's Prayer Breakfast<br>(Lenoir Presbyterian 1002 Kirkwood St.) | 3   | 4<br>9:30 a.m. Youth Baseball/Softball<br>(Mulberry Rec. Center)<br>4:00 p.m. Cruise-In  |
| 5                                       | 6                                                                                                    | 7<br>6:00 p.m. City Council                                               | 8<br>9:00 a.m. Staff Mtg.                                                 | 9<br>4:00 p.m. Lenoir Tourism Dev. Auth.<br>6:00 p.m. Lenoir Business Adv. Board   | 10  | 11<br>8:00 a.m. Cycle to Serve (Rotary Club)<br>(Downtown Lenoir)                        |
| 12                                      | 13<br>11:45 a.m. City/County Services Committee                                                      | 14<br>8:00 a.m. EDC NCLM's City Vision Conference<br>(Hickory Metro Ctr.) | 15                                                                        | 16<br>NCLM Conf. Ends<br>7:00 p.m. Officer Down Memorial Service (First Baptist)   | 17  | 18                                                                                       |
| 19<br>National Public Work Weeks Begins | 20                                                                                                   | 21<br>6:00 p.m. City Council                                              | 22<br>9:00 a.m. Staff Mtg.<br>Noon - Foothills Regional Airport Authority | 23<br>6:00 p.m. Budget Work Session<br>(City Hall, 3rd Floor)                      | 24  | 25<br>Noon-4:00 p.m. End of School Blast-Mulberry Outdoor Pool Opens<br>(Aquatic Center) |
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|                                         |                                                                                                      | <b>Notes for June</b>                                                     |                                                                           |                                                                                    |     |                                                                                          |
|                                         |                                                                                                      |                                                                           |                                                                           |                                                                                    |     |                                                                                          |
|                                         |                                                                                                      |                                                                           |                                                                           |                                                                                    |     |                                                                                          |
|                                         |                                                                                                      |                                                                           |                                                                           |                                                                                    |     |                                                                                          |

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