



Agenda

Leland Tourism Development Authority
Regular Meeting
Monday, May 4, 2026
11:00 a.m.
Town Hall

Page

1. 11:00 A.M. - CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. APPROVAL OF THE AGENDA

4. NEW BOARD MEMBER AND STAFF INTRODUCTIONS

5. PUBLIC COMMENT

5.1 Please note that these proceedings, including the Public Comment portion, are being live-streamed and videotaped. The public and media also may videotape these proceedings at any time.

6. PRESENTATIONS

6.1 WECT/Town of Leland - Sounds of Summer Concert at Founders Park

6.2 Brunswick Beer and Cider Applearchy Cider Festival Grant Project Closeout 3 - 22
[MEMO-26-0011 - Pdf](#)

6.3 Brunswick Beer and Cider Ciderfest Post Event Report

7. ACTION ITEM - FY26-27 LTDA BUDGET

7.1 Conflict of Interest

7.2 FY26-27 LTDA Budget

7.3 Public Comment

8. ACTION ITEM - GRANT POLICY

8.1 Conflict of Interest

8.2 Resolution R26-003 Adopting the Leland Tourism Development Authority ("LTDA") Grant Policy 23 - 25
[MEMO-26-0089 - Pdf](#)

8.3 Public Comment

9. ACTION ITEM - LTDA & TOWN OF LELAND AGREEMENT FOR SERVICES

9.1 Conflict of Interest

- 9.2 Resolution R26-001 Authorizing the Tourism Development Authority Chair to Execute the Service Agreement Between the Leland Tourism Development Authority and the Town of Leland 26 - 47
[MEMO-26-0086 - Pdf](#)

9.3 Public Comment

10. ACTION ITEM - PURCHASE OF PROMOTIONAL MATERIALS

10.1 Conflict of Interest

- 10.2 Resolution R26-002 Authorizing Staff to Purchase Promotional Items 48 - 49
[MEMO-26-0090 - Pdf](#)

10.3 Public Comment

11. DISCUSSION TOPICS

11.1 LTDA Branding

11.2 Post April 20th Special Meeting

12. UPDATES/REPORTS

- 12.1 TDA Staff Report 50 - 55
[TDA Staff Reports May 2026](#)

13. BOARD ENGAGEMENT

- 13.1 Leland In Bloom Festival - May 16, 2026 at 10 a.m. until 2 p.m. in Founders Park

14. OLD/NEW BUSINESS

15. ADJOURNMENT

16. NEXT MEETING DATE

The next regular meeting of the LTDA will be held on July 6, 2026 at 11:00 a.m. at Leland Town Hall.



MEMO

MEMO-26-0011

Meeting Date: May 4, 2026

Prepared By: Kelli Ann Newton

MEETING TYPE: Leland Tourism Development Authority

TITLE: Brunswick Beer and Cider Applearchy Cider Festival Grant Project Closeout

PURPOSE: This memo provides grant closeout information regarding the grant request submitted by Brunswick Beer and Cider under the LTDA Grant Program. Supporting documents reviewed include the grant application, post-grant report, receipt amounts, and the PlacerAI report.

BACKGROUND: The Leland Tourism Development Authority (LTDA) grant program to assists organizations with the marketing, promotion, and execution of projects and initiatives that promote tourism in – and attract visitors to – the Town of Leland. The LTDA Grant Program is open to registered nonprofit organizations, government organizations, and private businesses that support LTDA’s mission to encourage, develop and promote tourism in Leland.

Brunswick Beer and Cider's request is tied to Applearchy Cider Festival which occurred on November 1, 2025 from 12:00pm to 5:00pm.

SUMMARY: This memo is to inform the Board of grant closeout obligations. Staff analyzed the purpose of the funding as outlined in the grant application, the applicant’s use of funds based on the submitted budget and invoices/receipts, and attendance data reported by the applicant alongside third-party metrics from the PlacerAI report.

As part of the pre- to post-grant evaluation, staff reviewed both projected and actual performance, including the following:

- Attendance: The applicant projected attendance of 1,500. Actual attendance totaled 1,047 as reported by the applicant, with 1,400 visits verified through PlacerAI data.
- Budget and Expenditures: The applicant proposed a project budget of \$32,832.83. Actual eligible expenditures totaled \$10,364.23, as supported by submitted invoices and receipts.
- Activities: Planned activities included three hour tasting sessions featuring local businesses, live entertainment, food, and local vendors with booths selling their products all of which were completed as proposed.
- Outcomes: The applicant projected 1,500 attendees and counted 1,047 attendees. PlacerAI data reported 1,400 attendees.
- Marketing Efforts: The approved marketing plan included social media ads, content creation, influencers, and promotional items.
- Timeline: The project was proposed to occur between November 1, 2025 and was executed as planned.
- Documentation: All required closeout documentation was submitted.

SUPPORTING PLANS: Leland Tourism Development Authority (LTDA) Grant Policy and Strategic Plan

REQUEST FOR ACTION: No action needed.



Leland Tourism Development Authority Grant Application

Review the [LTDA Grant Program Policy](#) Complete this grant application and submit to the LTDA Board by the deadlines listed in the Policy. All information must be complete and typed or printed clearly for consideration. Attach additional pages if necessary.

Organizational Information

Application Date

7/17/2025

Name of Organization

Brunswick Beer and Cider

Owner Authorized Representative

Jud Watkins

Email Address

Hannah@wbbeer.com

Phone Number

(910) 599-6849

Address

1313 S Dickinson Drive, Leland, North Carolina 28451

Number of years organization has been in existence

3

Organization's Geographic Service Area

Brunswick County/Leland

Organization's Mission

At Brunswick Beer and Cider, it's just plain common sense to want to nestle our passion project amidst a thriving community that's been built near the banks of a tidal-influenced tributary. New to Leland but not eastern North Carolina, we're proud of our rural scrappiness and grit—only softened by our second nature hospitality, ingrained by a collective southern grandma. We're proud of our eastern, coastal heritage and hope to flourish amongst Brunswick County's new growth. Most at home paddling kayaks through a swampy cypress grove, our instinct is to protect our ample natural resources, and invest in the people rooted in Brunswick County. Like our sister brewery, Wrightsville Beach Brewery, we aim

to “rise with the tide”—donating proceeds from a revolving “give-back beer” each month to local non profit partners whose values we share.

Organization’s Annual Budget
45000

Grant Request Information

Type of Grant Request
Single Day Event

Single-Day Events

Tier Two: 1,000-1,999 attendees, maximum \$5,000 award with minimum \$5,000 cash match

Physical Address of Project Location

1313 S Dickinson Drive, Leland, North Carolina 28451

Description of the Project (attach additional sheets as necessary)

Cider Festival - Fall 2025

Brunswick Beer and Cider is excited to announce the third annual Cider Festival. We will collaborate with local vendors, breweries, and cideries to create an exceptional experience. Festival tickets will grant access to a three hour tasting session featuring local businesses. Ticket holders will receive a specially branded tasting glass and will be entitled to a 3-ounce pour from each participating brewery or winery. Each pour will consist of a curated blend crafted specifically for the festival by local brewers.

Additionally, a limited number of VIP tickets will be available, offering attendees

an extra hour of tasting in a more intimate setting with shorter lines. VIP ticket holders will also receive a smaller tasting glass and a swag bag.

Brunswick Beer and Cider will provide food options for purchase, available from

both the restaurant and our food truck. Local vendors will have the opportunity to set up booths and sell their products. The festival will feature live entertainment from two booked bands. In keeping with our commitment to the community, we will also be accepting donations in partnership with a local charity.

Additional Files

How does this project promote travel and tourism in the Town of Leland? (attach additional sheets as necessary)

Additional Files

As one of the pioneering cideries in Southeast North Carolina, we have cultivated a loyal following from both sides of the bridge, leading us to anticipate a significant turnout for this event. Our first and second APPEARARCHY Cider Fests attracted attendees from both local and distant areas, and we believe that this, our third year, will draw even more participants than in the previous year. The initial interest in the event was evident upon advertising, but we truly recognized its success when we observed the check-in line extending into the parking lot. We aim to attract even more out-of-town visitors, encouraging them to stay in Leland and book hotel accommodations for the night.

Anticipated number of attendees
1,500

Estimated total cost of the proposed project
\$32,832.83

Are you requesting funds prior to execution of the event?
Yes

Marketing plan for the proposed project (attach marketing plan)
please see attached...

Marketing Plan Upload
Marketing Plan - Cider Fest 2025.pdf

Travel and Tourism Project Expenses

Please identify project expenses that would promote travel & tourism. Eligible expenses include advertisements and marketing materials that promote an activity, commemorative and promotional materials, or similar promotional activities that attract tourists or business travelers to the area.

Total Travel and Tourism Project Expenses
\$0.00

Tourism Related Expenses

Please identify project expenses that would be Tourism-Related Expenses. These are expenditures designed to increase the use of lodging facilities, meeting facilities, or convention facilities in the Town, or to attract tourists or business travelers to the Town. This includes tourism-related capital expenditures.

Total Tourism Related Expenses
\$0.00

Total Expenses

Project Expenses
\$0.00

Tourism Expenses
\$0.00

Total Expense
\$0.00

Specific Performance Measures

What your project will accomplish and how you will measure your success. Performance measures should be SMART (Specific, Measurable, Attainable, Relevant, and Time-Based).

We are thrilled to advance the future of Cider Fest in collaboration with the Town of Leland. Our goal is to invite our neighbors from across the bridge and surrounding areas to discover everything this flourishing area has to offer. Leland is quickly establishing itself on the map, and we aim to play a part in that growth.

To evaluate the success of this event, we plan to utilize our ticketing system, which enables us to monitor both pre-sales and day-of sales. This information will be invaluable for estimating attendance at future festivals, as we aspire to make the cider festival a cherished annual tradition.

I certify that I, the applicant for the event or project listed above, am authorized to represent the organization listed and have read all documents pertinent to this application.

Name
Owner Jud Watkins

Signature

Date
7/17/2025

Jud Watkins

Marketing Expenses

<i>Who</i>	<i>What</i>	<i>Time</i>	<i>Price</i>	<i>Total</i>
Social Media Ads	Facebook/Instagram			\$1,000.00
Creative Co inc.	Content Creation		\$1,080	\$1,080.00
CSI Promo	Flannels			\$1,937.00
Megan Rowe	Influencer		\$500 + \$200	\$700.00
Peckish Wilmington	micro influencer		2 VIP & Comp meal	\$0.00
Lauren Suitcase	Influencer		4 VIP tix & \$1000	\$1,000.00
Hillside Orchards	Apple Cider / Private Label			\$1,827.45
Glassware	5oz glass			\$4,110.00
CSI Promo	VIP Shirts			\$7,200.00
Updated Logo with Artists				\$400.00
Radio Ads - Penguin				\$4,000.00
				\$23,254.45

Page 7 of 20

Other Expenses

<i>Vendors</i>	<i>Discription</i>	<i>ROI</i>	<i>Wholesale Cost</i>	<i>Retail Price</i>	<i>Total</i>
Hillside Orchards	Apple Cider Donuts				\$1,827.45
Hillside Orchards	Apple Fritters				
Hillside Orchards	Apple Butter				
Hillside Orchards	Apple Cider				
Neighbro (Mark)	Trio - Band	0	\$0		\$500.00
The Yard Doggs	Trio - Band	0	\$0		\$450.00
L&L Tent Rental	Tables & Tent	0			\$920.00
Slide					\$680.93
Dunk Tank					\$400.00
Golf Barn					
Mimis & Pops					
Flower Bar					
Estimated Labor Costs	Set-Up, Event, Break Down				\$3,000.00

Amazon	Wristbands, party pumps, keg tubs etc.				\$300.00
Food Truck	Paper Goods & Food				\$1,500.00
					\$ 9,578.38

	\$	23,254.45
	\$	9,578.38
Total Estimated Spend	\$	32,832.83



MARKETING PLAN

EVENT NAME	APPLEARCHY CIDER FEST
LOCATION	Brunswick Beer and Cider – 1313 S Dickinson Drive, Leland NC 28451
DATE	Saturday, November 1 st 2025
PRESENTERS	Jud Watkins – Jud@brunswickbeerandcider.com Hannah Rachman – Hannah@wbbeer.com

CiderFest Objective	<ul style="list-style-type: none"> Brunswick Beer and Cider is excited to announce the third annual Cider Festival. We will collaborate with local vendors, breweries, and cideries to create an exceptional experience. Festival tickets will grant access to a three-hour tasting session featuring local businesses. Ticket holders will receive a specially branded tasting glass and will be entitled to a 3-ounce pour from each participating brewery or winery. Each pour will consist of a curated blend crafted specifically for the festival by local brewers.
Marketing Expenses	<ul style="list-style-type: none"> Targeted Facebook and Instagram Ads. Estimated to run several weeks up to the event. Engaging social media influencers with a wider reach and a larger following can significantly bolster our email marketing initiatives. In particular, the influencer "Check Whats Good Wilmington," whom we have collaborated with previously, demonstrated remarkable success in extending our outreach. T-shirts sourced from CSI Promo will be available for purchase at the event. We plan to prominently feature the Town of Leland on the sleeves of the shirts to showcase the TDA. Our hope is that individuals who purchase a T-shirt will promote the event year-round, contributing to the visibility and recognizability of the logo. Glassware featuring the Ciderfest logo on one side and the TDA logo stamped on the opposite side will be provided for all patrons. Each ticket includes a 5-ounce tasting glass for the event. Updated logo creation with artist Paid radio ads on the penguin x 2 months
Total Expense Quote	<ul style="list-style-type: none"> \$19,710.00



LIFE IS GOOD HERE™

Post Grant Report

Organizational Information

Name of Organization Brunswick Beer and Cider	Date 12/19/2025	Your Email Address Hannah@wbbeer.com
---------------------------------------------------------	---------------------------	------------------------------------------------

Owner Authorized Representative
Hannah Rachman

Email Address Hannah@wbbeer.com	Phone Number (910) 599-6849
-------------------------------------------	---------------------------------------

Address
1313 S Dickinson Drive, Leland, North Carolina 28451

1. Please provide a description of the project.
APPLEARCHY Cider Festival is a festival for not only cider and fruit forward beers, but also to celebrate the local agriculture and the produce that local farming brings to the table to create top quality products. We look to partner with the Carolina’s local breweries, cideries and farming industries by bringing in special curated items for Leland and other surrounding areas.

2. Please list the number of attendees
1037

3. Please list the number of vendors (if applicable).
17 Beer/Cider Vendors along with 25 local vendors

4. Please provide a summary of other sponsorships (if applicable).
N/A

5. Please provide a list of all advertisements related to the project. Check What's Good - Social Media Influencer Ad Sponsored Facebook Ads	Please also include a digital copy of these in JPEG or PNG file formats. Cider Fest - Facebook Event.png Check Whats Good Ad.png
-----------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------

6. Please provide any photographs of the project in JPEG or PNG formats.
141A0927.jpg
141A0738.jpg
141A1999.jpg

7. Please provide an analysis of the overall success of the project as compared to anticipated outcomes.

The overall success of Cider Fest exceeded our expectations. While we have witnessed a growing interest in the event over the years, this year has proven to be our most significant yet. We did not anticipate the remarkable level of growth we experienced. We are grateful to our loyal patrons and to those who attended to discover various brands. It is always a triumph when we can promote our brand while also connecting with other local businesses. The brewery scene remains closely-knit, and supporting one another during these economic times is essential. We appreciate that this event provides valuable exposure for all participants.

8. Please provide a receipt log for all travel and tourism expenses.

9. Please provide a receipt log for all tourism related expenses.


Cider Fest - 2025 - Cash Flow Worksheet.xlsx

10. Please provide a statement of how this project benefited the Leland Tourism Development Authority.

We believe that Cider Fest significantly benefited the Leland Tourism Development Authority by enhancing the visibility of the Town of Leland. The event attracts visitors from various regions, encouraging them to spend money locally, including but not limited to establishments such as Brunswick Beer and Cider. Additionally, our outreach efforts aim to increase the number of hotel stays in the area. Through this ongoing partnership, we are not only supporting the Town of Leland's goals of fostering small business sustainability but also promoting a sense of community engagement.

1/16/26, 10:11 AM

Insights - Placer



Brunswick Beer & Cider
1313 S. Dickinson Drive, Leland, NC 28451

Nov 01 - Nov 01, 2025 | Over 10 Min | Add Filter

Brunswick Beer & Cider is a custom POI and only available for your account. [Learn More](#)

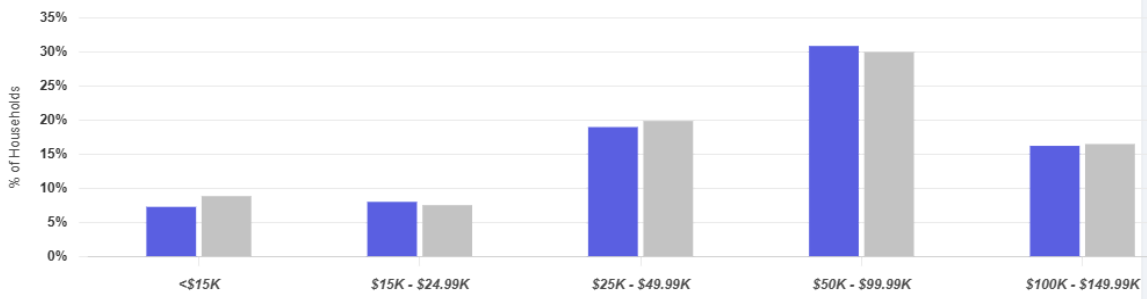
Audience Overview ?

Brunswick Beer & Cider | S. Dickinson Drive, Leland, NC | Dataset: Census 2023 | View: Potential Market | Compare to: North Carolina

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity
Brunswick Beer & Cider S. Dickinson Drive, Leland, NC	\$70.7K	35.3%	43.1	White (78.9%)
North Carolina	\$69.9K	34.7%	38.3	White (60.6%)

Median Household Income ▾

%



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

Ranking Overview ?

Brunswick Beer & Cider | S. Dickinson Drive, Leland, NC | Benchmark: Category: Bars & Pubs | Metric: Visits

Nationwide

10* / 48

View List ⓘ

81%

North Carolina

2* / 4

View List ⓘ

75%

Local: 15mi

1* / 0

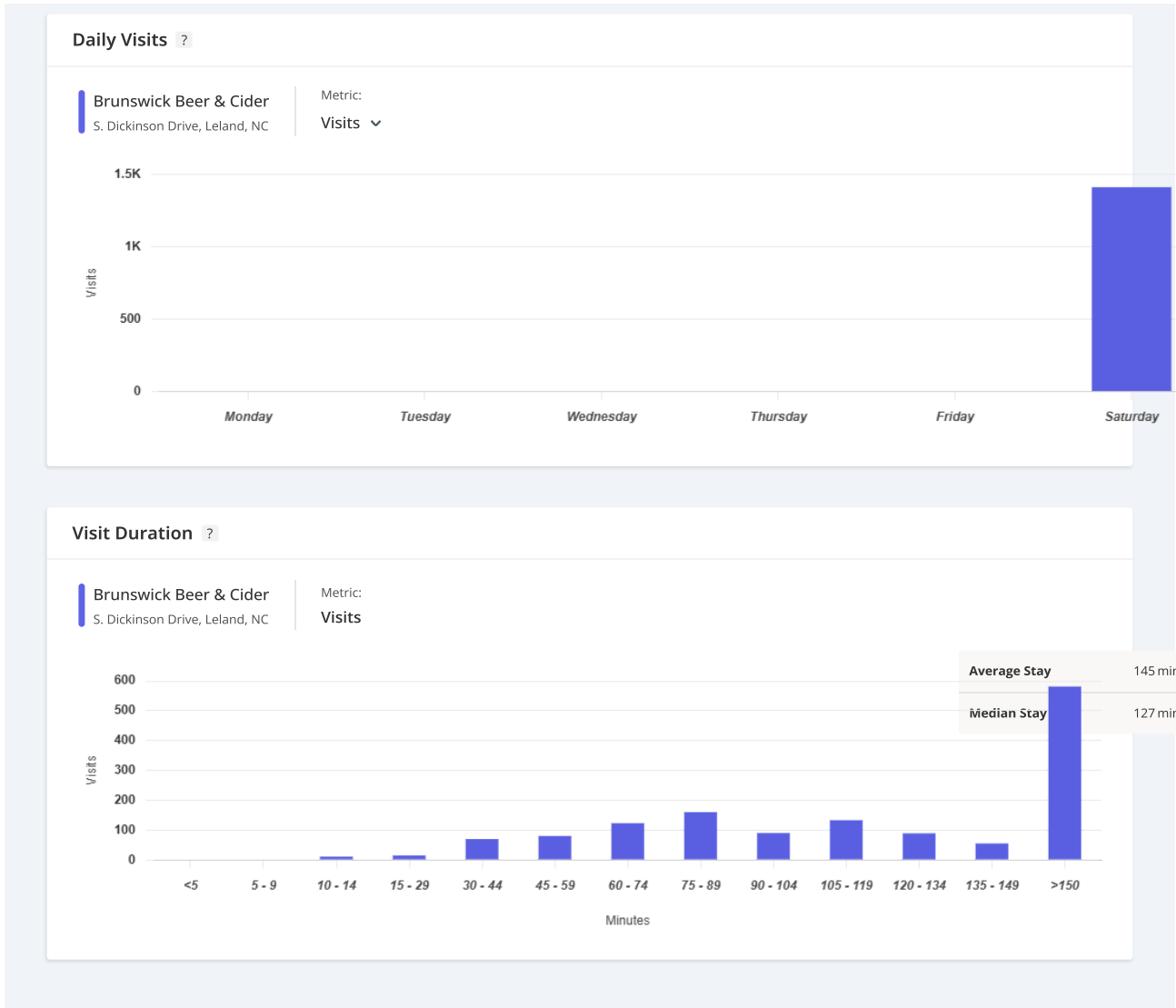
View List ⓘ

100%

* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: Nov 1st, 2025 - Nov 30th, 2025

1/16/26, 10:11 AM

Insights - Placer





MEMO

MEMO-26-0089

Meeting Date: May 4, 2026

Prepared By: Kelli Ann Newton

MEETING TYPE: Leland Tourism Development Authority

TITLE: Resolution R26-003 Adopting the Leland Tourism Development Authority ("LTDA") Grant Policy

PURPOSE: The purpose of the Leland Tourism Development Authority (LTDA) Grant Policy is to establish clear guidelines and procedures for the equitable, transparent, and strategic allocation of tourism development funds. The policy is intended to support organizations and initiatives that enhance the promotion of travel and tourism, attract visitors to the Town of Leland, and generate positive economic impact through tourism-related marketing, events, programs, and projects. The Grant Policy ensures that LTDA funding is used in a manner consistent with statutory requirements, the Authority’s mission, and adopted board priorities while promoting accountability and effective stewardship of public funds.

BACKGROUND: The Leland Tourism Development Authority is charged with promoting travel, tourism, and conventions within the Town of Leland, sponsoring tourist-related events and activities, and financing tourism-related capital projects. In accordance with state statute, at least two-thirds of the funds remitted to the LTDA must be used to promote travel and tourism, with the remaining funds used for tourism-related expenditures.

The LTDA Grant Program was established to support organizations and initiatives that advance tourism through marketing, promotion, and the execution of projects that attract visitors to Leland. Following one full year of administering the current Grant Policy, staff conducted a review of the program and identified opportunities to improve clarity, efficiency, and alignment with the LTDA’s goals. These proposed improvements were discussed with the LTDA Board in March 2026 and are incorporated into the updated Grant Policy.

SUMMARY: Resolution R26-003 formally adopts the revised LTDA Grant Policy. The updated policy incorporates refinements based on operational experience and board feedback, including clearer guidance for applicants, improved evaluation criteria, and enhanced administrative procedures. Collectively, these changes are intended to ensure that grant funding is awarded in a transparent, consistent manner that maximizes the impact of LTDA resources on tourism development and visitor engagement in Leland.

Adoption of this resolution allows the LTDA to implement the updated policy (beginning July 1, 2026) for upcoming grant cycles and continue supporting tourism-related initiatives in a manner consistent with statutory requirements and board priorities.

SUPPORTING PLANS: Leland Tourism Development Authority Strategic Plan

REQUEST FOR ACTION: Staff recommends the Board adopt Resolution R26-003.



Resolution R26-003

Introduced By: Kelli Newton

Date: May 4, 2026

Resolution Adopting the Grant Policy for the Leland Tourism Development Authority ("LTDA") Contract

WHEREAS, the LTDA shall promote travel, tourism and conventions in town, sponsor tourist-related events and activities in town, and finance tourist-related capital projects in town; and

WHEREAS, the LTDA shall use at least two-thirds of the funds remitted to it under this subsection to promote travel and tourism in the Town of Leland and shall use the remainder for tourism related expenditures; and

WHEREAS, the LTDA's Grant Program was established to assist organizations with marketing, promotion, and execution of projects that support the Authority's mission to develop and support activities and experiences that attract visitors to grow tourism in the Town of Leland; and

WHEREAS, after one year with the current LTDA's Grant Policy, staff has identified some improvements that are reflected in this policy after discussion with the LTDA board in March 2026; and

Therefore, Be It Resolved:

The LTDA Board approves and adopts the attached Grant Policy.

Adopted by the Leland Tourism Development Authority on this 4th day of May, 2026.

Brenda Bozeman, Chairman

Sabrena A. Reinhardt, Town Clerk



MEMO

MEMO-26-0086

Meeting Date: May 4, 2026

Prepared By: Barnes Sutton

- MEETING TYPE:** Leland Tourism Development Authority

- TITLE:** Resolution R26-001 Authorizing the Tourism Development Authority Chair to Execute the Service Agreement Between the Leland Tourism Development Authority and the Town of Leland

- PURPOSE:** To enter into an Agreement for Services with the Leland Tourism Development Authority

- BACKGROUND:**

Session Law 2008-64 House Bill 2156 stands as the act to authorize the Town Council of Leland to levy a room occupancy tax of up to three percent (3%) of the gross receipts derived from the rental of any room, lodging, or accommodation furnished by a hotel, motel, inn, tourist camp, or similar place within the town that is subject to sales tax imposed by the State under G.S. 105-164.4(a)(3).

As the Leland Tourism Development Authority (LTDA) has no Executive Director, the Town has offered to provide services to the LTDA that would encompass services customarily provided by an Executive Director, as well as additional services as described within Agreement for Services established between the LTDA and the Town in 2018.

- SUMMARY:**

At the direction of the LTDA, the Town shall provide the services described in Exhibit A generally divided into the following categories:

 - Executive, Tourism, and Legal Services
 - Communications and Marketing Services
 - Financial Services
 - Clerking and Administrative Assistance

Approval of Resolution R26-001 will authorize the Authority Chair to execute the service agreement between the Leland Tourism Development Authority and the Town of Leland, pending final legal review.

- SUPPORTING PLANS:** Leland Tourism Development Strategic Plan

- REQUEST FOR ACTION:** Staff recommends the Authority approve Resolution R26-001.



Resolution R26-001

Introduced By: Barnes Sutton

Date: May 4, 2026

Resolution Authorizing the Tourism Development Authority Chair to Execute the Service Agreement Between the Leland Tourism Development Authority and the Town of Leland

WHEREAS, the Leland Tourism Development Authority ("LTDA") was created pursuant to Session Law 2008-64 ("Act") for the purpose of expending the net proceeds of an adopted and levied room occupancy tax authorized by the Act in order to promote travel, tourism, activities, and conventions in Town, sponsor tourist-related events, and finance tourist-related capital projects in Town; and

WHEREAS, the LTDA currently has no Executive Director; and

WHEREAS, the Town continues to offer to provide services to the LTDA that would encompass services normally provided by an Executive Director as well as additional services of Town staff; and

WHEREAS, the LTDA desires to contract with the Town so that the Town may provide the services as described herein; and

WHEREAS, the Town is desirous of contracting with the LTDA to assist with the marketing and management of travel, tourism, conventions, and related projects; and

WHEREAS, the LTDA and the Town extended the term for the Agreement for Services on 17 July 2024 through 30 June 2026; and

WHEREAS, the LTDA and the Town wish to enter into an updated Agreement for Services with the Town that implements a term through and including 30 June 2028.

Therefore, Be It Resolved:

The LTDA Board adopts the attached Agreement for Services with the Town of Leland.

Adopted by the Leland Tourism Development Authority on this 4th day of May, 2026.

Brenda Bozeman, Chairman

Sabrena A. Reinhardt, Town Clerk

STATE OF NORTH CAROLINA

AGREEMENT FOR SERVICES

COUNTY OF BRUNSWICK

This Agreement for Services (hereinafter "Agreement") is made between the Leland Tourism Development Authority, a public authority under the Local Government Budget and Fiscal Control Act created by Town of Leland Town Council, Resolution R18-443 dated October 18, 2018 (hereinafter "TDA"), and the Town of Leland, North Carolina, a North Carolina municipal corporation located in Brunswick County, North Carolina (hereinafter "Town"), collectively referred to as the "Parties" or individually as a "Party".

WITNESSETH:

WHEREAS, the TDA was created pursuant to Session Law 2008-64 (hereinafter the "Act") for the purpose of expending the net proceeds of an adopted and levied room occupancy tax authorized by the Act in order to promote travel, tourism, activities, and conventions in Town, sponsor tourist-related events, and finance tourist-related capital projects in Town; and

WHEREAS, the TDA currently has no Executive Director; and

WHEREAS, the Town has offered to provide services to the TDA that would encompass services customarily provided by an Executive Director, as well as additional services as described herein; and

WHEREAS, the TDA desires to contract with the Town so that the Town may provide the services as described herein; and

WHEREAS, the ~~parties~~ Parties desire to outline the nature and scope of the services to be provided to the TDA by the Town.

NOW, THEREFORE, in consideration of the mutual covenants set forth herein and other good and valuable considerations, the receipt and sufficiency of which is hereby acknowledged, the ~~parties~~ Parties agree as follows:

1. **RECITALS INCORPORATED.** The recitals set forth hereinabove are incorporated herein by reference.

2. **SCOPE OF SERVICES.** At the direction of the TDA, ~~the~~ Town shall provide the services described in Exhibit "A" attached hereto and incorporated herein by reference (hereinafter the "Services").

3. **POINTS OF CONTACT.** The primary point of contact for Services will be the Town Manager or ~~his~~ their designee. The Town Manager, ~~or his~~ their designee, will coordinate and arrange for performance of the Services by the appropriate Town staff. The TDA Chairman shall be the primary contact for the TDA to the Town Manager, ~~or his~~ their designee. At the direction of the TDA's Board, the TDA Chairman will interact with the Town Manager, ~~or his~~ their designee, with respect to matters related to the Services provided by the Town.

4. **TERM.** This Agreement shall be for a term beginning on the last date as written on the signature page below (the "~~e~~Effective ~~d~~Date") and ending on the 30th day of June ~~2026~~2028. Termination and/or suspension of this Agreement prior to expiration of the term specified in this Section ~~4~~ shall occur as provided in Section 6 below.

5. **PAYMENT.** The TDA shall pay the Town ~~thirty-five~~seventy thousand dollars (\$~~3570~~3570,000.00) annually for the Services. This payment shall be made on a quarterly basis in the amount of eight thousand seven hundred fifty dollars (\$~~817,750~~817,750.00) per quarter, due and payable by the last day of each quarter (September, December, March, June), ~~and~~ and shall be inclusive of finance administration fee.

6. **SUSPENSION OR TERMINATION OF AGREEMENT.**

a. Either the TDA or the Town may terminate this Agreement for any reason by giving the other ~~party~~ Party ninety (90) days written notice of its intent to ~~so~~ terminate.

b. In the event that review of the Town's performance shows non-conformance to the terms and conditions contained herein as a result of the Town's errors, omissions, or negligent acts, the Town shall be in breach of this Agreement and the TDA may take corrective action as it deems necessary,



including, but not limited to, withholding or reducing payment.

c. The TDA shall also have the right to suspend this Agreement upon written notice to the Town. Such written notice shall state the reasons for suspension and allow for a review period of thirty (30) days during which time the Town shall be provided with an opportunity to respond with an explanation or justification, and/or shall undertake remedial action reasonably required by the TDA. If, in the reasonable opinion of the TDA, the Town remains in violation of this Agreement at the completion of the thirty (30) day suspension period, the TDA shall have the right to immediately terminate this Agreement, by providing written notice ~~to~~ to the Town, whereupon all obligations of the parties to one another shall cease immediately. The thirty (30) day period as described herein shall begin the date the written notice is received by the Town.

d. In the event this Agreement is terminated prior to the end of the term of this Agreement specified in Section 4, the Town shall be paid for services performed to the date of termination on a prorated basis. In no event will the amount due to the Town in the event of termination exceed that amount set forth in Section 5 of this Agreement.

7. **ASSIGNMENT OF AGREEMENT.** It is mutually agreed by the ~~parties-Parties~~ hereto that this Agreement is not transferable by either ~~party-Party~~ without the prior written consent of the other ~~party-Party~~ to this Agreement.

8. **TERMINATION OF OTHER AGREEMENTS.** Beginning as of the ~~e~~Effective ~~d~~Date of this Agreement all previous agreements between the ~~parties-Parties~~ shall terminate, with the exception that any payment amounts due and owing to the Town under a previous ~~Agreement-agreement~~ shall remain in full force and effect and shall be enforceable by the Town.

9. **OTHER LAWS AND REGULATIONS.** The Town will comply with any and all applicable federal, state, and local standards, regulations, laws, statutes, and ordinances regarding toxic, hazardous,



and solid waste and any other pollutants; public and private nuisances; health or safety; and zoning, subdivision, or other land use controls. The Town will take all reasonable steps to ensure compliance with the Act and the TDA's governing documents.

10. **AMENDMENTS.** This Agreement shall not be modified or otherwise amended except in writing signed by the ~~parties~~Parties.

11. **NOTICE.** Any notice, consent, or other communication required by this Agreement shall be in writing and shall be delivered by electronic mail and regular U.S. mail to the recipients at the addresses set forth below. Any notice shall be effective three (3) days after the date of transmission of the electronic mail and three (3) days after the date of deposit of the U.S. mail.

The notice address for the TDA shall be:

Leland Tourism Development Authority
Attn: Chairman of the Board
102 Town Hall Drive
Leland, NC 28451

The notice addresses for the Town shall be:

Town of Leland
Attn: Town Manager
102 Town Hall Drive
Leland, NC 28451
dhollis@townofleland.com

Town of Leland
Attn: Barnes Sutton
102 Town Hall Drive
Leland, NC 28451
bsutton@townofleland.com

12. **PERSONNEL.** It is mutually agreed that the Town is an independent contractor and not an agent of the TDA, and no employee of the Town shall be entitled to any TDA employment benefits, including, but not limited to, vacation, sick leave, insurance, workers' compensation, or pension and retirement benefits.



13. **CONTINUING OBLIGATIONS.** The ~~parties~~Parties will make and execute all further instruments and documents required to carry out the purposes and intent of the Agreement.

14. **ENTIRE AGREEMENT.** This Agreement constitutes the entire understanding of the ~~parties~~Parties.

15. **BINDING EFFECT.** This Agreement shall be binding upon the heirs, successors, assigns, agents, officials, employees, independent contractors, and subcontractors of the ~~parties~~Parties.

IN WITNESS WHEREOF, TDA and Town have caused this Agreement to be duly executed in their respective names and on their behalf.

[SIGNATURES ON FOLLOWING PAGE]



EXHIBIT A

Executive, Tourism, and Legal Services

- Direct and manage a program of tourism development for TDA.
- Oversee Town-provided services to guarantee execution and delivery in a timely and quality manner.
- Facilitate long-range strategic planning and development.
- Develop strategic initiatives that align with the strategic plan, and implementation.
- Administer and oversee execution of professional contracts ~~for tourism promotion services~~; ensure compliance with policies, procedures, and applicable operational, budgetary, statutory, and regulatory standards.
- ~~Work with TDA's Board to identify and support capital projects and large-scale events designed to grow and promote tourism within Leland; maintain a current working knowledge and inventory of Leland tourism assets and consistently research potential new areas of asset development.~~
- Maintain working knowledge and inventory of Leland tourism assets and research potential new areas of asset development.
- Compile ongoing tourism statistics through the use of surveys, interviews, and analytics for economic and tourism impact usage and provide reporting and analysis to the Board as required.
- Develop-Seek relationships with civic groups, businesses, agencies, and organizations involved directly and indirectly with tourism in Leland.
- Respond to requests from visitors, the community, businesses, and the general public, and provide appropriate assistance.
- ~~Generate various complex and specialized correspondence, press releases, articles, memorandums, agendas, orders, reports, forms, manuals, and other relevant promotional materials.~~
- Provide legal services as reasonably required, provided that there is no conflict of interest between the Town and the TDA.



-

Tourism Communications and Marketing Services

- ~~Direct and manage a program of tourism development and promotion for TDA.~~
- Oversee creative development, production, and implementation of all TDA marketing communications such as websites, brochures, advertising, and social media promotional material.
- Maintain current knowledge of related trends and developments to assist with generating ideas, researching, fact-finding, coordinating, and preparing reports to expand existing markets, thus developing new marketing opportunities for tourism.
- ~~Compile ongoing tourism statistics through the use of surveys, interviews, and analytics for economic impact usage and provide reporting and analysis to the Board as required.~~
- Oversee and administer ~~grant and~~ cooperative marketing programs to help in the promotion and development of tourism in Leland.

-



Financial Services

- Receive room occupancy tax on a monthly basis as submitted by rental businesses and deposit the funds in the Town of Leland bank account.
 - ~~Ensure all establishments engaged in the act of a rental business submit the required occupancy tax fees on a monthly basis as defined by state statutes.~~
- Transfer the occupancy tax receipts to the TDA bank account on a quarterly basis.
- Ensure all establishments engaged in the act of a rental business submit the required occupancy tax fees on a monthly basis as defined by the state.
- Develop the annual TDA budget and related documents for Board review and approval in accordance with Sstate Sstatute.
- Issue p a y m e n t s dual-signature checks to vendors and grant recipients as approved by the TDA board. for invoices received upon proper approval by the Chairman of the Board.
- ~~Maintain a separate TDA fund to record receipts and expenses.~~
- Maintain all financial records for the TDA, create financial reports for Board review - recording receipts and expenses in accordance with GAAP.
- Manage the scheduling, coordination, oversight, and completion of the annual audit by an independent audit firm.
- Maintain the TDA's Ffinancial policies, including the purchasing policy, updating as needed.
- Oversee and administer grant program to help in the promotion and development of tourism in Leland.
- Oversee iimplementation of the TDA Sstrategic Pplan, reporting updates to the Board, annually.



Clerking and Administrative Assistance

- ~~Create and retain a schedule of Board member terms and an updated roster.~~ Maintain an official roster of Board members, including terms, appointments, and vacancies.
- Create meeting agendas, e-mail them to TDA members, and publish them on the TDA and Town websites and social media accounts.
- ~~Attend Board meetings and create an accurate record of the meeting minutes~~ including the Board actions.
- ~~Maintain custody of all official TDA~~ Provide records retention for all agendas, minutes, resolutions, ordinances, bylaws, rules of procedures, and any additional legal documents.
- ~~Ensure compliance with Open Meetings Law and Public Records Law, including meeting and public hearing notices and documentation of publication. Advertise the budget hearing and any other meetings that require published notification.~~
- ~~Coordinate onboarding materials and orientation for the new Board members.~~
- ~~Serve as a procedural resource to Board members regarding meeting processes and governance requirements.~~
- ~~Coordinate meeting logistics, including Book rooms for meetings room reservations, setup, and have the rooms set up accordingly with the required~~ audio/visual equipment.
- ~~Answer inquiries from the members about procedures.~~
- Collect and distribute ~~postal mail~~ correspondence received to the Chairman of the Board.
- Respond to all public records requests related to TDA.
- Facilitate Board engagement with civic groups, businesses, agencies, and organizations involved directly and indirectly with tourism in Leland.



STATE OF NORTH CAROLINA

AGREEMENT FOR SERVICES

COUNTY OF BRUNSWICK

This Agreement for Services (hereinafter "Agreement") is made between the Leland Tourism Development Authority, a public authority under the Local Government Budget and Fiscal Control Act created by Town of Leland Town Council, Resolution R18-443 dated October 18, 2018 (hereinafter "TDA"), and the Town of Leland, North Carolina, a North Carolina municipal corporation located in Brunswick County, North Carolina (hereinafter "Town"), collectively referred to as the "Parties" or individually as a "Party".

WITNESSETH:

WHEREAS, the TDA was created pursuant to Session Law 2008-64 (hereinafter the "Act") for the purpose of expending the net proceeds of an adopted and levied room occupancy tax authorized by the Act in order to promote travel, tourism, activities, and conventions in Town, sponsor tourist-related events, and finance tourist-related capital projects in Town; and

WHEREAS, the TDA currently has no Executive Director; and

WHEREAS, the Town has offered to provide services to the TDA that would encompass services customarily provided by an Executive Director, as well as additional services as described herein; and

WHEREAS, the TDA desires to contract with the Town so that the Town may provide the services as described herein; and

WHEREAS, the Parties desire to outline the nature and scope of the services to be provided to the TDA by the Town.

NOW, THEREFORE, in consideration of the mutual covenants set forth herein and other good and valuable considerations, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. **RECITALS INCORPORATED.** The recitals set forth hereinabove are incorporated herein by reference.

2. **SCOPE OF SERVICES.** At the direction of the TDA, the Town shall provide the services described in Exhibit A attached hereto and incorporated herein by reference (hereinafter the "Services").

3. **POINTS OF CONTACT.** The primary point of contact for Services will be the Town Manager or their designee. The Town Manager, or their designee, will coordinate and arrange for performance of the Services by the appropriate Town staff. The TDA Chairman shall be the primary contact for the TDA to the Town Manager, or their designee. At the direction of the TDA's Board, the TDA Chairman will interact with the Town Manager, or their designee, with respect to matters related to the Services provided by the Town.

4. **TERM.** This Agreement shall be for a term beginning on the last date as written on the signature page below (the "Effective Date") and ending on the 30th day of June 2028. Termination and/or suspension of this Agreement prior to expiration of the term specified in this Section shall occur as provided in Section 6 below.

5. **PAYMENT.** The TDA shall pay the Town seventy thousand dollars (\$70,000.00) annually for the Services. This payment shall be made on a quarterly basis in the amount of seventeen thousand five hundred dollars (\$17,500.00) per quarter, due and payable by the last day of each quarter (September, December, March, June) and shall be inclusive of finance administration fee.

6. **SUSPENSION OR TERMINATION OF AGREEMENT.**

a. Either the TDA or the Town may terminate this Agreement for any reason by giving the other Party ninety (90) days written notice of its intent to terminate.

b. In the event that review of the Town's performance shows non-conformance to the terms and conditions contained herein as a result of the Town's errors, omissions, or negligent acts, the Town shall be in breach of this Agreement and the TDA may take corrective action as it deems necessary,

including, but not limited to, withholding or reducing payment.

c. The TDA shall also have the right to suspend this Agreement upon written notice to the Town. Such written notice shall state the reasons for suspension and allow for a review period of thirty (30) days during which time the Town shall be provided with an opportunity to respond with an explanation or justification, and/or shall undertake remedial action reasonably required by the TDA. If, in the reasonable opinion of the TDA, the Town remains in violation of this Agreement at the completion of the thirty (30) day suspension period, the TDA shall have the right to immediately terminate this Agreement, by providing written notice to the Town, whereupon all obligations of the parties to one another shall cease immediately. The thirty (30) day period as described herein shall begin the date the written notice is received by the Town.

d. In the event this Agreement is terminated prior to the end of the term of this Agreement specified in Section 4, the Town shall be paid for services performed to the date of termination on a prorated basis. In no event will the amount due to the Town in the event of termination exceed that amount set forth in Section 5 of this Agreement.

7. **ASSIGNMENT OF AGREEMENT.** It is mutually agreed by the Parties hereto that this Agreement is not transferable by either Party without the prior written consent of the other Party to this Agreement.

8. **TERMINATION OF OTHER AGREEMENTS.** Beginning as of the Effective Date of this Agreement all previous agreements between the Parties shall terminate, with the exception that any payment amounts due and owing to the Town under a previous agreement shall remain in full force and effect and shall be enforceable by the Town.

9. **OTHER LAWS AND REGULATIONS.** The Town will comply with any and all applicable federal, state, and local standards, regulations, laws, statutes, and ordinances regarding toxic, hazardous,

and solid waste and any other pollutants; public and private nuisances; health or safety; and zoning, subdivision, or other land use controls. The Town will take all reasonable steps to ensure compliance with the Act and the TDA's governing documents.

10. **AMENDMENTS.** This Agreement shall not be modified or otherwise amended except in writing signed by the Parties.

11. **NOTICE.** Any notice, consent, or other communication required by this Agreement shall be in writing and shall be delivered by electronic mail and regular U.S. mail to the recipients at the addresses set forth below. Any notice shall be effective three (3) days after the date of transmission of the electronic mail and three (3) days after the date of deposit of the U.S. mail.

The notice address for the TDA shall be:

Leland Tourism Development Authority
Attn: Chairman of the Board
102 Town Hall Drive
Leland, NC 28451

The notice addresses for the Town shall be:

Town of Leland
Attn: Town Manager
102 Town Hall Drive
Leland, NC 28451
dhollis@townofleland.com

Town of Leland
Attn: Barnes Sutton
102 Town Hall Drive
Leland, NC 28451
bsutton@townofleland.com

12. **PERSONNEL.** It is mutually agreed that the Town is an independent contractor and not an agent of the TDA, and no employee of the Town shall be entitled to any TDA employment benefits, including, but not limited to, vacation, sick leave, insurance, workers' compensation, or pension and retirement benefits.

13. **CONTINUING OBLIGATIONS.** The Parties will make and execute all further instruments and documents required to carry out the purposes and intent of the Agreement.

14. **ENTIRE AGREEMENT.** This Agreement constitutes the entire understanding of the Parties.

15. **BINDING EFFECT.** This Agreement shall be binding upon the heirs, successors, assigns, agents, officials, employees, independent contractors, and subcontractors of the Parties.

IN WITNESS WHEREOF, TDA and Town have caused this Agreement to be duly executed in their respective names and on their behalf.

[SIGNATURES ON FOLLOWING PAGE]

[SIGNATURE PAGE]

LELAND TOURISM DEVELOPMENT AUTHORITY

By: _____

_____, Chairman

Date: _____

TOWN OF LELAND, NORTH CAROLINA

By: _____

David A. Hollis, Town Manager

By: _

Date: _____

ATTEST:

(SEAL)

Sabrena Ann Reinhardt, Town Clerk

APPROVED AS TO FORM:

Steve Coggins, Town Attorney

This instrument has been pre-audited in the manner required by the Local Government Budget and Fiscal Control Act, this the ____ day of _____, 2026.

Ex Officio Finance Officer, Leland Tourism Development Authority

EXHIBIT A

Executive, Tourism, and Legal Services

- Direct and manage a program of tourism development for TDA.
- Oversee Town-provided services to guarantee execution and delivery in a timely and quality manner.
- Facilitate long-range strategic planning and development.
- Develop strategic initiatives that align with the strategic plan.
- Administer and oversee execution of professional contracts; ensure compliance with policies, procedures, and applicable operational, budgetary, statutory, and regulatory standards.
- Maintain working knowledge and inventory of Leland tourism assets and research potential new areas of asset development.
- Compile ongoing tourism statistics through the use of surveys, interviews, and analytics for economic and tourism impact usage and provide reporting and analysis to the Board as required.
- Seek relationships with civic groups, businesses, agencies, and organizations involved directly and indirectly with tourism in Leland.
- Respond to requests from visitors, the community, businesses, and the general public, and provide appropriate assistance.
- Provide legal services as reasonably required, provided that there is no conflict of interest between the Town and the TDA.

Communications and Marketing Services

- Oversee creative development, production, and implementation of all TDA marketing communications such as websites, brochures, advertising, and social media promotional material.
- Maintain current knowledge of related trends and developments to assist with generating ideas, researching, fact-finding, coordinating, and preparing reports to expand existing markets, thus developing new marketing opportunities for tourism.
- Oversee and administer cooperative marketing program to help in the promotion and development of tourism in Leland.

Financial Services

- Receive room occupancy tax on a monthly basis as submitted by rental businesses and deposit the funds in the Town of Leland bank account.
- Transfer the occupancy tax receipts to the TDA bank account on a quarterly basis.
- Ensure all establishments engaged in the act of a rental business submit the required occupancy tax fees on a monthly basis as defined by the state.
- Develop the annual TDA budget and related documents for Board review and approval in accordance with state statute.
- Issue payments to vendors and grant recipients as approved by the TDA board.
- Maintain all financial records for the TDA, create financial reports for Board review - recording receipts and expenses in accordance with GAAP.
- Manage the scheduling, coordination, oversight, and completion of the annual audit by an independent audit firm.
- Maintain the TDA's financial policies, including the purchasing policy, updating as needed.
- Oversee and administer grant program to help in the promotion and development of tourism in Leland.
- Oversee implementation of the TDA strategic plan, reporting updates to the Board annually.

Clerking and Administrative Assistance

- Maintain an official roster of Board members, including terms, appointments, and vacancies.
- Create meeting agendas, e-mail them to TDA members, and publish them on the Town websites and social media accounts.
- Attend Board meetings and create an accurate record of the meeting minutes including the Board actions.
- Maintain custody of all official TDA records retention for all agendas, minutes, resolutions, ordinances, bylaws, rules of procedures, and any additional legal documents.
- Ensure compliance with Open Meetings Law and Public Records Law, including meeting and public hearing notices and documentation of publication.
- Coordinate onboarding materials and orientation for the new Board members.
- Serve as a procedural resource to Board members regarding meeting processes and governance requirements.
- Coordinate meeting logistics, including room reservations, setup, and audio/visual equipment.
- Collect and distribute correspondence received to the Chairman of the Board.
- Respond to all public records requests related to TDA.
- Facilitate Board engagement with civic groups, businesses, agencies, and organizations involved directly and indirectly with tourism in Leland.



MEMO

MEMO-26-0090

Meeting Date: May 4, 2026

Prepared By: Jessica Jewell

MEETING TYPE: Leland Tourism Development Authority

TITLE: Resolution R26-002 Authorizing Staff to Purchase Promotional Items

PURPOSE: To authorize staff to purchase promotional items for the Leland Tourism Development Authority.

BACKGROUND: In November 2025, the LTDA entered into an agreement with Springer Studios for the development of an updated logo and brand messaging to be associated with Visit Leland.

SUMMARY: As the branding project comes to a close with a soon to be finalized Brand Style Guide, the efforts now shift to introducing the new brand to the public to start building brand recognition. Events that attract tourists to Leland are opportunities to build that recognition. The first of these is taking place on July 31, 2026 with the Grand Opening of Founders Park featuring the WECT Sounds of Summer Concert Series.

Approval of Resolution R26-002 will authorize staff to purchase promotional items not to exceed \$5,000.

SUPPORTING PLANS: Leland Tourism Development Strategic Plan

REQUEST FOR ACTION: Staff recommends adopting Resolution R26-002.



Resolution R26-002

Introduced By: Alison Fore

Date: May 4, 2026

Resolution Authorizing Staff to Purchase Promotional Items

WHEREAS, the LTDA shall promote travel, tourism and conventions in town, sponsor tourist-related events and activities in town, and finance tourist-related capital projects in town; and

WHEREAS, the LTDA shall use at least two-thirds of the funds remitted to it under this subsection to promote travel and tourism in the Town of Leland and shall use the remainder for tourism related expenditures; and

WHEREAS, the LTDA’s Strategic Plan was established to inform decisions to enhance Leland as a visitor destination, promote local businesses and attract others, and develop new attractions which benefit both the residents and visitors; and

WHEREAS, the LTDA’s Strategic Plan includes specific strategies to develop an updated logo and tag line to be associated with Visit Leland and appear in all accompanying marketing materials; and

WHEREAS, in November 2025, the LTDA entered into an agreement with Springer Studios for the development of an updated logo and brand messaging to be associated with Visit Leland; and

WHEREAS, the branding project is coming to a close with a soon to be finalized Brand Style Guide, so the efforts now shift to introducing the new brand to the public to start building brand recognition; and

WHEREAS, the LTDA Purchasing Policy requires expenses exceeding \$2,500.00 to be reviewed and approved by the Board before proceeding

Therefore, Be It Resolved:

That the LTDA Board hereby authorizes staff to purchase promotional items not to exceed \$5,000.

Adopted by the Leland Tourism Development Authority on this 4th day of May, 2026.

Brenda Bozeman, Chairman

Sabrena A. Reinhardt, Town Clerk



STAFF REPORTS

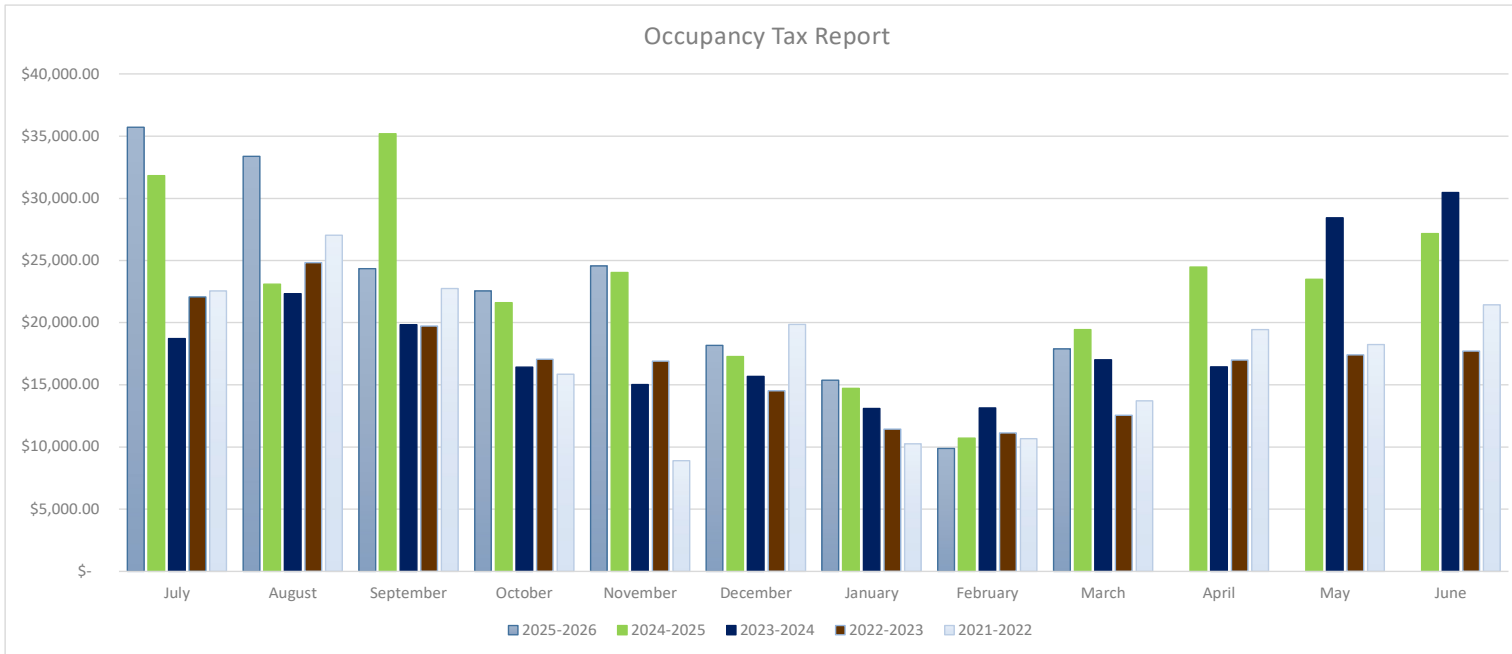
Leland Tourism Development Authority

May 2026

Finance Report.....	2
Upcoming Tourism Related Events.....	4
Website Analytics.....	5

Leland Tourism Development Authority														
Fiscal Year 2025/2026														
	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26		YTD	% of Budget	Budget	Difference
REVENUES														
Occupancy Tax	-	-	93,444.71	-	-	65,290.13	-	-	43,153.90		201,888.74	57.7%	350,000.00	(148,111.26)
TOTAL REVENUES	-	-	93,444.71	-	-	65,290.13	-	-	43,153.90		201,888.74		350,000.00	(148,111.26)
EXPENDITURES														
Administration	3,163.00	1,000.00	8,750.00	2,000.00	-	8,750.00	-	-	8,779.00		32,442.00	64.9%	50,000.00	17,558.00
Marketing	1,017.22	22,000.00	20,000.00	-	5,080.72	7,125.00	-	1,037.57	-		56,260.51	56.3%	100,000.00	43,739.49
Tourism Related Expenses	-	-	-	-	-	-	5,000.00	20,000.00	-		25,000.00	12.5%	200,000.00	175,000.00
Capital Project	-	-	-	-	-	-	-	-	-		-	0.0%	-	-
TOTAL EXPENDITURES	4,180.22	23,000.00	28,750.00	2,000.00	5,080.72	15,875.00	5,000.00	21,037.57	8,779.00		113,702.51		350,000.00	236,297.49
INCOME/EXPENDITURE	(4,180.22)	(23,000.00)	64,694.71	(2,000.00)	(5,080.72)	49,415.13	(5,000.00)	(21,037.57)	34,374.90		88,186.23			88,186.23
Month End Cash Balance	471,017.62	448,017.62	512,712.33	510,712.33	505,631.61	555,046.74	550,046.74	529,009.17	563,384.07					

Occupancy Tax Report
Fiscal Year 2025-2026



	2025-2026	2024-2025	2023-2024	2022-2023	2021-2022
July	\$ 35,729.51	\$ 31,831.29	\$ 18,730.91	\$ 22,059.20	\$22,558.45
August	\$ 33,372.59	\$ 23,113.09	\$ 22,331.96	\$ 24,832.76	\$27,045.88
September	\$ 24,342.61	\$ 35,203.48	\$ 19,846.90	\$ 19,737.70	\$22,736.56
October	\$ 22,556.24	\$ 21,606.36	\$ 16,416.37	\$ 17,056.30	\$15,856.36
November	\$ 24,559.37	\$ 24,038.06	\$ 15,037.34	\$ 16,891.14	\$8,900.28
December	\$ 18,174.52	\$ 17,268.38	\$ 15,678.46	\$ 14,528.47	\$19,860.99
January	\$ 15,382.31	\$ 14,705.08	\$ 13,102.00	\$ 11,430.75	\$10,261.77
February	\$ 9,884.84	\$ 10,703.13	\$ 13,156.14	\$ 11,147.68	\$10,659.87
March	\$ 17,886.75	\$ 19,441.08	\$ 17,009.05	\$ 12,551.31	\$13,704.70
April		\$ 24,477.18	\$ 16,445.96	\$ 16,983.89	\$19,444.49
May		\$ 23,479.22	\$ 28,434.97	\$ 17,414.21	\$18,241.35
June		\$ 27,163.99	\$ 30,488.67	\$ 17,698.44	\$21,435.90
Total	\$ 201,888.74	\$ 273,030.34	\$ 226,678.73	\$ 202,331.85	\$210,706.60



Highlighted Cells have prior period adjustments

Upcoming Events

May 16, 10 a.m.-3 p.m. – In Bloom, Founders Park

May 19, 9 a.m.-12:30 p.m. – Leland We Don't Know, LCAC

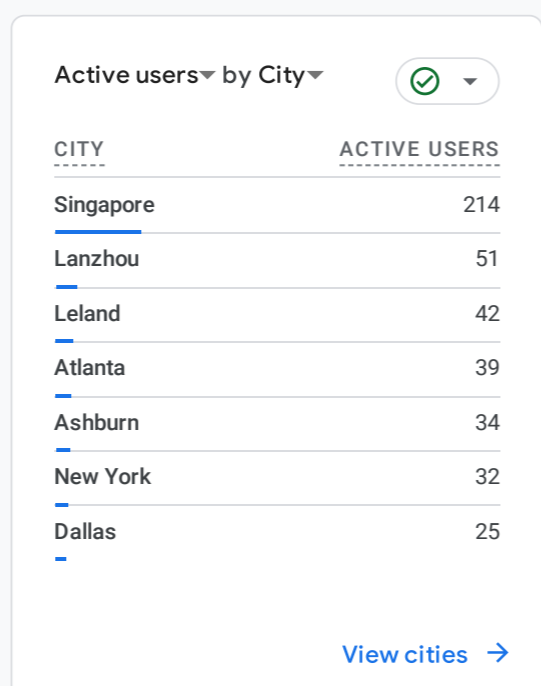
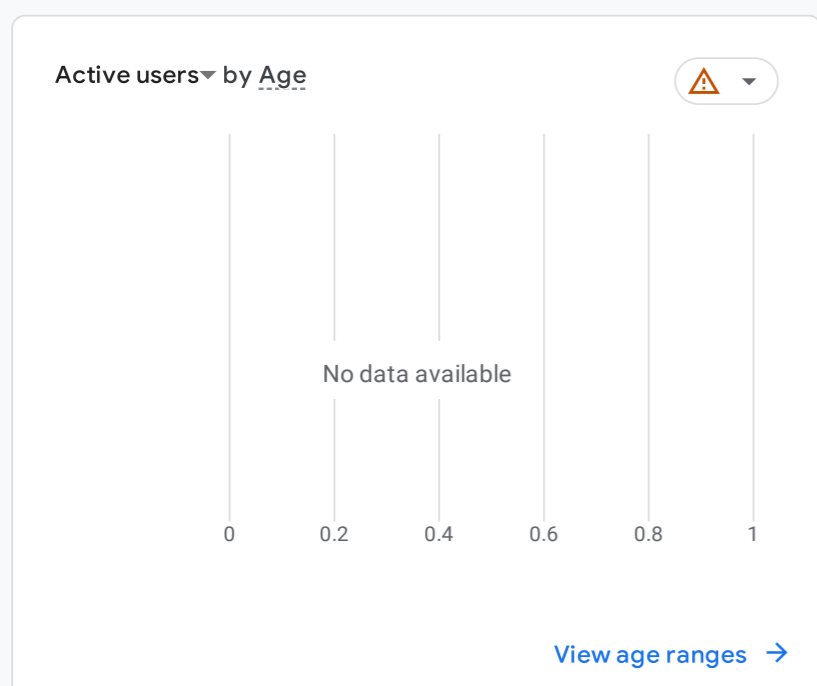
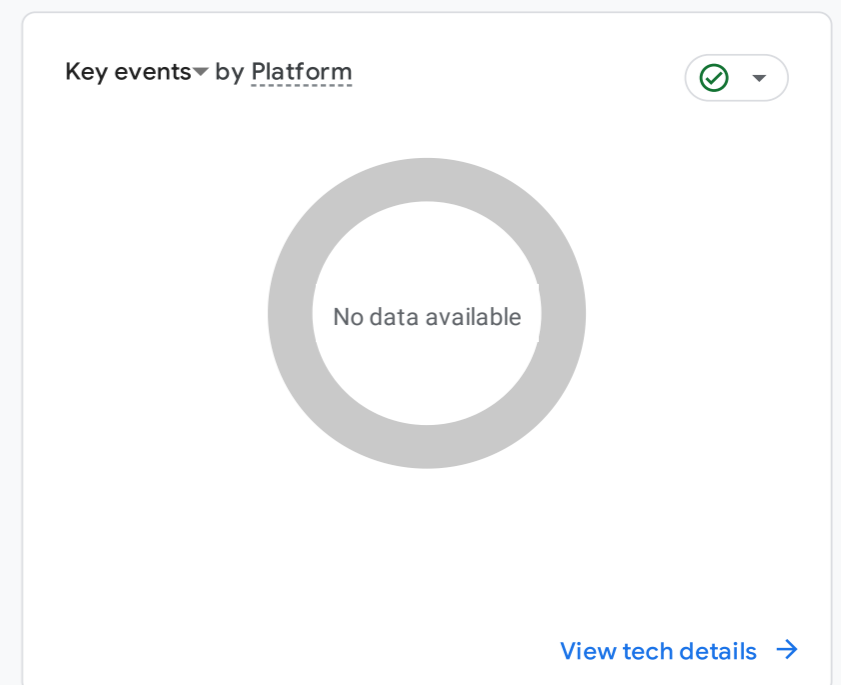
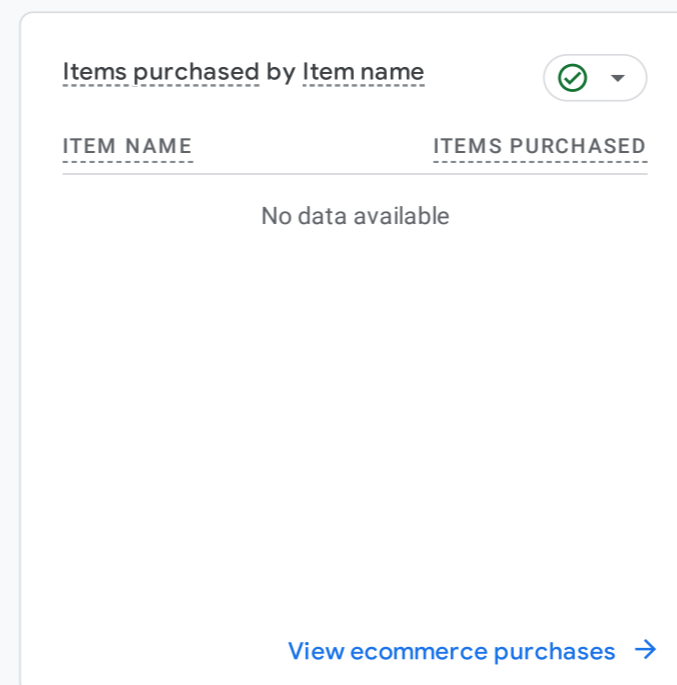
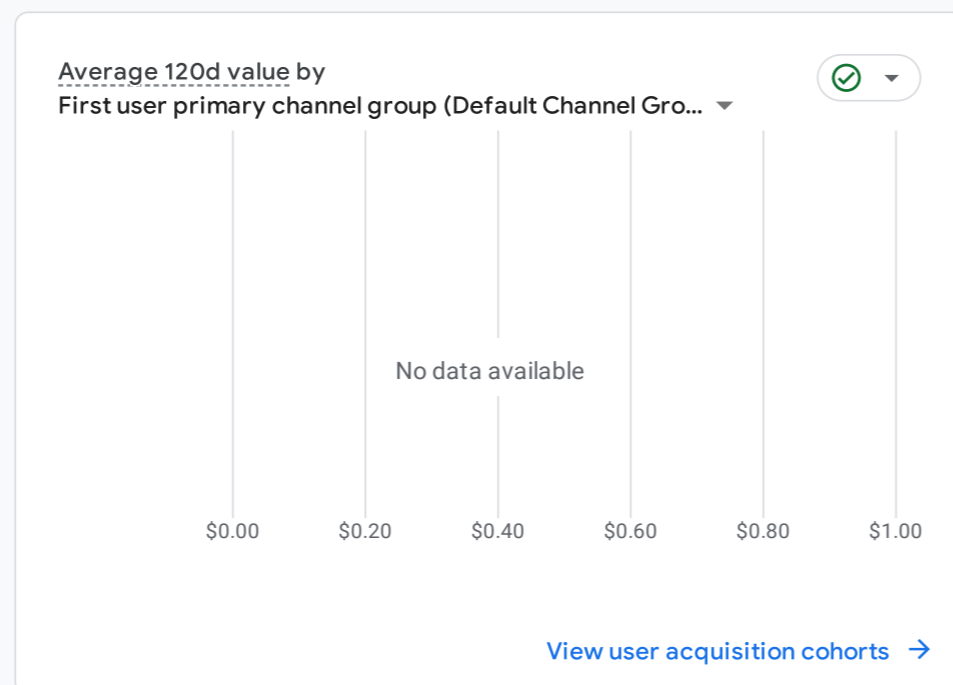
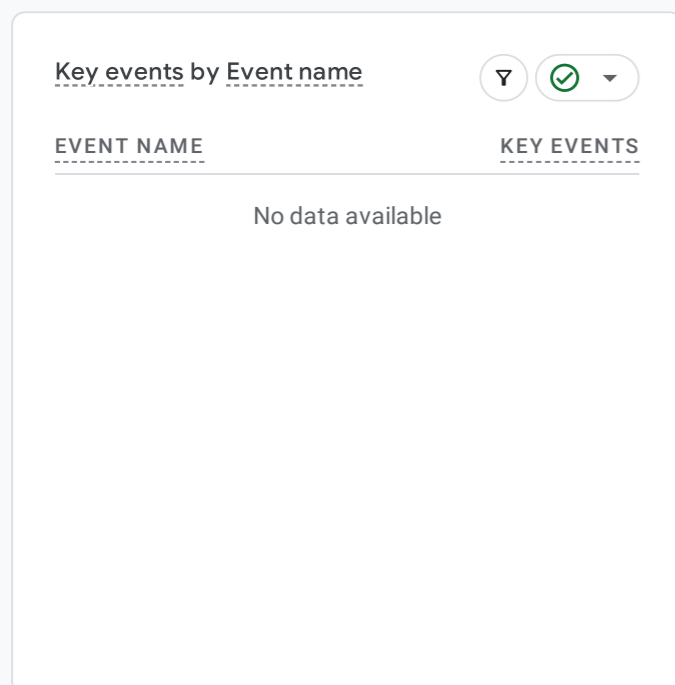
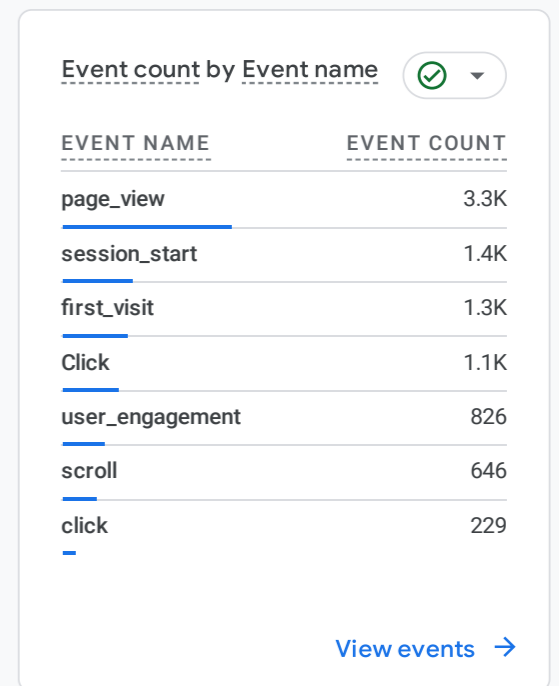
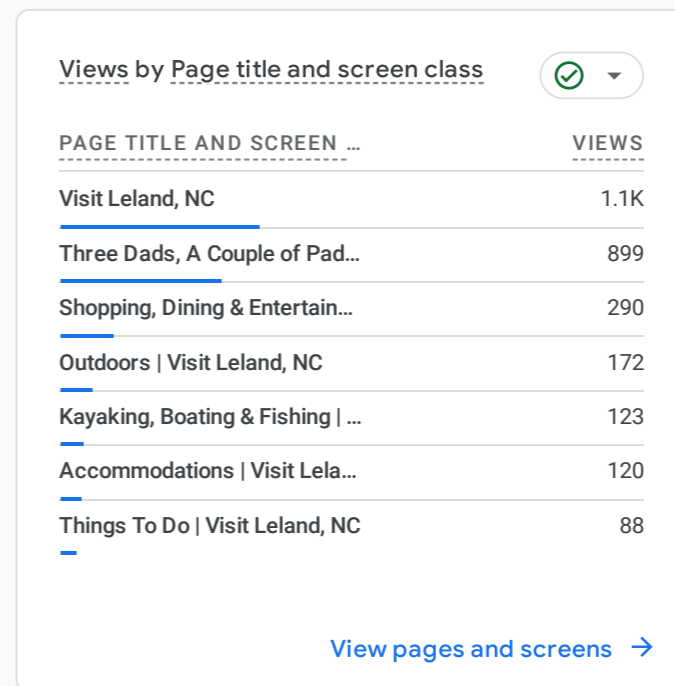
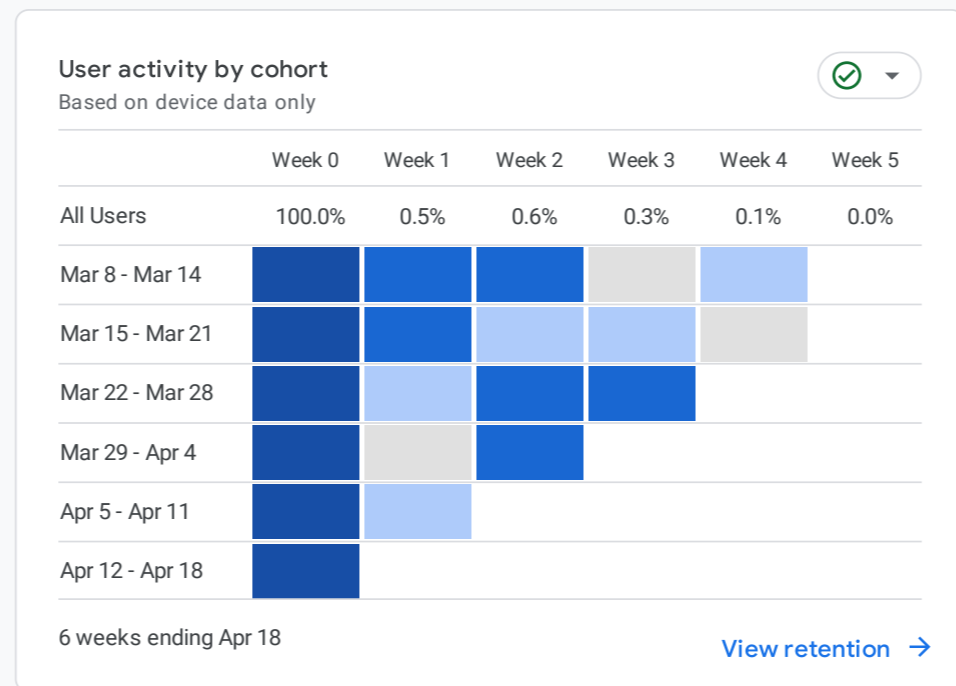
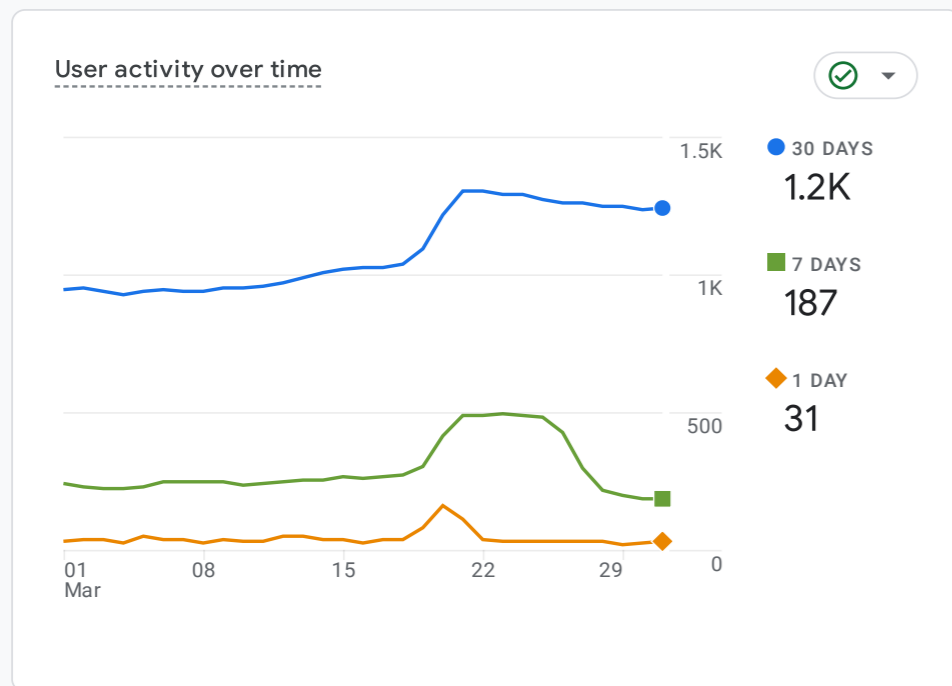
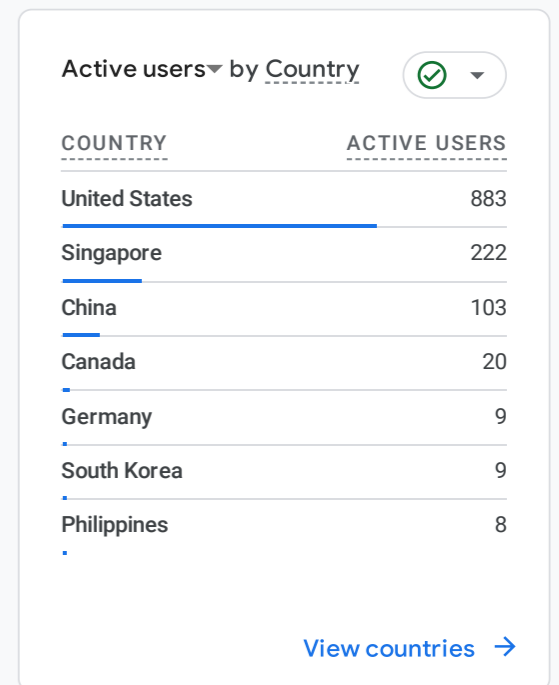
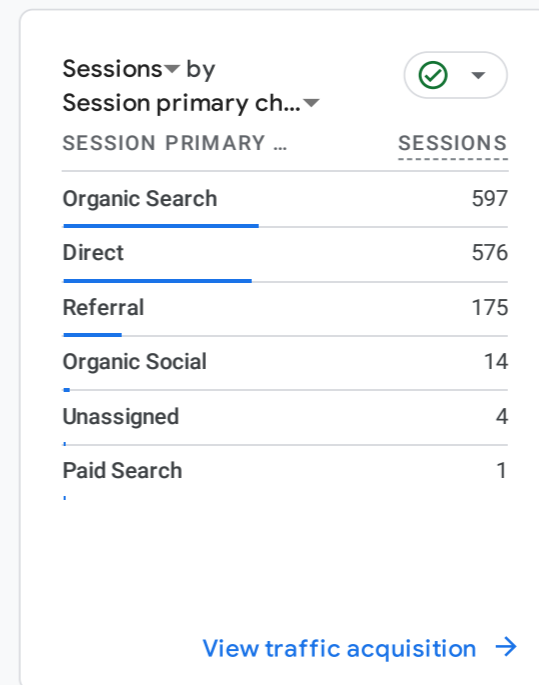
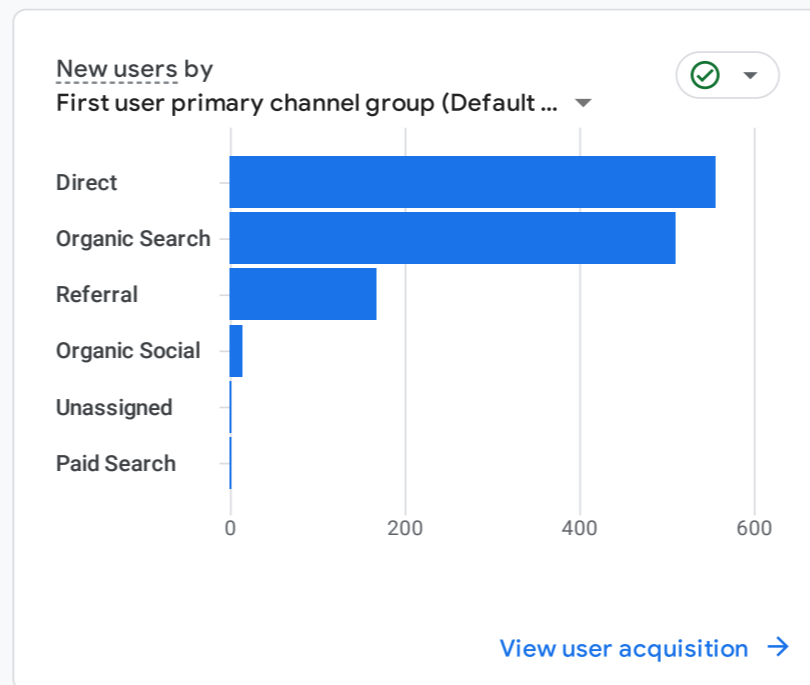
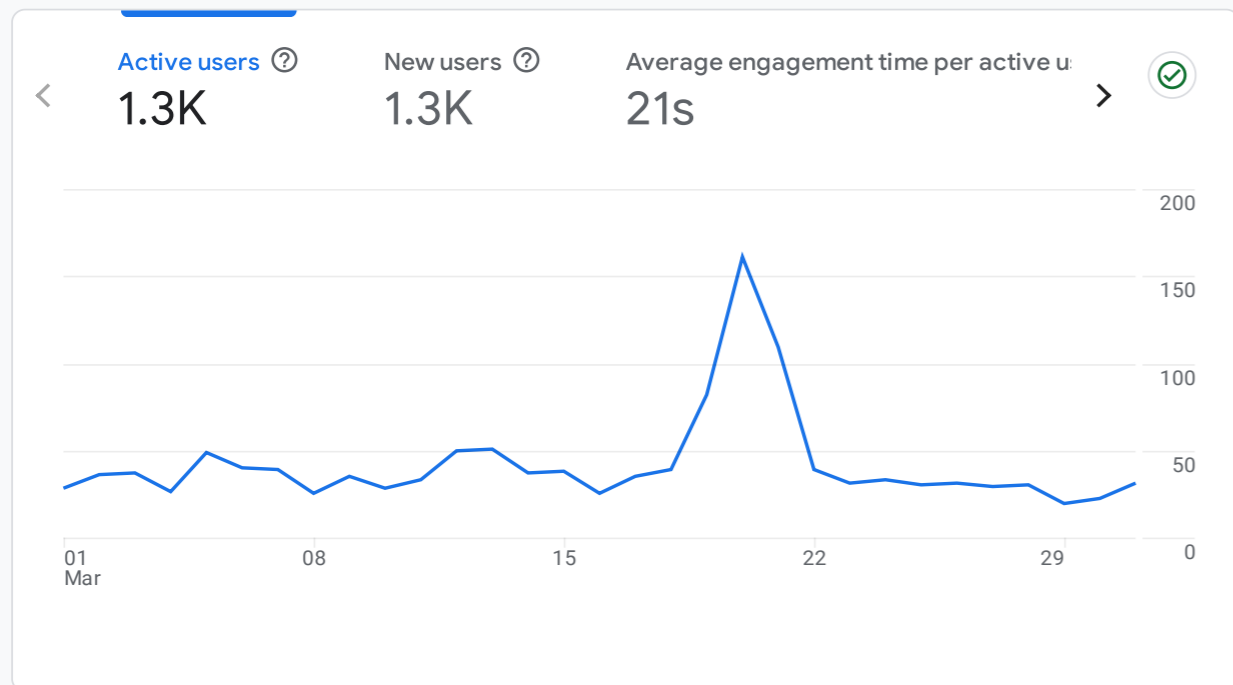
June 20, 7-10 p.m. – Contra Dance, LCAC

June 25, 6-7:30 p.m. – Candy Bar Bingo, LCAC

All Users [Add comparison](#)

Custom Mar 1 - Mar 31, 2026

Reports snapshot



All Users [Add comparison](#)

Custom Apr 1 - Apr 24, 2026

Reports snapshot

