

Highlights

North Carolina Division of Tourism, Film and Sports Development announced that domestic visitors traveling more than 50 miles to Johnston County spent **\$204.51 in 2013**, an increase of **3.5 percent over 2012 figures**.

Without tourism spending in Johnston County which generates **\$16.24 million in state and local taxes**, each household in the county would expect to pay **\$240 more in taxes**. Tourism tax dollars and spending supports local small businesses and helps provide services for local residents.

Tourism impact highlights for 2013:

- The travel and tourism industry directly employees more than 1660 full time jobs in Johnston County with many more part-time and seasonal jobs in retail.
- Total payroll generated by the tourism industry in Johnston County was \$30.35 million.
- State tax revenue generated in Johnston County totaled \$11.19 million through state sales and excise taxes, and taxes on personal and corporate income. Approximately \$5.04 million in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.

01

Three years ago, the Johnston County Visitors Bureau developed the Muscadine Heritage Wine Trail, and since then over 1,000 people have completed the trail. Now with two breweries, and a distillery in the county, the trail has been revised and re-branded to include Deep River Brewing and Double Barley Brewing as the Beer, Wine and Shine Trail.

02

IPAD CityGro App Visitor Kiosk Program delivers visitor industry partner coupons and offers directly to the visitors phone or email. In the first six months: 389 visitors completed the sign in process and joined the email list, 99 requested coupons, and 25 redeemed coupons.

03

New *Our State Magazine* print advertising campaign was based on the top travel generators for Johnston County -- Fall festivals, Holiday Shopping, History/Civil War events, and Spring Festivals. Each ad campaign had a unique landing page for tracking, and visitors joined our email list for a FREE gift. Two articles on Johnston County businesses were in *Our State* in 2013 with the Ava Gardner Museum making the cover.

WE ARE SOCIAL!

The Bureau manages 13 websites for the county and towns. As well as:



8 Twitter Pages - 10,492 Followers



Four Facebook Pages - 27,325 fans.



36 Pinterest Boards and 629 followers



Three Google+ pages and YouTube Channel hosting 23 videos with 10,927 views.

2013-14

Financials

REVENUES UP
8.4%



Revenues

	FY 10-11	FY 11-12	FY 12-13	FY 13-14	Variance +/-
Johnston County 3% TAX	545,104.09	595,173.64	575,995.14	632,809.22	56,814.08
Misc. Revenue	1,628.31	-0-	46.74	9,000.00	8,953.26
Reimbursements	18,232.84	8,855.00	13,560.94	5,881.42	-7,679.52
Investment Income	3,303.96	2,040.71	1,247.68	656.17	-591.51
Town of Selma	81,068.39	80,680.34	70,554.95	70,860.78	305.83
Town of Smithfield	105,080.68	120,758.90	133,152.00	143,139.03	9,987.03
Selma 15% Fee	13,015.30	14,315.19	12,450.86	15,912.57	3,461.71
Smithfield 15% Fee	18,083.36	23,205.32	23,497.42	25,259.84	1,762.42
Web Ad. Sales	200.00	-0-	-0-	-0-	-0-
Town of Benson	9,345.16	7,893.34	7,030.75	6,036.55	-994.20
Town of Kenly	18,232.84	22,713.05	20,343.94	20,703.93	359.99
Benson 15% Fee	1,649.16	1,392.93	1,240.73	1,081.42	-159.31
Kenly 15% Fee	3,217.54	4,008.18	3,590.94	3,653.55	62.58
TOTAL REVENUE	824,712.64	883,862.43	862,711.25	934,994.58	72,283.33

Human Resources

	FY 10-11	FY 11-12	FY 12-13	FY 13-14	Variance +/-
Salaries - Full Time	179,900.04	175,875.20	220,674.48	227,131.27	6,456.79
Longevity Pay	450.00	600.00	600.00	1,500.00	900.00
Travel Per-Diem	5,100.00	5,100.00	5,100.00	5,100.00	-0-
FICA	12,888.48	12,159.79	15,473.72	15,994.25	520.53
Health Insurance	25,200.00	25,200.00	30,975.00	31,500.00	525.00
Life Insurance	380.28	387.23	461.85	485.28	23.43
125 Admin. Fee	132.00	132.00	187.00	132.00	-55.00
Retirement	11,596.46	12,265.03	14,914.00	16,164.21	1,250.21
401K	5,319.07	4,817.72	4,440.58	5,881.42	1,440.84
TOTAL HR EXPENSES	240,966.33	236,536.97	292,826.63	303,888.43	11,061.80

Operating Expenses

	FY 10-11	FY 11-12	FY 12-13	FY 13-14	Variance +/-
Contract Labor	-0-	2,653.00	3,900.00	3,525.00	-375.00
Legal Fees	-0-	-0-	1,500.00	1,500.00	-0-
Telephone	4,797.74	3,739.19	3,389.62	4,822.23	1,432.61
Postage	16,428.78	18,075.52	9,195.91	12,853.13	3,657.22
Utilities	-0-	-0-	3,076.35	3,296.39	220.04
Maintenance	1,584.22	1,689.55	3,452.40	3,814.00	361.60
Equip & Bldg Lease	38,588.90	37,487.59	33,086.13	34,752.04	1,665.91
Office Supplies	2,825.43	1,594.85	1,789.14	1,599.06	-190.08
Depart. Supplies	-0-	6,699.10	344.15	1,657.07	1,312.92
Software Purchases	49.00	644.21	6,618.24	-0-	-6,618.24
Contract Services	12,600.00	12,600.00	10,815.00	-0-	-10,815.00
Insurance & Bonds	200.00	175.00	200.00	400.00	200.00
Johnston County Fees	27,059.22	27,130.28	28,769.60	28,301.65	-467.95
TOTAL OPERATIONS	104,133.29	112,488.29	106,136.54	96,520.57	-9,615.97

Grants

	FY 10-11	FY 11-12	FY 12-13	FY 13-14	Variance +/-
Event Grants	9,250.00	14,150.00	9,250.00	10,750.00	1,500.00
Capital Grants	5,000.00	-0-	25,000.00	25,000.00	-0-
TOTAL GRANTS	14,250.00	14,150.00	34,250.00	35,750.00	1,500.00

Marketing

	FY 10-11	FY 11-12	FY 12-13	FY 13-14	Variance +/-
Printing	40,980.44	30,293.37	39,937.80	44,475.88	4,538.08
Travel & Trade Shows	16,437.78	16,954.32	17,790.48	16,729.44	-1,061.04
Advertising	120,031.76	127,231.99	122,309.21	128,744.32	6,435.11
Research & Development	-0-	-0-	8,000.00	25,950.00	17,950.00
Co-op Marketing	11,586.42	5,862.57	5,630.85	4,864.26	-766.59
Prospect Development	3,538.40	3,269.77	3,561.94	3,802.82	240.88
Benson	10,486.65	8,037.10	4,670.69	5,567.89	897.20
Kenly	12,513.17	23,995.59	21,176.95	21,204.67	27.72
Selma	84,776.53	81,474.40	66,826.86	53,016.09	-13,810.77
Smithfield	93,368.98	114,213.65	121,945.30	148,676.60	26,731.30
Dues & Subscriptions	4,796.00	5,362.00	5,070.00	15,365.50	10,295.00
Miscellaneous	5,282.51	4,693.80	5,859.91	6,052.24	192.33
TOTAL MKT. EXP.	403,798.64	421,388.56	422,779.99	474,449.71	51,669.72

	FY-11	FY-12	FY-13	FY-14
TOTAL REVENUE	824,712.64	883,862.43	862,711.25	934,994.58
TOTAL OPER. EXP.	763,178.26	784,563.72	855,993.16	910,506.61
NET +/-	61,534.38	99,298.71	6,718.09	24,487.97