



**LINCOLNTON TOURISM DEVELOPMENT AUTHORITY
AGENDA
September 2, 2025
4:00 PM**

CALL TO ORDER

1. AGENDA APPROVALS

1a Approval of Agenda

1b Approval of Minutes - June 3, 2025 - Regular Meeting

2. REGULAR AGENDA

2a Financial Report

Pamela McBryde, Finance Director

2b Funding Request

Communities in Schools of Lincoln County - Becky Reavis

Lincoln County Historical Association - Carole Howell

The Lincoln Theatre Guild - Joanna Underwood

City of Lincolnton Parks and Recreation - Nathan Eurey

Downtown Development Association - Betty Flohr

Lincoln Cultural Center - Cathy Davis

3. OTHER BUSINESS

3a Old Business

3b New Business

NEWS MEDIA

ADJOURNMENT

Lincolnton Tourism Development Authority
Regular Quarterly Meeting – June 3, 2025

The Lincolnton Tourism Development Authority held their regular quarterly meeting on Tuesday, June 3, 2025, in the Council Chambers of City Hall, located at 114 West Sycamore Street, Lincolnton, NC.

The following were in attendance:

Board Members

Wayne Brooks
Taylor Eaddy
Randall Williams
Tom Flohr
Courtney Browning

City Staff

Pamela McBryde
Daphne Ingram
Ritchie Haynes

Chair Randall Williams called the June 3rd meeting of the Lincolnton Tourism Development Authority to order.

Taylor Eaddy made a motion to approve the amended meeting agenda, deleting the Lincoln Theater Guild. Seconded by Wayne Brooks. Members voted unanimously in favor of the motion.

Taylor Eaddy made a motion to approve the March 4th meeting minutes. Wayne Brooks seconded the motion. Members voted unanimously in favor of the motion.

Courtney Browning made a motion to approve the May 6th Budget Work Session minutes. Tom Flohr seconded the motion. Members voted unanimously in favor of the motion.

FINANCIAL REPORT

Treasurer Pamela McBryde presented the financial report to members. Ms. McBryde gave a brief overview and offered to answer any questions regarding the information submitted. Ms. McBryde did speak to the funds approved to purchase the trailers. She called on authority member Tom Flohr to explain where things stand as it relates to customs and the additional funds what will be needed to cover the cost. **Wayne Brooks made a motion to increase the project line item for this project. Seconded by Tom Flohr. Members voted unanimously in favor of the motion.**

Treasurer Pamela McBryde submitted and reviewed the proposed Budget Ordinance for Fiscal Year 2025-2026. She confirmed members were pleased with the amounts funded and distributed to each line and requested board approval.

Wayne Brooks made a motion to approve the proposed Budget Ordinance for Fiscal year 2025-2026. Seconded by Tom Flohr. Members voted unanimously in favor of the motion.

HYPEMILL STATUS UPDATE

Ms. Morgen Charette with Hypemill provided an update on the status of the marketing project. Ms. Charette gave members a brief overview of the website. She spoke to the different items that will be displayed, the different functions that can be used and explained how the events calendar will work. Ms. Charette stated that business owners will need to be set up as vendors to access the events calendar, after which they will have the capability to add/update events. She informed that the site has been completed, and the current vendor list has been uploaded. She reminded that new businesses/groups wishing to become vendors will need to be approved. Some discussion was generated from a number of questions asked from members. Ms. Charette stated that the site can be launched once the domain is set up. She provided members with a link to the website and encouraged them send her any questions and/or comments they have. She also confirmed that there are plans to meet with each vendor to assist with getting acclimated with the site. In response to a question from Wayne Brooks, Gabrielle with Hypemill, who joined the meeting via conference call, informed members that an APP is still in the development. She gave an overview of the features and functionality within the APP. More discussion was generated regarding getting the word out to stakeholders. In conclusion, Ms. Charette encouraged members to contact her with any questions, and offer to assist in any way that she can.

FUNDING REQUEST

- **Historic Preservation commission**

Mr. Josh Grant, staff liaison for the Historic Preservation Commission, was in attendance to speak to the funding request that was tabled by authority members at the April budget meeting. Mr. Grant presented a detailed slideshow to authority

members that included the elements of the project conducive to tourism. He also provided a spreadsheet showing the items for which funding is being requested as follows:

1. Ball Lights (suspended from trees)	\$ 4,718
2. String Light (overtop Northside Dining Area)	\$ 4,757
3. Tables & Chairs	\$73,911
4. Trash Receptacles *	\$ 4,000
5. Bike Racks	<u>\$ 9,179</u>
 TOTAL	 \$96,565

Mr. Grant spoke about the status of the project and explained the thought process of the project team moving forward. He admitted the many “unknowns” regarding the future of the property in terms of ownership and how it will be reused, stressing, however, the importance of this project to downtown Lincolnton. There was much discussion among members regarding the request, the timeline of the project and the best way to support the project, with Mr. Grant answering numerous questions from authority members regarding the various items listed. He provided what information that he could and offered to provide additional information on other options that can be considered. Mr. Grant explained that the timeline item is being able to allocate the dollars saved to other items in the scope of the project. Treasurer Pamela McBryde confirmed funds would come from the capital line item.

Wayne Brooks made a motion to the request, minus the bike racks. There was not second so no action was taken. There was more discussion

Tom Flohr made a motion to approve the request, less the bike rack with the tables and chairs up to \$50,000.00. Seconded by Wayne Brooks. (Chair Randall Williams clarified that the motion includes the ball lights, trash receptables, string lights, and not to exceed \$50,000.00 for table and chairs. No bike racks) Members voted unanimously in favor of the motion.

- **Young Adults Steering Committee**

Mr. Trent Mason spoke to authority members regarding a previous request for funding from the Young Adults Steering Committee for the Apple Drop Event, which was also tabled at the April budget meeting.

Using a slide presentation, Mr. Mason provided pictures of past events to provide an understanding of what the event is and the growth that has taken place over the years. Mr. Mason asked members to focus on the purpose of the event and the way that it promotes Lincolnton. He provided information gathered using Placer AI which he used to report the success of the event. Mr. Mason spoke to other marketing platforms they use to advertise and get the word out. In response to a question regarding any city funding, Mr. Mason stated that he verified with the City Manager that there is no line item in the City's budget to fund this event and that they will not be getting any funding from the City. He also stated that he does not plan to solicit any corporate sponsorships.

Tom Flohr made a motion to approve the request contingent upon minus what funds the city funds. Mr. Flohr amended his motion and made a motion to approve the funding for the event. Wayne Brooks seconded the motion. Members voted unanimously in favor of the motion.

- **Lincoln County Apple Festival**

Nikki Gray presented a funding request for \$10,000.00 to assist with the Lincoln County Apple Festival. Ms. Gray submitted a number of supporting documents related to cost for advertising / directory signs to be used for the event. There was some discussion in response to a question from Mr. Flohr regarding the profit they made from last year's event and why the requested funds are needed. They also talked about the type of social media marketing they plan to use.

Authority Member Taylor Eaddy made a motion to approve the full amount of the funds requested. Motion was seconded by both Wayne Brooks and Tom Flohr. Members voted unanimously in favor of the motion.

- **Cruisin' For A Cause**

Although no one from the organization was in attendance to present the request, authority members reviewed an application from Susan Gauthier for the Cruisin' for a Cause event to be held in September. It was noted there was no increase in the funding amount requested (\$750.00) this year.

Tom Flohr made a motion to approve the request. Seconded by Wayne Brooks. Members voted unanimously in favor of the motion.

NEW/OTHER BUSINESS

There was no new/other business to discuss

ADJOURNMENT

Wayne Brooks made a motion to adjourn. Tom Flohr seconded. Members voted unanimously to approve the motion.

Daphne Ingram, Secretary

Randall Williams, Chair



LINCOLNTON TOURISM DEVELOPMENT
AUTHORITY
AGENDA ITEM SUMMARY

To: The Honorable Mayor and City Council
Date: September 2, 2025
From: Pamela McBryde, Finance Director
Subject: Financial Report

Summary:

Background:

Fiscal Impact:

Recommendation:

Attachments:

1. LTDA Financial Reports-September 2.2025



Lincolnton, NC

Monthly Report Account Summary

For Fiscal: 2025-2026 Period Ending: 08/31/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	YTD Activity + Encumbrances	Budget Remaining
Fund: 23 - Occupancy Tax Fund							
Revenue							
23-3270-00000	LOCAL OCCUPANCY TAX	175,000.00	175,000.00	0.00	12,257.00	12,257.00	162,743.00
23-3831-00000	INTEREST- LTDA	10,000.00	10,000.00	0.00	1,497.59	1,497.59	8,502.41
23-3993-00000	APPROPRIATION FROM FUND BALAN...	100,000.00	100,000.00	0.00	0.00	0.00	100,000.00
	Revenue Total:	285,000.00	285,000.00	0.00	13,754.59	13,754.59	271,245.41
Expense							
23-6000-35101	GROUNDS MAINTENANCE-PUBLIC AR...	5,000.00	5,000.00	0.00	0.00	0.00	5,000.00
23-6000-37000	ADVERTISING	75,000.00	75,000.00	3,400.00	6,800.00	53,650.00	21,350.00
23-6000-45000	PROPERTY & CASUALTY INS	450.00	450.00	450.00	450.00	450.00	0.00
23-6000-49900	MISCELLANEOUS	3,500.00	3,500.00	100.00	100.00	800.00	2,700.00
23-6000-50000	CAPITAL EXPENSE	50,000.00	50,000.00	0.00	0.00	0.00	50,000.00
23-6000-50200	DOWNTOWN ART PROJECTS	25,000.00	25,000.00	0.00	0.00	0.00	25,000.00
23-6000-50501	RESERVED FOR TOURISM	0.00	5,071.98	5,071.98	5,071.98	5,071.98	0.00
23-6000-60400	COMMUNITY ORGANIZATIONS	35,000.00	85,525.00	11,300.00	11,300.00	85,525.00	0.00
23-6000-99100	CONTINGENCY	91,050.00	35,453.02	0.00	0.00	0.00	35,453.02
	Expense Total:	285,000.00	285,000.00	20,321.98	23,721.98	145,496.98	139,503.02
Fund: 23 - Occupancy Tax Fund Surplus (Deficit):		0.00	0.00	-20,321.98	-9,967.39	-131,742.39	131,742.39
Report Surplus (Deficit):		0.00	0.00	-20,321.98	-9,967.39	-131,742.39	

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	YTD Activity + Encumbrances	Budget Remaining
Fund: 23 - Occupancy Tax Fund						
Revenue	285,000.00	285,000.00	0.00	13,754.59	13,754.59	271,245.41
Expense	285,000.00	285,000.00	20,321.98	23,721.98	145,496.98	139,503.02
Fund: 23 - Occupancy Tax Fund Surplus (Deficit):	0.00	0.00	-20,321.98	-9,967.39	-131,742.39	131,742.39
Total Surplus (Deficit):	0.00	0.00	-20,321.98	-9,967.39	-131,742.39	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	YTD Activity + Encumbrances	Budget Remaining
23 - Occupancy Tax Fund	0.00	0.00	-20,321.98	-9,967.39	-131,742.39	131,742.39
Total Surplus (Deficit):	0.00	0.00	-20,321.98	-9,967.39	-131,742.39	



Lincolnton, NC

Detail Report Account Detail

Date Range: 07/01/2025 - 08/31/2025

Account	Name					Beginning Balance	Total Activity	Ending Balance
Fund: 23 - Occupancy Tax Fund								
ExpObject: 37000 - ADVERTISING								
23-6000-37000 ADVERTISING						0.00	6,800.00	6,800.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/17/2025	POPKT09632	INV-5268	231282	JUL MARKETING RETAINER SERVICES	01933 - HYPE MILL LLC		3,400.00	3,400.00
08/14/2025	POPKT09866	INV-5362	231287	Marketing Services	01933 - HYPE MILL LLC		3,400.00	6,800.00
Total ExpObject: 37000 - ADVERTISING:						Beginning Balance: 0.00	Total Activity: 6,800.00	Ending Balance: 6,800.00
ExpObject: 45000 - PROPERTY & CASUALTY INS								
23-6000-45000 PROPERTY & CASUALTY INS						0.00	450.00	450.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/07/2025	POPKT09814	BOND#65608277 2025..	231283	FY2526 - LTDA Surety Bond	010208 - CNA SURETY		450.00	450.00
Total ExpObject: 45000 - PROPERTY & CASUALTY INS:						Beginning Balance: 0.00	Total Activity: 450.00	Ending Balance: 450.00
ExpObject: 49900 - MISCELLANEOUS								
23-6000-49900 MISCELLANEOUS						0.00	100.00	100.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/01/2025	GLPKT12932	JN04520		FY 2024-2025 AP Accrual			-100.00	-100.00
07/17/2025	APPKT04210	1917	231281	MONTHLY MAINTENANCE (321 SIGNS)	054860 - LINCOLN LANDSCAPE LLC		100.00	0.00
08/07/2025	POPKT09814	2083	231284	LTDA-321 Signs	054860 - LINCOLN LANDSCAPE LLC		100.00	100.00
Total ExpObject: 49900 - MISCELLANEOUS:						Beginning Balance: 0.00	Total Activity: 100.00	Ending Balance: 100.00

Detail Report

Date Range: 07/01/2025 - 08/31/2025

Account Name Beginning Balance Total Activity Ending Balance

ExpObject: 50501 - RESERVED FOR TOURISM

[23-6000-50501](#) RESERVED FOR TOURISM 0.00 5,071.98 5,071.98

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/12/2025	APPKT04292	SEAI25065346	231285	DUTY OUTLAY FEE	023413 - DOWNTOWN DEVELOP ASSOC		94.81	94.81
08/12/2025	APPKT04292	SEAI25065346	231285	IMPORT CUSTOMS ENTRY FEE	023413 - DOWNTOWN DEVELOP ASSOC		125.00	219.81
08/12/2025	APPKT04292	SEAI25065346	231285	HANDLING CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		125.00	344.81
08/12/2025	APPKT04292	SEAI25065346	231285	INLAND CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		1,100.00	1,444.81
08/12/2025	APPKT04292	SEAI25065346	231285	ISF IMPORT SECURITY FILING	023413 - DOWNTOWN DEVELOP ASSOC		35.00	1,479.81
08/12/2025	APPKT04292	SEAI25065346	231285	DESTINATION CFS CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		94.00	1,573.81
08/12/2025	APPKT04292	SEAI25065346	231285	ISF BOND	023413 - DOWNTOWN DEVELOP ASSOC		100.00	1,673.81
08/12/2025	APPKT04292	SEAI25065346	231285	BOND FEE	023413 - DOWNTOWN DEVELOP ASSOC		88.00	1,761.81
08/12/2025	APPKT04292	SEAI25065346	231285	CHASSIS USAGE CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		150.00	1,911.81
08/12/2025	APPKT04292	SEAI25065346	231285	DUTIES	023413 - DOWNTOWN DEVELOP ASSOC		3,160.17	5,071.98
08/12/2025	APPKT04295	SEAI25065346	231285	IMPORT CUSTOMS ENTRY FEE	023413 - DOWNTOWN DEVELOP ASSOC		-125.00	4,946.98
08/12/2025	APPKT04295	SEAI25065346	231285	DUTY OUTLAY FEE	023413 - DOWNTOWN DEVELOP ASSOC		-94.81	4,852.17
08/12/2025	APPKT04295	SEAI25065346	231285	ISF BOND	023413 - DOWNTOWN DEVELOP ASSOC		-100.00	4,752.17
08/12/2025	APPKT04295	SEAI25065346	231285	CHASSIS USAGE CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		-150.00	4,602.17
08/12/2025	APPKT04295	SEAI25065346	231285	BOND FEE	023413 - DOWNTOWN DEVELOP ASSOC		-88.00	4,514.17
08/12/2025	APPKT04295	SEAI25065346	231285	DESTINATION CFS CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		-94.00	4,420.17
08/12/2025	APPKT04295	SEAI25065346	231285	DUTIES	023413 - DOWNTOWN DEVELOP ASSOC		-3,160.17	1,260.00
08/12/2025	APPKT04295	SEAI25065346	231285	INLAND CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		-1,100.00	160.00
08/12/2025	APPKT04295	SEAI25065346	231285	INLAND CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		1,100.00	1,260.00
08/12/2025	APPKT04295	SEAI25065346	231285	ISF BOND	023413 - DOWNTOWN DEVELOP ASSOC		100.00	1,360.00
08/12/2025	APPKT04295	SEAI25065346	231285	DUTY OUTLAY FEE	023413 - DOWNTOWN DEVELOP ASSOC		94.81	1,454.81
08/12/2025	APPKT04295	SEAI25065346	231285	HANDLING CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		-125.00	1,329.81
08/12/2025	APPKT04295	SEAI25065346	231285	DUTIES	023413 - DOWNTOWN DEVELOP ASSOC		3,160.17	4,489.98
08/12/2025	APPKT04295	SEAI25065346	231285	CHASSIS USAGE CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		150.00	4,639.98
08/12/2025	APPKT04295	SEAI25065346	231285	DESTINATION CFS CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		94.00	4,733.98
08/12/2025	APPKT04295	SEAI25065346	231285	IMPORT CUSTOMS ENTRY FEE	023413 - DOWNTOWN DEVELOP ASSOC		125.00	4,858.98
08/12/2025	APPKT04295	SEAI25065346	231285	HANDLING CHARGES	023413 - DOWNTOWN DEVELOP ASSOC		125.00	4,983.98
08/12/2025	APPKT04295	SEAI25065346	231285	BOND FEE	023413 - DOWNTOWN DEVELOP ASSOC		88.00	5,071.98
08/12/2025	APPKT04295	SEAI25065346	231285	ISF IMPORT SECURITY FILING	023413 - DOWNTOWN DEVELOP ASSOC		-35.00	5,036.98
08/12/2025	APPKT04295	SEAI25065346	231285	ISF IMPORT SECURITY FILING	023413 - DOWNTOWN DEVELOP ASSOC		35.00	5,071.98

Total ExpObject: 50501 - RESERVED FOR TOURISM: Beginning Balance: 0.00 Total Activity: 5,071.98 Ending Balance: 5,071.98

ExpObject: 60400 - COMMUNITIES IN SCHOOLS

[23-6000-60400](#) COMMUNITY ORGANIZATIONS 0.00 11,300.00 11,300.00

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
08/12/2025	POPKT09846	2025-08-12 FUNDING	231286	FY2526-LTDA Apple Drop Funding	023413 - DOWNTOWN DEVELOP ASSOC		11,300.00	11,300.00

Total ExpObject: 60400 - COMMUNITIES IN SCHOOLS: Beginning Balance: 0.00 Total Activity: 11,300.00 Ending Balance: 11,300.00

Total Fund: 23 - Occupancy Tax Fund: Beginning Balance: 0.00 Total Activity: 23,721.98 Ending Balance: 23,721.98

Grand Totals: Beginning Balance: 0.00 Total Activity: 23,721.98 Ending Balance: 23,721.98

Fund Summary

Fund	Beginning Balance	Total Activity	Ending Balance
23 - Occupancy Tax Fund	0.00	23,721.98	23,721.98
Grand Total:	0.00	23,721.98	23,721.98

LTDA Projects

<u>Description</u>	<u>Tourism Related/Capital</u>	<u>Promotional</u>	<u>FY2425 Expenditures</u>	<u>FY2526 Expenditures</u>	<u>Project Balance</u>	<u>Notations:</u>
Pots on Parade (1)	\$9,300.00	\$0.00	\$0.00	\$0.00	\$9,300.00	DDA
2-Toilet Trailers (2)	\$35,000.00	\$0.00	\$27,500.00	\$5,071.98	\$2,428.02	DDA/City of Lincolnton
	<u>\$44,300.00</u>	<u>\$0.00</u>	<u>\$27,500.00</u>	<u>\$5,071.98</u>	<u>\$11,728.02</u>	

Total Projects	\$44,300.00
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(1) - DDA is working on the Downtown Pots. At the August 13, 2024 meeting, the LTDA board approved this funding request with Jason Harpe as the vendor.

(2) - City of Lincolnton's CM presented the project to the LTDA Board at the March 4, 2025 meeting and requested funding for 2 toilet trailers to be used at city events held downtown. The LTDA Board approved the project and in collaboration with DDA and Trident Trikes, the project was ordered through Qingdao Food Van Machinery Co., LTD. Completion of the project is expected by FYE. Taylor Eaddy made a motion to approve the purchase and to move \$30,000 from the promotions line to contingency for this purchase.

At the June 3, 2025 meeting, the LTDA board approved an additional \$5,000 towards this project for customs fees.

Funding Requests - Non Profit Organizations

Organization	Event/Activity	LTDA Board Approved FY2526	Date	Notes
Cruisin' for a Cause	Cruisin' for a Cause	\$750.00	6/3/2025	Event Date: 9/20/2025
DDA	Apple Drop	\$11,300.00	6/3/2025	Event Date: 12/31/2025
Lincoln County Apple Inc.	Lincoln County Apple Festival	\$10,000.00	6/3/2025	Event Date: 10/18/2025
Lincoln County-Historic Preservation	Courthouse Grounds Project	\$63,475.00	6/3/2025	Currently underway
Total LTDA Funding		\$85,525.00		
*** Paid to date				



LINCOLNTON TOURISM DEVELOPMENT
AUTHORITY
AGENDA ITEM SUMMARY

To: The Honorable Mayor and City Council
Date: September 2, 2025
From:
Subject: Funding Request

Summary:

Background:

Fiscal Impact:

Recommendation:

Attachments:

None



LINCOLNTON TOURISM DEVELOPMENT
AUTHORITY
AGENDA ITEM SUMMARY

To: The Honorable Mayor and City Council
Date: September 2, 2025
From:
Subject: Communities in Schools of Lincoln County - Becky Reavis

Summary:

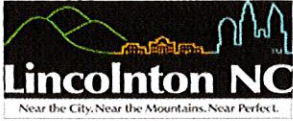
Background:

Fiscal Impact:

Recommendation:

Attachments:

1. communities in schools - funding request



Daphne Ingram <dingram@lincolntonnc.org>

Online Form Submittal: LTDA Funding Request

1 message

noreply@civicplus.com <noreply@civicplus.com>
To: dingram@lincolntonnc.org, rhaynes@lincolntonnc.org

Sun, Aug 3, 2025 at 6:23 PM

LTDA Funding Request

LTDA Funding Request

Use this form to submit a funding request to the Lincolnton Tourism Development Authority for an event/activity/project that directly benefits tourism and visitor services/experience.

The funds are intended to provide financial support for tourism-related expenditures including destination promotion, festival/event advertising & promotion, visitor attractions, and similar projects. Funds are not intended for event production costs, event sponsorships, or similar operating costs.

LTDA funds are hotel/motel occupancy taxes paid by visitors, in addition to state & local sales tax. The city collects a 3% occupancy tax from hotel/motel/lodging rental rates inside the city limits of Lincolnton.

Requests must be submitted online a minimum of 10 days prior to an LTDA board meeting, late submissions will be considered at the next quarterly LTDA meeting. Requestors will attend the LTDA board meeting for the discussion and board vote on their request.

- **Attach detailed information** on your project to the online request form including an **itemized budget, vendors/price quotes, design documents & renderings, etc.**
- Approved projects will be issued a funding agreement stipulating the terms & conditions of the funding. **Funds will not be released before a fully executed funding letter is signed by the requesting organization.** Any funds not used as outlined in the funding agreement will be returned to LTDA upon project completion.
- Approved projects will require **LTDA approval for all artwork materials** prior to production or publishing.
- All projects utilizing LTDA funds shall **submit a post-project recap** report upon project completion.

- o All **projects MUST be completed within 6 months of funding**. Do not submit projects or events that are more than 6 months in the future.

(Section Break)

First Name:	Becky
Last Name:	Reavis
CELL Phone Number:	704-530-2886
Email Address:	becky.reavi@gmail.com
Street/Mailing Address:	P.O. Box 1315
City:	Lincolnton
Zip Code:	28092
Organization/Non-Profit Name:	56-1753132
Non-Profit Tax ID #	<i>Field not completed.</i>
Funding Amount Requested:	1520.48
Date Funding Needed:	9/10/2025
Specify exactly to whom/what organization the funding check should be made payable to:	Communities in Schools of Lincoln County
Upload related documents & files to support funding request:	Final 2025 Be A hero Poster.pdf
Additional upload materials	Be a Hero Comic Con Budget - Sheet1.pdf
Additional upload materials	<i>Field not completed.</i>
Additional upload materials	<i>Field not completed.</i>
Additional upload materials	<i>Field not completed.</i>
Date of event/activity/project:	7/19/2025 10:00 AM - 7/19/2025 4:00 PM
Location of event/activity/project:	Lincolnton High School
Name of event/activity/project:	Be a Hero Comic Convention
Description of event/activity/project, be specific:	The Be a Hero Comic Convention is part of a proud tradition of science fiction, fantasy, and comic book conventions held across the nation. What makes our con truly special is that

every dollar raised supports Communities in Schools, helping local students succeed.

Unlike many larger conventions, we rely entirely on community support rather than major for-profit sponsors. Your contributions help us cover essential expenses such as advertising, facility rentals, and tokens of appreciation for the cosplayers who make our showcases unforgettable.

Our event is a fun, family-friendly celebration where fans can dress up as their favorite characters—or simply enjoy the day surrounded by others who share their passions. Attendees can browse unique creations from local vendors, discover new comic books, and take part in exciting activities like our crowd-favorite cosplay showcase. Vendors generously donate items for door prizes and contest awards, adding to the excitement.

We're also thrilled to feature local DJ Dante' Patterson, who sets the atmosphere with great music and serves as our emcee throughout the day.

Vendor Spaces: \$60 per space

Admission: \$5 per person (kids 10 and under are free)

Describe how this event/activity/project benefits City of Lincolnton tourism and visitor service or experiences (be specific):

This year, our convention welcomed 30 vendors and more than 400 attendees, many traveling from outside Lincoln County - including a vendor from Winston-Salem. These visitors not only enjoyed the event but also boosted the local economy by dining in our restaurants and shopping at local businesses. The convention continues to be a wonderful opportunity to showcase our town and all it has to offer to new audiences.

This year, we made it a priority to show extra appreciation to vendors by providing tokens of thanks, including handwritten thank-you cards. Our hope is that this gesture encourages them to spread the word about our event, helping us grow even bigger and better next year.

Submit this form to the LTDA in advance of any quarterly board meetings. See webpage for more details:

[LTDA webpage](#)

Email not displaying correctly? [View it in your browser.](#)

COMMUNITIES IN SCHOOLS OF LINCOLN COUNTY PRESENTS . . .

BE A HERO!

COMIC CON^{on}

**SATURDAY
JULY 19**

LINCOLN TON HIGH SCHOOL

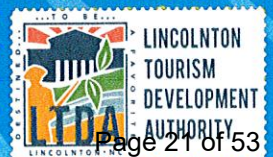
10 AM - 4 PM

ADMISSION \$5 - UNDER 10 FREE

-  **Cosplay**
- Showcase**
-  **Vendors**
-  **Artists**
-  **And More!**



FIRST FEDERAL
Savings Bank



LINCOLN COUNTY
TOURISM
DEVELOPMENT
AUTHORITY

2025 Be a Hero Comic Con Budget

Expenses	2025	2024	2023
Facility Usage	\$ 390.00	\$ 390.00	\$ 550.00
Physical advertisement			
Banners	\$ -	\$ 222.98	\$ 100.58
Yard Signs			\$ 299.60
Flyers	\$ 150.00	\$ 146.50	\$ 99.97
Cards	\$ -	\$ 54.04	\$ 58.83
Cardbord Cut-Outs	\$ -	\$ 140.00	\$ 134.37
Media Advertisement			
Facebook boosts	\$ -	\$ -	\$ -
Newspaper ads	\$ -	\$ -	\$ -
Promotional Items (t-shirts, tote bags, stickers)	\$ 460.10	\$ 55.64	\$ 338.35
			\$ 713.53
Thank you gifts for vendors	\$ 159.94	\$ -	\$ -
Signage for event	\$ -	\$ -	\$ 278.20
Materials for games		\$ -	\$ -
Credit card processing fees	\$ 17.67	\$ 7.47	\$ 10.08
Food costs	\$ 200.00	-	-
Miscellaneous (tickets, wristbands)	\$ 100.00	\$ 67.64	\$ 110.34
Prizes for Cosplay Contest	\$ 42.77	\$ -	
Tickers for the door	\$ -	\$ -	
Total	\$ 1,520.48	\$ 1,084.27	\$ 2,693.85
Income			
Ticket sales (cash)	\$ 1,026.00	\$ 1,840.06	\$ 2,130.00
Ticket sales (Square)	\$ 477.00	\$ 195.00	\$ 215.00
Vendor fees	\$ 1,320.00	\$ 1,000.00	\$ 2,575.00
Raffle sales	\$ 200.00	\$ -	-
Food sales	\$ 75.00	\$ -	-
Event Sponsors	\$ 300.00	\$ 471.29	\$ 400.00
Tourism Board funding		\$ 1,084.27	\$ 2,200.00
T-shirt, tote bag, sticker sales	\$ 300.00	\$ -	\$ 572.00
At-the-door donations	\$ 20.00	\$ -	\$ 10.00
Total	\$ 3,718.00	\$ 4,590.62	\$ 8,102.00
Net Profit	\$ 2,197.52	\$ 3,506.35	\$ 5,408.15



LINCOLNTON TOURISM DEVELOPMENT
AUTHORITY
AGENDA ITEM SUMMARY

To: The Honorable Mayor and City Council
Date: September 2, 2025
From:
Subject: Lincoln County Historical Association - Carole Howell

Summary:

Background:

Fiscal Impact:

Recommendation:


Attachments:

1. Lincoln County Historical Association
2. Program Service Review_BORM-2024-Inc-Exp

BATTLE OF RAMSOUR'S MILL

LIVING HISTORY WEEKEND

June 21-22 beginning at 10 am



BEHIND
BATTLEGROUND ELEMENTARY SCHOOL
JEB SEAGLE DRIVE, LINCOLNTON, NC

Free and family friendly. Demonstrations, reenactors, battleground tours, food truck.

Featuring guest speaker Taylor Osborne as Major William Richardson Davie.

For a complete schedule of events, visit us online at lincolncountyhistory.com



Lincoln County Historical Association
 Program Service Review
 Programs, Exhibitions or Educational Initiatives

Initial Proposal / Final Report

Battle Of Ramsour's Mill (BORM)
 Income & Expense: 2024 Event

Date	Customer/Vendor	Inc. Rcvd/Items Purchased	Budget Amount	Final Amount
Income/ sponsorship:				
<i>Sponsorships:</i>				
	Battle sponsorship			
	Lincoln Tourism Dev, sponsorship (advertising support)			\$1,477
<i>Other Income:</i>				
	Sale of food- BBQ plates (@ \$15 ea.)			
	Donations for booklets & misc.			
Total Income			\$1,500	\$1,477
Expenses/Disbursements:				
<i>Advertising & Promotion (Print, Elect. Media, Signage)</i>				
	Lincoln Times News (1/2 page ad - qty 2)		840	
	Lake Norman Publications (full page ad)		562	
	Amazon (Plasricade curb signs 24"x36" qty-2)		227	
	Facebook		60	
	Gaston County Finance (print 24" x 36" posters - qty 2)		19	
				1,708
<i>Facility & Equip Rental & Services</i>				
	Sani-can		656	
	Upper Cleveland Golf Cart - 2 carts \$100 day		534	
	Bugg Busters (spray for mosquito control)		240	
				1,430
<i>Speaker, Re-enactor fees</i>				
	Speaker: Nora Brooks (Abigail Adams & Martha Washington)		300	
				300
<i>Food & Refreshments:</i>				
	Homeplace- BBQ plates (40 qty) for re-enactors/volunteers		702	
	Beverly Moore - reimb. for food for BORM reenactors & volunteers		257	
	Ingles (beverages, ice, cups)		111	
	Paulette Gardner - Hearth cookers groceries		90	
	Food Lion -addtl groceries, sodas, ice		83	
				1,242
<i>Office Expense (Supplies, Printing, Postage, Mailing)</i>				
	Gaston County Finance (reprint Graham booklets - qty 200)		146	
	Gaston County Finance (reprint BORM Newsletter edition - qty 250)		129	
				275
<i>Other Expenses:</i>				
	Bill Beam (reimb. Ecolights - 3 qty)		48	
	Lowes (roping for event)		45	
	Food Lion (first-aid etc)		17	
	Family Dollar (table covers - qty 9)		12	
				123
Total Expenses			3,157	5,077
Net Income / (Expense) for Program Service			\$ (1,657)	\$ (3,600)



LINCOLNTON TOURISM DEVELOPMENT
AUTHORITY
AGENDA ITEM SUMMARY

To: The Honorable Mayor and City Council
Date: September 2, 2025
From:
Subject: The Lincoln Theatre Guild - Joanna Underwood

Summary:

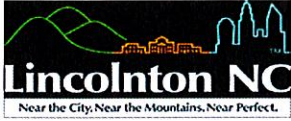
Background:

Fiscal Impact:

Recommendation:

Attachments:

1. Lincoln Theater Guild funding request packet.pdf 9-2-25



Daphne Ingram <dingram@lincolntonnc.org>

Online Form Submittal: LTDA Funding Request

1 message

noreply@civicplus.com <noreply@civicplus.com>
To: dingram@lincolntonnc.org, rhaynes@lincolntonnc.org

Tue, Aug 26, 2025 at 4:52 PM

LTDA Funding Request

LTDA Funding Request

Use this form to submit a funding request to the Lincolnton Tourism Development Authority for an event/activity/project that directly benefits tourism and visitor services/experience.

The funds are intended to provide financial support for tourism-related expenditures including destination promotion, festival/event advertising & promotion, visitor attractions, and similar projects. Funds are not intended for event production costs, event sponsorships, or similar operating costs.

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- **Attach detailed information** on your project to the online request form including an **itemized budget, vendors/price quotes, design documents & renderings, etc.**
- Approved projects will be issued a funding agreement stipulating the terms & conditions of the funding. **Funds will not be released before a fully executed funding letter is signed by the requesting organization.** Any funds not used as outlined in the funding agreement will be returned to LTDA upon project completion.
- Approved projects will require **LTDA approval for all artwork materials** prior to production or publishing.
- All projects utilizing LTDA funds shall **submit a post-project recap** report upon project completion.

- o All **projects MUST be completed within 6 months of funding**. Do not submit projects or events that are more than 6 months in the future.

(Section Break)

First Name:	Joanna
Last Name:	Underwood
CELL Phone Number:	980-241-0692
Email Address:	junmor61@gmail.com
Street/Mailing Address:	403 E. Main Street
City:	Lincolnton
Zip Code:	28092
Organization/Non-Profit Name:	The Lincoln Theatre Guild
Non-Profit Tax ID #	58-1488072
Funding Amount Requested:	7,500
Date Funding Needed:	10/15/2025
Specify exactly to whom/what organization the funding check should be made payable to:	The Lincoln Theatre Guild
Upload related documents & files to support funding request:	The Lincoln Theatre Guild.pdf
Additional upload materials	<i>Field not completed.</i>
Additional upload materials	<i>Field not completed.</i>
Additional upload materials	<i>Field not completed.</i>
Additional upload materials	<i>Field not completed.</i>
Date of event/activity/project:	11/28/2025 7:00 PM - 12/7/2025 3:00 PM
Location of event/activity/project:	The Lincoln Cultural Center 403 E. Main Street Lincolnton, NC
Name of event/activity/project:	Rudolph the Rednosed Reindeer: The Musical
Description of event/activity/project, be	A holiday classic, we will perform the much loved story of Rudolph. There will be 6 performances of this production as

specific:

well as opportunities for Lincoln County School children to come see the show with their class.

Describe how this event/activity/project benefits City of Lincoln tourism and visitor service or experiences (be specific):

This event will bring people into downtown Lincoln, where we hope patrons will also visit our downtown shops as well as restaurants. Because of the age of the cast members, we will have out-of-town family and friends stay at our local hotels.

Submit this form to the LTDA in advance of any quarterly board meetings. See webpage for more details:

[LTDA webpage](#)

Email not displaying correctly? [View it in your browser.](#)

The Lincoln Theatre Guild
403 E. Main Street
Lincolnton, NC 28092

The Lincoln Theatre Guild will be producing and performing the holiday classic, "Rudolph, the Red Nosed Reindeer: The Musical," this coming holiday season. We will have shows Friday and Saturday following Thanksgiving, Nov. 28 - 29, as well as the following week-end, Dec. 5-7, 2025.

For the LTG to perform this show for the community the best we can, we need to advertise so we can "fill the seats!" We will do the following to advertise the show:

1. **T-Shirts:** The cast will have t-shirts to advertise the show everywhere they go. This will be approximately \$1,000.00. ASR Graphics is the company we use to make our shirts.
2. **Playbills:** We will produce a program for this show, which is very expensive with a large cast show. This will cost approximately \$4500.00. Playbillder is the program we use to create this and they print and ship to us when they are complete.
3. **Christmas Parade Float:** We will be advertising the production on a Christmas float, rented by Cline Floats. This will cost approximately \$650.00
4. **Posters:** We advertise around the community and online with posters. We make these in house at the Lincoln Cultural Center, but we have to pay for the paper and ink. For the amount of posters we will need to advertise all over the county and beyond will cost approximately \$300.00
5. **Digital Advertising:** We would like to use the digital billboard signs in Lincolnton and Denver to advertise this production. This will cost approximately \$1,000.00.

The Lincoln Theatre Guild has been in operation since 1981. We are very proud that we have been performing for our community for 44 years, especially during COVID. Many community theatres did not survive the pandemic, unfortunately.

We produce 6-8 shows per year as well as holding our annual Youth Drama Camp each summer. One of our main focus groups is children and teens and therefore many of our main season shows include youth. This year, 5 of our 6 shows have roles for children & teens.

Our annual budget includes the following:

Royalties for plays, purchase/rental of scripts, costumes, sets, props, performance space rental (LCC & Citizens Center), musicians, playbills, t-shirts, posters, advertising, website domain, Office & costume storage (at the LCC), warehouse space for set building and storage, Electricity and water for warehouse.

Because Royalties vary by production and company, as well as many of the other areas needed to produce a show, our yearly budget is anywhere between \$90,000-\$100,000 per year. As we, the LTG, have grown over the years, the budget has been adjusted accordingly and as needed.



LINCOLNTON TOURISM DEVELOPMENT
AUTHORITY
AGENDA ITEM SUMMARY

To: The Honorable Mayor and City Council
Date: September 2, 2025
From:
Subject: City of Lincolnton Parks and Recreation - Nathan Eurey

Summary:

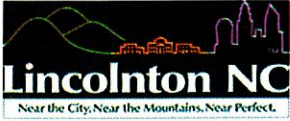
Background:

Fiscal Impact:

Recommendation:

Attachments:

1. Recreation - Cycle NC funding request



Daphne Ingram <dingram@lincolntonnc.org>

Online Form Submittal: LTDA Funding Request

noreply@civicplus.com <noreply@civicplus.com>
To: dingram@lincolntonnc.org, rhaynes@lincolntonnc.org

Thu, Aug 21, 2025 at 12:51 PM

LTDA Funding Request

LTDA Funding Request

Use this form to submit a funding request to the Lincolnton Tourism Development Authority for an event/activity/project that directly benefits tourism and visitor services/experience.

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(Section Break)

First Name:	Nathan
Last Name:	Eurey
CELL Phone Number:	9802417984
Email Address:	neurey@lincolntonnc.org
Street/Mailing Address:	PO Box 617
City:	Lincolnton
Zip Code:	28093
Organization/Non-Profit Name:	City of Lincolnton
Non-Profit Tax ID #	<i>Field not completed.</i>
Funding Amount Requested:	\$2,500
Date Funding Needed:	9/18/2025
Specify exactly to whom/what organization the funding check should be made payable to:	POSITIVE PROMOTIONS, INC.
Upload related documents & files to support funding request:	Quote - Cooling Towels for Cycle NC.pdf
Additional upload materials	Artwork rendering for cooling towels.pdf
Additional upload materials	<i>Field not completed.</i>
Additional upload materials	CNC M2C Press Release 2-6-25 (1).docx
Additional upload materials	<i>Field not completed.</i>
Date of event/activity/project:	10/5/2025 8:00 AM - 10/6/2025 10:00 AM
Location of event/activity/project:	Betty Ross Park / City of Lincolnton - Cycle NC 2025
Name of event/activity/project:	CYCLE NC 2025 Mountains -to-Coast Bicycle Ride
Description of event/activity/project, be specific:	CYCLE NC Mountains -to-Coast Bicycle Ride is an annual week-long ride that stops overnight in city and towns across NC. There will be nearly 1000 riders that will participate. This year's ride will have riders stopping overnight in Lincolnton with

riders camping overnight at Betty Ross Park or staying in local hotels. Riders will also venture out to eat locally and seek entertainment during their stay here.

Describe how this event/activity/project benefits City of Lincolnton tourism and visitor service or experiences (be specific):

Nearly 1000 cyclist will be stopping in Lincolnton overnight on October 5th. During their stay, some cyclist will be staying in local hotels, eating at local restaurants, and seeking out other forms of entertainment. Cyclist from over 40 states will be represented.

Submit this form to the LTDA in advance of any quarterly board meetings. See webpage for more details:

[LTDA webpage](#)

Email not displaying correctly? [View it in your browser.](#)



FOR IMMEDIATE RELEASE

Contact: Chip Hofler
chip@ncsports.org

**Wit Tuttell, Executive Director of Visit NC, Announces the
2025 Cycle North Carolina “Mountains to Coast” Route**

RALEIGH, North Carolina, February 6, 2025 – Wit Tuttell, the Executive Director of Visit NC, announced the 2025 Cycle North Carolina “Mountains to Coast” Route in a pre-recorded video that was posted to the Cycle NC social media channels on Thursday.

To view the video of the “Mountains to Coast” Tour announcement, simply click the link below:
<https://youtu.be/yOEUtPwjRQ8>

The twenty-sixth annual ride is scheduled for a Lake Lure to Fort Fisher route, from October 5-11, 2025. With beautiful tourist stops along scenic back roads, the “Mountains to Coast” trek is the highlight of the year for many cyclists from across the nation.

Cycle North Carolina will begin its full-service, cross-state ride on October 5th in Lake Lure (October 4th is a travel and check-in day), and will arrive at Fort Fisher on October 11th, with 950 bicyclists from more than 40 states expected to participate. Over the course of the week, riders will bike an average of 60 miles per day. Additional overnight stays are planned for the towns of Lincolnton, Kannapolis, Asheboro, Fuquay-Varina, Goldsboro and Wallace.

The Cycle North Carolina “Mountains to Coast” Tour is the state’s only cross-state, fully-supported ride created in 1999 with the N.C. Division of Tourism (now Visit NC), Capitol Broadcasting Company, the N.C. Department of Transportation and North Carolina Amateur Sports as founding partners. Cycle North Carolina was developed to promote North Carolina’s scenic beauty, heritage tourism, visitor attractions, historic sites, state parks, fitness, healthy lifestyles and the benefits of bicycling to individuals and our state. During the past 25 years, Cycle North Carolina has stopped overnight in more than 100 North Carolina towns and visited over 800 North Carolina communities.

Online registration is open at www.ncsports.org and interested riders are encouraged to register early, to avoid missing out on the highlight of the year for bicycling in North Carolina.

In addition to the “Mountains to Coast” Tour, Cycle North Carolina will host the Coastal Ride in Elizabeth City, NC, April 25-27, 2025. Cycle North Carolina will also host its eleventh annual Mountain Ride in Sylva, NC, August 1-3, 2025. Registration for both rides is open at www.ncsports.org.

Cycle North Carolina is presented by Retire NC. Partner organizations of Cycle North Carolina include: BODYARMOR, Blue Cross and Blue Shield of North Carolina, Truist, Durham Bulls, Lowes Foods and the N.C. Department of Transportation.

North Carolina Amateur Sports is a 501c(3) nonprofit charitable organization that annually organizes the BODYARMOR State Games and Cycle North Carolina. NCAS is dedicated to the promotion of the spirit of amateur sports, physical fitness and health to all ages and skill levels through the participation in organized events which enrich the state of North Carolina. For more information on NCAS and its events, please access www.ncsports.org.

###



Product color: Blue



Artist Name: JS

Adjusted Art: _____

This proof prints smaller than final imprint size!

IMPORTANT:

Please read everything carefully. Be sure to verify for any spelling or graphical errors etc. Your signature indicates that you have checked and approved the art **AS IS**. By signing you release Positive from any liability.

Positive Artwork	
Req #	88578
Item #	OSW8818
Imprint Color	White

Virtual Prototypes are meant to give you a visual reference only. They may not represent exact color, size, or layout of final product.

NOTE: Curved images may appear "jagged".
For an accurate representation, please zoom in or print out the attached artwork. The characters "L", "I" and "1" may appear BOLDED when viewed on a computer screen.

POSITIVE PROMOTIONS, INC.

15 GILPIN AVENUE • HAUPPAUGE, NY 11788 • 1-877-258-1225 • FAX: 1-877-258-1226

8/13/25

Quotation

Quote #: 00418098

Customer #: 00374142-03 Key Code: M74T

Bill to:

Ship to:

LINCOLN COUNTY RECREATION DEPT
PO BOX 25
LINCOLNTON NC 28093-0025
JOHN.DAVIS@LINCOLNCOUNTYNC.GOV

LINCOLN COUNTY RECREATION DEPT
302 NORTH ACADEMY STREET
LINCOLNTON NC 28092
Attn: PO# 00251219/JOHN DAVIS

--Detail--

Ordered By	Purchase Order Number	Phone Number	Fax Number
JOHN DAVIS	REQUIRED	704-748-1520	

Item Number	Description	Quantity Sold	Qty Free	Unit Price	Total Price
OSW8818	COOLING TOWEL	1,000		2.1500	2,150.00
SU	SET-UP CHARGE	1		65.0000	65.00

IMPRINT COLOR = WHITE
IMPRINT METHOD = SILKSCREEN
PRODUCT COLOR = BLUE
PRODUCTION TIME: 7 BUSINESS DAYS

Imprint Instructions: *LOGO
Imprint Copy: LIDA LOGO
VIRTUAL PROOF REQ# 88578

Due to price increases in global supply chain, quotes are subject to change

Shipping & Handling: 247.25
Total Amount: \$2,462.25

Michelle Hamilton
Fax.:877-258-1226 Phone.:205-882-7813
MICHELLEH@POSITIVEPROMOTIONS.COM



LINCOLNTON TOURISM DEVELOPMENT
AUTHORITY
AGENDA ITEM SUMMARY

To: The Honorable Mayor and City Council
Date: September 2, 2025
From:
Subject: Downtown Development Association - Betty Flohr

Summary:

Background:

Fiscal Impact:

Recommendation:

Attachments:

1. DDA - funding request



Daphne Ingram <dingram@lincolntonnc.org>

Online Form Submittal: LTDA Funding Request

1 message

noreply@civicplus.com <noreply@civicplus.com>
To: dingram@lincolntonnc.org, rhaynes@lincolntonnc.org

Fri, Aug 22, 2025 at 10:48 AM

LTDA Funding Request

LTDA Funding Request

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(Section Break)

First Name:	Betty
Last Name:	Flohr
CELL Phone Number:	3366248463
Email Address:	downtownlincolnton@gmail.com
Street/Mailing Address:	P O Box 491
City:	Lincolnton
Zip Code:	28093
Organization/Non-Profit Name:	100%
Non-Profit Tax ID #	56-1699362
Funding Amount Requested:	6000.00
Date Funding Needed:	9/30/2025
Specify exactly to whom/what organization the funding check should be made payable to:	Downtown Development Association
Upload related documents & files to support funding request:	2025 AAF Budget.xls
Additional upload materials	Unknown Artist Billboard Ad.png
Additional upload materials	Chairmen of the Board Billboard Ad.png
Additional upload materials	Jim Quick Billboard Ad.png
Additional upload materials	<i>Field not completed.</i>
Date of event/activity/project:	8/28/2025 6:00 PM - 8/28/2025 10:00 PM
Location of event/activity/project:	100 & 200 blocks of East Main Street and East Couer Square
Name of event/activity/project:	Alive After Five Concert Series
Description of event/activity/project, be specific:	We have six concerts dates scheduled in 2025 in downtown Lincolnton. Last year, we secured \$25,000 in sponsorships from individuals and businesses. We are using digital billboards

in downtown Lincolnton and also in the Denver area also.

These funding is for the remaining two concerts. We received the funding from you for the first 3 earlier this year. Remaining Dates 08/28, 09/18, 10/9 (rescheduled date from June concert that had to be postponed due to weather)

Describe how this event/activity/project benefits City of Lincolnton tourism and visitor service or experiences (be specific):

We have a large crowd that will attend each of these concerts and while they are in town, they will be dining in our restaurants and shopping with or merchants. Those that do not shop will be able to see the wide variety of retail that our downtown has to offer and return again another day to spend time here.

Submit this form to the LTDA in advance of any quarterly board meetings. See webpage for more details:

[LTDA webpage](#)

Email not displaying correctly? [View it in your browser.](#)

	<u>Alive After Five</u>
	<u>Jan - Dec 24</u>
Ordinary Income/Expense	
Income	
Event Income	
Ticket Sales 200 x \$25 2000 @ \$30.00	
Beer Garden Sales (AAF)	15,000.00
Vendor Fee Income	
Artist Fee Income	
Farmer's Market Vendor Income	
Food Truck Vendor Income	2,500.00
General Vendor Fee Income	
Total Vendor Fee Income	
Sponsorship Income	
Event Sponsorship Income	30,000.00
LTDA Sponsorship Income	30,000.00
Total Sponsorship Income	<u>60,000.00</u>
Total Event Income	<u>77,500.00</u>
Operations Income	
County Funding	
City Funding	
Grants	
Total Operations Income	
Total Income	<u>77,500.00</u>
Gross Profit	77,500.00
Expense	
Capital Projects	
Pots & Benches	
Total Capital Projects	
Event Expense	
Entertainment Expense	
Stage Expense	8,000.00
Bands Expense	20,000.00
Production	6,000.00
DJ Expense	1,250.00
Holiday Ent & Santa Claus	
Entertainment (2nd Saturday)	
Total Entertainment Expense	<u>35,250.00</u>
Advertising & Marketing	20,000.00
Beer Garden Expense	5,000.00
Banners/Yard Signs	5,000.00
Charitable Donation	
Entertainment Expense	
Decorations	
Beer/Wine Glasses	
Facility Rentals	
Food & Beverage (VIP & Breweries)	
Insurance Expense	4,000.00
Merchandise	
Miscellaneous	
Permits & Licenses	250.00
Postage	
Prizes & Giveaways	
Sanitation Services	1,500.00
Supplies	
Swag Bags	
Total Event Expense	<u>71,000.00</u>
Operations Expense	
Storage Building	
Repairs & Maintenance	
Payroll Service Fees	
Payroll Taxes	
Accounting Fees	
Dues	
Insurance	
Salary	2,000.00
Supplies	
Office Supplies	
Total Supplies	
Utilities	
Phone	
Total Utilities	
Computer Expense	
Website Expense	
Computer Expense - Other	
Total Computer Expense	
Total Operations Expense	
Total Expense	<u>73,000.00</u>
Net Ordinary Income	<u>4,500.00</u>
Net Income	<u>4,500.00</u>



For illustrative purposes only. Actual structure configuration and appearance may vary.

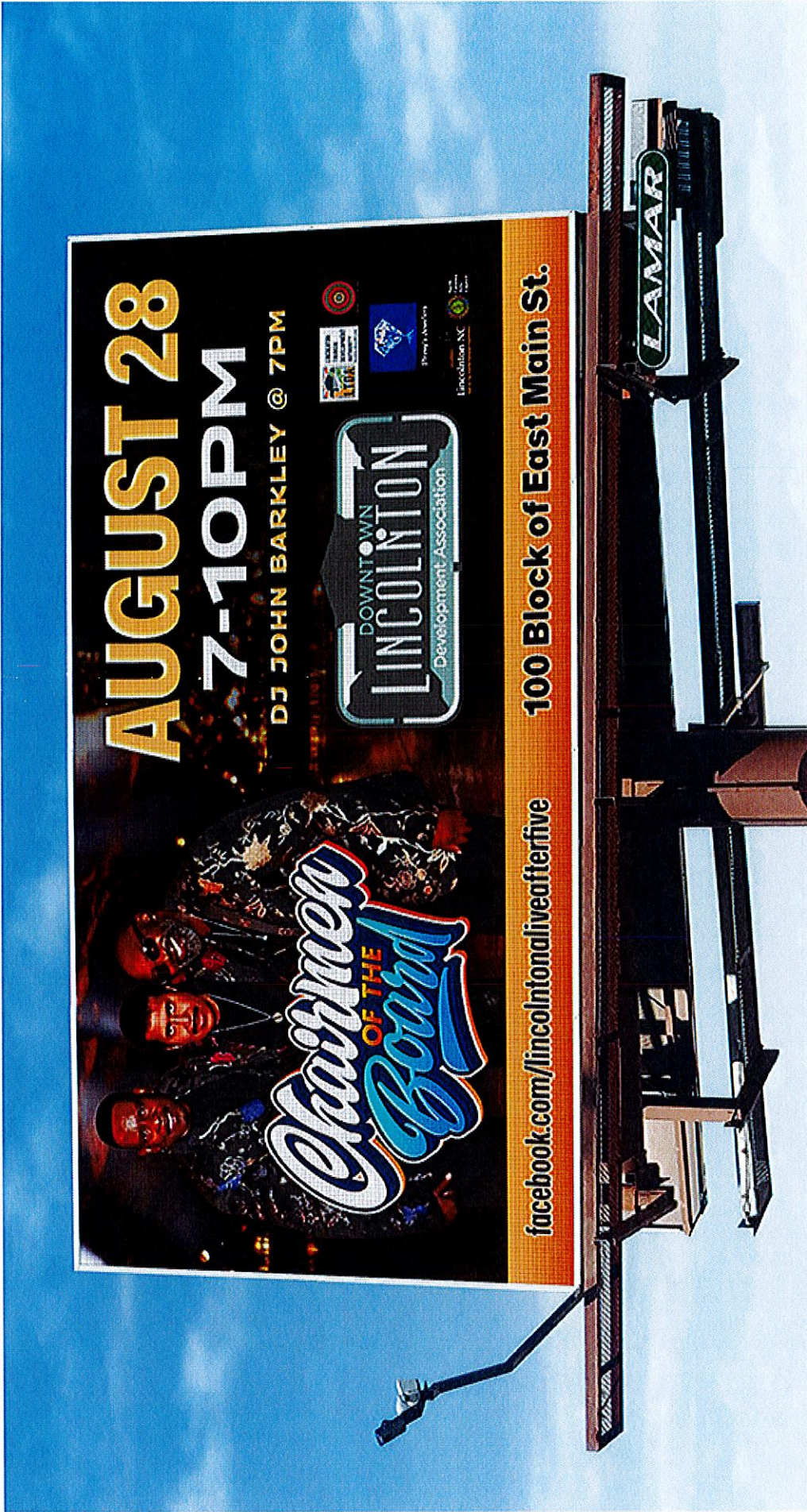
ID# 398355001b

Job Details:

Live Area Size: 400px X 840px
Substrate: Digital AutoScale Poster(ASP)
Plant: 299 - Lenoir, NC
Artist: Jordan Sullivan
Friday, June 13 2025

Special Notes:

client provided photo and logos



For illustrative purposes only. Actual structure configuration and appearance may vary

ID# 407515001b

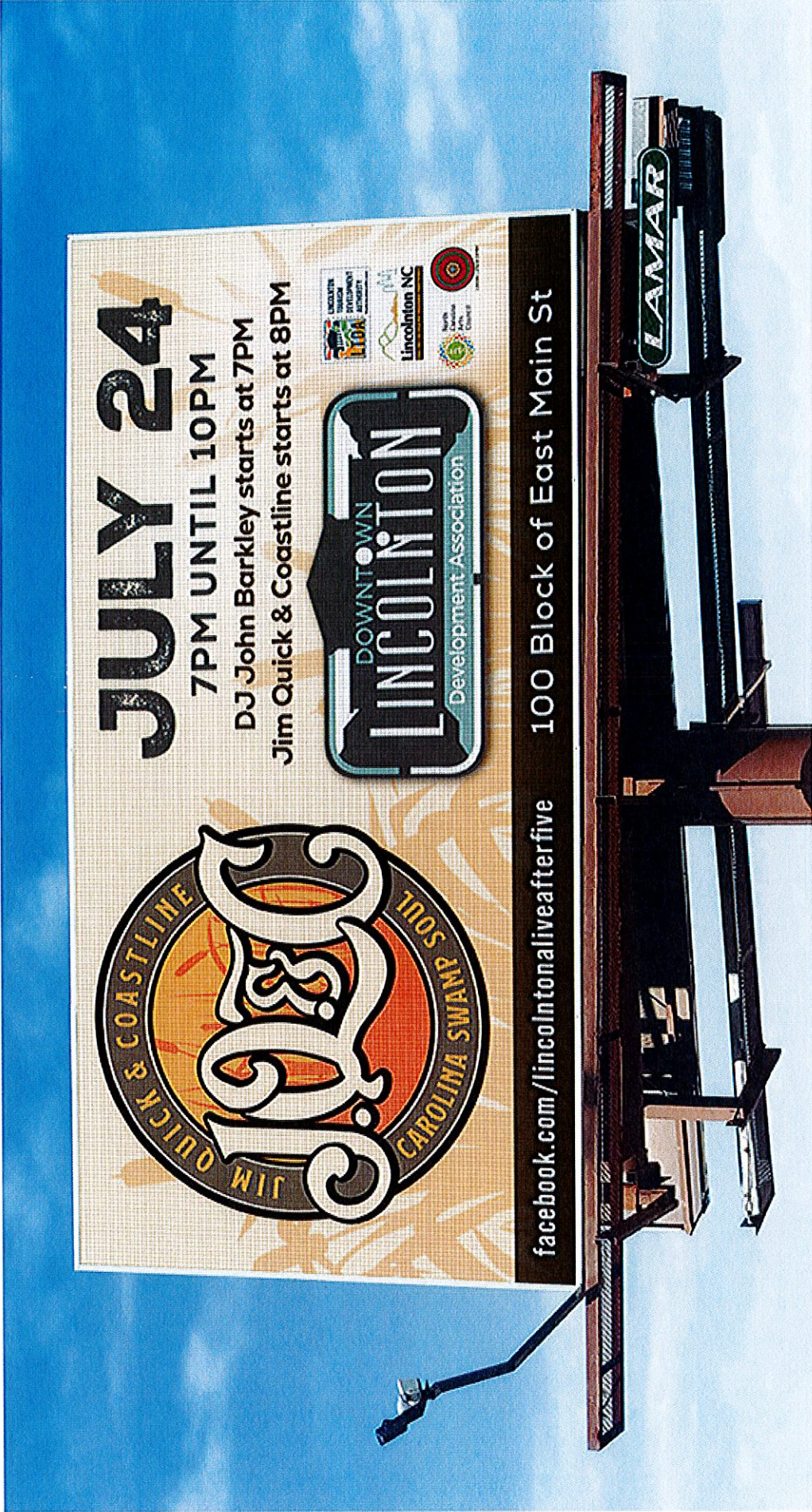
Job Details:

Live Area Size: 400px X 840px
Substrate: Digital/AutoScale Poster(ASP)
Plant: 299 - Lenoir, NC
Artist: Omar Banmally
Thursday, July 31 2025

Special Notes:

Image and logos provided. Referenced previous designs for logos. Elements from image.

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For illustrative purposes only. Actual structure configuration and appearance may vary.

ID# 401876001b

Job Details:

Live Area Size: 400px X 840px
Substrate: Digital AutoScale Poster(ASP)
Plant: 299 - Lenoir, NC
Artist: Jeremy Clark
Tuesday, July 01 2025

Special Notes:

Ref 398355001b for template. Updated elements with supplied logos. Shutterstock image used.
Revised, adding supplied logo and adjusting layout to fit.



LINCOLNTON TOURISM DEVELOPMENT
AUTHORITY
AGENDA ITEM SUMMARY

To: The Honorable Mayor and City Council
Date: September 2, 2025
From:
Subject: Lincoln Cultural Center - Cathy Davis

Summary:

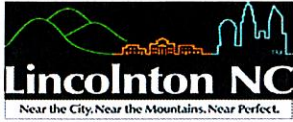
Background:

Fiscal Impact:

Recommendation:

Attachments:

1. Lincoln Cultural Center



Daphne Ingram <dingram@lincolntonnc.org>

Online Form Submittal: LTDA Funding Request

2 messages

noreply@civicplus.com <noreply@civicplus.com>
To: dingram@lincolntonnc.org, rhaynes@lincolntonnc.org

Fri, Aug 29, 2025 at 2:13 PM

LTDA Funding Request

LTDA Funding Request

Use this form to submit a funding request to the Lincolnton Tourism Development Authority for an event/activity/project that directly benefits tourism and visitor services/experience.

The funds are intended to provide financial support for tourism-related expenditures including destination promotion, festival/event advertising & promotion, visitor attractions, and similar projects. Funds are not intended for event production costs, event sponsorships, or similar operating costs.

LTDA funds are hotel/motel occupancy taxes paid by visitors, in addition to state & local sales tax. The city collects a 3% occupancy tax from hotel/motel/lodging rental rates inside the city limits of Lincolnton.

Requests must be submitted online a minimum of 10 days prior to an LTDA board meeting, late submissions will be considered at the next quarterly LTDA meeting. Requestors will attend the LTDA board meeting for the discussion and board vote on their request.

- **Attach detailed information** on your project to the online request form including an **itemized budget, vendors/price quotes, design documents & renderings, etc.**
- Approved projects will be issued a funding agreement stipulating the terms & conditions of the funding. **Funds will not be released before a fully executed funding letter is signed by the requesting organization.** Any funds not used as outlined in the funding agreement will be returned to LTDA upon project completion.
- Approved projects will require **LTDA approval for all artwork materials** prior to production or publishing.
- All projects utilizing LTDA funds shall **submit a post-project recap** report upon project completion.

- o All **projects MUST be completed within 6 months of funding**. Do not submit projects or events that are more than 6 months in the future.

(Section Break)

First Name:	Cathy
Last Name:	Davis
CELL Phone Number:	7047408313
Email Address:	davi425@bellsouth.net
Street/Mailing Address:	403 East Main Street
City:	Lincolnton
Zip Code:	28092
Organization/Non-Profit Name:	Lincoln Cultural Development Center, Inc.
Non-Profit Tax ID #	56-1437061
Funding Amount Requested:	\$10,000
Date Funding Needed:	10/1/2025
Specify exactly to whom/what organization the funding check should be made payable to:	Lincoln Cultural Center
Upload related documents & files to support funding request:	booktixPerfTicketDownload-20250829-180423.csv
Additional upload materials	<i>Field not completed.</i>
Additional upload materials	booktixPerfTicketDownload-20250829-180423_1.csv
Additional upload materials	<i>Field not completed.</i>
Additional upload materials	booktixPerfTicketDownload-20250829-180529.csv
Date of event/activity/project:	10/1/2025 - 12/14/2025
Location of event/activity/project:	James W. Warren Citizens Center
Name of event/activity/project:	2nd Quarter Advertising and Marketing Funding for All 2nd Qtr Events
Description of event/activity/project, be specific:	Our 4th Annual Boogers and Bingo will be October 25. It is a family friendly activity that all children get to play carnival games free and all children get a treat bag. There is costume

contest and awesome prizes for 12 categories. 24 prizes worth more than \$75 or more each. Silent Auction and loads of FUN!

This request would apply to multiple events to include our Handmade for the Holidays, entering the 12th year of operation. This is a vendor fair that feature only items made by the vendor to include pottery, jewelry, baked goods, wood working, holiday decor, etc. Vendors pay for a booth space. This is to assist with the cost of providing pipe and drape which is \$1800. Patrons pay \$5 to enter or donate an unwrapped toy to Toys for Tots. We would like to advertise this event in 3 area print materials.

Breakfast with Santa has become a tradition that families look forward to. Last year's BWS brough more than 500 people to event. Guest get breakfast, children prepare their list for Santa, are entertained by some of the primaries from The Nutcracker, have an opportunity to ride the cities train and viisit with the big guy himself, SANTA! The cost per person is just \$10 for all of this. The breakfast includes bacon, sausage and pancakes.

On December 4th we will host Christmas with Jason Crabb sponsored by Drake Enterprises. This concert will also feature the praise and worship band from Lenord's Fork Church as an opener and the Lincoln High School Chorus will be invited to sing two songs with Mr. Crabb. We hope to sell at least 1000 tickets for this event.

The 19th Annual production of The Nutcracker will take place December 12 & 13 at 6:30 pm and December 14 at 3 pm. These performance have average 700 people per show. We do hold a student show Thursday morning and this year we have formally invited the Governor of NC, Josh Stein as well as Representative Heather Rhyne and Senator Ted Alexander. We again have hired a professional dance from Rock Hill South Carolina to play the role of The Nutcracker. This took the show to a new level last year. Each year when we hold our first full rehearsal for the season we distribute the annual tee shirt that advertising the event. We encourage the cast of 100 to wear them as often as possible before opening night.

Describe how this event/activity/project benefits City of Lincolnton tourism and visitor service or experiences (be specific):

We have seen the impact of our projects as we have dined in local restaurants both before and after events. We also believe that in looking at the zip codes from ticket purchases that many come from out of town, some spending the night and many shopping, dining and purchasing fuel. You will find these address reports in the attached documents.

We hope to have between Boogers and Bingo at least 350, 750 and 1000 visitors for Handmade for the Holidays, more than 500 for Breakfast with Santa , 1000 for Jason Crabb and an average of 700 per performance for The Nutcracker.

Submit this form to the LTDA [LTDA webpage](#) in advance of any quarterly board meetings. See webpage for more details:

Email not displaying correctly? [View it in your browser.](#)

Daphne Ingram <dingram@lincolntonnc.org>
To: Pamela McBryde <pmcbryde@lincolntonnc.org>

Fri, Aug 29, 2025 at 3:06 PM

Hey Pam,

Please see funding request below.....WOW!

Daphne Ingram, CMC
City Manager's Office
City of Lincolnton
(704) 736-8980 ext. 2281
dingram@lincolntonnc.org

[Quoted text hidden]



LINCOLNTON TOURISM DEVELOPMENT
AUTHORITY
AGENDA ITEM SUMMARY

To: The Honorable Mayor and City Council
Date: September 2, 2025
From:
Subject: Old Business

Summary:

Background:

Fiscal Impact:

Recommendation:

Attachments:

None



LINCOLNTON TOURISM DEVELOPMENT
AUTHORITY
AGENDA ITEM SUMMARY

To: The Honorable Mayor and City Council
Date: September 2, 2025
From:
Subject: New Business

Summary:

Background:

Fiscal Impact:

Recommendation:

Attachments:

None