



**City of Trinity**  
**CITY COUNCIL MEETING**  
December 08, 2025 at 6:30 PM  
Trinity City Hall Annex

**AGENDA**

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**NCGS § 143-318.17 Disruption of official meetings**

A person who willfully interrupts, disturbs, or disrupts an official meeting and who, upon being directed to leave the meeting by the presiding officer, willfully refuses to leave the meeting is guilty of a Class 2 misdemeanor.

(1919, c. 655, s 1; 1993, c. 539, s. 1028; 1994, Ex. Sess., c. s. 14 (c).)

*Action may be taken on agenda items and other issues discussed during the meeting*

1. **Call to Order; Welcome Guests and Visitors**
2. **Pledge of Allegiance and Invocation**
3. **Review, amend if needed, and approve Proposed Regular Agenda**
4. **Public Comment Period**
5. **Consent Agenda Items**
  - a. **Approval of Special Called Closed Meeting Minutes of November 4, 2025**
  - b. **Approval of Regular Meeting Minutes of November 10, 2025**
  - c. **Approval of Closed Session Meeting Minutes of November 10, 2025**
  - d. **Finance Director's City of Trinity Financial Statements (*Finance Director Crystal Postell*)**
  - e. **Approval of the City Council Meeting Schedule for 2026**
  - f. **Approval of the Holiday Schedule for 2026**
  - g. **Approval of the Jacob Carroll Pick Up Schedule for 2026**

- h. Approval of a Right of Way Easement Quitclaim Deed from the City of Trinity to Town of Ramseur due to a scrivener's error.
- 6. Randolph County Tourism Development Authority Annual Report for year-ending 2024**  
*(Annette Cagle, Director of Visitor Services & Information)*
  - a. Annual Report 2024**
- 7. Update on Street Paving** *(Rick Austin, Abbotts Creek Engineering)*
- 8. Manager Report on Utilities Regionalization Meeting**
- 9. Merry Christmas and Happy New Year! City Hall will be closed December 24th, 25th, 26th and January 1st.**
- 10. Adjournment**



**City of Trinity**  
**CITY COUNCIL MEETING**

**November 10, 2025**  
**Trinity City Hall Annex**

**MINUTES**

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**PRESENT**

Mayor Richard McNabb  
Mayor Pro-Tem Robbie Walker  
Councilmember Ed Lohr  
Councilmember Debbie Jacky  
Councilmember Paul Welborn  
Councilmember Barry Allison

**OTHERS PRESENT**

Interim City Manager John Ogburn  
City Clerk Darien Comer  
Finance Director Crystal Postell  
Public Services Director Rodney Johnson  
Planning Director Jill Wood  
Attorney Bob Wilhoit  
Sgt. Vincent Sanders

1. Mayor McNabb called the meeting to order and welcome guests.
2. Mayor McNabb led those in attendance in the Pledge of Allegiance and gave the Invocation.
3. **Review, amend if needed, and approve Proposed Regular Agenda**

*Motion made by Councilmember Jacky to amend the agenda to add a Closed Session at the end of the meeting, Seconded by Councilmember Welborn.*

*Voting Yea: Mayor Pro-Tem Walker, Councilmember Lohr, Councilmember Jacky, Councilmember Welborn, Councilmember Allison*

*Motion made by Councilmember Welborn to approve the amended Agenda, Seconded by Mayor Pro-Tem Walker.*

*Voting Yea: Mayor Pro Tem Walker, Councilmember Lohr, Councilmember Jacky, Councilmember Welborn, Councilmember Allison*

**4. Public Comment Period**

None

**5. Consent Agenda Items**

- a. **Approval of Regular Meeting Minutes of October 14, 2025**
- b. **Approval of Closed Session Meeting Minutes of October 2, 2025**
- c. **Approval of Closed Session Meeting Minutes October 10, 2025**
- d. **Approval of Closed Session Meeting Minutes of October 14, 2025**
- e. **Approval of Closed Session Meeting Minutes of October 27, 2025**
- f. **Finance Director's City of Trinity Financial Statements**

*Motion made by Mayor Pro-Tem Walker, Seconded by Councilmember Allison.*

*Voting Yea: Mayor Pro-Tem Walker, Councilmember Lohr, Councilmember Jacky, Councilmember Welborn, Councilmember Allison*

**6. Public Hearing for Jose Vento at 5022 Meadowbrook Dr. PIN #7707648547 is requesting a Setback Variance from the requirements of the Trinity Land Management Ordinance**

**Planning Director Jill Wood** presented a request for a Setback Variance from the requirements of the Trinity Land Management Ordinance for Jose Ventos' property located at 5022 Meadowbrook Dr. PIN #7707648547. It is the desire of the property owner to renovate the old store building located in front of his primary residence to be used as an accessory dwelling unit (a single apartment).

Wood stated that the existing residence was built in 1965 behind an old store building. The old store building has been vacant for some time; however, it has been used in the past for other commercial businesses. Wood stated Mr. Vento is trying to find a use for the building that would be compatible with the residential area.

Jose Vento and Planning Director Jill Wood were sworn in by City Clerk Darien Comer. The oath that was administered: *Do you solemnly affirm that the testimony you shall give tonight is the truth, the whole truth, and nothing but the truth, so help you God.*

Jose Vento spoke and answered questions from the Council.

Attorney Wilhoit advised that Planning Director Jill Wood be sworn in.

***Competent, material, and substantial evidence presented:***

- A. *The house located at 5022 was built in 1965, behind a 40' x 20' building that was used as a neighborhood store for many years.*
- B. *Mr. Vento purchased the property in August 2023 with the intent of renovating the building as an accessory dwelling unit (ADU). At that time of purchase Mr. Vento was unaware of Zoning Regulations would not permit an ADU to in front of a primary residence.*
- C. *Mr. Vento agreed to remove the commercial parking lot in front of the building and plant a residential front lawn.*

***D. Mr. Vento agreed to move the parking area for the apartment behind the structure to prevent vehicles from backing out into the road.***

***Having considered all the sworn testimony and based upon competent, material, and substantial evidence presented, Councilmember Jacky made the motion to approve the variance with the following conditions:***

- A. That the front part of the property (in front of the building) be turned into a lawn, and***
- B. the parking be facilitated to the rear yard area behind the building.***

***Seconded by Councilmember Welborn.***

***Voting Yea: Mayor Pro-Tem Walker, Councilmember Lohr, Councilmember Jacky, Councilmember Welborn, Councilmember Allison***

***Attached is the Order of the Board.***

**7. Public Hearing for Alejandro Robles Fuerte and Monica Ponce at 0 Surrett Dr. PIN #708323924 is requesting a rezoning from HC-CZ to RR**

***Motion made by Councilmember Welborn to table to the next meeting, Seconded by Councilmember Jacky.***

***Voting Yea: Mayor Pro-Tem Walker, Councilmember Lohr, Councilmember Jacky, Councilmember Welborn, Councilmember Allison***

**8. Action Agenda**

- a. Request Approval North Carolina Parks and Recreation Trust Fund Project Agreement**
- b. Request Approval of the North Carolina Parks and Recreation Trust Fund Project Budget Amendment**

Finance Director Crystal Postell stated that the City of Trinity was notified on August 25, 2025, that it will be receiving a Parks & Recreation Trust Fund (PARTF) grant through the NC Division of Parks & Recreation.

The PARTF Grant Agreement will cover the period from November 2025 through October 2028. The funds awarded under this agreement, totaling \$500,000, will be maintained in a separate account to ensure proper accounting and auditing compliance.

As part of this grant award, the City of Trinity is responsible for the remaining funding for Phase One of its park construction with an estimated cost of \$1,416,129. As of August 2025, the City's remaining cost obligation is \$916,129. This balance will be funded through a combination of the General Fund through unrestricted revenues and the Parks and Recreation Reserve Fund, as outlined below:

The City remains committed to ensuring responsible financial management while investing in facilities that will serve residents for generations to come.

***Motion made by Councilmember Allison to approve and adopt the Parks and Recreation Trust Fund Grant Project agreement and Project Budget Ordinance and three year allocation schedule, Seconded by Mayor Pro-Tem Walker.***

***Voting Yea: Mayor Pro-Tem Walker, Councilmember Jacky, Councilmember Welborn,***

*Councilmember Allison*

*Voting Nay: Councilmember Lohr*

9. Councilmember Debbie Jacky will nominate a member for the Planning Board for the term beginning December 2025 and ending November 2028.

*Motion made by Councilmember Jacky to nominate Bradley Philips to serve as a Member on the Planning and Zoning Board. The term will be December 2025 to December 2028. Seconded by Mayor Pro-Tem Walker.*

*Voting Yea: Mayor Pro-Tem Walker, Councilmember Lohr, Councilmember Jacky, Councilmember Welborn, Councilmember Allison*

10. Mayor and Council will recognize the following:

- a. Mayor and Council will recognize Veterans Councilmember Ed Lohr and Interim City Manager John Ogburn for their US Army Service.
- b. City Attorney Bob Wilhoit upon his induction to the Randolph County Adults Association's Hall of Fame.

**Interim City Manager John Ogburn** took a moment to recognize Veterans for their service and Attorney Wilhoit for his outstanding service.

The Agenda was amended to add a Closed Session for Personnel Pursuant to NCGS 143-318.11(a)(6)

*Motion made by Mayor Pro-Tem Walker to go into Closed Session in order to interview and consider the qualifications of prospective candidates to serve as the next city manager, I move to go into closed session pursuant to Section 143-318.11(a)(6) of the NCGS, Seconded by Councilmember Allison.*

*Voting Yea: Mayor Pro-Tem Walker, Councilmember Lohr, Councilmember Jacky, Councilmember Welborn, Councilmember Allison*

*Motion made by Councilmember Jacky to go out of Closed Session and back into Open Session, Seconded by Councilmember Welborn.*

*Voting Yea: Mayor Pro-Tem Walker, Councilmember Lohr, Councilmember Jacky, Councilmember Welborn, Councilmember Allison*

11. Adjournment

*Motion made by Mayor Pro-Tem Walker to adjourn, Seconded by Councilmember Allison.*

*Voting Yea: Mayor Pro-Tem Walker, Councilmember Lohr, Councilmember Jacky, Councilmember Welborn, Councilmember Allison*

Attest:

\_\_\_\_\_  
Richard McNabb, Mayor

\_\_\_\_\_  
Darren P. Comer, City Clerk



## **CITY COUNCIL AGENDA ITEM COVER SHEET**

Meeting Date: 12/01/2025

Department: Finance Department

Prepared By: Crystal Postell, Director of Finance

Contact Information: 336-431-2180 / [cpostell@trinity-nc.gov](mailto:cpostell@trinity-nc.gov)

### **AGENDA ITEM TITLE**

November 2025 Financial Statement Review

### **SUMMARY**

The Finance Department remains committed to safeguarding the fiscal integrity of the City of Trinity through diligent oversight and responsible management of municipal assets and resources. We continue to uphold the standards set forth by Generally Accepted Accounting Principles (GAAP) and City regulations to ensure transparency, accountability, and financial stewardship.

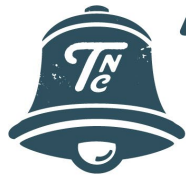
In accordance with these principles, the Finance Department is pleased to present the City's monthly financial statements for November 2025. These statements provide a comprehensive overview of the City's financial position and operational performance, enabling informed decision-making and long-term planning.

### **RECOMMENDED ACTION**

No recommendation needed

### **ATTACHMENTS**

Budget vs Actual Statements for General Fund and Sewer Fund

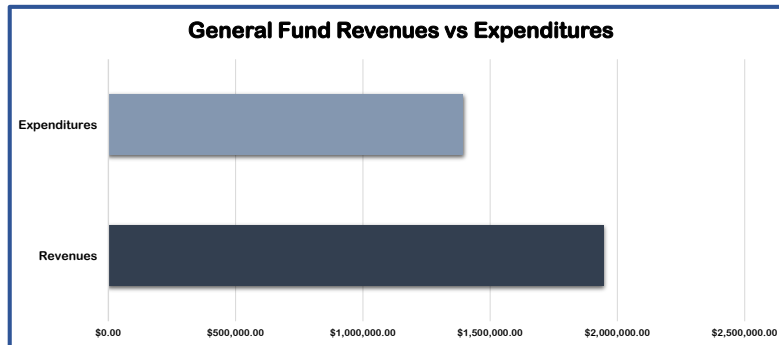


# TRINITY

## NORTH CAROLINA

### General Fund Budget vs Actual Statement Ending on November 30, 2025

	Budget	Actual	Variance	
<b>REVENUES</b>				
Powell Bill	\$ 210,450.00	\$ 103,293.61	\$ (107,156.39)	49%
Ad Valorem/ Vehicle Tax	\$ 1,117,205.00	\$ 768,488.78	\$ (348,716.22)	69%
Sales and Use Tax	\$ 2,021,200.00	\$ 723,427.75	\$ (1,297,772.25)	36%
Solid Waste	\$ 514,800.00	\$ 233,345.67	\$ (281,454.33)	45%
Other Taxes	\$ 331,100.00	\$ 1,415.39	\$ (329,684.61)	0%
Investment Earnings	\$ 230,400.00	\$ 104,058.42	\$ (126,341.58)	45%
Other Revenues	\$ 41,685.00	\$ 13,274.75	\$ (28,410.25)	32%
	<b>\$ 4,466,840.00</b>	<b>\$ 1,947,304.37</b>	<b>\$ (2,519,535.63)</b>	<b>44%</b>
<b>EXPENDITURES</b>				
Administration	\$ 64,900.00	\$ 21,753.50	\$ 43,146.50	34%
Finance	\$ 465,236.00	\$ 191,460.33	\$ 273,775.67	41%
Planning/Zoning	\$ 389,615.00	\$ 124,477.48	\$ 265,137.52	32%
Public Buildings	\$ 447,220.00	\$ 134,558.25	\$ 312,661.75	30%
Public Buildings	\$ 65,550.00	\$ 42,516.39	\$ 23,033.61	65%
Animal Control	\$ 35,990.00	\$ 17,994.87	\$ 17,995.13	50%
Public Safety	\$ 853,875.00	\$ 187,657.95	\$ 666,217.05	22%
Powell Bill	\$ 310,500.00	\$ 246,696.50	\$ 63,803.50	79%
Street	\$ 204,500.00	\$ 76,328.94	\$ 128,171.06	37%
Stormwater	\$ 289,620.00	\$ 99,094.23	\$ 190,525.77	34%
Sanitation	\$ 593,700.00	\$ 183,868.17	\$ 409,831.83	31%
Economic Development	\$ 28,600.00	\$ 14,180.72	\$ 14,419.28	50%
General Fund Transfers-Sale Tax W/S	\$ 618,588.00	\$ -	\$ 618,588.00	0%
Special Appropriation/Allocations	\$ 98,946.00	\$ 53,316.00	\$ 45,630.00	54%
	<b>\$ 4,466,840.00</b>	<b>\$ 1,398,908.33</b>	<b>\$ 3,072,936.67</b>	<b>31%</b>
<b>Surplus / (Deficit)</b>		<b>\$ 553,401.04</b>		

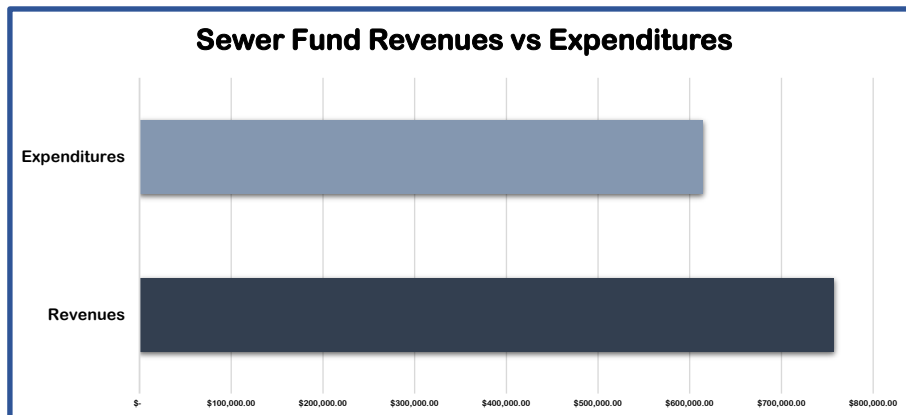


*Note: The City of Trinity has collected approximately 44% of its projected budgeted revenues to date. In comparison, operational departments have expended about 31% of their total projected annual budgets. At present, this reflects an estimated surplus of \$553,401.04*

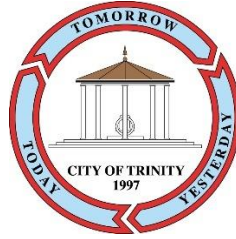


**Sewer Fund  
Budget vs Actual Statement  
Ending on November 30, 2025**

	<u>Budget</u>	<u>Actual</u>	<u>Variances</u>	
<b>REVENUES</b>				
Sewer Billing	\$ 1,756,800.00	\$ 748,258.02	\$ (1,008,541.98)	43%
Sewer Tap Fees	\$ 3,750.00	\$ 75.00	\$ (3,675.00)	2%
Investment Earnings	\$ 18,000.00	\$ 9,386.51	\$ (8,613.49)	52%
Transfer In- Sewer Capacity	\$ 375,000.00	\$ -	\$ (375,000.00)	0%
G.O. Bonds Debt Service Transfer In	\$ 618,558.00	\$ -	\$ (618,558.00)	0%
Other Revenues	\$ 259,900.00	\$ -	\$ (259,900.00)	0%
	<b><u>\$ 3,032,008.00</u></b>	<b><u>\$ 757,719.53</u></b>	<b><u>\$ (2,274,288.47)</u></b>	<b>25%</b>
<b>EXPENDITURES</b>				
Sewer	\$ 3,032,008.00	\$ 614,066.77	\$ 2,417,941.23	20%
	<b><u>\$ 3,032,008.00</u></b>	<b><u>\$ 614,066.77</u></b>	<b><u>\$ 2,417,941.23</u></b>	<b>20%</b>
<b>Surplus / (Deficit)</b>		<b><u>\$ 143,652.76</u></b>		



*Note: The City of Trinity has collected approximately 25% of its projected budgeted revenues to date. Operational departments have expended about 20% of their total projected annual budgets. At present, the City reflects an estimated surplus of \$143,652.76 within the Sewer Fund.*



**City of Trinity**  
**2026 Schedule of Meetings**  
**City Council**

**City Council Pre-Agenda and Regular Meetings are scheduled for the second Monday of every month at 6:00 PM at the Trinity City Hall Annex Building.**

- January 12, 2026**
- February 9, 2026**
- March 9, 2026**
- April 13, 2026**
- May 11, 2026**
- June 8, 2026**
- July 13, 2026**
- August 10, 2026**
- September 14, 2026**
- October 12, 2026**
- November 9, 2026**
- December 14, 2026**

**The Council adopted this meeting schedule on the 8<sup>th</sup> day of December 2025.**

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**Richard McNabb, Mayor**

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**Darien P. Comer, City Clerk**



## City of Trinity Holiday Schedule 2026

<b>January 1, 2026</b>	<b>New Years Day (Thursday)</b>
<b>January 19, 2026</b>	<b>Martin Luther King Jr. Day (Monday)</b>
<b>April 3, 2026</b>	<b>Easter, Good Friday (Friday)</b>
<b>May 25, 2026</b>	<b>Memorial Day (Monday)</b>
<b>June 19, 2026</b>	<b>Juneteenth (Friday)</b>
<b>July 3, 2026</b>	<b>Independence Day (Friday)</b>
<b>September 7, 2026</b>	<b>Labor Day (Monday)</b>
<b>November 11, 2026</b>	<b>Veterans Day (Wednesday)</b>
<b>November 25, 2026</b>	<b>Thanksgiving ½ day-close at noon (Wednesday)</b>
<b>November 26, 2026</b>	<b>Thanksgiving (Thursday)</b>
<b>November 27, 2026</b>	<b>Thanksgiving (Friday)</b>
<b>December 24, 2026</b>	<b>Christmas (Thursday)</b>
<b>December 25, 2026</b>	<b>Christmas (Friday)</b>
<b>December 28, 2026</b>	<b>Christmas (Monday)</b>

The Council adopted this holiday schedule on the 8<sup>th</sup> day of December 2025.

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**Richard McNabb, Mayor**

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**Darien P. Comer, City Clerk**



## Jacob Carroll 2026 Pickup Schedule

Friday-----March 6, 2026

Friday----- May 15, 2026

Friday-----July 24, 2026

Friday-----October 2, 2026

Trinity City Clerk

**MEMORANDUM**

**To:** Darien Comer, City Clerk

**CC:** Amber Scarlett, Executive Director of Tourism Development Authority

**From:** Annette Cagle, Director of Visitor Services and Information

**Subject:** Request for Agenda Item – TDA Annual Report for year-ending 2024

**Date:** 11/20/2025

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Dear City Clerk:

**Purpose:**

The Randolph County Tourism Development Authority respectfully requests the opportunity to be included on the agenda for either December 2025 or January 2026, meeting of the City of Trinity. During this meeting, we would like to showcase key highlights from our Annual Report for 2024.

I will deliver a comprehensive presentation that will cover several important areas, including:

- **Economic Impact from Visitor Spending in 2024:** An analysis of how tourism has contributed to the local economy through visitor expenditures.
- **Overview of 2024 Occupancy Tax Revenues:** A detailed report on the occupancy tax revenues generated in the past year and what it signifies for our tourism industry.
- **2024 Destination Data:** Insights into visitor demographics, popular attractions, and trends that shaped our tourism landscape throughout the year.
- **I-73/74 Visitor Centers Statistics:** An overview of visitor traffic and engagement at our key visitor centers located along the I-73/74 corridors.
- **Marketing & Advertising Review:** A recap of our marketing strategies, outreach efforts, and the effectiveness of our advertising campaigns to promote Randolph County as a travel destination.

We appreciate your consideration of this presentation, as we believe that tourism continues to serve as a vital economic driver for Randolph County, fostering growth and opportunity year after year.

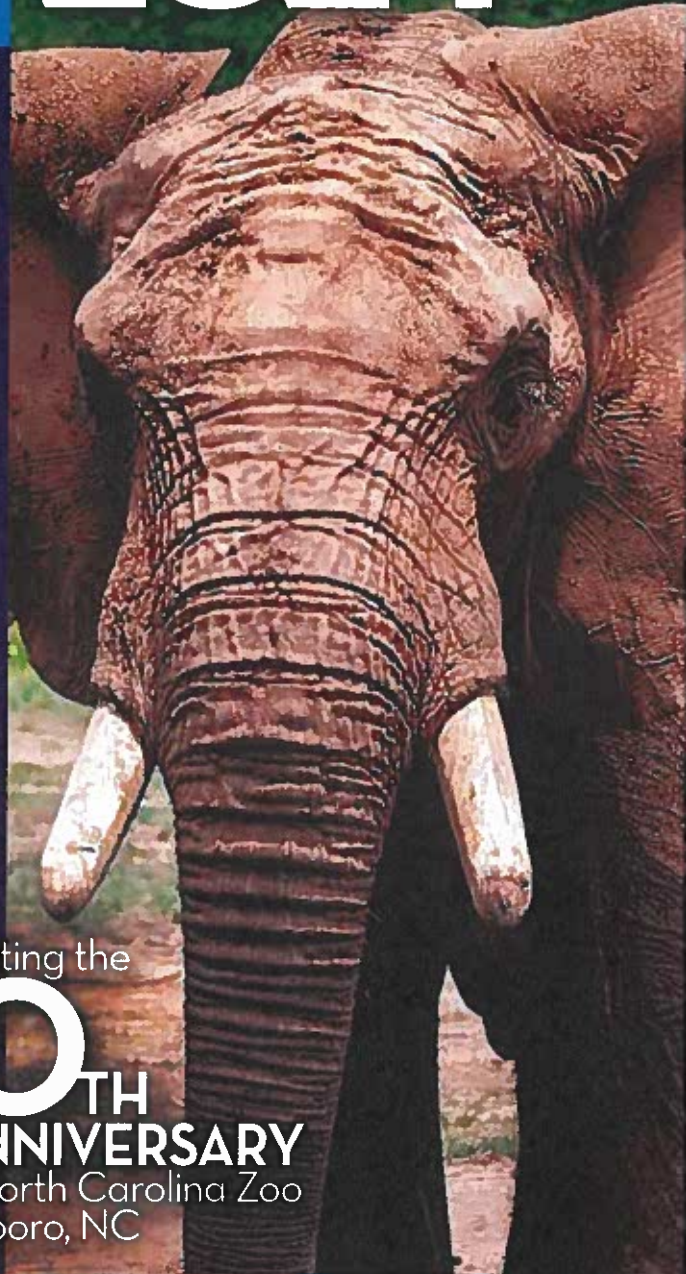
Thank you for your time and I look forward to hearing from you soon.

Annette Cagle, Director of Visitor Services and Information

Randolph  
County  
Tourism  
Development  
Authority

# Annual Report 2024

Archdale  
Asheboro  
Franklinville  
Liberty  
Ramseur  
Randleman  
Seagrove  
Staley  
Trinity



Celebrating the  
**50<sup>TH</sup>**  
**ANNIVERSARY**  
of the North Carolina Zoo  
in Asheboro, NC





## Message from Executive Director - Amber Scarlett 2024 Successes and Outlook

This year’s report celebrates our collective commitment to creating exceptional and unforgettable experiences for every visitor to our destination. It reflects our tireless pursuit of showcasing the unique attractions, vibrant culture, and warm hospitality that define our region and make it truly special.

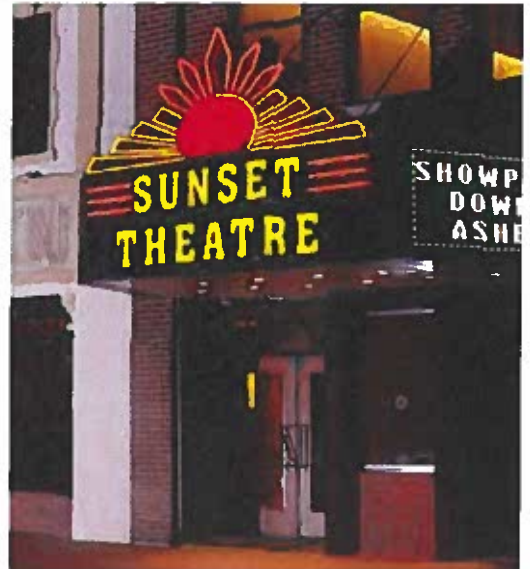
Inside, you’ll discover how we’ve enhanced the visitor journey through expansions at beloved attractions, new dining experiences, improved accessibility, and inviting family-friendly events, all while shining a light on our cultural assets and local stories. Our goal is to ensure that every visitor leaves inspired, with a desire to return and a profound connection to our community.

We sincerely value our tourism partners and the committed industry professionals whose passion and dedication are instrumental in bringing this vision to fruition. Together, we look forward to continuing to innovate and elevate the visitor experience, sharing the very best of our destination with the world.



## Overview

The Randolph County Tourism Development Authority (Authority) is a public authority governed by the terms of special legislation granted by the N.C. General Assembly on July 28, 1997 as House Bill 337, An Act to Authorize Randolph County to Levy a Room Occupancy and Tourism Development Tax under the Local Government Budget and Fiscal Control Act. The current tax rate is set at five percent.



## Mission

The mission of the Authority is to unify and lead the County in developing the Heart of North Carolina as a family-friendly, affordable, and strategically located destination serving the leisure and business travel, group tour, meeting, and sports and recreational tournament markets.

## Vision

With a strong commitment to professional advocacy, we pledge to be a consistent, supportive, and accountable partner in marketing Randolph County as a destination by offering partners and stakeholders and communities enhanced exposure to visitor market opportunities.



## Economic Impact Numbers:

- \$93.48 tax relief to each resident of Randolph County as a result of visitor spending
- State Tax Revenues: \$8.6 million
- Local Tax Revenues: \$5.21 million
- Total payroll generated by tourism industry in Randolph County: \$44.83 million
- More than 1,164 direct tourism jobs in our county

## Visitor Spending:

Visitors spent \$199.86 million in 2024 (an increase of 5.4% from 2023 | \$189.5 million).

(This data is provided by an annual study commissioned by Visit North Carolina, a unit of Economic Development Partnership of North Carolina by Tourism Economics.)

## Occupancy Tax Revenues:

- Occupancy collections increased 5.3% compared to 2023
- ADR (average daily rate) increased 2.1% from 2023
- RevPAR (revenue per available room) increased 10.7% from 2023
- Demand for hotel rooms increased 8.4% when compared to 2023
- Revenues increased 11% when compared to 2023 as a whole.

(\*This report analyzes a variety of tourism indicators and comparisons to previous years where applicable. While virtually every chain in the United States provides Smith Travel Research (STR) with data on almost all properties, there are still some hotels that do not submit data. However, every year STR examines listings and directories for information on hotels that do not participate. STR calls each hotel in the database every year to obtain "published" rates for multiple categories. Based on this information all hotels are grouped - those that report data and those that do not - into groupings based off price level and geographic proximity. They then estimate the non-respondents based on nearby hotels with similar price levels.)

## Historical Growth in Revenues:

Overall tax revenue distributions to the Authority for calendar year 2024 were: \$1,523,584 compared to 2023 revenues of \$1,444,826; an increase of 5.45%.

(\*Occupancy tax revenue reports are provided by Randolph County Finance Office)



# NC Zoo Facts



The **North Carolina Zoo** in Asheboro is home to 1,700 animals of more than 200 species. It is also home to one of the largest chimpanzee troops of any zoo in America as well as the largest population of horned puffins in the USA.

# Destination Data –

## 32 attractions surveyed:

- 2024 Attendance #'s – **1,701,999** (8.6% increase from 2023)

## Domestic Top States:

- North Carolina
- Virginia
- South Carolina
- Florida
- Illinois
- Ohio
- Pennsylvania
- New York
- Michigan
- Wisconsin

## Domestic NC Metro:

- Raleigh/Durham/Chapel Hill/Cary
- Charlotte/Gastonia/Concord/Kannapolis
- Greensboro/Winston-Salem/High Point/Burlington
- Hickory/Statesville/Salisbury
- Fayetteville/Lumberton/Laurinburg
- Greenville/New Bern/Jacksonville
- Wilmington/Southport
- Pinehurst/Southern Pines
- Rocky Mount/Wilson/Roanoke Rapids
- Asheville/Brevard

## Requests from International Countries:

- Canada
- United Kingdom
- Italy

## Top Visitor Requests:

- Heart of NC Travel Guide
- Seagrove Pottery
- North Carolina Zoo
- Petty Family Attractions
- NC Aviation Museum
- Deep River State Trail Map
- Victory Junction
- Linbrook Heritage Estate
- Caraway Speedway
- Hotels/Accommodations Information

## I-73/74 Visitor Centers Statistics:

- **Greeted: 133,827** for a 22% increase from 2023's 109,353 visitors greeted
- **Distribution of Heart of NC Travel Guides: 40,000** - compared to 32,000 in 2023
- **Distribution of NCDOT Road Maps: 30,000** - compared to 33,750 in 2023
- **Distribution of NC Travel Guides: 28,450** - compared to 24,850 in 2023
- **Domestic Guest Registries: 2,933** - compared to 3,420 in 2023
- **International Guest Registries: 23** compared to 43 in 2023
- **Events:**
  - National Travel & Tourism Week
  - Operation Thank You
  - Visitor Centers Open House
  - 12 Days of Christmas Giveaway



Visitor Center Quarterly Staff Training & Development at Carolina Bronze Sculpture in Seagrove, NC



# NC Zoo Facts



The **North Carolina Zoo** in Asheboro is considered to be the largest natural habitat zoo in the world. It has 2,800 acres and 57,000 plants in its care and is in the process of expanding to include a habitat for the continent of Asia.

# Social Media Review & Website –



## Facebook – Heart of NC:

- **Total followers – 9,835; NEW followers: 1,600**  
(an increase of 18% from 2023)
- **Page visits – 38,300**  
(a decrease of 20% from 2023)
- **Page reach – 503,863**  
(a decrease of 70% from 2023)

## Instagram – Heart of NC:

- **Total followers – 4,128; NEW followers: 620**  
(an increase of 17.7% from 2023)
- **Profile visits – 3,300**  
(a decrease of 21% from 2023)
- **Profile reach – 80,567**  
(an increase of 3% from 2023)

## Facebook – Seagrove, Pottery Capital of the US:

- **Total followers – 4,458; NEW followers: 866**  
(an increase of 19.44% from 2023)
- **Page visits – 11,673**  
(an increase of 43.9% from 2023)
- **Page reach – 174,456**  
(a decrease of 25.3% from 2023)



## Facebook – I-73/74 Visitor Centers:

- **Total followers – 1,931; NEW followers: 23**  
(a decrease of 1.2% from 2023)
- **Page visits – 845**  
(a decrease of 24% from 2023)
- **Page reach – 10,787**  
(an increase of 5% from 2023)



## Website Stats:

- **Number of Visits in 2024 – 281,000**
- **Page Views in 2024 – 1,326,325**

## Top 10 URLs & Pages:

- **Calendar Listings for the Heart of North Carolina**
- **50 Fabulous Finds in the Heart of NC**
- **Heart of North Carolina Official Source of Randolph County Tourism**
- **Seagrove Pottery - Pottery in North Carolina**
- **Things To Do Seagrove Pottery | The Heart of North Carolina**
- **Counting Miracles**
- **Request a Free Travel Guide - Form Completed**
- **Randolph County, NC - Heart of North Carolina**
- **Things To Do in The Heart of North Carolina**
- **Things To Do in Asheboro NC - North Carolina Things To Do**
- **Randolph County, NC Tourism - Heart of North Carolina**

## Links from External Pages:

- **Google.com**
- **(not set)**
- **Facebook.com**
- **Eastads.simpli.fi**
- **AsheboroNC.gov**
- **LibertyAntiquesFestival.com**
- **M.Facebook.com**
- **Bing.com**
- **CHSToday.6amCity.com**
- **linktr.ee**

## Top Key Phrases:

- **Cities and Towns - Asheboro**
- **Things To Do**
- **Things To Do - Seagrove Pottery**
- **Food and Drink - Local Dining**
- **Places To Stay - Hotels**
- **Heart of North Carolina**
- **Cities and Towns - Liberty**
- **Events**
- **Cities and Towns - Seagrove**



# NC Zoo Facts



The **North Carolina Zoo** in Asheboro has roughly five miles of walking trails to navigate and is one of two state-supported zoos in the United States, with the other being the Minnesota Zoo.

# Public Relations –

## Our Media Coverage in 2024:

- **265 Total placements (social media posts by media/influencers/content creators, broadcast, online, print, YouTube, email blasts)**
- **6.43 million: Total estimated views across all platforms (excluding print)**  
**Note:** This number takes the total possible views and readers and “estimates” how many may read it based on placement on website, social media shares, etc. (up from 2.34 million views in 2023–jump attributed to a significant international placement, some very strong statewide placements, strong social media traction with paid content creators, and pick-ups of our stories on MSN and Yahoo portals.)
- **85 Online placements with estimated views of 4.87 million (up from 43 online placements with views of 1.4 million in 2023)**
- **13 Print placements with total print circulation of 2.34M (up from 1.6M circulation in 2023)**
- **54 Average Domain Authority; with our highest at 99 (DA is a 1-100 score of the power/reach of the online media site the coverage appears on)**
- **11 TV segments (one statewide, remaining half in Raleigh and half in the Triad)**
- **21 Media email blast inclusions (8 were paid; up from 12 in 2023)**
- **15 Links back to HeartofNorthCarolina.com in online media (up from 7 in 2023)**
- **71 Partners/small businesses featured (same as in 2023)**
- **15 Media hosted this year (19 hosted in 2023)**

## Social Media Generated by Media:

- **Social Posts from Media: 147 | Social Shares of Media Stories: 18.2K**  
**Instagram Reel Reach: 446K | YouTube Views: 2.37K (up from 1.09K last year)**  
**TikTok Plays: 51.9K (down from 398K - last year focused more on Instagram)**

## Media Highlights | Big Wins!

- **Counting Miracles** book launch in September 2024 offered a rare opportunity to invest in two of the state’s top influencers (NC Tripping and KateHikesNC) and garner awareness. One IG reel “Explore Downtown Asheboro” with mention of the book reached more than 100K replays. Helene hit a few days after this campaign went live, and many media turned their focus to Western NC.
- We completed our multi-city television sweepstakes with VisitNC/Sparks.
- Our cooperation with the North Carolina Zoo and their announcement of the white deer rekindled interest. We are aiming lots of PR firepower at the white deer next six months!
- Through our partnership with VisitNC, we received international coverage of Ben Owen III and Seagrove in the travel equivalent of USA TODAY in the U.K.
- **Family Adventure Tour** in April, 2024 with FAMILIES garnered 28 online, broadcast and social placements in the Triad, Raleigh, and Charlotte.
- Daylong Seagrove road trip during **Pottery Event Weekend** included a visit from the host of a nationally syndicated PBS cooking show and TravelandLeisure.com freelancer.
- We landed an Asheboro guide in **TravelandLeisure.com** as well as a Seagrove feature on **SouthernLiving.com**; Richard Petty and daughter Rebecca Petty Moffitt graced the cover of **Carolina Country Magazine** with a photo at the Petty Museum. **Our State** produced a five-page print and online story behind Kersey Valley Attractions for their 40th anniversary.
- We also placed the 50th anniversary of the Zoo and Franklinville Diner with **WRAL’s Tarheel Traveler**.
- Ongoing relationships with influencers and writers we worked with last year continued to offer new stories and engagement. We picked up coverage this year in new Triangle outlets such as **5 West, Midtown Magazine, and Triangle Family Magazine**.
- Most featured destinations (in frequency and/or reach) were the **North Carolina Zoo, Seagrove, Millstone Creek Orchards, Petty Museum, and the Franklinville Diner and Downtown Asheboro**.



# NC Zoo Facts

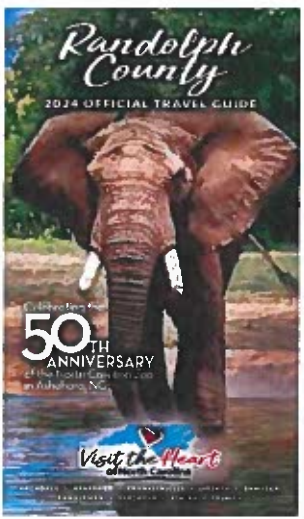


After 49 years of its existence, the **North Carolina Zoo** in Asheboro hit a milestone of 1 million guests for a single calendar year in 2023.

# Visual Advertising - (Over 150+ advertisements, both print & digital, designed and placed with a variety of advertisers for 2024 in addition to other print materials & photography)

## Advertising Partners + Print & Digital:

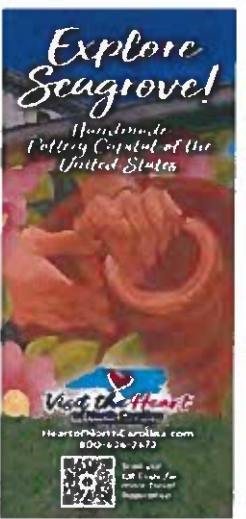
- American Legion Tournament Program
- Chatham Magazine
- Military Families Magazine & Digitals
- Raleigh Magazine & Digitals
- The Local Palate
- Carolina Panthers Yearbook
- Courier-Tribune
- NC Travel Guide
- SAPA Pottery Programs & Potters Conference
- The Randolph Hub
- Carolina Traveler
- DPAC & Tanger Playbill
- O'Henry Magazine
- SportsEvents Magazine
- Triangle Weekender
- Chapel Hill Magazine
- Durham Magazine
- Our State Magazine
- The Daily Downforce
- Triangle Digital Partners
- Family Travel Magazine
- QC Exclusive



2024 Travel Guide Cover



Full Page Ads - Chapel Hill, Chatham, Durham, O'Henry, Our State Magazines



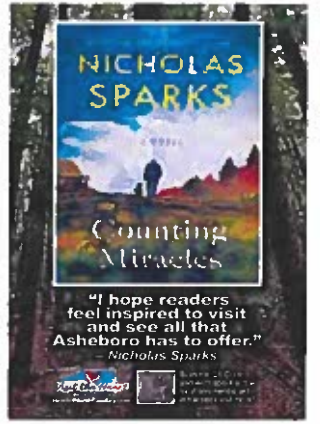
1/4 Page Ad - NC Travel Guide Ad



1/2 Page Ads - The Courier-Tribune & The Randolph Hub



Heart of NC - Profile Sheet



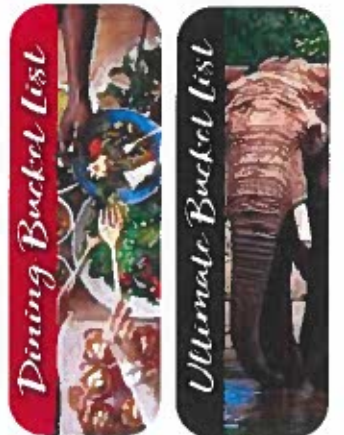
Counting Miracles Poster



50 Fabulous Finds - Stand-alone Print Piece & Insert in Triangle Media Publications



2/2 & 1/4 Page Ads - The Courier-Tribune & The Randolph Hub



Dining & Ultimate Bucket List - Bookmarks

# Award Winners for 2024:



**Hospitality Hero Award**  
**- Amber Scarlett -**  
*TDA Executive Director*



**Mary Joan Pugh Excellence in Hospitality Award**  
**- Dewey & Leslie Brown -**  
*Owners of The Liberty Showcase Theater*

## TDA Board of Directors:

- David Caughron, Chairman
- Rebecca Petty Moffitt, Vice Chair
- Leslie Brown
- Barbara Gallimore
- Luke Hollingsworth
- Ross Holt
- Shawn Patel
- Amy Struble
- Diane Villa

## Meet Our Team:

- Amber Scarlett, Executive Director
- Brooke Thomas, Director of Office Administration/Clerk to the Board
- Melody Varner, Tourism Marketing Coordinator
- Wes Alexander, Digital Content Coordinator
- Doyle Craven, Tourism Services Coordinator
- Annette Cagle, Director of Visitor Services & Information
- Matthew Jarrett, Tourism Information Coordinator
- Christy Kiser, Tourism Information Coordinator
- Part-Time Travel Information Counselors:  
 Mark Burks, Sherry Burks, JoAnne Higgins, Shelly LaCoss,  
 Benita McNeill, Rea Richardson, Alisa Routh, & Carole Thorsen

## Collaboration Team:

- Kenny Kidd, Liaison to the Board of County Commissioners
- Will Massle, Ex-Officio Finance Officer
- Susan Dosier, DK Communications Group
- Richard Schoenberger, Manor House Creative
- Mike Southard, Triad Hosting, Inc.



**Heart of North Carolina**  
 Visitors Bureau  
 500 Albemarle Rd, Asheboro 27203  
 800-626-2672  
 HeartofNorthCarolina.com

