



## **GENERAL MANAGERS NEWSLETTER**

(July 2016)

*“Personally, I am always ready to learn although I do not always like being taught.”... Winston Churchill, British Prime Minister*

### **Congratulations to Our Own Bill DeLoache**

At the June 8 meeting of the Charlotte Regional Visitors Authority (CRVA), Bill DeLoache, General Manager at the DoubleTree Charlotte Gateway was elected Vice Chairman for the coming year (July 1-June 30)! This is great recognition of Bill and the larger convention and meeting hotels. He has done a great job representing you on the Board. Drop him a note of congratulations at [Bill.DeLoache@Hilton.com](mailto:Bill.DeLoache@Hilton.com).

### **New CATS Rates for Bus Passes Starting in July**

Don't forget, Charlotte Area Transit System (CATS) is raising bus prices starting July 1, 2016, which affects our discount bus pass program. Participants in our program have already been notified. New prices are shown below starting with orders for July. This does not affect Returns for Credit, which will continue at the current prices....until you start returning passes with a July 1 date or later.

CATS basically “raised” prices by cutting the discount rate from 20% to 10%. That's still a much better deal than employees can get on their own and makes employment with you even more valuable to them. A regular monthly bus pass is now \$88, so our (your) discounted rate of \$79.20 to employees is still a big help.

TYPE OF PASS	REGULAR PRICE	10% DISCOUNT PRICE EACH
<b>Weekly 7-Day</b>		
Week Pass	\$30.80	\$27.72
<b>10-Ride Passes</b>		
10-Ride Local	\$22.00	\$19.80
10-Ride Express	\$30.00	\$27.00
10-Ride Express	\$44.00	\$39.60

<b>Monthly Passes</b>			
Local	Monthly	\$88.00	\$79.20
Express	Monthly	\$121.00	\$108.90
Express	Plus	\$176.00	\$158.40
<b>STS Passes</b>			
STS	Yellow	\$35.00	\$31.50

### **CRVA Budget Contains Significant Increases in Marketing & Sales**

The June 8 CRVA Board meeting was also budget approval time. The Marketing and Sales Programs both got strong increases. The Marketing Program budget shot up 18% (+ \$963,411) as compared to projected current year-end (June 30), and the Sales Program was increased by \$441,457 (+8.2%), for a combined total of \$12,136,494 (+ \$1,404,868 or 13.1%) over project current year-end.

### **When Hotel Guests Ask “What’s There to do in Town?”**

“What’s there to do in town?” Well, as we all know, a lot; but sometimes we overlook some of the biggest events that are going on that many of our hotel guests might be interested in. That includes all of the annual “Southern Shows.” Here’s this year’s list and dates:

- **Southern Women's Show**, August 26-28 - Charlotte Convention Center
- **Southern Ideal Home Show**, September 9-11 - The Park Expo and Conference Center
- **Southern Christmas Show**, November 10-20 - The Park Expo and Conference Center
- **Southern Spring Home & Garden Show**, February 24-26 & March 3-5 - The Park Expo and Conference Center

And Southern Shows will be glad to provide you with flyers for the front desk, concierge or literature holders. To get them, and find out more ways you might work with these shows, just contact:

- Alexandra Smith, Assistant Show Manager, Southern Shows, Inc. at 704-494-7564 or [ASmith@southernshows.com](mailto:ASmith@southernshows.com).

### **Retail Sales Up .02% in May**

While not as strong as April’s surge, retail sales in May saw an uptick and were up 3.2 % year-over-year, according to the National Retail Federation (NRF). Excluding automobiles, gasoline stations and restaurants, retail sales rose 0.2 % unadjusted over April, according to NRF’s calculations. Overall U.S. retail sales increased 0.5 % in May. The three-month moving average on a year-over-year basis increased 4.0 % unadjusted, which has decelerated from April.

The US Commerce Department reported retail sales increased 0.5 % last month after surging by an unrevised 1.3 % in April. It was the second straight month of gains and lifted sales 2.5 % from a year ago.

The fairly strong May retail sales report could see economists raising their second-quarter GDP growth estimates, which are currently around a 2.5 % annualized rate. The economy grew at a 0.8 % rate in the first quarter.

### Public Venues Get Capital Expenses Budgeted

We've been reporting here in this newsletter about the CRVA FY 2017 budget that was approved by their Board on June 8. Included in there were capital expense budgets. The Charlotte Convention Center (CCC) is slated for \$2,879,415 in upgrades, improvements and non-regular maintenance items, and Bojangles' Coliseum has \$240,750 in the budget for similar items.

### CAHA Wage & Benefits Survey – Have You Sent Your Survey In?

We reported on this in detail last month, and have sent out emails with information and instructions for participating in this, the first annual CAHA wage and benefit survey. We emphasized a couple of **key points**:

- **Your data will be completely protected.** *ONLY* employees of our association management company, SALCO Consulting LLC will see your data; no one from the HR committee or the industry will see any of the raw data.
- Our association management company has been doing wage and benefit surveys for associations for many, many years, and **because it's an independent third party, there is no issue of legality.** Doing surveys like this through industry associations using third parties has been going on for decades.
- Some hotels may have restrictions on participating in surveys like this. We understand. If you will share the survey and instructions with corporate, maybe you will be given permission to participate. But even then, some hotels may be limited to only parts of the survey (i.e., no wages, but "OK" on benefits). **Participate where and how you can.** It just makes that part of the survey summary that much more meaningful.
- **ONLY summary data will be published.** NO individual data. In fact, if less than 5 entities report for any line, that data will not be summarized or reported (which is standard practice in the association and survey field).
- **We want "individual" hotel surveys;** not cumulative hotel ownership groups. You may decide to submit reports for each of your hotels, or one or two...but the more we have the better the survey results.
- **ONLY participating hotels will receive the summary results.** So, if you want them, you need to participate.

The survey is posted under a hidden link on the CAHA website for access. No data will be posted or stored on the website, other than the blank survey forms. We encourage all

CAHA hotels to participate. Complete information and instructions about the survey are on the survey.

To get started, click here <http://www.charlotteareahotels.org/files/Wage%20Survey-2016.pdf> to access the Wage Survey PDF file. You may print the form, fill it out and mail it back in; or scan/email it back; or you may fill it in on-line, save it to your computer, and email it back from there.

This is intended to be an annual survey, so what is posted on the website is expected to be used going forward. You will note that the due date is June 30 each year. But since it has taken time to get it finalized and posted on the website, the **due date for this year will be July 15.**

Please read and follow the instructions carefully...and participate. **Only participating hotels will receive a copy of the summary.** All of your information and data is totally secure and no one outside of SALCO Consulting LLC will see any of the data.

### **Future CAHA Events**

**CAHA Annual Charity Golf Tournament for CPCC Scholarships:** *April 26, 2017 Pine Island Country Club*

**CAHA General Membership Meetings:** *July 21, August 18, September 15, October 20, November 17, December 15 (Third Thursday of each month, 3 pm, subject to change.)*

**CAHA HR Committee Meetings:** *July 14; September 15; November 10 (Second Thursday of even-numbered months, 9 AM, subject to change.)*

**CAHA Security Committee Meetings:** *July 20; September 21; November 16 (Third Wednesday of even-numbered months, 10 AM, subject to change.)*

### ***Support Our Supplier Members:***

***Afterdisaster-Metrolina; Charlotte Paint/Pro-Tec Finishes; Gordon Food Service; Ipswich Shellfish Group; Konica Minolta Business Solutions; Moneysworth Linen Services; MSS Solutions; PIVOTek; Regency DKI; Show Pros Event Staffing Services; Tarheel Linen Service; The Charlotte Destination Group; TruGuard Construction Group; U.S. Foodservice; Visit Charlotte; and Where Charlotte Magazine***

***(Disclaimer: The information contained herein comes from many reliable sources. Every effort has been made to ensure its accuracy, but neither CAHA nor SALCO Consulting can assume any liability for omissions or inaccuracies. We are not attorneys and cannot give legal advice. You are urged to seek appropriate legal or professional council on all legal, accounting, tax or employment issues.)***