



2022 TOURISM SUMMIT

October 19, 2021

NATCHEZ CONVENTION
PROMOTION COMMISSION
(NCPC)
BOARD OF
COMMISSIONERS

President/Chairperson
Helen Moss Smith

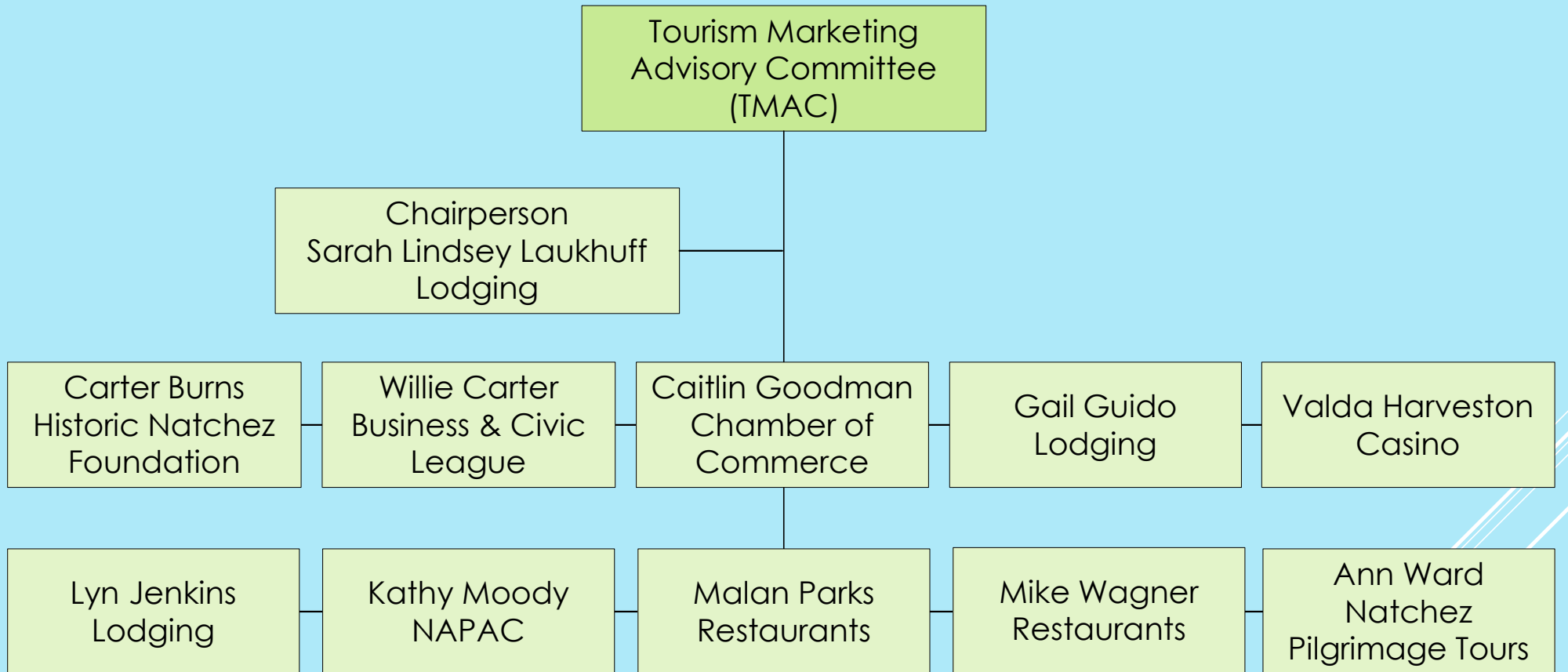
Secretary/Treasurer
Robbie Cade Furdge

Barbara Bruce

Dana Wilson

Katie McCabe

Lance Harris



WHO WE ARE

Executive Director

Devin Heath

devin@visitnatchez.org

Director of Sales

Lynsey Smith, TMP, CTIS

lynsey@visitnatchez.org

Administrative Assistant & Receptionist

Jawana Lowe

info@visitnatchez.org

Marketing, Social Media and Digital Manager

Katie E. Ernst

katie@visitnatchez.org

Cultural Heritage Tourism Manager

Roscoe Barnes III, Ph.D.

roscoe@visitnatchez.org

Community & Programs Manager

Sarah Sookraj

sarah@visitnatchez.org



HOW WE ARE FUNDED

- 1.5% “Hamburger” Restaurant Tax – Gross proceeds of sales of restaurants, on-premises Alcoholic Beverage control permit holders, when the gross income of such businesses exceeds \$100,000 annually
- 3% Lodging Tax – Gross proceeds of sales from room rentals in Natchez
- \$2 Heads on Beds Tax – Per day for each occupied room subject to the 3% assessment.

2020 IMPACT



2020 Tourism Expenditures Declines to 2019 for MS: -26%, US: -42%



**Natchez Tourism Expenditures
– down 30% to 2019 Level**



**Natchez Tax Revenue
– Declined 17% YOY**



**Natchez Tourism Employment
– down 22%**

Natchez TOURISM 2020

\$76,528,301 TRAVEL & TOURISM EXPENDITURES BY VISITORS IN 2020	TOURISM TAX REVENUE \$1.395 MILLION
	\$8,398,282 IN STATE & LOCAL TAXES
	ATTRIBUTED TO TOURISM IN NACHEZ/ADAMS COUNTY
	1,745 JOBS PRODUCED BY TRAVEL AND TOURISM 16.1% EMPLOYMENT

TOURISM WORKS FOR NACHEZ & ADAMS COUNTY!

SOURCES: FY2020 MISSISSIPPI TOURISM ECONOMIC CONTRIBUTION REPORT

FINANCE – FY 2022 BUDGET

Projected Operating Income	\$1,325,300
Convention Center Warrants	\$ 441,225
TIF Warrants	\$ 100,000
Operating Expenses	\$ 806,019
Projected Marketing Income	\$ 385,344
Marketing Expenses	\$ 385,344
Beginning of Year Net Assets To Cover Deficit	\$ 21,944