

**HARVESTER PERFORMANCE CENTER
QUARTERLY WORK SESSION**

May 21, 2020

6:00 p.m.

**Harvester Performance Center, Landing Pad Stage
450 Franklin Street, Rocky Mount, Virginia**

The following members of Council were present: Mayor Steven C. Angle
Vice Mayor Billie W. Stockton
Council Member Bobby M. Cundiff
Council Member Robert L. Moyer
Council Member Mark H. Newbill
Council Member Jon W. Snead

The following staff members were also present: Rebecca H. Dillon, Town Clerk/Executive Administrative Assistant
C. James Ervin, Town Manager
Matthew C. Hankins, Chief Executive Officer of the Harvester Performance Center

1. Introduction & Welcome - Matthew C. Hankins

Mr. Hankins opened the evening with a welcome to the Harvester Performance Center.

2. Meal Service

3. Adoption of Agenda

Prior to the meeting, Council had received the agenda for review and consideration of approval.

Motion: To approve the agenda as presented.

Motion By: Council Member Snead

Second: Council Member Cundiff

Motion Discussion: None

Approved (5 to 0)

4. **Harvester Financial Report**

4.1 Matthew C. Hankins, Chief Executive Officer

The financial reports that were presented, were a reflection of a difficult year as the Harvester staff tried to bring in larger acts to bring in more money. Some of the larger acts did well and some did not. The summer for the Harvester was difficult. Some of the stats shared by Mr. Hankins were as follows:

1. Less than 20% of ticket buyers came from Franklin County.
2. Over 10% of the Harvester's customers came from Virginia Tourism.
3. Ticket buyers for the Harvester were from 43 states and the District of Columbia.
4. The 2019 paid attendance number for the year was over 39,000 people.

Pending Governor Northam's order, the Town hopes to begin hosting shows again in October of 2020. As artists generally make their money by sale of tickets now, Mr. Jackson and the Harvester Performance Center will work to improve marketing and will try to get as many 2 night shows as possible.

4.2 Andy Turner, Independent Accountant

Mr. Turner who is the independent accountant that prepares the financial books for the Harvester, began by introducing his son, Nick who works with Mr. Turner now and is a recent graduate of Hampton Sydney majoring in Economics and Finance.

The 2019 revenue for the Harvester was \$1,920,019.41.

The income/loss for month/quarter for January - March 2020 was \$25,102.14.

More breakdown was available on the financial data provided by Mr. Turner that was given out at the meeting that will be attached to the minutes.

After the financial data was presented, Mayor Angle added that the Harvester was a very important part of the Town of Rocky Mount's economic development.

Mr. Hankins shared that he anticipates holding several shows outside beginning in August and hopes to continue to hold shows through the fall.

Council Member Snead pointed out that rentals appeared to be less than anticipated entertaining the thought that possibly marketing was not being done to bring more folks into the Harvester to rent out space available for that purpose.

5. **Adjournment**

Motion: To adjourn meeting

Time: 6:56 p.m.

Motion By: Council Member Moyer

Second: Council Member Cundiff

Ayes: (5): Vice Mayor Stockton, Council Member Cundiff, Council Member Moyer, Council Member Newbill, and Council Member Snead

Approved (5 to 0)

Action: Meeting was adjourned

Steven C. Angle, Mayor

ATTEST:

Rebecca H. Dillon, Town Clerk

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