



July 15, 2026

Tourism Development Authority Tourism Development Authority Meeting

Jim Birch
Heather Britton
Caroline Delaney
Ashton Lamb
Mallory Rush
Ashley Whetstine, Treasurer



**City of Mount Holly
Tourism Development Authority
Tourism Development Authority Meeting**

July 15, 2026 | 2:00 PM
Municipal Complex - Training Room
400 East Central Avenue
Mount Holly, NC 28120

CALL TO ORDER

SET THE AGENDA

NEW BUSINESS

1. TDA Introduction

Eric Smallwood

2. Discussion of TDA Officers

Brian DuPont

3. Discussion of 2026 & 2027 Meeting Calendar

Brian DuPont

4. Review and Approval of TDA Bylaws

Brian DuPont

5. Presentation of the Strategic Planning Process

Eric Smallwood

6. Drone Show Proposal - September 11

Chloe Clary

7. TDA Qrt One Budget - Strategic Plan, Lamar, Mount Holly Nights summer concert series, Drone Show, Annual Lantern Parade and additional support cost.

Ashley Whetstine

ADJOURN



Tourism Development Authority Meeting Agenda Action Form

Meeting Date

July 15, 2026

From

Parks and Recreation

NEW BUSINESS Item # 1

TDA Introduction

Will this require a public hearing?

No

Background/Purpose of Request

Staff will present a brief history of the TDA, its authority, and its mission.

Fiscal Impact

Will Item affect current budget?
Reviewed by Finance Director?
Preaudit Certification Required?
Capital Project Ordinance
Required?
Budget Transfer Required?
Total City Dollars:
Budget Code:
Reviewed by City Attorney?

Manager/Staff Recommendation

Attachments

1. TDA Introduction

Parks and Recreation

Tourism Development Authority 101

July 15, 2026

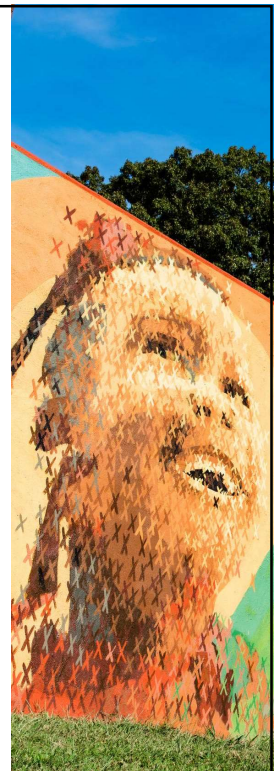


1

Parks and Recreation

What is a TDA?

- Local Public Authority
- Established by the NC General Assembly
 - G.S. 160A-215 Uniform Provisions for Room Occupancy Taxes
- Authorized under local legislation
 - Session Law 2009-429 (Senate Bill 80)
- Promotes travel and tourism
- Supports local visitor economy



2

Parks and Recreation

How a TDA Works

- Funding
 - Occupancy Tax
 - Paid by Overnight Visitors
 - Not funded by property taxes
- Primary Responsibilities
 - Destination Marketing
 - Tourism Promotion
 - Visitor Experience Improvements
 - Tourism Related Capital Projects
 - Steward Responsible use of Occupancy Tax



3

Parks and Recreation

TDA Fund Allocations

- At least two-thirds promote travel and tourism
 - Destination Marketing
 - Visitors Guides
 - Tourism Branding
 - Wayfinding Signage
- Up to one-third for tourism related expenditures and capital projects
 - Tourist attractions
 - Visitor Amenities
 - Infrastructure that Supports Tourism
 - Events



4

Parks and Recreation

TDA Wrap Up

The TDA is not simply an advertising board. Its role is to grow Mount Holly's visitor economy by investing in unique experiences that entice people to visit, stay longer, and return





Tourism Development Authority Meeting Agenda Action Form

Meeting Date

July 15, 2026

From

Brian DuPont, Assistant City Manager
City Management

NEW BUSINESS Item # 2

Discussion of TDA Officers

Will this require a public hearing?

No

Background/Purpose of Request

Per the Bylaws, there are certain positions that need to be voted on by the TDA Board for the appointment of Officers.

Section 1. Officers.

The Officers of the Authority shall be a. Chairperson, Vice-Chairperson, Secretary and Treasurer. The Chairperson of the Authority shall be designated by the City Council. The Authority shall elect from the membership a Vice-Chairperson to serve In the absence of the Chairperson, a secretary to record the minutes and the ex-officio Finance Officer shall serve as Treasurer.

Section 2. Chairperson.

*The Chairperson shall call and preside at all regular and special meetings of the Authority and make certain that lawful notices are provided to the members, to the public, and to the media. The Chairperson shall, with the assistance of the Secretary and/or Treasurer, be responsible for the preparation of the agendas for the meetings of the Authority. In addition, the Chairperson shall also perform such additional duties as may from time to time be designated by the Authority. **Staff recommends the TDA Board nominate a member in order to make a recommendation to the City Council.***

Section 3. Vice-Chairperson.

*The Vice-Chairperson shall act in absence of the Chairperson to perform the duties and exercise the office that would be performed by the Chairperson. Also, the Vice-Chairperson shall perform such other duties as from time to time may be delegated to the Vice-Chairperson by the Authority. **Staff recommends the TDA Board nominate a member.***

Section 4 Secretary.

*The Secretary shall be responsible for keeping accurate records of all acts, proceedings and minutes of the Authority. The Secretary shall further assist the Chairperson in causing all appropriate notices to be given as are required to the public, the media and as otherwise by law required. That additionally, the Secretary shall perform all other duties as may from time to time be delegated to the Secretary by the Authority. **Staff recommends the TDA Board nominate the Assistant City Manager.***

Section 5. Treasurer.

The Treasurer shall have the custody of all funds belonging to the Authority, shall receive, deposit, and disburse the same under the direction of the Authority. The Treasurer shall keep full and accurate accounts of the finances of the Authority and shall further report to the members of the Authority and the City Council for the City of Mount Holly, North Carolina, as is required pursuant to the Ordinance and Resolution adopted February 8, 2010, by the City Council of Mount Holly, North Carolina.

The Treasurer of the Authority shall be the Finance Officer for the City of Mount Holly, North Carolina, and shall act as an ex officio member of the Authority.

Fiscal Impact

Will Item affect current budget?
Reviewed by Finance Director?
Preaudit Certification Required?
Capital Project Ordinance
Required?
Budget Transfer Required?
Total City Dollars:
Budget Code:
Reviewed by City Attorney?

Manager/Staff Recommendation

Recommend nominations as noted in the information above.

Attachments

None



Tourism Development Authority Meeting Agenda Action Form

Meeting Date

July 15, 2026

From

Brian DuPont, Assistant City Manager
City Management

NEW BUSINESS Item # 3

Discussion of 2026 & 2027 Meeting Calendar

Will this require a public hearing?

No

Background/Purpose of Request

The attached meeting schedule meets the minimum quarterly requirement as outlined in the Bylaws. The TDA Board can meet more frequently as needed.

Fiscal Impact

Will Item affect current budget?
Reviewed by Finance Director?
Preaudit Certification Required?
Capital Project Ordinance
Required?
Budget Transfer Required?
Total City Dollars:
Budget Code:
Reviewed by City Attorney?

Manager/Staff Recommendation

Recommend approval of meeting dates.

Attachments

1. 2026_2027 TDA Meeting Schedule Draft



2026 and 2027 Tourism Development Authority Meeting Schedule

TDA Meetings

July 15, 2026

October 21, 2026

January 20, 2027

April 21, 2027

July 21, 2027

October 20, 2027

All TDA meetings begin at 2:00 p.m. All meetings are held in the Training Room at the Municipal Complex located at 400 East Central Avenue, Mount Holly, NC 28120.



Tourism Development Authority Meeting Agenda Action Form

Meeting Date

July 15, 2026

From

Brian DuPont, Assistant City Manager
City Management

NEW BUSINESS Item # 4

Review and Approval of TDA Bylaws

Will this require a public hearing?

No

Background/Purpose of Request

At the September 2024 City Council meeting, the City Council amended the membership of the TDA Board to increase from 3 to 5 members. The attached redlines acknowledge this change adopted by the City Council. The other redline notes the ability for the Secretary to be a City staff member in order to help provide support the entire TDA Board. These are general house keeping redlines.

Fiscal Impact

Will Item affect current budget?
Reviewed by Finance Director?
Preaudit Certification Required?
Capital Project Ordinance
Required?
Budget Transfer Required?
Total City Dollars:
Budget Code:
Reviewed by City Attorney?

Manager/Staff Recommendation

Recommend approval of the Bylaws as presented.

Attachments

1. City MH TDA Bylaws (July 15 2026)

BYLAWS

Mount Holly Tourism Development Authority

ARTICLE I

AUTHORIZATION

Section 1. Mount Holly Tourism Development Authority.

The name of the Authority shall be the Mount Holly Tourism Development Authority, such having been established by Ordinance adopted February 8, 2010 by the City Council of Mount Holly, North Carolina. Such authority was granted to Mount Holly, North Carolina pursuant to Session Law #2009, Senate Bill #80.

Section 2. Public Body.

The Authority shall be a "public authority", and shall operate as such public authorities do operate under the Local Government Budget and Fiscal Control Act, and pursuant to those Laws, which govern bodies conducting meetings pursuant to the Open Meetings Law for the State of North Carolina.

Section 3. Powers and Duties.

The Authority shall have the Powers and Duties as set out in Section 10. Powers and Duties of the Mount Holly Tourism Development Authority of the enabling ordinance adopted by the City Council for Mount Holly, North Carolina on February 8, 2010, or as may be amended.

Section 4. Objectives and Mission.

The Authority's objectives shall be to promote, solicit, and encourage tourism in Mount Holly, North Carolina, and to provide such services as are related to tourism. The Authority shall represent Mount Holly, North Carolina in promoting Mount Holly through state, national, and international advertising to encourage lodging in Mount Holly for business and pleasure.

ARTICLE II

GOVERNING BODY

Section 1. Governing Body.

An Authority to promote and develop tourism in Mount Holly, North Carolina is hereby created and established.

Section 2. Appointment of Membership.

The Mount Holly Tourism Development Authority shall consist of ~~Five (5)~~~~Three (3)~~ voting members who shall be appointed and approved by the City Council, shall also be voting residents and/or taxpayers of the City, and shall be selected as follows:

- ~~One or more~~Two or more members shall be an individual or individuals affiliated with the businesses that collect the occupancy tax ("Lodging").
- ~~One or Three or~~ more members shall be an individual or individuals affiliated with businesses and/or non-profit tourist attractions or organizations that are currently active in the promotion of travel and tourism in Mount Holly ("Travel/Tourism").

The Finance Officer of the City shall serve as the ex officio Finance Officer for the Mount Holly Tourism Development Authority. The Finance officer will be a non-voting member.

Section 3. Terms of Appointments.

The initial terms of the members of the Authority shall be as follows: The initial term of a member appointed from Lodging shall be for a one-year term. The initial term of one of the members appointed from Travel/Tourism shall be for a two-year term. The remaining initial member shall be appointed for a term of three years. Thereafter, all terms shall be for three years for members appointed from Lodging and two years for members appointed for Travel/Tourism. Reappointment to the Authority shall be limited to three consecutive terms.

Section 4. Vacancies.

Any vacancy occurring in any group shall be filled with an appointment for the remainder of the unexpired term by the City Council.

Section 5. Compensation.

Members of the Authority shall serve with compensation, if any, as determined by the City Council. Said compensation will be disbursed monthly. Members may be reimbursed for expenses actually incurred in connection with the performance of their duties; based on the TDA's annual budget and the City of Mount Holly reimbursement policies.

ARTICLE III

MEETINGS

Section 1. Regular and Special Meetings.

The Authority shall meet as deemed necessary by the Chairperson but in any event, it shall hold meetings at least quarterly. Special Meetings of the Authority may be called at any time by the Chairperson. At least forty-eight (48) hours written notice (i.e. letter, email, text) of the time and place of Special Meetings shall be given by the Secretary or by the Chairperson. The Authority may adopt its own rules of procedure or in absence thereof, "Robert's Rules of Order" shall apply.

Section 2. Open Meetings.

All meetings of the Authority are to be held In accordance with Article 33C of Chapter 143 of the General Statutes of North Carolina, commonly referred to as the Open Meetings Law.

Section 3. Attendance/Removal.

Faithful attendance at all meetings of the Authority and conscientious performance of the duties required of members of the Authority shall be considered a prerequisite of continuing membership on the Authority. All members must attend a minimum of 75% of regularly scheduled meetings. Members in violation of this attendance policy can be removed by the City Council.

Section 4. Quorum.

A quorum shall consist of two-thirds (2/3) voting members of the Authority.

Section 5. Voting/Rules of Conduct for Members.

No voting member shall be excused from voting, except upon matters involving consideration and determination in which a member has a direct personal or financial interest.

However, ownership of a tourism-related business and/or serving as a board member of a non-profit tourist attraction/organization shall not constitute a sufficient reason to be excused if an equal degree of general financial interest applies to other members and no direct personal or financial Interest Is gained.

Each member shall maintain the confidential nature of confidential material to which members may become privy to as a member of the Authority. No Authority member shall directly or indirectly solicit any gift, or accept or receive any gift, whether in the form of money, services, loan, travel, entertainment, hospitality, thing or promise, or any other form, under circumstances In which a reasonable person would believe that the gift was Intended to Influence him/her In the performance of his/her duties, or was Intended as a reward for any official action on his or her part.

Section 6. Minutes.

The Authority shall be responsible for keeping records of all meetings, including minutes, resolutions, discussions, findings, recommendations and attendance records. The minutes shall be available for public Inspection during regular business hours, and in accordance with N.C.G.S. 143-318.10. A Copy of all approved TDA meeting minutes shall be provided to the city manager.

ARTICLE IV

OFFICERS

Section 1. Officers.

The Officers of the Authority shall be a. Chairperson, Vice-Chairperson, Secretary and Treasurer. The

Chairperson of the Authority shall be designated by the City Council. The Authority shall elect from the membership a Vice-Chairperson to serve In the absence of the Chairperson, a secretary to record the minutes that could be a member of City staff and the ex-officio Finance Officer shall serve as Treasurer.

Section 2. Chairperson.

The Chairperson shall call and preside at all regular and special meetings of the Authority and make certain that lawful notices are provided to the members, to the public, and to the media. The Chairperson shall, with the assistance of the Secretary and/or Treasurer, be responsible for the preparation of the agendas for the meetings of the Authority. In addition, the Chairperson shall also perform such additional duties as may from time to time be designated by the Authority.

Section 3. Vice-Chairperson.

The Vice-Chairperson shall act in absence of the Chairperson to perform the duties and exercise the office that would be performed by the Chairperson. Also, the Vice-Chairperson shall perform such other duties as from time to time may be delegated to the Vice-Chairperson by the Authority,

Section 4 Secretary.

The Secretary shall be responsible for keeping accurate records of all acts, proceedings and minutes of the Authority. The Secretary shall further assist the Chairperson in causing all appropriate notices to be given as are required to the public, the media and as otherwise by law required. That additionally, the Secretary shall perform all other duties as may from time to time be delegated to the Secretary by the Authority. The Secretary may be a member of the Board or a representative from City staff.

Section 5. Treasurer.

The Treasurer shall have the custody of all funds belonging to the Authority, shall receive, deposit, and disburse the same under the direction of the Authority. The Treasurer shall keep full and accurate accounts of the finances of the Authority and shall further report to the members of the Authority and the City Council for the City of Mount Holly, North Carolina, as is required pursuant to the Ordinance and Resolution adopted February 8, 2010, by the City Council of Mount Holly, North Carolina.

The Treasurer of the Authority shall be the Finance Officer for the City of Mount Holly, North Carolina, and shall act as an ex officio member of the Authority.

ARTICLE V

COMMITTEES

Section 1. Committees.

Committees may be established by the Authority from time to time and may be assigned such duties and responsibilities as are deemed appropriate by the Authority. Committee members may be non-TDA members. The Committee Chair must be a member of the TDA.

Section 2. Committee Authority.

Committees shall have the duty to make recommendations as are deemed appropriate to the Authority, but shall not undertake any activity, encumber, commit or spend funds without the approval of the Authority.

ARTICLE VI

ADMINISTRATIVE STAFF

Section 1. Administrative Staff.

The Authority may employ staff, subject to the provisions of these bylaws, to assist in carrying out the objectives and mission of the Authority, in addition, the Authority may contract with another entity to assist in carrying out the objectives and mission of the Authority.

ARTICLE VII

FISCAL AFFAIRS

Section 1. Annual Budget.

The Authority's fiscal year shall begin on July 1st and end on the following June 30th. The Authority shall create and adopt an annual budget and provide a copy to City Management for their files.

Section 2. Use of Occupancy Tax Proceeds.

The Authority shall use the proceeds, as collected through the room occupancy tax, as is set out in that Ordinance adopted by the City of Mount Holly, North Carolina on February 8, 2010, or as may be amended.

Section 3. Audits.

The authority shall cause an audit of all revenues and expenditures on an annual basis; to be included in the City's independent annual audit.

Section 4. Contracts and Instruments.

The Authority may authorize the TDA Chair to enter into contracts or execute and deliver instruments, provided the Authority has approved such, and that the required expenditure funds, if the Authority has provided any.

Section 5. Checks, Drafts, and Orders.

The TDA Chair and Treasurer, as defined In Article IV, Section 5, shall sign all checks, drafts or orders for

the payment of money Issues in the name of the Authority.

Section 6. Bonding.

The Authority shall obtain a bond or bonds on the Treasurer or any other officers and in such amounts as shall in the opinion of the board protect the Authority from loss.

Section 7. Indemnity.

The Authority shall indemnify and hold harmless any member, officer, or employee of the Authority for any loss, including reasonable expense, incurred in defense of any action or claim, resulting to such member, officer or employee as a result of serving in such capacity, except to the extent such loss might be occasioned by intentional wrongdoing.

Section 8. Reports to Mount Holly City Council.

The Authority shall report quarterly and at the close of the fiscal year to the Mount Holly City Council, as to its receipts and expenditures for the preceding quarter and for the year, in such detail as the Council may request.

Section 9. Gifts.

The Authority may accept (with the approval of the Mount Holly City Council) any contribution, gift, bequest or devise, for any purpose consistent with the objectives and missions of the Authority, and as may otherwise be subject to law.

Section 10. Vendors

Non-members of the TDA may be reimbursed for pre-approved expenditures in conjunction with the provision of services to the TDA. Expenditures should be reasonable and customary.

ARTICLE VIII

AMENDMENTS

Section 1. Amendments.

These bylaws or any portion thereof may be amended, altered or repealed by the affirmative vote of two-thirds 2/3 of all of the voting members of the Authority.

ARTICLE IX

ADOPTION

Section 1. Adoption.

These bylaws shall become the bylaws of the Mount Holly Tourism Development Authority upon adoption.



Tourism Development Authority Meeting Agenda Action Form

Meeting Date

July 15, 2026

From

Eric Smallwood, Parks and Recreation Director
Parks and Recreation

NEW BUSINESS Item # 5

Presentation of the Strategic Planning Process

Will this require a public hearing?

No

Background/Purpose of Request

The City of Mount Holly recently received proposals from qualified firms to create a five-year strategic plan for the Mount Holly TDA. This presentation will outline the process of soliciting and receiving submittals, scoring of qualified firms and a recommended firm with whom to move forward into negotiations.

Fiscal Impact

Will Item affect current budget?
Reviewed by Finance Director?
Preaudit Certification Required?
Capital Project Ordinance
Required?
Budget Transfer Required?
Total City Dollars:
Budget Code:
Reviewed by City Attorney?

Manager/Staff Recommendation

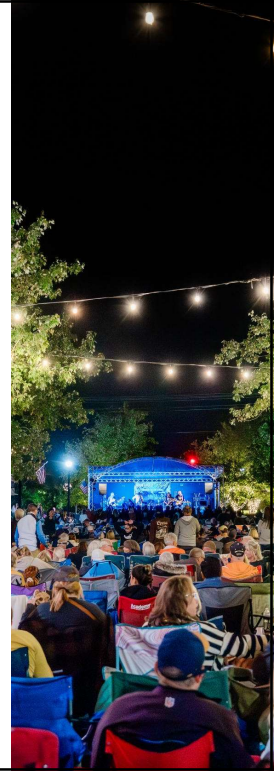
Attachments

1. TDA 2026 Strategic Plan

Mount Holly, NC

Mount Holly TDA Five-Year Strategic Plan

5/13/26



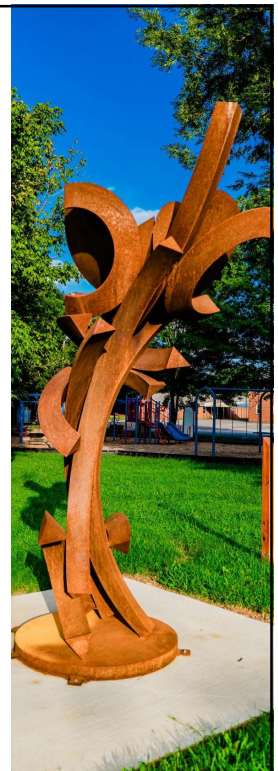
1

Mount Holly, NC

Strategic Plan Purpose

Establish a clear, actionable roadmap for the TDA that:

1. Aligns tourism development strategies with the City's broader strategic vision.
2. Strengthens Mount Holly's identity as a destination.
3. Maximizes the effective use of occupancy tax revenues.
4. Enhances economic impact and visitor spending.
5. Builds organizational capacity and governance clarity.
6. Establishes measurable goals, performance indicators, and accountability mechanisms.



2

Mount Holly, NC

Distribution

1. Destination by Design - NC based tourism and placemaking planning
2. CivicBrand - CO based tourism planning firm
3. Hunden - IL tourism and placemaking master planning firm
4. Magellan Strategy Group - NC based planning firm with travel and tourism focus.
5. Benchmark Planning - NC traditional planning firm
6. McGill Associates - NC traditional planning firm
7. WitherRavanel - NC traditional planning firm
8. MMGY NextFactor - Multiple US locations, tourism planning firm
9. Resonance - NY tourism planning firm
10. NorthStar Strategic Planning - FL tourism planning firm



3

Mount Holly, NC

Submissions

1. *Destination by Design – North Carolina based tourism and placemaking planning*
2. *CivicBrand – Colorado based tourism planning firm*
3. *NorthStar Strategic Planning – Florida based tourism planning firm*



4

Mount Holly, NC

Scoring

Criteria	Weight	DbD	CivicBrand	North Star
Relevant Experience	25%	23	20	22
Understanding of Mount Holly	20%	19	17	16
Methodology	20%	19	18	17
Engagement Approach	20%	18	20	17
References / Past Performance	15%	14	13	14
TOTAL	100%	93	88	86



5

Mount Holly, NC

Recommendation

- [Destination by Design](#) - Boone & Durham, NC
 - Worked with Multiple Similar-Sized NC Cities
 - Occupancy Tax Strategy
 - Connect Existing Plans, Strategies and Initiatives
 - Guidance on Tourism as Economic Driver
 - Provide up to Three Small Project Plans
 - Ability to Drill Down
 - Focus on Natural Resources



6



Tourism Development Authority Meeting Agenda Action Form

Meeting Date

July 15, 2026

From

Parks and Recreation

NEW BUSINESS Item # 6

Drone Show Proposal - September 11

Will this require a public hearing?

No

Background/Purpose of Request

Discussion of a proposal from HireUAVPro to produce a 10-12 minute drone show, featuring 250 drones on September 11th during the Mount Holly Nights Concert. The show would feature patriotic imagery in honor of America 250 and the 25th anniversary of 9/11. The total cost for the show including custom imagery, production crew, permits, raw video footage and music synchronization is \$31,000.

Fiscal Impact

Will Item affect current budget? Yes

Reviewed by Finance Director?

Preaudit Certification Required?

Capital Project Ordinance

Required?

Budget Transfer Required?

Total City Dollars: 31,000

Budget Code:

Reviewed by City Attorney?

Manager/Staff Recommendation

Staff recommends moving forward with HireUAV to produce a drone show on September 11th using TDA funding.

Attachments

1. HireUAVPro - Mt Holly NC Drone Show Proposal

PREPARED FOR THE CITY OF MT. HOLLY, NC

MT. HOLLY

DRONE LIGHT SHOW

200 or 250 Drones | September 11, 2026 | Mt. Holly, NC

PROPOSAL DETAILS

Event:	Patriotic & 9/11 Tribute Drone Light Show
Date:	September 11, 2026
Location:	Mt. Holly, NC
Options:	200 or 250 Kaiken Drones
Contact:	Philip McGinnis

PREPARED BY

Graham Hill | Show Director

Graham@hireuavpro.com | (630) 800-0400

5960 Jay St., Unit A | Arvada, CO 80003

www.hireuavpro.com

ABOUT US

Who Are the UAV Pros?

HireUAVPro is a technology leader in the drone light show industry. Founded in 2017, we've executed over 1,000 drone light shows nationwide — from intimate 100-drone displays to massive 1,000-drone spectacles. Our fleet is manufactured exclusively in allied countries with no restricted-nation components.

We operate 3 dedicated teams running 150–200 shows per year out of five major markets: Chicago, New York, Atlanta, Los Angeles, and Cancun. Every show is staffed entirely in-house — no subcontractors, no third parties. Our FAA-certified crew holds Part 107 Remote Pilot Certificates and has standing authorization for both multi-UAS and night operations.

We are honored to be considered for Mt. Holly's September 11th commemoration. A drone light show offers a powerful, silent, and respectful way to honor those we lost — with patriotic tributes, America's 250th imagery, and 9/11 memorial formations that will move the entire community. We would love to help bring this vision to life over Mt. Holly.

TESTIMONIALS

What Our Clients Say

“HireUAVPro delivered a breathtaking drone show for our event at Huntington Beach. The coordination, professionalism, and stunning visuals exceeded all expectations. Our guests were absolutely mesmerized.

— **Lisa-Marie Ebright**

360 Design Group / Boeing

“From the initial planning to show night, the HireUAVPro team was exceptional. The custom animations were spectacular and the crowd reaction was unlike anything we've seen at our events. We can't wait to work together again.

— **Chelsea Larner**

Coinbase

“Graham and his team are the real deal. Professional, responsive, and the show itself was absolutely incredible. The silent beauty of the drones was perfect for our community celebration.

— **Tricia Tough**

Realtor.com / Terranea Resort

Built for Safety First

Our Drones

- Ultra-lightweight design
- High-brightness RGBW LEDs
- Allied-nation manufacturing
- No restricted components
- Wind rating: 20+ MPH

Our Software

- Proprietary flight system
- Music synchronization
- GPS-fenced boundaries
- Real-time telemetry
- Fail-safe landing protocols

Our Safety

- 1,000+ shows, impeccable record
- \$5 million insurance coverage
- Return-to-home technology
- Automatic fail-safe landing
- Pre-flight safety checks

COMPLIANCE

FAA Certified & Fully Insured

FAA Licenses

All crew members hold FAA Part 107 Remote Pilot Certificates.
Continuous training and recertification program.

FAA Authorizations

14 CFR 107.35 — Multi-UAS Operations Waiver
14 CFR 107.29(a)(b) — Night Operations Waiver
Standing authorizations for large-scale drone fleet operations.

Insurance Coverage

\$5 million aviation and umbrella liability coverage.
Certificates of Insurance (COI) provided upon request.
Additional insured endorsements available for your venue.

Frequently Asked Questions

What happens if weather is bad?

We monitor conditions closely. If sustained winds exceed 20 MPH or there is lightning, we postpone. We work with you on a rain date.

How much space is needed?

200 drones: ~2,000 sq ft (50x40). 250 drones: ~2,500 sq ft.
The launch area should be level, with clear sky above.

How loud are the drones?

Much quieter than fireworks. From the audience viewing area, the drones are virtually silent — a peaceful experience.

Can we add custom designs?

Absolutely. We create fully custom animations — patriotic imagery, logos, text, 9/11 tributes, America 250 — all tailored to your event.

Are drone shows safe for the community?

Yes. GPS-fenced flight boundaries keep drones over the launch area. Automatic fail-safe landing and return-to-home ensure safe operation.

Fleet Specifications

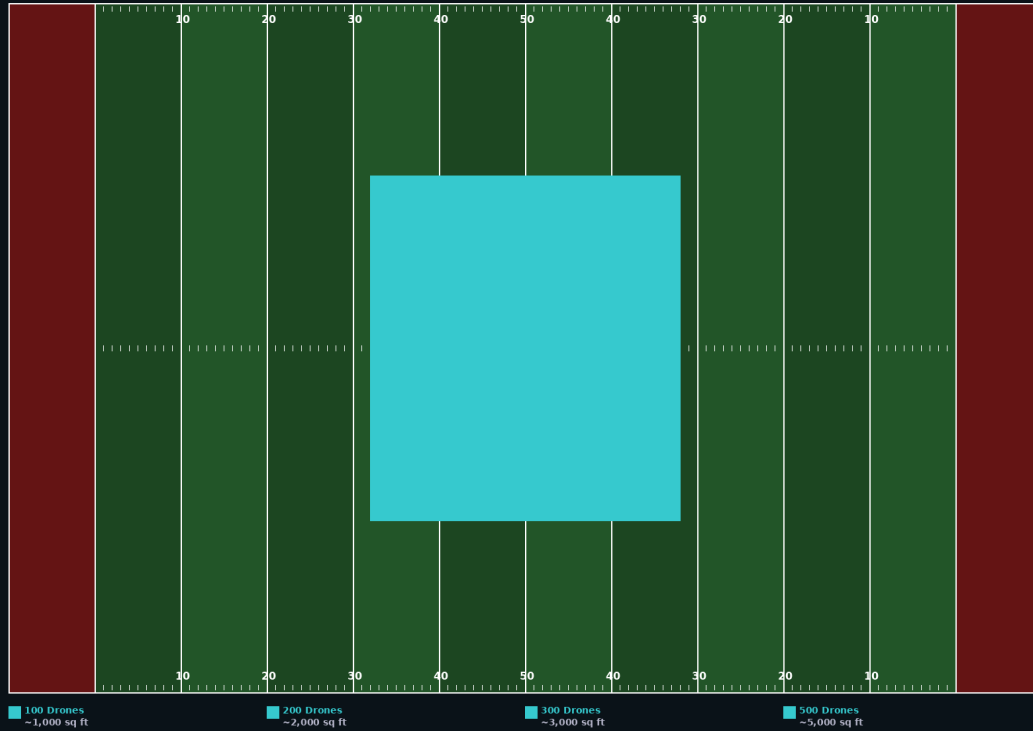
Weight	Ultra-lightweight design
LED System	High-brightness RGBW (full color spectrum)
Wind Rating	20+ MPH sustained winds
Flight Duration	10–12 minutes per launch
Software	Proprietary, purpose-built flight system
Music Sync	Millisecond-level synchronization with on-site speakers
Safety	Return-to-home, fail-safe landing, GPS-fenced boundaries
Telemetry	Real-time monitoring of every drone in the fleet
Origin	Allied countries — no restricted-nation components



Space Requirements

LAUNCH FOOTPRINT REFERENCE

Approximate ground space needed for drone launch (standard football field overlay)



100 Drones	~1,000 sq ft
200 Drones	~2,000 sq ft
250 Drones	~2,500 sq ft
300 Drones	~3,000 sq ft
500 Drones	~5,000 sq ft

WHAT'S INCLUDED

Included & Not Included

INCLUDED

- ✓ Custom show design & unlimited revisions
- ✓ 14–17 custom formations/animations
- ✓ Music synchronization (on-site speakers)
- ✓ Patriotic & 9/11 tribute imagery
- ✓ America 250th celebration designs
- ✓ All FAA authorizations & permits
- ✓ Full crew staffing & travel
- ✓ Raw video of the show
- ✓ Pre-show site survey

NOT INCLUDED

- ✗ Venue buyout or rental fees
- ✗ Site security / crowd control
- ✗ Rush fees (less than 2 weeks notice)
- ✗ Power supply (generator if needed)

THE PROCESS

How It Works

01

Kick-Off Meeting

Discuss your vision, themes, music preferences, and logistics.

02

Storyboard Design (2–4 weeks)

Our design team creates custom formations and animation sequences.

03

3D Animation Preview (1–2 weeks)

You receive a full 3D animated preview for review and revisions.

04

Soundtrack Design (1 week)

Music is selected and synchronized to your show choreography.

05

Show Day — Mt. Holly, NC

Crew arrives, sets up the launch site, and delivers your show after dusk.



PRICING

Your Show Options

OPTION A

\$25,000

200 DRONES | September 11, 2026

- ✓ 200 Kaiken drones
- ✓ 10–12 minute show
- ✓ 14–17 custom formations & animations
- ✓ Patriotic & 9/11 tribute imagery
- ✓ Music synchronization
- ✓ All FAA permits, crew, travel included
- ✓ Raw video of the show

OPTION B

RECOMMENDED

\$31,000

250 DRONES | September 11, 2026

- ✓ 250 Kaiken drones
- ✓ 10–12 minute show
- ✓ 14–17 custom formations & animations
- ✓ Patriotic & 9/11 tribute imagery
- ✓ More detail & visual impact with 250 drones
- ✓ Music synchronization
- ✓ All FAA permits, crew, travel included
- ✓ Raw video of the show

All prices are all-inclusive. No hidden fees.

REFERENCES

Notable Clients

Boeing

Huntington Beach, CA

250 drones — November 2023

Contact: Lisa-Marie Ebright (Lisa-Marie.Ebright@360dg.com)

Coinbase

Pier 32, San Francisco, CA

500 drones, 3 launches — January 2026

Contact: Chelsea Larner (chelsea.larner@coinbase.com)

Realtor.com

Terranea Resort, Los Angeles, CA

150 drones — January 2023

Contact: Tricia Tough — (619) 876-3206

PORTFOLIO

Our Work

Boeing

Huntington Beach, CA

Kaley Cuoco

Private Event

Beetlejuice

Premiere

Lord of the Rings

Premiere

Lil Baby

Concert

Austin Peay

University

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Thank You!

We can't wait to light up the sky over Mt. Holly.

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Tourism Development Authority Meeting Agenda Action Form

Meeting Date

July 15, 2026

From

Ashley Whetstine, Finance Director
Finance

NEW BUSINESS Item # 7

TDA Qrt One Budget - Strategic Plan, Lamar, Mount Holly Nights summer concert series, Drone Show, Annual Lantern Parade and additional support cost.

Will this require a public hearing?

No

Background/Purpose of Request

TDA budget for Fy27 is \$270,000. This includes the \$40,000 Strategic Plan. The funds requested is 1/4 the total budget for TDA

Fiscal Impact

Will Item affect current budget?	Yes
Reviewed by Finance Director?	Yes
Preaudit Certification Required?	Yes
Capital Project Ordinance Required?	No
Budget Transfer Required?	No
Total City Dollars:	\$67,500
Budget Code:	fund 24
Reviewed by City Attorney?	No

Manager/Staff Recommendation

Attachments

None