

TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX ALLOCATION

- **FY 2020-21 Blowing Rock Tourism Authority - Town Allocation**
[\(Attachment 1\)](#)

TDA Annual Budget/Actual Worksheet: FY 2015-16:2020-21

		2014-15 Actual	2015-2016 Actual	2016-17 Actual	2017-18 Budget	2018-19 Adopted	2019-20 Adopted	2020-21 Adopted	
REVENUE:	REVENUE:								
10-3100-300	Occupancy Tax Receipts (net)	841,221	940,868	976,694	929,907	942,907	1,048,310	630,855	
10-3400-381	Lease income	-	-	-	-	-	-	-	
10-3400-329	Interest Income	633	253	449	250	500	750	200	
10-3400-335	Miscellaneous Income	391	379	301		-	-	-	
10-3100-100	Transfer in from Town	-	-	-		-	-	-	
10-3400-399	Appropriated Fund Balance- Tourism							237,540	
10-3400-399	Appropriated Fund Balance- Infrastructure	-	-	-	42,440	-	-	32,330	
		842,245	941,500	977,445	972,597	943,407	1,049,060	900,925	
	EXPENDITURES:								
EXPENDITURES:	PERSONNEL	179,727	178,414	182,435	197,760	199,829	227,586	199,810	#
10-8000-005	Salaries	104,165	107,840	119,959	118,440	125,000	136,750	136,750	
10-8000-002	Part-time Salaries	27,927	14,625	7,984	18,000	16,000	20,400	-	
10-8000-006	FICA	9,941	9,208	8,726	10,440	10,789	12,022	10,460	
10-8000-007	Retirement Benefit	8,753	9,489	9,876	10,425	11,002	14,017	15,660	
10-8000-008	Employee Insurance Benefit	15,608	13,608	13,485	15,830	17,000	20,775	15,800	
10-8000-009	Unemployment Reimbursement	-	-	-	-	-	-	-	
10-8000-015	401K Benefit	2,083	3,235	5,732	5,925	6,253	6,838	6,840	
10-8000-053	Dues/Subscriptions	2,227	2,032	3,385	5,200	3,285	3,285	3,800	
10-8000-014	Employee Development/Travel	4,464	7,400	7,085	7,500	7,500	8,500	7,500	
10-8000-110	Miscellaneous Expenses	4,559	10,977	6,202	6,000	3,000	5,000	3,000	
CENTRAL SERVICES	CENTRAL SERVICES	16,054	18,458	19,800	22,506	22,500	23,200	24,000	#
10-8000-003	Legal Services	-	-	-	-	-	-	-	
10-8000-004	Audit	3,770	3,750	4,500	6,000	6,000	7,500	7,500	
10-8000-054	Prop, Worker's Comp and Liability insurance	3,784	3,708	3,300	4,506	4,500	3,700	4,500	
10-8000-100	Reimbursement - Town Overhead Costs	8,500	11,000	12,000	12,000	12,000	12,000	12,000	*
DIRECT TOURISM PROMC	DIRECT TOURISM PROMOTIONS	330,468	344,313	391,060	442,363	404,777	448,837	434,500	#
Operations	OPERATIONS								
10-8000-010	Utilities	-	-	-	-	-	-	-	
10-8000-500	Building Lease	39,000	37,790	20,064	33,900	38,350	38,350	38,500	
10-8000-501	Maintenance/Repairs to Building	2,130	-	-	-	-	-	-	
10-8000-016	Equipment lease/maintenance	5,729	5,598	4,081	3,800	3,800	2,000	3,000	
10-8000-012	Telephone	2,505	2,335	2,575	2,580	2,500	1,400	2,000	
10-8000-020	Custodial Services	-	-	-	-	-	-	-	
10-8000-033	Materials/Supplies	4,482	8,850	1,622	8,000	6,500	4,000	2,500	
					3,640				
Advertising, Marketing,	ADVERTISING, MARKETING & PR								
10-8200-050	Advertising funds	129,792	138,217	199,911	200,000	208,667	252,387	176,500	
10-8200-020	Promotional TDA/Town Calendars	6,000	6,000	6,000	6,000	5,500	5,500	4,000	*
10-8000-011	Postage/Mailing Fulfillment	4,272	4,298	2,901	5,000	4,500	3,000	2,500	
10-8200-010	Website	13,695	8,585	10,694	15,000	15,000	15,000	12,000	
10-8200-100	Creative	12,835	6,375	10,830	12,000	12,000	12,000	12,000	
10-8200-200	PR Campaign/Media Relations	24,000	24,000	24,000	24,000	-	-	-	
10-8200-300	Collateral	13,490	15,451	15,081	22,000	20,000	18,000	16,000	
10-8200-400	Client Entertainment	1,837	1,932	952	3,000	3,000	3,000	3,000	

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		2014-15 Actual	2015-2016 Actual	2016-17 Actual	2017-18 Budget	2018-19 Adopted	2019-20 Adopted	2020-21 Adopted	
10-8200-500	Purchased Services	1,701	854	9,784	23,000	29,700	36,150	36,000	
10-8200-600	Middle Fork Greenway Support	3,000	-	-			-		
10-8200-700	Kiosk Maintenance	-	1,195	974	2,000	1,760	4,550	3,000	
	NEW Electronic Kiosk #2	-	-	24,818		-	-		
10-8100-020	TDA - Master Signage Plan	-	5,218	5,000	5,000	5,000	5,000	-	*
10-8100-030	Tourism Marketing Survey - Management Plan	-	5,000	-	25,000	-	-	75,000	
10-8300-050	Events Support	27,000	45,000	23,328	20,000	20,000	20,000	20,000	
	Support to Organized Groups/Events								
10-8300-010	Town P&R Special Events*	24,000	27,615	28,443	28,443	28,500	28,500	28,500	*
	Support to Middle Fork Greenway	15,000	-	-		-	-	-	*
TOURISM INFRASTRUCTURE	TOURISM INFRASTRUCTURE	272,555	276,923	309,969	309,969	381,742	349,437	242,615	@
10-8400-010	Town Property Purchase (Park/Museum/Parking)	59,259	57,025	54,768	39,596	-	-	-	
10-8400-020	Town Landscaping/Beautification (portion)	20,000	20,195	20,801	21,042	20,000	20,000	-	
10-8400-030	Town Christmas Decorations	3,300	3,300	3,300	3,300	3,300	3,300	-	
10-8400-040	Town Sidewalks	2,000	2,000	-	-	-	-	-	
10-8400-050	Town Street Maintenance	-	-	-	-	-	-	-	
10-8400-060	Town Memorial Park Maintenance/Clean-up Detail	6,000	6,000	6,000	6,000	6,000	6,000	-	
10-8400-070	Town Park/Playground Renovation (portion)	8,667	8,665	-	-	-	-	-	
10-8400-080	Town Tennis Courts Resurfacing (portion)	-	-	-	-	-	-	-	
10-8400-090	Town Center Beautification (Sanitation)	3,000	3,000	3,000	3,000	3,000	3,000	-	
10-8400-094	Memorial Park Improvements	-	-	-	-	32,933	-	-	
10-8400-095	Memorial Park Tree Replacements (2-phases 8 trees each)	-	-	-	25,000	-	-	-	
10-8400-096	Memorial Park Playground Rehab Project Reserve	-	-	-	-	-	13,943	150,000	
10-8400-100	Town Streetlights	-	-	-	-	23,500	23,500	-	
10-8400-110	Directional signage for Downtown	-	-	-	-	-	-	-	
10-8400-120	Parking Facility American Legion	118,329	-	-	-	-	-	-	
10-8400-121	Parking Facility BRAHM	-	-	105,169	102,031	98,895	95,754	92,615	
10-8400-101	Support for Town Gateways	-	151,738	21,931	56,100	71,674	-	-	
	Electronic Kiosk #1	-	-	30,000	-	-	-	-	
	Electronic Parking Space Counter System	-	-	30,000	-	-	3,940	-	
10-8400-102	Downtown Shuttle Trial	-	-	-	-	20,000	20,000	-	
10-8500-900	Town Parking Fund Interest	-	-	-	-	-	-	-	
10-8600-000	Contingency	-	-	-	-	-	50,000	-	
10-8400-130	General Business Wifi Connectivity	30,000	-	10,000	3,900	-	-	-	
10-8400-140	Support to Middle Fork Greenway Organization	22,000	25,000	25,000	25,000	77,440	85,000	-	
10-8400-150	Support to Blue Ridge Parkway Foundation- Moses Cone Restoration	-	-	-	25,000	25,000	25,000	-	
		798,804	818,108	903,264	972,598	1,008,847	1,049,060	900,925	