

TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX ALLOCATION

- **FY 2022-23 Blowing Rock Tourism Authority - Town Allocation**
[\(Attachment 1\)](#)

TDA Annual Budget/Actual Worksheet: FY 2015-16:2021-22

	2018-19 Actual	2019-20 Actual	2020-21 Actual	2021-22 Adopted	2021-22 Actual To Date @ 4/29/22	FY 22-23 Proposed Updated
REVENUE:						
10-3100-300 Occupancy Tax Receipts (net)	\$ 1,058,123	\$ 980,332	\$ 645,855	\$ 1,037,712	\$ 1,306,818	\$ 1,779,574
10-3400-381 Lease income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-3400-329 Interest Income	\$ 899	\$ 607	\$ 200	\$ 100	\$ 216	\$ 400
10-3400-335 Miscellaneous Income	\$ 14	\$ 3,071	\$ -	\$ -	\$ (150)	\$ -
10-3100-100 Transfer in from Town	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-3400-399 Appropriated Fund Balance- Tourism	\$ -	\$ -	\$ 237,540	\$ 30,410	\$ 30,410	\$ -
10-3400-399 Appropriated Fund Balance- Infrastructure	\$ -	\$ -	\$ 32,330	\$ -	\$ -	\$ -
	\$ 1,059,037	\$ 984,010	\$ 915,925	\$ 1,068,222	\$ 1,337,294	\$ 1,779,974
EXPENDITURES:						
PERSONNEL						
10-8000-005 Salaries	\$ 199,770	\$ 201,027	\$ 202,310	\$ 241,982	\$ 206,364	\$ 394,348
10-8000-002 Part-time Salaries	\$ 127,433	\$ 138,501	\$ 136,750	\$ 147,005	\$ 140,563	\$ 265,525
10-8000-006 FICA	\$ 15,712	\$ 4,082	\$ -	\$ 24,000	\$ 10,311	\$ -
10-8000-007 Retirement Benefit	\$ 9,663	\$ 10,446	\$ 10,460	\$ 13,082	\$ 10,942	\$ 20,313
10-8000-008 Employee Insurance Benefit	\$ 11,488	\$ 13,682	\$ 15,660	\$ 16,685	\$ 13,061	\$ 42,484
10-8000-009 Unemployment Reimbursement	\$ 15,767	\$ 17,213	\$ 15,800	\$ 17,000	\$ 15,526	\$ 34,000
10-8000-015 401K Benefit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8000-063 Dues/Subscriptions	\$ 6,114	\$ 6,674	\$ 6,840	\$ 7,350	\$ 4,934	\$ 13,276
10-8000-014 Employee Development/Travel	\$ 3,539	\$ 4,524	\$ 3,800	\$ 3,360	\$ 3,392	\$ 3,750
10-8000-110 Miscellaneous Expenses	\$ 6,774	\$ 3,343	\$ 10,000	\$ 8,500	\$ 5,317	\$ 10,000
	\$ 3,281	\$ 2,562	\$ 3,000	\$ 5,000	\$ 2,318	\$ 5,000
CENTRAL SERVICES						
10-8000-003 Legal Services	\$ 22,333	\$ 22,417	\$ 24,000	\$ 24,000	\$ 16,655	\$ 24,000
10-8000-004 Audit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8000-054 Prop. Worker's Comp and Liability Insurance	\$ 6,760	\$ 6,805	\$ 7,500	\$ 7,500	\$ 7,055	\$ 7,500
10-8000-100 Reimbursement - Town Overhead Costs	\$ 3,573	\$ 3,612	\$ 4,500	\$ 4,500	\$ 600	\$ 4,500
	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 9,000	\$ 12,000
DIRECT TOURISM PROMOTIONS						
Operations	\$ 557,598	\$ 359,530	\$ 446,350	\$ 456,335	\$ 297,957	\$ 768,435
10-8000-010 Utilities	\$ -	\$ 35	\$ -	\$ -	\$ -	\$ -
10-8000-500 Building Lease	\$ 41,535	\$ 38,340	\$ 38,350	\$ 38,350	\$ 25,560	\$ 38,350
10-8000-501 Maintenance/Repairs to Building	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8000-505 Capital Outlay	\$ -	\$ -	\$ -	\$ 13,000	\$ 13,857	\$ -
10-8000-016 Equipment lease/maintenance	\$ 7,012	\$ 546	\$ 3,000	\$ 5,870	\$ 2,442	\$ 9,850

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10-8000-012	Telephone	\$ 1,869	\$ 1,486	\$ 2,000	\$ 2,500	\$ 1,052	\$ 2,500
10-8000-020	Custodial Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8000-033	Materials/Supplies	\$ 820	\$ 1,205	\$ 2,500	\$ 7,410	\$ 4,297	\$ 7,000
10-8000-050	Contingency						\$ 56,300
	Advertising, Marketing						
	ADVERTISING, MARKETING & PR						
10-8200-050	Advertising funds	\$ 158,867	\$ 167,501	\$ 176,500	\$ 125,000	\$ 113,728	\$ 150,000
10-8200-020	Promotional TDA/Town Calendars	\$ 5,500	\$ 5,500	\$ 4,000	\$ 4,000	\$ 2,750	\$ 5,000 *
10-8000-011	Postage/Mailing Fulfillment	\$ 4,500	\$ 1,527	\$ 2,500	\$ 4,500	\$ 2,101	\$ 4,000
10-8200-010	Website	\$ 12,000	\$ 12,132	\$ 12,000	\$ 12,000	\$ 9,602	\$ 12,000
10-8200-100	Creative	\$ 50,000	\$ 7,234	\$ 22,000	\$ 102,877	\$ 7,645	\$ 50,000
10-8200-200	PR Campaign/Media Relations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8200-300	Collateral	\$ 25,000	\$ 16,989	\$ 16,000	\$ 28,000	\$ 4,282	\$ 35,000
10-8200-400	Client Entertainment	\$ 5,000	\$ 436	\$ 5,000	\$ 3,000	\$ 1,968	\$ 5,000
10-8200-500	Purchased Services	\$ 190,435	\$ 35,833	\$ 36,000	\$ 37,828	\$ 25,823	\$ 190,435
10-8200-600	Middle Fork Greenway Support	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8200-700	Kiosk Maintenance	\$ 1,760	\$ 17,266	\$ 3,000	\$ 11,500	\$ 3,474	\$ 16,500
	NEW	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Electronic Kiosk #2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8100-020	TDA - Master Signage Plan	\$ 5,000	\$ 5,000	\$ -	\$ -	\$ -	\$ 78,000 *
10-8100-030	Tourism Marketing Survey - Management P	\$ -	\$ -	\$ 75,000	\$ 12,000	\$ 44,592	\$ -
10-8300-050	Events Support	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 13,410	\$ 20,000
10-8300-060	STR Helper	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	SUPPORT TO ORGANIZED GROUPS/EVENTS						
10-8300-010	Town P&R Special Events*	\$ 28,500	\$ 28,500	\$ 28,500	\$ 28,500	\$ 21,375	\$ 28,500 *
10-8300-015	Horseshow 100 Year Anniversary Promo						\$ 40,000
10-8300-016	History Walk Pedestal						\$ 10,000
10-8300-017	Postcard Selfie Spot Relocation						\$ 10,000
	Support to Middle Fork Greenway	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	TOURISM INFRASTRUCTURE						
10-8400-010	Town Property Purchase (Park/Museum/Pa	\$ 399,156	\$ 376,604	\$ 247,615	\$ 345,905	\$ 267,929	\$ 593,191 @
10-8400-015	Park restroom Attendant (portion)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-016	school restroom	\$ -	\$ -	\$ -	\$ 25,000	\$ 18,750	\$ 70,000
10-8400-020	Town Landscaping/Beautification (portion)	\$ 20,000	\$ 10,000	\$ -	\$ 20,000	\$ 15,000	\$ 20,000
10-8400-030	Town Christmas Decorations	\$ 3,300	\$ 1,967	\$ -	\$ 3,300	\$ 2,475	\$ 20,000
10-8400-040	Town Sidewalks	\$ -	\$ -	\$ -	\$ 10,000	\$ 7,500	\$ 13,000
10-8400-050	Town Street Maintenance	\$ -	\$ -	\$ -	\$ 13,500	\$ 10,125	\$ 15,000

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10-8400-055 Hwy 321 Landscaping (1/2 of cost)	\$ -	\$ -	\$ -	\$ 132,305	\$ 99,229	\$ 145,000
10-8400-060 Town Memorial Park Maintenance/supplies	\$ 6,000	\$ 6,000	\$ -	\$ 6,000	\$ 4,500	\$ 12,000
10-8400-070 Town Park/Playground Renovation (portion)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-080 Town Tennis Courts Resurfacing (portion)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-090 Town Center Beautification (Sanitation)	\$ 3,000	\$ 1,500	\$ -	\$ 3,000	\$ 2,250	\$ 5,000
10-8400-091 Memorial Park Maint./Repair	\$ -	\$ -	\$ -	\$ 3,323	\$ 2,492	\$ 6,000
10-8400-094 Memorial Park Improvements(CIP)	\$ 32,933	\$ -	\$ -	\$ -	\$ -	\$ 60,000
10-8400-095 Memorial Park Tree Replacements (2-phases)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-096 Memorial Park Playground Rehab Project R	\$ -	\$ 63,943	\$ 150,000	\$ -	\$ -	\$ -
10-8400-100 Town Streetlights	\$ 23,500	\$ 23,500	\$ 5,000	\$ 25,000	\$ 18,750	\$ 46,250
10-8400-110 Directional signage for Downtown	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 61,603
10-8400-120 Parking Facility American Legion	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-121 Parking Facility BRAHM	\$ 98,895	\$ 95,754	\$ 92,615	\$ 89,477	\$ 67,108	\$ 86,338
10-8400-101 Support for Town Gateways	\$ 71,674	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-150 Kiosks	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000
Electronic Parking Space Counter System	\$ -	\$ 3,940	\$ -	\$ -	\$ -	\$ -
10-8400-103 Special Event	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000
10-8400-102 Downtown Shuttle Trial	\$ 20,000	\$ 10,000	\$ -	\$ 15,000	\$ 11,250	\$ 15,000
10-8500-900 Town Parking Fund Interest	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10-8600-000 Contingency	\$ -	\$ 50,000	\$ -	\$ -	\$ -	\$ -
10-8400-130 General Business Wifi Connectivity	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Prior Year Roll-Forward	\$ 17,414	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-140 Support to Middle Fork Greenway Organiza	\$ 77,440	\$ 85,000	\$ -	\$ -	\$ -	\$ -
10-8400-150 Support to Blue Ridge Parkway Foundation	\$ 25,000	\$ 25,000	\$ -	\$ -	\$ -	\$ -
	\$ 1,178,857	\$ 959,579	\$ 920,275	\$ 1,068,222	\$ 788,904	\$ 1,779,974

Be it ordained by the Blowing Rock Tourism Development Authority that the following Revenue and Expenditures are hereby approved for the operation of the Authority for the Fiscal Year beginning July 1, 2022 and ending June 30, 2023:

REVENUES:

Occupancy Tax Receipts (net)	\$ 1,779,574
Interest Income	\$ 400
Appropriated Fund Balance	\$ -
Total:	\$ 1,779,974

APPROPRIATIONS:

Administrative	\$ 394,348
Central Services	\$ 24,000
Direct Tourism Promotion	\$ 768,435
Tourism Related Expenditures	\$ 593,191
Total:	\$ 1,779,974

This ordinance shall be the basis of the financial plan for the Blowing Rock Tourism Development Authority during the 2022-2023 fiscal year.

The Finance Officer shall administer the Annual Operating Budget and shall insure that operating officials are provided guidance and sufficient details to implement their appropriate portion of the budget. The Finance Officer shall also establish and maintain all records, consistent with this ordinance, and the appropriate state statutes of the State of North Carolina.

A copy of this ordinance shall be furnished to the Executive Director and the Finance Officer of the Tourism Development Authority to be kept on file for direction in the disbursement of funds.

Adopted this 7th day of June, 2022.

ATTEST:

Dean Bullis
Chairman

Hilari Hubner
Town Clerk