

TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX ALLOCATION

- **FY 2023-24 Blowing Rock Tourism Authority - Town Allocation**
[\(Attachment 1\)](#)

TDA Annual Budget/Actual Worksheet: FY 2019-20:2023-24

		2019-20 Actual	2020-21 Actual	2021-22 Adopted	FY 22-23 Adopted	FY 23-24 Adopted
REVENUE:	REVENUE:					
10-3100-300	Occupancy Tax Receipts (net)	\$ 980,332	\$ 645,855	\$ 1,037,712	\$ 1,779,574	\$ 1,518,636
10-3400-381	Lease income	\$ -	\$ -	\$ -	\$ -	\$ -
10-3400-329	Interest Income	\$ 607	\$ 200	\$ 100	\$ 400	\$ 500
10-3400-335	Miscellaneous Income	\$ 3,071	\$ -	\$ -	\$ -	\$ -
10-3100-100	Transfer in from Town	\$ -	\$ -	\$ -	\$ -	\$ -
10-3400-399	Appropriated Fund Balance- Tourism	\$ -	\$ 237,540	\$ 30,410	\$ -	\$ -
10-3400-399	Appropriated Fund Balance- Infrastructure	\$ -	\$ 32,330	\$ -	\$ -	\$ -
		\$ 984,010	\$ 915,925	\$ 1,068,222	\$ 1,779,974	\$ 1,519,136
	EXPENDITURES:					
EXPENDITURES:						
PERSONNEL	PERSONNEL	\$ 201,027	\$ 202,310	\$ 241,982	\$ 400,348	\$ 403,642
10-8000-005	Salaries	\$ 138,501	\$ 136,750	\$ 147,005	\$ 265,525	\$ 268,440
10-8000-002	Part-time Salaries	\$ 4,082	\$ -	\$ 24,000	\$ -	\$ -
10-8000-006	FICA	\$ 10,446	\$ 10,460	\$ 13,082	\$ 20,313	\$ 20,536
10-8000-007	Retirement Benefit	\$ 13,682	\$ 15,660	\$ 16,685	\$ 42,484	\$ 34,495
10-8000-008	Employee Insurance Benefit	\$ 17,213	\$ 15,800	\$ 17,000	\$ 34,000	\$ 41,000
10-8000-009	Unemployment Reimbursement	\$ -	\$ -	\$ -	\$ -	\$ -
10-8000-015	401K Benefit	\$ 6,674	\$ 6,840	\$ 7,350	\$ 13,276	\$ 13,422
10-8000-053	Dues/Subscriptions	\$ 4,524	\$ 3,800	\$ 3,360	\$ 3,750	\$ 3,750
10-8000-014	Employee Development/Travel	\$ 3,343	\$ 10,000	\$ 8,500	\$ 16,000	\$ 16,000
10-8000-110	Miscellaneous Expenses	\$ 2,562	\$ 3,000	\$ 5,000	\$ 5,000	\$ 6,000
CENTRAL SERVICES	CENTRAL SERVICES	\$ 22,417	\$ 24,000	\$ 24,000	\$ 24,000	\$ 37,500
10-8000-003	Legal Services	\$ -	\$ -	\$ -	\$ -	\$ -
10-8000-004	Audit	\$ 6,805	\$ 7,500	\$ 7,500	\$ 7,500	\$ 8,000
10-8000-054	Prop, Worker's Comp and Liability insuranc	\$ 3,612	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500
10-8000-100	Reimbursement - Town Overhead Costs	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 25,000
DIRECT TOURISM PROMC	DIRECT TOURISM PROMOTIONS	\$ 359,530	\$ 446,350	\$ 456,335	\$ 762,435	\$ 571,782
Operations	OPERATIONS					
10-8000-010	Utilities	\$ 35	\$ -	\$ -	\$ -	\$ -
10-8000-500	Building Lease	\$ 38,340	\$ 38,350	\$ 38,350	\$ 38,350	\$ 38,350
10-8000-501	Maintenance/Repairs to Building	\$ -	\$ -	\$ -	\$ -	\$ -
10-8000-505	Capital Outlay	\$ -	\$ -	\$ 13,000	\$ -	\$ -
10-8000-016	Equipment lease/maintenance	\$ 546	\$ 3,000	\$ 5,870	\$ 9,850	\$ 9,850

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		2019-20 Actual	2020-21 Actual	2021-22 Adopted	FY 22-23 Adopted	FY 23-24 Adopted
10-8000-012	Telephone	\$ 1,486	\$ 2,000	\$ 2,500	\$ 2,500	\$ 2,500
10-8000-020	Custodial Services	\$ -	\$ -	\$ -	\$ -	\$ -
10-8000-033	Materials/Supplies	\$ 1,205	\$ 2,500	\$ 7,410	\$ 7,000	\$ 12,000
10-8000-050	Contingency				\$ 50,300	\$ 72,507
	Advertising, Marketing					
	ADVERTISING, MARKETING & PR					
10-8200-050	Advertising funds	\$ 167,501	\$ 176,500	\$ 125,000	\$ 150,000	\$ 150,000
10-8200-020	Promotional TDA/Town Calendars	\$ 5,500	\$ 4,000	\$ 4,000	\$ 5,000	\$ 6,000
10-8000-011	Postage/Mailing Fulfillment	\$ 1,527	\$ 2,500	\$ 4,500	\$ 4,000	\$ 4,500
10-8200-010	Website	\$ 12,132	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000
10-8200-100	Creative	\$ 7,234	\$ 22,000	\$ 102,877	\$ 50,000	\$ 20,000
10-8200-200	PR Campaign/Media Relations	\$ -	\$ -	\$ -	\$ -	\$ 51,402
10-8200-300	Collateral	\$ 16,989	\$ 16,000	\$ 28,000	\$ 35,000	\$ 27,000
10-8200-400	Client Entertainment	\$ 436	\$ 5,000	\$ 3,000	\$ 5,000	\$ 8,000
10-8200-500	Purchased Services	\$ 35,833	\$ 36,000	\$ 37,828	\$ 190,435	\$ 85,173
10-8200-600	Middle Fork Greenway Support	\$ -	\$ -	\$ -	\$ -	\$ -
10-8200-700	Kiosk Maintenance	\$ 17,266	\$ 3,000	\$ 11,500	\$ 16,500	\$ 16,000
	NEW Electronic Kiosk #2	\$ -	\$ -	\$ -	\$ -	\$ -
10-8100-020	TDA - Master Signage Plan	\$ 5,000	\$ -	\$ -	\$ 78,000	\$ -
10-8100-030	Tourism Marketing Survey - Management P	\$ -	\$ 75,000	\$ 12,000	\$ -	\$ 8,000
10-8300-050	Events Support	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
10-8300-060	STR Helper	\$ -	\$ -	\$ -	\$ -	\$ -
	Support to Organized (
	SUPPORT TO ORGANIZED GROUPS/EVENTS					
10-8300-010	Town P&R Special Events*	\$ 28,500	\$ 28,500	\$ 28,500	\$ 28,500	\$ 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					
	TOURISM RELATED EXPENDITURES	\$ 376,604	\$ 247,615	\$ 345,905	\$ 593,191	\$ 506,212
10-8400-010	Town Property Purchase (Park/Museum/Pa	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-015	Park restroom Attendant (portion)	\$ -	\$ -	\$ 25,000	\$ 70,000	\$ 70,000
10-8400-016	school restroom			\$ -	\$ -	\$ -
10-8400-020	Town Landscaping/Beautification (portion)	\$ 10,000	\$ -	\$ 20,000	\$ 20,000	\$ 20,000
10-8400-030	Town Christmas Decorations	\$ 1,967	\$ -	\$ 3,300	\$ 20,000	\$ 20,000
10-8400-040	Town Sidewalks	\$ -	\$ -	\$ 10,000	\$ 13,000	\$ 13,000
10-8400-050	Town Street Maintenance	\$ -	\$ -	\$ 13,500	\$ 15,000	\$ 15,000

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		2019-20 Actual	2020-21 Actual	2021-22 Adopted	FY 22-23 Adopted	FY 23-24 Adopted
10-8400-055	Hwy 321 Landscaping (1/2 of cost)	\$ -	\$ -	\$ 132,305	\$ 145,000	\$ 149,350
10-8400-060	Town Memorial Park Maintenance/supplies	\$ 6,000	\$ -	\$ 6,000	\$ 12,000	\$ 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)	\$ 1,500	\$ -	\$ 3,000	\$ 5,000	\$ 5,000
10-8400-091	Memorial Park Maint./Repair	\$ -	\$ -	\$ 3,323	\$ 6,000	\$ 6,000
10-8400-094	Memorial Park Improvements/(CIP)	\$ -	\$ -	\$ -	\$ 60,000	\$ -
10-8400-095	Memorial Park Tree Replacements (2-phases)	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-096	Memorial Park Playground Rehab Project F	\$ 63,943	\$ 150,000	\$ -	\$ -	\$ -
10-8400-100	Town Streetlights	\$ 23,500	\$ 5,000	\$ 25,000	\$ 46,250	\$ 46,250
10-8400-110	Directional signage for Downtown	\$ -	\$ -	\$ -	\$ 61,603	\$ 26,587
10-8400-111	Directional signage for Downtown- Phase 2 Reserve					\$ 35,016
10-8400-120	Parking Facility American Legion	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-121	Parking Facility BRAHM	\$ 95,754	\$ 92,615	\$ 89,477	\$ 86,338	\$ 83,200
10-8400-101	Support for Town Gateways	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-150	Kiosks	\$ -	\$ -	\$ -	\$ 15,000	\$ -
	Electronic Parking Space Counter System	\$ 3,940	\$ -	\$ -	\$ -	\$ -
10-8400-103	Special Event				\$ 3,000	\$ 4,809
10-8400-102	Downtown Shuttle Trial	\$ 10,000	\$ -	\$ 15,000	\$ 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	\$ -	\$ -	\$ -	\$ -	\$ -
10-8400-140	Support to Middle Fork Greenway Organiza	\$ 85,000	\$ -	\$ -	\$ -	\$ -
10-8400-150	Support to Blue Ridge Parkway Foundation	\$ 25,000	\$ -	\$ -	\$ -	\$ -
		\$ 959,579	\$ 920,275	\$ 1,068,222	\$ 1,779,974	\$ 1,519,136
		\$ 24,431	\$ (4,350)	\$ -	\$ -	\$ (0)