

Blowing Rock TDA - Budget Workbook

		FY 22-23 Adopted	FY 22-23 Actuals	FY 23-24 Adopted	FY 24-25 Adopted
REVENUE:					
10-3100-300	Occupancy Tax Receipts (net)	\$ 1,779,574	\$ 1,702,462	\$ 1,518,636	\$ 1,800,000
10-3400-329	Interest Income	400	3,453	500	2,000
	Total Revenues	\$ 1,779,974	\$ 1,705,915	\$ 1,519,136	\$ 1,802,000

EXPENDITURES:**PERSONNEL**

10-8000-005	Salaries	\$ 265,525	\$ 273,347	\$ 268,440	\$ 290,927
10-8000-002	Part-time Salaries	-	-	-	-
10-8000-006	FICA	20,313	20,287	20,536	22,256
10-8000-007	Retirement Benefit	42,484	31,672	34,495	37,384
10-8000-008	Employee Insurance Benefit	34,000	34,850	41,000	52,320
10-8000-015	401K Benefit	13,276	13,070	13,422	14,546
10-8000-053	Dues/Subscriptions	3,750	4,243	3,750	3,800
10-8000-014	Employee Development/Travel	16,000	15,732	16,000	18,000
10-8000-110	Miscellaneous Expenses	5,000	2,761	6,000	5,000
	Personnel subtotal	\$ 400,348	\$ 395,962	\$ 403,643	\$ 444,233

CENTRAL SERVICES

10-8000-003	Legal Services	\$ -	\$ -	\$ -	\$ -
10-8000-004	Audit	7,500	7,805	8,000	8,300
10-8000-054	Prop, Worker's Comp and Liability insurance	4,500	4,153	4,500	4,000
10-8000-100	Reimbursement - Town Overhead Costs	12,000	12,000	25,000	25,000
	Central Services Subtotal	\$ 24,000	\$ 23,958	\$ 37,500	\$ 37,300

DIRECT TOURISM PROMOTIONS**OPERATIONS**

10-8000-500	Building Lease	\$ 38,350	\$ 38,340	\$ 38,350	\$ 44,400
10-8000-505	Capital Outlay	-	-	-	-
10-8000-016	Equipment lease/maintenance	9,850	7,291	9,850	11,050

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10-8000-012	Telephone	2,500	1,980	2,500	2,800
10-8000-033	Materials/Supplies	7,000	2,246	12,000	12,000
10-8000-050	Contingency	50,300	5,125	72,507	47,464
	Operations Subtotal	\$ 108,000	\$ 54,982	\$ 135,207	\$ 117,714

ADVERTISING, MARKETING & PR

10-8200-050	Advertising funds	\$ 150,000	\$ 174,257	\$ 150,000	\$ 200,000
10-8200-020	Promotional TDA/Town Calendars	5,000	5,000	6,000	6,500
10-8000-011	Postage/Mailing Fulfillment	4,000	2,556	4,500	4,000
10-8200-010	Website	12,000	2,456	12,000	57,145
10-8200-100	Creative	50,000	5,519	20,000	20,000
10-8200-200	PR Campaign/Media Relations	-	-	51,402	15,000
10-8200-300	Collateral	35,000	25,181	27,000	30,000
10-8200-400	Client Entertainment	5,000	2,580	8,000	6,000
10-8200-500	Purchased Services	190,435	36,770	85,173	22,542
10-8200-700	Kiosk Maintenance	16,500	4,062	16,000	18,000
10-8100-020	TDA - Master Signage Plan	78,000	40,700	-	100,000
10-8100-030	Tourism Marketing - Branding Study	-	-	8,000	75,000
10-8300-050	Events Support	20,000	45,000	20,000	20,000
	Marketing and PR Subtotal	\$ 565,935	\$ 344,081	\$ 408,075	\$ 574,187

SUPPORT TO ORGANIZED GROUPS/EVENTS

10-8300-010	Town P&R Special Events*	\$ 28,500	\$ 28,500	\$ 28,500	\$ 28,500
10-8300-015	Horseshow 100 Year Anniversary Promo	40,000	1,750	-	-
10-8300-016	History Walk	10,000	10,000	-	-
10-8300-017	Postcard Selfie Spot Relocation	10,000	-	-	-
10-8200-600	Support to Middle Fork Greenway	-	-	-	-
	Support to Groups/Events Subtotal	\$ 88,500	\$ 40,250	\$ 28,500	\$ 28,500
	Total Direct Tourism Promotion	\$ 762,435	\$ 439,313	\$ 571,782	\$ 720,401
	Total 2/3rd Expenditures	\$ 1,186,783	\$ 859,233	\$ 1,012,925	\$ 1,201,934

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TOURISM RELATED EXPENDITURES					
10-8400-015	Park restroom Attendant (portion)	\$ 70,000	\$ 70,000	\$ 70,000	\$ 70,000
10-8400-020	Town Landscaping/Beautification (portion)	20,000	20,000	20,000	20,000
10-8400-030	Town Christmas Decorations	20,000	20,000	20,000	30,000
10-8400-040	Town Sidewalks	13,000	13,000	13,000	13,000
10-8400-050	Town Street Maintenance	15,000	15,000	15,000	15,000
10-8400-055	Hwy 321 Landscaping (1/2 of cost)	145,000	145,000	149,350	175,000
10-8400-060	Town Memorial Park Maintenance/supplies	12,000	12,000	12,000	12,000
10-8400-090	Town Center Beautification (Sanitation)	5,000	5,000	5,000	84,000
10-8400-091	Memorial Park Maintenance	6,000	6,000	6,000	20,000
10-8400-094	Town Capital Projects	60,000	60,000	-	100,000
10-8400-100	Town Streetlights	46,250	46,250	46,250	51,066
10-8400-110	Directional signage for Downtown	61,603	61,603	61,603	-
10-8400-121	Parking Facility BRAHM	86,338	86,338	83,200	-
10-8400-150	Kiosks	15,000	15,000	-	-
10-8400-103	Special Event	3,000	3,000	4,808	-
10-8400-102	Downtown Shuttle Trial	15,000	15,000	-	-
10-8600-000	Contingency	-	-	-	10,000
Tourism Related Town Expenditures Subtotal and 1/3rd		\$ 593,191	\$ 593,191	\$ 506,211	\$ 600,066
Expenditure Total		\$ 1,779,974	\$ 1,452,424	\$ 1,519,136	\$ 1,802,000