

# TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX ALLOCATION

- **FY 2016 Blowing Rock Tourism Authority - Town Allocation**  
[\(Attachment 1\)](#)

## TDA Annual Budget/Actual Worksheet: FY 2010-2016

	2009-10 Actual	2010-11 Actual	2011-12 Actual	2012-13 Actual	2013-14 Actual	2014-15 Budget	2015-2016 Recommended		% of Budget
<b>REVENUE:</b>									
Occupancy Tax Receipts (net)	609,590	683,304	701,783	736,155	774,793	772,664	825,555		99.91%
Lease income	22,630	16,380	-	-	-	-	-		0.00%
Interest Income	955	461	427	201	314	500	250		0.03%
Miscellaneous Income	1,342	1,581	5,599	5,990	1,677	1,000	500		0.06%
Transfer in from Town									0.00%
Appropriated Fund Balance	-	-	-				-		0.00%
	<b>634,517</b>	<b>701,726</b>	<b>707,809</b>	<b>742,346</b>	<b>776,784</b>	<b>774,164</b>	<b>826,305</b>		100.00%
<b>EXPENDITURES:</b>									
<b>ADMINISTRATIVE</b>	<b>155,500</b>	<b>157,247</b>	<b>166,073</b>	<b>169,945</b>	<b>164,992</b>	<b>179,399</b>	<b>192,195</b>	#	23.26%
Salaries	94,280	94,280	97,925	101,408	100,748	104,593	107,730		13.04%
Part-time Salaries	30,408	29,289	27,044	26,957	22,714	26,765	28,000		3.39%
FICA	9,297	9,519	9,289	8,976	9,324	10,049	10,383		1.26%
Retirement Benefit	5,751	7,434	8,010	7,953	10,448	8,754	11,850		1.43%
Employee Insurance Benefit	7,606	8,251	10,881	13,063	11,533	15,000	13,405		1.62%
Unemployment Reimbursement	0	(0)	0	0	(0)	0	-		0.00%
401K Benefit	1,886	1,958	1,958	1,978	2,015	2,092	4,309		0.52%
Relocation Benefit									0.00%
Advertising	-	-	-	-	-	-	-		0.00%
Dues/Subscriptions	2,379	1,941	2,351	1,902	2,686	2,500	4,000		0.48%
Employee Development/Travel	2,848	3,268	3,624	4,511	3,882	4,500	6,000		0.73%
Miscellaneous Expenses	1,045	1,307	4,991	3,197	1,642	5,146	6,517		0.79%
<b>CENTRAL SERVICES</b>	<b>16,082</b>	<b>15,504</b>	<b>17,589</b>	<b>15,711</b>	<b>16,303</b>	<b>17,000</b>	<b>20,810</b>	#	2.52%
Legal Services	-	-	-	-	-	-	-		0.00%
Audit	3,500	3,512	5,258	3,512	3,750	4,000	6,010		0.73%
Prop, Worker's Comp and Liability insurance	4,082	3,492	3,831	3,699	4,053	4,500	3,800		0.46%
Reimbursement - Town Overhead Costs	8,500	8,500	8,500	8,500	8,500	8,500	11,000		1.33%
<b>DIRECT TOURISM PROMOTIONS</b>	<b>327,206</b>	<b>308,977</b>	<b>258,896</b>	<b>265,514</b>	<b>276,299</b>	<b>320,210</b>	<b>338,115</b>	#	40.92%
<b>VISITOR CENTER OPERATIONS</b>									
Utilities	4,398	4,616	582	-	-	-	-		0.00%
Building Lease	55,200	55,200	29,250	39,000	38,990	39,000	39,000		4.72%
Maintenance/Repairs to Building	3,946	3,770	-	-	-	-	-		0.00%
Equipment lease/maintenance	9,229	7,790	5,715	6,435	5,264	7,000	6,500		0.79%
Telephone	5,775	5,326	5,528	2,409	2,349	3,960	3,000		0.36%
Custodial Services	2,898	2,958	555	-	-	-	-		0.00%
Materials/Supplies	6,148	3,611	5,419	4,310	3,103	5,000	10,000		1.21%

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<b>ADVERTISING, MARKETING &amp; PR</b>									
Advertising funds	105,288	104,021	97,912	108,116	96,676	125,000	140,000		16.94%
Promotional TDA/Town Calendars	7,500	7,504	7,500	7,500	7,500	6,000	6,000	*	0.73%
Postage/Mailing Fulfillment	5,405	4,756	5,087	4,954	4,233	4,500	6,000		0.73%
Website	4,590	2,044	1,117	675	4,955	12,500	12,000		1.45%
Creative	7,745	5,513	7,611	5,410	5,675	12,000	12,000		1.45%
PR Campaign/Media Relations	26,000	24,000	24,000	24,000	24,000	24,000	24,000		2.90%
Collateral	27,749	14,281	11,454	5,727	22,951	15,000	15,000		1.82%
Client Entertainment	2,128	2,781	1,181	2,316	2,575	2,500	2,500		0.30%
Purchased Services	1,008	924	1,585	1,662	2,412	2,000	1,500		0.18%
Middle Fork Greenway Support					-	3,000	-		0.00%
Kiosk Maintenance					-	-	3,000		0.36%
TDA - Master Signage Plan	15,000	15,000	15,000	15,000	15,000	-	5,000	*	0.61%
Tourism Marketing Survey	5,000	11,599	-	-	2,616		5,000		0.61%
Events Support	8,199	9,283	15,400	14,000	14,000	19,750	20,000		2.42%
<b>SUPPORT TO ORGANIZED GROUPS/EVENTS</b>									
Town P&R Special Events*	24,000	24,000	24,000	24,000	24,000	24,000	27,615	*	3.34%
Support to Middle Fork Greenway					-	15,000	-	*	0.00%

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<b>TOURSIM INFRASTRUCTURE</b>	<b>203,196</b>	<b>220,000</b>	<b>228,330</b>	<b>233,926</b>	<b>248,447</b>	<b>257,555</b>	<b>275,185</b>	@	33.30%
Town Property Purchase (Park/Museum/Parking)	70,560	68,255	66,050	63,760	61,510	59,259	57,025		6.90%
Town Landscaping/Beautification (portion)	15,000	20,000	20,000	20,000	20,000	20,000	20,195		2.44%
Town Christmas Decorations	2,475	3,300	3,300	3,300	3,300	3,300	3,300		0.40%
Town Sidewalks	-	25,000		7,190	7,000	2,000	2,000		0.24%
Town Street Maintenance	11,261	25,000		-	6,000	-	-		0.00%
Town Memorial Park Maintenance/Clean-up Detail	4,500	6,000	6,000	6,000	-	6,000	6,000		0.73%
Town Park/Playground Renovation (portion)	-	-		-	-	8,667	8,665		1.05%
Town Tennis Courts Resurfacing (portion)	-	-		-	-				0.00%
Town Center Beautification	2,250	3,000	4,575	3,000	3,000	3,000	3,000		0.36%
Town Streetlights	-	-		-	-				0.00%
Directional signage for Downtown	-	-		-	-				0.00%
Parking Facility American Legion	97,150	69,445	128,405	125,075	121,690	118,329	-		0.00%
Parking Facility BRAHM	-	-	-	-	8,800	-	-		0.00%
Support for Town Gateways	-	-	-	-	-	-	150,000		18.15%
Town Parking Fund Interest	-	-		-	-	-	-		0.00%
Contingency	-	-		-	-	-	-		0.00%
G.B. Wifi Connectivity	-	-	-	-	17,147	30,000	-		0.00%
Support to Middle Fork Greenway Organization	-	-	-	-	-	7,000	25,000		3.03%
	<b>701,984</b>	<b>701,728</b>	<b>678,656</b>	<b>685,096</b>	<b>706,041</b>	<b>774,164</b>	<b>826,305</b>		100.00%
							38,615	*	
							512,505	#	
							551,120		
							275,185	@	
							826,305		
							750		
							18,256		
							843,810		
							38,615	*	
							275,185	@	
							18,256		
							332,056		