

TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX ALLOCATION

- **FY 2017 Blowing Rock Tourism Authority - Town Allocation**
[\(Attachment 1\)](#)

TDA Annual Budget/Actual Worksheet: FY 2010-2017

| | | 2009-10 Actual | 2010-11 Actual | 2011-12 Actual | 2012-13 Actual | 2013-14 Actual | 2014-15 Actual | 2014-15 Actual as of 3/13/2015 | 2015-2016 Adopted | 2016-2017 Adopted | | % of Budget |
|--|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------------------------|----------------------|----------------------|----------|----------------|
| REVENUE: | REVENUE: | | | | | | | | | | | |
| 10-3100-300 | Occupancy Tax Receipts (net) | 609,590 | 683,304 | 701,783 | 736,155 | 774,793 | 772,664 | 569,935 | 825,555 | 929,907 | | 99.91% |
| 10-3400-381 | Lease income | 22,630 | 16,380 | - | - | - | - | - | - | - | | 0.00% |
| 10-3400-329 | Interest Income | 955 | 461 | 427 | 201 | 314 | 500 | - | 250 | 250 | | 0.03% |
| 10-3400-335 | Miscellaneous Income | 1,342 | 1,581 | 5,599 | 5,990 | 1,677 | 1,000 | 278 | 500 | 500 | | 0.06% |
| 10-3100-100 | Transfer in from Town | - | - | - | - | - | - | - | - | - | | 0.00% |
| 10-3400-399 | Appropriated Fund Balance | - | - | - | - | - | - | - | - | - | | 0.00% |
| | | 634,517 | 701,726 | 707,809 | 742,346 | 776,784 | 774,164 | 570,214 | 826,305 | 930,657 | | 100.00% |
| | EXPENDITURES: | | | | | | | | | | | |
| EXPENDITURES: | | | | | | | | | | | | |
| PERSONNEL | PERSONNEL | 155,500 | 157,247 | 166,073 | 169,945 | 164,992 | 179,399 | 120,802 | 192,195 | 200,000 | # | 23.26% |
| 10-8000-005 | Salaries | 94,280 | 94,280 | 97,925 | 101,408 | 100,748 | 104,593 | 72,316 | 107,730 | 115,589 | | 13.04% |
| 10-8000-002 | Part-time Salaries | 30,408 | 29,289 | 27,044 | 26,957 | 22,714 | 26,765 | 18,643 | 28,000 | 28,000 | | 3.39% |
| 10-8000-006 | FICA | 9,297 | 9,519 | 9,289 | 8,976 | 9,324 | 10,049 | 6,873 | 10,383 | 10,985 | | 1.26% |
| 10-8000-007 | Retirement Benefit | 5,751 | 7,434 | 8,010 | 7,953 | 10,448 | 8,754 | 6,053 | 11,850 | 9,883 | | 1.43% |
| 10-8000-008 | Employee Insurance Benefit | 7,606 | 8,251 | 10,881 | 13,063 | 11,533 | 15,000 | 10,831 | 13,405 | 13,765 | | 1.62% |
| 10-8000-009 | Unemployment Reimbursement | - | - | - | - | - | - | - | - | - | | 0.00% |
| 10-8000-015 | 401K Benefit | 1,886 | 1,958 | 1,958 | 1,978 | 2,015 | 2,092 | 1,446 | 4,309 | 5,779 | | 0.52% |
| 10-8000-009 | Relocation Benefit | | | | | | | | | | | 0.00% |
| 10-8000-055 | Advertising | - | - | - | - | - | - | - | - | - | | 0.00% |
| 10-8000-053 | Dues/Subscriptions | 2,379 | 1,941 | 2,351 | 1,902 | 2,686 | 2,500 | 1,852 | 4,000 | 4,000 | | 0.48% |
| 10-8000-014 | Employee Development/Travel | 2,848 | 3,268 | 3,624 | 4,511 | 3,882 | 4,500 | 2,685 | 6,000 | 7,000 | | 0.73% |
| 10-8000-110 | Miscellaneous Expenses | 1,045 | 1,307 | 4,991 | 3,197 | 1,642 | 5,146 | 102 | 6,517 | 5,000 | | 0.79% |
| | | | | | | | | | | | | |
| CENTRAL SERVICES | CENTRAL SERVICES | 16,082 | 15,504 | 17,589 | 15,711 | 16,303 | 17,000 | 11,919 | 20,810 | 21,800 | # | 2.52% |
| 10-8000-003 | Legal Services | - | - | - | - | - | - | - | - | - | | 0.00% |
| 10-8000-004 | Audit | 3,500 | 3,512 | 5,258 | 3,512 | 3,750 | 4,000 | 6,010 | 6,010 | 6,000 | | 0.73% |
| 10-8000-054 | Prop, Worker's Comp and Liability insurance | 4,082 | 3,492 | 3,831 | 3,699 | 4,053 | 4,500 | 3,784 | 3,800 | 3,800 | | 0.46% |
| 10-8000-100 | Reimbursement - Town Overhead Costs | 8,500 | 8,500 | 8,500 | 8,500 | 8,500 | 8,500 | 2,125 | 11,000 | 12,000 | * | 1.33% |
| | | | | | | | | | | | | |
| DIRECT TOURISM PROMC Operations | DIRECT TOURISM PROMOTIONS OPERATIONS | 327,206 | 308,977 | 258,896 | 265,514 | 276,299 | 320,210 | 154,183 | 338,115 | 398,887 | # | 40.92% |
| 10-8000-010 | Utilities | 4,398 | 4,616 | 582 | - | - | - | - | - | - | | 0.00% |
| 10-8000-500 | Building Lease | 55,200 | 55,200 | 29,250 | 39,000 | 38,990 | 39,000 | 26,000 | 39,000 | 20,076 | | 4.72% |
| 10-8000-501 | Maintenance/Repairs to Building | 3,946 | 3,770 | - | - | - | - | - | - | - | | 0.00% |
| 10-8000-016 | Equipment lease/maintenance | 9,229 | 7,790 | 5,715 | 6,435 | 5,264 | 7,000 | 3,701 | 6,500 | 3,000 | | 0.79% |
| 10-8000-012 | Telephone | 5,775 | 5,326 | 5,528 | 2,409 | 2,349 | 3,960 | 1,696 | 3,000 | 4,000 | | 0.36% |
| 10-8000-020 | Custodial Services | 2,898 | 2,958 | 555 | - | - | - | - | - | - | | 0.00% |
| 10-8000-033 | Materials/Supplies | 6,148 | 3,611 | 5,419 | 4,310 | 3,103 | 5,000 | 2,384 | 10,000 | 7,000 | | 1.21% |

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|------------------------------------|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------------------------|----------------------|----------------------|---|----------------|
| Advertising, Marketing | ADVERTISING, MARKETING & PR | | | | | | | | | | | |
| 10-8200-050 | Advertising funds | 105,288 | 104,021 | 97,912 | 108,116 | 96,676 | 125,000 | 51,009 | 140,000 | 193,368 | | 16.94% |
| 10-8200-020 | Promotional TDA/Town Calendars | 7,500 | 7,504 | 7,500 | 7,500 | 7,500 | 6,000 | 1,500 | 6,000 | 6,000 | * | 0.73% |
| 10-8000-011 | Postage/Mailing Fulfillment | 5,405 | 4,756 | 5,087 | 4,954 | 4,233 | 4,500 | 2,906 | 6,000 | 6,000 | | 0.73% |
| 10-8200-010 | Website | 4,590 | 2,044 | 1,117 | 675 | 4,955 | 12,500 | 11,597 | 12,000 | 12,000 | | 1.45% |
| 10-8200-100 | Creative | 7,745 | 5,513 | 7,611 | 5,410 | 5,675 | 12,000 | 9,745 | 12,000 | 12,000 | | 1.45% |
| 10-8200-200 | PR Campaign/Media Relations | 26,000 | 24,000 | 24,000 | 24,000 | 24,000 | 24,000 | 18,000 | 24,000 | 24,000 | | 2.90% |
| 10-8200-300 | Collateral | 27,749 | 14,281 | 11,454 | 5,727 | 22,951 | 15,000 | 1,947 | 15,000 | 18,000 | | 1.82% |
| 10-8200-400 | Client Entertainment | 2,128 | 2,781 | 1,181 | 2,316 | 2,575 | 2,500 | 1,316 | 2,500 | 3,000 | | 0.30% |
| 10-8200-500 | Purchased Services | 1,008 | 924 | 1,585 | 1,662 | 2,412 | 2,000 | 501 | 1,500 | 4,000 | | 0.18% |
| 10-8200-600 | Middle Fork Greenway Support | - | - | - | - | - | 3,000 | - | - | - | | 0.00% |
| 10-8200-700 | Kiosk Maintenance | - | - | - | - | - | - | 2,130 | 3,000 | 3,000 | | 0.36% |
| NEW | Electronic Kiosk #2 | - | - | - | - | - | - | - | - | 30,000 | | 0.00% |
| 10-8100-020 | TDA - Master Signage Plan | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | - | - | 5,000 | 5,000 | * | 0.61% |
| 10-8100-030 | Tourism Marketing Survey | 5,000 | 11,599 | - | - | 2,616 | - | - | 5,000 | - | | 0.61% |
| 10-8300-050 | Events Support | 8,199 | 9,283 | 15,400 | 14,000 | 14,000 | 19,750 | 10,000 | 20,000 | 20,000 | | 2.42% |
| | | | | | | | | | | | | |
| Support to Organized Groups | SUPPORT TO ORGANIZED GROUPS/EVENTS | | | | | | | | | | | |
| 10-8300-010 | Town P&R Special Events* | 24,000 | 24,000 | 24,000 | 24,000 | 24,000 | 24,000 | 6,000 | 27,615 | 28,443 | * | 3.34% |
| | Support to Middle Fork Greenway | - | - | - | - | - | 15,000 | 3,750 | - | - | * | 0.00% |

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|-------------------------------|--|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------------------------|----------------------|----------------------|---|----------------|
| TOURISM INFRASTRUCTURE | TOURISM INFRASTRUCTURE | 203,196 | 220,000 | 228,330 | 233,926 | 248,447 | 257,555 | 64,389 | 275,185 | 309,969 | @ | 33.30% |
| 10-8400-010 | Town Property Purchase (Park/Museum/Parking) | 70,560 | 68,255 | 66,050 | 63,760 | 61,510 | 59,259 | 14,815 | 57,025 | 54,768 | | 6.90% |
| 10-8400-020 | Town Landscaping/Beautification (portion) | 15,000 | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 5,000 | 20,195 | 20,801 | | 2.44% |
| 10-8400-030 | Town Christmas Decorations | 2,475 | 3,300 | 3,300 | 3,300 | 3,300 | 3,300 | 825 | 3,300 | 3,300 | | 0.40% |
| 10-8400-040 | Town Sidewalks | - | 25,000 | - | 7,190 | 7,000 | 2,000 | 500 | 2,000 | - | | 0.24% |
| 10-8400-050 | Town Street Maintenance | 11,261 | 25,000 | - | - | 6,000 | - | - | - | - | | 0.00% |
| 10-8400-060 | Town Memorial Park Maintenance/Clean-up Detail | 4,500 | 6,000 | 6,000 | 6,000 | - | 6,000 | 1,500 | 6,000 | 6,000 | | 0.73% |
| 10-8400-070 | Town Park/Playground Renovation (portion) | - | - | - | - | - | 8,667 | 2,167 | 8,665 | - | | 1.05% |
| 10-8400-080 | Town Tennis Courts Resurfacing (portion) | - | - | - | - | - | - | - | - | - | | 0.00% |
| 10-8400-090 | Town Center Beautification (Sanitation) | 2,250 | 3,000 | 4,575 | 3,000 | 3,000 | 3,000 | 750 | 3,000 | 3,000 | | 0.36% |
| 10-8400-100 | Town Streetlights | - | - | - | - | - | - | - | - | - | | 0.00% |
| 10-8400-110 | Directional signage for Downtown | - | - | - | - | - | - | - | - | - | | 0.00% |
| 10-8400-120 | Parking Facility American Legion | 97,150 | 69,445 | 128,405 | 125,075 | 121,690 | 118,329 | 29,582 | - | - | | 0.00% |
| 10-8400-121 | Parking Facility BRAHM | - | - | - | - | 8,800 | - | - | - | 105,169 | | 0.00% |
| 10-8400-101 | Support for Town Gateways | - | - | - | - | - | - | - | 150,000 | 21,931 | | 18.15% |
| NEW | Electronic Kiosk #1 | - | - | - | - | - | - | - | - | 30,000 | | |
| NEW | Electronic Parking Space Counter System | - | - | - | - | - | - | - | - | 30,000 | | |
| 10-8500-900 | Town Parking Fund Interest | - | - | - | - | - | - | - | - | - | | 0.00% |
| 10-8600-000 | Contingency | - | - | - | - | - | - | - | - | - | | 0.00% |
| 10-8400-130 | General Business Wifi Connectivity | - | - | - | - | 17,147 | 30,000 | 7,500 | - | 10,000 | | 0.00% |
| 10-8400-140 | Support to Middle Fork Greenway Organization | - | - | - | - | - | 7,000 | 1,750 | 25,000 | 25,000 | | 3.03% |
| | | | | | | | | | | | | |
| | | 701,984 | 701,728 | 678,656 | 685,096 | 706,041 | 774,164 | 351,292 | 826,305 | 930,657 | | 100.00% |