

TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX ALLOCATION

- FY 2018-19 Blowing Rock Tourism Authority - Town Allocation
(Attachment 1)

TDA Annual Budget/Actual Worksheet: FY 2011/2012-2018/2019

	2011-12 Actual	2012-13 Actual	2013-14 Actual	2014-15 Actual	2015-2016 Actual	2016-2017 Actual	2017-2018 Budget	2018-2019 Adopted
REVENUE:								
10-3100-300 Occupancy Tax Receipts (net)	701,783	736,155	774,793	841,221	940,868	976,694	929,907	942,907
10-3400-381 Lease income	-	-	-	-	-	-	-	-
10-3400-329 Interest Income	427	201	314	633	253	449	250	500
10-3400-335 Miscellaneous Income	5,599	5,990	1,677	391	379	301	-	-
10-3100-100 Transfer in from Town	-	-	-	-	-	-	-	-
10-3400-399 Appropriated Fund Balance	-	-	-	-	-	-	42,440	-
	707,809	742,346	776,784	842,245	941,500	977,445	972,597	943,407
EXPENDITURES:								
PERSONNEL								
10-8000-005 Salaries	166,073	169,945	164,992	179,727	178,414	182,435	197,760	201,829
10-8000-002 Part-time Salaries	97,925	101,408	100,748	104,165	107,840	119,959	118,440	125,000
10-8000-006 FICA	27,044	26,957	22,714	27,927	14,625	7,984	18,000	16,000
10-8000-007 Retirement Benefit	9,289	8,976	9,324	9,941	9,208	8,726	10,440	10,789
10-8000-008 Employee Insurance Benefit	8,010	7,953	10,448	8,753	9,489	9,876	10,425	11,002
10-8000-009 Unemployment Reimbursement	10,881	13,063	11,533	15,608	13,608	13,485	15,830	17,000
10-8000-015 401K Benefit	-	-	-	-	-	-	-	-
10-8000-053 Dues/Subscriptions	1,958	1,978	2,015	2,083	3,235	5,732	5,925	6,253
10-8000-014 Employee Development/Travel	2,351	1,902	2,686	2,227	2,032	3,385	5,200	3,285
10-8000-110 Miscellaneous Expenses	3,624	4,511	3,882	4,464	7,400	7,085	7,500	7,500
	4,991	3,197	1,642	4,559	10,977	6,202	6,000	5,000
CENTRAL SERVICES	17,589	15,711	16,303	16,054	18,458	19,800	22,506	22,500
10-8000-003 Legal Services	-	-	-	-	-	-	-	-
10-8000-004 Audit	5,258	3,512	3,750	3,770	3,750	4,500	6,000	6,000
10-8000-054 Prop. Worker's Comp and Liability insurance	3,831	3,699	4,053	3,784	3,708	3,300	4,506	4,500
10-8000-100 Reimbursement - Town Overhead Costs	8,500	8,500	8,500	8,500	11,000	12,000	12,000	12,000
DIRECT TOURISM PROMOTIONS	258,896	265,514	276,299	330,468	344,313	391,060	442,363	404,777
OPERATIONS								
10-8000-010 Utilities	582	-	-	-	-	-	-	-
10-8000-500 Building Lease	29,250	39,000	38,990	39,000	37,790	20,064	33,900	38,350
10-8000-501 Maintenance/Repairs to Building	-	-	-	2,130	-	-	-	-
10-8000-016 Equipment lease/maintenance	5,715	6,435	5,264	5,729	5,598	4,081	3,800	3,800
10-8000-012 Telephone	5,528	2,409	2,349	2,505	2,335	2,575	2,580	2,500
10-8000-020 Custodial Services	555	-	-	-	-	-	-	-
10-8000-033 Materials/Supplies	5,419	4,310	3,103	4,482	8,850	1,622	8,000	6,500

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Advertising, Marketing, ADVERTISING, MARKETING & PR							3,640	
10-8200-050 Advertising funds	97,912	108,116	96,676	129,792	138,217	199,911	200,000	208,667
10-8200-020 Promotional TDA/Town Calendars	7,500	7,500	7,500	6,000	6,000	6,000	6,000	5,500 *
10-8000-011 Postage/Mailing Fulfillment	5,087	4,954	4,233	4,272	4,298	2,901	5,000	4,500
10-8200-010 Website	1,117	675	4,955	13,695	8,585	10,694	15,000	15,000
10-8200-100 Creative	7,611	5,410	5,675	12,835	6,375	10,830	12,000	12,000
10-8200-200 PR Campaign/Media Relations	24,000	24,000	24,000	24,000	24,000	24,000	24,000	-
10-8200-300 Collateral	11,454	5,727	22,951	13,490	15,451	15,081	22,000	20,000
10-8200-400 Client Entertainment	1,181	2,316	2,575	1,837	1,932	952	3,000	3,000
10-8200-500 Purchased Services	1,585	1,662	2,412	1,701	854	9,784	23,000	29,700
10-8200-600 Middle Fork Greenway Support	-	-	-	3,000	-	-	-	-
10-8200-700 Kiosk Maintenance	-	-	-	-	1,195	974	2,000	1,760
NEW Electronic Kiosk #2	-	-	-	-	-	24,818	-	-
10-8100-020 TDA - Master Signage Plan	15,000	15,000	15,000	-	5,218	5,000	5,000	5,000 *
10-8100-030 Tourism Marketing Survey	-	-	2,616	-	5,000	-	25,000	-
10-8300-050 Events Support	15,400	14,000	14,000	27,000	45,000	23,328	20,000	20,000
Support to Organized (SUPPORT TO ORGANIZED GROUPS/EVENTS								
10-8300-010 Town P&R Special Events*	24,000	24,000	24,000	24,000	27,615	28,443	28,443	28,500 *
Support to Middle Fork Greenway	-	-	-	15,000	-	-	-	- *

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TOURISM INFRASTRUCTURE		228,330	233,926	248,447	250,555	276,923	309,969	309,969	314,302
10-8400-010	Town Property Purchase (Park/Museum/Parking)	66,050	63,760	61,510	59,259	57,025	54,768	39,596	-
10-8400-020	Town Landscaping/Beautification (portion)	20,000	20,000	20,000	20,000	20,195	20,801	21,042	20,000
10-8400-030	Town Christmas Decorations	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300
10-8400-040	Town Sidewalks	-	7,190	7,000	2,000	2,000	-	-	-
10-8400-050	Town Street Maintenance	-	-	6,000	-	-	-	-	-
10-8400-060	Town Memorial Park Maintenance/Clean-up Detail	6,000	6,000	-	6,000	6,000	6,000	6,000	6,000
10-8400-070	Town Park/Playground Renovation (portion)	-	-	-	8,667	8,665	-	-	-
10-8400-080	Town Tennis Courts Resurfacing (portion)	-	-	-	-	-	-	-	-
10-8400-090	Town Center Beautification (Sanitation)	4,575	3,000	3,000	3,000	3,000	3,000	3,000	3,000
10-8400-094	Memorial Park Improvements	-	-	-	-	-	-	-	32,933
10-8400-095	Memorial Park Tree Replacements (2-phases 8 trees each)	-	-	-	-	-	-	25,000	-
10-8400-100	Town Streetlights	-	-	-	-	-	-	-	23,500
10-8400-110	Directional signage for Downtown	-	-	-	-	-	-	-	-
10-8400-120	Parking Facility American Legion	128,405	125,075	121,690	118,329	-	-	-	-
10-8400-121	Parking Facility BRAHM	-	-	8,800	-	-	105,169	102,031	98,895
10-8400-101	Support for Town Gateways	-	-	-	-	151,738	21,931	56,100	71,674
	Electronic Kiosk #1	-	-	-	-	-	30,000	-	-
	Electronic Parking Space Counter System	-	-	-	-	-	30,000	-	-
10-8400-102	Downtown Shuttle Trial	-	-	-	-	-	-	-	20,000
10-8500-900	Town Parking Fund Interest	-	-	-	-	-	-	-	-
10-8600-000	Contingency	-	-	-	-	-	-	-	-
10-8400-130	General Business Wifi Connectivity	-	-	17,147	30,000	-	10,000	3,900	-
10-8400-140	Support to Middle Fork Greenway Organization	-	-	-	-	25,000	25,000	25,000	10,000
10-8400-150	Support to Blue Ridge Parkway Foundation- Moses Cone Restoration	-	-	-	-	-	25,000	25,000	25,000
		678,656	685,096	706,041	776,804	818,108	903,264	972,598	943,407