

TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX ALLOCATION

- **FY 2019-20 Blowing Rock Tourism Authority - Town Allocation**
[\(Attachment 1\)](#)

TDA Annual Budget/Actual Worksheet: FY 2016-17:2019-20

		2016-17 Actual	2017-18 Budget	2018-19 Adopted	2019-20 Adopted
REVENUE:					
10-3100-300	Occupancy Tax Receipts (net)	976,694	929,907	942,907	1,048,310
10-3400-381	Lease income	-		-	-
10-3400-329	Interest Income	449	250	500	750
10-3400-335	Miscellaneous Income	301		-	-
10-3100-100	Transfer in from Town	-		-	-
10-3400-399	Appropriated Fund Balance	-	42,440	-	-
		977,445	972,597	943,407	1,049,060
EXPENDITURES:					
PERSONNEL					
10-8000-005	Salaries	182,435	197,760	201,829	227,586 #
10-8000-002	Part-time Salaries	119,959	118,440	125,000	136,750
10-8000-006	FICA	7,984	18,000	16,000	20,400
10-8000-007	Retirement Benefit	8,726	10,440	10,789	12,022
10-8000-008	Employee Insurance Benefit	9,876	10,425	11,002	14,017
10-8000-009	Unemployment Reimbursement	13,485	15,830	17,000	20,775
10-8000-015	401K Benefit	-	-	-	-
10-8000-053	Dues/Subscriptions	5,732	5,925	6,253	6,838
10-8000-014	Employee Development/Travel	3,385	5,200	3,285	3,285
10-8000-110	Miscellaneous Expenses	7,085	7,500	7,500	8,500
		6,202	6,000	5,000	5,000
CENTRAL SERVICES		19,800	22,506	22,500	23,200 #
10-8000-003	Legal Services	-		-	-
10-8000-004	Audit	4,500	6,000	6,000	7,500
10-8000-054	Prop. Worker's Comp and Liability insurance	3,300	4,506	4,500	3,700
10-8000-100	Reimbursement - Town Overhead Costs	12,000	12,000	12,000	12,000 *
DIRECT TOURISM PROMOTIONS		391,060	442,363	404,777	448,837 #
OPERATIONS					
10-8000-010	Utilities	-		-	-
10-8000-500	Building Lease	20,064	33,900	38,350	38,350
10-8000-501	Maintenance/Repairs to Building	-		-	-
10-8000-016	Equipment lease/maintenance	4,081	3,800	3,800	2,000
10-8000-012	Telephone	2,575	2,580	2,500	1,400
10-8000-020	Custodial Services	-		-	-
10-8000-033	Materials/Supplies	1,622	8,000	6,500	4,000

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Advertising, Marketing		3,640		
10-8200-050 Advertising funds	199,911	200,000	208,667	252,387
10-8200-020 Promotional TDA/Town Calendars	6,000	6,000	5,500	5,500 *
10-8000-011 Postage/Mailing Fulfillment	2,901	5,000	4,500	3,000
10-8200-010 Website	10,694	15,000	15,000	15,000
10-8200-100 Creative	10,830	12,000	12,000	12,000
10-8200-200 PR Campaign/Media Relations	24,000	24,000	-	-
10-8200-300 Collateral	15,081	22,000	20,000	18,000
10-8200-400 Client Entertainment	952	3,000	3,000	3,000
10-8200-500 Purchased Services	9,784	23,000	29,700	36,150
10-8200-600 Middle Fork Greenway Support	-	-	-	-
10-8200-700 Kiosk Maintenance	974	2,000	1,760	4,550
NEW Electronic Kiosk #2	24,818	-	-	-
10-8100-020 TDA - Master Signage Plan	5,000	5,000	5,000	5,000 *
10-8100-030 Tourism Marketing Survey	-	25,000	-	-
10-8300-050 Events Support	23,328	20,000	20,000	20,000
Support to Organized (
SUPPORT TO ORGANIZED GROUPS/EVENTS				
10-8300-010 Town P&R Special Events*	28,443	28,443	28,500	28,500 *
Support to Middle Fork Greenway	-	-	-	- *

TDA Annual Budget/Actual Worksheet: FY 2016-17:2019-20

		2016-17 Actual	2017-18 Budget	2018-19 Adopted	2019-20 Adopted
TOURISM INFRASTRUCTURE					
10-8400-010	Town Property Purchase (Park/Museum/Parking)	309,969	309,969	314,302	349,437 @
10-8400-020	Town Landscaping/Beautification (portion)	54,768	39,596	-	-
10-8400-030	Town Christmas Decorations	20,801	21,042	20,000	20,000
10-8400-040	Town Sidewalks	3,300	3,300	3,300	3,300
10-8400-050	Town Street Maintenance	-	-	-	-
10-8400-060	Town Memorial Park Maintenance/Clean-up Detail	6,000	6,000	6,000	6,000
10-8400-070	Town Park/Playground Renovation (portion)	-	-	-	-
10-8400-080	Town Tennis Courts Resurfacing (portion)	-	-	-	-
10-8400-090	Town Center Beautification (Sanitation)	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	-	-
10-8400-096	Memorial Park Playground Rehab Project Reserve	-	-	-	13,943
10-8400-100	Town Streetlights	-	-	23,500	23,500
10-8400-110	Directional signage for Downtown	-	-	-	-
10-8400-120	Parking Facility American Legion	-	-	-	-
10-8400-121	Parking Facility BRAHM	105,169	102,031	98,895	95,754
10-8400-101	Support for Town Gateways	21,931	56,100	71,674	-
	Electronic Kiosk #1	30,000	-	-	-
	Electronic Parking Space Counter System	30,000	-	-	3,940
10-8400-102	Downtown Shuttle Trial	-	-	20,000	20,000
10-8500-900	Town Parking Fund Interest	-	-	-	-
10-8600-000	Contingency	-	-	-	50,000
10-8400-130	General Business Wifi Connectivity	10,000	3,900	-	-
10-8400-140	Support to Middle Fork Greenway Organization	25,000	25,000	10,000	85,000
10-8400-150	Support to Blue Ridge Parkway Foundation- Moses Cone Restoratio		25,000	25,000	25,000
		903,264	972,598	943,407	1,049,060

Be it ordained by the Blowing Rock Tourism Development Authority that the following Revenue and Expenditures are hereby approved for the operation of the Authority for the Fiscal Year beginning July 1, 2018 and ending June 30, 2019:

REVENUES:

Occupancy Tax Receipts (net)	\$	942,907
Interest Income	\$	500
Appropriated Fund Balance	\$	-
Total:	\$	943,407

APPROPRIATIONS:

Administrative	\$	201,829
Central Services	\$	22,500
Direct Tourism Promotion	\$	404,777
Tourism Infrastructure	\$	314,302
Total:	\$	943,407

This ordinance shall be the basis of the financial plan for the Blowing Rock Tourism Development Authority during the 2018-2019 fiscal year.

The Finance Officer shall administer the Annual Operating Budget and shall insure that operating officials are provided guidance and sufficient details to implement their appropriate portion of the budget. The Finance Officer shall also establish and maintain all records, consistent with this ordinance, and the appropriate state statutes of the State of North Carolina.

A copy of this ordinance shall be furnished to the Executive Director and the Finance Officer of the Tourism Development Authority to be kept on file for direction in the disbursement of funds.

Adopted this 5th day of June, 2018.

ATTEST:

Dean Bullis
Chairman

Hilari Hubner
Town Clerk