

TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX ALLOCATION

- **FY 2017-18 Blowing Rock Tourism Authority - Town Allocation**
[\(Attachment 1\)](#)

TDA Annual Budget/Actual Worksheet: FY 2010-2017

	2010-11 Actual	2011-12 Actual	2012-13 Actual	2013-14 Actual	2014-15 Actual	2015-2016 Actual	2016-2017 Adopted	2016-2017 Actual at 4/30/2017	2017-2018 Adopted
REVENUE:									
10-3100-300 Occupancy Tax Receipts (net)	683,304	701,783	736,155	774,793	841,221	940,868	929,907	742,543	929,907
10-3400-381 Lease Income	16,380	-	-	-	-	-	-	-	-
10-3400-329 Interest Income	461	427	201	314	633	253	250	169	250
10-3400-335 Miscellaneous Income	1,581	5,599	5,990	1,677	391	379	500	-	-
10-3100-100 Transfer in from Town	-	-	-	-	-	-	-	-	-
10-3400-399 Appropriated Fund Balance	-	-	-	-	-	-	-	-	25,000
	701,726	707,809	742,346	776,784	842,245	941,500	930,657	742,712	955,157
EXPENDITURES:									
PERSONNEL									
10-8000-005 Salaries	157,247	166,073	169,945	164,992	179,727	178,414	200,000	147,215	197,759
10-8000-002 Part-time Salaries	94,280	97,925	101,408	100,748	104,165	107,840	115,589	97,728	118,440
10-8000-006 FICA	29,289	27,044	26,957	22,714	27,927	14,925	28,000	6,320	18,000
10-8000-007 Retirement Benefit	9,519	9,289	8,976	9,324	9,941	9,208	10,985	7,386	10,440
10-8000-008 Employee Insurance Benefit	7,434	8,010	7,953	10,448	8,753	9,489	9,883	8,356	10,425
10-8000-009 Unemployment Reimbursement	8,251	10,881	13,063	11,533	15,608	13,608	13,765	11,619	15,830
10-8000-015 401K Benefit	1,958	1,958	1,978	2,015	2,083	3,235	5,779	4,843	5,925
10-8000-009 Relocation Benefit	-	-	-	-	-	-	-	-	-
10-8000-055 Advertising	-	-	-	-	-	-	-	-	-
10-8000-053 Dues/Subscriptions	1,941	2,351	1,902	2,686	2,227	2,032	4,000	2,890	5,200
10-8000-014 Employee Development/Travel	3,268	3,624	4,511	3,882	4,464	7,400	7,000	5,955	7,500
10-8000-110 Miscellaneous Expenses	1,307	4,991	3,197	1,642	4,559	10,977	5,000	2,119	6,000
	15,504	17,589	15,711	16,303	16,054	18,458	21,800	16,800	22,506
CENTRAL SERVICES									
10-8000-003 Legal Services	-	-	-	-	-	-	-	-	-
10-8000-004 Audit	3,512	5,258	3,512	3,750	3,770	3,750	6,000	4,500	6,000
10-8000-054 Prop, Worker's Comp and Liability insurance	3,492	3,831	3,699	4,053	3,784	3,708	3,800	3,300	4,506
10-8000-100 Reimbursement - Town Overhead Costs	8,500	8,500	8,500	8,500	8,500	11,000	12,000	9,000	12,000
	308,977	258,896	265,514	276,299	330,468	344,313	398,887	211,794	424,923
DIRECT TOURISM PROMOTIONS									
Operations									
10-8000-010 Utilities	4,616	582	-	-	-	-	-	-	-
10-8000-500 Building Lease	55,200	29,250	39,000	38,990	39,000	37,790	20,076	16,720	20,100
10-8000-501 Maintenance/Repairs to Building	3,770	-	-	-	2,130	-	-	-	-
10-8000-016 Equipment lease/maintenance	7,790	5,715	6,435	5,264	5,729	5,598	3,000	3,521	3,800
10-8000-012 Telephone	5,326	5,528	2,409	2,349	2,505	2,335	4,000	2,077	2,580
10-8000-020 Custodial Services	2,958	555	-	-	-	-	-	-	-
10-8000-033 Materials/Supplies	3,611	5,419	4,310	3,103	4,482	8,850	7,000	1,340	8,000

TDA Annual Budget/Actual Worksheet: FY 2010-2017

	2010-11 Actual	2011-12 Actual	2012-13 Actual	2013-14 Actual	2014-15 Actual	2015-2016 Actual	2016-2017 Adopted	2016-2017 Actual at 4/30/2017	2017-2018 Adopted
Advertising, Marketing									
10-8200-050 Advertising funds	104,021	97,912	108,116	96,676	129,792	138,217	193,368	74,917	200,000
10-8200-020 Promotional TDA/Town Calendars	7,504	7,500	7,500	7,500	6,000	6,000	6,000	4,500	6,000 *
10-8000-011 Postage/Mailing Fulfillment	4,756	5,087	4,954	4,233	4,272	4,298	6,000	1,931	5,000
10-8200-010 Website	2,044	1,117	675	4,955	13,695	8,585	12,000	8,257	15,000
10-8200-100 Creative	5,513	7,611	5,410	5,675	12,835	6,375	12,000	7,215	12,000
10-8200-200 PR Campaign/Media Relations	24,000	24,000	24,000	24,000	24,000	24,000	24,000	20,000	24,000
10-8200-300 Collateral	14,281	11,454	5,727	22,951	13,490	15,451	18,000	2,400	22,000
10-8200-400 Client Entertainment	2,781	1,181	2,316	2,575	1,837	1,932	3,000	558	3,000
10-8200-500 Purchased Services	924	1,585	1,662	2,412	1,701	854	4,000	8,085	23,000
10-8200-600 Middle Fork Greenway Support	-	-	-	-	3,000	-	-	-	-
10-8200-700 Kiosk Maintenance	-	-	-	-	-	1,195	3,000	374	2,000
NEW Electronic Kiosk #2	-	-	-	-	-	-	30,000	24,818	-
10-8100-020 TDA - Master Signage Plan	15,000	15,000	15,000	15,000	-	5,218	5,000	3,750	5,000 *
10-8100-030 Tourism Marketing Survey	11,599	-	-	2,616	-	5,000	-	-	25,000
10-8300-050 Events Support	9,283	15,400	14,000	14,000	27,000	45,000	20,000	10,000	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	24,000	27,615	28,443	21,332	28,443 *
Support to Middle Fork Greenway	-	-	-	-	15,000	-	-	-	- *

TDA Annual Budget/Actual Worksheet: FY 2010-2017

	2010-11 Actual	2011-12 Actual	2012-13 Actual	2013-14 Actual	2014-15 Actual	2015-2016 Actual	2016-2017 Adopted	2016-2017 Actual at 4/30/2017	2017-2018 Adopted
TOURISM INFRASTRUCTURE									
10-8400-010 Town Property Purchase (Park/Museum/Parking)	220,000	228,330	233,926	248,447	250,555	276,923	309,969	239,977	309,969 @
10-8400-020 Town Landscaping/Beautification (portion)	68,255	66,050	63,760	61,510	59,259	57,025	54,768	41,076	39,596
10-8400-030 Town Christmas Decorations	20,000	20,000	20,000	20,000	20,000	20,195	20,801	15,601	21,042
10-8400-040 Town Sidewalks	3,300	3,300	3,300	3,300	3,300	3,300	3,300	2,475	3,300
10-8400-050 Town Street Maintenance	25,000	-	7,190	7,000	2,000	2,000	-	-	-
10-8400-060 Town Memorial Park Maintenance/Clean-up Detail	25,000	-	-	6,000	-	-	-	-	-
10-8400-070 Town Park/Playground Renovation (portion)	6,000	6,000	6,000	-	6,000	6,000	6,000	4,500	6,000
10-8400-080 Town Tennis Courts Resurfacing (portion)	-	-	-	-	8,667	8,665	-	-	-
10-8400-090 Town Center Beautification (Sanitation)	-	-	-	-	-	-	-	-	-
10-8400-095 Memorial Park Tree Replacements (2-phases 8 trees each)	3,000	4,575	3,000	3,000	3,000	3,000	3,000	2,250	3,000
10-8400-100 Town Streetlights	-	-	-	-	-	-	-	-	-
10-8400-110 Directional signage for Downtown	-	-	-	-	-	-	-	-	-
10-8400-120 Parking Facility American Legion	69,445	128,405	125,075	121,690	118,329	-	-	-	-
10-8400-121 Parking Facility BRAHM	-	-	-	8,800	-	-	105,169	78,877	102,031
10-8400-101 Support for Town Gateways	-	-	-	-	-	151,738	21,931	16,448	56,100
NEW Electronic Kiosk #1	-	-	-	-	-	-	30,000	30,000	-
NEW Electronic Parking Space Counter System	-	-	-	-	-	-	30,000	22,500	-
10-8500-900 Town Parking Fund Interest	-	-	-	-	-	-	-	-	-
10-8600-000 Contingency	-	-	-	-	-	-	-	-	-
10-8400-130 General Business W/ff Connectivity	-	-	-	17,147	30,000	-	10,000	7,500	3,900
10-8400-140 Support to Middle Fork Greenway Organization	-	-	-	-	-	25,000	25,000	18,750	25,000
10-8400-150 Support to Blue Ridge Parkway Foundation- Moses Cone Restoration	-	-	-	-	-	-	-	-	25,000
	701,728	678,656	685,096	706,041	776,804	818,108	930,657	615,786	955,157