

Haywood County Tourism Development Authority BUDGET	Approved 2023-2024 Budget	PROPOSED 2024-2025 Budget	
REVENUES			
Occupancy Tax Revenue	\$3,050,000	\$3,100,000	
<i>Occ Tax - 3%/ TDA</i>	<i>\$2,257,125.00</i>	<i>\$2,294,250.00</i>	
<i>Occ Tax - 28716/ Canton</i>	<i>\$60,190.00</i>	<i>\$53,532.00</i>	
<i>Occ Tax - 28721/ Clyde</i>	<i>\$37,618.75</i>	<i>\$45,885.00</i>	
<i>Occ Tax - 28745/ Lake Junaluska</i>	<i>\$67,713.75</i>	<i>\$61,180.00</i>	
<i>Occ Tax - 28751/ Maggie Valley</i>	<i>\$346,092.50</i>	<i>\$344,138.00</i>	
<i>Occ Tax - 28785+86/ Waynesville</i>	<i>\$240,760.00</i>	<i>\$260,015.00</i>	
<i>Admin Fee</i>	<i>\$40,500</i>	<i>\$41,000</i>	
Merchandise Sales	\$25,000	\$30,000	
Visitor Guide Ad Sales	\$35,000	\$40,000	
NC Smokies Ice Fest	\$0	\$40,000	<i>ticket sales + sponsorships</i>
Partnership Contribution	\$0	\$0	
Miscellaneous	\$0	\$0	
Interest Earnings - 3%	\$45,000	\$50,000	
Interest Earnings - 1%	\$15,000	\$17,500	
Occ Tax Penalties - 3%	\$1,500	\$2,000	
Occ Tax Penalties - 1%	\$500	\$500	
Fund Balance Appropriation	\$526,131	\$310,950	<i>\$79,000 from TMP; \$55,000 for brand activation</i>
<i>Fund Balance - TDA</i>	<i>\$30,000</i>	<i>\$160,950</i>	<i>\$15,000 PR enhancement; \$11950 IFW</i>
<i>Fund Balance - OTPF</i>	<i>\$346,131</i>	<i>\$150,000</i>	<i>HC Bike Park</i>
<i>Fund Balance - 28716/ Canton</i>	<i>\$12,000</i>	<i>\$0</i>	
<i>Fund Balance - 28721/ Clyde</i>	<i>\$36,000</i>	<i>\$0</i>	
<i>Fund Balance - 28745/ Lake Junaluska</i>	<i>\$0</i>	<i>\$0</i>	
<i>Fund Balance - 28751/ Maggie Valley</i>	<i>\$90,000</i>	<i>\$0</i>	
<i>Fund Balance - 28785+86/ Waynesville</i>	<i>\$12,000</i>	<i>\$0</i>	
Total Revenues	\$3,698,131	\$3,590,950	
1% EXPENSES			
1% Marketing/ Advertising/ Promotion	\$601,583	\$504,735	
<i>Promotion - 28716/ Canton</i>	<i>\$48,126.67</i>	<i>\$35,331.12</i>	
<i>Promotion - 28721/ Clyde</i>	<i>\$49,079.17</i>	<i>\$30,284.10</i>	
<i>Promotion - 28745/ Lake Junaluska</i>	<i>\$45,142.50</i>	<i>\$40,378.80</i>	
<i>Promotion - 28751/ Maggie Valley</i>	<i>\$290,728.33</i>	<i>\$227,131.08</i>	
<i>Promotion - 28785+86/ Waynesville</i>	<i>\$168,506.67</i>	<i>\$171,609.90</i>	
1% Tourism Related	\$300,792	\$260,015	
<i>Tourism Related - 28716/ Canton</i>	<i>\$24,063.33</i>	<i>\$18,200.88</i>	
<i>Tourism Related - 28721/ Clyde</i>	<i>\$24,539.58</i>	<i>\$15,600.90</i>	
<i>Tourism Related - 28745/ Lake Junaluska</i>	<i>\$22,571.25</i>	<i>\$20,801.20</i>	
<i>Tourism Related - 28751/ Maggie Valley</i>	<i>\$145,364.17</i>	<i>\$117,006.92</i>	
<i>Tourism Related - 28785+86/ Waynesville</i>	<i>\$84,253.33</i>	<i>\$88,405.10</i>	
Total 1% Expenses	\$902,375.00	\$764,750.00	
WAGES & BENEFITS			
Salaries	\$415,000	\$420,000	<i>includes 3% cola, 3% merit; placeholder for</i>
Temporary Labor	\$500	\$500	<i>another staff member at \$45k</i>
Worker's Comp	\$1,500	\$1,500	
Payroll Taxes (FICA & Unemployment)	\$33,000	\$34,000	
Health Insurance	\$42,000	\$42,000	
NC State Retirement	\$45,000	\$47,000	
Total Wages & Benefits	\$537,000	\$545,000	

ADMINISTRATION & OPERATIONS

Admin Fee (Haywood Co.)	\$40,500	\$41,000
Bank Fees 3%	\$3,500	\$2,400
Bank Fees 1%	\$0	\$600
Board Member Meetings/ Events	\$3,000	\$1,500
Equipment Lease	\$9,000	\$7,500
Hospitality, Gifts & Meals	\$2,000	\$2,000
Insurance - Liability	\$10,000	\$10,000
Office/ Visitor Center Supplies	\$4,000	\$3,500
Non-expendable office supplies	\$2,000	\$2,500
Postage - office	\$1,000	\$300
Professional Svcs- Accounting + Audit	\$16,000	\$16,500
Professional Services- Legal	\$2,500	\$2,500
Professional Svcs- Managed IT	\$11,500	\$12,500
Property Tax	\$300	\$150
Purchases/ Resale	\$20,000	\$25,000
Rent	\$50,500	\$53,025
Repair & Maintenance - Equipment	\$2,500	\$500
Repair & Maintenance - Vechicle	\$2,500	\$1,500
Staff Development & Education	\$18,000	\$22,000
Travel Expense	\$4,500	\$4,500
Telephone, Communications & Internet	\$8,500	\$8,500
Utilities	\$100	\$100
Vechicle Expense (reg, insurance, tax)	\$2,700	\$3,100
Contingency	\$54,525	\$60,525
Total Administration & Operations	\$269,125	\$281,700

CAPITAL OUTLAY

Signs	\$1,500	\$0
Office Furniture/Equipment Purchase	\$1,500	\$5,000
Website Development	\$0	\$0
Leasehold Improvements	\$30,000	\$0
Other Capital	\$1,500	\$2,500
Total Capital Outlay	\$34,500	\$7,500

anticipating purchasing new laptops

MARKETING & SALES

Advertising & Marketing	\$925,000	\$985,000
Web Technology	\$15,000	\$15,000
Media Relations, Influencers & Press Trips	\$15,000	\$20,000
Visitor Guides	\$40,000	\$50,000
Collateral + other printing	\$9,000	\$12,000
Promotional Items	\$0	\$10,000
Postage - Fulfillment	\$18,000	\$20,000
Dues & Subscriptions	\$27,000	\$16,000
Trade Shows & Travel	\$10,000	\$10,000
Research	\$41,000	\$120,000
Community Relations	\$4,000	\$4,000
NC Smokies Ice Fest	\$0	\$30,000
3% Grants - Promo	\$30,000	\$0
Total Marketing & Sales	\$1,134,000	\$1,292,000

includes 79000 carry forward from TMP

PRODUCT DEVELOPMENT

3% Grants Tourism Related	\$75,000	\$0
Wayfinding Signs	\$150,000	\$100,000
Product Development - Other	\$250,000	\$450,000
OTPF	\$346,131	\$150,000
Total Product Development	\$821,131	\$700,000

carry forward balance of 150000, HC Bike Park

TOTAL EXPENSES	\$3,698,131	\$3,590,950
Total Revenues	\$3,698,131	\$3,590,950
Variance	\$0	\$0