

DRAFT 2014/2015 Budget HCTDA

| Revenues | Budget | Projected | Explanation |
|---------------------------------------|--------------------|--------------------|--|
| | 2013/2014 | 2014/2015 | |
| Net from Haywood County (3%) | \$681,255 | \$735,638 | 3% increase over 2011/2012 actual numbers |
| Projected Fund Balance (3%) | \$0 | \$0 | |
| Net from 28716 (1%) | \$15,853 | \$19,617 | |
| Projected Fund Balance 28716 1% | \$6,047 | \$4,000 | |
| Net from 28721 (1%) | \$613 | \$2,452 | |
| Projected Fund Balance 28721 1% | \$528 | \$1,300 | |
| Net from 28745 (1%) | \$11,324 | \$12,261 | |
| Projected Fund Balance 28745 1% | \$17,039 | \$2,500 | |
| Net from 28751 (1%) | \$126,824 | \$134,867 | |
| Projected Fund Balance 28751 1% | \$0 | \$3,500 | |
| Net from 28785/28786 (1%) | \$72,471 | \$76,016 | |
| Projected Fund Balance 28785/28786 1% | \$2,209 | \$0 | |
| Merchandise Sales | \$20,000 | \$10,000 | Based on current years sales |
| Ad Sales - Visitor Guide & Website | \$45,000 | \$30,000 | Based on current years sales |
| Ad Sales - Internet | \$1,500 | \$2,500 | Anticipate additional ad sales on website |
| Sponsorships | \$500 | \$0 | |
| Miscellaneous Income | \$500 | \$0 | |
| Investment Earnings | \$100 | \$200 | |
| Occupancy Tax Penalties | \$4,000 | \$4,000 | |
| Quilt Trail | \$7,000 | \$4,000 | Do not expect to sale as many Quilt Blocks |
| Audit Income | \$0 | \$4,000 | Anticipate additional income from TMA audits |
| Total Revenues | \$1,012,763 | \$1,046,851 | |

| Expenses | 2013/2014 | 2014/2015 | |
|---|-----------|-----------|--|
| Salaries - Promotional (add group sales) | \$131,651 | \$143,519 | Amended salary number for 13/14 is \$140,136 |
| FICA & Unemployment Taxes - Promotional | \$10,203 | \$10,980 | |
| Salaries Visitor Centers - TR | \$68,876 | \$44,671 | Includes 4 part time staff - 2 for Maggie & 2 for Waynesville |
| FICA & Unemployment Visitor Centers - TR | \$5,338 | \$3,417 | |
| Group Health Insurance - Promotional | \$17,437 | \$17,500 | Based on current year |
| TDA Board - Promotional | \$1,000 | \$1,500 | covers Board Retreat and Annual Holiday Event |
| Worker's Comp. - Promotional | \$924 | \$924 | |
| Prof. Services - Accounting - Promotional | \$13,500 | \$17,500 | includes monthly CPA charges, annual audit expenses & TMA audit expenses |
| Prof. Services - Legal - Promotional | \$4,000 | \$4,000 | |
| Office Supplies - Promotional | \$2,000 | \$2,500 | Based on current year expenses |
| Visitor Center Supplies - Promotional | \$2,200 | \$1,800 | |
| Merchandise for Resale - Promotional | \$10,000 | \$10,000 | |

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|--|--------------------|--------------------|---|
| In County Travel - Promotional | \$500 | \$1,000 | Mileage due to increased van usage which increases individual auto usage |
| Out of County Travel - Promotional | \$4,000 | \$7,000 | Increased due to additional marketing initiatives |
| Fuel - Tourism Related | \$2,000 | \$1,600 | Based on current year expenses |
| Telephone & Internet - Promotional | \$10,116 | \$11,232 | |
| Postage - Promotional | \$10,000 | \$10,000 | |
| Print & Bind - Promotional | \$1,000 | \$2,880 | O Tax coupon books, letterhead, envelopes |
| Repairs & Maintenance - Promotional | \$1,800 | \$3,000 | Based on current year expenses |
| Advertising - Promotional | \$300,000 | \$300,000 | |
| Visitor Guide - Promotional | \$45,000 | \$20,000 | Based on current year ad sales |
| Rent - Promotional | \$37,331 | \$38,835 | 3% annual increase plus Maggie Valley VC |
| Equipment Lease - Promotional | \$18,383 | \$13,590 | We eliminated Pitney Bowes postage equipment lease |
| Liability Insurance - Promotional | \$4,600 | \$5,132 | Based on current year expenses |
| Property Tax - Promotional | \$250 | \$250 | |
| Dues & Subscriptions - Promotional | \$4,500 | \$6,000 | STS, USTA, HC Chamber, Maggie Chamber, Constant Contact, SEOPA, SATW, Reunion Network, etc. |
| Education - Promotional | \$3,400 | \$6,500 | STS, Governor's Conf., ESTO, TDA workshops, SEOPA, SATW, etc. |
| Marketing - Promotional | \$10,546 | \$20,000 | AAA Superbowl, Visit NC missions, regional meetings, partner workshops, |
| Communications & PR - Promotional | \$0 | \$13,000 | Media Missions, Media Monitoring |
| Video Marketing - Promotional | \$0 | \$5,000 | Film Conferences, Supplies, Film Commission Materials |
| Bank Charges - Promotional | \$250 | \$250 | |
| NC Sales & Use Tax - Promotional | \$650 | \$800 | |
| Non Expendable Office Supplies - Tourism Related | \$1,500 | \$3,500 | Items that cost under \$500 |
| Capital Outlay - Tourism Related | \$7,500 | \$8,000 | Additional video equipment, Computer, Software |
| Events/Festival & Special Promotions - Promotional | \$12,250 | \$10,815 | 3% Funding requests for Agritourism Brochure, Folkmoot, Local Food Crawl |
| Events/Festival & Special Promotions - Tourism Related | \$0 | \$7,925 | 3% Funding requests for BikePlan, Shriners |
| Blue Ridge Parkway - Tourism Related | \$0 | \$20,000 | Trimming vistas and overlooks |
| Main St., Maggie Valley Utilities, - Tourism Related | \$6,294 | \$5,458 | Main Street & Maggie |
| Quilt Trail | \$7,000 | \$4,000 | Anticipate less Quilt Blocks being sold |
| Contingency | \$4,106 | \$6,260 | |
| 28716 - (1%) | \$21,900 | \$23,617 | |
| 28721 - (1%) | \$1,141 | \$3,752 | |
| 28745 - (1%) | \$28,363 | \$14,761 | |
| 28751 - (1%) | \$126,824 | \$138,367 | |
| 28785/86 - (1%) | \$74,680 | \$76,016 | |
| Total Expenses | \$1,013,013 | \$1,046,851 | |

