

2016/2017 HCTDA Budget

Revenues	Budget	Projected	Explanation
	2015/2016	2016/2017	
Net from Haywood County (3%)	\$773,896	\$817,656	3% increase over 14/15 actual numbers
Projected Fund Balance (3%)	\$0	\$0	
Net from 28716 (1%)	\$21,774	\$21,799	
Projected Fund Balance 28716 1%	\$11,174	\$28,352	
Net from 28721 (1%)	\$2,345	\$2,813	
Projected Fund Balance 28721 1%	\$2,784	\$3,931	
Net from 28745 (1%)	\$10,841	\$13,337	
Projected Fund Balance 28745 1%	\$23,241	\$17,197	
Net from 28751 (1%)	\$140,163	\$156,343	
Projected Fund Balance 28751 1%	\$67,091	\$96,989	
Net from 28785/28786 (1%)	\$76,841	\$87,992	
Projected Fund Balance 28785/28786 1%	\$22,314	\$71,913	
Merchandise Sales	\$10,000	\$15,000	Anticipate additional sales based on expansion of merchandise
Ad Sales - Newsletter/Visitor Guide	\$20,000	\$6,000	
Ad Sales - Internet	\$7,000	\$2,000	
Sponsorships	\$5,000	\$5,000	
Investment Earnings	\$100	\$100	
Occupancy Tax Penalties	\$2,500	\$4,000	
Quilt Trail	\$2,500	\$7,500	Anticipate adding new quilt blocks to trail
Group Sales Income	\$25,000	\$5,000	Salary Supplement from municipalities
Audit Income	\$0	\$4,000	For TMA Audits on delinquent accounts
Total Revenues	\$1,224,564	\$1,366,922	
Expenses			
Salaries - Promotional	\$207,400	\$207,400	Ex. Dir., Marketing, Communications, Social Media/Video & Group Sales
FICA & Unemployment Taxes - Promotional	\$16,592	\$16,592	
Salaries Visitor Centers - TR	\$44,226	\$33,241	last year included 6 mos. of staffing for the Maggie Visitor Center
FICA & Unemployment Visitor Centers - TR	\$3,538	\$2,659	
NC State Employees Retirement Contribution	\$0	\$15,300	Based on TDA contribution @ 7.25% of gross salary amount
Group Health Insurance - Promotional	\$30,832	\$38,215	Estimate based on 12.5% increase at renewal in September - subject to change
TDA Board - Promotional	\$3,000	\$2,000	
Worker's Comp. - Promotional	\$924	\$1,065	
Prof. Services - Accounting - Promotional	\$14,500	\$14,500	CPA monthly charges, Audit charges
Prof. Services - Legal - Promotional	\$4,000	\$4,000	
Office Supplies - Promotional	\$2,000	\$1,500	will use less paper since we will be doing digital board packets

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Attachment 3

Visitor Center Supplies - Promotional	\$1,000	\$2,000	
Merchandise for Resale - Promotional	\$5,000	\$7,800	Plans to expand merchandise offerings
In County Travel - Promotional	\$1,500	\$1,500	Anticipated mileage for use of staff vehicles because we only have one TDA vehicle to share
Out of County Travel - Promotional	\$9,000	\$15,000	Based on 15/16 actual
Fuel - Tourism Related	\$1,600	\$1,000	Lower fuel costs
Telephone & Internet - Promotional	\$8,811	\$6,120	New service plan is at a reduced rate
Postage - Promotional	\$6,000	\$3,000	Visitor guides cost less to mail this year & more online views
Print & Bind - Promotional	\$6,000	\$9,000	Cost for motor touring, cycling, quilt trail brochures, maps & occupancy tax coupon payment books
Repairs & Maintenance - Promotional	\$3,000	\$5,000	Cleaning cost increase due to size of building
Advertising - Promotional	\$292,000	\$300,000	includes creative, cost of online & print ads, website work, group sales collateral, media monitoring, etc
Visitor Guide - Promotional	\$20,000	\$20,000	Cost to produce and print 75,000 copies
Rent - Promotional	\$33,706	\$23,465	Lower cost of rent - also includes warehouse storage
Equipment Lease - Promotional	\$13,964	\$14,464	Includes TDA van, copier, postage meter
Liability Insurance - Promotional	\$5,132	\$4,952	
Property Tax - Promotional	\$250	\$360	Property tax on TDA van and copier
Dues & Subscriptions - Promotional	\$6,000	\$8,000	STS, USTA, HC Chamber, Maggie Chamber, Reunion Network, DMAI, Motorcoach Assoc., etc.
Education - Promotional	\$6,500	\$7,000	STS, Governor's Conf., ESTO, TDA workshops, DMAI, etc.
Marketing - Promotional	\$10,000	\$10,000	AAA Superbowl, Visit NC missions, regional meetings, partner workshops,
Communications & PR - Promotional	\$11,000	\$10,000	Costs of Media Missions, Fam Tours, Promo Items - based on this year's actual expenditures
Group Sales - Promotional	\$10,000	\$16,600	Anticipated costs for conducting Site inspections, Sales Missions, etc.
Video Marketing - Promotional	\$800	\$1,000	Supplies- dvd's, batteries, cost of music, permits to film in national parks
Sponsorships - Promotional	\$0	\$13,313	Group Sales & Balsam Range
Bank Charges - Promotional	\$250	\$100	
NC Sales & Use Tax - Promotional	\$778	\$650	
Non Expendable Office Supplies - Tourism Related	\$2,000	\$1,000	Items that cost under \$500
Capital Outlay - Tourism Related/Promo	\$4,200	\$3,100	Furniture, computers
Events/Festival & Special Promotions - Promotional	\$37,801	\$21,620	3% Funding requests
Events/Festival & Special Promotions - Tourism Related	\$0	\$7,340	3% Funding requests
Blue Ridge Parkway - Tourism Related	\$0	\$0	Trimming vistas and overlooks - work has been completed for the present time
Utilities - Tourism Related	\$5,114	\$5,160	Electric & Water - estimate for new location
Quilt Trail	\$2,000	\$6,240	
Contingency	\$15,478	\$5,000	
28716 - (1%)	\$32,948	\$50,151	
28721 - (1%)	\$5,129	\$6,744	
28745 - (1%)	\$34,182	\$30,534	
28751 - (1%)	\$207,254	\$253,332	
28785/86 - (1%)	\$99,155	\$159,905	
Total Expenses	\$1,224,564	\$1,366,922	