



**HAYWOOD COUNTY**  
TOURISM DEVELOPMENT AUTHORITY

**Haywood County Tourism Development Authority  
Public Hearing on 2022-2023 Budget  
Wednesday, May 25th, 2022  
Gaines Auditorium, Bethea Welcome Center  
Lake Junaluska  
9:00 am**

- I. Call to Order – Chairman Chris Corbin**
- II. Introductions**
- III. Presentation of 2022-2023 TDA 1% & 3% Zip Code Funding**
- IV. Public Comment/Board Discussion on 1% & 3% Funding**
- V. Presentation of 2022-2023 TDA Budget**
- VI. Public Comment/Board Discussion on 2022-2023 TDA Budget**
- VII. Adjourn Budget Forum – Chairman Chris Corbin**



### Master 2022/2023 Partnership Funding Spreadsheet

| Canton 28716<br>1% Amount<br>available to<br>award \$38,883 | ORGANIZATION                          | EVENT/FESTIVAL/PROJECT                         | REQUESTED<br>2021/22 | AWARDED<br>2021/22 | REQUESTED<br>2022/2023 | Sub Com<br>Rec. 2022/23 | FINANCE<br>REC.<br>2022/23 | SCORE | Sponsorship/<br>Advertising &<br>Promotion or<br>Tourism Related | STIPULATIONS/NOTES                        |
|-------------------------------------------------------------|---------------------------------------|------------------------------------------------|----------------------|--------------------|------------------------|-------------------------|----------------------------|-------|------------------------------------------------------------------|-------------------------------------------|
| 1%                                                          | Canton Zip Code Destination Marketing | Canton Zip Code Destination Marketing Campaign | \$27,000             | \$27,000           | \$40,000               | \$15,000                | \$15,000                   | 95    | Advertising and<br>Promotion                                     |                                           |
| 1%                                                          | Town of Canton                        | Chestnut Mountain Overlook Treehouse           | NEW                  | 0                  | \$10,000               | \$4,000                 | \$5,000                    | 70    | Tourism                                                          | Increased by acclimation of Finance Comm. |
| 1%                                                          | Town of Canton                        | 114th Labor Day Festival                       | Canceled             | \$23,500           | \$20,000               | \$15,000                | \$15,000                   | 83    | Sponsorship                                                      |                                           |
| 1%                                                          | Lake Logan                            | Meeting Space Furniture and Equipment          | NEW                  | \$0                | \$5,576                | Hold                    | Hold                       |       | Tourism Related                                                  | Hold for 2nd round                        |
| 1%                                                          | Glory Hound Inc                       | Lake Logan Multiport Festival                  | \$8,700              | \$2,200            | \$8,700                | \$3,000                 | \$3,000                    | 80    | Sponsorship                                                      |                                           |
| <b>TOTAL</b>                                                |                                       |                                                |                      |                    | \$84,276.00            | \$37,000.00             | \$37,000.00                |       |                                                                  |                                           |

| Clyde 28721 1%<br>Amount<br>available to<br>award \$28,441 | ORGANIZATION                         | EVENT/FESTIVAL/PROJECT                       | REQUESTED<br>2021/22 | AWARDED<br>2021/22 | REQUESTED<br>2022/2023 | Sub Com<br>Rec.<br>2021/2022 | FINANCE<br>REC.<br>2021/2022 | Score | Sponsorship/<br>Advertising &<br>Promotional or<br>Tourism Related | STIPULATIONS/NOTES |
|------------------------------------------------------------|--------------------------------------|----------------------------------------------|----------------------|--------------------|------------------------|------------------------------|------------------------------|-------|--------------------------------------------------------------------|--------------------|
| 1%                                                         | The Museum of Haywood County History | 4 new signs to reflect name change of museum | NEW                  | 0                  | \$3,836                | \$3,836                      | \$3,836                      | 95    | Tourism                                                            |                    |
| <b>TOTAL</b>                                               |                                      |                                              |                      |                    | \$3,836.00             | \$3,836.00                   | \$3,836.00                   |       |                                                                    |                    |

| Lake J. 28745<br>1% Amount<br>available to<br>award \$38,883 | ORGANIZATION                  | EVENT/FESTIVAL AND SPECIAL PROMOTION     | REQUESTED<br>2021/22 | AWARDED<br>2021/22 | REQUESTED<br>2022/2023 | Sub Com<br>Rec.<br>2021/2022 | FINANCE<br>REC.<br>2021/2022 | Score | Sponsorship/<br>Advertising &<br>Promotional or<br>Tourism Related | STIPULATIONS/NOTES |
|--------------------------------------------------------------|-------------------------------|------------------------------------------|----------------------|--------------------|------------------------|------------------------------|------------------------------|-------|--------------------------------------------------------------------|--------------------|
| 1%                                                           | Lake Junaluska Assembly       | 2022 Lake J Independence Day Celebration | \$4,200              | \$4,200            | \$10,000               | \$7,500                      | \$7,500                      | 86.6  | Sponsorship                                                        |                    |
| 1%                                                           | Smoky Mountain Folk Festival  | Smoky Mountain Folk Festival             | 0                    | 0                  | \$4,000                | \$3,000                      | \$3,000                      | 80    | Sponsorship                                                        |                    |
| 1%                                                           | Lake Junaluska Assembly, Inc. | Lake Junaluska Seasonal Advertising      | \$51,275             | \$38,000           | \$31,050               | \$23,288                     | \$23,288                     | 88    | Advertising and<br>Promotion                                       |                    |
| <b>TOTAL</b>                                                 |                               |                                          |                      |                    | \$45,050.00            | \$33,788.00                  | \$33,788.00                  |       |                                                                    |                    |

| Maggie Valley<br>28751 1%<br>Amount<br>available to<br>award \$247,296 | ORGANIZATION                                 | EVENT/FESTIVAL AND SPECIAL PROMOTION | REQUESTED<br>2021/22 | AWARDED<br>2021/22 | REQUESTED<br>2022/2023 | Sub Com<br>Rec.<br>2021/2022 | FINANCE<br>REC.<br>2021/2022 | Score | Sponsorship/<br>Advertising &<br>Promotional or<br>Tourism Related | STIPULATIONS/NOTES                                     |
|------------------------------------------------------------------------|----------------------------------------------|--------------------------------------|----------------------|--------------------|------------------------|------------------------------|------------------------------|-------|--------------------------------------------------------------------|--------------------------------------------------------|
| 1%                                                                     | Town of Maggie Valley                        | Maggie Valley Winter Ice Festival    | NEW                  | -                  | \$32,000               | \$32,000                     | \$32,000                     | 100   | Tourism                                                            | New event for weekend of January 28th, 2023            |
| 1%                                                                     | Meadowlark Motel and Smoky Mountain Heritage | ClottFest Reunion 2022               | \$0                  | -                  | \$9,287                | NA                           |                              | NA    | Sponsorship                                                        | Not eligible for funding as event is in 22 budget year |
| 1%                                                                     | Meadowlark Motel and Smoky Mountain Heritage | BMWRA Rally in the Valley            | \$0                  | -                  | \$14,000               | NA                           |                              | NA    | Sponsorship                                                        | Not eligible for funding as event is in 22 budget year |
| 1%                                                                     | Meadowlark Motel and Smoky Mountain Heritage | Fly Fishing Camp                     | \$0                  | -                  | \$8,300                | \$0                          |                              | NA    | Sponsorship                                                        | Not eligible for funding as event is in 22 budget year |
| 1%                                                                     | Sarges Animal Rescue                         | WNC JeepFest                         | \$5,605              |                    | \$5,800                | HOLD                         | HOLD                         | 86.6  | Advertising and<br>Promotion                                       | Hold for 2nd round as event is in June 2023            |
| 1%                                                                     | Sarges Animal Rescue                         | WNC JeepFest                         | \$0                  |                    | \$1,900                | HOLD                         | HOLD                         | 86.6  | Sponsorship                                                        | Hold for 2nd round as event is in June 2023            |
| 1%                                                                     | Maggie Valley Chamber Winter Days            | Winter Days                          | \$14,105             | \$14,105           | \$13,549               | \$13,549                     | \$13,549                     | 86.6  | Sponsorship                                                        |                                                        |
| 1%                                                                     | Haywood County Arts Council                  | Smoky Mountains Bluegrass Festival   | \$5,000              | \$5,000            | \$10,000               | \$10,000                     | \$10,000                     | 93.3  | Sponsorship                                                        |                                                        |

|    |                                                |                                            |                    |                    |                     |                     |                     |         |                           |                                                                                     |
|----|------------------------------------------------|--------------------------------------------|--------------------|--------------------|---------------------|---------------------|---------------------|---------|---------------------------|-------------------------------------------------------------------------------------|
| 1% | Wheels Through Time Museum, Inc.               | 20th Anniversary Raffle Day                | \$0                | -                  | \$7,500             | \$5,625             | \$5,625             | 86.6    | Sponsorship               |                                                                                     |
| 1% | Maggie Valley Fall Days                        | Maggie Valley Fall Days                    | \$11,000           | \$11,000           | \$7,000             | \$7,000             | \$7,000             | 91.6    | Sponsorship               |                                                                                     |
| 1% | Outdoor Mission Community                      | BYOB Haywood (Bring Your Own Bag)          | \$0                | -                  | \$7,200             | \$0                 |                     | 35 NA   | Promotion                 | the town provided them with a quantity of cotton bags for their grocery items score |
| 1% | Meadowlark Motel and Smoky Mountain Heritage C | Songwriters Camp and Concert               | \$0                | -                  | \$10,360            | \$0                 |                     | 43.3 NA | Sponsorship               | Did not score high enough to receive funding                                        |
| 1% | Maggie Valley Zip Code Destination Marketing   | Maggie Valley Zip Code Destination Marketi | \$158,716          | \$158,716          | \$194,963           | \$170,000           | \$170,000           | 98.3    | Advertising and Promotion | will fund balance in the second round of funding                                    |
| 1% | Town of Maggie Valley                          | Backyard 4th                               | \$7,000            | \$7,000            | \$9,000             | \$9,000             | \$9,000             | 90      | Tourism                   |                                                                                     |
|    |                                                |                                            |                    |                    |                     |                     |                     |         |                           |                                                                                     |
|    | <b>TOTAL</b>                                   |                                            | <b>\$19,710.00</b> | <b>\$14,105.00</b> | <b>\$330,859.00</b> | <b>\$247,174.00</b> | <b>\$247,174.00</b> |         |                           |                                                                                     |

| Waynesville 18785/86 1% Amount available to ward \$183,533 | ORGANIZATION                               | EVENT/FESTIVAL AND SPECIAL PROMOTION               | REQUESTED 2021/22 | AWARDED 2021/22 | REQUESTED 2022/2023 | Sub Com Rec. 2021   | FINANCE REC. 2021/2022 | Score | Sponsorship/ Advertising & Promotional or Tourism Related | STIPULATIONS/NOTES                                                             |
|------------------------------------------------------------|--------------------------------------------|----------------------------------------------------|-------------------|-----------------|---------------------|---------------------|------------------------|-------|-----------------------------------------------------------|--------------------------------------------------------------------------------|
| 1%                                                         | Haywood Arts Regional Theatre              | Winter Studio Session                              | \$2,500           | \$2,500         | \$4,500             | \$0                 | \$0                    | 66.6  | Sponsorship                                               | Potentially 2nd round                                                          |
| 1%                                                         | Historic Frog Level Merchants Association  | The Whole Bloomin' Thing                           | \$2,650           | \$2,650         | \$2,800             | HOLD 2nd            | Hold                   | 93.3  | Advertising and Promotion                                 | Hold for second round of funding                                               |
| 1%                                                         | Haywood Chamber of Commerce                | Apple Harvest Festival                             | \$10,000          | \$0             | \$5,500             | \$4,125             | \$2,000                | 75    | Sponsorship                                               | Equal to Platinum Sponsorship based on HCOG Sponsorship Program                |
| 1%                                                         | Folkmoor USA                               | Folkmoor LIVE! at the Queen Auditorium             | NEW               |                 | \$3,937             | \$2,952             | \$2,952                | 88.3  | Tourism                                                   |                                                                                |
| 1%                                                         | Haywood Arts Regional Theatre              | HART 2022 Season Promotion                         | NEW               |                 | \$10,000            | \$7,500             | \$7,500                | 85.0  | Advertising and Promotion                                 | Recommend to do better marketing outside of a 50 mile radius                   |
| 1%                                                         | Waynesville Zip Code Destination Marketing | Waynesville Zip Code Destination Marketing         | \$201,254         | \$127,684       | \$165,101           | \$100,000           | \$100,000              | 96.6  | Advertising and Promotion                                 | will fund balance in second round of funding                                   |
| 1%                                                         | Haywood County Arts Council                | Wall Street Rain Garden and Cherokee Mural         | NEW               |                 | \$6,000             | \$6,000             | \$6,000                | 95.0  | Tourism                                                   | New project                                                                    |
| 1%                                                         | Lake Junaluska Assembly, Inc.              | 2022 Lake Junaluska Independence Day Celebrat      | canceled          |                 | \$10,000            | \$5,000             | \$5,000                | 80.0  | Sponsorship                                               |                                                                                |
| 1%                                                         | Jared Lee                                  | Sultans of Stoke Video Premier & Treats for Tricks | NEW               |                 | \$1,000             | \$0                 | \$0                    | 61.0  | Sponsorship                                               | Not eligible for funding an individual person sponsored event                  |
| 1%                                                         | Town of Waynesville - DWAC                 | Fall Block Party                                   | NEW               |                 | \$5,000             | \$0                 | \$0                    | 66.0  | Sponsorship                                               |                                                                                |
| 1%                                                         | Town of Waynesville                        | Hazelwood Avenue Christmas Lights                  | NEW               |                 | \$4,000             | \$4,000             | \$4,000                | 96.6  | Tourism                                                   |                                                                                |
| 1%                                                         | Town of Waynesville                        | Christmas Decorations                              | NEW               |                 | \$20,000            | \$20,000            | \$20,000               | 93.3  | Tourism                                                   | Contingent upon 50/50 match from Town of Waynesville in the amount of \$20,000 |
| 1%                                                         | Town of Waynesville                        | New Kiosks                                         | NEW               |                 | \$30,000            | other options       | Hold                   |       | Tourism                                                   | In talks with TDA regarding Kiosks - will revisit pending decision from TDA    |
| 1%                                                         | Waynesville Soda Jerks                     | Mural Project                                      | NEW               |                 | \$9,000             | \$9,000             | \$9,000                | 93.3  | Tourism                                                   | Need confirmation that mural will be completed prior to June 30, 2023          |
| 1%                                                         | Waynesville Soda Jerks                     | Advertising and Promotion                          | NEW               |                 | \$5,000             | \$0                 | \$0                    | 68.3  | Advertising and Promotion                                 | Cost of doing business                                                         |
| 1%                                                         | Town of Waynesville - DWAC                 | Fall Decorations                                   | \$1,000           | \$1,000         | \$4,000             | \$4,000             | \$4,000                | 96.6  | Tourism                                                   |                                                                                |
| 1%                                                         | Town of Waynesville - DWAC                 | Professional Photography and Videography           | NEW               |                 | \$7,500             | \$7,500             | \$7,500                | 96.6  | Sponsorship                                               | Must be coordinated through TDA                                                |
| 1%                                                         | Town of Waynesville - DWAC                 | Website Development                                | NEW               |                 | \$7,500             | \$3,750             | \$3,750                | 93.6  | Sponsorship                                               | Contingent upon 50/50 match from Town of Waynesville in the amount of \$3,750  |
| 1%                                                         | Town of Waynesville - DWAC                 | Art After Dark                                     | \$4,000           | canceled        | \$4,000             | \$2,000             | \$2,000                | 76.6  | Sponsorship                                               |                                                                                |
| 1%                                                         | Town of Waynesville - DWAC                 | Mountain Street Dances (3)                         | \$1,000           | hold            | \$4,725             | \$4,725             | \$4,725                | 91.6  | Sponsorship                                               | Add Sept 30th Street Dance                                                     |
| 1%                                                         | Town of Waynesville - DWAC                 | Night Before Christmas                             | \$8,000           | \$8,000         | \$8,000             | \$4,000             | \$4,000                | 78.3  | Sponsorship                                               |                                                                                |
|                                                            | <b>TOTAL</b>                               |                                                    |                   |                 | <b>\$317,563.00</b> | <b>\$184,552.00</b> | <b>\$182,427.00</b>    |       |                                                           |                                                                                |

| 3% | ORGANIZATION                                    | EVENT/FESTIVAL/PROJECT              | REQUESTED 2021/22 | AWARDED 2021/22 | REQUESTED 2022/2023 | Sub Com Rec. | FINANCE REC. | Score | Sponsorship/ Advertising & | STIPULATIONS/NOTES |
|----|-------------------------------------------------|-------------------------------------|-------------------|-----------------|---------------------|--------------|--------------|-------|----------------------------|--------------------|
| 3% | Great Smokey Mountains Friends of the Elk, Inc. | Elk Crossing LED Signs for Soco Rd. | New               |                 | \$3,300             | N/A          | \$3,300      | 92    |                            |                    |

|    |                             |                                                 |         |         |          |            |                    |    |                           |                                                                        |
|----|-----------------------------|-------------------------------------------------|---------|---------|----------|------------|--------------------|----|---------------------------|------------------------------------------------------------------------|
| 3% | Bearwaters Brewing Company  | Artistic mural on Historic Hazelwood building   | New     |         | \$3,000  | N/A        | \$3,000            | 91 |                           |                                                                        |
| 3% | Balsam Range                | Art of Music Festival                           |         |         | \$7,500  | N/A        | \$7,500            | 96 |                           |                                                                        |
| 3% | The Strand at 38 Main LLC   | The Strand of Lights, A Holiday Drive-thru Exp. | \$3,000 | \$3,000 | \$20,000 | Move to 3% | \$15,000           | 80 |                           | Waynesville Subcommittee recommended move to 3% as a county wide event |
| 3% | Haywood County Arts Council | Haywood County Studio Tour                      | \$3,000 | \$3,000 | \$5,000  | Move to 3% | \$3,750            | 91 | Advertising and Promotion | Finance moved from Canton Zip Code to 3% as a county wide event        |
|    | <b>TOTAL</b>                |                                                 |         |         |          |            | <b>\$32,550.00</b> |    |                           |                                                                        |

## HCTDA Budget 2022/2023

|    | A                                   | B                  | C                                           |
|----|-------------------------------------|--------------------|---------------------------------------------|
| 1  | <b>Revenues</b>                     | <b>Budget</b>      | <b>Notes</b>                                |
| 2  |                                     | <b>2022/2023</b>   |                                             |
| 3  | Net from Haywood County (3%)        | \$1,876,276        | Approved 3% projections                     |
| 4  | Merchandise Sales                   | \$15,500           |                                             |
| 5  | Ad Sales - Visitor Guide            | \$30,000           |                                             |
| 6  | Ad Sales - Online/Collateral        | \$0                |                                             |
| 7  | Elk Fest Revenue                    | \$50,000           |                                             |
| 8  | 3% Investment Earnings              | \$500              |                                             |
| 9  | 3% Occupancy Tax Penalties          | \$4,000            |                                             |
| 10 | Appropriated 3% Fund Balance - OTPF | \$500,000          | Approved dollar amount for OTPF program     |
| 11 | <b>Total 3% Revenue</b>             | <b>\$2,476,276</b> |                                             |
| 12 |                                     |                    |                                             |
| 13 |                                     |                    |                                             |
| 14 | Net from 28716 (1%)                 | \$50,029           |                                             |
| 15 | Projected Fund Balance 28716 1%     | \$6,700            | Subject to change based on year end numbers |
| 16 | Net from 28721 (1%)                 | \$25,015           |                                             |
| 17 | Projected Fund Balance 28721 1%     | \$13,035           | Subject to change based on year end numbers |
| 18 | Net from 28745 (1%)                 | \$50,029           |                                             |
| 19 | Projected Fund Balance 28745 1%     | \$4,646            | Subject to change based on year end numbers |
| 20 | Net from 28751 (1%)                 | \$300,174          |                                             |
| 21 | Projected Fund Balance 28751 1%     | \$51,230           | Subject to change based on year end numbers |
| 22 | Net from 28785/28786 (1%)           | \$200,116          |                                             |
| 23 | Projected Fund Balance 28785/86 1%  | \$34,771           | Subject to change based on year end numbers |
| 24 | 1% Investment Earnings              | \$75               |                                             |
| 25 | <b>Total 1% Revenue</b>             | <b>\$735,820</b>   |                                             |
| 26 |                                     |                    |                                             |
| 27 | <b>Total 3% &amp; 1% Revenues</b>   | <b>\$3,212,096</b> |                                             |
| 28 |                                     |                    |                                             |
| 29 | <b>Expenses</b>                     |                    |                                             |
| 30 | Payroll                             | \$529,735          |                                             |
| 31 | Admin. & Operations (3% grants)     | \$473,017          |                                             |
| 32 | Marketing                           | \$873,524          |                                             |
| 33 | 1%                                  | \$735,820          |                                             |
| 34 | OTPF                                | \$500,000          |                                             |
| 35 | Contingency                         | \$100,000          |                                             |
| 36 | <b>Total Expenditures</b>           | <b>\$3,212,096</b> |                                             |

## ADMIN BUDGET 22/23

| A                                            | B                | C                                                 |
|----------------------------------------------|------------------|---------------------------------------------------|
| <b>Salaries &amp; Wages/Payroll</b>          | <b>22-23</b>     | <b>Notes</b>                                      |
| Salaries Admin - Promo                       | \$159,324        | To include 3% Cola, 2% Merit & some adjustment    |
| Salaries Marketing - Promo                   | \$246,994        |                                                   |
| FICA & Unemployment Taxes - TR               | \$31,490         |                                                   |
| NC State Retirement Contribution - TR        | \$47,277         | Rate changes from 11.35% to 12.10%                |
| Group Health Insurance - TR                  | \$43,116         | Included 4% increase                              |
| Worker's Comp. - TR                          | \$1,534          |                                                   |
| <b>TOTAL</b>                                 | <b>\$529,735</b> |                                                   |
| <b>Administration &amp; Operations</b>       |                  |                                                   |
| Board Member Meetings/Events                 | \$3,000          |                                                   |
| Prof. Services - Accounting - TR             | \$15,300         | Audit & CPA monthly fee                           |
| Prof. Services - Legal - TR                  | \$1,000          |                                                   |
| Prof. Services - Contractor Services - Promo | \$152,000        | Crawford & Strategic Destination Plan             |
| Office/Visitor Center Supplies - TR          | \$5,000          |                                                   |
| In County Travel - Promo                     | \$1,000          |                                                   |
| Out of County Travel - Promo                 | \$3,000          | Conferences & educational meetings                |
| Fuel - TR                                    | \$2,000          |                                                   |
| Telephone & Internet - Promo                 | \$7,700          |                                                   |
| Postage - Promo                              | \$13,237         | For TDA related correspondence                    |
| Print & Bind - Promo                         | \$9,000          | Coupon Books, Property Tax inserts, brochures &   |
| Repairs & Maintenance - TR                   | \$9,300          | Cleaning, Car Maintenance, Facility Maintenance   |
| Rent - Promo                                 | \$32,400         | 4% increase                                       |
| Equipment Lease - TR                         | \$9,500          | Copier & Postage machine                          |
| Liability Insurance - TR                     | \$7,550          | Budgeted 4% increase                              |
| Property Tax - TR                            | \$300            |                                                   |
| Dues & Subscriptions - Promo                 | \$5,600          | USTA, DI, Chambers,                               |
| Education - Promo                            | \$1,800          | Registration for educational conferences          |
| Bank Charges - TR                            | \$3,500          |                                                   |
| Non Expendable Office Supplies - TR          | \$2,500          | Items that cost less than \$1,000                 |
| Capital Outlay - Promo                       | \$5,000          | Proposed Mobile Visitor Center                    |
| Capital Outlay - TR                          | \$47,000         | Proposed Mobile Visitor Center                    |
| Temporary Labor - TR                         | \$500            |                                                   |
| Utilities - TR                               | \$8,280          |                                                   |
| BRP/GSMNP                                    | \$20,000         | Assistance with Haywood County projects           |
| Wayfinding Signage                           | \$35,000         | NCDOT approved signs for 2nd phase                |
| Elk Fest                                     | \$40,000         |                                                   |
| 3% Events/Sponsorships/Ads -- Promo          | \$11,250         | Art of Music & Haywood Studio Tour                |
| 3% Funding - TR                              | \$21,300         | Elk Xing Signs, Bearwaters Mural, Strand of Light |
| <b>TOTAL</b>                                 | <b>\$473,017</b> |                                                   |
| <b>OTPF</b>                                  | <b>\$500,000</b> |                                                   |
| <b>Contingency</b>                           | <b>\$100,000</b> |                                                   |

## Marketing Budget 22/23

| A                                     | B                   | C                                     |
|---------------------------------------|---------------------|---------------------------------------|
| <b>Expenses</b>                       | <b>22/23 Budget</b> | <b>Notes</b>                          |
| Advertising - Promo                   | \$650,000           | Paid media advertising                |
| Visitor Guides                        | \$40,000            | Production of Annual Visitor Guide    |
| Subscriptions - Promo                 | \$35,222            | Adobe, Google, Wordpress, Mailchimp   |
| Out of County Travel - Promo          | \$4,875             | For conferences, media missions       |
| Education - Promo                     | \$5,477             | Educational Conferences               |
| Marketing - Promo                     | \$40,000            | Materials & Events                    |
| Social Media - Promo                  | \$25,000            | Influencers, Fam Tour, Media Missions |
| Group Sales Marketing -TR             | \$12,400            | Event Support, Promo Items, Booth     |
| Group Sales Trade Shows/Education -TR | \$18,100            | Registration for Trade Shows          |
| Group Sales Travel Out of County -TR  | \$11,700            | Travel for Trade Shows, Conferences   |
| Group Sales Advertising -TR           | \$14,000            | Advertising focused on group sales    |
| Group Sales Dues & Subscriptions TR   | \$2,950             |                                       |
| Purchase for Resale                   | \$13,800            |                                       |
|                                       |                     |                                       |
| <b>3% TOTAL</b>                       | <b>\$873,524</b>    |                                       |
|                                       |                     |                                       |
|                                       |                     |                                       |
|                                       |                     |                                       |
| <b>1% Expenses</b>                    | <b>22/23 Budget</b> | <b>Notes</b>                          |
| 28716 (1%) Promo 2/3                  | \$37,834            |                                       |
| 28716 (1%) Tourism Related 1/3        | \$18,910            |                                       |
| 28721 (1%) Promo 2/3                  | \$25,382            |                                       |
| 28721 (1%) Tourism Related 1/3        | \$12,683            |                                       |
| 28745 (1%) Promo 2/3                  | \$36,465            |                                       |
| 28745 (1%) Tourism Related 1/3        | \$18,225            |                                       |
| 28751 (1%) Promo 2/3                  | \$234,284           |                                       |
| 28751 (1%) Tourism Related 1/3        | \$117,135           |                                       |
| 28785/86 (1%) Promo 2/3               | \$156,606           |                                       |
| 28785/86 (1%) Tourism Related 1/3     | \$78,296            |                                       |
| <b>Total 1% Expenditures</b>          | <b>\$735,820</b>    |                                       |
|                                       |                     |                                       |
|                                       |                     |                                       |