

Haywood County Tourism Development Authority BUDGET	Approved 2022-2023 Budget	Projected 2022-2023 Budget	PROPOSED 2023-2024 Budget	
REVENUES				
Occupancy Tax Revenue	\$2,501,639	\$2,501,639	\$3,050,000	
<i>Occ Tax - 3%/ TDA</i>	\$1,876,276	\$1,876,276	\$2,257,125.00	
<i>Occ Tax - 28716/ Canton</i>	\$50,029	\$50,029	\$60,190.00	
<i>Occ Tax - 28721/ Clyde</i>	\$25,015	\$25,015	\$37,618.75	
<i>Occ Tax - 28745/ Lake Junaluska</i>	\$50,029	\$50,029	\$67,713.75	
<i>Occ Tax - 28751/ Maggie Valley</i>	\$300,174	\$300,174	\$346,092.50	
<i>Occ Tax - 28785+86/ Waynesville</i>	\$200,116	\$200,116	\$240,760.00	
<i>Admin Fee</i>	\$0	\$0	\$40,500	
Interest Earnings - 3%	\$47,500	\$49,000	\$45,000	
Interest Earnings - 1%	\$16,075	\$17,000	\$15,000	
Merchandise Sales	\$15,500	\$30,000	\$25,000	
Visitor Guide Ad Sales	\$30,000	\$36,750	\$35,000	
Elk Fest Revenue	\$50,000	\$2,200	\$0	
Occ Tax Penalties - 3%	\$4,000	\$1,500	\$1,500	
Occ Tax Penalties - 1%	\$0	\$0	\$500	<i>rec we add this line and track seperately</i>
Fund Balance Appropriation	\$796,829	\$796,829	\$526,131	<i>for leasehold improvements</i>
<i>Fund Balance - TDA</i>	\$55,516	\$55,516	\$30,000	
<i>Fund Balance - OTPF</i>	\$500,000	\$500,000	\$346,131	
<i>Fund Balance - 28716/ Canton</i>	\$19,350	\$19,350	\$12,000	
<i>Fund Balance - 28721/ Clyde</i>	\$13,035	\$13,035	\$36,000	
<i>Fund Balance - 28745/ Lake Junaluska</i>	\$31,791	\$31,791	\$0	
<i>Fund Balance - 28751/ Maggie Valley</i>	\$110,902	\$110,902	\$90,000	
<i>Fund Balance - 28785+86/ Waynesville</i>	\$66,235	\$66,235	\$12,000	
Total Revenues	\$3,461,543	\$3,434,918	\$3,698,131	
1% EXPENSES				
1% Marketing/ Advertising/ Promotion	\$577,045	\$537,091	\$601,583	
<i>Promotion - 28716/ Canton</i>	\$50,484	\$47,000	\$48,126.67	
<i>Promotion - 28721/ Clyde</i>	\$18,065	\$6,000	\$49,079.17	
<i>Promotion - 28745/ Lake Junaluska</i>	\$62,335	\$51,000	\$45,142.50	
<i>Promotion - 28751/ Maggie Valley</i>	\$258,091	\$258,091	\$290,728.33	
<i>Promotion - 28785+86/ Waynesville</i>	\$188,070	\$175,000	\$168,506.67	
1% Tourism Related	\$289,706	\$220,500	\$300,792	
<i>Tourism Related - 28716/ Canton</i>	\$18,910	\$12,000	\$24,063.33	
<i>Tourism Related - 28721/ Clyde</i>	\$20,000	\$19,000	\$24,539.58	
<i>Tourism Related - 28745/ Lake Junaluska</i>	\$19,500	\$19,500	\$22,571.25	
<i>Tourism Related - 28751/ Maggie Valley</i>	\$153,000	\$110,000	\$145,364.17	
<i>Tourism Related - 28785+86/ Waynesville</i>	\$78,296	\$60,000	\$84,253.33	
Total 1% Expenses	\$866,751	\$757,591	\$902,375.00	

WAGES & BENEFITS

Salaries	\$406,318	\$400,000	\$415,000
Temporary Labor	\$500	\$500	\$500
Worker's Comp	\$1,534	\$0	\$1,500
Payroll Taxes (FICA & Unemployment)	\$31,490	\$31,000	\$33,000
Health Insurance	\$43,116	\$39,500	\$42,000
NC State Retirement	\$47,277	\$42,500	\$45,000
Total Wages & Benefits	\$530,235	\$513,500	\$537,000

ADMINISTRATION & OPERATIONS

Admin Fee (Haywood Co.)	\$0	\$0	\$40,500	
Bank Fees	\$3,500	\$4,200	\$3,500	
Board Member Meetings/ Events	\$3,000	\$2,500	\$3,000	
Equipment Lease	\$9,500	\$8,500	\$9,000	
Hospitality, Gifts & Meals	\$0	\$0	\$2,000	
Insurance - Liability	\$7,950	\$9,000	\$10,000	
Office/ Visitor Center Supplies	\$5,000	\$4,000	\$4,000	
Non-expendable office supplies	\$2,500	\$3,000	\$2,000	
Postage - office	\$1,000	\$1,000	\$1,000	<i>split postage into admin and marketing</i>
Professional Svcs- Accounting + Audit	\$15,300	\$15,300	\$16,000	
Professional Services- Legal	\$1,000	\$1,000	\$2,500	
Professional Svcs- Managed IT	\$0	\$0	\$11,500	<i>\$8100 annual + \$900 setup + \$2500 migration/ cloud setup</i>
Property Tax	\$300	\$123	\$300	
Purchases/ Resale	\$24,590	\$24,000	\$20,000	
Rent	\$32,400	\$32,400	\$50,500	
Repair & Maintenance - Equipment	\$9,300	\$9,300	\$2,500	
Repair & Maintenance - Vehicle	\$0	\$0	\$2,500	
Staff Development & Education	\$7,277	\$6,000	\$18,000	<i>travel to educational events will go here</i>
Travel Expense	\$10,875	\$9,500	\$4,500	<i>combining 531101, 53102 + 531301 all travel line items</i>
Telephone, Communications & Internet	\$7,700	\$7,700	\$8,500	
Utilities	\$8,280	\$8,280	\$100	
Vehicle Expense (reg, insurance, tax)	\$0	\$0	\$2,700	<i>1200 reg/ taxes. Plus Ins: 1500</i>
Contingency	\$62,813	\$62,813	\$54,525	
Total Administration & Operations	\$212,285	\$208,616	\$269,125	

CAPITAL OUTLAY

Capital Outlay Promo	\$5,000	\$0	\$0	<i>remove this line next year</i>
Capital Outlay Tourism	\$47,000	\$2,200	\$0	<i>remove this line next year</i>
Signs	\$0	\$0	\$1,500	
Office Furniture/Equipment Purchase	\$0	\$0	\$1,500	
Website Development	\$0	\$0	\$0	
Leasehold Improvements	\$0	\$0	\$30,000	
Other Capital	\$0	\$0	\$1,500	
Total Capital Outlay	\$52,000	\$2,200	\$34,500	

