

**Haywood County Tourism
Development Authority BUDGET**

**APPROVED
2024-2025 Budget**

REVENUES

Occupancy Tax Revenue	\$3,100,000
<i>Occ Tax - 3% / TDA</i>	\$2,294,250.00
<i>Occ Tax - 28716 / Canton</i>	\$53,532.00
<i>Occ Tax - 28721 / Clyde</i>	\$45,885.00
<i>Occ Tax - 28745 / Lake Junaluska</i>	\$61,180.00
<i>Occ Tax - 28751 / Maggie Valley</i>	\$344,138.00
<i>Occ Tax - 28785+86 / Waynesville</i>	\$260,015.00
<i>Admin Fee</i>	\$41,000
Merchandise Sales	\$30,000
Visitor Guide Ad Sales	\$40,000
NC Smokies Ice Fest	\$40,000
Partnership Contribution	\$0
Miscellaneous	\$0
Interest Earnings - 3%	\$50,000
Interest Earnings - 1%	\$17,500
Occ Tax Penalties - 3%	\$2,000
Occ Tax Penalties - 1%	\$500
Fund Balance Appropriation	\$310,950
<i>Fund Balance - TDA</i>	\$160,950
<i>Fund Balance - OTPF</i>	\$150,000
<i>Fund Balance - 28716 / Canton</i>	\$0
<i>Fund Balance - 28721 / Clyde</i>	\$0
<i>Fund Balance - 28745 / Lake Junaluska</i>	\$0
<i>Fund Balance - 28751 / Maggie Valley</i>	\$0
<i>Fund Balance - 28785+86 / Waynesville</i>	\$0
Total Revenues	\$3,590,950

1% EXPENSES

1% Marketing/ Advertising/ Promotion	\$504,735
<i>Promotion - 28716 / Canton</i>	\$35,331.12
<i>Promotion - 28721 / Clyde</i>	\$30,284.10
<i>Promotion - 28745 / Lake Junaluska</i>	\$40,378.80
<i>Promotion - 28751 / Maggie Valley</i>	\$227,131.08
<i>Promotion - 28785+86 / Waynesville</i>	\$171,609.90
1% Tourism Related	\$260,015
<i>Tourism Related - 28716 / Canton</i>	\$18,200.88
<i>Tourism Related - 28721 / Clyde</i>	\$15,600.90
<i>Tourism Related - 28745 / Lake Junaluska</i>	\$20,801.20
<i>Tourism Related - 28751 / Maggie Valley</i>	\$117,006.92
<i>Tourism Related - 28785+86 / Waynesville</i>	\$88,405.10
Total 1% Expenses	\$764,750.00

WAGES & BENEFITS

Salaries	\$420,000
Temporary Labor	\$500
Worker's Comp	\$1,500
Payroll Taxes (FICA & Unemployment)	\$34,000
Health Insurance	\$42,000
NC State Retirement	\$47,000
Total Wages & Benefits	\$545,000

ADMINISTRATION & OPERATIONS

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

CAPITAL OUTLAY

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

MARKETING & SALES

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

PRODUCT DEVELOPMENT

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

TOTAL EXPENSES **\$3,590,950**

Total Revenues \$3,590,950

Variance \$0