

Haywood County Tourism Development Authority BUDGET		PROPOSED 2025-2026 Budget
REVENUES		
Occupancy Tax Revenue	\$3,000,000	
<i>Occ Tax - 3%/ TDA</i>	<i>\$2,220,000</i>	
<i>Occ Tax - 28716/ Canton</i>	<i>\$51,800</i>	
<i>Occ Tax - 28721/ Clyde</i>	<i>\$37,000</i>	
<i>Occ Tax - 28745/ Lake Junaluska</i>	<i>\$81,400</i>	
<i>Occ Tax - 28751/ Maggie Valley</i>	<i>\$325,600</i>	
<i>Occ Tax - 28785+86/ Waynesville</i>	<i>\$244,200</i>	
<i>Admin Fee</i>	<i>\$40,000</i>	
Merchandise Sales	\$30,000	
Visitor Guide Ad Sales	\$40,000	
Visit Haywood Ice Fest	\$32,000	
Gift Haywood	\$25,000	
Miscellaneous	\$0	
Interest Earnings - 3%	\$75,000	
Interest Earnings - 1%	\$25,000	
Occ Tax Penalties - 3%	\$1,500	
Occ Tax Penalties - 1%	\$500	
Fund Balance Appropriation	\$696,380	
<i>Fund Balance - TDA</i>	<i>\$471,380</i>	
<i>Fund Balance - OTPF</i>	<i>\$150,000</i>	
<i>Fund Balance - 28716/ Canton</i>	<i>\$0</i>	
<i>Fund Balance - 28721/ Clyde</i>	<i>\$0</i>	
<i>Fund Balance - 28745/ Lake Junaluska</i>	<i>\$0</i>	
<i>Fund Balance - 28751/ Maggie Valley</i>	<i>\$0</i>	
<i>Fund Balance - 28785+86/ Waynesville</i>	<i>\$75,000</i>	
Total Revenues	\$3,925,380	
1% EXPENSES		
1% Marketing/ Advertising/ Promotion	\$568,336	
<i>Canton: Promotion</i>	<i>\$34,534</i>	
<i>Clyde: Promotion</i>	<i>\$24,666</i>	
<i>Lake Junaluska: Promotion</i>	<i>\$54,268</i>	
<i>Maggie Valley: Promotion</i>	<i>\$217,068</i>	
<i>Waynesville: Promotion</i>	<i>\$237,800</i>	
Total 1% Contribution to Destination Mktg	-\$172,125	<i>contra amount for accurate bookkeeping purposes</i>
Total 1% Contribution to Ice Fest	-\$102,500	<i>contra amount for accurate bookkeeping purposes</i>
1% Tourism Related	\$246,664	
<i>Tourism Related - 28716/ Canton</i>	<i>\$17,266</i>	
<i>Tourism Related - 28721/ Clyde</i>	<i>\$12,334</i>	
<i>Tourism Related - 28745/ Lake Junaluska</i>	<i>\$27,132</i>	
<i>Tourism Related - 28751/ Maggie Valley</i>	<i>\$108,532</i>	
<i>Tourism Related - 28785+86/ Waynesville</i>	<i>\$81,400</i>	
Total 1% Expenses	\$540,375.00	
WAGES & BENEFITS		
Salaries	\$425,000	
Temporary Labor	\$500	
Worker's Comp	\$1,500	
Payroll Taxes (FICA & Unemployment)	\$38,500	
Health Insurance	\$34,000	
NC State Retirement	\$53,800	
Total Wages & Benefits	\$553,300	

ADMINISTRATION & OPERATIONS

Admin Fee (Haywood Co.)	\$40,000
Bank Fees 3%	\$1,500
Bank Fees 1%	\$600
Online Store + POS Fees	\$2,500
Cash Over/ Short	\$100
Board Member Meetings/ Events	\$1,500
Equipment Lease	\$7,000
Hospitality, Gifts & Meals	\$2,000
Insurance - Liability	\$11,000
Office/ Visitor Center Supplies	\$3,500
Non-expendable office supplies	\$2,500
Postage - office	\$300
Professional Svcs- Accounting + Audit	\$17,500
Professional Services- Legal	\$3,000
Professional Svcs- Managed IT	\$12,500
Property Tax	\$150
Purchases/ Resale	\$30,000
Rent	\$53,025
Repair & Maintenance - Equipment	\$500
Repair & Maintenance - Vechicle	\$1,500
Staff Development & Education	\$22,000
Travel Expense	\$4,500
Telephone, Communications & Internet	\$7,500
Utilities	\$100
Vechicle Expense (reg, insurance, tax)	\$3,000
Contingency	\$64,600
Total Administration & Operations	\$292,375

CAPITAL OUTLAY

Signs	\$0
Office Furniture/Equipment Purchase	\$2,500
Website Development	\$175,000
Leasehold Improvements	\$0
Other Capital	\$2,500
Total Capital Outlay	\$180,000

MARKETING & SALES

Advertising & Marketing	\$1,433,330	transfer \$172,125 from 1%, contra bookkeeping includes 100,000 for national brand partnership; \$45,000 for PR enhancements; \$75,000 for Open Haywood -all Helene-recovery related plus \$50,000 rollover from 24-25 for video
Local Marketing	\$16,500	
Web Technology	\$15,000	
Media Relations, Influencers & Press Trips	\$26,500	
Visitor Guides	\$55,000	
Collateral + other printing	\$15,000	
Promotional Items	\$6,000	
Postage - Fulfillment	\$23,500	
Dues & Subscriptions	\$14,000	
Trade Shows & Travel	\$14,000	
Research	\$49,000	
Community Relations	\$5,000	
Visit Haywood Ice Fest	\$152,500	
Gift Haywood - Purchases	\$5,000	
Haywood Strong Small Business Recovery	\$25,000	
County Wide Grants - Promo	\$14,000	
Total Marketing & Sales	\$1,869,330	

PRODUCT DEVELOPMENT	
County Wide Grants - Tourism Related/ Capital	\$215,000
Wayfinding Signs	\$25,000
Product Development - Other	\$100,000
OTPF	\$150,000
Total Product Development	\$490,000

TOTAL EXPENSES	\$3,925,380
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Total Revenues	\$3,925,380
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<i>Variance</i>	<i>\$0</i>
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