

TDA Annual Budget/Actual Worksheet: FY 2010-2017

		2009-10 Actual	2010-11 Actual	2011-12 Actual	2012-13 Actual	2013-14 Actual	2014-15 Adopted	2015-2016 Adopted	2016-2017 Adopted		% of Budget
REVENUE:	REVENUE:										
10-3100-300	Occupancy Tax Receipts (net)	609,590	683,304	701,783	736,155	774,793	772,664	825,555	929,907		99.91%
10-3400-381	Lease income	22,630	16,380	-	-	-	-	-	-		0.00%
10-3400-329	Interest Income	955	461	427	201	314	500	250	250		0.03%
10-3400-335	Miscellaneous Income	1,342	1,581	5,599	5,990	1,677	1,000	500	500		0.06%
10-3100-100	Transfer in from Town	-	-	-	-	-	-	-	-		0.00%
10-3400-399	Appropriated Fund Balance	-	-	-	-	-	-	-	-		0.00%
		634,517	701,726	707,809	742,346	776,784	774,164	826,305	930,657		100.00%
	EXPENDITURES:										
EXPENDITURES:											
PERSONNEL	PERSONNEL	155,500	157,247	166,073	169,945	164,992	179,399	192,195	200,000	#	23.26%
10-8000-005	Salaries	94,280	94,280	97,925	101,408	100,748	104,593	107,730	115,589		13.04%
10-8000-002	Part-time Salaries	30,408	29,289	27,044	26,957	22,714	26,765	28,000	28,000		3.39%
10-8000-006	FICA	9,297	9,519	9,289	8,976	9,324	10,049	10,383	10,985		1.26%
10-8000-007	Retirement Benefit	5,751	7,434	8,010	7,953	10,448	8,754	11,850	9,883		1.43%
10-8000-008	Employee Insurance Benefit	7,606	8,251	10,881	13,063	11,533	15,000	13,405	13,765		1.62%
10-8000-009	Unemployment Reimbursement	-	-	-	-	-	-	-	-		0.00%
10-8000-015	401K Benefit	1,886	1,958	1,958	1,978	2,015	2,092	4,309	5,779		0.52%
10-8000-009	Relocation Benefit	-	-	-	-	-	-	-	-		0.00%
10-8000-055	Advertising	-	-	-	-	-	-	-	-		0.00%
10-8000-053	Dues/Subscriptions	2,379	1,941	2,351	1,902	2,686	2,500	4,000	4,000		0.48%
10-8000-014	Employee Development/Travel	2,848	3,268	3,624	4,511	3,882	4,500	6,000	7,000		0.73%
10-8000-110	Miscellaneous Expenses	1,045	1,307	4,991	3,197	1,642	5,146	6,517	5,000		0.79%
CENTRAL SERVICES	CENTRAL SERVICES	16,082	15,504	17,589	15,711	16,303	17,000	20,810	21,800	#	2.52%
10-8000-003	Legal Services	-	-	-	-	-	-	-	-		0.00%
10-8000-004	Audit	3,500	3,512	5,258	3,512	3,750	4,000	6,010	6,000		0.73%
10-8000-054	Prop, Worker's Comp and Liability insurance	4,082	3,492	3,831	3,699	4,053	4,500	3,800	3,800		0.46%
10-8000-100	Reimbursement - Town Overhead Costs	8,500	8,500	8,500	8,500	8,500	8,500	11,000	12,000	*	1.33%
DIRECT TOURISM PROMOTIONS	DIRECT TOURISM PROMOTIONS	327,206	308,977	258,896	265,514	276,299	320,210	338,115	398,887	#	40.92%
Operations	OPERATIONS										
10-8000-010	Utilities	4,398	4,616	582	-	-	-	-	-		0.00%
10-8000-500	Building Lease	55,200	55,200	29,250	39,000	38,990	39,000	39,000	20,076		4.72%
10-8000-501	Maintenance/Repairs to Building	3,946	3,770	-	-	-	-	-	-		0.00%
10-8000-016	Equipment lease/maintenance	9,229	7,790	5,715	6,435	5,264	7,000	6,500	3,000		0.79%
10-8000-012	Telephone	5,775	5,326	5,528	2,409	2,349	3,960	3,000	4,000		0.36%
10-8000-020	Custodial Services	2,898	2,958	555	-	-	-	-	-		0.00%

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10-8000-033	Materials/Supplies	6,148	3,611	5,419	4,310	3,103	5,000	10,000	7,000		1.21%
Advertising, Marketing	ADVERTISING, MARKETING & PR										
10-8200-050	Advertising funds	105,288	104,021	97,912	108,116	96,676	125,000	140,000	193,368		16.94%
10-8200-020	Promotional TDA/Town Calendars	7,500	7,504	7,500	7,500	7,500	6,000	6,000	6,000	*	0.73%
10-8000-011	Postage/Mailing Fulfillment	5,405	4,756	5,087	4,954	4,233	4,500	6,000	6,000		0.73%
10-8200-010	Website	4,590	2,044	1,117	675	4,955	12,500	12,000	12,000		1.45%
10-8200-100	Creative	7,745	5,513	7,611	5,410	5,675	12,000	12,000	12,000		1.45%
10-8200-200	PR Campaign/Media Relations	26,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000		2.90%
10-8200-300	Collateral	27,749	14,281	11,454	5,727	22,951	15,000	15,000	18,000		1.82%
10-8200-400	Client Entertainment	2,128	2,781	1,181	2,316	2,575	2,500	2,500	3,000		0.30%
10-8200-500	Purchased Services	1,008	924	1,585	1,662	2,412	2,000	1,500	4,000		0.18%
10-8200-600	Middle Fork Greenway Support	-	-	-	-	-	3,000	-	-		0.00%
10-8200-700	Kiosk Maintenance	-	-	-	-	-	-	3,000	3,000		0.36%
NEW	Electronic Kiosk #2	-	-	-	-	-	-	-	30,000		0.00%
10-8100-020	TDA - Master Signage Plan	15,000	15,000	15,000	15,000	15,000	-	5,000	5,000	*	0.61%
10-8100-030	Tourism Marketing Survey	5,000	11,599	-	-	2,616	-	5,000	-		0.61%
10-8300-050	Events Support	8,199	9,283	15,400	14,000	14,000	19,750	20,000	20,000		2.42%
Support to Organized Groups	SUPPORT TO ORGANIZED GROUPS/EVENTS										
10-8300-010	Town P&R Special Events*	24,000	24,000	24,000	24,000	24,000	24,000	27,615	28,443	*	3.34%
	Support to Middle Fork Greenway	-	-	-	-	-	15,000	-	-	*	0.00%
TOURISM INFRASTRUCTURE	TOURISM INFRASTRUCTURE	203,196	220,000	228,330	233,926	248,447	257,555	275,185	309,969	@	33.30%
10-8400-010	Town Property Purchase (Park/Museum/Parking)	70,560	68,255	66,050	63,760	61,510	59,259	57,025	54,768		6.90%
10-8400-020	Town Landscaping/Beautification (portion)	15,000	20,000	20,000	20,000	20,000	20,000	20,195	20,801		2.44%
10-8400-030	Town Christmas Decorations	2,475	3,300	3,300	3,300	3,300	3,300	3,300	3,300		0.40%
10-8400-040	Town Sidewalks	-	25,000	-	7,190	7,000	2,000	2,000	-		0.24%
10-8400-050	Town Street Maintenance	11,261	25,000	-	-	6,000	-	-	-		0.00%
10-8400-060	Town Memorial Park Maintenance/Clean-up Detail	4,500	6,000	6,000	6,000	-	6,000	6,000	6,000		0.73%
10-8400-070	Town Park/Playground Renovation (portion)	-	-	-	-	-	8,667	8,665	-		1.05%
10-8400-080	Town Tennis Courts Resurfacing (portion)	-	-	-	-	-	-	-	-		0.00%
10-8400-090	Town Center Beautification (Sanitation)	2,250	3,000	4,575	3,000	3,000	3,000	3,000	3,000		0.36%
10-8400-100	Town Streetlights	-	-	-	-	-	-	-	-		0.00%
10-8400-110	Directional signage for Downtown	-	-	-	-	-	-	-	-		0.00%
10-8400-120	Parking Facility American Legion	97,150	69,445	128,405	125,075	121,690	118,329	-	-		0.00%
10-8400-121	Parking Facility BRAHM	-	-	-	-	8,800	-	-	105,169		0.00%
10-8400-101	Support for Town Gateways	-	-	-	-	-	-	150,000	21,931		18.15%
NEW	Electronic Kiosk #1	-	-	-	-	-	-	-	30,000		

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NEW	Electronic Parking Space Counter System	-	-	-	-	-	-	-	30,000		
10-8500-900	Town Parking Fund Interest	-	-	-	-	-	-	-	-		0.00%
10-8600-000	Contingency	-	-	-	-	-	-	-	-		0.00%
10-8400-130	General Business Wifi Connectivity	-	-	-	-	17,147	30,000	-	10,000		0.00%
10-8400-140	Support to Middle Fork Greenway Organization	-	-	-	-	-	7,000	25,000	25,000		3.03%
		701,984	701,728	678,656	685,096	706,041	774,164	826,305	930,657		100.00%