

Room Occupancy Tax Report

11/30/2018

2018/2019 Budgeted Revenues **\$135,000.00**

7/31/2018	\$15,894.85
8/31/2018	\$12,353.78
9/30/2018	\$14,636.43
10/31/2018	\$18,173.60
11/30/2018	
12/31/2018	
1/31/2019	
2/28/2019	
3/31/2019	
4/30/2019	
5/31/2019	
6/30/2019	

Net Collections: **\$61,058.66**

Budgeted Expenses:

Visit NC	\$16,800.00	7/1/2018
Trip Advisor	\$20,000.00	7/1/2018
USA Today	\$15,000.00	7/1/2018
Scripps	\$10,000.00	7/1/2018
NCM	\$17,890.00	7/1/2018
Audit & Bond	\$3,000.00	7/27/2018
Franklin Press	\$4,000.00	7/27/2018
Folk Festival	\$2,000.00	7/27/2018
Chamber BBQ Festival	\$2,000.00	7/27/2018
Site Dart	\$28.00	8/6/2018
Site Dart	\$235.00	8/21/2018
Summer Lovin Concert	\$1,000.00	8/23/2018
Google Adwords	\$500.00	8/23/2018
Facebook	\$758.82	9/21/2018
Google Adwords	\$1,500.00	9/21/2018
Facebook	\$1,233.90	9/21/2018
Outdoor 76 Naturalist	\$1,800.00	10/5/2018
Google Adwords	\$2,000.00	11/15/2018
Facebook	\$784.00	11/15/2018
Facebook	\$678.63	11/15/2018
Google Adwords	\$2,000.00	11/15/2018
WYFF	\$500.00	11/15/2018
Ruby Drop Event	\$2,100.00	12/1/2018

TOTAL EXPENSES: \$ 105,808.35

Remaining Balance: \$29,191.65

TDA FUND BALANCE: \$154,340.71

TDA Budget Fiscal Year 2018-2019	Budget Amount	Encumberances	Balance
Visit NC	\$16,800.00	\$16,800.00	\$0.00
Trip Advisor	\$20,000.00	\$20,000.00	\$0.00
USA Today	\$15,000.00	\$15,000.00	\$0.00
Scripps	\$10,000.00	\$10,000.00	\$0.00
NCM	\$17,890.00	\$17,890.00	\$0.00
Social Media	\$10,000.00	\$3,455.35	\$6,544.65
Google Adwords	\$10,000.00	\$6,000.00	\$4,000.00
Audit/ Bond	\$3,000.00	\$3,000.00	\$0.00
Misc/Festivals and Events	\$32,310.00	\$13,663.00	\$18,647.00
Totals:	\$135,000.00	\$105,808.35	\$29,191.65