

Room Occupancy Tax Report	
7/31/2017	
2017/2018 Budgeted Revenues	\$118,500.00
7/31/2017	
8/31/2017	
9/30/2017	
10/31/2017	
11/30/2017	
12/31/2017	
1/31/2018	
2/28/2018	
3/31/2018	
4/30/2018	
5/31/2018	
6/30/2018	
Net Collections:	\$0.00
Budgeted Expenses:	
Facebook	\$783.46
Google Adwords	\$1,500.00
Franklin Press	\$4,000.00
Smoky Mnt Center	\$5,159.00
Visit NC	\$5,987.50
Trip Advisor	\$4,029.76
TOTAL EXPENSES:	\$21,459.72
Remaining Balance:	\$97,040.28
TDA FUND BALANCE:	\$155,577.91

TDA Budget Fiscal Year 2017-2018	Budget Amount	Amount Spent	Balance
Visit NC	\$23,950.00		\$23,950.00
Trip Advisor	\$25,000.00	\$5,987.50	\$19,012.50
E-Blast	\$17,000.00		\$17,000.00
Social Media	\$10,000.00	\$783.46	\$9,216.54
Google Adwords	\$14,250.00	\$1,500.00	\$12,750.00
Audit/ Bond	\$3,000.00		\$3,000.00
Misc/Festivals and Events	\$25,300.00	\$13,188.76	\$12,111.24
Totals:	\$118,500.00		\$97,040.28

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7	Column 8	Column 9	Column 10
Month	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	FY 2016-20017	FY 2017-2018	
July	\$14,609.25	\$13,523.75	\$12,199.87	\$12,074.19	\$12,933.83	\$14,781.99	\$16,490.96		
August	\$10,802.81	\$9,436.83	\$10,574.60	\$10,142.03	\$11,288.22	\$10,743.41	\$12,801.13		
September	\$9,825.43	\$8,981.30	\$11,900.99	\$9,362.51	\$9,523.55	\$10,624.11	\$11,754.89		
October	\$13,997.93	\$13,580.58	\$13,809.73	\$13,204.00	\$13,826.66	\$15,955.17	\$19,377.43		
November	\$5,868.77	\$5,767.06	\$6,100.84	\$6,611.03	\$6,311.47	\$7,439.21	\$8,790.32		
December	\$4,501.02	\$4,718.42	\$4,746.80	\$5,173.04	\$5,500.33	\$6,574.55	\$6,879.39		
January	\$4,267.06	\$3,884.80	\$3,742.12	\$4,299.16	\$4,398.08	\$5,152.86	\$6,243.12		
February	\$4,902.24	\$4,085.65	\$4,746.80	\$4,471.66	\$4,919.27	\$5,152.04	\$4,546.77		
March	\$5,824.17	\$5,424.68	\$7,111.54	\$7,875.74	\$6,695.48	\$7,336.92	\$7,233.81		
April	\$7,615.57	\$6,997.08	\$7,814.07	\$7,796.15	\$9,098.44	\$10,186.71	\$11,146.26		
May	\$9,638.25	\$9,306.44	\$10,079.92	\$9,554.36	\$11,368.53	\$11,844.69	\$12,413.42		
June	\$9,781.24	\$9,738.55	\$9,166.06	\$9,084.51	\$11,097.29	\$11,603.51	\$12,131.45		
Totals:	\$101,633.74	\$95,445.14	\$101,993.34	\$99,648.38	\$106,961.15	\$117,395.17	\$129,808.95		