

Room Occupancy Tax Report		
12/31/2018		
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	\$13,471.11	
12/31/2018		
1/31/2019		
2/28/2019		
3/31/2019		
4/30/2019		
5/31/2019		
6/30/2019		
Net Collections:	\$74,529.77	
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
Smoky Mnt Center	\$10,000.00	12/14/2018
Google Adwords	\$500.00	12/14/2018
Facebook	\$424.32	12/14/2018
TOTAL EXPENSES:	\$ 116,732.67	
Remaining Balance:	\$18,267.33	
TDA FUND BALANCE:	\$154,866.51	

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	\$3,879.67	\$3,455.35
Google Adwords	\$10,000.00	\$6,500.00	\$3,500.00
Audit/ Bond	\$3,000.00	\$3,000.00	\$0.00
Misc/Festivals and Events	\$32,310.00	\$23,663.00	\$8,647.00
Totals:	\$135,000.00	\$116,732.67	\$18,267.33

