

**Room Occupancy Tax Report**

3/31/2017

**2016/2017 Budgeted Revenues****\$113,200.00**

7/31/2016	\$16,490.96
8/31/2016	\$12,801.13
9/30/2016	\$11,754.89
10/31/2016	\$19,377.43
11/30/2016	\$8,790.32
12/31/2016	\$6,879.39
1/31/2017	\$6,243.12
2/28/2017	\$4,546.77
3/31/2017	
4/30/2017	
5/31/2017	
6/30/2017	

**Net Collections:****\$86,884.01****Budgeted Expenses:**

SiteDart Hosting	\$155.40	7/11/2016
Eric Haggart Photography	\$1,500.00	7/15/2016
Folkmoot	\$2,500.00	7/27/2016
Naturalist Event	\$2,000.00	8/25/2016
Visit NC	\$3,812.50	8/25/2016
Premiere Marketing Facebook	\$1,375.81	8/25/2016
Premiere Marketing Google Adwords	\$359.55	8/25/2016
Smoky Mnt Center for Performing Arts for FY 15-16	\$8,196.06	8/25/2016
Martin Starnes & Associates Audit	\$750.00	9/13/2016
Trip Advisor	\$3,212.30	9/13/2016
Trip Advisor	\$2,471.90	9/13/2016
Trip Advisor	\$4,315.80	9/13/2016
Rotary Club of Franklin RiverFest	\$500.00	9/23/2016
Eric Haggart Photography	\$1,500.00	9/23/2016
Trip Advisor	\$3,557.51	9/23/2016
Premiere Marketing Facebook	\$757.37	9/23/2016
Premiere Marketing Google Adwords	\$620.67	9/23/2016
Deal Farms Corn Maze	\$2,000.00	10/6/2016
Trip Advisor	\$3,505.30	10/6/2016
Asheville Citizen Times	\$3,250.02	10/6/2016
SiteDart Hosting	\$215.74	10/6/2016
Premiere Marketing Facebook	\$798.34	10/6/2016
Premiere Marketing Google Adwords	\$497.89	10/6/2016
Asheville Citizen Times	\$3,250.02	10/6/2016

Martin Starnes & Associates Audit	\$750.00	11/16/2016
Trip Advisor	\$3,361.73	11/16/2016
Premiere Marketing Facebook	\$833.36	11/16/2016
Premiere Marketing Google Adwords	\$1,000.00	11/16/2016
Visit NC	\$4,479.17	11/16/2016
SiteDart Hosting	\$1,250.00	11/16/2016
Premiere Marketing Facebook	\$1,369.93	11/16/2016
Premiere Marketing Google Adwords	\$1,000.00	11/16/2016
Trip Advisor	\$2,075.43	12/12/2016
Pandora Media	\$972.99	12/16/2016
Pandora Media	\$3,047.00	12/16/2016
Pandora Media	\$1,094.00	12/16/2016
Premiere Marketing Facebook	\$683.77	12/29/2016
Premiere Marketing Google Adwords	\$500.00	12/29/2016
Motor Company Grill	\$1,500.00	12/30/2016
Western Carolina University Tourism Conference	\$417.00	2/2/2017
Smoky Mnt Center for Performing Arts	\$400.00	2/2/2017
Premiere Marketing Facebook	\$493.04	2/2/2017
Premiere Marketing Google Adwords	\$231.45	2/2/2017
Scottish Tartans Museum	\$2,820.00	2/2/2017
Premiere Marketing Facebook	\$197.47	2/23/2017
Premiere Marketing Google Adwords	\$187.44	2/23/2017
Visit NC	\$4,479.17	2/23/2017
Nanthala Hiking Club	\$1,252.00	2/23/2017
Natural Bodybuilding Federation	\$1,000.00	2/23/2017
Taste of Scotland	\$45.90	3/17/2017
Premiere Marketing Facebook	\$230.57	3/23/2017
Premiere Marketing Google Adwords	\$191.13	3/23/2017

**Committed Funding:**

Smoky Mountain Center for the Performing Arts  
Taste of Scotland

\$14,600.00  
\$1,754.10

**Total Expenditures:**

\$103,318.83

**Remaining Balance:**

\$9,881.17

**TDA FUND BALANCE:**

\$155,259.65