

<b>Room Occupancy Tax Report</b>	
8/31/2019	
<b>2019/2020 Budgeted Revenues</b>	<b>\$140,000.00</b>
7/31/2019	\$17,886.04
8/31/2019	
9/30/2019	
10/31/2019	
11/30/2019	
12/31/2019	
1/31/2020	
2/28/2020	
3/31/2020	
4/30/2020	
5/31/2020	
6/30/2020	
<b>Net Collections:</b>	<b>\$17,886.04</b>
<b>Budgeted Expenses:</b>	
Visit NC	\$29,500.00
Trip Advisor	\$20,000.02
Social Media	\$5,000.00
Google Adwords/ Microsoft Advertising	\$20,000.00
YouTube	\$10,000.00
Dnet(Tracking Pixels & Video to Website)	\$250.00
Franklin Press	\$6,000.00
Smoky Mountain Center	\$10,000.00
Macon County Transit	\$2,000.00
Martin Starnes Audit	\$3,000.00
Folk Festival	\$2,000.00
Streets of Franklin Hometown Heritage Festival	\$1,200.00
Site Dart	\$235.00
<b>TOTAL EXPENSES:</b>	<b>\$ 109,185.02</b>
<b>Remaining Balance:</b>	<b>\$140,000.00</b>
<b>TDA FUND BALANCE:</b>	<b>\$150,950.59</b>

**TDA Budget Ordinance FY 19-20**

TDA Budget Fiscal Year 2019-2020	Total Budgeted	Expenditures	Encumberances	Balance
<b>Advertising &amp; Marketing</b>	<b>\$102,750.02</b>			<b>\$0.00</b>
<i>Visit NC</i>		\$29,500.00	\$29,500.00	\$0.00
<i>Trip Advisor</i>		\$20,000.02	\$20,000.02	\$0.00
<i>Social Media</i>		\$5,000.00	\$5,000.00	\$0.00
<i>Google Adwords/ Microsoft Advertising</i>		\$20,000.00	\$20,000.00	\$0.00
<i>YouTube</i>		\$10,000.00	\$10,000.00	\$0.00
<i>Dnet (Tracking Pixels &amp; Videos to Website)</i>		\$250.00	\$250.00	\$0.00
<i>Franklin Press</i>		\$6,000.00	\$6,000.00	\$0.00
<i>Macon County Transit</i>		\$2,000.00	\$2,000.00	\$0.00
<i>Smoky Moutain Center</i>		\$10,000.00	\$10,000.00	\$0.00
<b>Audit &amp; Bond</b>	<b>\$3,000.00</b>			<b>\$0.00</b>
<i>Martin Starnes</i>		\$3,000.00	\$3,000.00	
<b>Festivals &amp; Events</b>	<b>\$29,249.98</b>			<b>\$26,049.98</b>
<i>Folk Festival</i>		\$2,000.00	\$2,000.00	
<i>Streets of Franklin Hometown Heritage Festival</i>		\$1,200.00	\$1,200.00	
<b>Undesignated/ Miscellaneous</b>	<b>\$5,000.00</b>			<b>\$4,765.00</b>
<i>Site Dart Hosting</i>		\$235.00	\$235.00	
<b>Totals:</b>	<b>\$140,000.00</b>	<b>\$109,185.02</b>		

Month	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	FY 2016-2017	FY 2017-2018	FY 2018-2019	FY 2019-2020
July	\$14,609.25	\$13,523.75	\$12,199.87	\$12,074.19	\$12,933.83	\$14,781.99	\$16,490.96	\$16,483.17	\$15,894.85	\$17,886.04
August	\$10,802.81	\$9,436.83	\$10,574.60	\$10,142.03	\$11,288.22	\$10,743.41	\$12,801.13	\$15,268.63	\$12,353.78	
September	\$9,825.43	\$8,981.30	\$11,900.99	\$9,362.51	\$9,523.55	\$10,624.11	\$11,754.89	\$14,815.74	\$14,636.43	
October	\$13,997.93	\$13,580.58	\$13,809.73	\$13,204.00	\$13,826.66	\$15,955.17	\$19,377.43	\$18,874.81	\$18,173.60	
Novemeber	\$5,868.77	\$5,767.06	\$6,100.84	\$6,611.03	\$6,311.47	\$7,439.21	\$8,790.32	\$9,873.21	\$13,471.11	
December	\$4,501.02	\$4,718.42	\$4,746.80	\$5,173.04	\$5,500.33	\$6,574.55	\$6,879.39	\$8,375.77	\$7,878.56	
January	\$4,267.06	\$3,884.80	\$3,742.12	\$4,299.16	\$4,398.08	\$5,152.86	\$6,243.12	\$5,137.19	\$3,999.90	
February	\$4,902.24	\$4,085.65	\$4,746.80	\$4,471.66	\$4,919.27	\$5,152.04	\$4,546.77	\$5,404.38	\$6,630.27	
March	\$5,824.17	\$5,424.68	\$7,111.54	\$7,875.74	\$6,695.48	\$7,336.92	\$7,233.81	\$8,649.55	\$10,302.99	
April	\$7,615.57	\$6,997.08	\$7,814.07	\$7,796.15	\$9,098.44	\$10,186.71	\$11,146.26	\$11,234.35	\$10,830.29	
May	\$9,638.25	\$9,306.44	\$10,079.92	\$9,554.36	\$11,368.53	\$11,844.69	\$12,413.42	\$12,024.60	\$14,666.32	
June	\$9,781.24	\$9,738.55	\$9,166.06	\$9,084.51	\$11,097.29	\$11,603.51	\$12,131.45	\$12,313.74	\$14,915.56	
Totals:	\$101,633.74	\$95,445.14	\$101,993.34	\$99,648.38	\$106,961.15	\$117,395.17	\$129,808.95	\$138,455.14	\$143,753.66	\$17,886.04