

Room Occupancy Tax Report	
6/30/2020	
2019/2020 Budgeted Revenues	\$140,000.00
7/31/2019	\$17,886.04
8/31/2019	\$14,413.61
9/30/2019	\$12,866.27
10/31/2019	\$19,422.94
11/30/2019	\$10,692.08
12/31/2019	\$7,013.79
1/31/2020	\$6,966.05
2/28/2020	\$6,479.11
3/31/2020	\$4,085.98
4/30/2020	\$707.20
5/31/2020	\$4,265.21
6/30/2020	
Net Collections:	\$104,798.28
Budgeted Expenses:	
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
Naturalist Event	\$1,700.00
Site Dart	\$19.95
Ruby Drop	\$2,100.00
Nantahala Hiking Club Event	\$1,264.48
Springtopia	\$2,195.85
Streets of Franklin Hometown Heritage Festival	\$2,200.00
TOTAL EXPENSES:	\$ 118,665.30
Remaining Balance:	\$21,334.70
TDA FUND BALANCE:	\$152,631.90