

Room Occupancy Tax Report		
5/31/2019		
<b>2018/2019 Budgeted Revenues</b>	<b>\$135,000.00</b>	
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	\$7,878.56	
1/31/2019	\$3,999.90	
2/28/2019	\$6,630.27	
3/31/2019	\$10,302.99	
4/30/2019	\$10,830.29	
5/31/2019		
6/30/2019		
<b>Net Collections:</b>	<b>\$114,171.78</b>	
<b>Budgeted Expenses:</b>		
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	\$5,980.00	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
Google Adwords	\$500.00	1/25/2019
Facebook	\$447.09	1/25/2019
Site Dart	\$19.95	2/1/2019
BodyBuilding Event	\$700.00	3/1/2019
ATC Event	\$1,000.00	4/3/2019
Fire Flies Project	\$250.00	4/3/2019
Macon County Transit	\$2,000.00	4/3/2019
Facebook	\$184.59	4/3/2019
Google Adwords	\$288.19	4/3/2019
Facebook	\$446.62	4/3/2019
Google Adwords	\$348.89	4/3/2019
Google Adwords	\$297.73	5/3/2019
Facebook	\$900.86	5/3/2019
Taste of Scotland	\$2,000.00	5/17/2019
Facebook	\$1,310.86	5/17/2019
Google Adwords	\$437.09	5/17/2019
The Franklin Press	\$2,000.00	5/31/2019
<b>TOTAL EXPENSES:</b>	<b>\$ 125,844.54</b>	
<b>Remaining Balance:</b>	<b>\$9,155.46</b>	
<b>TDA FUND BALANCE:</b>	<b>\$155,077.97</b>	

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	\$5,980.00	\$5,980.00	\$0.00
NCM	\$17,890.00	\$17,890.00	\$0.00
Social Media	\$10,000.00	\$7,169.69	\$2,830.31
Google Adwords	\$14,020.00	\$8,371.90	\$5,648.10
Audit/ Bond	\$3,000.00	\$3,000.00	\$0.00
Misc/Festivals and Events	\$32,310.00	\$31,632.95	\$677.05
<b>Totals:</b>	<b>\$135,000.00</b>	<b>\$125,844.54</b>	<b>\$9,155.46</b>