

Transylvania County TDA BUDGET RECOMMENDATION

Revenue	FY23 Budget
Occupancy Tax Revenue	\$ 2,260,000
Penalties	\$ 3,000
Advertising	\$ 32,500
Map Sales	\$ 1,000
Interest Income	\$ 2,000
Fund Balance Appropriated	\$ -
Total Revenues	\$ 2,298,500
Expenses	FY23 Budget
Overhead	
County Indirect / Admin Cost	\$ 122,326
Utilities	\$ 10,000
Visitor Center Contract for Service	\$ 56,000
Visitor Center Lease Agreement	\$ 44,650
ACA Benefit Costs	\$ 32,250
LGERS Pension Plan	\$ 18,046
Wages / FICA / Medicare	\$ 149,142
Audit Contract Services	\$ 6,750
Office Expense	
Supplies	\$ 6,636
Telephone	\$ 5,000
Office & Computer Equipment	\$ 10,000
IT Services	\$ 5,000
Postage	\$ 9,000
Travel	\$ 2,500
Dues, Subscriptions	\$ 1,200
Promotional Items	\$ 7,500
Advertising/Marketing	\$ 1,405,000
Strategic Plan	\$ 135,000
Transylvania Always	\$ 175,000
Partnership Funding	
Tourism Marketing	\$ 67,500
Destination Infrastructure	\$ 30,000
Total Expenses	\$ 2,298,500

BUDGET NARRATIVE

This budget recommendation is being presented by the Budget Officer as a first draft for the 2022-2023 fiscal year and to recommend specific policies and goals to the governing TDA board.

It is a set of estimated revenues comprised of forecasted occupancy tax collection, any related penalties from late returns, advertising revenue and interest income plus any funds appropriated from the fund balance to balance authorized expenses related to marketing and promotion, TDA overhead and office expenses, strategic planning and sustainability expenses and grant and partnership funding.

Supporting Notes for Budget items:

Income Forecast - Based on a projected 2022 YE tax collection of approximately \$2.18M and with our typical 5% increase for projections, that would give us an occupancy tax collection forecast of \$2.29M minus the County Collection fee

The Indirect / Admin fee to the County is based on the schedule provided by the finance officer using the Board of Education as a comparison and will be reevaluated as soon as those actuals are realized and the budget can be amended. This also covers the physical office space so that line item will not be included in the budget separately related to the office space lease with the Chamber.

The policies related to the visitor center include estimates for both the real estate lease agreement and Operating agreement that has been proposed by the Chamber of Commerce but has not been approved and executed at the time of this recommendation.

The Wages and benefit costs include the expenses associated with the implementation of a County Personnel plan that has been proposed by Transylvania County but has not been fully approved.

The Marketing / Advertising expense is associated with a full year marketing plan that has been reviewed and approved by the marketing committee and board but has a supporting contract with the marketing agency that has not been approved or executed at the time of this recommendation.