

Room Occupancy Tax Report	
1/31/2018	
2017/2018 Budgeted Revenue	\$129,000.00
7/31/2017	\$16,483.17
8/31/2017	\$15,268.63
9/30/2017	\$14,815.74
10/31/2017	\$18,874.81
11/30/2017	\$9,873.21
12/31/2017	\$8,375.77
1/31/2018	
2/28/2018	
3/31/2018	
4/30/2018	
5/31/2018	
6/30/2018	
Net Collections:	\$83,691.33
Budgeted Expenses:	
Facebook	\$783.46
Google Adwords	\$1,500.00
Franklin Press	\$4,000.00
Smoky Mnt Center	\$5,159.00
Visit NC	\$23,950.00
Trip Advisor	\$29,029.18
SiteDart	\$383.00
Facebook	\$911.16
Google Adwords	\$1,500.00
SiteDart	\$206.25
Asheville Citizen Times	\$17,000.00
Outdoor 76	\$1,900.00
Martin Starnes Audit	\$3,000.00
SiteDart	\$11.00
Smoky Mnt Center	\$15,000.00
Google Adwords	\$2,000.00
Facebook	\$1,143.31
Google Adwords	\$1,500.00
Facebook	\$834.64
Ruby Drop	\$4,000.00
Hiking Club Event	\$1,138.00
SiteDart	\$19.95
Facebook	\$1,363.59
Google Adwords	\$2,000.00
Facebook	\$441.35
Google Adwords	\$500.00
Facebook	\$187.50
Google Adwords	\$500.00
TOTAL EXPENSES:	\$119,961.39
Remaining Balance:	\$9,038.61
TDA FUND BALANCE:	\$157,021.97

Column1	Column3	Column4	Column5	Column6	Column7	Column8	Column9	Column10
Month	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	FY 2016-20017	FY 2017-2018
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
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
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
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
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
Decmeber	\$4,501.02	\$4,718.42	\$4,746.80	\$5,173.04	\$5,500.33	\$6,574.55	\$6,879.39	\$8,375.77
January	\$4,267.06	\$3,884.80	\$3,742.12	\$4,299.16	\$4,398.08	\$5,152.86	\$6,243.12	
February	\$4,902.24	\$4,085.65	\$4,746.80	\$4,471.66	\$4,919.27	\$5,152.04	\$4,546.77	
March	\$5,824.17	\$5,424.68	\$7,111.54	\$7,875.74	\$6,695.48	\$7,336.92	\$7,233.81	
April	\$7,615.57	\$6,997.08	\$7,814.07	\$7,796.15	\$9,098.44	\$10,186.71	\$11,146.26	
May	\$9,638.25	\$9,306.44	\$10,079.92	\$9,554.36	\$11,368.53	\$11,844.69	\$12,413.42	
June	\$9,781.24	\$9,738.55	\$9,166.06	\$9,084.51	\$11,097.29	\$11,603.51	\$12,131.45	
Totals:	\$101,633.74	\$95,445.14	\$101,993.34	\$99,648.38	\$106,961.15	\$117,395.17	\$129,808.95	\$83,691.33

TDA Budget Fiscal Year 2017-2018	Budget Amount	Encumbrances	Balance
Visit NC	\$23,950.00	\$23,950.00	\$0.00
Trip Advisor	\$29,029.18	\$29,029.18	\$0.00
E-Blast/Asheville Citizen	\$17,000.00	\$17,000.00	\$0.00
Social Media	\$7,985.41	\$5,665.03	\$2,320.38
Google Adwords	\$12,235.41	\$9,500.00	\$2,735.41
Audit/ Bond	\$3,000.00	\$3,000.00	\$0.00
Misc/Festivals and Events	\$35,800.00	\$31,817.18	\$3,982.82
Totals:	\$129,000.00	\$119,961.39	\$9,038.61