

## Room Occupancy Tax Report

11/30/2017

**2017/2018 Budgeted Revenues** **\$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	
12/31/2017	
1/31/2018	
2/28/2018	
3/31/2018	
4/30/2018	
5/31/2018	
6/30/2018	

**Net Collections:** **\$65,442.35**

### Budgeted Expenses:

Facebook	\$783.46
Google Adwords	\$1,500.00
Franklin Press	\$4,000.00
Smoky Mnt Center	\$5,159.00
Visit NC	<b>\$23,950.00</b>
Trip Advisor	<b>\$29,029.18</b>
SiteDart	\$383.00
Facebook	\$911.16
Google Adwords	\$1,500.00
SiteDart	\$206.25
Asheville Citizen Times	<b>\$17,000.00</b>
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

TOTAL EXPENSES:

\$118,332.54

Remaining Balance:

\$10,667.46

TDA FUND BALANCE:

\$156,038.89

**Room Occupancy Tax Report**

5/31/2020

**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	\$19,558.09
11/30/2019	\$12,223.01
12/31/2019	\$5,482.86
1/31/2020	\$8,189.57
2/28/2020	\$5,255.59
3/31/2020	\$4,085.98
4/30/2020	\$707.20
5/31/2020	
6/30/2020	

**Net Collections:** **\$100,668.22****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
Cowee Pottery Festival	\$3,000.00
Nantahala Hiking Club Event	\$1,264.48
Springtopia	\$5,000.00

**TOTAL EXPENSES:** **\$ 122,269.45****Remaining Balance:** **\$17,730.55****TDA FUND BALANCE:** **\$152,605.67**

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	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	\$14,413.61
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	\$12,866.27
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	\$19,558.09
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	\$12,223.01
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	\$5,482.86
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	\$8,189.57
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	\$5,255.59
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	\$4,085.98
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	\$707.20
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	
<b>Totals:</b>	<b>\$101,633.74</b>	<b>\$95,445.14</b>	<b>\$101,993.34</b>	<b>\$99,648.38</b>	<b>\$106,961.15</b>	<b>\$117,395.17</b>	<b>\$129,808.95</b>	<b>\$138,455.14</b>	<b>\$143,753.66</b>	<b>\$100,668.22</b>

**Room Occupancy Tax Report**

4/30/2020

**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	\$19,558.09
11/30/2019	\$12,223.01
12/31/2019	\$5,482.86
1/31/2020	\$8,189.57
2/28/2020	\$5,255.59
3/31/2020	\$4,085.98
4/30/2020	
5/31/2020	
6/30/2020	

**Net Collections:** **\$99,961.02****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
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Folk Festival	\$2,000.00
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Site Dart	\$19.95
Ruby Drop	\$2,100.00
Cowee Pottery Festival	\$3,000.00
Nantahala Hiking Club Event	\$1,264.48
Springtopia	\$5,000.00

**TOTAL EXPENSES:** **\$ 122,269.45****Remaining Balance:** **\$17,730.55****TDA FUND BALANCE:** **\$152,554.49**



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	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
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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	\$12,866.27
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	\$19,558.09
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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	\$4,085.98
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<b>Totals:</b>	<b>\$101,633.74</b>	<b>\$95,445.14</b>	<b>\$101,993.34</b>	<b>\$99,648.38</b>	<b>\$106,961.15</b>	<b>\$117,395.17</b>	<b>\$129,808.95</b>	<b>\$138,455.14</b>	<b>\$143,753.66</b>	<b>\$99,961.02</b>