

Room Occupancy Tax Report	
10/31/2020	
2020/2021 Budgeted Revenues	\$140,000.00
7/31/2020	\$10,041.66
8/31/2020	\$12,113.26
9/30/2020	\$11,026.88
10/31/2020	\$16,212.69
11/30/2020	
12/31/2020	
1/31/2021	
2/28/2021	
3/31/2021	
4/30/2021	
5/31/2021	
6/30/2021	
Net Collections:	\$49,394.49
Budgeted Expenses:	
Visit NC	\$ 5,450.00
Trip Advisor	\$ 20,000.00
Compulse OTT	\$ 20,000.00
USA Today	\$ 12,500.00
Social Media	\$ 5,000.00
Google Adwords/ Microsoft Advertising	\$ 20,000.00
YouTube	\$ 5,000.00
Martin-Starnes Audit	\$ 3,000.00
D'Net ADA Compliance Upgrade	\$ 1,000.00
Discover Franklin Domain Renewal	\$ 263.00
TOTAL EXPENSES:	\$ 92,213.00
Remaining Balance	\$47,787.00
TDA FUND BALANCE:	\$ 152,661.04

TDA Budget Ordinance FY 20-21

TDA Budget Fiscal Year 2020-2021	Total Budgeted	Expenditures	Encumbrances	Balance
Advertising & Marketing	\$ 88,950.00	\$ 88,950.00	\$ 88,950.00	\$ -
<i>Visit NC</i>	\$ 5,450.00	\$ 5,450.00	\$ 5,450.00	\$ -
<i>Trip Advisor</i>	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ -
<i>Compulse OTT</i>	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ -
<i>USA Today</i>	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ -
<i>Social Media</i>	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ -
<i>Google Adwords/ Microsoft Advertising</i>	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ -
<i>YouTube</i>	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ -
<i>ADA Website</i>	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -
Audit & Bond	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -
<i>Martin Starnes</i>	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -
Festivals & Events	\$ 48,050.00	\$263.00	\$263.00	\$47,787.00
<i>Discover Franklin Domain Renewal</i>	\$263.00	\$263.00	\$263.00	
Totals:	\$140,000.00	\$92,213.00	\$92,213.00	\$47,787.00
Connie Grubermann, Chair				
Summer Woodard, Town Manager				

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	FY2020-2021
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	\$10,041.66
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	\$12,113.26
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	\$11,026.88
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	\$19,422.94	\$16,212.69
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	\$10,692.08	
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	\$7,013.79	
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	\$6,966.05	
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	\$6,479.11	
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	\$4,265.21	
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	\$11,137.06	
Totals:	\$101,633.74	\$95,445.14	\$101,993.34	\$99,648.38	\$106,961.15	\$117,395.17	\$129,808.95	\$138,455.14	\$143,753.66	\$115,935.34	\$49,394.49