

TDA Budget Ordinance FY 21-22				
TDA Budget Fiscal Year 2021-2022	Total Budgeted	Expenditures	Encumbrances	Balance
Advertising & Marketing	\$ 109,200.00	\$ 109,200.00	\$ 109,200.00	\$ -
<i>Local IQ Traditional Ads/Paramount Ads</i>		\$ 21,000.00	\$ 21,000.00	
<i>Local IQ You Tube</i>		\$ 17,500.00	\$ 17,500.00	
<i>Local IQ Social Ads</i>		\$ 21,000.00	\$ 21,000.00	
<i>Local IQ Smart Solution (Email/Geofencing)</i>		\$ 38,700.00	\$ 38,700.00	
<i>Local IQ Retargeting</i>		\$ 6,000.00	\$ 6,000.00	
<i>Drake Enterprises - Social Media</i>		\$ 5,000.00	\$ 5,000.00	
Audit & Bond	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -
<i>Martin Starnes</i>		\$ 3,000.00	\$ 3,000.00	\$ -
Festivals & Events	\$ 47,800.00	\$0.00	\$0.00	\$47,800.00
Undesignated/Miscellaneous	\$5,000.00	\$0.00	\$0.00	\$5,000.00
Totals:	\$ 165,000.00	\$112,200.00	\$112,200.00	\$52,800.00
Connie Grubermann, Chair				
Travis Tallent, Town Clerk				