



ANNUAL REPORT

FY 24-25

FINANCIAL REVIEW

The following is an overview of the Johnston County Visitors Bureau financial data for the FY 2024-25.

NET REVENUE

The Johnston County Visitors Bureau is funded by a county-wide 3% Room Tax paid by visitors staying in accommodations in the county, which generated **\$1,319,571.83** in gross revenues for FY 24-25.

Month-by-month Johnston County 3% **gross collections** for Comparison FY 2022 to FY 2025:

JCVB financials are audited by the Johnston County Finance Department under a 3rd-party contract and a completed audit is available in December.

	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25
July	\$113,888.13	\$105,191.80	\$120,080.28	\$121,355.98
August	\$97,158.41	\$121,420.39	\$111,679.63	\$112,390.19
September	\$84,940.43	\$86,670.76	\$98,566.07	\$98,658.78
October	\$95,970.98	\$104,807.30	\$105,815.91	\$117,029.43
November	\$97,816.54	\$119,981.42	\$95,644.65	\$96,912.36
December	\$77,551.73	\$92,862.83	\$91,208.17	\$95,031.61
January	\$90,469.68	\$82,329.53	\$85,916.80	\$84,713.07
February	\$81,157.64	\$88,936.12	\$92,085.99	\$94,878.64
March	\$105,402.17	\$120,683.31	\$127,523.67	\$120,584.97
April	\$117,545.77	\$111,728.54	\$116,328.94	\$130,832.57
May	\$112,479.35	\$114,891.96	\$120,776.52	\$126,385.48
June	\$114,175.67	\$129,710.49	\$116,998.59	\$120,798.75
TOTALS	\$1,188,556.50	\$1,279,214.45	\$1,282,625.22	\$1,319,571.83

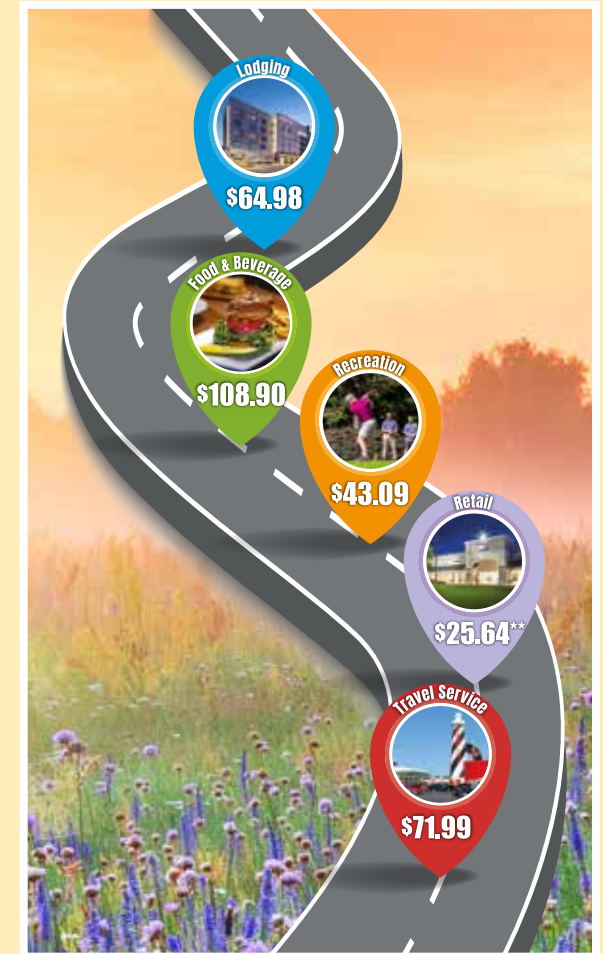
The Towns of Smithfield, Selma, Kenly, and Benson also have a 2% Room Tax which is dedicated to each town's individual marketing campaigns. The following collections represents the **gross dollar amounts** reported by the towns to the Tourism Authority in FY 21 through FY 24:

	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25
Smithfield	\$373,147.73	\$413,628.52	\$399,292.89	\$389,003.57
Selma	\$90,653.58	\$92,135.67	\$83,198.38	\$79,924.54
Kenly	\$28,776.58	\$26,772.38	\$30,117.86	\$31,480.58
Benson	\$80,021.38	\$78,499.39	\$75,457.14	\$98,592.79

REVENUE NET	2024-25	2023-24	2022-23	2021-22	2020-21
Johnston 3% Tax	1,315,449.50	1,273,239.66	1,291,239.60	1,176,003.87	791,770.76
Town of Benson	83,824.29	73,193.41	76,144.48	77,620.75	56,129.22
Town of Clayton	20,372.38				
Town of Kenly	31,284.85	31,028.48	29,481.88	28,776.64	26,980.10
Town of Selma	77,066.09	80,702.41	89,371.61	87,933.99	54,588.42
Town of Smithfield	375,993.19	387,314.12	401,219.68	361,953.32	228,956.44
Misc. Revenue	861.92	2,395.60	4,377.89	4,352.00	5715.00
Reimbursements	679.72	1,133.80	2,659.81	2,308.00	2,082.02
Investment Income	64,273.62	58,304.71	6,200.53	394.15	356.48
Grants		805,922.78	59,294.99	8,209.59	126,950.00
Total Revenues	1,969,805.56	2,713,234.97	1,959,990.47	1,747,552.31	1,293,528.44
HR EXPENSES					
Salaries & Wages	546,502.98	500,925.69	399,859.73	380,066.61	363,005.82
Longevity Pay	7,100.00	6,300.00	6,000.00	5,700.00	5,300.00
Travel Per Diem	5,000.00	6,000.00	6,000.00	6000.00	6,000.00
Fringe Benefits	101,392.87	181,054.32	150,845.36	144,154.62	137,676.42
Total HR Expenses	659,995.85	694,280.01	562,705.09	535,921.23	511,982.24
OPERATING EXP.					
Professional fees	23,284.00	15,750.00	4,500.00	2,250.00	3,500.00
Telephone	525.71	1,068.08	7,133.13	7,526.47	7,968.47
Postage	9,745.05	9,182.65	13,739.98	5,917.26	8,189.37
Printing	28,367.54	32,462.32	32,978.63	20,389.25	13,189.24
Utilities	5,950.08	5,759.10	5,430.53	4,430.10	4,188.08
Travel & Trade	32,638.78	27,515.31	20,735.85	14,831.13	4,460.15
Equip/Building/Main.	44,227.54	46,847.96	52,852.35	44,173.73	44,058.58
JoCo/Coop Adv.	290,539.11	227,593.54	180,615.32	166,778.93	130,654.87
Office Supplies	14,378.66	14,856.46	14,159.95	9,191.67	4,162.75
Software Expense	22,075.67	7,865.48	2,160.99	7,155.83	8,638.16
Benson Marketing	55,925.51	70,970.49	92,417.62	38,610.74	33,160.35
Kenly Marketing	19,454.26	20,759.57	20,101.64	41,939.34	30,842.84
Selma Marketing	65,354.12	92,947.00	85,748.55	49,480.68	60,769.75
Smithfield Marketing	212,892.50	173,975.06	151,211.65	149,894.76	136,552.96
JoCo Grows Expense	62,914.33				
Professional Dues	80,545.80	51,315.44	59,407.01	15,535.16	14,189.96
Marketing Grant	29,000.00	14,000.00	11,000.00	5,000.00	-0-
Insurance & Bonds	953.00	593.00	593.00	647.00	647.00
Research	64,266.09	13,160.00	5,661.00	2,376.00	2,200.00
Misc. Expenditures	5,000.00				
State Grants		82,498.10	51,866.87	9,036.52	20,873.18
Capital Grants	119,810.00	105,069.50	116,663.00	25,130.46	74,097.79
Total Operating	1,187,847.75	1,014,189.06	928,977.07	620,295.03	602,342.51
Total HR + Operating	1,847,843.50	1,708,469.07	1,491,682.16	1,156,216.26	1,114,324.75
Net +/-	121,962.06	1,004,765.90	468,308.31	591,336.05	179,203.69

IN JOHNSTON COUNTY, VISITORS SPENT \$314.59 MILLION IN 2024, WHICH IS AN 5.2% INCREASE OVER 2023 SPENDING. IN THE TRIANGLE REGION.

Johnston County is ranked second in total visitor spending behind Wake (7.6%), with Orange (4.9%) and Durham (3.0%) in third and fourth place



** the VisitNC report excludes retail outlet spending, related sales tax from retail, and jobs at Carolina Premium Outlets as the research is not customized for Johnston County. The study was prepared for Visit North Carolina by Tourism Economics.

Tourism isn't just about where people go - it's about how communities grow, connect, and thrive; and here in Johnston County, that story is gaining real momentum. But this is just the beginning. We're not here to simply promote a place - we're here to elevate it - turning moments into memories, visitors into advocates, and growth into long-term impact. The road ahead is bright, and we're building it together.

- Aaron Mullins, President/CEO JCVB



JOHNSTON COUNTY VISITORS BUREAU

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The Johnston County Visitors Bureau is the official destination marketing organization for the county of Johnston - charged with the mission to attract and serve visitors to the county, therefore, increasing visitor spending and the vitality of the tourism industry.