

**Rowan County Tourism Development Authority
2018-2019 Proposed Budget**

Revenues

Budget Notes (Expenses)

FY 2018-2019

Occupancy Tax Revenue	1,030,000.00	Based on projection of flat occupancy tax revenue growth and the addition of Hilton Home 2 in first quarter of 2019 (combined FY2017-2018 final projection plus addition of new property)
Partner Services	50,000.00	Includes shared services in the Gateway, Co-Op programs, shared staff position with Gateway partners and fees for TDA services based on FY17-18 actuals and FY18-19 projections
Gateway Building	80,000.00	Revenue from lease payments and meeting room rentals
Trolley	38,000.00	Trolley revenue from sales, rentals, tours, programs, sponsorships and ticketed events.
Total Revenue	1,198,000.00	

Expenses

Budget Notes (Expenses)

Marketing & Visitor Services

CVB: Tourism, Brand & Marketing Services	455,050.00	Rowan County branding fees and services in addition to CVB staff (4 FT, Gateway Shared Position, and 3 PT visitor center staff)
Destination Marketing Programs	320,000.00	Group and Tourism Support, Digital Marketing and Infrastructure, Tourism Marketing, Cooperative Destination and Brand marketing, Rowan Arts and Ag
Destination Development	150,000.00	Final year of Trolley Funding Payment to City of Salisbury, includes first year of funding agreement payment to the County for Railwalk.
Visitor Center	27,000.00	Rent and operational costs for visitor center (i.e. printing flyers and information, distributing brochures, visitor center only maintenance)
Gateway Building	80,000.00	Operational costs for Gateway (maintenance, janitorial, utilities, repairs, service agreements)
Development, Training and Travel	5,000.00	Professional development, educational events, travel, staff training, board and committee meetings
Trolley	24,000.00	Trolley operations (programming expenses, labor, operations, fuel, maintenance, marketing)
Marketing Supplies & Equipment	5,000.00	Office supplies and materials
Miscellaneous	2,000.00	
Total Marketing & Visitor Services	1,068,050.00	

Operations & Administration

Rowan County TDA	65,000.00	Funds transferred to the RCTDA to cover operational staff and TDA operational costs (audits, accounting, RCTDA FT)
Payroll Taxes and Unemployment Taxes	5,000.00	TDA Payroll and Unemployment
TDA LGERS	5,000.00	Local Gov. Employee Retirement System, TDA contribution
Health Benefits	24,000.00	(Includes health, life, a&d, dental and HSA)
Workers Comp, Liab.. Prop Ins.	2,450.00	Annual amount for the CVB
Professional Services	28,500.00	(Annual audit, professional accounting fees, attorney fees)

Total Operations & Admin. 129,950.00

Total Expenses 1,198,000.00

Difference 0.00