

2019-2020 Budget	Rutherford County Tourism Development Authority													
	TDA Rolling Financial Forecast													
	2018-2019 Fiscal Year													
	July	August	September	October	November	December	January	February	March	April	May	June	Year End Adj.	Year
<b>Revenue</b>														
<b>Occupancy Tax</b>														
2017-2018 Actuals	111,894.66	161,702.37	128,842.25	101,622.08	106,704.49	63,288.90	51,440.03	48,140.03	53,539.56	82,404.61	94,732.39	163,175.54	(17.10)	1,167,469.81
2018-2019 May RFF	166,797.00	214,602.00	184,723.00	220,983.46	159,616.65	96,372.87	77,986.51	61,892.22	66,609.54	90,567.66	90,000.00	120,000.00		1,550,150.91
2019-2020 Budget	129,798.00	187,575.00	149,457.00	117,882.00	123,777.00	73,415.00	59,670.00	55,842.00	62,106.00	95,589.00	109,890.00	189,284.00		1,354,285.00
<b>Penalties and Interest</b>														
2017-2018 Actuals	87.68	1,626.53	75.95	204.49	225.43	435.08	373.32	149.42	536.98	63.25	145.56	10,288.79	17.10	14,229.58
2018-2019 May RFF	381.04	661.95	579.18	163.56	2,766.72	130.07	1,351.12	180.88	925.69	138.63	0.00	0.00		7,278.84
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
<b>Fund Balance Appropriated</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
<b>Miscellaneous</b>														
2017-2018 Actuals	37.86	0.00	0.00	0.00	0.00	6,937.50	0.00	0.00	23,025.00	16,750.00	0.00	39,737.14		86,487.50
2018-2019 May RFF	0.00	6,750.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200.00	0.00	0.00		6,950.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		-
<b>Keep Ru. Co. Beautiful</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
<b>Strategic Plan Imp.</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
<b>Vacation Guide Ads</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	5,760.00	2,975.00	0.00	0.00	1,190.00	1,032.86	(37.86)	10,920.00
2018-2019 May RFF	0.00	995.00	0.00	0.00	0.00	995.00	6,750.00	990.00	595.00	0.00	1,190.00	0.00		11,515.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	12,000.00	0.00	0.00	0.00	0.00		14,000.00
<b>Website Ads</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00		6,000.00
<b>Total Revenue:</b>														
2017-2018 Actuals	112,020.20	163,328.90	128,918.20	101,826.57	106,929.92	70,661.48	57,573.35	51,264.45	77,101.54	99,217.86	96,067.95	214,234.33	(37.86)	1,279,106.89
2018-2019 May RFF	167,178.04	223,008.95	185,302.18	221,147.02	162,383.37	97,497.94	86,087.63	63,063.10	68,130.23	90,906.29	91,190.00	120,000.00		1,575,894.75
2019-2020 Budget	129,798.00	187,575.00	149,457.00	117,882.00	123,777.00	73,415.00	62,670.00	68,842.00	63,106.00	96,589.00	110,890.00	190,284.00		1,374,285.00

Note: Rolling Financial Forecast (RFF) is current year months actual in white boxes. Remaining months in grey boxes are projections.

February 2018 was first month with 1% increase in occupancy tax  
 October 2018 revenue is due to WEG

**2019-2020 Budget**

**Rutherford County Tourism Development Authority  
TDA Rolling Financial Forecast  
2018-2019 Fiscal Year**

	July	August	September	October	November	December	January	February	March	April	May	June	Year End Adj.	Year
<b>Expenses</b>														
<b>Salaries/Wages Regular 121-00</b>														
2017-2018 Actuals	11,717.51	14,006.02	29,537.73	13,722.82	14,156.28	14,470.44	14,615.15	14,615.16	14,615.14	14,710.61	14,787.81	15,262.03		186,216.70
2018-2019 May RFF	14,749.20	29,576.53	14,788.27	14,788.26	14,153.31	12,484.91	12,609.78	12,609.79	12,609.77	12,609.78	12,585.52	12,625.00		176,190.12
2019-2020 Budget	12,680.00	25,360.00	12,680.00	12,680.00	12,680.00	12,680.00	12,680.00	12,680.00	12,680.00	12,680.00	12,680.00	12,689.00		164,849.00
<b>Salaries/Wages P/T 126-00</b>														
2017-2018 Actuals	2,199.38	2,221.54	4,492.94	1,789.42	232.68	0.00	0.00	0.00	0.00	0.00	374.67	570.15		11,880.78
2018-2019 May RFF	428.97	1,210.89	619.02	499.56	695.04	993.99	660.17	504.62	1,230.35	1,340.62	1,614.87	2,000.00		11,798.10
2019-2020 Budget	1,900.00	3,800.00	1,900.00	1,400.00	1,400.00	1,400.00	1,400.00	1,400.00	1,400.00	1,400.00	1,900.00	1,900.00		21,200.00
<b>Total Salaries and Wages:</b>														
2017-2018 Actuals	13,916.89	16,227.56	34,030.67	15,512.24	14,388.96	14,470.44	14,615.15	14,615.16	14,615.14	14,710.61	15,162.48	15,832.18	0.00	198,097.48
2018-2019 May RFF	15,178.17	30,787.42	15,407.29	15,287.82	14,848.35	13,478.90	13,269.95	13,114.41	13,840.12	13,950.40	14,200.39	14,625.00		187,988.22
2019-2020 Budget	14,580.00	29,160.00	14,580.00	14,080.00	14,080.00	14,080.00	14,080.00	14,080.00	14,080.00	14,080.00	14,580.00	14,589.00		186,049.00
<b>Benefits</b>														
<b>Fica 181-00</b>														
2017-2018 Actuals	810.56	953.82	2,019.67	870.17	804.49	808.19	801.17	801.18	801.17	807.09	835.10	1,739.47	(862.85)	11,189.23
2018-2019 May RFF	836.77	1,803.87	850.28	842.87	815.62	775.84	758.57	748.93	793.92	800.76	816.26	820.00		10,663.69
2019-2020 Budget	873.00	1,746.00	873.00	873.00	873.00	873.00	873.00	873.00	873.00	873.00	873.00	873.00		11,349.00
<b>Medicare 181-01</b>														
2017-2018 Actuals	189.56	223.06	472.33	203.50	188.15	189.00	187.38	187.38	187.38	188.76	195.31	406.82	(201.79)	2,616.84
2018-2019 May RFF	195.70	421.87	198.87	197.13	190.78	181.46	177.41	175.16	185.68	187.28	190.89	200.00		2,502.23
2019-2020 Budget	204.00	408.00	204.00	204.00	204.00	204.00	204.00	204.00	204.00	204.00	204.00	206.00		2,654.00
<b>Retirement 182-00</b>														
2017-2018 Actuals	1,898.27	1,901.29	4,641.78	2,115.86	1,962.65	1,973.77	1,993.50	1,993.51	1,993.50	2,006.53	2,017.06	3,980.00	(1,848.86)	26,628.86
2018-2019 May RFF	2,079.63	4,170.28	2,085.14	2,085.14	1,995.61	1,760.37	1,777.98	1,777.98	1,777.98	1,777.98	1,774.56	1,800.00		24,862.65
2019-2020 Budget	1,980.00	3,960.00	1,980.00	1,980.00	1,980.00	1,980.00	1,980.00	1,980.00	1,980.00	1,980.00	1,980.00	1,989.00		25,749.00

<b>NC Retirement 182-01</b>															
2017-2018 Actuals	380.82	380.82	959.98	445.99	414.84	470.29	475.00	475.00	475.00	478.10	480.61	948.32	(452.30)	5,932.47	
2018-2019 May RFF	479.35	961.24	480.62	480.62	460.01	405.77	409.83	409.83	409.83	409.83	409.04	425.00		5,740.97	
2019-2020 Budget	404.00	808.00	404.00	404.00	404.00	404.00	404.00	404.00	404.00	404.00	404.00	412.00		5,260.00	
<b>Health and Life Insurance 183-00</b>															
2017-2018 Actuals	2,049.00	2,049.00	2,561.25	2,561.25	2,049.00	2,561.25	2,657.25	2,657.25	2,657.25	2,657.25	2,657.25	2,657.25	2,657.25	29,774.25	
2018-2019 May RFF	2,657.25	2,657.25	2,657.25	2,657.25	2,657.25	2,125.80	2,205.64	2,205.64	2,205.64	2,205.64	2,205.64	2,200.00		28,640.25	
2019-2020 Budget	2,263.00	2,263.00	2,263.00	2,263.00	2,263.00	2,263.00	2,263.00	2,263.00	2,263.00	2,263.00	2,263.00	2,271.00		27,164.00	
<b>Café Administration 189-01</b>															
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	5.00	5.00	5.00	5.00	5.00	5.00		30.00	
2018-2019 May RFF	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	60.00	
2019-2020 Budget	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00		60.00	
<b>Un-employment Comp. 185-00</b>															
2017-2018 Actuals	0.00	0.00	0.00	0.00	393.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00		393.42	
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00	0.00	0.00		500.00	
<b>Workers Comp. 186-00</b>															
2017-2018 Actuals	542.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		542.23	
2018-2019 May RFF	1,941.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00		2,941.00	
2019-2020 Budget	1,950.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		1,950.00	
<b>Total Benefits:</b>															
2017-2018 Actuals	5,870.44	5,507.99	10,655.01	6,196.77	5,812.55	6,002.50	6,119.30	6,119.32	6,119.30	6,142.73	6,190.33	9,736.86	(3,365.80)	77,107.30	
2018-2019 May RFF	8,194.70	10,019.51	6,277.16	6,268.01	6,124.27	5,254.24	5,334.43	5,322.54	5,378.05	5,386.49	5,401.39	6,450.00		75,410.79	
2019-2020 Budget	7,679.00	9,190.00	5,729.00	5,729.00	5,729.00	5,729.00	5,729.00	5,729.00	6,229.00	5,729.00	5,729.00	5,756.00		74,686.00	
<b>Total Wages and Benefits:</b>															
2017-2018 Actuals	19,787.33	21,735.55	44,685.68	21,709.01	20,201.51	20,472.94	20,734.45	20,734.48	20,734.44	20,853.34	21,352.81	25,569.04	(3,365.80)	275,204.78	
2018-2019 May RFF	23,372.87	40,806.93	21,684.45	21,555.83	20,972.62	18,733.14	18,604.38	18,436.95	19,218.17	19,336.89	19,601.78	21,075.00		263,399.01	
2019-2020 Budget	22,259.00	38,350.00	20,309.00	19,809.00	19,809.00	19,809.00	19,809.00	19,809.00	20,309.00	19,809.00	20,309.00	20,345.00		260,735.00	

Note: Rolling Financial Forecast (RFF) is current year months actual in white boxes. Remaining months in grey boxes are projections.

**2019-2020 Budget**

**Rutherford County Tourism Development Authority  
TDA Rolling Financial Forecast  
2018-2019 Fiscal Year**

	July	August	September	October	November	December	January	February	March	April	May	June	Year End Adj.	Year
<b>Marketing and Advertising: 370-00</b>														
<b>Advertising/Marketing</b>														
2017-2018 Actuals	0.00	0.00	13,879.52	2,140.00	4,052.79	2,647.00	2,227.90	89.00	2,250.00	6,511.00	4,180.81	9,978.61		47,956.63
2018-2019 May RFF	4,510.00	7,323.00	3,977.00	4,192.92	133.00	7,542.60	2,685.12	4,554.88	6,447.00	3,150.00	8,000.00	13,000.00	(991.36)	64,524.16
2019-2020 Budget	12,975.00	12,450.00	12,650.00	9,075.00	0.00	0.00	1,350.00	0.00	3,600.00	9,800.00	12,050.00	11,450.00		85,400.00
<b>Fam. Tours/Media Tours</b>														
2017-2018 Actuals	0.00	0.00	5,984.10	0.00	40.00	99.42	0.00	0.00	0.00	0.00	0.00	0.00		6,123.52
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,306.80	0.00	592.63	0.00	3,000.00		4,899.43
2019-2020 Budget	0.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00		3,300.00
<b>Website</b>														
2017-2018 Actuals	0.00	8,250.00	8,250.00	0.00	0.00	0.00	12,000.00	0.00	0.00	12,000.00	0.00	0.00		40,500.00
2018-2019 May RFF	3,750.00	0.00	0.00	20,250.00	0.00	0.00	12,000.00	0.00	8,250.00	0.00	0.00	8,250.00		52,500.00
2019-2020 Budget	3,750.00	8,250.00	0.00	3,750.00	8,250.00	0.00	12,000.00	0.00	0.00	8,250.00	3,750.00	0.00		48,000.00
<b>TDA Internal Graphic Design</b>														
2017-2018 Actuals	0.00	0.00	2,113.45	1,450.00	724.38	0.00	512.50	1,587.50	0.00	755.00	287.50	12,250.08		19,680.41
2018-2019 May RFF	0.00	875.00	0.00	900.00	0.00	612.50	350.00	1,622.50	0.00	2,245.24	0.00	14,000.00		20,605.24
2019-2020 Budget	2,500.00	1,500.00	1,500.00	1,500.00	1,500.00	2,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00		20,000.00
<b>Marketing &amp; PR Communications</b>														
2017-2018 Actuals	0.00	0.00	20,832.00	10,416.00	6,800.00	6,800.00	6,800.00	4,800.00	4,800.00	4,800.00	4,800.00	9,600.00		80,448.00
2018-2019 May RFF	0.00	0.00	10,200.00	5,100.00	0.00	15,300.00	0.00	9,900.00	8,000.00	8,000.00	8,000.00	8,000.00		72,500.00
2019-2020 Budget	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00		96,000.00
<b>Signage/Welcome Center/Billboards</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
<b>Photography/Video</b>														
2017-2018 Actuals	0.00	0.00	0.00	500.00	675.00	0.00	187.00	175.00	0.00	0.00	0.00	1,450.00		2,987.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	0.00	0.00	0.00	4,000.00		6,000.00
2019-2020 Budget	0.00	0.00	0.00	1,000.00	0.00	1,000.00	0.00	0.00	1,000.00	0.00	0.00	1,000.00		4,000.00
<b>Digital/Social Media/Ad Words</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	2,250.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		2,250.00
2018-2019 May RFF	0.00	0.00	1,736.18	1,400.00	0.00	3,000.00	0.00	34.86	0.00	699.55	946.14	1,000.00		8,816.73
2019-2020 Budget	2,950.00	2,950.00	2,950.00	2,950.00	2,100.00	2,100.00	2,100.00	2,100.00	2,100.00	2,950.00	2,950.00	2,950.00		31,150.00

<b>Printing Cost / Vacation Guide</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	33,063.01	(3,356.93)	29,706.08
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,351.25	28,000.00		30,351.25
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	32,000.00	0.00	0.00		32,000.00
<b>Other Marketing Costs</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2019-2020 Budget	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,000.00
<b>Total Marketing and Advertising:</b>														
2017-2018 Actuals	0.00	8,250.00	51,059.07	14,506.00	14,542.17	9,546.42	21,727.40	6,651.50	7,050.00	24,066.00	9,268.31	66,341.70	(3,356.93)	229,651.64
2018-2019 May RFF	8,260.00	8,198.00	15,913.18	31,842.92	133.00	26,455.10	15,035.12	19,419.04	22,697.00	14,687.42	19,297.39	79,250.00	(991.36)	260,196.81
2019-2020 Budget	30,675.00	33,950.00	25,900.00	27,075.00	20,650.00	14,400.00	25,750.00	12,400.00	17,000.00	63,300.00	29,050.00	25,700.00	-	325,850.00

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**2019-2020 Budget**

**Rutherford County Tourism Development Authority  
TDA Rolling Financial Forecast  
2018-2019 Fiscal Year**

	July	August	September	October	November	December	January	February	March	April	May	June	Year End Adj.	Year
<b>Administrative and Operations</b>														
<b>Lease/Rent Expense: 431-00</b>														
2017-2018 Actuals	0.00	0.00	1,500.00	500.00	1,000.00	0.00	500.00	500.00	500.00	776.42	500.00	500.00	0.00	6,276.42
2018-2019 May RFF	0.00	0.00	1,500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00		6,000.00
2019-2020 Budget	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00		6,000.00
<b>Telephone: 321-00</b>														
2017-2018 Actuals	0.00	513.86	275.61	244.31	258.87	469.49	225.61	235.56	230.26	228.31	232.42	1,858.04	(30.53)	4,741.81
2018-2019 May RFF	0.00	232.05	230.72	215.99	220.75	451.17	454.09	244.71	181.09	181.50	240.00	240.00	(74.40)	2,817.67
2019-2020 Budget	240.00	240.00	240.00	240.00	240.00	240.00	240.00	240.00	240.00	240.00	240.00	240.00		2,880.00
<b>VOIP: 980-15</b>														
2017-2018 Actuals	123.56	123.57	174.13	123.57	123.57	123.57	124.30	124.30	124.30	125.58	125.58	125.99	4.93	1,546.95
2018-2019 May RFF	125.78	178.31	125.78	125.78	126.19	134.71	130.36	130.36	130.36	179.14	150.00	150.00		1,686.77
2019-2020 Budget	296.00	296.00	296.00	296.00	296.00	296.00	296.00	296.00	296.00	296.00	296.00	304.00		3,560.00
<b>Utilities: 331-00</b>														
<b>Gas/Electric</b>														
2017-2018 Actuals	0.00	741.43	345.96	277.01	269.95	318.68	0.00	401.41	284.85	0.00	0.00	565.49	0.00	3,204.78
2018-2019 May RFF	0.00	325.33	0.00	1,039.78	0.00	239.63	707.10	0.00	397.07	550.87	350.00	350.00		3,959.78
2019-2020 Budget	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00		4,200.00
<b>Water/Sewer</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
<b>Janitorial: 394-00</b>														
2017-2018 Actuals	0.00	648.32	854.64	0.00	875.95	120.65	0.00	141.58	0.00	127.76	266.95	548.68	(79.66)	3,504.87
2018-2019 May RFF	0.00	220.08	0.00	405.04	0.00	0.00	191.30	200.55	0.00	285.35	500.00	500.00	(65.26)	2,237.06
2019-2020 Budget	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00		3,600.00
<b>Total Rent and Utilities:</b>														
2017-2018 Actuals	123.56	2,027.18	3,150.34	1,144.89	2,528.34	1,032.39	849.91	1,402.85	1,139.41	1,258.07	1,124.95	3,598.20	(105.26)	19,274.83
2018-2019 May RFF	125.78	955.77	1,856.50	2,286.59	846.94	1,325.51	1,982.85	1,075.62	1,208.52	1,696.86	1,740.00	1,740.00	(139.66)	16,701.28
2019-2020 Budget	1,686.00	1,686.00	1,686.00	1,686.00	1,686.00	1,686.00	1,686.00	1,686.00	1,686.00	1,686.00	1,686.00	1,694.00		20,240.00

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**2019-2020 Budget**

**Rutherford County Tourism Development Authority  
TDA Rolling Financial Forecast  
2018-2019 Fiscal Year**

	July	August	September	October	November	December	January	February	March	April	May	June	Year End Adj.	Year
<b>Office Expense</b>														
<b>Office Supplies:260-00</b>														
2017-2018 Actuals	0.00	1,191.54	1,190.35	137.42	283.09	438.53	762.17	245.60	184.22	149.10	115.88	808.47	(277.61)	5,228.76
2018-2019 May RFF	0.00	984.26	0.00	371.35	452.24	374.77	175.57	580.99	255.20	145.86	500.00	500.00	(142.00)	4,198.24
2019-2020 Budget	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00		6,000.00
<b>Printing: 341-00</b>														
Office Supplies:260-00	0.00	0.00	1,113.47	203.28	403.13	122.88	161.98	131.32	245.81	264.77	199.73	1,324.68	(260.73)	3,910.32
2018-2019 May RFF	0.00	293.96	344.50	401.96	288.54	235.19	96.26	126.96	162.04	194.32	500.00	500.00	(154.13)	2,989.60
2019-2020 Budget	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00		4,200.00
<b>Postage: 325-00</b>														
2017-2018 Actuals	0.00	346.51	747.50	0.00	406.48	397.58	859.47	360.11	0.00	386.20	751.84	3,632.60	(72.66)	7,815.63
2018-2019 May RFF	0.00	998.93	0.00	787.93	1,283.19	202.40	40.40	631.02	0.00	550.84	903.25	8,000.00	(47.87)	13,350.09
2019-2020 Budget	0.00	500.00	200.00	750.00	1,200.00	450.00	500.00	500.00	400.00	2,500.00	2,000.00	2,000.00		11,000.00
<b>Equipment: 510-00</b>														
2017-2018 Actuals	0.00	2,207.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	755.66	(156.32)	2,806.68
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,198.40	0.00	0.00	(78.40)	1,120.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	0.00	0.00	0.00	0.00	0.00		2,000.00
<b>Equipment Rent: 431-01</b>														
2017-2018 Actuals	0.00	760.06	380.03	380.03	380.03	0.00	1,140.09	380.03	0.00	0.00	760.06	380.03	(288.36)	4,272.00
2018-2019 May RFF	0.00	760.06	0.00	380.03	760.95	380.92	417.41	760.95	0.00	381.81	700.00	400.00	(220.72)	4,721.41
2019-2020 Budget	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00		4,800.00
<b>Dues and Subscriptions: 491-00</b>														
2017-2018 Actuals	0.00	9,195.88	222.88	250.00	138.99	100.00	183.33	446.59	125.00	300.00	0.00	377.46	0.00	11,340.13
2018-2019 May RFF	1,545.00	173.88	0.00	649.00	511.35	7,303.90	125.00	0.00	300.00	0.00	500.00	500.00	(11.80)	11,596.33
2019-2020 Budget	1600.00	200.00	200.00	700.00	700.00	8000.00	200.00	200.00	200.00	200.00	200.00	200.00		12,600.00
<b>Total Office Expense:</b>														
Office Supplies:260-00	0.00	13,701.33	3,654.23	970.73	1,611.72	1,058.99	3,107.04	1,563.65	555.03	1,100.07	1,827.51	7,278.90	(1,055.68)	35,373.52
2018-2019 May RFF	1,545.00	3,211.09	344.50	2,590.27	3,296.27	8,497.18	854.64	2,099.92	717.24	2,471.23	3,103.25	9,900.00	(654.92)	37,975.67
2019-2020 Budget	2,850.00	1,950.00	1,650.00	2,700.00	3,150.00	9,700.00	3,950.00	1,950.00	1,850.00	3,950.00	3,450.00	3,450.00		40,600.00

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**2019-2020 Budget**

**Rutherford County Tourism Development Authority  
TDA Rolling Financial Forecast  
2018-2019 Fiscal Year**

	July	August	September	October	November	December	January	February	March	April	May	June	Year End Adj.	Year
<b>Repairs and Maintenance:</b>														
<b>Building Repairs and Maint. : 351-00</b>														
2017-2018 Actuals	50.00	474.30	983.00	144.11	76.81	1,619.68	109.40	0.00	3,115.96	0.00	0.00	440.46	(2,356.46)	4,657.26
2018-2019 May RFF	451.38	1,135.90	95.00	274.18	37.78	552.00	116.37	448.70	492.78	674.46	850.00	850.00	(164.09)	5,814.46
2019-2020 Budget	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00		6,000.00
<b>Computer Repairs and Maint. 980-16</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	73.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	73.59
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00	250.00		500.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	1,912.00	0.00	0.00	0.00	0.00	0.00		1,912.00
<b>Total Repairs and Maint. :</b>														
2017-2018 Actuals	50.00	474.30	983.00	144.11	76.81	1,693.27	109.40	0.00	3,115.96	0.00	0.00	440.46	(2,356.46)	4,730.85
2018-2019 May RFF	451.38	1,135.90	95.00	274.18	37.78	552.00	116.37	448.70	492.78	674.46	1,100.00	1,100.00	(164.09)	6,314.46
2019-2020 Budget	500.00	500.00	500.00	500.00	500.00	500.00	2,412.00	500.00	500.00	500.00	500.00	500.00		7,912.00

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**2019-2020 Budget**

**Rutherford County Tourism Development Authority  
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2018-2019 Fiscal Year**

	July	August	September	October	November	December	January	February	March	April	May	June	Year End Adj.	Year
<b>Travel 311-00</b>														
<b>Lodging</b>														
2017-2018 Actuals	0.00	0.00	984.44	0.00	0.00	213.54	0.00	0.00	0.00	1,598.23	203.24	0.00		2,999.45
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	90.16	0.00	181.25	0.00	0.00	1,916.08	500.00		2,687.49
2019-2020 Budget	500.00	0.00	500.00	0.00	0.00	250.00	0.00	0.00	3,000.00	1,000.00	500.00	500.00		6,250.00
<b>Conference Fees/Training Fees</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	1,700.00	0.00	170.00	0.00	0.00	0.00	30.00		1,900.00
2018-2019 May RFF	0.00	0.00	0.00	761.16	99.00	0.00	0.00	1,974.17	0.00	0.00	0.00	0.00		2,834.33
2019-2020 Budget	0.00	0.00	0.00	1,000.00	200.00	0.00	2,000.00	1,000.00	500.00	0.00	0.00	0.00		4,700.00
<b>Meals</b>														
2017-2018 Actuals	0.00	0.00	25.30	0.00	0.00	0.00	0.00	0.00	0.00	34.88	0.00	0.00		60.18
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	30.45	0.00	0.00	56.27	0.00	185.82	200.00		472.54
2019-2020 Budget	100.00	50.00	50.00	0.00	0.00	50.00	0.00	200.00	500.00	200.00	200.00	200.00		1,550.00
<b>Travel</b>														
2017-2018 Actuals	40.58	952.60	24.56	157.51	1,320.54	94.25	83.28	249.03	982.96	84.31	1,207.40	354.23	(193.99)	5,357.26
2018-2019 May RFF	0.00	455.62	581.85	289.01	0.00	926.92	86.96	721.14	637.77	813.78	600.00	950.00	(1,531.97)	4,531.08
2019-2020 Budget	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00		6,000.00
<b>Total Travel</b>														
2017-2018 Actuals	40.58	952.60	1,034.30	157.51	1,320.54	2,007.79	83.28	419.03	982.96	1,717.42	1,410.64	384.23	(193.99)	10,316.89
2018-2019 May RFF	0.00	455.62	581.85	1,050.17	99.00	1,047.53	86.96	2,876.56	694.04	813.78	2,701.90	1,650.00	(1,531.97)	10,525.44
2019-2020 Budget	1,100.00	550.00	1,050.00	1,500.00	700.00	800.00	2,500.00	1,700.00	4,500.00	1,700.00	1,200.00	1,200.00		18,500.00

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**2019-2020 Budget**

**Rutherford County Tourism Development Authority  
TDA Rolling Financial Forecast**

**2018-2019 Fiscal Year**

	July	August	September	October	November	December	January	February	March	April	May	June	Year End Adj.	Year
<b>Professional/Insurance Fees</b>														
<b>Accounting/Prof. Serv. 192-00</b>														
2017-2018 Actuals	1,281.00	0.00	0.00	3,775.00	14,025.00	0.00	0.00	0.00	0.00	0.00	0.00	2,167.58	(81.00)	21,167.58
2018-2019 May RFF	0.00	0.00	0.00	7,500.00	0.00	0.00	5,400.00	0.00	0.00	0.00	0.00	3,000.00	(127.58)	15,772.42
2019-2020 Budget	0.00	0.00	0.00	8,500.00	0.00	0.00	5,400.00	0.00	2,500.00	0.00	0.00	0.00		16,400.00
<b>Consulting 194-00</b>														
2017-2018 Actuals	0.00	0.00	1,643.75	0.00	1,312.50	0.00	4,556.25	0.00	0.00	0.00	4,381.25	0.00	0.00	11,893.75
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	737.50	1,500.00	0.00	0.00	2,237.50
2019-2020 Budget	0.00	0.00	500.00	0.00	0.00	500.00	0.00	0.00	500.00	0.00	0.00	500.00		2,000.00
<b>General Fund Indirect 980-00</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120,000.00	(80,000.00)	40,000.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	40,000.00		40,000.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	40,000.00		40,000.00
<b>Insurance Fees</b>														
<b>Insurance Bonding 453-00</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	175.00	0.00	0.00	0.00	0.00	175.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	175.00	0.00	0.00	0.00		175.00
2019-2020 Budget	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	175.00	0.00	0.00	0.00		175.00
<b>Total Prof/Ins Fees:</b>														
2017-2018 Actuals	1,281.00	0.00	1,643.75	3,775.00	15,337.50	0.00	4,556.25	0.00	175.00	0.00	4381.25	122,167.58	(80,081.00)	73,236.33
2018-2019 May RFF	0.00	0.00	0.00	7,500.00	0.00	0.00	5,400.00	0.00	175.00	737.50	1,500.00	43,000.00	(127.58)	58,184.92
2019-2020 Budget	0.00	0.00	500.00	8,500.00	0.00	500.00	5,400.00	0.00	3175.00	0.00	0.00	40,500.00		58,575.00

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2019-2020 Budget

Rutherford County Tourism Development Authority  
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	July	August	September	October	November	December	January	February	March	April	May	June	Year End Adj.	Year
<b>Project / Programs</b>														
<b>Wayfinding Sign Maint. 510-03</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00	0.00	70,000.00	13,850.00	22,500.00	0.00	131,350.00
2018-2019 May RFF	35,000.00	85,000.00	0.00	0.00	0.00	0.00	0.00	0.00	17,500.00	0.00	0.00	70,000.00		207,500.00
2019-2020 Budget	0.00	0.00	2,500.00	0.00	0.00	2,500.00	0.00	0.00	2,500.00	0.00	0.00	2,500.00		10,000.00
<b>TAF 299-01</b>														
2017-2018 Actuals	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		10,000.00
2018-2019 May RFF	449.00	0.00	0.00	10,500.00	0.00	0.00	4,000.00	0.00	0.00	2,000.00	2,000.00	2,000.00		20,949.00
2019-2020 Budget	2,000.00	2,000.00	2,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00		42,000.00
<b>Strategic Plan 191-00</b>														
<b>Strategic Plan</b>														
2017-2018 Actuals	0.00	19,800.00	14,422.26	0.00	79.36	0.00	38,500.00	38,500.00	0.00	77,000.00	38,500.00	38,500.00		265,301.62
2018-2019 May RFF	0.00	28,550.00	10,043.84	0.00	0.00	671.25	0.00	66,090.00	29,324.00	22,525.00	23,200.00	30,000.00		210,404.09
2019-2020 Budget	11,000.00	11,000.00	18,000.00	11,000.00	11,000.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00		121,500.00
<b>Strat. Plan Imp. / Funding -</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	60,000.00	0.00	0.00	60,000.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150,000.00	125,000.00		275,000.00
2019-2020 Budget	50,000.00	0.00	50,000.00	0.00	50,000.00	0.00	50,000.00	0.00	50,000.00	0.00	50,000.00	0.00		300,000.00
<b>Community Programs - 299-11</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00	0.00	7,591.20	(43.68)	7,847.52
2018-2019 May RFF	0.00	0.00	18,970.00	6,341.99	2,038.86	11,451.70	3,000.00	1,469.45	100.00	4,804.49	6,946.91	11,000.00	(8,132.15)	57,991.25
2019-2020 Budget	3,500.00	5,000.00	5,000.00	6,000.00	4,000.00	5,000.00	4,000.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00		50,000.00
<b>Promotional/Events/Group Sales - 299-11</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	510.10	0.00	0.00	0.00	180.66	2,276.24	(97.67)	2,869.33
2018-2019 March RFF	0.00	483.88	0.00	485.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		968.99
2019-2020 Budget	0.00	0.00	0.00	2,500.00	0.00	2,500.00	0.00	0.00	0.00	2,500.00	0.00	0.00		7,500.00
<b>Retire NC - 299-11</b>														
2017-2018 Actuals (WEG)	0.00	0.00	0.00	0.00	0.00	436.50	43.64	2,000.00	14,000.00	0.00	3,800.00	395.00	0.00	20,675.14
2018-2019 March RFF (WEG)	174.00	395.00	940.00	7,978.03	13.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00		9,500.53
2019-2020 Budget	0.00	0.00	0.00	0.00	3,000.00	0.00	0.00	2,500.00	0.00	2,500.00	1,000.00	1,000.00	0.00	10,000.00
<b>Keep Rutherford County Beautiful 299-02</b>														
2017-2018 Actuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
2018-2019 May RFF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
2019-2020 Budget	2,000.00	1,750.00	2,000.00	1,750.00	2,000.00	1,750.00	2,000.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00		22,000.00
<b>Total Project / Programs:</b>														
2017-2018 Actuals	0.00	19800.00	24422.26	0.00	79.36	436.50	39053.74	65500.00	14000.00	147300.00	116330.66	71262.44	-141.35	498,043.61
2018-2019 May RFF	35,623.00	113,945.00	29,953.84	24,820.02	2,052.36	12,122.95	7,510.10	67,559.45	46,924.00	29,329.49	182,327.57	240,276.24	(8,229.82)	782,313.86
2019-2020 Budget	68,500.00	20,233.88	79,500.00	23,235.11	74,000.00	21,750.00	68,500.00	20,250.00	70,250.00	20,250.00	68,750.00	21,250.00		563,000.00

Note: Rolling Financial Forecast (RFF) is current year months actual in white boxes. Remaining months in grey boxes are projections.

2019-2020 Budget	Rutherford County Tourism Development Authority TDA Rolling Financial Forecast 2018-2019 Fiscal Year													
	July	August	September	October	November	December	January	February	March	April	May	June	Year End Adj.	Year
<b>Totals</b>														
<b>Total Revenue:</b>														
2017-2018 Actuals	112,020.20	163,328.90	128,918.20	101,826.57	106,929.92	70,661.48	57,573.35	51,264.45	77,101.54	99,217.86	96,067.95	214,234.33	(37.86)	1,279,106.89
2018-2019 May RFF	167,178.04	223,008.95	185,302.18	221,147.02	162,383.37	97,497.94	86,087.63	63,063.10	68,130.23	90,906.29	91,190.00	120,000.00		1,575,894.75
2019-2020 Budget	129,798.00	187,575.00	149,457.00	117,882.00	123,777.00	73,415.00	62,670.00	68,842.00	63,106.00	96,589.00	110,890.00	190,284.00		1,374,285.00
<b>Total Expenses</b>														
2017-2018 Actuals	21,282.47	66,940.96	130,632.63	42,407.25	55,697.95	36,248.30	90,221.47	96,271.51	47,752.80	196,294.90	155,696.13	297,042.55	(90,656.47)	1,145,832.45
2018-2019 February RFF	69,378.03	168,708.31	70,429.32	91,919.98	27,437.97	68,733.41	49,590.42	111,916.24	92,126.75	69,747.63	231,371.89	397,991.24	(11,839.40)	1,435,611.45
2019-2020 Budget	127,570.00	97,219.88	131,095.00	85,005.11	120,495.00	69,145.00	130,007.00	58,295.00	119,270.00	111,195.00	124,945.00	114,639.00		1,295,412.00
<b>Total Cash Flow</b>														
2017-2018 Actuals	90,737.73	96,387.94	(1,714.43)	59,419.32	51,231.97	34,413.18	(32,648.12)	(45,007.06)	29,348.74	(97,077.04)	(59,628.18)	(82,808.22)	90,618.61	133,274.44
2018-2019 May RFF	97,800.01	54,300.64	114,872.86	129,227.04	134,945.40	28,764.53	36,497.21	(48,853.14)	(23,996.52)	21,158.66	(140,181.89)	(277,991.24)	11,839.40	140,283.30
2019-2020 Budget	2,228.00	90,355.12	18,362.00	32,876.89	3,282.00	4,270.00	(67,337.00)	10,547.00	(56,164.00)	(14,606.00)	(14,055.00)	75,645.00		78,873.00
<b>Cash Fund Balance</b>														
2017-2018 Actuals	762,514.73	858,902.67	857,188.24	916,607.56	967,839.53	1,002,252.71	969,604.59	924,597.53	953,946.27	856,869.23	797,241.05	714,432.83	90,618.61	805,051.00
2018-2019 May RFF	902,851.01	957,151.65	1,072,024.51	1,201,251.55	1,336,196.95	1,364,961.48	1,401,458.69	1,352,605.55	1,328,609.03	1,349,767.69	1,209,585.80	931,594.56	11,839.40	945,334.30
2019-2020 Budget	947,562.30	1,037,917.42	1,056,279.42	1,089,156.31	1,092,438.31	1,096,708.31	1,029,371.31	1,039,918.31	983,754.31	969,148.31	955,093.31	1,030,738.31		1,024,207.30

Note: Rolling Financial Forecast (RFF) is current year months actual in white boxes. Remaining months in grey boxes are projections.

Rutherford County Tourism  
Rolling Financial Forecast  
2019-2020 Budget

	17-18 Actual	18-19 RFF	19-20 Budget	Variance	Comments - Variance From Prior Year
<b>Revenue/Expense</b>					
Occupancy Tax	\$ 1,167,469.81	\$ 1,550,150.91	\$ 1,354,285.00	\$ (195,865.91)	Occupancy Tax Continues to Remain Strong / No WEG
Penalties and Interest	\$ 14,229.58	\$ 7,278.84	\$ -	\$ (7,278.84)	No budget for penalties and interest
Fund Balance Appropriated	\$ -	\$ -	\$ -	\$ -	
Miscellaneous	\$ 86,487.50	\$ 6,950.00	\$ -	\$ (6,950.00)	
Keep Ru. Co. Beautiful	\$ -	\$ -	\$ -	\$ -	
Strategic Plan Imp.	\$ -	\$ -	\$ -	\$ -	
Vacation Guide Ads	\$ 10,920.00	\$ 11,515.00	\$ 14,000.00	\$ 2,485.00	
Website Ads	\$ -	\$ -	\$ 6,000.00	\$ 6,000.00	Potential New Program
<b>Total Revenue:</b>	\$ 1,279,106.89	\$ 1,575,894.75	\$ 1,374,285.00	\$ (201,609.75)	

	17-18 Actual	18-19 RFF	19-20 Budget	Variance	Comments - Variance From Prior Year
<b>Expenses</b>					
Salaries/Wages Regular 121-00	\$ 186,216.70	\$ 176,190.12	\$ 164,849.00	\$ (11,341.12)	No Marketing Manager Position and Payroll Increase Impact
Salaries/Wages P/T 126-00	\$ 11,880.78	\$ 11,798.10	\$ 21,200.00	\$ 9,401.90	New Part Time Administrative Assistant + Assistance + Welcome Center
Total Salaries and Wages:	\$ 198,097.48	\$ 187,988.22	\$ 186,049.00	\$ (1,939.22)	
<b>Benefits</b>					
Fica 181-00	\$ 11,189.23	\$ 10,663.69	\$ 11,349.00	\$ 685.31	
Medicare 181-01	\$ 2,616.84	\$ 2,502.23	\$ 2,654.00	\$ 151.77	
Retirement 182-00	\$ 26,628.86	\$ 24,862.65	\$ 25,749.00	\$ 886.35	
NC Retirement 182-01	\$ 5,932.47	\$ 5,740.97	\$ 5,260.00	\$ (480.97)	
Health and Life Insurance 183-00	\$ 29,774.25	\$ 28,640.25	\$ 27,164.00	\$ (1,476.25)	One less employee on Health Care
Café Administration 189-01	\$ 30.00	\$ 60.00	\$ 60.00	\$ -	
Workers Comp. 186-00	\$ 393.42	\$ -	\$ 500.00	\$ 500.00	
Unemployment Comp. 185-00	\$ 542.23	\$ 2,941.00	\$ 1,950.00	\$ (991.00)	
Total Benefits:	\$ 77,107.30	\$ 75,410.79	\$ 74,686.00	\$ (724.79)	
<b>Total Wages and Benefits:</b>	\$ 275,204.78	\$ 263,399.01	\$ 260,735.00	\$ (2,664.01)	

	17-18 Actual	18-19 RFF	19-20 Budget	Variance	Comments - Variance From Prior Year
<b>Marketing and Advertising: 370-00</b>					
Advertising/Marketing	\$ 47,956.63	\$ 64,524.16	\$ 85,400.00	\$ 20,875.84	New Marketing Plan with The Agency
Fam. Tours/Media Tours	\$ 6,123.52	\$ 4,899.43	\$ 3,300.00	\$ (1,599.43)	
Website	\$ 40,500.00	\$ 52,500.00	\$ 48,000.00	\$ (4,500.00)	
Graphic Designer	\$ 19,680.41	\$ 20,605.24	\$ 20,000.00	\$ (605.24)	
Marketing & PR Communications	\$ 80,448.00	\$ 72,500.00	\$ 96,000.00	\$ 23,500.00	The Agency New Program of Work
Signage/Welcome Center/Billboards	\$ -	\$ -	\$ -	\$ -	
Photography	\$ 2,987.00	\$ 6,000.00	\$ 4,000.00	\$ (2,000.00)	
Digital/Social Media/Ad Words	\$ 2,250.00	\$ 8,816.73	\$ 31,150.00	\$ 22,333.27	Increased emphasis on digital marketing
Printing Cost / Vacation Guide	\$ 29,706.08	\$ 30,351.25	\$ 32,000.00	\$ 1,648.75	Qty and Cost Adjustments for vacation guide
Other Marketing Costs 14-15	\$ -	\$ -	\$ 6,000.00	\$ 6,000.00	New Potential Programs
<b>Total Marketing and Advertising:</b>	\$ 229,651.64	\$ 260,196.81	\$ 325,850.00	\$ 65,653.19	

**Administrative and Operations**

Lease/Rent Expense: 431-00

Telephone: 321-00

VOIP 980-15

**Utilities: 331-00**

Gas/Electric

Water/Sewer

**Janitorial: 394-00**

**Total Rent and Utilities:**

17-18 Actual	18-19 RFF	19-20 Budget	Variance	Comments - Variance From Prior Year
\$ 6,276.42	\$ 6,000.00	\$ 6,000.00	\$ -	
\$ 4,741.81	\$ 2,817.67	\$ 2,880.00	\$ 62.33	
\$ 1,546.95	\$ 1,686.77	\$ 3,560.00	\$ 1,873.23	Increased cost allocation form county
\$ 3,204.78	\$ 3,959.78	\$ 4,200.00	\$ 240.22	
\$ -	\$ -	\$ -	\$ -	
\$ 3,504.87	\$ 2,237.06	\$ 3,600.00	\$ 1,362.94	Increased Traffic and Cleaning Needed at Welcome Center
\$ 19,274.83	\$ 16,701.28	\$ 20,240.00	\$ 3,538.72	

**Office Expense**

Office Supplies:260-00

Printing 341-00

Postage: 325-00

Equipment 510-00

Equipment Rent: 431-01

Dues and Subscriptions: 491-00

**Total Office Expense:**

17-18 Actual	18-19 RFF	19-20 Budget	Variance	Comments - Variance From Prior Year
\$ 5,228.76	\$ 4,198.24	\$ 6,000.00	\$ 1,801.76	New Supplies and Logo Items
\$ 3,910.32	\$ 2,989.60	\$ 4,200.00	\$ 1,210.40	
\$ 7,815.63	\$ 13,350.09	\$ 11,000.00	\$ (2,350.09)	
\$ 2,806.68	\$ 1,120.00	\$ 2,000.00	\$ 880.00	
\$ 4,272.00	\$ 4,721.41	\$ 4,800.00	\$ 78.59	
\$ 11,340.13	\$ 11,596.33	\$ 12,600.00	\$ 1,003.67	Enhance or New Memberships
\$ 35,373.52	\$ 37,975.67	\$ 40,600.00	\$ 2,624.33	

**Repairs and Maintenance:**

Building and Repairs Maint. : 351-00

Computer Repairs and Maint. 980-16

**Total Repairs and Maint. :**

17-18 Actual	18-19 RFF	19-20 Budget	Variance	Comments - Variance From Prior Year
\$ 4,657.26	\$ 5,814.46	\$ 6,000.00	\$ 185.54	
\$ 73.59	\$ 500.00	\$ 1,912.00	\$ 1,412.00	
\$ 4,730.85	\$ 6,314.46	\$ 7,912.00	\$ 1,597.54	

**Travel 311-00**

Lodging

Conference Fees

Meals

Travel

**Total Travel**

17-18 Actual	18-19 RFF	19-20 Budget	Variance	Comments - Variance From Prior Year
\$ 2,999.45	\$ 2,687.49	\$ 6,250.00	\$ 3,562.51	
\$ 1,900.00	\$ 2,834.33	\$ 4,700.00	\$ 1,865.67	
\$ 60.18	\$ 472.54	\$ 1,550.00	\$ 1,077.46	
\$ 5,357.26	\$ 4,531.08	\$ 6,000.00	\$ 1,468.92	
\$ 10,316.89	\$ 10,525.44	\$ 18,500.00	\$ 7,974.56	Increased Budget Request due to additional efforts for legislative and funding efforts for Tourism Master Plan + potential staff training

**Professional Fees**

Accounting / Prof. Serv. 192-00

Consulting 194-00

General Fund Indirect 980-00

**Insurance Fees**

Insurance Bonding 453-00

**Total Prof/Ins Fees:**

17-18 Actual	18-19 RFF	19-20 Budget	Variance	Comments - Variance From Prior Year
\$ 21,167.58	\$ 15,772.42	\$ 16,400.00	627.58	
\$ 11,893.75	\$ 2,237.50	\$ 2,000.00	(237.50)	Contract Review and Misc. Only
\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	-	
			-	
\$ 175.00	\$ 175.00	\$ 175.00	-	
\$ 73,236.33	\$ 58,184.92	\$ 58,575.00	390.08	

**Project / Programs**

Wayfinding Sign Maint. 510-03

TAF 299-01

Strategic Plan 191-00

Strategic Plan Imp. / Funding 191-00

Community Programs 299-11

Promotional Events/Group Sales 299-11

WEG Promotion/Retire NC 299-11

Keep Ru. Co. Beautiful 299-02

**Total Project / Programs:**

17-18 Actual	18-19 RFF	19-20 Budget	Variance	Comments - Variance From Prior Year
\$ 131,350.00	\$ 207,500.00	\$ 10,000.00	\$ (197,500.00)	Wayfinding Completion/Maintenance and Replacement
\$ 10,000.00	\$ 20,949.00	\$ 42,000.00	\$ 21,051.00	TAF and Project Development
\$ 265,301.62	\$ 210,404.09	\$ 121,500.00	\$ (88,904.09)	Implementation/Capital Funding Campaign
\$ 60,000.00	\$ 275,000.00	\$ 300,000.00	\$ 25,000.00	
\$ 7,847.52	\$ 57,991.25	\$ 50,000.00	\$ (7,991.25)	\$50,000 Community Grants \$22,000 KRCB
\$ 2,869.33	\$ 968.99	\$ 7,500.00		
\$ 20,675.14	\$ 9,500.53	\$ 10,000.00	\$ 499.47	Retire NC- New Program
\$ -	\$ -	\$ 22,000.00	\$ 22,000.00	
\$ 498,043.61	\$ 782,313.86	\$ 563,000.00	\$ (219,313.86)	

**Totals**

Total Revenue

Total Expenses

Total Cash Flow (Revenue over Expenses)

Cash Fund Balance

17-18 Actual	18-19 RFF	19-20 Budget	Variance	Comments - Variance From Prior Year
\$ 1,279,106.89	\$ 1,575,894.75	\$ 1,374,285.00	\$ (201,609.75)	
\$ 1,145,832.45	\$ 1,435,611.45	\$ 1,295,412.00	\$ (140,199.45)	
\$ 133,274.44	\$ 140,283.30	\$ 78,873.00	\$ (61,410.30)	
\$ 805,051.00	\$ 945,334.30	\$ 1,024,207.30	\$ 78,873.00	Cash Fund Balance for Tourism Plan Implementation and Future Projects