

Ocracoke Township Tourism Development Authority
FY 2021/2022 Revenue and Expense Proposed Budget
As of: 4/23/2021

Category	FY 2021/2022 Proposed Budget			Notes / Assumptions
	Promote Travel and Tourism	Tourism Related	Total	
Revenue				
Occupancy Tax Revenue			\$361,500	Revenue Projection = to Prior Year Projection
Use of Accumulated Excess Revenues			\$104,840	Use of Accumulated Excess Revenues
Total Revenue			<u>\$466,340</u>	
Expenses				
Advertising Campaign Funding				
Advertising Agency Fees	\$39,125		\$39,125	Theorm campaign management & program development fees
Media Buys	\$121,875		\$121,875	paid media, sponsorships, etc.
Public Relations	\$14,000		\$14,000	storytelling, media outreach, press releases, misc. support for opportunities that arise throughout the year
Website Development	\$2,500	\$2,500	\$5,000	Refinement of website post FY 2020/2021 launch
Photography / Videography	\$20,000		\$20,000	Daniel Pullen and Chris Hannant and other local photographers
Prior Year Photography / Content CarryOver	\$12,500		\$12,500	To support opportunities as they arise during the year
Creative Content		\$10,000	\$10,000	Bespoke articles, social media content support and special Ocracoke related project work to drive further engagement
Personnel				
Executive Director	\$50,000		\$50,000	
Admin Assistant / Secretary	\$3,900		\$3,900	\$15/hour at 5 hours/week; Minutes, record keeping, meeting coord.
Payroll Taxes	\$5,390		\$5,390	
Medical Benefits	\$9,000		\$9,000	Exec Dir Medical/Vision/Dental coverage
Contracted Services				
Bookkeeping		\$3,900	\$3,900	3 hours per week @\$25/hour
Legal / Audit		\$6,000	\$6,000	\$2,500 audit prof fees \$3,500
IT		\$5,000	\$5,000	Includes contract social media management assistance
Admin Assistant / Secretary				
Ocracoke Preservation Society Funding		\$17,650	\$17,650	Island Inn Financing Support
Computer Programs / Internet Services	\$12,000		\$12,000	QuickBooks Accounting and Payroll 800 phone/internet 1,700 computer programs 7,000 website/internet 2,500
Arrivalist	\$11,000		\$11,000	Visitor demographic analysis for use in formulating future campaigns
Office Supplies and Equipment	\$1,250	\$1,250	\$2,500	Includes postage, materials and supplies
Insurance	\$5,500		\$5,500	Board / Director / Liability / Umbrella
OTTDA Office		\$12,000	\$12,000	Blue Heron Realty 2nd floor apt. (\$1,000/ month)
Conferences	\$5,000		\$5,000	Visit NC365 conference
Ocracoke Events / Visitor Enhancements		\$80,000	\$80,000	Advertising Ocracoke Events, Outer Banks This Week and Tourism Related Visitor Enhancements
Asset Brochure	\$15,000		\$15,000	Updating and reprinting the asset brochure
Total Expenses	<u>\$328,040</u>	<u>\$138,300</u>	<u>\$466,340</u>	
Net of Revenue and Expenses			<u><u>\$0</u></u>	

Note regarding required allocation of 2% Occupancy Tax Funds
At least two-thirds of the 2% Occupancy Tax proceeds must be used to promote travel and
Minimum amount per current budget draft \$310,893