

## Ocracoke Township Tourism Development Authority

### FY 2026/2027 Budget

Prepared 2026-04-03

Category	Promote Travel and Tourism	Tourism Related	Total Budget	Comments
<b>Revenue</b>				
2% Net Occupancy Tax Revenue Collections			\$515,000	Mid point between FY 24/25 actual and FY 25/26 Projection
Use of Accumulated Excess Revenues			\$65,400	Amount to offset total expenses less occupancy tax collections
<b>Total Revenue</b>			<b><u>\$580,400</u></b>	
<b>Expenses</b>				
Advertising Campaign Funding	\$65,000		\$65,000	26/27 campaign consistent with 25/26 with continuation of WAVY TV segments
Promoting Island Accessibility	\$20,000	\$20,000	\$40,000	Continuation and increased support of the Ocracoke Access Alliance
Executive Director Public Relations	\$65,000		\$65,000	Media missions, public relations and outreach, familiarization tours, and misc. support for opportunities that arise throughout the year. Plus \$10K for contracted PR services. Category coordinated by Executive Director
Communications / Island Accessibility Tools	\$5,000		\$5,000	Communications and distributable educational materials highlighting accessibility which lodging entities can distribute (includes ferry access and transportation)
Search Engine Optimization	\$5,400		\$5,400	Vendor has communicated \$450 monthly charge going forward
Website Hosting / Development	\$750	\$750	\$1,500	Anticipated website hosting and support
Photography / Video production	\$25,000		\$25,000	To generate source material for the website, social and print media and TV segments and Belwether Media content visits
Other advertising	\$7,000		\$7,000	Annual EWN Airport column wrap, Ocracoke Observer Advertising and Economic Development of NC fee and Wavy TV social media advertising
Creative Content	\$12,500		\$12,500	Social media content support, blog posts and editorial content, influencer partnerships
Dues and Subscriptions	\$2,500		\$2,500	Industry memberships / trade publication subscriptions: Economic Development of NC, Public Relations Society of America Memberships, NCTIA and SE Tourism Society
<b>Personnel</b>				
Executive Director	\$75,000		\$75,000	2.8% cost of living and adj. to match NC Travel Industry Assoc. peer entity average
Payroll Taxes	\$5,000		\$5,000	7.65% of employee wages less employee portion of medical costs plus \$250 of NC Unemployment Insurance
Medical Benefits	\$14,000		\$14,000	Projected FY 2025/2026 plus a 20% medical insurance increase

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Contracted Services				
Admin Assistant / Social Media Management	\$5,000	\$5,000	\$10,000	Local admin /social media support
Social Media Content	\$10,000		\$10,000	Bellwether Media social media content production
Bookkeeping		\$3,600	\$3,600	Assumes 10 hours per month @ \$30/hour
Legal / Audit		\$7,500	\$7,500	Assumes additional audit fees
Ocracoke Preservation Society Funding		\$21,000	\$21,000	Funding amount remains the same for FY 2026/2027
Computer Programs / Internet / Phone	\$13,500		\$13,500	Additional usage of cloud, AI and communications softwares
Office Supplies and Equipment	\$2,000		\$2,000	Additional computer and supplies
Walking Map				
Walking Map Production and Printing	\$21,000		\$21,000	Assumes 7% production cost increase offset with reduced printed copies total
Walking Map Distribution	\$4,000		\$4,000	Assumes 7% production and distriibution cost increase
Insurance	\$3,700		\$3,700	Property insurance increase anticipated per Chalk & Gibbs
OTTDA Office	\$19,200		\$19,200	\$1,600 per month for 12 months
Conferences	\$23,200		\$23,200	About 8 industry specific conferences attended each year by the Executive Director; includes additional Board member participation too
Ocracoke Events / Visitor Enhancements		\$118,800	\$118,800	See Below
<b>Total Expenses</b>	<b>\$403,750</b>	<b>\$176,650</b>	<b>\$580,400</b>	
<b>Net of Revenue and Expenses</b>			<b>\$0</b>	

<b>Expense Allocation Percentages</b>	<b>69.6%</b>	<b>30.4%</b>
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**Ocracoke Township Tourism Development Authority  
FY 2026/2027 Ocracoke Events / Visitor Enhancements**

	<b>Tourism Related</b>	<b>Total Budget</b>	
<b>Ocracoke Events / Visitor Enhancements Budget</b>	<b>\$118,800</b>	<b>\$118,800</b>	
Annual Tram Stop Maintenance and Signage	\$48,000	\$48,000	No change in costs expected from previous year
Light Station Parking	\$38,300	\$38,300	New 2 year contract with 5% Increase per year
Board Discretionary Pool	\$14,000	\$14,000	Discretionary Pool to be used for Board approved expenditures
Pirate Festival	\$8,000	\$8,000	Shoulder Season Event Funding
Ocracoke Turkey Trot	\$6,000	\$6,000	Shoulder Season Event Funding
Fig Festival	\$4,500	\$4,500	New event funding for non-peak season event

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Total

<u>\$118,800</u>	<u>\$118,800</u>
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