

**Ocracoke Township Tourism Development Authority**  
**FY 2022/2023 Revenue and Expense Budget**  
 Revised 9/16/22

Category	Original FY 2022 / 2023 Budget	Budget Adjustment	Revised FY 2022 / 2023 Budget	2022/2023 Budget Notes / Assumptions
<b>Revenue</b>				
2% Net Occupancy Tax Revenue Collections	\$450,650	\$30,000	\$480,650	Revenue Projection based upon previous year collection history and current fiscal year increased collection projection
Use of Accumulated Excess Revenues	\$100,000		\$100,000	Use of Excess Revenues accumulated in prior years
<b>Total Revenue</b>	<b>\$550,650</b>	<b>\$30,000</b>	<b>\$580,650</b>	
<b>Expenses</b>				
Advertising Campaign Funding (\$200K total)				
Advertising Agency Fees	\$44,500		\$44,500	Campaign management & program development fees
Paid Media	\$133,000		\$133,000	purchased media, sponsorships, etc.
Public Relations	\$22,500		\$22,500	media missions, public relations and outreach, press releases, and misc. support for opportunities that arise throughout the year
Search Engine Optimization	\$4,200		\$4,200	Maximizing online presence services
Website Development	\$3,000		\$3,000	Ongoing refinement and update of the visitocracokenc.com website
Photography / Video production	\$20,000		\$20,000	New content for social media, website, and E-blasts
Other advertising	\$3,000		\$3,000	New Bern Airport column wrap
Creative Content	\$10,000		\$10,000	Written social media content support and special Ocracoke related project work to drive further engagement
Personnel				
Executive Director	\$55,000		\$55,000	
Admin Assistant / Secretary	\$0		\$0	\$20/hour at 5 hours/week/50 weeks; Minutes, record keeping, meeting coord.
Payroll Taxes	\$5,500		\$5,500	All employer taxes approximately 10%
Medical Benefits	\$10,000		\$10,000	Exec Dir Medical/Vision/Dental coverage
Contracted Services				
Admin Assistant / Secretary	\$5,000		\$5,000	\$20/hour at 5 hours/week/50 weeks; Minutes, record keeping, meeting coord.
Bookkeeping	\$4,300		\$4,300	3 hours per week @\$27.50/hour
Legal / Audit	\$7,000		\$7,000	\$3,500 audit and other professional fees \$3,500
Social Media Management	\$4,000		\$4,000	4 hours per week @\$20.00/hour
Ocracoke Preservation Society Funding	\$17,650		\$17,650	Island Inn Financing Support
Computer Programs / Internet Services	\$7,000		\$7,000	QuickBooks Accounting and Payroll 1,000 phone/internet/cell phone 2,000 computer programs 4,000
Arrivalist	\$11,000		\$11,000	Visitor demographic analysis for use in formulating future campaigns
Office Supplies and Equipment	\$3,000		\$3,000	Includes postage, materials and supplies
Insurance	\$6,000		\$6,000	Board / Director / Liability / Umbrella
OTTDA Office	\$12,000		\$12,000	Blue Heron Realty 2nd floor apt. (\$1,000/ month)
Conferences	\$8,000		\$8,000	Visit NC365 conference and DC Travel & Adventure Show
Ocracoke Events / Visitor Enhancements	\$135,000	\$30,000	\$165,000	Advertising Ocracoke Events, and Tourism Related Visitor Enhancements and Annual Tram Stop Trash Pick Up Service
Asset Brochure	\$20,000		\$20,000	Updating, reprinting and distribution of the asset brochure
<b>Total Expenses</b>	<b>\$550,650</b>	<b>\$30,000</b>	<b>\$580,650</b>	
<b>Net of Revenue and Expenses</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	