

**Ocracoke Township Tourism Development Authority**  
**FY 2023/2024 Revenue and Expense Budget - Final**

Category	Promote Travel and Tourism	Tourism Related	Total Budget	2023/2024 Budget Notes / Assumptions
<b>Revenue</b>				
2% Net Occupancy Tax Revenue Collections			\$490,000	Revenue Projection based upon previous year collection history and current fiscal year increased collection projection
Use of Accumulated Excess Revenues / FY 2022/2023 Carryover			\$138,600	Use of Excess Revenues accumulated in prior years
<b>Total Revenue</b>			<b>\$628,600</b>	
<b>Expenses</b>				
Advertising Campaign Funding (\$225K total)				
Advertising Agency Fees	\$50,000		\$50,000	Campaign management & program development fees of Avenir Bold
Paid Media	\$150,000		\$150,000	Purchased media, sponsorships, etc. coordinated through Avenir Bold
Public Relations	\$25,000		\$25,000	Media missions, public relations and outreach, familiarization tours, and misc. support for opportunities that arise throughout the year. Category coordinated by Executive Director
Search Engine Optimization	\$4,500		\$4,500	\$375 / Month
Website Development	\$2,500	\$2,500	\$5,000	Minutemen Press services; Ongoing refinement and update of the visitocracokenc.com website
Photography / Video production	\$25,000		\$25,000	New content for social media, website, and E-blasts including impact of increased talent costs
Other advertising	\$3,000		\$3,000	New Bern Airport column wrap
Creative Content	\$7,000		\$7,000	Written social media content support and special Ocracoke related project work to drive further engagement
Personnel				
Executive Director	\$60,000		\$60,000	includes an inflation adjustment and increased responsibilities
Payroll Taxes	\$6,000		\$6,000	
Medical Benefits	\$11,000		\$11,000	
Contracted Services				
Admin Assistant / Secretary	\$10,000		\$10,000	\$25/hour at 8 hours/week/50 weeks; Minutes, record keeping, meeting coord.
Bookkeeping		\$5,000	\$5,000	\$30/hour avg. 3.5 hours per week
Legal / Audit		\$6,000	\$6,000	\$4,500 audit and other professional fees \$1,500
Social Media Management		\$5,000	\$5,000	Based upon hourly rate of \$17.33
Ocracoke Preservation Society Funding		\$21,000	\$21,000	Island Inn Financing Support
Computer Programs / Internet Services	\$7,500		\$7,500	QuickBooks Accounting and Payroll 1,000 phone/internet/cell phone 2,000 computer programs 4,500
Office Supplies and Equipment	\$3,000		\$3,000	Includes postage, materials and supplies
Walking Map Production and Printing	\$33,500		\$33,500	
Walking Map Distribution	\$4,500		\$4,500	
Insurance	\$7,000		\$7,000	Board / Director / Liability / Umbrella
OTTDA Office	\$12,000		\$12,000	\$1,000 / month
Conferences	\$13,000		\$13,000	Visit NC365 conference and DC Travel & Adventure Show
Ocracoke Events / Visitor Enhancements		\$154,600	\$154,600	Annual Tram Stop Trash Pick Up Service and Light Station Parking
<b>Total Expenses</b>	<b>\$434,500</b>	<b>\$194,100</b>	<b>\$628,600</b>	
<b>Net of Revenue and Expenses</b>			<b>\$0</b>	

	Tourism Related	Drafted FY 23/24 Budget	
<b>Ocracoke Events / Visitor Enhancements Budget</b>		<b>\$154,600</b>	
Ocracoke Civic & Business - Restrooms		43,600	Assumes FY 2022/2023 Allocation Carried Forward to FY 2023/2024
Ocracoke Youth Center - Tennis/Pickleball Court		30,000	Assumes FY 2022/2023 Allocation Carried Forward to FY 2023/2024
WOVV - Ocracoke Runfest		0	
Ocracoke Preservation Society - British Cemetery		0	
Ocracoke Island Running Club - Turkey Trot		0	
Hyde County - Lobbyist		0	
Ocracoke Preservation Society - Fig Festival		0	
Light Station Parking	33,000	33,000	
Annual Tram Stop	42,000	42,000	
		0	
		<b>\$148,600</b>	
<b>Available Budget</b>		<b>\$6,000</b>	