

Ocracoke Township Tourism Development Authority

FY 2022/2023 Revenue and Expense Budget

Draft as of 2/18/22

Category	FY 2022/2023 Budget - Draft			Total FY 2021/2022 Revised Budget	2022/2023 Budget Notes / Assumptions
	Promote Travel and Tourism	Tourism Related	Total		
Revenue					
2% Net Occupancy Tax Revenue Collections			\$450,650	\$361,500	Revenue Projection based upon previous year collection history and projection
Use of Accumulated Excess Revenues			\$100,000	\$104,840	Use of Excess Revenues accumulated in prior years
Total Revenue			\$550,650	\$466,340	
Expenses					
Advertising Campaign Funding (\$200K total)					
Advertising Agency Fees	\$44,500		\$44,500	\$39,125	Campaign management & program development fees
Paid Media	\$133,000		\$133,000	\$121,875	purchased media, sponsorships, etc.
Public Relations	\$22,500		\$22,500	\$14,000	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	\$1,500	\$1,500	\$3,000	\$5,000	Ongoing refinement and update of the visitocracoke.com website
Photography / Video production	\$20,000		\$20,000	\$20,000	New content for social media, website, and E-blasts
Other advertising	\$3,000		\$3,000	\$0	New Bern Airport column wrap
Creative Content	\$10,000		\$10,000	\$2,500	Written social media content support and special Ocracoke related project work to drive further engagement
Personnel					
Executive Director	\$55,000		\$55,000	\$50,000	
Admin Assistant / Secretary			\$0	\$3,900	\$20/hour at 5 hours/week/50 weeks; Minutes, record keeping, meeting coord.
Payroll Taxes	\$5,500		\$5,500	\$5,390	All employer taxes approximately 10%
Medical Benefits	\$10,000		\$10,000	\$9,000	Exec Dir Medical/Vision/Dental coverage
Contracted Services					
Admin Assistant / Secretary	\$5,000		\$5,000	\$0	\$20/hour at 5 hours/week/50 weeks; Minutes, record keeping, meeting coord.
Bookkeeping		\$4,300	\$4,300	\$3,900	3 hours per week @\$27.50/hour
Legal / Audit		\$7,000	\$7,000	\$6,000	\$3,500 audit and other professional fees \$3,500
Social Media Management		\$4,000	\$4,000	\$5,000	4 hours per week @\$20.00/hour
Ocracoke Preservation Society Funding		\$17,650	\$17,650	\$17,650	Island Inn Financing Support
Computer Programs / Internet Services	\$7,000		\$7,000	\$12,000	QuickBooks Accounting and Payroll 1,000 phone/internet/cell phone 2,000 computer programs 4,000
Arrivalist	\$11,000		\$11,000	\$11,000	Visitor demographic analysis for use in formulating future campaigns
Office Supplies and Equipment	\$1,500	\$1,500	\$3,000	\$2,500	Includes postage, materials and supplies
Insurance	\$6,000		\$6,000	\$5,500	Board / Director / Liability / Umbrella
OTTDA Office		\$12,000	\$12,000	\$12,000	Blue Heron Realty 2nd floor apt. (\$1,000/ month)
Conferences	\$8,000		\$8,000	\$3,000	Visit NC365 conference and DC Travel & Adventure Show
Ocracoke Events / Visitor Enhancements		\$135,000	\$135,000	\$102,000	Advertising Ocracoke Events, and Tourism Related Visitor Enhancements
Asset Brochure	\$20,000		\$20,000	\$15,000	Updating, reprinting and distribution of the asset brochure
Total Expenses	\$367,700	\$182,950	\$550,650	\$466,340	
Net of Revenue and Expenses			\$0	\$0	