

MOORESVILLE TRAVEL AND TOURISM AUTHORITY

Adopted Budget

July 2023 through June 2024

	July '23 - June '24
Ordinary Income/Expense	
Income	
3000 · Revenues	
3010 · Occupancy Tax	1,100,000.00
3021 · Interest	18,000.00
3025 · Other Income	300.00
Total 3000 · Revenues	1,118,300.00
3001 · Appropriated Revenue	0.00
Total Income	1,118,300.00
Expense	
6039 · Personnel	
6040 · Salaries	280,000.00
6041 · Employee Benefits SEP/Retiremen	6,200.00
6042 · Employee Benefits - Insurance	40,350.00
6043 · Car Allowance	4,200.00
6045 · Payroll Taxes	20,000.00
Total 6039 · Personnel	350,750.00
6050 · Operations	
6051 · Accounting	5,000.00
6054 · Legal	30,000.00
6100 · Rent	72,000.00
6120 · Utilities	2,800.00
6150 · Office Expense & Supplies	11,650.00
6155 · Telephone	6,900.00
6158 · Dues & Subscriptions	30,000.00
6165 · Office Insurance	1,500.00
6182 · Mileage	500.00
6184 · Hotels & Meals	5,000.00
6185 · Travel	2,000.00
6186 · Professional Development	1,000.00
6520 · Postage/Shipping	1,000.00
6525 · Property Taxes	18,000.00
6530 · Storage Rent	2,200.00
Total 6050 · Operations	189,550.00
7000 · Marketing & Promotions	
7100 · Brochures	20,000.00
7120 · Design & Layout	2,000.00
7140 · Special Events	10,000.00
7150 · FAM Tours/Site Inspections/Hotel Experience	35,000.00
7160 · Tradeshow/Conventions/Meetings	10,000.00

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7170 - Sponsorships	100,000.00
7180 - Signage	500.00
7190 - Billboards	1,500.00
7200 - Newspaper/Magazines	20,000.00
7300 - Promotional Items(t-shirts,etc)	30,000.00
7400 - Internet/Digital Advertising	90,000.00
7745 - Product Development	10,000.00
7750 - Simpleview	7,000.00
7780 - Walk of Fame	40,000.00
Marketing and Branding Company	90,000.00
Investment	97,000.00
Monthly Meetings	15,000.00
Total 7000 - Marketing & Promotions	578,000.00
Total Expense	1,118,300.00
Net Ordinary Income	0.00
Net Income	0.00