

# MOORESVILLE TRAVEL AND TOURISM AUTHORITY

## Adopted Budget

July 2024 through June 2025

	Jul '24 - Jun '25
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>3000 · Revenues</b>	
3010 · Occupancy Tax	1,300,000.00
3021 · Interest	150,000.00
3025 · Other Income	300.00
<b>Total 3000 · Revenues</b>	1,450,300.00
3001 · Appropriated Revenue	0.00
<b>Total Income</b>	1,450,300.00
<b>Expense</b>	
<b>6039 · Personnel</b>	
6040 · Salaries	350,000.00
6041 · Employee Benefits SEP/Retiremen	10,500.00
6042 · Employee Benefits - Insurance	30,796.00
6043 · Car Allowance	14,400.00
6045 · Payroll Taxes	26,775.00
<b>Total 6039 · Personnel</b>	432,471.00
<b>6050 · Operations</b>	
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	10,000.00
6185 · Travel	15,000.00
6186 · Professional Development	10,000.00
6520 · Postage/Shipping	1,000.00
6525 · Property Taxes	18,000.00
6530 · Storage Rent	2,200.00
<b>Total 6050 · Operations</b>	216,550.00
<b>7000 · Marketing &amp; Promotions</b>	
7100 · Brochures	40,000.00
7120 · Design & Layout	10,000.00
7140 · Special Events	75,000.00
7150 · FAM Tours/Site Inspections/Hotel Experience	35,000.00
7160 · Tradeshows/Conventions/Meetings	15,000.00

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**Adopted Budget**

July 2024 through June 2025

	<b>Jul '24 - Jun '25</b>
7170 - Sponsorships	100,000.00
7180 - Signage	1,000.00
7200 - Newspaper/Magazines	20,000.00
7300 - Promotional Items(t-shirts,etc)	40,000.00
7400 - Internet/Digital Advertising	100,000.00
7745 - Product Development	10,000.00
7750 - Simpleview	7,000.00
7780 - Walk of Fame	25,000.00
Marketing and Branding Company	110,000.00
Video Production	10,000.00
Public Relations Company	35,000.00
Community Reinvestment	143,279.00
Monthly Meetings	15,000.00
State of Tourism Meeting	10,000.00
<b>Total 7000 - Marketing &amp; Promotions</b>	<b>801,279.00</b>
<b>Total Expense</b>	<b>1,450,300.00</b>
<b>Net Ordinary Income</b>	<b>0.00</b>
<b>Net Income</b>	<b>0.00</b>

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## Adopted Budget

July 2024 through June 2025

### Ordinary Income/Expense

#### Income

3000 · Revenues

3010 · Occupancy Tax

3021 · Interest

3025 · Other Income

Total 3000 · Revenues

3001 · Appropriated Revenue

Total Income

#### Expense

6039 · Personnel

6040 · Salaries

6041 · Employee Benefits SEP/Retiremen

6042 · Employee Benefits - Insurance

6043 · Car Allowance

6045 · Payroll Taxes

Total 6039 · Personnel

6050 · Operations

6051 · Accounting

6054 · Legal

6100 · Rent

6120 · Utilities

6150 · Office Expense & Supplies

6155 · Telephone

6158 · Dues & Subscriptions

6165 · Office Insurance

6182 · Mileage

6184 · Hotels & Meals

6185 · Travel

6186 · Professional Development

6520 · Postage/Shipping

6525 · Property Taxes

6530 · Storage Rent

Total 6050 · Operations

7000 · Marketing & Promotions

7100 · Brochures

7120 · Design & Layout

7140 · Special Events

7150 · FAM Tours/Site Inspections/Hotel Experience

7160 · Tradeshows/Conventions/Meetings

**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**

**Adopted Budget**

**July 2024 through June 2025**

**7170 - Sponsorships**

**7180 - Signage**

**7200 - Newspaper/Magazines**

**7300 - Promotional Items(t-shirts,etc)**

**7400 - Internet/Digital Advertising**

**7745 - Product Development**

**7750 - Simpleview**

**7780 - Walk of Fame**

**Marketing and Branding Company**

**Video Production**

**Public Relations Company**

**Community Reinvestment**

**Monthly Meetings**

**State of Tourism Meeting**

**Total 7000 - Marketing & Promotions**

**Total Expense**

**Net Ordinary Income**

**Net Income**