

SWANSBORO TOURISM DEVELOPMENT AUTHORITY
FINANCIAL SUMMARY ANALYSIS
FY 2024-2025

		BUDGET 2024-2025	BUDGET AMENDMENT	BUDGET REVISIONS	ACTUAL 07/1/24-3/31/25
Fund Balance @ 6-30-2024					\$ 215,760.91
Revenue:					
Acct #					
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 110,000.00		\$ 110,000.00	\$ 87,255.52
70-300-320309	Donations-Downtown Merchants	\$ 4,000.00		\$ 4,000.00	\$ 4,800.00
70-300-399991	Fund Balance Appropriation	\$ 14,417.00	\$ 26,450.00	\$ 40,867.00	\$ -
		\$ 128,417.00	\$ 26,450.00	\$ 154,867.00	\$ 92,055.52
Expenditures:					
Acct #					
70-800-501910	Services - Auditor	\$ 3,000.00		\$ 3,000.00	\$ 3,000.00
Advertising/Promotions:				\$ -	
70-800-503910	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00		\$ 5,660.00	\$ -
	General advertising	\$ 48,199.00		\$ 48,199.00	\$ 24,539.57
	Front Row Communications	\$ 24,192.00		\$ 24,192.00	\$ 19,142.30
	Liz Honeycutt Advertising		\$ 5,000.00	\$ 5,000.00	\$ 3,600.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ 4,000.00		\$ 4,000.00	\$ 4,590.52
70-800-502995	Administrative Services	\$ 4,100.00		\$ 4,100.00	\$ 2,050.00
70-800-502010	Supplies	\$ 499.00		\$ 499.00	\$ 60.43
70-800-503100	Travel / Conference	\$ 1,500.00		\$ 1,500.00	\$ 220.91
70-800-504540	Insurance	\$ 250.00		\$ 250.00	\$ 200.00
70-800-504910	Dues & Subscriptions(NC Coast Host)	\$ 350.00		\$ 350.00	\$ 350.00
70-800-505000	Capital Outlay	\$ -		\$ -	
70-800-507910	Tourism-Related Expenses (Grants) - Awarded (Marketing)	\$ -	\$ 10,500.00	\$ 10,500.00	\$ 4,000.00
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 36,667.00	\$ 10,950.00	\$ 47,617.00	\$ 6,500.00
		\$ 128,417.00	\$ 26,450.00	\$ 154,867.00	\$ 68,253.73

ACTUAL CASH BALANCE @ 3/31/2025 \$ 239,562.70

AVAILABLE FUND BALANCE @ 3/31/2025		\$ 239,562.70
First Citizens Bank(Facebook Ads)	\$ 4,909.33	
Other Advertising/Promotions	\$ 202.74	
Our State	\$ 12,735.00	
Raleigh Magazine	\$ 4,715.00	
Swansboro Area Chamber of Commerce	\$ 1,100.00	
Emerald Isle Realty	\$ 877.50	
Total General Advertising	\$ 24,539.57	
Swansboro by Candlelight	\$ 4,590.52	

07/1/24-3/31/25	
Beginning FB	\$ 215,760.91
Revenues	\$ 92,055.52
Expenditures	\$ 68,253.73
Cash balance	\$ 239,562.70
Available FB	\$ 239,562.70