

SWANSBORO TOURISM DEVELOPMENT AUTHORITY					
FINANCIAL SUMMARY ANALYSIS					
FY 2024-2025					
		BUDGET	BUDGET	BUDGET	ACTUAL
		2024-2025	AMENDMENT	REVISIONS	07/1/24-12/31/24
<b>Fund Balance @ 6-30-2024</b>					<b>\$ 215,760.91</b>
<b>Revenue:</b>					
<u>Acct #</u>					
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 110,000.00		\$ 110,000.00	\$ 69,126.91
	Donations-Downtown Merchants	\$ 4,000.00		\$ 4,000.00	\$ 5,000.00
70-300-399991	Fund Balance Appropriation	\$ 14,417.00	\$ 15,950.00	\$ 30,367.00	\$ -
		\$ 128,417.00	\$ 15,950.00	\$ 144,367.00	\$ 74,126.91
<b>Expenditures:</b>					
<u>Acct #</u>					
70-800-501910	Services - Auditor	\$ 3,000.00		\$ 3,000.00	\$ 3,000.00
70-800-503910	Advertising/Promotions:			\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00		\$ 5,660.00	
	General advertising	\$ 48,199.00		\$ 48,199.00	\$ 16,442.17
	Front Row Communications	\$ 24,192.00		\$ 24,192.00	\$ 13,104.00
	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	\$ 4,190.52
70-800-502995	Administrative Services	\$ 4,100.00		\$ 4,100.00	\$ 1,025.00
70-800-502010	Supplies	\$ 499.00		\$ 499.00	\$ 43.77
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)	\$ -		\$ -	
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 36,667.00	\$ 10,950.00	\$ 47,617.00	
		\$ 128,417.00	\$ 15,950.00	\$ 144,367.00	\$ 42,176.37
<b>ACTUAL CASH BALANCE @ 12/31/2024</b>					<b>\$ 247,711.45</b>
<b>AVAILABLE FUND BALANCE @ 12/31/24</b>					<b>\$ 247,711.45</b>
	First Citizens Bank(Facebook Ads)	\$ 3,667.67			
	Other Advertising/Promotions	\$ 100.00			
	Our State	\$ 7,277.00			
	Raleigh Magazine	\$ 3,420.00			
	Swansboro Area Chamber of Commerce	\$ 1,100.00			
	Emerald Isle Realty	\$ 877.50			
	<b>Total General Advertising</b>	<b>\$ 16,442.17</b>			
	Swansboro by Candlelight	\$ 4,190.52			
			<b>07/1/24-12/31/24</b>		
			Beginning FB	\$ 215,760.91	
			Revenues	\$ 74,126.91	
			Expenditures	\$ 42,176.37	
			Cash balance	\$ 247,711.45	
			Available FB	\$ 247,711.45	