

SWANSBORO TOURISM DEVELOPMENT AUTHORITY

Proposed Budget

FISCAL YEAR 2025-2026

REVENUES

70-300-320309	Donations	\$ 4,800	Swansboro Downtown Merchants
70-300-399991	Fund Balance Appropriation	\$ 14,361	Assigned Fund Balance
70-300-390950	Transfer from General Fund	\$ 110,000	Net proceeds, room occupancy tax
Total Revenues		\$ 129,161	

EXPENSES

70-800-501910	Services - Auditor	\$ 3,000	Annual fee for required audit per statute
70-800-503910	Advertising / Promotions:		
	Front Row Communications	\$ 27,540	Marketing/Advertising Services
	General advertising	\$ 42,954	(Front Row Communications-Proposed Marketing, Advertising, and Tourism Support)
	Contingency Fund	\$ 3,500	Marketing Contingency Budget
	Downtown Merchants	\$ 4,800	Swansboro by Candlelight FY 25/26
70-800-502995	Administrative Services	\$ 4,100	Town of Swansboro-Administrative Services
70-800-502010	Supplies	\$ 500	Misc. office supplies, forms, books, binders, postage, checks, etc.
70-800-503100	Travel / Conference	\$ 1,500	Travel expenses
70-800-504540	Insurance	\$ 250	Bond for Finance Officer
70-800-504910	Dues and Subscriptions	\$ 350	Membership fees to various organizations
70-800-507910	Grants-Promote Tourism-Awarded (Marketing)	\$ 4,000	Marketing Grants only - 2/3 Promote Tourism Related Expenses
70-800-507920	Grants Tourism-(Capital)	\$ 36,667	"Capital" grants only - 1/3 Tourism Related Capital Expenses
Total Expenditures		\$ 129,161	

Airport Advertising-every year to be moved from Capital Grant line item	\$5,000.00	Per Meeting Minutes 07/17/14
Total Committed FY 25/26	\$5,000.00	
Remaining "Capital" funds available	\$ 31,666.67	

Note: Section 6 of the Resolution Establishing the Swansboro TDA states that 2/3 of tax must be used to "promote travel and tourism", and the remaining funds may be used for "tourism-related expenditures". According to the definitions in the resolution, "promote travel and tourism" includes advertising and administrative expenses, and "tourism-related expenditures" include those designed to increase the use of lodging facilities or to attract tourists to the town, including capital expenditures.

For budget purposes, the line items shaded in blue are the "promote travel & tourism" expenses = 2/3 of total ; the line items shaded in red are the "tourism-related expenditures" = 1/3 of total.