

SWANSBORO TOURISM DEVELOPMENT AUTHORITY					
FINANCIAL SUMMARY ANALYSIS					
FY 2023-2024					
		BUDGET	BUDGET	BUDGET	ACTUAL
		2023-2024	AMENDMENT	REVISIONS	07/1/23-03/31/24
Fund Balance @ 6-30-2023					\$ 192,309.15
Revenue:					
Acct #					
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 106,700.00		\$ 106,700.00	\$ 85,275.83
	Donations-Downtown Merchants	\$ 4,000.00		\$ 4,000.00	\$ 4,600.00
70-300-399991	Fund Balance Appropriation	\$ -	\$ 50,000.00	\$ 50,000.00	\$ -
		\$ 110,700.00	\$ 50,000.00	\$ 160,700.00	\$ 89,875.83
Expenditures:					
Acct #					
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	\$ 3,945.00
	General advertising	\$ 32,527.00		\$ 32,527.00	\$ 24,414.01
	Front Row Communications	\$ 21,996.00		\$ 21,996.00	\$ 16,497.00
	Liz Honeycutt Advertising		\$ 5,000.00	\$ 5,000.00	\$ 3,735.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ 4,000.00		\$ 4,000.00	\$ 3,630.47
70-800-502995	Administrative Services	\$ 4,100.00		\$ 4,100.00	\$ 3,075.00
70-800-502010	Supplies	\$ 1,000.00		\$ 1,000.00	\$ 9.65
70-800-503100	Travel / Conference	\$ 2,000.00		\$ 2,000.00	\$ 442.54
70-800-504540	Insurance	\$ 500.00		\$ 500.00	\$ 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)	\$ -		\$ -	\$ 1,740.00
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 35,567.00	\$ 45,000.00	\$ 80,567.00	\$ 7,950.00
		\$ 110,700.00	\$ 50,000.00	\$ 160,700.00	\$ 68,988.67
ACTUAL CASH BALANCE @0 3/31/2024					\$ 213,196.31
AVAILABLE FUND BALANCE @ 3/31/24					\$ 213,196.31
	First Citizens Bank(Facebook Ads)	\$ 5,390.61			
	Additional Advertising-T2T	\$ 174.00			
	Our State	\$ 12,735.00		Beginning FB	\$ 192,309.15
	Raleigh Magazine	\$ 3,225.00		Revenues	\$ 89,875.83
	Swansboro Area Chamber of Commerce	\$ 1,100.00		Expenditures	\$ 68,988.67
	Emerald Isle Realty	\$ 850.00		Cash balance	\$ 213,196.31
	Web Design City	\$ 839.40		Available FB	\$ 213,196.31
	Promotional Contest Gift Card	\$ 100.00			
	Total General Advertising	\$ 24,414.01			