



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Financial Report

Board Meeting Date: January 12, 2023

Prepared By: Enter Sonia Johnson, Finance Director

Overview: Financial Summary

Background Attachment(s): Financial Summary-2nd Qtr-2022-2023

Action: _____

SWANSBORO TOURISM DEVELOPMENT AUTHORITY						
FINANCIAL SUMMARY ANALYSIS						
FY 2022-2023						
		BUDGET		BUDGET	BUDGET REVISIONS	ACTUAL
		2022-2023		AMENDMENT		07/1/22-12/31/22
Fund Balance @ 6-30-2022						\$ 161,958.12
Revenue:						
Acct #						
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 92,000.00			\$ 92,000.00	\$ 65,335.37
	Donations-Downtown Merchants				\$ -	\$ 5,000.00
70-300-399991	Fund Balance Appropriation	\$ 2,500.00			\$ 2,500.00	\$ -
		\$ 94,500.00		\$ -	\$ 94,500.00	\$ 70,335.37
Expenditures:						
Acct #						
70-800-501910	Services - Auditor	\$ 2,500.00			\$ 2,500.00	\$ 2,500.00
70-800-503910	Advertising/Promotions:				\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00			\$ 5,660.00	\$ 2,595.00
	General advertising	\$ 23,223.00			\$ 23,223.00	\$ 17,317.47
	Front Row Communications	\$ 26,400.00				\$ 9,165.00
	Liz Honeycutt Advetising			\$ 5,000.00	\$ 5,000.00	\$ 2,490.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ -			\$ -	\$ 4,527.90
70-800-502995	Administrative Services	\$ 4,100.00			\$ 4,100.00	\$ 2,050.00
70-800-502010	Supplies	\$ 500.00			\$ 500.00	\$ -
70-800-503100	Travel / Conference	\$ 800.00			\$ 800.00	\$ 276.00
70-800-504540	Insurance	\$ 300.00			\$ 300.00	\$ 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)	\$ -			\$ -	\$ 4,000.00
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 30,667.00		\$ (5,000.00)	\$ 25,667.00	.
		\$ 94,500.00		\$ -	\$ 68,100.00	\$ 45,471.37
ACTUAL CASH BALANCE @ 12/31/22						\$ 186,822.12
AVAILABLE FUND BALANCE @ 12/31/2022						\$ 186,822.12
	First Citizens Bank(Facebook Ads)	\$ 3,624.20				
	Our State	\$ 5,258.00				
	Raleigh Magazine	\$ 2,875.00				
	Swansboro Area Chamber of Commerce	\$ 1,100.00		07/1/22-12/31/22		
	Front Row Communications	\$ 9,165.00		Beginning FB	\$ 161,958.12	
	Emerald Isle Realty	\$ 765.00		Revenues	\$ 70,335.37	
	Web Design City	\$ 161.73		Expenditures	\$ 45,471.37	
	Total General Advertising	\$ 22,948.93		Cash balance	\$ 186,822.12	
				Available FB	\$ 186,822.12	