

| Chamber & CVB Budget | | | | | | |
|--|---------------------|---------------------|-------------------|---------------------|-------------------|--|
| | 2025 Original | 2026 | Chamber | County | City | Notes for board |
| Income | | | | | | |
| City of BR Hotel/Motel Tax | 372,188.58 | 386,176.71 | | | 386,176.71 | 25 actual collections Jan-June + '24 actual July-Dec |
| County Hotel/Motel Tax TCT | 2,720,304.89 | 2,775,617.28 | | 2,775,617.28 | | '25 actual collections Jan-Sept + '24 actual Oct-Dec |
| Carry Over | | 260,000.00 | | 260,000.00 | | Projected year end unused |
| County Tourism Product Dev. TPD | 544,191.56 | 555,256.70 | | 555,256.70 | | |
| Annual Banquet | 20,730.00 | 25,000.00 | 25,000.00 | | | |
| Clay Shoot | 16,110.00 | 16,000.00 | 16,000.00 | | | |
| Commitment to Conservation | 0.00 | 2,500.00 | 2,500.00 | | | Started program mid-year '25 |
| Conferece Room Fee | 450.00 | 450.00 | 450.00 | | | |
| Destination Signals | 27,347.78 | 40,000.00 | 40,000.00 | | | Anticipated based on actual '25 |
| Golf Tournament | 36,295.00 | 38,000.00 | 38,000.00 | | | |
| Governmental | 2,255.00 | 2,760.00 | 2,760.00 | | | |
| Interest Income | 39,246.24 | 65,000.00 | 65,000.00 | | | |
| Leadership Fannin | 9,423.34 | 13,364.00 | 13,364.00 | | | |
| Map Commission | 10,000.00 | 10,000.00 | 10,000.00 | | | |
| Membership Dues | 180,360.00 | 220,000.00 | 220,000.00 | | | |
| Membership Services | 6,500.00 | 13,000.00 | 13,000.00 | | | Projected |
| Merchandise | 5,500.00 | 6,300.00 | 6,300.00 | | | |
| Rent | 47,758.00 | 48,328.00 | 48,328.00 | | | |
| Income | 4,038,660.39 | 4,477,752.69 | 500,702.00 | 3,590,873.98 | 386,176.71 | |
| Expenses | | | | | | |
| Tourism Marketing Expenses | | | | | | All hotel/motel funds (see Co./City columns) |
| Conservation & Stewardship | 45,000.00 | 50,000.00 | | 44,625.00 | 5,375.00 | Reorganized all to alpha order |
| Co-op Marketing | 230,000.00 | 275,000.00 | | 245,437.50 | 29,562.50 | Renamed several categories |
| Digital Media Placements | 55,000.00 | 70,000.00 | | 62,300.00 | 7,700.00 | |
| Digital Online Display Advertising | 345,500.00 | 415,000.00 | | 370,387.50 | 44,612.50 | |
| Digital Video Advertising | 120,000.00 | 155,000.00 | | 138,337.50 | 16,662.50 | |
| Discover McCaysville & the Copper Basin | 42,000.00 | 38,000.00 | | 38,000.00 | | |
| Outdoor Displays | 285,000.00 | 200,000.00 | | 178,500.00 | 21,500.00 | |
| Print Owned Collateral | 174,200.00 | 100,000.00 | | 89,250.00 | 10,750.00 | |
| Print Paid Media | 275,000.00 | 306,000.00 | | 273,105.00 | 32,895.00 | |
| Public Relations & Professional Services | 250,000.00 | 210,000.00 | | 187,425.00 | 22,575.00 | |
| Research/Strategic Planning | 159,390.00 | 220,000.00 | | 196,350.00 | 23,650.00 | Brand refresh implentation included + new attribution |
| Social Media Advertising | 180,000.00 | 202,000.00 | | 180,285.00 | 21,715.00 | |
| Video/Photography | 99,500.00 | 200,000.00 | | 178,500.00 | 21,500.00 | More new assets in '26 |
| Website | 87,000.00 | 130,000.00 | | 116,025.00 | 13,975.00 | Brand refresh will require extra |
| Total Tourism Marketing Expenses | 2,347,590.00 | 2,571,000.00 | 0.00 | 2,298,527.50 | 272,472.50 | |
| Product Development (TPD) | 598,526.35 | 555,256.70 | 0.00 | 555,256.70 | 0.00 | 8 1/3 % for capital projects |
| Operating Expenses | | | | | | Operations, by law, uses % of hotel/motel to operate (% shown Chamber, Co, City) |
| Blue Ridge Center Rent | 22,800.00 | 24,000.00 | 2,400.00 | | 21,600.00 | 10%, 90% |
| Building/Interest | 10,000.00 | 6,500.00 | 4,875.00 | 1,625.00 | | 75%, 25% - goes down monthly |
| Computer Expense & Software | 15,000.00 | 18,000.00 | 3,240.00 | 13,320.00 | 1,440.00 | 18%, 74%, 8% |
| Dues & Subscriptions | 12,500.00 | 6,500.00 | 1,170.00 | 4,810.00 | 520.00 | 18%, 74%, 8% |
| Insurance | 10,000.00 | 13,500.00 | 2,700.00 | 9,045.00 | 1,755.00 | 18%, 74%, 8% |
| McCaysville Center Rent | 10,584.00 | 11,148.00 | 1,114.80 | 10,033.20 | | 10%, 90% |
| Office | 74,900.00 | 74,350.00 | 31,175.00 | 35,525.00 | 7,650.00 | Varies |
| Professional Development | 16,000.00 | 10,000.00 | 1,800.00 | 7,400.00 | 800.00 | 18%, 74%, 8% |

| | | | | | | |
|---------------------------------|---------------------|------------------------|----------------------|---------------------|-------------------|---|
| Professional Fees and Licenses | 10,000.00 | 15,000.00 | 2,700.00 | 11,100.00 | 1,200.00 | 18%, 74%, 8% - CPA, Audit, HR |
| Public Relations | | 4,000.00 | 720.00 | 2,960.00 | 320.00 | 18%, 74%, 8% - new |
| Repairs & Maintenance | 27,448.07 | 31,056.92 | 12,105.69 | 14,452.46 | 4,498.77 | Varies |
| Salaries & Benefits | 672,000.00 | 752,000.00 | 135,360.00 | 556,480.00 | 60,160.00 | 18%, 74%, 8% - increases, new position (late '25), ins. |
| Taxes/Property/Other | 1,500.00 | 1,000.00 | 1,000.00 | | | 100% |
| Taxes: Payroll | 44,000.00 | 46,000.00 | 8,280.00 | 34,040.00 | 3,680.00 | 18%, 74%, 8% |
| Travel | 25,000.00 | 22,555.57 | 4,060.00 | 16,691.12 | 1,804.45 | 18%, 74%, 8% |
| Utilities | 39,050.00 | 41,200.00 | 15,120.00 | 17,980.00 | 8,100.00 | Varies |
| Website Hosting | 2,832.00 | 2,200.00 | 396.00 | 1,628.00 | 176.00 | 18%, 74%, 8% |
| Total Operating Expenses | 993,614.07 | 1,079,010.49 | 228,216.49 | 737,089.78 | 113,704.21 | |
| Chamber Expenses | | | | | | |
| Annual Banquet | 29,869.39 | 28,770.04 | 28,770.04 | | | Only Chamber funds / cannot use hotel/motel tax |
| Board/Executive Committee | 4,000.00 | 6,000.00 | 6,000.00 | | | |
| Brand Refresh | | 2,000.00 | 2,000.00 | | | new for updated branding |
| Clay Shoot | 7,495.58 | 7,658.50 | 7,658.50 | | | |
| Commitment to Conservation | | 3,000.00 | 3,000.00 | | | new mid year '25 |
| Golf Tournament | 13,494.53 | 16,531.96 | 16,531.96 | | | |
| Governmental Affairs | 3,000.00 | 3,000.00 | 3,000.00 | | | |
| Leadership Fannin | 12,640.59 | 14,800.00 | 14,800.00 | | | |
| Membership Services | 10,000.00 | 10,650.00 | 10,650.00 | | | |
| Merchandise | 4,000.00 | 10,000.00 | 10,000.00 | | | |
| Merchant Fees | 4,500.00 | 5,500.00 | 5,500.00 | | | |
| Total Chamber Expenses | 89,000.09 | 107,910.50 | 107,910.50 | | | |
| Total Expenses | 4,028,730.51 | \$ 4,313,177.69 | \$ 336,126.99 | 3,590,873.98 | 386,176.71 | |
| Profit | | | \$ 164,575.01 | \$ (0.00) | \$ (0.00) | |