

# City of Blue Ridge



City Council  
Workshop  
May 17, 2022

# City Logo



# Hotel Motel Taxes

## 2022 Budget - \$475,000

- Non-Restricted- Proceeds can be used for any legal purpose in the City (37.5%) – Budget -\$120,950 and \$60,000 for DDA.
- Restricted – Tourism, Conventions and Trade Shows – Destination Marketing Organization (43.75%) – Chamber – Budget - \$200,000
- Restricted – Tourism Product Development (TPD) – Creation or expansion of physical attraction which are available and open to the public and which improve destination appeal to visitors and used by visitors. May include capital and operating expenses (18.75%) – Budget \$89,000 and \$5,050 for Farmers Market.

## Amended Budget - \$535,000

- Non-Restricted - (37.5%) - \$201,000 includes \$67,000 for DDA. \$134,000 for projects
- Restricted – Chamber (43.75%) – \$234,000
- Restricted – Tourism Product Development (TPD) (18.75%) - \$100,000 includes Farmers Market of \$5,050. \$94,950 for projects.

# Recommended Projects

## Non -Restricted Amount available - \$134,000

- Farmers Market fence replacement and new signage - \$12,500
- Downtown Park Upgrades (Shade for downtown park) - \$96,500
- Downtown Beautification Projects ( landscape planters, planters on poles, landscape and benches by Mountain Avenue Coca Cola sign - \$25,000.

## Amount available for TPD - \$94,950

- Shade for downtown park



# Farmer Market Activities

## Expand the use of the Farmers Market

- Movie Night
- Concert
- Ice Skating – November to January
- Yard Sale
- The month of October is booked – Harvest Sale Farmers Market and Light Up Blue Ridge Event