

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

BUDGET ORDINANCE

Fiscal Year 2019-2020



BE IT ORDAINED by the Tourism Development Authority of Jackson County, North Carolina in regular session assembled:

Section 1: The following amounts are hereby appropriated for the operation of Jackson County Tourism Development Authority and its activities for the fiscal year beginning July 1, 2019 and ending June 30, 2020 in accordance with the following summary and its schedules:

Code: 24-4926

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
Salaries & Wages	99,974.00
Board Member Expense	2,250.00
Social Security Contribution	6,198.00
Retirement Expense	9,028.00
Hospitalization Insurance	26,208.00
Unemployment Insurance	486.00
Workman's Compensation	1,151.00
Medicare Tax	1,450.00
Professional Services-Co Adm	16,250.00
Professional Services-Audit	6,150.00
Legal Services	2,000.00
Office Supplies	3,500.00
Promo Items	6,730.00
Miscellaneous	6,210.00
Travel	25,990.00
Telephone	4,430.00
Telephone-Director	2,064.00
Postage	23,658.00
Utilities	2,000.00
Printing	78,182.00
Ad Firm Media	315,000.00
Website Service	27,898.00
Creative/Production	27,850.00
Digital Campaign Report	12,000.00
Email Campaigns	12,900.00

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
SEM Management	18,000.00
Social Media	16,550.00
Video Production	5,000.00
Visitor Center Operations	167,090.00
Public Relations	78,500.00
Contracted Services	22,000.00
Contracted Services-Recording	1,400.00
Contracted Services-Web	9,872.00
Contracted Services-Ad Firm	58,500.00
Contracted Services-STR	4,140.00
Contracted Services-Ad Firm Misc.	5,500.00
Software, Internet, Misc.	24,036.00
Building Rent	6,000.00
Insurance	2,447.00
Dues & Subscriptions	2,240.00
Capital Outlay Equipment	9,847.00
Capital Projects	24,200.00
Grants	20,000.00
Miscellaneous Donations	3,700.00
Contingency	5,000.00
TOTAL:	\$ 1,203,579.00

Section 2: It is estimated that the following Tourism Development Authority Fund Revenues will be available during the fiscal year beginning July 1, 2019 and ending June 30, 2020 to meet the foregoing Tourism Development Authority Fund appropriations:

Code: 24-3000

<u>SOURCES</u>	<u>AMOUNT</u>
Jackson TDA Room Tax Revenue	999,600.00
Jackson TDA Room Tax Penalty	5,000.00
Marketing and Advertising	10,000.00
Investment Earnings	5,000.00
Fund Balance	183,979.00
TOTAL:	\$ 1,203,579.00

Section 3: The Finance Director is hereby authorized to transfer appropriations as contained herein under the following conditions:

- a. The Finance Director may transfer amounts between line item expenditures within department limitation and without a report being required.
- b. No revenues may be increased unless formal action is taken by the Tourism Development Authority.

Section 4: The Chairman is hereby authorized to accept grant funding which has been previously approved for application by the Tourism Development Authority, including any local

match involved. The Chairman is authorized to execute any resulting grant documents. Also, the Chairman and/or Finance Director is authorized to enter into contracts for purchases of supplies, materials, or equipment as described in G.S. 143-129(a) up to the limits stated therein for informal bidding. The Chairman is authorized to enter into routine services contracts in normal course of the authority operation. All contracts authorized by this ordinance are approved for signature by the Chairman of the Tourism Development Authority and the Secretary as appropriate.

Section 5: Copies of this Budget Ordinance shall be furnished to the Finance Director of the Tourism Development Authority of Jackson County, North Carolina to be kept on file by them for their direction in the collection of revenues and expenditures of amounts appropriated.

Adopted, this the 19th day of June, 2019.



Ann Self, Chairman
Jackson County Tourism Development Authority

ATTEST:

(SEAL)



Kathy Korb, Secretary