



**JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY
REQUESTED BUDGET**

Number	Description	LAST YEAR BUDGET FY 2019-2020	CURRENT YEAR BUDGET FY 2020-2021	ACTUAL YTD FY 2020-2021	CURRENT YEAR REMAINING FY 2020-2021	REQUESTED BUDGET FY 2021-2022
24-3230-130-00	JACKSON COUNTY TDA	924,600.00	1,649,628.00	1,329,120.87	320,507.13	1,375,000.00
24-3230-130-04	JACKSON TDA - FUND BALA	159,871.00	-	-	-	
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	5,000.00	1,579.03	3,420.97	5,000.00
24-3270-190-00	MARKETING AND ADVERTISI	-	8,706.00	8,612.00	94.00	10,000.00
24-3270-260-00	NC DEPT OF COMMERCE-EDP	-	-	-	-	
24-3496-260-00	NC DEPT OF COMMERCE-EDP	-	25,750.00	25,750.00	-	
24-3496-260-01	NC DEPT OF COMMERCE DES	-	-	243.82	(243.82)	
24-3496-260-02	MOUNTAIN BIZWORKS PPP	-	24,497.00	24,497.00	-	
24-3831-491-00	INVESTMENT EARNINGS	5,250.00	3,000.00	66.27	2,933.73	1,000.00
24-3991-000-00	FUND BALANCE	-	-	-	-	331,646.00
TOTAL REVENUES		\$ 1,094,721.00	\$ 1,716,581.00	\$ 1,389,868.99	\$ 326,712.01	\$ 1,722,646.00
EXPENDITURES						
24-4926-121-00	SALARIES & WAGES	113,408.00	120,271.00	91,860.71	28,410.29	140,159.00
24-4926-126-00	PART-TIME SALARES	-	-	-	-	20,000.00
24-4926-170-00	BOARD MEMBER EXPENSE	2,595.00	400.00	423.15	(23.15)	6,500.00
24-4926-181-00	SOCIAL SECURITY CONTRIB	7,032.00	7,457.00	5,695.35	1,761.65	8,690.00
24-4926-182-00	RETIREMENT EXPENSE	9,365.00	12,208.00	8,923.75	3,284.25	16,020.00
24-4926-183-00	HOSPITALIZATION INSURAN	15,367.00	18,540.00	12,057.90	6,482.10	19,425.00
24-4926-185-00	UNEMPLOYMENT INSURANCE	865.00	504.00	373.19	130.81	520.00
24-4926-186-00	WORKMAN'S COMPENSATION	1,588.00	1,266.00	447.00	819.00	1,330.00
24-4926-187-00	MEDICARE TAX	2,001.00	1,744.00	1,331.98	412.02	2,032.00
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	16,250.00	12,187.53	4,062.47	16,250.00
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,200.00	7,200.00	7,000.00	200.00	7,200.00
24-4926-192-00	LEGAL SERVICES	2,000.00	3,000.00	825.00	2,175.00	2,000.00
24-4926-260-00	OFFICE SUPPLIES	9,778.00	3,963.00	2,471.30	1,491.70	3,500.00
24-4926-299-00	MISCELLANEOUS	5,555.00	6,810.00	4,065.12	1,744.88	11,480.00



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24-4926-311-00	TRAVEL	20,423.00	8,299.00	6,034.61	430.39	35,845.00
24-4926-321-00	TELEPHONE	7,964.00	6,746.00	6,801.98	(55.98)	1,564.00
24-4926-321-01	TELEPHONE-VISITOR CENTERS	-	-	-	-	4,430.00
24-4926-325-00	POSTAGE	10,451.00	21,003.00	17,185.11	3,817.89	34,678.00
24-4926-331-00	UTILITIES	2,045.00	2,000.00	1,748.32	251.68	2,000.00
24-4926-341-00	PRINTING	49,273.00	79,741.00	29,888.24	6,812.76	99,741.00
24-4926-351-00	REPAIRS & MAINT-BUILDING	542.00	500.00	-	500.00	500.00
24-4926-370-00	AD FIRM MEDIA	278,178.00	855,232.00	175,022.50	679,009.50	500,000.00
24-4926-370-01	WEBSITE SERVICE	27,398.00	28,588.00	16,000.00	12,588.00	19,200.00
24-4926-370-02	CREATIVE & PRODUCTION S	40,884.00	32,915.00	52,175.00	(19,260.00)	45,000.00
24-4926-370-03	DIGITAL CAMPAIGN REPORT	11,000.00	9,600.00	7,600.00	2,000.00	9,600.00
24-4926-370-04	E-MAIL CAMPAIGNS	12,900.00	5,700.00	5,225.00	475.00	5,700.00
24-4926-370-05	SEM MANAGEMENT	13,500.00	14,400.00	11,400.00	3,000.00	14,400.00
24-4926-370-07	SOCIAL MEDIA	21,550.00	8,400.00	7,000.00	1,400.00	-
24-4926-370-08	VIDEO PRODUCTION	1,600.00	-	-	-	-
24-4926-370-09	SOCIAL MEDIA SPEND	-	-	-	-	72,000.00
24-4926-393-00	VISITOR CENTER OPERATIO	170,590.00	167,872.00	140,652.00	27,220.00	176,695.00
24-4926-393-01	PUBLIC RELATIONS	70,047.00	64,600.00	44,952.98	19,647.02	86,200.00
24-4926-393-02	CONTRACTED SERVICES	22,000.00	22,000.00	16,499.97	5,500.03	22,000.00
24-4926-393-03	CONTRACTED SERVICES-REC	1,400.00	1,400.00	255.00	1,145.00	1,400.00
24-4926-393-05	CONTRACTED-WEBSITE	8,998.00	7,500.00	1,172.50	6,327.50	8,561.00
24-4926-393-06	CONTRACTED-AD FIRM RETA	58,500.00	44,550.00	34,800.00	9,750.00	58,500.00
24-4926-393-07	CONTRACTED SERVICES-STR	7,245.00	8,280.00	8,280.00	-	8,280.00
24-4926-393-08	CONTRACTED-AD FIRM MISC	5,500.00	12,000.00	11,231.33	768.67	12,000.00
24-4926-393-11	SOFTWARE,INTERNET,MISC	24,036.00	25,328.00	23,862.63	1,465.37	34,613.00
24-4926-393-13	CONTRACTED SERVICES-PHO	100.00	-	-	-	
24-4926-393-14	CONTRACTED SERVICES-HR	10,720.00	4,320.00	6,412.42	(2,092.42)	6,408.00



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24-4926-393-15	RESEARCH AND ANALYTICS	-	-	-	-	62,000.00
24-4926-412-00	BUILDING RENT	6,000.00	6,000.00	4,500.00	1,500.00	18,000.00
24-4926-454-00	INSURANCE	2,447.00	2,447.00	2,175.00	272.00	2,447.00
24-4926-491-00	DUES AND SUBSCRIPTIONS	2,240.00	3,900.00	4,107.19	(207.19)	7,503.00
24-4926-550-00	CAPITAL OUTLAY	6,247.00	5,448.00	5,302.77	145.23	5,000.00
24-4926-550-01	CAPITAL PROJECTS	-	20,000.00	-	20,000.00	50,000.00
24-4926-630-00	NC TOURISM RECOVERY GRA	-	25,750.00	9,372.37	16,377.63	-
24-4926-699-00	GRANTS	4,589.00	17,000.00	10,000.00	7,000.00	50,000.00
24-4926-699-02	MISCELLANEOUS DONATIONS	3,350.00	2,775.00	2,775.00	-	8,275.00
24-4926-990-00	CONTINGENCY	-	2,674.00	-	2,674.00	5,000.00
TOTAL EXPENDITURES		\$ 1,094,721.00	\$ 1,716,581.00	\$ 810,093.90	\$ 859,413.10	\$ 1,722,646.00
TOTAL TOURISM DEVELOPMENT AUTHORITY FUND		\$ -	\$ -	\$ 579,775.09	\$ (532,701.09)	\$ -