

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

BUDGET ORDINANCE

Fiscal Year 2026-2026



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, 2025 and ending June 30, 2026 in accordance with the following summary and its schedules:

Code: 24-4926

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
Salaries & Wages	165,022.00
Board Member Expense	1,050.00
Social Security Contribution	11,225.00
Retirement Expense	24,623.00
Hospitalization Insurance	23,163.00
Unemployment Insurance	628.00
Workman's Compensation	2,299.00
Medicare Tax	2,625.00
Professional Services-Co Adm	16,250.00
Professional Services-Audit	9,500.00
Legal Services	2,000.00
Office Supplies	6,000.00
Miscellaneous	11,640.00
Travel	36,000.00
Telephone	4,600.00
Telephone-TDA	6,000.00
Postage	55,570.00
Utilities	3,200.00
Printing	129,941.00
Repairs & Maint-Building	500.00
Ad Firm Media	600,000.00
Website Service	35,200.00
Creative/Production	85,000.00
Digital Campaign Report	15,000.00
Email Campaigns	30,000.00

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
SEM Management	207,520.00
Social Media Spend	168,000.00
Visitor Center Operations	242,465.00
Public Relations	133,000.00
Contracted Services	22,000.00
Contracted Services-Recording	1,400.00
Contracted Services-Ad Firm	50,000.00
Contracted Services-STR	12,200.00
Contracted Services-Ad Firm Misc.	30,000.00
Software, Internet, Misc.	45,936.00
Contract Services-HR	9,600.00
Research & Analytics	70,469.00
Contracted Services	62,450.00
Media Management	50,000.00
Building Rent	23,280.00
Insurance	3,754.00
Dues & Subscriptions	9,739.00
Capital Outlay Equipment	1,000.00
Capital Projects	1,000,000.00
Grants	100,000.00
Miscellaneous Donations	11,700.00
Contingency	10,000.00
<b>TOTAL:</b>	<b>\$ 3,541,549.00</b>

**Section 2:** It is estimated that the following Tourism Development Authority Fund Revenues will be available during the fiscal year beginning July 1, 2025 and ending June 30, 2026 to meet the foregoing Tourism Development Authority Fund appropriations:

Code: 24-3000

<u>SOURCES</u>	<u>AMOUNT</u>
Jackson TDA Room Tax Revenue	3,476,549.00
Jackson TDA Room Tax Penalty	5,000.00
Investment Earnings	60,000.00
<b>TOTAL:</b>	<b>\$ 3,541,549.00</b>

**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 18th day of June, 2025.

  
Robert Jumper, Chairman  
Jackson County Tourism Development Authority

ATTEST:

(SEAL)

  
Craig Smith, Secretary