

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

BUDGET ORDINANCE

Fiscal Year 2020-2021



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, 2020 and ending June 30, 2021 in accordance with the following summary and its schedules:

Code: 24-4926

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
Salaries & Wages	112,771.00
Board Member Expense	249.00
Social Security Contribution	6,992.00
Retirement Expense	11,446.00
Hospitalization Insurance	18,540.00
Unemployment Insurance	504.00
Workman's Compensation	1,266.00
Medicare Tax	1,635.00
Professional Services-Co Adm	16,250.00
Professional Services-Audit	7,200.00
Legal Services	3,000.00
Office Supplies	3,963.00
Miscellaneous	6,810.00
Travel	6,299.00
Telephone	4,430.00
Telephone-Director	2,316.00
Postage	21,003.00
Utilities	2,000.00
Printing	66,741.00
Repairs & Maint-Building	500.00
Ad Firm Media	173,600.00
Website Service	19,200.00
Creative/Production	15,000.00
Digital Campaign Report	7,200.00
Email Campaigns	5,700.00

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
SEM Management	10,800.00
Social Media	8,400.00
Visitor Center Operations	167,872.00
Public Relations	37,200.00
Contracted Services	22,000.00
Contracted Services-Recording	1,400.00
Contracted Services-Web	7,500.00
Contracted Services-Ad Firm	30,600.00
Contracted Services-STR	8,280.00
Contracted Services-Ad Firm Misc.	12,000.00
Software, Internet, Misc.	24,488.00
Contract Services-HR	4,320.00
Building Rent	6,000.00
Insurance	2,447.00
Dues & Subscriptions	2,850.00
Capital Outlay Equipment	4,698.00
Miscellaneous Donations	1,650.00
Contingency	5,000.00
TOTAL:	<u>\$ 872,120.00</u>

Section 2: It is estimated that the following Tourism Development Authority Fund Revenues will be available during the fiscal year beginning July 1, 2020 and ending June 30, 2021 to meet the foregoing Tourism Development Authority Fund appropriations:

Code: 24-3000

<u>SOURCES</u>	<u>AMOUNT</u>
Jackson TDA Room Tax Revenue	864,120.00
Jackson TDA Room Tax Penalty	5,000.00
Investment Earnings	3,000.00
TOTAL:	<u>\$ 872,120.00</u>

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 17th day of June, 2020.

Ann Self, Chairman
Jackson County Tourism Development Authority

ATTEST:

(SEAL)

Kathy Korb, Secretary