

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

BUDGET ORDINANCE

Fiscal Year 2021-2022



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, 2021 and ending June 30, 2022 in accordance with the following summary and its schedules:

Code: 24-4926

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
Salaries & Wages	140,159.00
Part-time Salaries	20,000.00
Board Member Expense	6,500.00
Social Security Contribution	8,690.00
Retirement Expense	16,020.00
Hospitalization Insurance	19,425.00
Unemployment Insurance	520.00
Workman's Compensation	1,330.00
Medicare Tax	2,032.00
Professional Services-Co Adm	16,250.00
Professional Services-Audit	7,200.00
Legal Services	2,000.00
Office Supplies	3,500.00
Miscellaneous	11,480.00
Travel	35,845.00
Telephone	1,564.00
Telephone-Visitor Centers	4,430.00
Postage	34,678.00
Utilities	2,000.00
Printing	99,741.00
Repairs & Maint-Building	500.00
Ad Firm Media	438,529.00
Website Service	19,200.00
Creative/Production	100,000.00
Digital Campaign Report	12,000.00
Email Campaigns	7,200.00

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
SEM Management	14,400.00
Social Media Spend	72,000.00
Visitor Center Operations	178,421.00
Public Relations	86,200.00
Contracted Services	22,000.00
Contracted Services-Recording	1,400.00
Contracted Services-Web	38,400.00
Contracted Services-Ad Firm	60,840.00
Contracted Services-STR	8,280.00
Contracted Services-Ad Firm Misc.	12,392.00
Software, Internet, Misc.	34,613.00
Contract Services-HR	6,408.00
Research & Analytics	62,000.00
Building Rent	18,000.00
Insurance	2,447.00
Dues & Subscriptions	7,503.00
Capital Outlay Equipment	5,000.00
Capital Projects	50,000.00
Grants	50,000.00
Miscellaneous Donations	8,275.00
Contingency	5,000.00
<b>TOTAL:</b>	<b><u>\$ 1,754,372.00</u></b>

**Section 2:** It is estimated that the following Tourism Development Authority Fund Revenues will be available during the fiscal year beginning July 1, 2021 and ending June 30, 2022 to meet the foregoing Tourism Development Authority Fund appropriations:

Code: 24-3000

<u>SOURCES</u>	<u>AMOUNT</u>
Jackson TDA Room Tax Revenue	1,375,000.00
Jackson TDA Room Tax Penalty	5,000.00
Marketing and Advertising	10,000.00
Investment Earnings	1,000.00
Fund Balance	363,372.00
<b>TOTAL:</b>	<b><u>\$ 1,754,372.00</u></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 16th day of June, 2021.

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Robert Jumper, Chairman  
Jackson County Tourism Development Authority

ATTEST:

(SEAL)

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Megan Orr, Secretary