

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

BUDGET ORDINANCE

Fiscal Year 2022-2023



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, 2022 and ending June 30, 2023 in accordance with the following summary and its schedules:

Code: 24-4926

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
Salaries & Wages	210,000.00
Board Member Expense	900.00
Social Security Contribution	13,020.00
Retirement Expense	25,410.00
Hospitalization Insurance	22,758.00
Unemployment Insurance	780.00
Workman's Compensation	2,055.00
Medicare Tax	3,045.00
Professional Services-Co Adm	16,250.00
Professional Services-Audit	7,200.00
Legal Services	2,000.00
Office Supplies	6,000.00
Miscellaneous	10,520.00
Travel	49,550.00
Telephone	5,800.00
Telephone-Visitor Centers	4,430.00
Postage	34,678.00
Utilities	2,000.00
Printing	106,741.00
Repairs & Maint-Building	500.00
Ad Firm Media	473,310.00
Website Service	21,600.00
Creative/Production	90,000.00
Digital Campaign Report	13,200.00
Email Campaigns	21,600.00

EXPENDITURES**APPROPRIATIONS**

SEM Management	18,000.00
Social Media Spend	120,000.00
Visitor Center Operations	168,067.00
Public Relations	105,000.00
Contracted Services	22,000.00
Contracted Services-Recording	1,400.00
Contracted Services-Web	12,500.00
Contracted Services-Ad Firm	60,840.00
Contracted Services-STR	8,280.00
Contracted Services-Ad Firm Misc.	13,192.00
Software, Internet, Misc.	54,024.00
Contract Services-HR	6,259.00
Research & Analytics	68,500.00
VisitNC Farms App	1,500.00
Building Rent	23,280.00
Insurance	3,447.00
Dues & Subscriptions	7,362.00
Capital Outlay Equipment	5,000.00
Capital Projects	750,000.00
Grants	50,000.00
Miscellaneous Donations	8,100.00
Contingency	5,000.00
TOTAL:	\$ 2,655,098.00

Section 2: It is estimated that the following Tourism Development Authority Fund Revenues will be available during the fiscal year beginning July 1, 2022 and ending June 30, 2023 to meet the foregoing Tourism Development Authority Fund appropriations:

Code: 24-3000

<u>SOURCES</u>	<u>AMOUNT</u>
Jackson TDA Room Tax Revenue	2,060,000.00
Jackson TDA Room Tax Penalty	5,000.00
Marketing and Advertising	10,000.00
Investment Earnings	1,000.00
Fund Balance	579,098.00
TOTAL:	<u><u>\$ 2,655,098.00</u></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 15th day of June, 2022.

Robert Jumper, Chairman
Jackson County Tourism Development Authority

ATTEST:

(SEAL)

Megan Orr, Secretary