

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

BUDGET ORDINANCE

Fiscal Year 2023-2024



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, 2023 and ending June 30, 2024 in accordance with the following summary and its schedules:

Code: 24-4926

EXPENDITURES

APPROPRIATIONS

Salaries & Wages	170,000.00
Board Member Expense	900.00
Social Security Contribution	10,540.00
Retirement Expense	21,845.00
Hospitalization Insurance	23,214.00
Unemployment Insurance	592.00
Workman's Compensation	2,117.00
Medicare Tax	2,465.00
Professional Services-Co Adm	16,250.00
Professional Services-Audit	7,200.00
Legal Services	2,000.00
Office Supplies	6,000.00
Miscellaneous	13,970.00
Travel	28,150.00
Telephone	4,600.00
Telephone-TDA	6,000.00
Postage	18,678.00
Utilities	2,700.00
Printing	97,341.00
Repairs & Maint-Building	500.00
Ad Firm Media	294,652.00
Website Service	25,200.00
Creative/Production	90,000.00
Digital Campaign Report	13,200.00
Email Campaigns	16,800.00

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
SEM Management	142,000.00
Social Media Spend	132,000.00
Visitor Center Operations	213,631.00
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.	22,600.00
Software, Internet, Misc.	59,758.00
Contract Services-HR	6,920.00
Contracted Services	48,000.00
Research & Analytics	68,500.00
Building Rent	23,280.00
Insurance	3,795.00
Dues & Subscriptions	9,454.00
Capital Outlay Equipment	9,400.00
Capital Projects	1,450,000.00
Grants	105,000.00
Miscellaneous Donations	15,200.00
Contingency	5,000.00
TOTAL:	<u>\$ 3,399,472.00</u>

Section 2: It is estimated that the following Tourism Development Authority Fund Revenues will be available during the fiscal year beginning July 1, 2023 and ending June 30, 2024 to meet the foregoing Tourism Development Authority Fund appropriations:

Code: 24-3000

<u>SOURCES</u>	<u>AMOUNT</u>
Jackson TDA Room Tax Revenue	2,500,000.00
Jackson TDA Room Tax Penalty	5,000.00
Marketing and Advertising	10,000.00
Investment Earnings	50,000.00
Fund Balance	834,472.00
TOTAL:	<u>\$ 3,399,472.00</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 14th day of June, 2023.

Daniel Fletcher, Chairman
Jackson County Tourism Development Authority

ATTEST:

(SEAL)

Ashlie Mitchell, Secretary