

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

BUDGET ORDINANCE

Fiscal Year 2024-2025



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, 2024 and ending June 30, 2025 in accordance with the following summary and its schedules:

Code: 24-4926

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
Salaries & Wages	181,050.00
Board Member Expense	900.00
Social Security Contribution	11,225.00
Retirement Expense	24,623.00
Hospitalization Insurance	23,214.00
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	20,600.00
Travel	41,050.00
Telephone	4,600.00
Telephone-TDA	6,000.00
Postage	42,570.00
Utilities	3,200.00
Printing	100,341.00
Repairs & Maint-Building	500.00
Ad Firm Media	561,500.00
Website Service	25,200.00
Creative/Production	89,500.00
Digital Campaign Report	13,200.00
Email Campaigns	30,800.00

<u>EXPENDITURES</u>	<u>APPROPRIATIONS</u>
SEM Management	188,600.00
Social Media Spend	160,000.00
Visitor Center Operations	218,745.00
Public Relations	121,000.00
Contracted Services	22,000.00
Contracted Services-Recording	1,400.00
Contracted Services-Web	39,600.00
Contracted Services-Ad Firm	64,800.00
Contracted Services-STR	11,600.00
Contracted Services-Ad Firm Misc.	34,751.00
Software, Internet, Misc.	32,188.00
Contract Services-HR	6,920.00
Contracted Services	55,200.00
Research & Analytics	73,500.00
Building Rent	23,280.00
Insurance	3,754.00
Dues & Subscriptions	9,959.00
Capital Outlay Equipment	10,500.00
Capital Projects	650,000.00
Grants	145,000.00
Miscellaneous Donations	15,200.00
Contingency	10,000.00
TOTAL:	\$ 3,117,372.00

Section 2: It is estimated that the following Tourism Development Authority Fund Revenues will be available during the fiscal year beginning July 1, 2024 and ending June 30, 2025 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	60,000.00
Fund Balance	542,372.00
TOTAL:	\$ 3,117,372.00

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 19th day of June, 2024.

Daniel Fletcher, Chairman
Jackson County Tourism Development Authority

ATTEST:

(SEAL)

Ashlie Mitchell, Secretary