

**JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY**

**BUDGET ORDINANCE**

**Fiscal Year 2017-2018**



**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, 2017 and ending June 30, 2018 in accordance with the following summary and its schedules:

Code: 24-4926

<b><u>EXPENDITURES</u></b>	<b><u>APPROPRIATIONS</u></b>
Salaries & Wages	61,824.00
Board Member Expense	2,500.00
Social Security Contribution	3,833.00
Retirement Expense	4,686.00
Hospitalization Insurance	9,900.00
Unemployment Insurance	231.00
Workman's Compensation	1,128.00
Medicare Tax	896.00
Professional Services-Co Adm	16,250.00
Professional Services-Audit	6,150.00
Legal Services	2,000.00
Office Supplies	2,000.00
Promo Items	3,000.00
Miscellaneous	4,380.00
Travel	3,160.00
Telephone	15,319.00
Telephone-Director	1,200.00
Postage	23,789.00
Utilities	720.00
Printing	47,053.00
Repairs & Maint-Building	4,480.00
Ad Firm Media	377,518.00
Website Service	20,700.00
Creative/Production	15,000.00
Digital Campaign Report	10,500.00
Email Campaigns	14,000.00

<b><u>EXPENDITURES</u></b>	<b><u>APPROPRIATIONS</u></b>
SEM Management	18,000.00
Guest Blogs	1,800.00
Social Media	54,200.00
Visitor Center Operations	162,874.00
Public Relations	82,780.00
Contracted Services	22,000.00
Contracted Services-Recording	800.00
Contracted Services-Web	20,350.00
Contracted Services-Ad Firm	53,200.00
Contracted Services-STR	3,400.00
Contracted Services-Ad Firm Misc.	5,500.00
Contracted Services-Planning	5,000.00
Software, Internet, Misc.	4,326.00
Building Rent	6,000.00
Insurance	2,206.00
Dues & Subscriptions	1,570.00
Capital Outlay Equipment	3,600.00
Capital Projects	15,000.00
Grants	17,000.00
Special Projects	5,000.00
Miscellaneous Donations	2,200.00
Contingency	5,500.00
<b>TOTAL:</b>	<b><u>\$ 1,144,523.00</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, 2017 and ending June 30, 2018 to meet the foregoing Tourism Development Authority Fund appropriations:

Code: 24-3000

<b><u>SOURCES</u></b>	<b><u>AMOUNT</u></b>
Jackson TDA Room Tax Revenue	1,080,000.00
Jackson TDA Room Tax Penalty	2,500.00
Investment Earnings	2,023.00
Fund Balance	60,000.00
<b>TOTAL:</b>	<b><u>\$ 1,144,523.00</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 21st day of June, 2017.

  
Robert Jumper, Chairman  
Jackson County Tourism Development Authority

ATTEST:

(SEAL)

  
Sarah Jennings, Secretary