



# Gaston County

Gaston County  
Board of Commissioners  
www.gastongov.com

## Travel & Tourism

### Board Action

File #: 16-165

Commissioner Carpenter - To Approve the Transfer of Funds from the Travel & Tourism's Professional Services Account to the Advertising Account for Advertising Projects (\$74,500)

#### STAFF CONTACT

Michael Applegate - Travel & Tourism Director - 704-825-7517

#### BUDGET IMPACT

Line Item Transfer within Department & Fund from the Professional Services Account to the Advertising Account. No additional County funds.

#### BUDGET ORDINANCE IMPACT

N/A

#### BACKGROUND

A transfer from the Travel & Tourism Professional Services Account to the Advertisement Account is required to cover 3 new contracts for ITI Marketing that will provide general analysis, social marketing integration and social media development and content publishing on the Travel & Tourism website. The remaining funds are needed for advertising projects with Our State Magazine and Blue Ridge Outdoors. This will not require an additional appropriation of funds.

#### POLICY IMPACT

N/A

#### ATTACHMENTS

Budget Change Request

DO NOT TYPE BELOW THIS LINE

I, Donna S. Buff, Clerk to the County Commission, do hereby certify that the above is a true and correct copy of action taken by the Board of Commissioners as follows:

NO.	DATE	M1	M2	Brown	Carpenter	Fraley	Keigher	Phillbeck	Price	Williams	Vote
2016-125	04/26/2016	AF	JC	AB	A	A	A	A	AB	A	U

#### DISTRIBUTION:

Laserfiche Users

A=AYE, N=NAY, AB=ABSENT, ABS=ABSTAIN, U=UNANIMOUS

## GASTON COUNTY BUDGET CHANGE REQUEST

TO: Earl Mathers COUNTY MANAGER

FROM: 4921 Travel & Tourism  
 Dept. # Department Name

3/9/2016  
 Department Director's Signature Date

### TYPE OF REQUEST:

- ☒ Line Item Transfer Within Department & Fund
 ☐ Line Item Transfer Between Funds \*
- ☐ Project Transfer Within Department & Fund
 ☐ Additional Appropriation of Funds \*
- ☐ Line Item Transfer Between Departments\*
 \* Requires resolution by the Board of Commissioners

Resolution # \_\_\_\_\_ Date \_\_\_\_\_

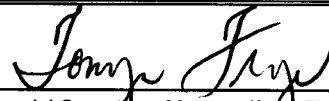
ACCOUNT DESCRIPTION (As it appears in the budget)	ACCOUNT NUMBER	PROJECT	AMOUNT
	Fund - Dept - Subdept - Div - Acct - Subacct	SUBPROJECT	Whole Dollars Only
	XX - XXXX - XXXX - XXXX - XXX - XXX	XXXXX - XXXX	(See Note Below)
Professional Services	22-4921-199-000		\$ (74,500.00)
Advertising	22-4921-370-000		\$ 74,500.00

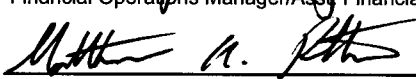
### JUSTIFICATION FOR REQUEST:

A transfer from Professional Services Acct. to Advertising Acct. is required to cover 3 new contracts totaling \$45,000 for ITI Marketing that will provide general analysis, social marketing integration and social media development and content publishing on the T&T website. The remaining funds are needed for advertising projects with Our State Magazine and Blue Ridge Outdoors. This will not require an additional appropriation of funds.

### APPROVAL SIGNATURES:

 4/28/16  
 County Manager/Interim Assistant County Manager Date

 4/28/16  
 Financial Operations Manager/Asst. Financial Operations Mgr. Date

 4/28/16  
 Interim Budget Administrator Date

Note: Decreases in expenditures & increases in revenue accounts require brackets. Increases in expenditures & decreases in revenue do not require brackets. Please note that transfers between funds require interfund transfer accounts.