

GASTON COUNTY BUDGET CHANGE REQUEST

TO: Earl Mathers COUNTY MANAGER

FROM: 4921 Travel & Tourism
 Dept. # Department Name

 Department Director's Signature Date

TYPE OF REQUEST:

- | | |
|--|---|
| <input type="checkbox"/> Line Item Transfer Within Department & Fund | <input type="checkbox"/> Line Item Transfer Between Funds * |
| <input type="checkbox"/> Project Transfer Within Department & Fund | <input checked="" type="checkbox"/> Additional Appropriation of Funds * |
| <input type="checkbox"/> Line Item Transfer Between Departments* | <i>* Requires resolution by the Board of Commissioners</i> |

Resolution #	Date
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ACCOUNT DESCRIPTION (As it appears in the budget)	ACCOUNT NUMBER <small>Fund - Dept - Subdept - Div - Acct - Subacct</small> <small>xx - xxxx - xxxx - xxxx - xxx - xxx</small>	PROJECT SUBPROJECT <small>xxxxx - xxxx</small>	AMOUNT Whole Dollars Only (See Note Below)
T & T Fund Balance Appropriated	22-9900-991-500		(\$150,000.00)
Marketing	22-4921-371-000		\$100,000.00
Special Programs	22-4921-298-000	17245-0001	\$50,000.00

JUSTIFICATION FOR REQUEST:

- 1) \$50,000 in Marketing to increase size, content, print run and distribution of annual Visitors Guide.
- 2) \$50,000 in Marketing to improve Digital Marketing efforts across all Social Media platforms including, the design and roll out a Destination App and to transition toward operating a Virtual Visitors Center.
- 3) \$50,000 in Special Programs to initiate a Bike Share program with stations throughout the county improving satisfaction, strengthening partnerships, connecting assets and promoting brand.

APPROVAL SIGNATURES:

 County Manager/Interim Assistant County Manager Date

 Financial Operations Manager/Asst. Financial Operations Mgr. Date

 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.