



Gaston County

Gaston County
Board of Commissioners
www.gastongov.com

Tourism Development Board Action

File #: 23-478

Commissioner Brown - Tourism Development - To Appropriate \$84,440.00 From the Tourism Strategic Reserve Funds into the Tourism Advertising Account to Host FY2024 Conference and National Championships

STAFF CONTACT

Michael Applegate - Tourism Development - 704-813-0144

BUDGET IMPACT

Funds transfer from Tourism strategic reserves derived from the 3% County occupancy tax. This fund grew by approximately \$70,000 in FY2023. No general fund impacts.

BUDGET ORDINANCE IMPACT

Appropriate \$84,440 into the Tourism advertising account to host the FY2024 Conference and National Championships.

BACKGROUND

The Tourism advertising account provides for destination marketing and promotion as well as group event hosting needs. The events booked with these funds provide a substantial return on investment for Gaston County's local tourism industry. The \$84,440 requested will help generate an estimated \$683,118 in direct business sales.

POLICY IMPACT

N/A

ATTACHMENTS

Budget Change Request (BCR)

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	CBrown	CCloninger	AFraley	BHovis	KJohnson	TKeigher	RWorley	Vote
2023-371	10/24/2023	RW	KJ	A	A	A	A	A	AB	A	U

DISTRIBUTION:


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

GASTON COUNTY BUDGET CHANGE REQUEST (BCR)

TO: Dr. Kim S. Eagle COUNTY MANAGER

FROM: TRM Tourism Development
Dept. Code Department Name

 8-25-23
Department Director Date

REQUEST TYPE:

- ☐ 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

ACCOUNT DESCRIPTION	ACCOUNT NUMBER	AMOUNT**
As it appears in Munis	<div> <div>4</div> <div>3</div> <div>3</div> <div>5</div> <div>6</div> <div>7</div> <div>4</div> <div>2</div> <div>6</div> <div>5</div> </div> <div> <div>Fund</div> <div>Dept</div> <div>Div</div> <div>SubDiv</div> <div>Prog</div> <div>SubProg</div> <div>Future</div> <div>Func</div> <div>Obj</div> <div>Proj</div> </div> <div> <div>XXXX</div> <div>XXX</div> <div>XXX</div> <div>XXXXX</div> <div>XXXXXX</div> <div>XXXXXX</div> <div>XXXX</div> <div>XX</div> <div>XXXXXX</div> <div>XXXXX</div> </div>	Whole dollars only
Ex. Employee Training	Ex. 1000-BGT-000-000000-0000000-00000000-0000-01-520011-	Ex. \$5,000 Ex. (\$5,000)
Advertising	2005-TRM-000-000000-0000000-00000000-0000-07-520015	\$84,440
Fund Balance Appropriated	2005-NDP-000-000000-FBApro-00000000-0000-99-490000	(\$84,440)

JUSTIFICATION FOR REQUEST:

The Tourism advertising account provides for destination marketing and promotion as well as group event hosting needs. The events booked with these funds provide a substantial return on investment for Gaston County's local tourism industry. The \$84,440 requested will help generate an estimated \$683,118 in direct business sales.

** Decreases in expenditures and increases in revenue accounts require brackets. Increases in expenditures and decreases in revenue do not require brackets. Please note that transfers between funds require inter-fund transfer accounts.