



# Gaston County

Gaston County  
Board of Commissioners  
www.gastongov.com

## Travel & Tourism

### Board Action

File #: 16-616

Commissioner Brown - Travel & Tourism - To Approve a Transfer of \$150,000 from the Travel and Tourism (T&T) Reserve Fund to the T&T Marketing Account

#### STAFF CONTACT

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

#### BUDGET IMPACT

Appropriate \$150,000 from T&T reserve fund to Marketing Account 22-4921-371-000

#### BUDGET ORDINANCE IMPACT

N/A

#### BACKGROUND

The Travel & Tourism Director was hired in January 2016 and prepared the FY17 budget that same month based on historic data. Now a year into his tenure and half way through our current fiscal year, the Director has a greater understanding of the extent of our County's needs in growing our core destination marketing business. The additional revenues will be used to seize opportunities and to address needs unforeseen in January.

- 1) \$50,000 to increase Size, Content, Print Run and Distribution of Annual Visitors Guide.
- 2) \$50,000 to improve Digital Marketing efforts across all Social Media platforms, including the design and roll out of a Destination App and transitioning toward operating a Virtual Visitors Center.
- 3) \$50,000 to initiate a Bike Share program, with stations throughout the County, Improving Satisfaction, Strengthening Partnerships, Connecting Assets and Promoting Brand.

We are requesting \$150,000 from the Travel & Tourism reserve fund to immediately embark on the above programming.

#### 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	Fraleigh	Grant	Hovis	Keigher	Philbeck	Dorley	Vote
2017-029	01/24/2017	TK	RW	A	AB	AB	A	A	A	A	U

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## 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*     | <u>* Requires resolution by the Board of Commissioners</u>              |

Resolution #	Date
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ACCOUNT DESCRIPTION <small>(As it appears in the budget)</small>	ACCOUNT NUMBER <small>Fund - Dept - Subdept - Div - Acct - Subacct xx - xxxx - xxxx - xxxx - xxx - xxx</small>	PROJECT SUBPROJECT <small>xxxxx - xxxx</small>	AMOUNT <small>Whole Dollars Only (See Note Below)</small>
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.