



Gaston County

Gaston County
Board of Commissioners
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Travel & Tourism Board Action

File #: 20-498

Commissioner Jack Brown - Travel & Tourism - To Accept and Appropriate \$10,000 from the North Carolina Tourism Promotion Grant as a Part of the House Bill 1023 (Coronavirus Relief Fund/Additions & Revisions) from NCTIA (NC Travel Industry Association) and the EDPNC (Economic Development Partnership of NC)

STAFF CONTACT

Michael Applegate - Travel & Tourism - 704-813-0144

BUDGET IMPACT

N/A

BUDGET ORDINANCE IMPACT

N/A

BACKGROUND

Gaston County Travel & Tourism has been awarded a \$10,000 North Carolina Tourism Promotion Grant that was reviewed by the Tourism Recovery Committee and awarded from NCTIA (NC Travel Industry Association) and the EDPNC (Economic Development Partnership of NC) as a part of House Bill 1023 (Coronavirus Relief Fund/Additions & Revisions). The NC General Assembly created a \$1.5 million appropriation to help eligible DMOs experiencing reduced ability to market their destinations due to revenue loss.

Funds from this grant are to be used only for promotion (advertising and marketing) efforts to promote North Carolina tourism as the state continues to reopen. Funding uses also must conform to these CARES Act guidelines, in that they:

1. Are necessary expenditures incurred due to the public health emergency with respect to the Coronavirus Disease 2019 (COVID - 19)
2. Were not accounted for in the budget most recently approved as of March 27, 2020, (the date of enactment of the CARES Act) for the State or government; and
3. Were incurred during the period that begins on March 1, 2020, and ends on December 30, 2020.

(Continued on Page 2)

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	JBrown	AFraley	BHovls	Tkeighers	TPhilbeck	Worley	Vote
2020-293	10/27/2020	CB	BH	A	A	AB	A	A	A	A	U

DISTRIBUTION:

Laserfiche Users

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

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Qualifying applicants will become sub-recipients of the EDPNC. They will enter an agreement with the North Carolina Pandemic Recovery Office (NCPRO), under the auspices of Office of State Budget and Management (OSBM), and the recipient. Successful applicants will report monthly on how they spend the deliverables related to recovering from the Coronavirus pandemic.

POLICY IMPACT

N/A

ATTACHMENTS

Budget Change Request (BCR)

GASTON COUNTY BUDGET CHANGE REQUEST

TO: Dr. Kim S. Eagle COUNTY MANAGER

FROM: 4921 Travel & Tourism
 Dept. # Department Name

Michael Applegate 10/14/2020
 Department Director's Name 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

ACCOUNT DESCRIPTION (As it appears in the budget)	ACCOUNT NUMBER Fund - Function - Dept - Division - Object - Project xxx - xx - xxxx - xxxx - xxxxx - xxxxxx	AMOUNT Whole Dollars Only (See Note Below)
NC Tourism Promotion Grant Advertising: NC Tourism Grant	022-07-4921-0000-420001-21566 022-07-4921-0000-520015-21566	(\$10,000) \$10,000

JUSTIFICATION FOR REQUEST:

To approve and appropriate \$10,000 from a Travel & Tourism Revenue Account (022-07-4921-0000-420001-21566) which was received from the NC Tourism Promotion Grant as a part of House Bill 1023 (Coronavirus Relief Fund/Additions & Revisions). Then funds of \$10,000 to be placed in the NC Tourism Promotion Grant Project Account (022-07-4921-0000-520015-21566) to be used/spent for promotion (advertsing/marketing) efforts to promote NC tourism as the state continues to reopen.

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.