

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2022-2023

BE IT ORDAINED by the Members of the Haywood County Tourism Development Authority that the following amendment be made to the budget ordinance for the fiscal year ending June 30, 2023.

Section 1. To amend the General Fund, the expenditures are to be charged as follows:

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Advertising	537221	650,000	6,000	656,000
Visitor Guide Printing	537301	40,000	4,273	44,273
Marketing	537101	40,000	(10,273)	29,727
28721 Clyde Promo	549910	25,382	(7,317)	18,065
28721 Clyde TR	549911	12,683	7,317	20,000
28745 Lake Junaluska Promo	549914	63,610	(1,275)	62,335
28745 Lake Junaluska TR	549915	18,225	1,275	19,500
28751 Maggie Valley Promo	549916	293,956	(35,865)	258,091
28751 Maggie Valley TR	549917	117,135	35,865	153,000
Purchase for Resale	527001	13,800	10,790	24,590
Group Sales Marketing	537801	12,400	(11,190)	1,210
Liability Insurance	545101	7,550	400	7,950
Postage	532201	13,237	4,000	17,237
Group Sales Travel Out of County	537804	11,700	(4,000)	7,700
Contingency	599101	62,813	63,000	125,813
TOTAL			\$63,000.00	

This amendment will result in a net increase/(decrease) of \$63,000.00
in the expenditures in the General Fund.

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget
Investment Earnings 3%	483491	500	47,000	47,500
Investment Earnings 1%	483492	75	16,000	16,075
TOTAL			\$63,000.00	

Section 2. Copies of this budget amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this 28th day of June, 2023.

Chair
Haywood County Tourism Development Authority

ATTEST:

Secretary to the Board

Explanation: See attached sheet.

June 2023 Amendment 1 Explanations

The primary purpose of this amendment is to reverse the unbalanced amendment adopted on 03.29.2023 and adopt a corrected one. All items as described on the 03.29.2023 amendment are listed below.

Expenses

Advertising increased to cover cost of Wander app

Visitor Guide printing increased due to reprint of VG cover

Marketing line item reduced to cover Advertising and VG increases

1% Zip Code Promo & Tourism Related Dunding line items changed based on grants awarded in each category

Purchases for Resale increased due to purchase of GSMNP Parking Passes that are being sold at the TDA Visitor Center

Group Sales Marketing reduced to cover increase for Purchase for Resale and increase in Liability Insurance

D&O Liability increased for upcoming year

Postage increased due to more requests for Visitor Guides and increased cost to mail new Visitor Guide

Group Sales Out of County decreased to cover postage increase

Contingency increased to account for additional revenue from increased investment earnings

Revenue

3% & 1% Investment Earnings increases due to interest rate recovery