



Eastern Band of Cherokee Indians

Unapproved Budget Transfer Form

Program: DESTINATION MARKETING

Journal #: 3.2016.31683

AC SR

Salary Changes:
Yes ☐ No ☒

Grant #	Inc or Dec	Account Name	GI Account Number	Current Balance	Current Budget	Amendment	Revised
15032	Increase	FOUNDATION REVENUE	1080.50.080.4480.15032.	\$0.00	\$0.00	(\$800,000.00) ✓	(\$800,000.00)
	Increase	MARKETING	1080.50.080.6610.15032.	\$0.00	\$0.00	\$600,000.00 ✓	\$600,000.00
	Increase	MARKETING- PRODUCTION COSTS	1080.50.080.6611.15032.	\$0.00	\$0.00	\$50,000.00	\$50,000.00
	Increase	CONTRACT SERVICES	1080.50.080.6810.15032.	\$0.00	\$0.00	\$150,000.00 ✓	\$150,000.00
							0.00

Does this transfer require a transfer for General Fund, Endowment, Indirect or any other Program Budget? NO

GF, Endowment, Indirect of Program Budget Transfer (Journal) #:

JUSTIFICATION: WHY IS THIS AMENDMENT BEING REQUESTED?

Adding new Cherokee Preservation Foundation grant to market and advertise for participants of the Greater Cherokee Tourism Council and Cherokee as a larger destination. Contracts: social media (Facebook), Blogging SEO & Google Advertisings, & Google Grants (Ad words)

BUDGET OFFICE USE ONLY

Date Received: 12/29/15 Log #: 16-010 Approval #:

Reviewed by/date: Sedra Flippo 1/5/16 Date Posted:

APPROVALS

Budget Officer: Mark D. [Signature] Date: 1/5/15

Executive: Date:

Feb. Council: Grancius Log #: 2015-1264 Resolution #: Date: