
Anderson County Board of Commissioners

6:00 P.M.

**Presentation – ESG results on project for the Courthouse and the Jolly Building
Presentation – Human Trafficking Awareness Month by Brittany Thompson**

Public Hearing – Resolution No. 23-1-1072 Amending the "Anderson County Zoning Resolution" to include the property at 3433 Lake City Hwy, Rocky Top; Parcel 035.00; Tax Map 030, from A-2 (Rural-Residential District) to I-2 (Heavy Industrial District).

Public Hearing – Resolution No. 23-1-1073 Amending the "Anderson County Zoning Resolution" to include the property at 122 Mountain Side Lane, Rocky Top, Parcel 030.00, Tax Map 008 from A-2 (Rural Residential District) to A-1 (Agriculture-Forestry District).

6:30 P.M.

Consent Agenda Tuesday, January 17, 2023

- 1. Approval and corrections of December 19, 2022 County Commission Minutes.**
- 2. Approval of Notary and Bonds**
- 3. Committee Reports**
 - Anderson County Fire Commission Minutes (1/03/23)
 - Audit Committee Minutes (1/05/23)
 - Veteran's Service Advisory Minutes (10/03/22)
 - Anderson County Tourism BOD Minutes (1/10/23)

**Respectfully Submitted,
Joshua Anderson, Chairman**

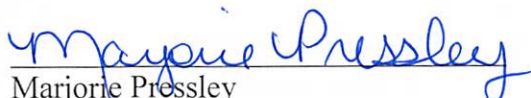


ANDERSON COUNTY GOVERNMENT

Legal Notice of Public Hearing

Published in Compliance with TCA § 13-7-105 (b)

The Anderson County Board of Commissioners will hold a Public Hearing on January 17, 2023 at 6:00 PM in Room 312 of the Anderson County Courthouse, 100 N. Main Street, Clinton, Tennessee, to consider an amendment to the "Anderson County Zoning Resolution" to include the rezoning of the property at 3433 Lake City Highway, Rocky Top, Parcel 035.00, Tax Map 030, from A-2 (Rural-Residential District) to I-2 (Heavy Industrial District). A copy of the proposed zoning amendment is available at the Office of Planning & Development at the Courthouse.


Marjorie Pressley
Anderson County Building Commissioner

WHEREAS, the Anderson County Regional Planning Commission has reviewed and made recommendations regarding the proposed amendment of the "Zoning Resolution of Anderson County, Tennessee," in accordance with Tennessee Code Annotated § 13-7-105 (b).

NOW, THEREFORE, BE IT RESOLVED that the Anderson County Board of Commissioners does hereby amend the Anderson County Zoning Resolution.

This resolution shall take effect immediately after its notification and passage, the public welfare requiring it.

Josh Anderson, Chairman

ATTEST:

Jeff Cole, County Clerk

DATE: _____

Anderson County Board of Commissioners
Anderson County, Tennessee

RESOLUTION NO. 23-1-1072

A RESOLUTION AMENDING THE “ZONING RESOLUTION OF ANDERSON COUNTY, TENNESSEE” BY REZONING PARCEL 035.00; ANDERSON COUNTY TAX MAP 030 FROM A-2 (RURAL-RESIDENTIAL DISTRICT) TO I-2 (HEAVY INDUSTRIAL DISTRICT)

WHEREAS, the Anderson County Commission, in accordance with Section 13-7-105 of the Tennessee Code Annotated, may amend the zoning resolution and the “Zoning Map of Anderson County, Tennessee”; and

WHEREAS, the Anderson County Regional Planning Commission has forwarded its recommendation to the Anderson County Commission regarding the amendment to the “Zoning Map of Anderson County, Tennessee.

NOW, THEREFORE, BE IT RESOLVED by the Anderson County Board of Commissioners of Anderson County, Tennessee, meeting in regular session on the 17th day of January, 2023, in Clinton, Tennessee, that:

SECTION 1. The Zoning Map of Anderson County, Tennessee, is hereby amended by rezoning Parcel 035.00; Anderson County Tax Map 030 from A-2 (Rural-Residential District) to I-2 (Heavy Industrial District). Said territory located at 3433 Lake City Highway, Rocky Top; and being more clearly defined by the attached map that is made part of this resolution.

SECTION 2. This resolution shall be effective from and after its passage and publication, as required by Section 13-7-105(b) of the Tennessee Code Annotated, the public welfare requiring it.

ADOPTED this _____ day of _____, _____.

Josh Anderson, Chairman

Terry Frank, County Mayor

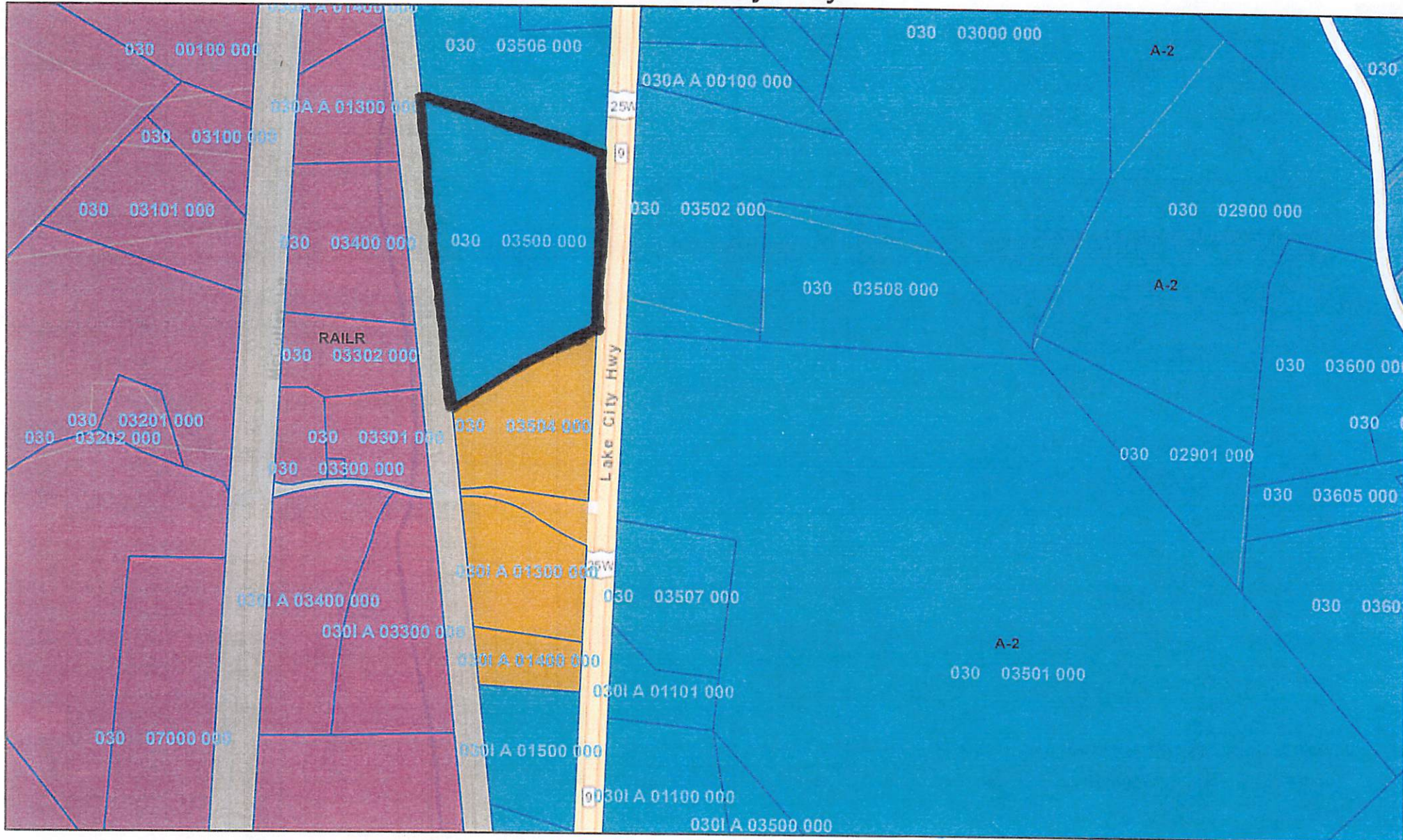
Public Hearing Held: _____

Resolved and Approved: _____

ATTEST:

Jeff Cole, County Clerk

Lake City Hwy



11/28/2022, 3:30:37 PM

Zoning 1.14.22



I-2



Parcels



A-2



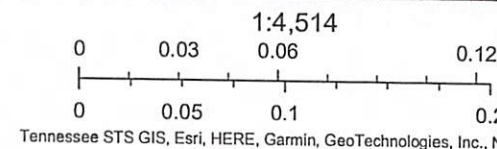
Other



County Boundary



A-1



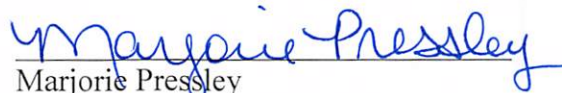


ANDERSON COUNTY GOVERNMENT

Legal Notice of Public Hearing

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The Anderson County Board of Commissioners will hold a Public Hearing on January 17, 2023 at 6:00 PM in Room 312 of the Anderson County Courthouse, 100 N. Main Street, Clinton, Tennessee, to consider an amendment to the "Anderson County Zoning Resolution" to include the rezoning of the property at 122 Mountain Side Ln., Rocky Top, Parcel 030.00, Tax Map 008 from A-2 (Rural-Residential District) to A-1 (Agriculture-Forestry District). A copy of the proposed zoning amendment is available at the Office of Planning & Development at the Courthouse.


Marjorie Pressley
Anderson County Building Commissioner

WHEREAS, the Anderson County Regional Planning Commission has reviewed and made recommendations regarding the proposed amendment of the "Zoning Resolution of Anderson County, Tennessee," in accordance with Tennessee Code Annotated § 13-7-105 (b).

NOW, THEREFORE, BE IT RESOLVED that the Anderson County Board of Commissioners does hereby amend the Anderson County Zoning Resolution.

This resolution shall take effect immediately after its notification and passage, the public welfare requiring it.

Josh Anderson, Chairman

ATTEST:

Jeff Cole, County Clerk

DATE: _____

Anderson County Board of Commissioners
Anderson County, Tennessee

RESOLUTION NO. 23-1-1073

A RESOLUTION AMENDING THE “ZONING RESOLUTION OF ANDERSON COUNTY, TENNESSEE” BY REZONING PARCEL 030.00; ANDERSON COUNTY TAX MAP 008 FROM A-2 (RURAL-RESIDENTIAL DISTRICT) TO A-1 (AGRICULTURE-FORESTRY DISTRICT)

WHEREAS, the Anderson County Commission, in accordance with Section 13-7-105 of the Tennessee Code Annotated, may amend the zoning resolution and the “Zoning Map of Anderson County, Tennessee”; and

WHEREAS, the Anderson County Regional Planning Commission has forwarded its recommendation to the Anderson County Commission regarding the amendment to the “Zoning Map of Anderson County, Tennessee.

NOW, THEREFORE, BE IT RESOLVED by the Anderson County Board of Commissioners of Anderson County, Tennessee, meeting in regular session on the 17th day of January, 2023, in Clinton, Tennessee, that:

SECTION 1. The Zoning Map of Anderson County, Tennessee, is hereby amended by rezoning Parcel 030.00; Anderson County Tax Map 008 from A-2 (Rural-Residential District) to A-1 (Agriculture-Forestry District). Said territory located at 122 Mountain Side Ln., Rocky Top; and being more clearly defined by the attached map that is made part of this resolution.

SECTION 2. This resolution shall be effective from and after its passage and publication, as required by Section 13-7-105(b) of the Tennessee Code Annotated, the public welfare requiring it.

ADOPTED this _____ day of _____, _____.

Josh Anderson, Chairman

Terry Frank, County Mayor

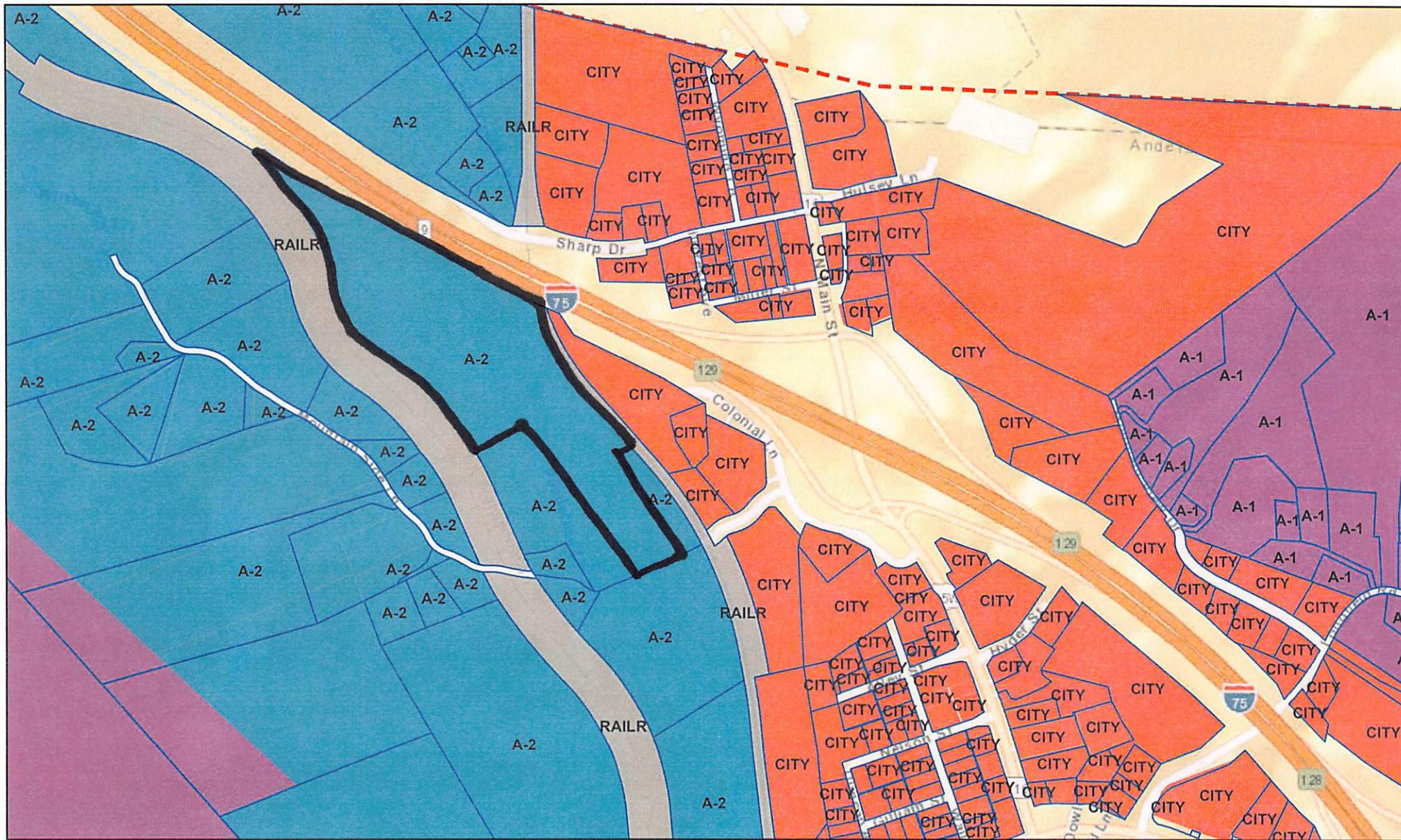
Public Hearing Held: _____

Resolved and Approved: _____

ATTEST:

Jeff Cole, County Clerk

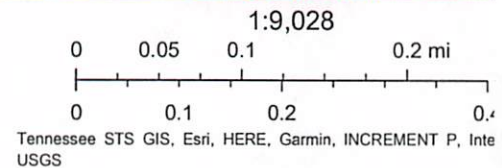
Mountain Side Ln 122

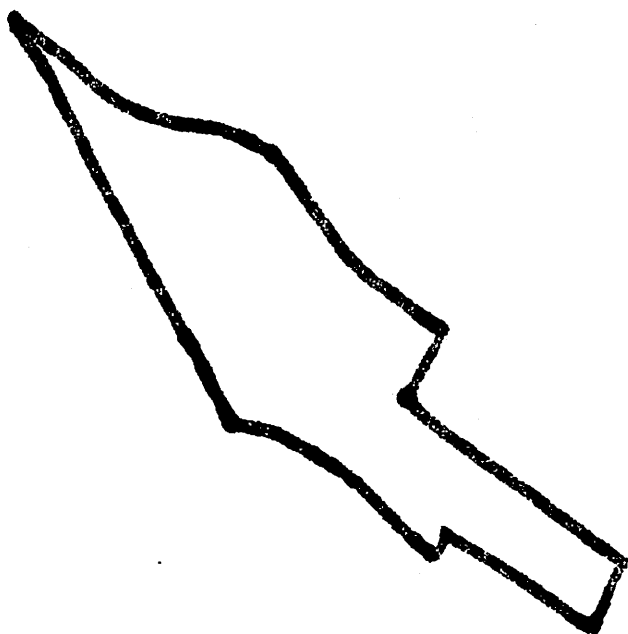


12/16/2022, 9:30:20 AM

Zoning 1.14.22

A-1
 CITY
 A-2
 Other
 County Boundary
 Parcels





Anderson County Fire Commission

January 3, 2023 Meeting Minutes

Meeting called to order by Shain Vowell at 6:30pm.

Members Present: Ambrea Kroth, Shane Seidner (Briceville), Dusty Sharpe, Stephanie Fox, Joe Gilliam, Terry Allen, Daniel Adams (Clinton), Matt Burrell (Norris), George Carroll (Oak Ridge), April Allen (Oliver Springs), Shain Vowell, Scott Thomas (ACEMS), Steve Payne, and Brice Kidwell.

Old Business

- Shain Vowell advised the Operations Committee announced they are looking into a subcommittee or a workshop to further discuss the fire truck resolution. They will also be contacting CTAS to request a study.
- Shain Vowell spoke with Danny Phillips in the County Zoning Department. They are drafting a policy that would make the departments aware of new commercial properties being built. Once a copy of the policy is available it will be made available.

New Business

- Matt Burrell shared information about a company called I Am Responding. It would be a company that could replace Active 911. They offer integration with the CAD and Rapid SOS that is being utilized. He will email out additional information he found as he researched the company.

Department Reports

- **Andersonville VFD** – no report
- **Briceville VFD** – no report

Anderson County Fire Commission

- **Claxton VFD** – no report
- **Marlow VFD** – no report
- **Medford VFD** – no report
- **Anderson County Rescue Squad** – no report
- **Clinton FD** – Will be hosting a Basic Firefighting class January 24th – March 21st. Classes will be on Tuesday and Thursday nights from 6:00pm-10:00pm. It will be a grant funded class through TFACA. It has been posted on Acadis for registration. There will be a refresher built in and those details will be shared.
- **Rocky Top FD** – not present
- **Norris VFD** – no report
- **Oak Ridge FD** – The training tower inter government agreement was signed by City Council. The East Tennessee Fire Chiefs is meeting on January 17th 12:00pm at the new Emergency Response Training Facility. Lunch will be provided.
- **Oliver Springs FD** – no report
- **Commissioner Shain Vowell** – no report
- **Commissioner Sabra Beauchamp** – not present
- **Anderson County EMS** – no report
- **Anderson County EMA** – no report
- **Anderson County Sheriff's Office** – not present
- **Y-12 Fire Department** – not present
- **ORNL Fire Department** – not present
- **Secretary** – no report

Anderson County Fire Commission

Meeting adjourned at 6:53pm

Next scheduled meeting is February 7th at 6:30pm

Submitted this the 3rd day of January 2023

Anderson County Board of Commissioners

Audit Committee

Minutes

January 5, 2023 5:00p.m.

Room 312

Members Present: Commissioners Tyler Mayes, Michael Foster, Josh Anderson, Stephen Verran, Catherine Denenberg, and Phil Yager.

Members Absent: City of Clinton Finance Director Gail Cook (retired)

Call to Order: The meeting was called to order by Finance Director Robby Holbrook.

1. Election of Committee Chair

Motion by Commissioner Phil Yager, seconded by Commissioner Catherine Denenberg, to nominate, Commissioner Josh Anderson as Committee Chair.

Motion by Commissioner Michael Foster to cease nominations and elect Commissioner Anderson by acclamation. Motion passed unanimously.

2. 2022 Fiscal Year Audit Findings 2022-001 & 2022-002

Finance Director Robby Holbrook reported on the Office of Director of School's audit finding regarding an employee's misappropriation of Anderson County Student Services funds, and the Office of the Mayor's audit finding regarding allegations concerning of the Anderson County Animal Shelter. These findings require no corrective actions or management responses at this time.

Motion by Commissioner Catherine Denenberg, second by Commissioner Tyler Mayes, and passed to accept the Audit Report as presented.

3. New Business

None.

Meeting adjourned.

Anderson County Board of Commissioners
Veterans Service Advisory Committee
Minutes

October 3, 2022

Members Present: Commissioner Tracy Wandell, Commissioner Robert McKamey, John Aperans, Michael Wagoner, Commissioner Steven Verran, VSO Leon Jaquet

Members Absent: Billy Bates

Call to Order: Meeting called to order by Commissioner Wandell at 1825.

Election of Committee Chairman: Nomination for Commissioner Wandell to remain as chairman by Commissioner McKamey by Acclamation. Passed by unanimous vote.

Approval of Agenda/Prior minutes: Motion to approve by Commissioner McKamey, seconded by Mike Wagoner, passed by voice vote.

VSO Report:

- A. Review of Monthly / 1st Quarter VSO Reports FY22/23
- B. Review/discussion of Oak Ridge Office, continue to monitor usage.
- C. Discussed TDVS Monthly / Annual Training recently held

Old Business:

- A. Committee By-Laws update, Law Director reviewed, recommended changes. Motion for corrections as discussed and bring to next meeting for final approval by Commissioner McKamey, seconded by Mike Wagoner, passed by voice vote.
- B. Veterans Appreciation Breakfast Update, next Breakfast Sat, Oct 8, 2022
- C. Veterans Bridge Flags project. County Mayor submitted to TDOT final approval.

New Business:

- A. VA Updates: PACT Act Law
- B. Review of replacement members application/resumes. 3 potential members, Dr. Robert Matthews, Marc Brooks and Steve Mead. Motion by Commissioner McKamey, seconded by John Aperans to forward names to the Nominating Committee for selection/approval.

Adjournment: Meeting Adjourned at 1905 per motion by Commissioner McKamey, next meeting to be held Tuesday, Jan 3, 2023

Submitted by:

Leon G Jaquet

Leon Jaquet,
Director, Veteran Services



Anderson County Tourism Council

Board of Directors Meeting

January 10, 2023

At Explore Oak Ridge/Oak Ridge Chamber of Commerce

Call to Order: Meeting was called to order by Maria Hooks, Chairperson

Members Present: Maria Hooks, Brent Galloway, Rick Meredith, Katy Watt, Michael Foster, Art Miller, John Meyer, Christine Michaels and Stephanie Wells

Members Absent: Beth Hickman, Chris Folck, Tim Isbel, Amanda Bridges, Jason Brown, Chris Mitchell, Veronica Greer, Terry Frank and Robert McKamey

Guest Present: Commissioner Stephen Verran and Commissioner Denise Palmer

Approval of Minutes: A motion was made by Katy Watt and seconded by Michael Foster to approve the October 4, 2022 and December 6, 2022 minutes. Motion passed.

Financial Report: A motion was made by Michael Foster and seconded by Art Miller to approve the FY 2022 Quarterly Financial Reports. Motion passed. Report attached.

Old Business/New Business

- The board discussed the vote taken by Anderson County Commission to not approve the contract with the Anderson County Chamber to purchase a new facility and then the additional vote to not approve the sale of the current Anderson County Welcome Center. The board determined that an addition meeting at the welcome center will be scheduled to discuss how the space will be used moving forward and needed repairs. Director Wells will be addressing the immediate issues with the welcome center that pose a safety hazard, which are the railing and potential mode. The board also discussed the Commission Operations Committee workshop scheduled for January 26th at 4:30 p.m. to discuss issues related to state legislation related to hotel tax uses and the welcome center.
- A motion was made by Michael Foster and seconded by Brent Galloway to approve the FY 2024 budget as amended and forward to the Budget Committee with a recommendation for approval. Motion passed. Report attached.

Executive's Report, given by Stephanie Wells

- Wells presented the Annual Website Visitation and Social Media Report. The AdventureAnderson.com website had 169,509 visitors that visited 198,475 pages, which is 1.51 pages per session. The website visitation increased 38% in 2022 over 2021. The Adventure Anderson Facebook reached 1.38 million users and received 34,845 engagements. The videos were view by 66,191 users. The Adventure Anderson Instagram page reach 102,336 users. The best performing advertisements were the YouTube pre-roll videos which amassed 2.57 impressions with a 57.84% completion rate. See the attached report for more information.
- Wells updated the board on the FY 2023 Advertising Budget and reported that the next quarter marketing projects will include the trade shows, the launch of the spring digital advertising campaign and the implementation of the ARPA fund advertising.
- Wells reported that the Norris Lake Cleanup will be on March 25, 2023 and the NATS Mountain Bike Poker Run will be on April 29, 2023.

Adjourn: A motion was made by Michael Foster to adjourn the meeting.

Respectfully Submitted By: Stephanie Wells, Secretary/Executive Director

Anderson County Tourism Council

FY 2023 Revenues

Month	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	Difference FY21- 22
July	\$45,466.42	\$44,642.72	\$32,206.59	\$53,571.31	\$67,672.08	\$14,100.77
August	\$30,214.80	\$33,517.36	\$27,151.40	\$63,369.03	\$55,332.20	-\$8,036.83
September	\$36,829.91	\$32,538.64	\$30,404.33	\$50,814.77	\$60,265.72	\$9,450.95
October	\$35,463.77	\$39,950.65	\$35,054.20	\$52,212.49	\$66,842.97	\$14,630.48
November	\$30,641.21	\$29,271.91	\$26,576.11	\$57,587.57		
December	\$22,075.39	\$25,460.57	\$22,471.76	\$52,222.53		
January	\$20,274.72	\$18,603.39	\$30,964.83	\$35,871.23		
February	\$21,884.48	\$26,901.92	\$30,652.36	\$30,366.54		
March	\$20,104.57	\$24,229.62	\$43,680.13	\$34,285.50		
April	\$56,253.16	\$7,970.73	\$47,765.56	\$52,127.11		
May	\$39,179.70	\$26,298.62	\$48,454.06	\$58,511.07		
June	\$37,483.72	\$34,494.12	\$48,583.42	\$58,626.69		
Misc						
Total	\$395,871.85	\$343,880.25	\$423,964.75	\$599,565.84	\$250,112.97	\$30,145.37
Percentage of Change	2.78%	-15.12%	19%	29%		

Anderson County Tourism Council

FY 2023 Financial Report

Revenues

Account Number	Description	Budget	Actual Revenues	Balance	% of Budget
128-40220	Hotel Motel Tax	570,790.00	250,112.97	320,677.03	43.82%
128-34535	Transfers from Fund Balance	25,000.00	25,000.00	0.00	
128-34635	State Grant-SDAG		17,037.51	-17,037.51	
128-46980	State Grants	30,000.00		30,000.00	0.00%
128-46980	State Grant-TDOT	9,500.00		9,500.00	0.00%
128-46980	State Grant-Three Star	17,500.00	25,444.00	-7,944.00	145.39%
128-40220	Surplus Materials and Supplies		53.60	-53.60	
Total Revenues		652,790.00	317,594.48	335,195.52	48.65%

Fund Balance

Account Number	Description	Beginning Balance	Transfer to Operational	Balance
128-34535	Fund Balance	439,083.42	25,000.00	414,083.42
128-34785	Capital Projects	200,000.00		200,000.00

Expenses

Account Number	Description	Budget	Actual	Balance	% of
128-58110 105	Director	66,004.00	33,001.93	33,002.07	50.00%
128-58110 162	Clerical	113,045.00	31,717.37	81,327.63	28.06%
128-58110 201	Social Security	11,470.00	4,001.61	7,468.39	34.89%
128-58110 204	State Retirement	8,409.00	3,377.81	5,031.19	40.17%
128-58110 206	Life Insurance	168.00	97.50	70.50	58.04%
128-58110 207	Medical Insurance	15,720.00	8,515.00	7,205.00	54.17%
128-58110 208	Dental Insurance	572.00	309.53	262.47	54.11%
128-58110 209	Short Term Disability	715.00	172.79	542.21	24.17%
128-58110 210	Unemployment Comp	168.00	33.74	134.26	20.08%
128-58110 212	Employer Medicare	2,683.00	935.84	1,747.16	34.88%
128-58110 302	Advertising	200,000.00	192,480.54	7,519.46	96.24%
128-58110 302 2000	Advertising-State Grant	60,000.00	60,000.00	0.00	100.00%
128-58110 302 4000	Advertising-Move to Anderson	10,000.00	5,400.00	4,600.00	54.00%
128-58110 302 3STA	Three Star Grant-Brochure	4,500.00	4,500.00	0.00	100.00%
128-58110 307	Communication	500.00	0.00	500.00	0.00%
128-58110 307 0100	Cellular Communications	1,600.00	408.24	1,191.76	25.52%
128-58110 307 0200	Internet Communication	2,500.00	1,069.95	1,430.05	42.80%
128-58110 316	Anderson County Chamber	58,856.00	30,697.80	28,158.20	52.16%
128-58110 320	Dues and Memberships	4,000.00	2,175.00	1,825.00	54.38%
128-58110 330	Lease Payments	20,000.00	0.00	20,000.00	0.00%
128-58110 335	Maint and Repair-Building	4,000.00	3,070.44	929.56	76.76%
128-58110 338	Vehicle-Repair and Maint.	500.00	0.00	500.00	0.00%
128-58110 348	Postal Charges	1,500.00	1,000.81	499.19	66.72%
128-58110 348 4000	Postal Charges-Move to Anderson	2,000.00	26.53	1,973.47	1.33%
128-58110 349	Printing and Stationary	1,000.00	1,000.00	0.00	100.00%
128-58110 349 4000	Printing-Move to Anderson County	1,000.00	0.00	1,000.00	0.00%
128-58110 351	Rentals-Copier	1,500.00	1,489.41	10.59	99.29%
128-58110 355	Travel	5,000.00	2,375.00	2,625.00	47.50%
128-58110 355 4000	Travel-Move to Anderson	2,000.00	911.02	1,088.98	45.55%
128-58110 399	Other Contracted Services	10,000.00	2,500.00	7,500.00	25.00%
128-58110 425	Gasoline	2,500.00	1,000.00	1,500.00	40.00%
128-58110 435	Office Supplies	2,000.00	2,000.00	0.00	100.00%
128-58110 451	Uniforms	1,000.00	0.00	1,000.00	0.00%
128-58110 452	Utilities	4,000.00	2,130.75	1,869.25	53.27%
128-58110 499	Other Supplies	1,000.00	1,000.00	0.00	100.00%
128-58110 502	Bldg and Content Insurance	750.00	750.00	0.00	100.00%
128-58110 506	Liability Insurance	911.00	911.00	0.00	100.00%
128-58110 510	Trustee Commission	5,300.00	3,687.06	1,612.94	69.57%
128-58110 511	Vehicle and Equipment Insurance	1,000.00	1,000.00	0.00	100.00%
128-58110 513	Worker's Compensation	259.00	259.00	0.00	100.00%
128-58110 524	Staff Development	1,000.00	0.00	1,000.00	0.00%
128-58110 599	Other	575.00	500.00	75.00	86.96%
128-58110 709	Data Processing Equipment	1,000.00	0.00	1,000.00	0.00%
128-58110 799	Other Capital Projects	25,000.00	0.00	25,000.00	0.00%
128-58110 799 TDOT	TDOT Grant-Scenic Byway	9,500.00	0.00	9,500.00	0.00%
128-58110 799 3STA	Three Star Grant-Wayfinding	17,500.00	0.00	17,500.00	0.00%
Total Expenses		682,705.00	404,505.67	278,199.33	59.25%

**Anderson County Tourism Council
FY 2023 Advertising Budget**

Advertising Projects	Budget	Actual	Difference
Billboards on I 75 and Billboard Change-Lamar	\$10,800.00	\$10,780.54	\$19.46
Billboards on I 75 R&J	\$7,200.00	\$8,200.00	(\$1,000.00)
Billboard - OH and IN	\$53,700.00	\$53,700.00	\$0.00
Rack Cards and Vacation Guides	\$5,000.00		\$5,000.00
Facebook Advertisements	\$6,000.00	\$6,000.00	\$0.00
E-newsletters	\$4,200.00	\$4,200.00	\$0.00
Distribute Brochures	\$1,900.00	\$1,900.00	\$0.00
Domain and Hosting	\$1,500.00	\$1,500.00	\$0.00
Partnership with Clinton to Promote Events	\$500.00	\$500.00	\$0.00
Partnership with AC Chamber to Promote Events	\$1,000.00	\$750.00	\$250.00
Stock Photography	\$200.00	\$200.00	\$0.00
Advertisement in NLMA Brochure	\$1,100.00	\$1,350.00	(\$250.00)
Photo Shoot	\$500.00		\$500.00
Print Advertising and Misc. Ads	\$2,500.00		\$2,500.00
Trade Shows			
American Bus Association	\$1,500.00	\$1,500.00	\$0.00
Cincinnati Boat Show	\$1,000.00	\$950.00	\$50.00
Indianapolis Boat Show	\$1,000.00	\$950.00	\$50.00
Trade Show Booth Materials and Rentals	\$1,000.00	\$1,000.00	\$0.00
Promotional Items for Trade Shows	\$1,000.00	\$1,000.00	\$0.00
Digital Marketing			
Digital Marketing and Website Management	\$98,400.00	\$98,400.00	\$0.00
State Grant			
TDTD Marketing Grant Project FY 2020	\$60,000.00	\$60,000.00	\$0.00
Total Budget	\$260,000.00	\$252,880.54	\$7,119.46

Move to Anderson County Project Description	Budget	Actual	Difference
Partnership for Ideal Living Shows	\$2,000.00	\$2,000.00	\$0.00
Partnership with TDTD for Advertising	\$1,000.00	\$1,000.00	\$0.00
Additional Advertising and Website	\$7,000.00	\$1,500.00	\$5,500.00
Total Budget	\$10,000.00	\$4,500.00	\$5,500.00

Anderson County Tourism Council FY 2024 Proposed Budget

Revenues

Account Number	Description	FY 2023 Budget Amended	FY 2024 Budget Proposed	Difference from Proposed Budget
128-40220	Hotel Motel Tax	570,790.00	600,000.00	29,210.00
128-46980	State Grants	30,000.00	30,000.00	0.00
128-46890	State Grants-ARPA Funds		32,671.45	
Total Revenues		600,790.00	662,671.45	61,881.45

Expenses

Account Number	Description	FY 2023 Budget Amended	FY 2024 Budget Proposed	Difference from Proposed Budget
128-58110 105	Director	66,004.00	65,500.00	-504.00
128-58110 162	Clerical	113,045.00	113,045.00	0.00
128-58110 201	Social Security	11,470.00	11,470.00	0.00
128-58110 204	State Retirement	8,409.00	8,409.00	0.00
128-58110 206	Life Insurance	168.00	168.00	0.00
128-58110 207	Medical Insurance	15,720.00	15,720.00	0.00
128-58110 208	Dental Insurance	572.00	572.00	0.00
128-58110 209	Short Term Disability	715.00	715.00	0.00
128-58110 210	Unemployment Comp	168.00	168.00	0.00
128-58110 212	Employer Medicare	2,683.00	2,683.00	0.00
128-58110 302	Advertising	200,000.00	200,000.00	0.00
128-58110 302 2000	Advertising-State Grant	60,000.00	60,000.00	0.00
128-58110 302 3000	Advertising-ARPA Funds		32,671.45	32,671.45
128-58110 302 4000	Advertising-Move to Anderson	10,000.00	8,000.00	-2,000.00
128-58110 302 TDOT	Advertising-TDOT Grant	10,000.00	0.00	-10,000.00
128-58110 302 3Star	Advertising-3Star Grant	4,500.00	0.00	-4,500.00
128-58110 307	Communication	500.00	500.00	0.00
128-58110 307 0100	Cellular Communications	1,600.00	1,600.00	0.00
128-58110 307 0200	Internet Communication	2,500.00	2,500.00	0.00
128-58110 316	Anderson County Chamber	58,856.00	60,000.00	1,144.00
128-58110 320	Dues and Memberships	4,000.00	4,000.00	0.00
128-58110 330	Lease Payments	20,000.00	0.00	-20,000.00
128-58110 335	Maint and Repair-Building	4,000.00	4,000.00	0.00
128-58110 338	Main and Repair-Car	500.00	500.00	0.00
128-58110 348	Postal Charges	1,500.00	1,000.00	-500.00
128-58110 348 2000	Postal Charges-Move to AC	2,000.00	1,000.00	-1,000.00
128-58110 349	Printing and Stationary	1,000.00	1,000.00	0.00
128-58110 349 4000	Printing-Move to AC	1,000.00	1,000.00	0.00
128-58110 351	Rentals-Copier	1,500.00	1,500.00	0.00
128-58110 355	Travel	5,000.00	5,000.00	0.00
128-58110 355 4000	Travel-Move to Anderson	2,000.00	2,000.00	0.00
128-58110 399	Other Contracted Services	10,000.00	5,000.00	-5,000.00
128-58110 425	Gasoline	2,500.00	2,500.00	0.00
128-58110 435	Office Supplies	2,000.00	2,000.00	0.00
128-58110 451	Uniforms	1,000.00	1,000.00	0.00
128-58110 452	Utilities	4,000.00	5,000.00	1,000.00
128-58110 499	Other Supplies	1,000.00	1,000.00	0.00
128-58110 502	Bldg and Content Insurance	750.00	750.00	0.00
128-58110 506	Liability Insurance	911.00	911.00	0.00
128-58110 510	Trustee Commission	3,850.00	6,000.00	2,150.00
128-58110 513	Worker's Compensation	259.00	259.00	0.00
128-58110 524	Staff Development	1,500.00	1,700.00	200.00
128-58110 599	Other	575.00	830.00	255.00
128-58110 709	Data Processing	1,000.00	1,000.00	0.00
128-58110 799	Other Capital Projects	25,000.00	30,000.00	5,000.00
128-58110 799 TDOT	TDOT Grant-Scenic Byway	9,500.00	0.00	-9,500.00
128-58110 799 3STA	Three Star Grant-Wayfinding	17,500.00	0.00	-17,500.00
Total Expenses		638,755.00	662,671.45	23,916.45



2022 Quarterly Website and Social Media Report as of December 31, 2022

Visitation to AdventureAnderson.com

Users.....	169,509
Sessions	198,475
Page Views.....	299,959
Pages per Sessions	1.51
38% increase 2022 over 2021	
Direct Funds Spent-\$198,590.37	

Campaigns

Fall/Winter 2022	4,657
Spring Digital 2022	26,544
PPC 2022	15,151
Three Star.....	8,091
Geo Fencing Boat Show	3,927
Direct	19,492

Top 10 States

Tennessee	46,176
Georgia.....	21,723
North Carolina.....	12,594
Ohio.....	10,100
Indiana	8,671
Kentucky.....	7,758
Illinois	7,271
Alabama	6,777
New York.....	6,476
Virginia	4,628

Top 10 Metro Areas

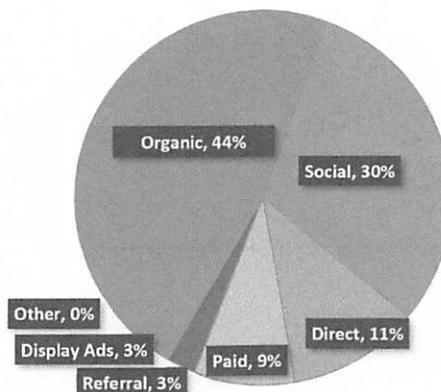
Knoxville (61).....	22,452
Nashville (98).....	18,661
Atlanta (150)	18,133
Charlotte (81)	7,068
Indianapolis (76).....	6,628
Chicago(188)	6,595
New York (287)	6,082
Cincinnati (98)	6,058
Asheville (95).....	4,986
Birmingham (71)	3,796

Top 10 pages

Home Page.....	21,162
Windrock	13,355
Things to Do.....	9,519
Norris Lake Blog.....	9,064
Fishing License	7,481
Stay	6,361
Events	6,349
Rocky Top Blog	6,016
Norris Lake Fishing Blog.....	5,424
Norris Lake Listing	5,278

Acquisition

Organic	76,703
Social	52,529
Direct.....	19,492
Paid Search (PPC)	14,892
Referral.....	4,450
Display Ads	4,406
Other	88



Page Views



Social Media YTD

Facebook Reach 1,385,186	Instagram Reach 102,336	Engagement/Video Views 34,845/66,191	Paid Reach 620,303
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2022 Performance by Media Outlet

Google Advertisements

Impressions..... 153,624
Clicks 16,699
Click-through-Rate 10.87%

YouTube Advertisements

Impressions..... 2.57 million
Completed Views..... 1.48 million
Completion View Rate 57.84%

Social Media Advertisements

Impressions..... 5.38 million
Clicks 48,444

Geofencing Advertisements

Impressions..... 3.3 million
Clicks 6,865
Store Visits 553

Over-the-Top Television Advertisement

Impressions..... 2.98 million
Clicks 2,002