

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
June 30, 2019

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

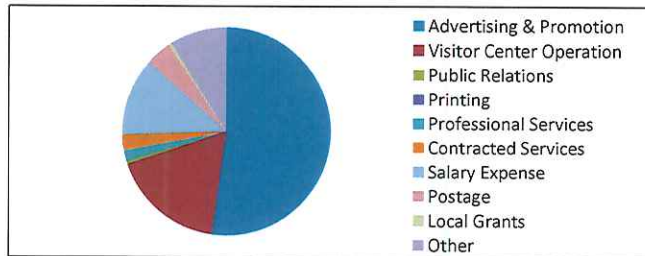
June 30, 2019

- * June Room Occupancy Tax collections totaled \$89,177.75 with \$97.76 collected for penalties. The YTD collection total is \$1,051,686.92 - 94.54% of budget. The Airbnb total was \$15,546.64.
- * 167 accounts reported for May rentals (increase of 19 accounts from last year). The collections were up 6.65% from the same period in 2018. The total increase for the fiscal year is 10.54%.

- * The cash balance at June 30, 2019 is \$19,014 and investments total \$400,000.00.

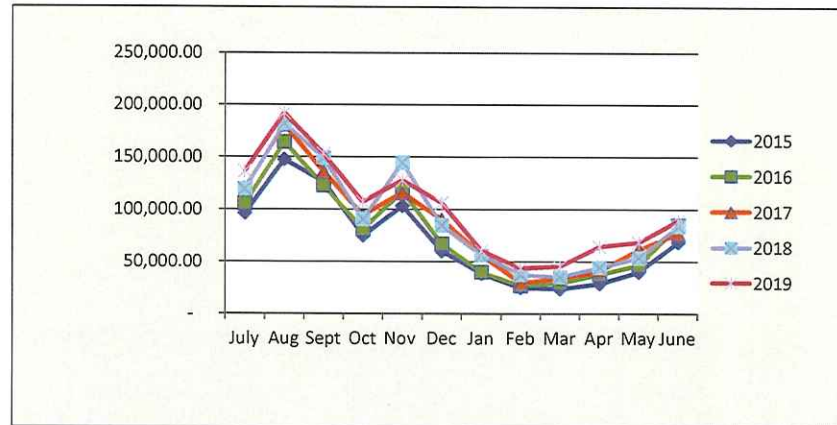
- * The expenses for June were \$75,462.97. The YTD expenses totaled \$1,182,831.19 with encumbrances of \$0.00 for a combined total of \$1,182,831.19 - 97.86% of budget.

TDA Expenses as of June 30, 2019



Advertising & Promotion	\$ 39,353.49
Visitor Center Operation	\$ 13,328.67
Public Relations	\$ 305.44
Printing	\$ 14.33
Professional Services	\$ 1,354.13
Contracted Services	\$ 1,833.33
Salary Expense	\$ 9,179.86
Postage	\$ 3,027.24
Local Grants	\$ 350.00
Other	\$ 6,716.48
Total	\$ 75,462.97

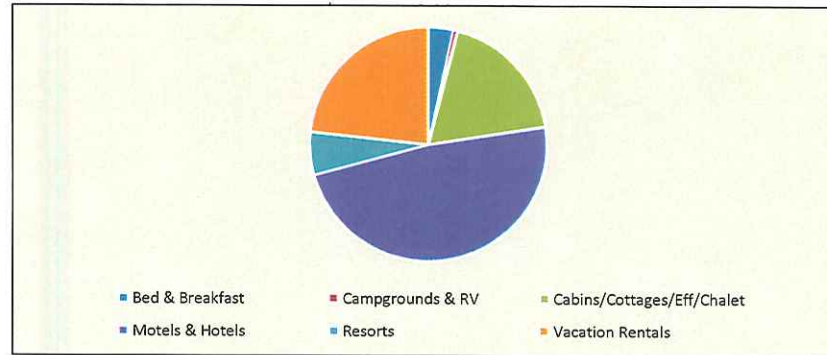
Fiscal YTD Collections



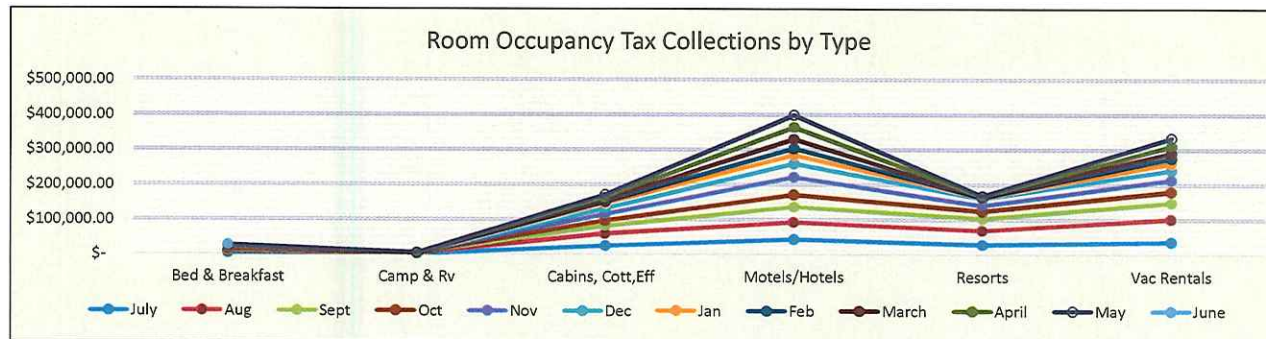
	2015	2016	2017	2018	2019
July	96,221.58	105,354.28	119,861.04	119,152.80	135,881.68
Aug	147,461.65	163,948.85	180,394.59	181,280.78	191,736.34
Sept	125,903.55	122,331.68	135,649.23	148,701.72	152,650.37
Oct	74,811.18	80,775.31	94,100.41	90,329.60	106,838.84
Nov	103,282.77	117,640.33	115,576.40	144,240.73	127,342.88
Dec	60,051.55	66,956.10	89,928.52	84,754.30	106,016.63
Jan	38,604.76	39,690.82	56,081.35	56,029.08	60,207.39
Feb	24,590.98	26,696.45	29,357.66	37,210.91	43,528.62
Mar	23,634.98	29,114.84	33,603.67	35,029.92	45,185.00
Apr	28,549.12	37,797.19	40,794.81	44,116.59	64,498.34
May	39,890.53	46,472.01	61,363.25	53,695.68	68,385.86
June	68,723.19	85,145.38	76,932.28	83,711.73	89,275.51
Total	\$ 831,725.84	\$ 921,923.24	\$ 1,033,643.21	\$ 1,078,253.84	\$ 1,191,547.46



**Room Occupancy Tax Collections
6/30/19 for May Rentals**



Bed & Breakfast	\$	3,013.48
Campgrounds & RV	\$	571.31
Cabins/Cottages/Eff/Chalet	\$	16,516.08
Motels & Hotels	\$	43,049.53
Resorts	\$	5,295.83
Vacation Rentals	\$	20,829.28
	\$	<u>89,275.51</u>



	Bed & Breakfast		Camp & Rv		Cabins, Cott, Eff		Motels/Hotels		Resorts		Vac Rentals		Totals
July	\$	2,688.98	\$	695.18	\$	24,406.66	\$	43,549.81	\$	28,377.05	\$	36,164.00	\$ 135,881.68
Aug	\$	3,596.29	\$	779.19	\$	34,109.64	\$	48,228.00	\$	39,963.75	\$	65,059.47	\$ 191,736.34
Sept	\$	2,979.89	\$	641.79	\$	22,524.53	\$	44,584.33	\$	34,785.11	\$	47,134.72	\$ 152,650.37
Oct	\$	3,651.18	\$	579.06	\$	15,533.79	\$	34,459.65	\$	20,903.23	\$	31,711.93	\$ 106,838.84
Nov	\$	6,625.54	\$	788.68	\$	18,915.26	\$	50,765.41	\$	16,256.04	\$	33,991.95	\$ 127,342.88
Dec	\$	2,852.37	\$	170.34	\$	15,797.96	\$	38,777.98	\$	20,274.85	\$	28,143.13	\$ 106,016.63
Jan	\$	1,134.43	\$	39.78	\$	14,264.97	\$	23,391.08	\$	2,627.00	\$	18,750.13	\$ 60,207.39
Feb	\$	290.11	\$	43.96	\$	5,881.39	\$	20,449.41	\$	1,137.59	\$	15,726.16	\$ 43,528.62
March	\$	519.37	\$	45.77	\$	4,058.98	\$	25,929.35	\$	648.70	\$	13,982.83	\$ 45,185.00
April	\$	844.75	\$	89.90	\$	7,563.11	\$	34,416.44	\$	1,089.30	\$	20,494.84	\$ 64,498.34
May	\$	1,254.54	\$	272.06	\$	7,392.02	\$	34,613.64	\$	2,356.03	\$	22,497.57	\$ 68,385.86
June	\$	3,013.48	\$	571.31	\$	16,516.08	\$	43,049.53	\$	5,295.83	\$	20,829.28	\$ 89,275.51
	\$	<u>29,450.93</u>	\$	<u>4,717.02</u>	\$	<u>186,964.39</u>	\$	<u>442,214.63</u>	\$	<u>173,714.48</u>	\$	<u>354,486.01</u>	\$ 1,191,547.46
% By Type		2.47%		0.40%		15.69%		37.11%		14.58%		29.75%	100.00%



JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY
TOTAL ROOM OCCUPANCY TAX COLLECTIONS BY MONTH

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2017	\$ 118,801.30	163	10%
July-2018	\$ 135,881.68	<u>181</u>	14.38%
	\$ 17,080.38	18	
August-2017	\$ 181,280.78	175	9%
August-2018	\$ 191,736.34	<u>183</u>	5.77%
	\$ 10,455.56	8	
September-2017	\$ 148,701.72	161	3%
September-2018	\$ 152,650.37	<u>177</u>	2.66%
	\$ 3,948.65	16	
October-2017	\$ 90,329.60	160	4%
October-2018	\$ 106,838.84	<u>169</u>	18.28%
	\$ 16,509.24	9	
November-2017	\$ 144,240.73	159	1%
November-2018	\$ 127,342.88	<u>173</u>	-11.72%
	\$ (16,897.85)	14	
December-2017	\$ 84,754.30	148	-10%
December-2018	\$ 106,016.63	<u>165</u>	25.09%
	\$ 21,262.33	17	
January-2018	\$ 56,029.07	119	18%
January-2019	\$ 60,207.39	<u>149</u>	7.46%
	\$ 4,178.32	30	
February-2018	\$ 37,210.91	95	15%
February-2019	\$ 43,528.62	<u>102</u>	16.98%
	\$ 6,317.71	7	
March-2018	\$ 35,029.92	90	4%
March-2019	\$ 45,185.00	<u>106</u>	28.99%
	\$ 10,155.08	16	
April-2018	\$ 44,116.59	107	95%
April-2019	\$ 64,498.34	<u>115</u>	46.20%
	\$ 20,381.75	8	
May-2018	\$ 53,695.68	120	35%
May-2019	\$ 68,385.86	<u>133</u>	27.36%
	\$ 14,690.18	13	
June-2018	\$ 83,711.73	148	15%
June-2019	\$ 89,275.51	<u>167</u>	6.65%
	\$ 5,563.78	19	
FYTD 2018	\$ 1,077,902.33		
FYTD 2019	\$ 1,191,547.46		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 06/01/2019 - thru - 06/30/2019

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	4,332.89	164,705.36	150,023.51	19,014.74
24-1130-000-00	JACKSON TTA CASH IN TIME DEPOSIT	400,000.00	0.00	0.00	400,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	65.28	0.00	65.28
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	682.96	47.16	0.00	730.12
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	302.99	20.94	0.00	323.93
24-1310-000-11	DUE FROM GENERAL FUND	227.42	185.50	412.92	0.00
Total Asset		405,546.26	165,024.24	150,436.43	420,134.07
24-2100-000-00	ACCOUNTS PAYABLE	0.00	66,949.60	66,949.60	0.00
24-2200-000-00	ACCRUED SALARIES PAYABLE	(3,159.56)	0.00	0.00	(3,159.56)
24-2300-000-11	DUE TO GENERAL	0.00	69,890.49	69,890.49	0.00
24-2300-000-15	DUE TO PAYROLL	0.00	6,749.86	6,749.86	0.00
24-2900-000-00	FUND BALANCE	(469,373.57)	0.00	0.00	(469,373.57)
24-2900-000-01	RES BY STATE STATUTE	(66,435.27)	0.00	0.00	(66,435.27)
24-2912-000-00	RESERVE FOR ENCUMBRANCES	767.55	67,960.56	68,728.11	0.00
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(767.55)	68,728.11	67,960.56	0.00
24-3000-000-00	REVENUE CONTROL	(973,946.08)	4,196.51	94,247.29	(1,063,996.86)
24-4000-000-00	EXPENDITURE CONTROL	1,107,368.22	75,716.90	253.93	1,182,831.19
Total Liability		(405,546.26)	360,192.03	374,779.84	(420,134.07)
Total TOURISM DEVELOPMENT AUTH		0.00	525,216.27	525,216.27	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2018 - thru - 06/30/2019

Account Number	Description	Adjusted Budget 07/01/2018 06/30/2019	Current Actual 06/01/2019 to 06/30/2019	Actual YTD 07/01/2018 to 06/30/2019	Encumbrances 07/01/2018 06/30/2019	Balance 07/01/2018 06/30/2019	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,112,400.00	-89,177.75	-1,051,686.92	0.00	60,713.08	94.54
24-3230-130-04	JACKSON TDA - FUND BALAN	73,882.00	0.00	0.00	0.00	73,882.00	0.00
	TAX REVENUE	1,186,282.00	-89,177.75	-1,051,686.92	0.00	134,595.08	88.65
24-3270-170-01	JACKSON TDA - PENALTY	4,700.00	-97.76	-4,595.37	0.00	104.63	97.77
24-3270-180-01	JACKSON TDA - INTEREST	0.00	0.00	0.00	0.00	0.00	0.00
24-3270-190-00	MARKETING AND ADVERTISIN	10,000.00	0.00	0.00	0.00	10,000.00	0.00
	PENALTY & INTEREST	14,700.00	-97.76	-4,595.37	0.00	10,104.63	31.26
24-3831-491-00	INVESTMENT EARNINGS	7,700.00	-775.27	-7,714.57	0.00	-14.57	100.19
	REVENUES	7,700.00	-775.27	-7,714.57	0.00	-14.57	100.19
	DEPARTMENT TOTAL Revenue	1,208,682.00	-90,050.78	-1,063,996.86	0.00	144,685.14	88.03
24-4926-121-00	SALARIES & WAGES	65,159.00	5,145.94	65,155.22	0.00	3.78	99.99
24-4926-170-00	BOARD MEMBER EXPENSE	1,640.00	226.13	1,638.78	0.00	1.22	99.93
24-4926-181-00	SOCIAL SECURITY CONTRIBU	3,941.00	311.40	3,940.55	0.00	0.45	99.99
24-4926-182-00	RETIREMENT EXPENSE	4,940.00	379.20	4,937.43	0.00	2.57	99.95
24-4926-183-00	HOSPITALIZATION INSURANC	13,074.00	3,248.76	13,073.88	0.00	0.12	100.00
24-4926-185-00	UNEMPLOYMENT INSURANCE	261.00	21.73	260.00	0.00	1.00	99.62
24-4926-186-00	WORKMAN'S COMPENSATION	1,128.00	0.00	1,047.00	0.00	81.00	92.82
24-4926-187-00	MEDICARE TAX	924.00	72.83	921.70	0.00	2.30	99.75
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.13	16,250.00	0.00	0.00	0.00
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,000.00	0.00	7,000.00	0.00	0.00	0.00
24-4926-192-00	LEGAL SERVICES	2,000.00	0.00	0.00	0.00	2,000.00	0.00
24-4926-260-00	OFFICE SUPPLIES	4,100.00	530.99	4,079.68	0.00	20.32	99.50
24-4926-260-01	PROMO ITEMS	4,873.00	0.00	4,105.45	0.00	767.55	84.25
24-4926-299-00	MISCELLANEOUS	6,680.00	195.74	5,913.57	0.00	766.43	88.53
24-4926-311-00	TRAVEL	22,985.00	370.06	22,492.34	0.00	492.66	97.86
24-4926-321-00	TELEPHONE	5,950.00	1,338.48	5,947.89	0.00	2.11	99.96
24-4926-321-02	TELEPHONE-DIRECTOR	1,110.00	0.00	676.20	0.00	433.80	60.92
24-4926-325-00	POSTAGE	27,058.00	3,207.24	27,057.35	0.00	0.65	100.00
24-4926-331-00	UTILITIES	2,050.00	126.32	2,043.69	0.00	6.31	99.69
24-4926-341-00	PRINTING	64,391.00	14.33	64,337.69	0.00	53.31	99.92
24-4926-351-00	REPAIRS & MAINT-BUILDING	0.00	0.00	-15.04	0.00	15.04	0.00
24-4926-370-00	AD FIRM MEDIA	330,548.00	10,270.38	330,431.96	0.00	116.04	99.96
24-4926-370-01	WEBSITE SERVICE	25,752.00	2,771.00	25,002.00	0.00	750.00	97.09
24-4926-370-02	CREATIVE & PRODUCTION SE	36,400.00	1,156.25	36,319.76	0.00	80.24	99.78
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	10,500.00	875.00	10,500.00	0.00	0.00	0.00
24-4926-370-04	E-MAIL CAMPAIGNS	12,900.00	1,382.50	12,773.75	0.00	126.25	99.02
24-4926-370-05	SEM MANAGEMENT	18,000.00	1,500.00	18,000.00	0.00	0.00	0.00
24-4926-370-07	SOCIAL MEDIA	50,300.00	3,025.00	50,300.00	0.00	0.00	0.00
24-4926-393-00	VISITOR CENTER OPERATION	173,590.00	13,328.67	166,608.56	0.00	6,981.44	95.98
24-4926-393-01	PUBLIC RELATIONS	82,160.00	305.44	81,183.88	0.00	976.12	98.81
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.37	22,000.00	0.00	0.00	0.00
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	400.00	937.50	0.00	462.50	66.96
24-4926-393-05	CONTRACTED-WEBSITE	21,700.00	12,917.00	21,414.50	0.00	285.50	98.68
24-4926-393-06	CONTRACTED-AD FIRM RETAI	58,500.00	4,875.00	58,500.00	0.00	0.00	0.00
24-4926-393-07	CONTRACTED SERVICES-STR	4,635.00	0.00	4,140.00	0.00	495.00	89.32
24-4926-393-08	CONTRACTED-AD FIRM MISC	5,500.00	581.36	4,372.03	0.00	1,127.97	79.49
24-4926-393-10	CONTRACTED SERVICES-PLAN	58,240.00	0.00	58,240.00	0.00	0.00	0.00
24-4926-393-11	SOFTWARE, INTERNET, MISC S	3,756.00	200.73	2,841.72	0.00	914.28	75.66
24-4926-393-13	CONTRACTED SERVICES-PHOT	2,125.00	2,125.00	2,125.00	0.00	0.00	0.00
24-4926-399-00	CONTRACTED SERVICES	1,962.00	0.00	161.17	0.00	1,800.83	8.21
24-4926-412-00	BUILDING RENT	6,000.00	500.00	6,000.00	0.00	0.00	0.00
24-4926-454-00	INSURANCE	2,447.00	0.00	2,447.00	0.00	0.00	0.00
24-4926-491-00	DUES AND SUBSCRIPTIONS	2,240.00	18.00	1,518.00	0.00	722.00	67.77
24-4926-550-00	CAPITAL OUTLAY	4,105.00	504.99	4,100.98	0.00	4.02	99.90
24-4926-699-00	GRANTS	14,000.00	350.00	8,400.00	0.00	5,600.00	60.00
24-4926-699-01	SPECIAL PROJECTS	0.00	0.00	0.00	0.00	0.00	0.00
24-4926-699-02	MISCELLANEOUS DONATIONS	3,200.00	0.00	2,550.00	0.00	650.00	79.69
24-4926-990-00	CONTINGENCY	1,208.00	0.00	1,100.00	0.00	108.00	91.06
	TOURISM DEVELOPMENT AUTHORITY	1,208,682.00	75,462.97	1,182,831.19	0.00	25,850.81	97.86
	DEPARTMENT TOTAL Expense	-1,208,682.00	75,462.97	1,182,831.19	0.00	-25,850.81	97.86
	Fund 24 TOURISM DEVELOPMENT AUTH	0.00	-14,587.81	118,834.33	0.00	118,834.33	92.95