

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
SEPTEMBER 30, 2021

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

September 30, 2021

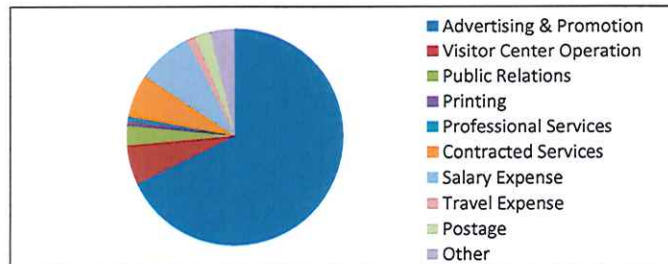
- * September Room Occupancy Tax collections totaled \$296,303.44 with \$373.51 collected for penalties. The YTD collection total is \$698,147.78 - 50.77% of budget. The Airbnb total was \$38,828.72; the Home Away/VRBO total was \$57,549.47 and the VACASA,NC total was \$8,937.77.

- * 93 accounts reported for August rentals (decrease of 23 accounts from last year). The collections were up 29.57% (\$67,704.51) from the same period in 2020.

- * The cash balance at September 30, 2021 is \$1,583,502.50 and investments total \$400,000.

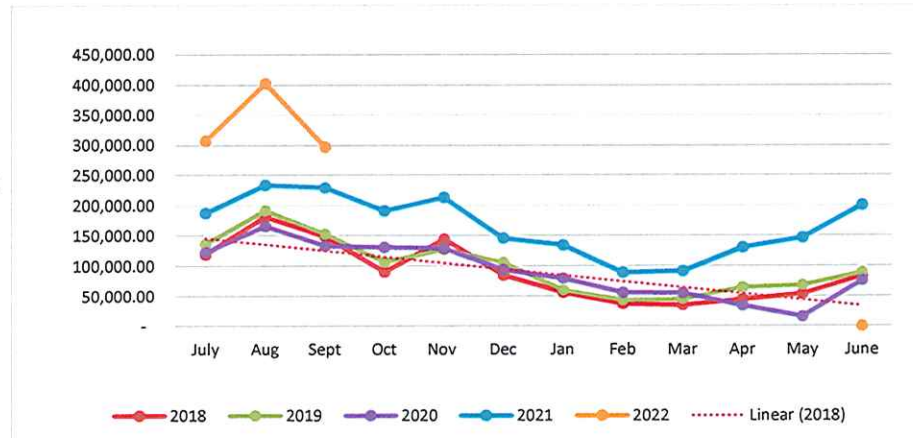
- * The expenses for September were \$233,003.59. The FYTD expenses totaled \$553,297.70 with encumbrances of \$87,564.64, for a combined total of \$640,862.34 - 35.52% of budget.

TDA Expenses as of September 30, 2021



Advertising & Promotion	\$ 158,033.24
Visitor Center Operation	\$ 13,418.75
Public Relations	\$ 6,950.00
Printing	\$ 1,864.59
Professional Services	\$ 1,354.17
Contracted Services	\$ 14,849.28
Salary Expense	\$ 19,415.78
Travel Expense	\$ 2,944.94
Postage	\$ 5,523.00
Other	\$ 8,649.84
	\$ 233,003.59

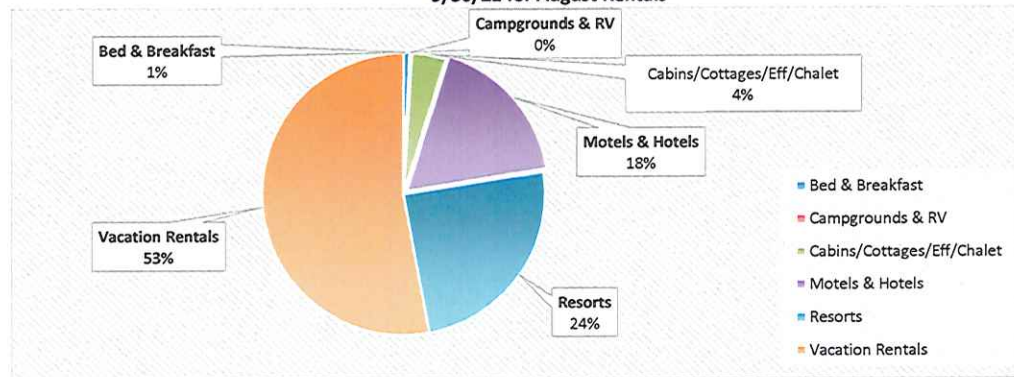
Fiscal YTD Collections



	2018	2019	2020	2021	2022
July	119,152.80	135,881.68	122,421.68	187,832.18	306,871.17
Aug	181,280.78	191,736.34	166,057.35	233,507.83	402,414.91
Sept	148,701.72	152,650.37	133,172.02	228,972.44	296,676.95
Oct	90,329.60	106,838.84	130,912.47	191,265.61	
Nov	144,240.73	127,342.88	129,268.34	213,445.79	
Dec	84,754.30	106,016.63	93,829.84	145,657.78	
Jan	56,029.08	60,207.39	79,652.13	134,351.26	
Feb	37,210.91	43,528.62	55,878.75	89,094.11	
Mar	35,029.92	45,185.00	55,161.52	91,596.16	
Apr	44,116.59	64,498.34	34,404.69	130,350.75	
May	53,695.68	68,385.86	15,854.63	146,638.28	
June	83,711.73	89,275.51	76,044.67	200,754.27	-
	\$ 1,078,253.84	\$ 1,191,547.46	\$ 1,092,658.09	\$ 1,993,466.46	\$ 1,005,963.03

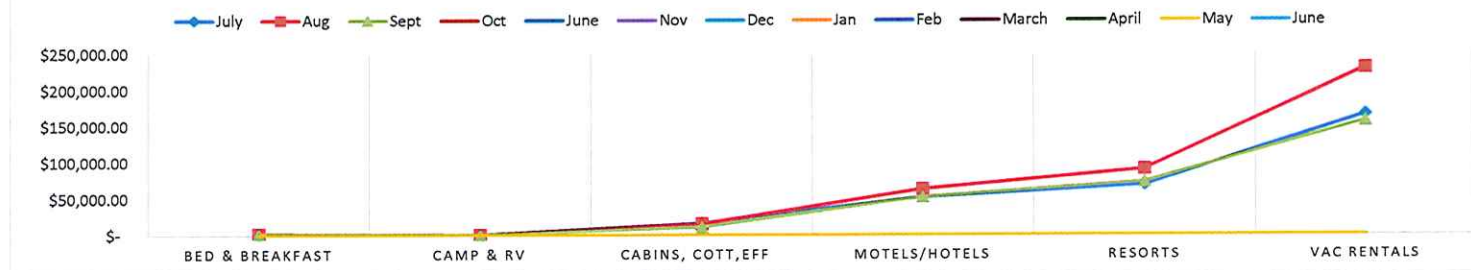


**Room Occupancy Tax Collections
9/30/21 for August Rentals**



Bed & Breakfast	\$	2,012.96
Campgrounds & RV	\$	799.40
Cabins/Cottages/Eff/Chalet	\$	11,458.61
Motels & Hotels	\$	52,387.73
Resorts	\$	73,039.18
Vacation Rentals	\$	156,979.07
	\$	<u>296,676.95</u>

ROOM OCCUPANCY TAX COLLECTIONS BY TYPE



COLLECTIONS BY TYPE

	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July	\$ 1,539.78	\$ 843.97	\$ 17,241.94	\$ 52,133.03	\$ 69,309.94	\$ 165,802.51	\$ 306,871.17
Aug	\$ 2,065.25	\$ 985.62	\$ 15,666.72	\$ 63,217.57	\$ 90,676.33	\$ 229,803.42	\$ 402,414.91
Sept	\$ 2,012.96	\$ 799.40	\$ 11,458.61	\$ 52,387.73	\$ 73,039.18	\$ 156,979.07	\$ 296,676.95
Oct							\$ -
Nov							\$ -
Dec							\$ -
Jan							\$ -
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June							\$ -
	\$ 5,617.99	\$ 2,628.99	\$ 44,367.27	\$ 167,738.33	\$ 233,025.45	\$ 552,585.00	\$ 1,005,963.03
% By Type	0.56%	0.26%	4.41%	16.67%	23.16%	54.93%	100.00%



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

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2020	\$ 187,832.18	113	10%
July-2021	\$ 306,871.17	107	63.38%
	\$ 119,038.99	-6	
August-2020	\$ 233,507.83	118	9%
August-2021	\$ 402,414.91	115	72.33%
	\$ 168,907.08	-3	
September-2020	\$ 228,972.44	116	3%
September-2021	\$ 296,676.95	93	29.57%
	\$ 67,704.51	-23	
October-2020	\$ 191,265.61	109	4%
October-2021			-100.00%
	\$ (191,265.61)	-109	
November-2020	\$ 213,445.79	89	1%
November-2021		0	-100.00%
	\$ (213,445.79)	-89	
December-2020	\$ 145,657.78	106	-10%
December-2021			-100.00%
	\$ (145,657.78)	-106	
January-2021	\$ 134,351.26	96	18%
January-2022			-100.00%
	\$ (134,351.26)	-96	
February-2021	\$ 89,094.11	82	15%
February-2022			-100.00%
	\$ (89,094.11)	-82	
March-2021	\$ 91,596.16	83	4%
March-2022			-100.00%
	\$ (91,596.16)	-83	
April-2021	\$ 130,350.75	86	95%
April-2022			-100.00%
	\$ (130,350.75)	-86	
May-2021	\$ 146,638.28	93	35%
May-2022			-100.00%
	\$ (146,638.28)	-93	
June-2021	\$ 200,754.27	101	15%
June-2022		0	-100.00%
	\$ (200,754.27)	-101	
FYTD 2020	\$ 1,993,466.46		
FYTD 2021	\$ 1,005,963.03		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 09/01/2021 - thru - 09/30/2021

Account Number	Account Description	Beginning Balance	Debits	Credits	Ending Balance
		Dr (Cr)			Dr (Cr)
24-1110-000-00	CASH ON HAND	1,518,348.23	515,906.69	450,752.42	1,583,502.50
24-1130-000-00	CASH IN TIME DEPOSIT	400,000.00	0.00	0.00	400,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	1,420.13	160.74	0.00	1,580.87
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	2.18	0.00	0.00	2.18
Total Asset		1,919,770.54	516,067.43	450,752.42	1,985,085.55
24-2100-000-00	ACCOUNTS PAYABLE	0.00	214,017.43	214,017.43	0.00
24-2200-000-00	ACCRUED VACATION PAYABLE	(205.38)	0.00	0.00	(205.38)
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	2,060.78	2,060.78	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	641.00	641.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	906.16	906.16	0.00
24-2200-182-00	RETIREMENT PAYABLE	0.00	0.00	1,638.25	(1,638.25)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	211.92	211.92	0.00
24-2300-000-11	DUE TO GENERAL	0.00	217,701.53	217,701.53	0.00
24-2900-000-00	FUND BALANCE	(1,646,498.96)	0.00	0.00	(1,646,498.96)
24-2900-000-01	RES BY STATE STATUTE	(190,942.00)	0.00	0.00	(190,942.00)
24-2912-000-00	RESERVE FOR ENCUMBRANCES	81,908.13	225,213.37	219,556.86	87,564.64
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(81,908.13)	219,556.86	225,213.37	(87,564.64)
24-3000-000-00	REVENUE CONTROL	(402,418.31)	0.00	296,680.35	(699,098.66)
24-4000-000-00	EXPENDITURE CONTROL	320,294.11	234,689.14	1,685.55	553,297.70
Total Liability		(1,919,770.54)	1,114,998.19	1,180,313.20	(1,985,085.55)
Total TOURISM DEVELOPMENT AUTH		0.00	1,631,065.62	1,631,065.62	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2021 - thru - 09/30/2021

Account Number	Description	Adjusted Budget 07/01/2021 09/30/2021	Debits and Credits 09/01/2021 09/30/2021	Debits and Credits 07/01/2021 09/30/2021	Encumbrances 07/01/2021 09/30/2021	Balance 07/01/2021 09/30/2021	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,375,000.00	296,303.44	698,147.78	0.00	676,852.22	50.77
	TAX REVENUE	1,375,000.00	296,303.44	698,147.78	0.00	676,852.22	50.77
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	373.51	1,431.82	0.00	3,568.18	28.64
24-3270-190-00	MARKETING AND ADVERTISING	10,000.00	0.00	-487.74	0.00	10,487.74	-4.88
	PENALTY & INTEREST	15,000.00	373.51	944.08	0.00	14,055.92	6.29
24-3831-491-00	INVESTMENT EARNINGS	1,000.00	3.40	6.80	0.00	993.20	0.68
	REVENUES	1,000.00	3.40	6.80	0.00	993.20	0.68
24-3991-000-00	FUND BALANCE	413,075.00	0.00	0.00	0.00	413,075.00	0.00
	FUND BALANCE	413,075.00	0.00	0.00	0.00	413,075.00	0.00
DEPARTMENT TOTAL Revenue		1,804,075.00	296,680.35	699,098.66	0.00	1,104,976.34	38.75
24-4926-121-00	SALARIES & WAGES	140,159.00	14,615.38	31,728.01	0.00	108,430.99	22.64
24-4926-126-00	PART-TIME SALARIES	20,000.00	0.00	0.00	0.00	20,000.00	0.00
24-4926-170-00	BOARD MEMBER EXPENSE	9,500.00	0.00	0.00	0.00	9,500.00	0.00
24-4926-181-00	SOCIAL SECURITY CONTRIBU	8,690.00	906.16	1,967.14	0.00	6,722.86	22.64
24-4926-182-00	RETIREMENT EXPENSE	16,020.00	1,071.70	3,013.98	0.00	13,006.02	18.81
24-4926-183-00	HOSPITALIZATION INSURANC	19,425.00	2,371.52	4,758.00	0.00	14,667.00	24.49
24-4926-185-00	UNEMPLOYMENT INSURANCE	520.00	23.10	78.84	0.00	441.16	15.16
24-4926-186-00	WORKMAN'S COMPENSATION	1,330.00	216.00	216.00	0.00	1,114.00	16.24
24-4926-187-00	MEDICARE TAX	2,032.00	211.92	460.06	0.00	1,571.94	22.64
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	4,062.51	0.00	12,187.49	25.00
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,200.00	0.00	3,500.00	0.00	3,700.00	48.61
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	3,500.00	216.78	549.12	606.00	2,344.88	33.00
24-4926-299-00	MISCELLANEOUS	20,954.00	215.50	1,178.43	1,688.50	18,087.07	13.68
24-4926-311-00	TRAVEL	35,845.00	2,944.94	14,402.68	0.00	21,442.32	40.18
24-4926-321-00	TELEPHONE	1,564.00	-10.61	-382.85	0.00	1,946.85	-24.48
24-4926-321-01	TELEPHONE-VISITOR CENTER	4,430.00	1,126.27	2,254.17	0.00	2,175.83	50.88
24-4926-321-02	TELEPHONE-DIRECTOR	700.00	0.00	0.00	0.00	700.00	0.00
24-4926-325-00	POSTAGE	34,678.00	5,523.00	11,163.99	0.00	23,514.01	32.19
24-4926-331-00	UTILITIES	2,000.00	159.89	359.76	0.00	1,640.24	17.99
24-4926-341-00	PRINTING	99,741.00	1,864.59	10,528.49	10,124.88	79,087.63	20.71
24-4926-351-00	REPAIRS & MAINT-BUILDING	500.00	0.00	0.00	0.00	500.00	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2021 - thru - 09/30/2021

Account Number	Description	Adjusted Budget 07/01/2021 09/30/2021	Debits and Credits 09/01/2021 09/30/2021	Debits and Credits 07/01/2021 09/30/2021	Encumbrances 07/01/2021 09/30/2021	Balance 07/01/2021 09/30/2021	% Used
24-4926-370-00	AD FIRM MEDIA	438,529.00	97,100.90	194,705.91	0.00	243,823.09	44.40
24-4926-370-01	WEBSITE SERVICE	19,200.00	3,200.00	6,400.00	0.00	12,800.00	33.33
24-4926-370-02	CREATIVE & PRODUCTION SE	100,000.00	15,100.50	63,816.90	0.00	36,183.10	63.82
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	12,000.00	2,000.00	4,000.00	0.00	8,000.00	33.33
24-4926-370-04	E-MAIL CAMPAIGNS	7,200.00	1,075.00	2,275.00	0.00	4,925.00	31.60
24-4926-370-05	SEM MANAGEMENT	14,400.00	2,700.00	5,100.00	0.00	9,300.00	35.42
24-4926-370-07	SOCIAL MEDIA	0.00	700.00	700.00	0.00	-700.00	0.00
24-4926-370-09	SOCIAL MEDIA SPEND	72,000.00	6,877.49	10,477.49	61,522.51	0.00	0.00
24-4926-393-00	VISITOR CENTER OPERATION	178,421.00	13,418.76	47,510.68	0.00	130,910.32	26.63
24-4926-393-01	PUBLIC RELATIONS	86,200.00	6,950.00	24,565.00	0.00	61,635.00	28.50
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	5,499.99	0.00	16,500.01	25.00
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	50.00	50.00	0.00	1,350.00	3.57
24-4926-393-05	CONTRACTED-WEBSITE	38,400.00	0.00	0.00	0.00	38,400.00	0.00
24-4926-393-06	CONTRACTED-AD FIRM RETAI	60,840.00	9,945.00	20,085.00	0.00	40,755.00	33.01
24-4926-393-07	CONTRACTED SERVICES-STR	8,280.00	0.00	8,280.00	0.00	0.00	0.00
24-4926-393-08	CONTRACTED-AD FIRM MISC	12,392.00	1,881.70	4,011.43	0.00	8,380.57	32.37
24-4926-393-11	SOFTWARE,INTERNET,MISC S	53,713.00	17,452.65	19,567.82	0.00	34,145.18	36.43
24-4926-393-14	CONTRACTED SERVICES-HR O	6,408.00	515.95	1,907.85	0.00	4,500.15	29.77
24-4926-393-15	RESEARCH AND ANALYTICS	62,000.00	12,500.00	33,500.00	0.00	28,500.00	54.03
24-4926-412-00	BUILDING RENT	22,580.00	500.00	1,500.00	0.00	21,080.00	6.64
24-4926-454-00	INSURANCE	3,447.00	0.00	0.00	0.00	3,447.00	0.00
24-4926-491-00	DUES AND SUBSCRIPTIONS	7,503.00	3,192.00	5,806.30	0.00	1,696.70	77.39
24-4926-550-00	CAPITAL OUTLAY	16,849.00	0.00	0.00	13,622.75	3,226.25	80.85
24-4926-550-01	CAPITAL PROJECTS	50,000.00	0.00	0.00	0.00	50,000.00	0.00
24-4926-699-00	GRANTS	50,000.00	2,000.00	2,000.00	0.00	48,000.00	4.00
24-4926-699-02	MISCELLANEOUS DONATIONS	8,275.00	1,200.00	1,700.00	0.00	6,575.00	20.54
24-4926-990-00	CONTINGENCY	5,000.00	0.00	0.00	0.00	5,000.00	0.00
TOURISM DEVELOPMENT AUTHORITY		1,804,075.00	233,003.59	553,297.70	87,564.64	1,163,212.66	35.52
DEPARTMENT TOTAL Expense		-1,804,075.00	-233,003.59	-553,297.70	87,564.64	-1,163,212.66	35.52
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	63,676.76	145,800.96	87,564.64	-58,236.32	37.14

BC2001 BEGINNING 09/01/21 ENDING 09/30/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-121-00 DESC: SALARIES & WAGES ASN:

09/01/21				BUDGET BALANCE	140,159.00			17,112.63
09/02/21	TLJ		JE-220266	JOE: TDA PAYROLL 9/3/21	0.00	9,807.69	0.00	26,920.32
09/17/21	TLJ		JE-220306	JOE: TDA PAYROLL 9/17/21	0.00	4,807.69	0.00	31,728.01
TOTALS					140,159.00	31,728.01	0.00	31,728.01

ACCOUNT # 24-4926-126-00 DESC: PART-TIME SALARIES ASN:

09/01/21				BUDGET BALANCE	20,000.00			0.00
TOTALS					20,000.00	0.00	0.00	0.00

ACCOUNT # 24-4926-170-00 DESC: BOARD MEMBER EXPENSE ASN:

TOTALS					9,500.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:

09/03/21	TLJ		JE-220267	JOE: TDA PAYROLL 9/3/2021	0.00	608.08	0.00	1,669.06
09/17/21	TLJ		JE-220307	JOE: TDA PAYROLL 9/17/21	0.00	298.08	0.00	1,967.14
TOTALS					8,690.00	1,967.14	0.00	1,967.14

ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:

09/01/21				BUDGET BALANCE	16,020.00			1,942.28
09/03/21	TLJ		JE-220267	JOE: TDA PAYROLL 9/3/2021	0.00	545.67	0.00	2,487.95
09/17/21	TLJ		JE-220307	JOE: TDA PAYROLL 9/17/21	0.00	526.03	0.00	3,013.98
TOTALS					16,020.00	3,013.98	0.00	3,013.98

ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:

09/01/21				BUDGET BALANCE	19,425.00			2,386.48
09/08/21		08/21/2021	01*276594	BCBS OF NC	0.00	1,107.23	0.00	3,493.71
09/21/21		09/11/21	01*276872	BCBS OF NC	0.00	1,107.23	0.00	4,600.94

=====					ACCOUNT ACTIVITY ANALYSIS		PAGE 2		=====	
BC2001					BEGINNING 09/01/21		ENDING 09/30/21			
TRANS	PO	INVOICE	CHECK	TRANSACTION/	BEGINNING					
DATE	NUMBER	NUMBER	NUMBER	VENDOR NAME	BAL/BUDGET	DEBITS	CREDITS	BALANCE		

ACCOUNT # 24-4926-183-00					DESC: HOSPITALIZATION INSURANCE		ASN:		=====> CONTINUED <=====	
09/21/21		363469	01*277061	COMPANION LIFE INSURANCE	0.00	157.06	0.00	4,758.00		

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TOTALS					19,425.00	4,758.00	0.00	4,758.00		
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ACCOUNT # 24-4926-185-00					DESC: UNEMPLOYMENT INSURANCE		ASN:			
09/01/21				BUDGET BALANCE	520.00			55.74		
09/03/21	TLJ		JE-220267	JOE: TDA PAYROLL 9/3/2021	0.00	17.31	0.00	73.05		
09/17/21	TLJ		JE-220307	JOE: TDA PAYROLL 9/17/21	0.00	5.79	0.00	78.84		

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TOTALS					520.00	78.84	0.00	78.84		
=====										
ACCOUNT # 24-4926-186-00					DESC: WORKMAN'S COMPENSATION		ASN:			
09/01/21				BUDGET BALANCE	1,330.00			0.00		
09/08/21	080821		01*276784	ACCIDENT FUND INSURANCE	0.00	216.00	0.00	216.00		
09/08/21	INV2122000		02*7997	NCACC-NCCL & PIPF	0.00	1,330.00	0.00	1,546.00		
09/08/21			JE-220303	JOE: RECLASSIFY NCACC WC	0.00	0.00	1,330.00	216.00		

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TOTALS					1,330.00	1,546.00	1,330.00	216.00		
=====										
ACCOUNT # 24-4926-187-00					DESC: MEDICARE TAX		ASN:			
09/01/21				BUDGET BALANCE	2,032.00			248.14		
09/03/21	TLJ		JE-220267	JOE: TDA PAYROLL 9/3/2021	0.00	142.20	0.00	390.34		
09/17/21	TLJ		JE-220307	JOE: TDA PAYROLL 9/17/21	0.00	69.72	0.00	460.06		

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TOTALS					2,032.00	460.06	0.00	460.06		
=====										
ACCOUNT # 24-4926-190-00					DESC: PROFESSIONAL SER-COUNTY		ASN:			
09/01/21				BUDGET BALANCE	16,250.00			2,708.34		
09/30/21	TLJ		JE-220348	JOE: TDA ADMIN 9/21	0.00	1,354.17	0.00	4,062.51		

-										
TOTALS					16,250.00	4,062.51	0.00	4,062.51		
=====										
ACCOUNT # 24-4926-191-00					DESC: PROFESSIONAL SER-AUDIT		ASN:			
09/01/21				BUDGET BALANCE	7,200.00			3,500.00		

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BEGINNING 09/01/21 ENDING 09/30/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SER-AUDIT ASN: =====> CONTINUED <=====

TOTALS				7,200.00	3,500.00	0.00	3,500.00
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ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:

TOTALS				2,000.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES ASN:

09/02/21	082621	01*276688	BUSINESS CARD	0.00	193.99	0.00	526.33
09/10/21	082621	01*276688	BUSINESS CARD	0.00	0.00	7.20	519.13
09/22/21	18988195	01*276876	QUILL CORPORATION	0.00	32.09	0.00	551.22
09/24/21	18988195	01*276876	QUILL CORPORATION	0.00	0.00	2.10	549.12

TOTALS				3,500.00	581.68	32.56	549.12
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ACCOUNT # 24-4926-260-01 DESC: PROMO ITEMS ASN:

09/01/21	BUDGET BALANCE			0.00			0.00
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TOTALS				0.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN:

09/08/21	143537	01*276658	CHEROKEE BOTTLED WATER	0.00	8.01	0.00	970.94
09/08/21	3761	01*276676	ALLEN STREET STORAGE	0.00	80.00	0.00	1,050.94
09/08/21	145865	01*276601	STATE EMPLOYEES CREDIT UN	0.00	102.00	0.00	1,152.94
09/10/21	143537	01*276658	CHEROKEE BOTTLED WATER	0.00	0.00	0.51	1,152.43
09/22/21	146999	01*276868	JACKSON CO. REGISTER OF D	0.00	26.00	0.00	1,178.43

TOTALS				11,480.00	1,185.76	7.33	1,178.43
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ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN:

09/01/21	BUDGET BALANCE			35,845.00			11,457.74
09/02/21	082521	01*276687	BUSINESS CARD	0.00	2,202.65	0.00	13,660.39

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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN: =====> CONTINUED <=====

09/08/21		39867-04	01*276754	LUQUIRE GEORGE ANDREWS, S	0.00	300.00	0.00	13,960.39
09/15/21		083021	02*8110	CALEB MICHAEL SULLIVAN	0.00	442.29	0.00	14,402.68
TOTALS					35,845.00	14,456.14	53.46	14,402.68

ACCOUNT # 24-4926-311-01 DESC: TRAVEL-DIRECTOR ASN:

09/01/21				BUDGET BALANCE	0.00			0.00
TOTALS					0.00	0.00	0.00	0.00

ACCOUNT # 24-4926-311-02 DESC: FAM/MEDIA MISSION ASN:

TOTALS					0.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN:

09/01/21		9886878956	01*276533	VERIZON WIRELESS	0.00	184.20	0.00	-188.04
09/27/21		221513		JACKSON CO CHAM OF COMM	0.00	0.00	194.81	-382.85
TOTALS					1,564.00	1,719.74	2,102.59	-382.85

ACCOUNT # 24-4926-321-01 DESC: TELEPHONE-VISITOR CENTERS ASN:

09/01/21				BUDGET BALANCE	4,430.00			1,127.90
09/02/21		76044	01*276726	BALSAMWEST	0.00	389.62	0.00	1,517.52
09/09/21		76045	01*276838	BALSAMWEST	0.00	371.12	0.00	1,888.64
09/10/21		74304	01*276727	BALSAMWEST	0.00	365.53	0.00	2,254.17
TOTALS					4,430.00	2,642.38	388.21	2,254.17

ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-DIRECTOR ASN:

09/01/21				BUDGET BALANCE	0.00			0.00
TOTALS					0.00	0.00	0.00	0.00

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BEGINNING 09/01/21 ENDING 09/30/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-DIRECTOR ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:

09/01/21		1018859742	01*276527	PITNEY BOWES INC.	0.00	181.88	0.00	5,822.87
09/01/21		17VA27351	01*276539	UPS	0.00	5.80	0.00	5,828.67
09/01/21		090121	01*276538	RESERVE ACCOUNT	0.00	5,000.00	0.00	10,828.67
09/01/21		1018859742	01*276527	PITNEY BOWES INC.	0.00	0.00	11.90	10,816.77
09/02/21		082621	01*276688	BUSINESS CARD	0.00	15.59	0.00	10,832.36
09/07/21		17VA27361	01*276670	UPS	0.00	30.06	0.00	10,862.42
09/10/21		082621	01*276688	BUSINESS CARD	0.00	0.00	1.02	10,861.40
09/13/21		091021	01*276958	PURCHASE POWER	0.00	108.99	0.00	10,970.39
09/20/21		17VA27381	01*276947	UPS	0.00	20.83	0.00	10,991.22
09/21/21		3314347279	01*276856	PITNEY BOWES INC.	0.00	180.03	0.00	11,171.25
09/24/21		3314347279	01*276856	PITNEY BOWES INC.	0.00	0.00	7.26	11,163.99

TOTALS

34,678.00 11,215.68 51.69 11,163.99

ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:

09/01/21				BUDGET BALANCE	2,000.00			199.87
09/03/21		09/10/2021	01*276639	TUCKASEIGEE WATER & SEWER	0.00	46.66	0.00	246.53
09/22/21		09/25/2021	01*276854	DUKE ENERGY	0.00	113.23	0.00	359.76

TOTALS

2,000.00 359.76 0.00 359.76

ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN:

09/01/21				BUDGET BALANCE	99,741.00			8,663.90
09/02/21		082621	01*276688	BUSINESS CARD	0.00	492.02	0.00	9,155.92
09/08/21	220133	21568815	01*276672	4IMPRINT, INC	0.00	1,352.74	0.00	10,508.66
09/08/21	220133	21568815	01*276672	4IMPRINT, INC	0.00	55.00	0.00	10,563.66
09/08/21	220133	21568815	01*276672	4IMPRINT, INC	0.00	78.71	0.00	10,642.37
09/10/21		21568815	01*276672	4IMPRINT, INC	0.00	0.00	97.24	10,545.13
09/10/21		082621	01*276688	BUSINESS CARD	0.00	0.00	16.64	10,528.49

TOTALS

99,741.00 10,654.34 125.85 10,528.49

ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:

09/01/21				BUDGET BALANCE	500.00			0.00
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BC2001 BEGINNING 09/01/21 ENDING 09/30/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN: =====> CONTINUED <=====

TOTALS					500.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN:

09/22/21		47484-4749	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	31,547.77	0.00	129,152.78
09/22/21		48523-4854	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	65,553.13	0.00	194,705.91

TOTALS					438,529.00	194,705.91	0.00	194,705.91
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ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:

09/01/21				BUDGET BALANCE	19,200.00			3,200.00
09/22/21		47484-4749	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	1,600.00	0.00	4,800.00
09/22/21		48523-4854	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	1,600.00	0.00	6,400.00

TOTALS					19,200.00	6,400.00	0.00	6,400.00
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ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:

09/01/21				BUDGET BALANCE	100,000.00			48,716.40
09/22/21		47484-4749	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	4,923.00	0.00	53,639.40
09/22/21		48523-4854	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	10,177.50	0.00	63,816.90

TOTALS					100,000.00	63,816.90	0.00	63,816.90
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ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:

09/01/21				BUDGET BALANCE	12,000.00			2,000.00
09/22/21		47484-4749	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	1,000.00	0.00	3,000.00
09/22/21		48523-4854	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	1,000.00	0.00	4,000.00

TOTALS					12,000.00	4,000.00	0.00	4,000.00
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ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:

09/01/21				BUDGET BALANCE	7,200.00			1,200.00
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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE

ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN: =====> CONTINUED <=====								
09/22/21		47484-4749	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	475.00	0.00	1,675.00
09/22/21		48523-4854	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	600.00	0.00	2,275.00

TOTALS					7,200.00	2,275.00	0.00	2,275.00
					=====			
ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:								
09/01/21				BUDGET BALANCE	14,400.00			2,400.00
09/22/21		47484-4749	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	1,500.00	0.00	3,900.00
09/22/21		48523-4854	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	1,200.00	0.00	5,100.00

TOTALS					14,400.00	5,100.00	0.00	5,100.00
					=====			
ACCOUNT # 24-4926-370-06 DESC: GUEST BLOGS ASN:								
09/01/21				BUDGET BALANCE	0.00			0.00

TOTALS					0.00	0.00	0.00	0.00
					=====			
ACCOUNT # 24-4926-370-07 DESC: SOCIAL MEDIA ASN:								
09/22/21		47484-4749	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	700.00	0.00	700.00

TOTALS					0.00	700.00	0.00	700.00
					=====			
ACCOUNT # 24-4926-370-08 DESC: VIDEO PRODUCTION ASN:								
09/01/21				BUDGET BALANCE	0.00			0.00

TOTALS					0.00	0.00	0.00	0.00
					=====			
ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN:								
09/02/21	220056	083121	01*276693	BUSINESS CARD	0.00	6,877.49	0.00	10,477.49

TOTALS					72,000.00	10,477.49	0.00	10,477.49

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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN:

09/01/21				BUDGET BALANCE	178,421.00			34,091.92
09/02/21		211119A	01*276573	JACKSON CO. CHAMBER OF CO	0.00	6,000.00	0.00	40,091.92
09/02/21		211119B	01*276573	JACKSON CO. CHAMBER OF CO	0.00	827.42	0.00	40,919.34
09/02/21		211119C	01*276573	JACKSON CO. CHAMBER OF CO	0.00	160.00	0.00	41,079.34
09/02/21		211119	01*276573	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	41,268.01
09/02/21		211131A	01*276599	CASHIERS AREA CHAMBER OF	0.00	5,500.00	0.00	46,768.01
09/02/21		211131B	01*276599	CASHIERS AREA CHAMBER OF	0.00	742.67	0.00	47,510.68
TOTALS					178,421.00	47,510.68	0.00	47,510.68

ACCOUNT # 24-4926-393-01 DESC: PUBLIC RELATIONS ASN:

09/01/21				BUDGET BALANCE	86,200.00			17,615.00
09/08/21		08/18/21	01*276826	KAYLA FORTNER	0.00	1,200.00	0.00	18,815.00
09/21/21		61314	01*277089	LOU HAMMOND & ASSOCIATES,	0.00	5,750.00	0.00	24,565.00
TOTALS					86,200.00	24,582.73	17.73	24,565.00

ACCOUNT # 24-4926-393-02 DESC: CONTRACTED SERVICES ASN:

09/01/21				BUDGET BALANCE	22,000.00			3,666.66
09/30/21		TLJ	JE-220348	JOE: TDA ADMIN 9/21	0.00	1,833.33	0.00	5,499.99
TOTALS					22,000.00	5,499.99	0.00	5,499.99

ACCOUNT # 24-4926-393-03 DESC: CONTRACTED SERVICES-RECORDING ASN:

09/01/21				BUDGET BALANCE	1,400.00			0.00
09/08/21		08/19/2021	01*276755	CHERYL OSBORNE	0.00	50.00	0.00	50.00
TOTALS					1,400.00	50.00	0.00	50.00

ACCOUNT # 24-4926-393-04 DESC: CONTRACTED SERVICES-MGT ASN:

09/01/21				BUDGET BALANCE	0.00			0.00
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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE

ACCOUNT # 24-4926-393-04 DESC: CONTRACTED SERVICES-MGT ASN: =====> CONTINUED <=====								

TOTALS					0.00	0.00	0.00	0.00
=====								
ACCOUNT # 24-4926-393-05 DESC: CONTRACTED-WEBSITE ASN:								

TOTALS					38,400.00	0.00	0.00	0.00
=====								
ACCOUNT # 24-4926-393-06 DESC: CONTRACTED-AD FIRM RETAINER ASN:								
09/22/21		47484-4749	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	4,875.00	0.00	15,015.00
09/22/21		48523-4854	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	5,070.00	0.00	20,085.00

TOTALS					60,840.00	20,085.00	0.00	20,085.00
=====								
ACCOUNT # 24-4926-393-07 DESC: CONTRACTED SERVICES-STR ASN:								
09/01/21				BUDGET BALANCE	8,280.00			8,280.00

TOTALS					8,280.00	8,280.00	0.00	8,280.00
=====								
ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:								
09/22/21		47484-4749	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	950.63	0.00	3,080.36
09/22/21		48523-4854	01*277024	RAWLE MURDY ASSOCIATES, I	0.00	931.07	0.00	4,011.43

TOTALS					12,392.00	4,011.43	0.00	4,011.43
=====								
ACCOUNT # 24-4926-393-09 DESC: CONTRACTED SERVICES-MAGELLAN ASN:								
09/01/21				BUDGET BALANCE	0.00			0.00

TOTALS					0.00	0.00	0.00	0.00
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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-393-10 DESC: CONTRACTED SERVICES-PLANNING ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:

09/02/21		082521	01*276687	BUSINESS CARD	0.00	425.72	0.00	2,540.89
09/02/21		082621	01*276688	BUSINESS CARD	0.00	776.35	0.00	3,317.24
09/10/21		082521	01*276687	BUSINESS CARD	0.00	0.00	3.71	3,313.53
09/10/21		082621	01*276688	BUSINESS CARD	0.00	0.00	12.46	3,301.07
09/21/21		26596	01*277027	SKYFI, INC	0.00	59.99	0.00	3,361.06
09/22/21		INV5414	01*277057	CROWDRIFT INC.- 116 SPADI	0.00	16,206.76	0.00	19,567.82

TOTALS 34,613.00 19,602.89 35.07 19,567.82

ACCOUNT # 24-4926-393-12 DESC: CONTRACTED SERVICES-SOCIAL MGT ASN:

09/01/21				BUDGET BALANCE	0.00			0.00
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TOTALS 0.00 0.00 0.00 0.00

ACCOUNT # 24-4926-393-13 DESC: CONTRACTED SERVICES-PHOTOGRAPHY ASN:

TOTALS 0.00 0.00 0.00 0.00

ACCOUNT # 24-4926-393-14 DESC: CONTRACTED SERVICES-HR OUTSOURCING ASN:

09/03/21	TLJ	JE-220268		JOE: TDA RETIREMENT AUGUS	0.00	155.95	0.00	1,547.85
09/08/21	1329	01*276785		CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	1,907.85

TOTALS 6,408.00 1,907.85 0.00 1,907.85

ACCOUNT # 24-4926-393-15 DESC: RESEARCH AND ANALYTICS ASN:

09/01/21				BUDGET BALANCE	62,000.00			21,000.00
09/08/21	118	01*276809		ZARTICO	0.00	12,500.00	0.00	33,500.00

TOTALS 62,000.00 33,500.00 0.00 33,500.00

ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN:

09/01/21				BUDGET BALANCE	0.00			0.00
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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN: =====> CONTINUED <=====

TOTALS					0.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:

09/30/21	TLJ	JE-220349	JOE: TDA BUILDING RENT 9/		0.00	500.00	0.00	1,500.00
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TOTALS					18,000.00	1,500.00	0.00	1,500.00
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ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:

09/01/21	BUDGET BALANCE				2,447.00			0.00
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TOTALS					2,447.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:

09/01/21	220014	86090	01*276551	DESTINATIONS INTERNATIONAL	0.00	3,130.00	0.00	5,744.30
09/02/21		082621	01*276688	BUSINESS CARD	0.00	62.70	0.00	5,807.00
09/10/21		082621	01*276688	BUSINESS CARD	0.00	0.00	0.70	5,806.30

TOTALS					7,503.00	5,808.40	2.10	5,806.30
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ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY ASN:

09/01/21	BUDGET BALANCE				5,000.00			0.00
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TOTALS					5,000.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN:

TOTALS					50,000.00	0.00	0.00	0.00
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ACCOUNT ACTIVITY ANALYSIS

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BC2001

BEGINNING 09/01/21 ENDING 09/30/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-630-00 DESC: NC TOURISM RECOVERY GRANT ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:

09/08/21		FY21-22	01*276753	MOUNTAIN HERITAGE DAY, CH	0.00	2,000.00	0.00	2,000.00
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TOTALS					50,000.00	2,000.00	0.00	2,000.00
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ACCOUNT # 24-4926-699-01 DESC: SPECIAL PROJECTS ASN:

09/01/21				BUDGET BALANCE	0.00			0.00
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TOTALS					0.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN:

09/10/21	220162	FY21-22	01*276761	FRIENDS OF PANTHERTOWN, I	0.00	1,200.00	0.00	1,700.00
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TOTALS					8,275.00	1,700.00	0.00	1,700.00
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ACCOUNT # 24-4926-699-03 DESC: SOLAR ECLIPSE PROMOTION ASN:

09/01/21				BUDGET BALANCE	0.00			0.00
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TOTALS					0.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-990-00 DESC: CONTINGENCY ASN:

TOTALS					5,000.00	0.00	0.00	0.00
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