

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
OCTOBER 31, 2021

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

October 31, 2021

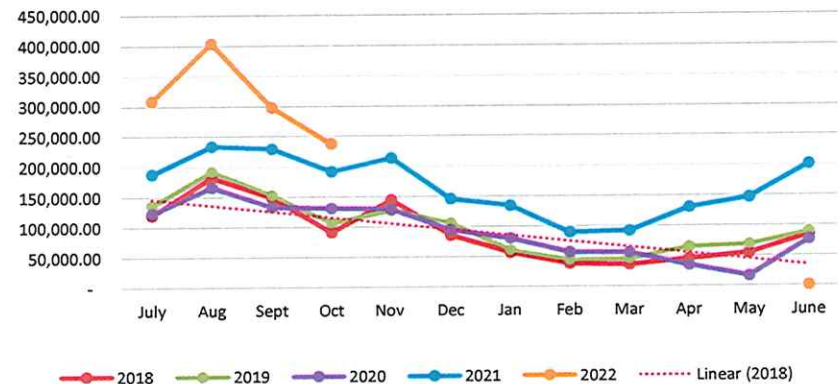
* October Room Occupancy Tax collections totaled \$236,397.79 with \$98.13 collected for penalties. The YTD collection total is \$934,545.57 - 67.97% of budget. The Airbnb total was \$46,898.15; the Home Away/VRBO total was \$31,717.20 and the VACASA,NC total was \$7,919.40.

* 93 accounts reported for September rentals (decrease of 16 accounts from last year). The collections were up 23.65% (45,230.31) from the same period in 2020.

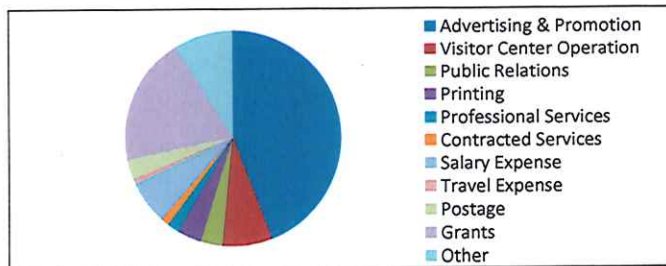
* The cash balance at October 31, 2021 is \$1,632,411.81 and investments total \$400,000.

The expenses for October were \$181,070.08. The FYTD expenses totaled \$740,251.31 with encumbrances of \$71,206.51, for a combined total of \$811,457.82 - 44.98% of budget.

Fiscal YTD Collections



TDA Expenses as of October 31, 2021

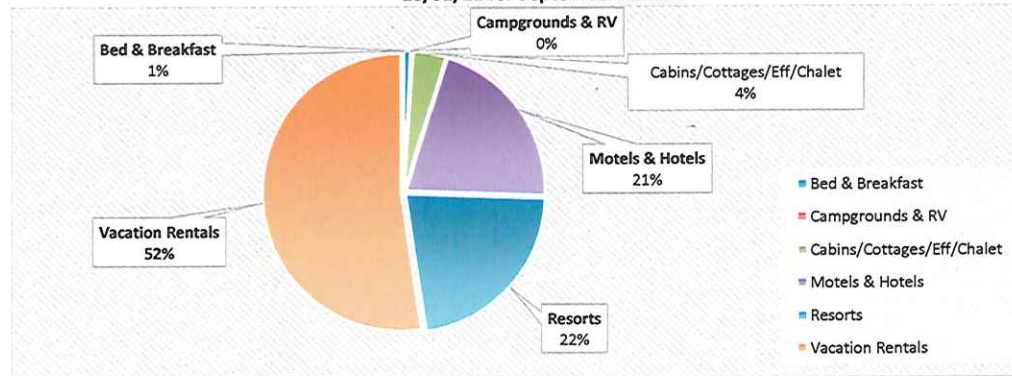


Advertising & Promotion	\$ 79,907.39
Visitor Center Operation	\$ 13,418.76
Public Relations	\$ 6,071.14
Printing	\$ 6,485.23
Professional Services	\$ 3,304.17
Contracted Services	\$ 2,193.33
Salary Expense	\$ 11,761.36
Travel Expense	\$ 1,265.70
Postage	\$ 5,509.61
Grants	\$ 35,000.00
Other	\$ 16,153.39
Total	\$ 181,070.08

	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	236,495.92
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	-
Total	\$ 1,078,253.84	\$ 1,191,547.46	\$ 1,092,658.09	\$ 1,993,466.46	\$ 1,242,458.95

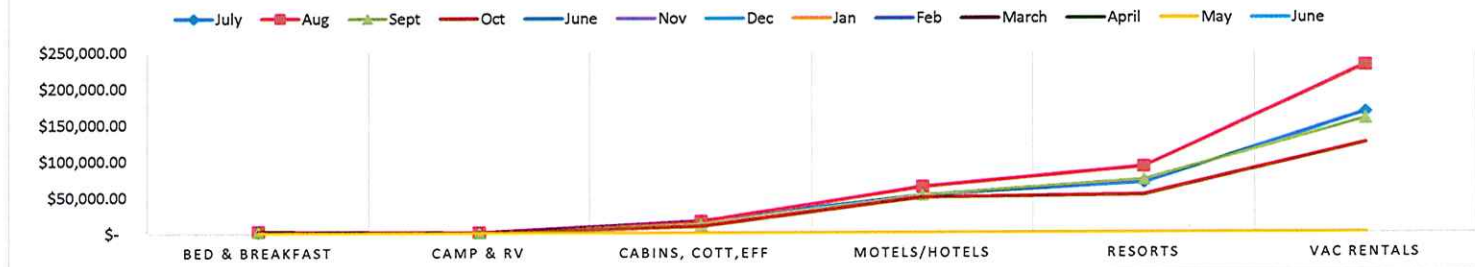


**Room Occupancy Tax Collections
10/31/21 for September Rentals**



Bed & Breakfast	\$	1,680.29
Campgrounds & RV	\$	793.72
Cabins/Cottages/Eff/Chalet	\$	8,966.93
Motels & Hotels	\$	48,967.93
Resorts	\$	52,297.59
Vacation Rentals	\$	123,789.46
	\$	236,495.92

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	\$ 1,680.29	\$ 793.72	\$ 8,966.93	\$ 48,967.93	\$ 52,297.59	\$ 123,789.46	\$ 236,495.92
Nov							\$ -
Dec							\$ -
Jan							\$ -
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June							\$ -
	\$ 7,298.28	\$ 3,422.71	\$ 53,334.20	\$ 216,706.26	\$ 285,323.04	\$ 676,374.46	\$ 1,242,458.95
% By Type	0.59%	0.28%	4.29%	17.44%	22.96%	54.44%	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	\$ 236,495.92	93	23.65%
	\$ 45,230.31	-16	
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	\$ 1,242,458.95		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 10/01/2021 - thru - 10/31/2021

Account Number	Account Description	Beginning Balance	Debits	Credits	Ending Balance
		Dr (Cr)			Dr (Cr)
24-1110-000-00	CASH ON HAND	1,578,466.57	405,222.52	351,277.28	1,632,411.81
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	1,580.87	676.22	85.40	2,171.69
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	2.18	0.00	0.00	2.18
Total Asset		1,980,049.62	405,898.74	351,362.68	2,034,585.68
24-2100-000-00	ACCOUNTS PAYABLE	0.00	167,879.90	167,879.90	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	1,204.66	1,204.66	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	417.00	417.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	620.60	620.60	0.00
24-2200-182-00	RETIREMENT PAYABLE	(2,473.33)	2,505.75	1,612.68	(1,580.26)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	145.15	145.15	0.00
24-2300-000-11	DUE TO GENERAL	0.00	168,723.31	168,723.31	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	88,449.53	150,654.95	167,897.97	71,206.51
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(88,449.53)	167,897.97	150,654.95	(71,206.51)
24-3000-000-00	REVENUE CONTROL	(699,111.18)	0.00	236,499.21	(935,610.39)
24-4000-000-00	EXPENDITURE CONTROL	559,181.23	183,257.10	2,187.02	740,251.31
Total Liability		(1,980,049.62)	843,306.39	897,842.45	(2,034,585.68)
Total TOURISM DEVELOPMENT AUTH		0.00	1,249,205.13	1,249,205.13	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2021 - thru - 10/31/2021

Account Number	Description	Adjusted Budget 07/01/2021 10/31/2021	Debits and Credits 10/01/2021 10/31/2021	Debits and Credits 07/01/2021 10/31/2021	Encumbrances 07/01/2021 10/31/2021	Balance 07/01/2021 10/31/2021	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,375,000.00	236,397.79	934,545.57	0.00	440,454.43	67.97
	TAX REVENUE	1,375,000.00	236,397.79	934,545.57	0.00	440,454.43	67.97
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	98.13	1,529.95	0.00	3,470.05	30.60
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	98.13	1,042.21	0.00	13,957.79	6.95
24-3831-491-00	INVESTMENT EARNINGS	1,000.00	3.29	22.61	0.00	977.39	2.26
	REVENUES	1,000.00	3.29	22.61	0.00	977.39	2.26
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	236,499.21	935,610.39	0.00	868,464.61	51.86
24-4926-121-00	SALARIES & WAGES	140,159.00	9,797.61	46,338.72	0.00	93,820.28	33.06
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	620.60	2,886.15	0.00	5,803.85	33.21
24-4926-182-00	RETIREMENT EXPENSE	16,020.00	1,040.94	4,601.21	0.00	11,418.79	28.72
24-4926-183-00	HOSPITALIZATION INSURANC	19,425.00	157.06	4,915.06	0.00	14,509.94	25.30
24-4926-185-00	UNEMPLOYMENT INSURANCE	520.00	0.00	78.84	0.00	441.16	15.16
24-4926-186-00	WORKMAN'S COMPENSATION	1,330.00	0.00	216.00	0.00	1,114.00	16.24
24-4926-187-00	MEDICARE TAX	2,032.00	145.15	674.99	0.00	1,357.01	33.22
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	5,416.68	0.00	10,833.32	33.33
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,200.00	1,950.00	5,450.00	0.00	1,750.00	75.69
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	480.53	1,029.65	2,195.97	274.38	92.16
24-4926-299-00	MISCELLANEOUS	20,954.00	2,427.11	3,605.54	0.00	17,348.46	17.21
24-4926-311-00	TRAVEL	35,845.00	1,265.70	15,668.38	1,395.00	18,781.62	47.60
24-4926-321-00	TELEPHONE	1,564.00	184.09	-198.76	0.00	1,762.76	-12.71
24-4926-321-01	TELEPHONE-VISITOR CENTER	4,430.00	755.94	3,010.11	0.00	1,419.89	67.95
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	5,509.61	16,673.60	0.00	18,004.40	48.08
24-4926-331-00	UTILITIES	2,000.00	507.79	867.55	0.00	1,132.45	43.38
24-4926-341-00	PRINTING	99,741.00	6,485.23	17,013.72	4,337.20	78,390.08	21.41
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 - 10/31/2021

Account Number	Description	Adjusted Budget 07/01/2021 10/31/2021	Debits and Credits 10/01/2021 10/31/2021	Debits and Credits 07/01/2021 10/31/2021	Encumbrances 07/01/2021 10/31/2021	Balance 07/01/2021 10/31/2021	% Used
24-4926-370-00	AD FIRM MEDIA	438,529.00	42,169.46	236,875.37	0.00	201,653.63	54.02
24-4926-370-01	WEBSITE SERVICE	19,200.00	1,600.00	8,000.00	0.00	11,200.00	41.67
24-4926-370-02	CREATIVE & PRODUCTION SE	100,000.00	21,016.88	84,833.78	0.00	15,166.22	84.83
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	12,000.00	1,000.00	5,000.00	0.00	7,000.00	41.67
24-4926-370-04	E-MAIL CAMPAIGNS	7,200.00	600.00	2,875.00	0.00	4,325.00	39.93
24-4926-370-05	SEM MANAGEMENT	14,400.00	1,200.00	6,300.00	0.00	8,100.00	43.75
24-4926-370-07	SOCIAL MEDIA	0.00	0.00	700.00	0.00	-700.00	0.00
24-4926-370-09	SOCIAL MEDIA SPEND	72,000.00	5,413.84	15,891.33	56,108.67	0.00	0.00
24-4926-393-00	VISITOR CENTER OPERATION	178,421.00	13,418.76	60,929.44	0.00	117,491.56	34.15
24-4926-393-01	PUBLIC RELATIONS	86,200.00	6,071.14	30,636.14	0.00	55,563.86	35.54
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	7,333.32	0.00	14,666.68	33.33
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	0.00	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	5,070.00	25,155.00	0.00	35,685.00	41.35
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	931.07	4,942.50	0.00	7,449.50	39.88
24-4926-393-11	SOFTWARE, INTERNET, MISC S	53,713.00	906.14	20,473.96	0.00	33,239.04	38.12
24-4926-393-14	CONTRACTED SERVICES-HR O	6,408.00	360.00	2,423.80	0.00	3,984.20	37.82
24-4926-393-15	RESEARCH AND ANALYTICS	62,000.00	0.00	33,500.00	0.00	28,500.00	54.03
24-4926-412-00	BUILDING RENT	22,580.00	6,116.00	7,616.00	0.00	14,964.00	33.73
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	44.00	5,850.30	0.00	1,652.70	77.97
24-4926-550-00	CAPITAL OUTLAY	16,849.00	5,637.93	5,637.93	7,169.67	4,041.40	76.01
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	35,000.00	37,000.00	0.00	13,000.00	74.00
24-4926-699-02	MISCELLANEOUS DONATIONS	8,275.00	0.00	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	181,070.08	740,251.31	71,206.51	992,617.18	44.98
DEPARTMENT TOTAL Expense		-1,804,075.00	-181,070.08	-740,251.31	71,206.51	-992,617.18	44.98
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	55,429.13	195,359.08	71,206.51	-124,152.57	48.42

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BEGINNING 10/01/21 ENDING 10/31/21

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

ACCOUNT # 24-4926-121-00 DESC: SALARIES & WAGES ASN:								
10/01/21				BUDGET BALANCE	140,159.00			36,541.11
10/15/21	TLJ	JE-220411	JOE: TDA PAYROLL	10/15/21	0.00	4,989.92	0.00	41,531.03
10/29/21	TLJ	JE-220455	JOE: TDA PAYROLL	22, 10/2	0.00	4,807.69	0.00	46,338.72

-				TOTALS	140,159.00	46,338.72	0.00	46,338.72
=====								
ACCOUNT # 24-4926-126-00 DESC: PART-TIME SALARIES ASN:								
10/01/21				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
=====								
ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:								
10/15/21	TLJ	JE-220412	JOE: TDA PAYROLL DEDUCTIO		0.00	322.52	0.00	2,588.07
10/29/21	TLJ	JE-220456	JOE: TDA PAYROLL	22, 10/2	0.00	298.08	0.00	2,886.15

-				TOTALS	8,690.00	2,886.15	0.00	2,886.15
=====								
ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:								
10/01/21				BUDGET BALANCE	16,020.00			3,560.27
10/15/21	TLJ	JE-220412	JOE: TDA PAYROLL DEDUCTIO		0.00	495.27	0.00	4,055.54
10/29/21	TLJ	JE-220456	JOE: TDA PAYROLL	22, 10/2	0.00	545.67	0.00	4,601.21

-				TOTALS	16,020.00	4,601.21	0.00	4,601.21
=====								
ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:								
10/01/21				BUDGET BALANCE	19,425.00			4,758.00
10/25/21	378160	01*277710	COMPANION LIFE INSURANCE		0.00	157.06	0.00	4,915.06

-				TOTALS	19,425.00	4,915.06	0.00	4,915.06

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ACCOUNT ACTIVITY ANALYSIS

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BC2001

BEGINNING 10/01/21 ENDING 10/31/21

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

ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN: =====> CONTINUED <=====								
ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN:								
10/01/21				BUDGET BALANCE	520.00			78.84

-				TOTALS	520.00	78.84	0.00	78.84
=====								
ACCOUNT # 24-4926-186-00 DESC: WORKMAN'S COMPENSATION ASN:								

-				TOTALS	1,330.00	1,546.00	1,330.00	216.00
=====								
ACCOUNT # 24-4926-187-00 DESC: MEDICARE TAX ASN:								
10/15/21		TLJ	JE-220412	JOE: TDA PAYROLL DEDUCTIO	0.00	75.44	0.00	605.28
10/29/21		TLJ	JE-220456	JOE: TDA PAYROLL 22, 10/2	0.00	69.71	0.00	674.99

-				TOTALS	2,032.00	674.99	0.00	674.99
=====								
ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:								
10/01/21				BUDGET BALANCE	16,250.00			4,062.51
10/29/21		TLJ	JE-220459	JOE: TDA ADMIN 10/2021	0.00	1,354.17	0.00	5,416.68

-				TOTALS	16,250.00	5,416.68	0.00	5,416.68
=====								
ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SER-AUDIT ASN:								
10/01/21				BUDGET BALANCE	7,200.00			3,500.00
10/25/21		227729	01*277723	MARTIN STARNES & ASSOCIAT	0.00	1,950.00	0.00	5,450.00

-				TOTALS	7,200.00	5,450.00	0.00	5,450.00
=====								
ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:								
10/01/21				BUDGET BALANCE	2,000.00			0.00

-				TOTALS	2,000.00	0.00	0.00	0.00
=====								

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES ASN:

10/06/21		101321	01*277349	BUSINESS CARD	0.00	60.90	0.00	610.02
10/11/21		20046164	01*277237	QUILL CORPORATION	0.00	44.91	0.00	654.93
10/11/21		20100868	01*277237	QUILL CORPORATION	0.00	225.76	0.00	880.69
10/11/21		20074565	01*277237	QUILL CORPORATION	0.00	28.87	0.00	909.56
10/11/21		20075794	01*277237	QUILL CORPORATION	0.00	80.24	0.00	989.80
10/11/21		20046164	01*277237	QUILL CORPORATION	0.00	0.00	2.94	986.86
10/11/21		20074565	01*277237	QUILL CORPORATION	0.00	0.00	1.89	984.97
10/11/21		20075794	01*277237	QUILL CORPORATION	0.00	0.00	5.25	979.72
10/11/21		20100868	01*277237	QUILL CORPORATION	0.00	0.00	14.77	964.95
10/11/21		101321	01*277349	BUSINESS CARD	0.00	0.00	2.67	962.28
10/20/21		1DFC-4TLC-	01*277686	AMAZON CAPITAL SERVICES	0.00	72.09	0.00	1,034.37
10/25/21		1DFC-4TLC-	01*277686	AMAZON CAPITAL SERVICES	0.00	0.00	4.72	1,029.65

TOTALS 3,500.00 1,094.45 64.80 1,029.65

ACCOUNT # 24-4926-260-01 DESC: PROMO ITEMS ASN:

10/01/21				BUDGET BALANCE	0.00			0.00
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TOTALS 0.00 0.00 0.00 0.00

ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN:

10/04/21	220218	1RN3-9V3K-	01*277417	AMAZON CAPITAL SERVICES	0.00	53.16	0.00	1,231.59
10/06/21		101221	01*277348	BUSINESS CARD	0.00	191.53	0.00	1,423.12
10/06/21		101321	01*277349	BUSINESS CARD	0.00	42.80	0.00	1,465.92
10/06/21	220219	19627251	01*277237	QUILL CORPORATION	0.00	417.27	0.00	1,883.19
10/07/21		3780	01*277312	ALLEN STREET STORAGE	0.00	80.00	0.00	1,963.19
10/10/21	220247	686	01*277449	LUKE SUTTON	0.00	230.00	0.00	2,193.19
10/10/21	220247	686	01*277449	LUKE SUTTON	0.00	230.00	0.00	2,423.19
10/10/21	220247	686	01*277449	LUKE SUTTON	0.00	380.00	0.00	2,803.19
10/10/21	220248	134841	01*277404	KELLI PETERSEN	0.00	205.59	0.00	3,008.78
10/10/21	220248	134841	01*277404	KELLI PETERSEN	0.00	192.60	0.00	3,201.38
10/11/21		20077128	01*277237	QUILL CORPORATION	0.00	206.50	0.00	3,407.88
10/11/21		19627251	01*277237	QUILL CORPORATION	0.00	0.00	27.30	3,380.58
10/11/21		20077128	01*277237	QUILL CORPORATION	0.00	0.00	13.51	3,367.07
10/11/21		101221	01*277348	BUSINESS CARD	0.00	0.00	12.53	3,354.54

BC2001 BEGINNING 10/01/21 ENDING 10/31/21

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

ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN: =====> CONTINUED <=====								
10/11/21		101321	01*277349	BUSINESS CARD	0.00	0.00	2.80	3,351.74
10/11/21		134841	01*277404	KELLI PETERSEN	0.00	0.00	12.60	3,339.14
10/11/21		134841	01*277404	KELLI PETERSEN	0.00	0.00	12.60	3,326.54
10/11/21		1RN3-9V3K-	01*277417	AMAZON CAPITAL SERVICES	0.00	0.00	3.48	3,323.06
10/18/21		136049	01*277591	CHEROKEE BOTTLED WATER	0.00	27.76	0.00	3,350.82
10/18/21		155510	01*277591	CHEROKEE BOTTLED WATER	0.00	11.74	0.00	3,362.56
10/20/21		159649	01*277591	CHEROKEE BOTTLED WATER	0.00	57.11	0.00	3,419.67
10/21/21		1YJ7-JXQC-	UNPAID	RAY'S FLORIST & GREENHOU	0.00	0.00	205.42	3,214.25
10/21/21		1YJ7-JXQC-	UNPAID	RAY'S FLORIST & GREENHOU	0.00	205.42	0.00	3,419.67
10/21/21		1YJ7-JXQC-	01*277686	AMAZON CAPITAL SERVICES	0.00	205.42	0.00	3,625.09
10/25/21		136049	01*277591	CHEROKEE BOTTLED WATER	0.00	0.00	1.76	3,623.33
10/25/21		155510	01*277591	CHEROKEE BOTTLED WATER	0.00	0.00	0.74	3,622.59
10/25/21		159649	01*277591	CHEROKEE BOTTLED WATER	0.00	0.00	3.61	3,618.98
10/25/21		1YJ7-JXQC-	01*277686	AMAZON CAPITAL SERVICES	0.00	0.00	13.44	3,605.54

TOTALS					20,954.00	3,922.66	317.12	3,605.54
=====								

ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN:

10/01/21				BUDGET BALANCE	35,845.00			14,402.68
10/04/21	100421	02*8178		CALEB MICHAEL SULLIVAN	0.00	323.74	0.00	14,726.42
10/04/21	100521	02*8137		NICHOLAS J BREEDLOVE	0.00	317.38	0.00	15,043.80
10/06/21	101321	01*277349		BUSINESS CARD	0.00	191.39	0.00	15,235.19
10/11/21	101321	01*277349		BUSINESS CARD	0.00	0.00	12.25	15,222.94
10/21/21	102021	02*8243		CALEB MICHAEL SULLIVAN	0.00	445.44	0.00	15,668.38

TOTALS					35,845.00	15,734.09	65.71	15,668.38
=====								

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

10/01/21				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
=====								

BC2001 BEGINNING 10/01/21 ENDING 10/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-311-02 DESC: FAM/MEDIA MISSION ASN: =====> CONTINUED <=====

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

10/01/21		9889057857	01*277154	VERIZON WIRELESS	0.00	184.09	0.00	-198.76
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TOTALS					1,564.00	1,903.83	2,102.59	-198.76
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ACCOUNT # 24-4926-321-01 DESC: TELEPHONE-VISITOR CENTERS ASN:

10/01/21				BUDGET BALANCE	4,430.00			2,254.17
10/06/21		77795	01*277374	BALSAMWEST	0.00	391.09	0.00	2,645.26
10/21/21		77796	01*277640	BALSAMWEST	0.00	364.85	0.00	3,010.11

TOTALS					4,430.00	3,398.32	388.21	3,010.11
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ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-DIRECTOR ASN:

10/01/21				BUDGET BALANCE	700.00			0.00
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TOTALS					700.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:

10/01/21		17VA27391	01*277164	UPS	0.00	14.10	0.00	11,178.09
10/06/21		101221	01*277348	BUSINESS CARD	0.00	15.59	0.00	11,193.68
10/06/21		17VA27401	01*277308	UPS	0.00	405.36	0.00	11,599.04
10/11/21		101221	01*277348	BUSINESS CARD	0.00	0.00	1.02	11,598.02
10/12/21		101222021	01*277589	RESERVE ACCOUNT	0.00	5,000.00	0.00	16,598.02
10/12/21		1018921162	01*277615	PURCHASE POWER - PITNEY B	0.00	80.87	0.00	16,678.89
10/25/21		1018921162	01*277615	PURCHASE POWER - PITNEY B	0.00	0.00	5.29	16,673.60

TOTALS					34,678.00	16,731.60	58.00	16,673.60
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ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:

10/01/21				BUDGET BALANCE	2,000.00			359.76
10/01/21		211812	01*277168	OWENS & GATES LLC	0.00	40.00	0.00	399.76
10/05/21		10/10/2021	01*277279	TUCKASEEGEE WATER & SEWER	0.00	46.66	0.00	446.42

BC2001 BEGINNING 10/01/21 ENDING 10/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN: =====> CONTINUED <=====

10/25/21		10/25/2021 01*277512		DUKE ENERGY	0.00	421.13	0.00	867.55
TOTALS					2,000.00	867.55	0.00	867.55

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

10/01/21				BUDGET BALANCE	99,741.00			10,528.49
10/01/21	220094	69542200	01*277173	EPROMOS	0.00	630.00	0.00	11,158.49
10/01/21	220094	69542200	01*277173	EPROMOS	0.00	29.68	0.00	11,188.17
10/06/21		101221	01*277348	BUSINESS CARD	0.00	728.67	0.00	11,916.84
10/11/21		101221	01*277348	BUSINESS CARD	0.00	0.00	31.12	11,885.72
10/25/21	220109	51935-1	01*277688	PANAPRINT INC.	0.00	5,128.00	0.00	17,013.72
TOTALS					99,741.00	17,170.69	156.97	17,013.72

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

10/01/21				BUDGET BALANCE	500.00			0.00
TOTALS					500.00	0.00	0.00	0.00

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

10/25/21		48970-4899 01*277677		RAWLE MURDY ASSOCIATES, I	0.00	42,169.46	0.00	236,875.37
TOTALS					438,529.00	236,875.37	0.00	236,875.37

ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:

10/01/21				BUDGET BALANCE	19,200.00			6,400.00
10/25/21		48970-4899 01*277677		RAWLE MURDY ASSOCIATES, I	0.00	1,600.00	0.00	8,000.00
TOTALS					19,200.00	8,000.00	0.00	8,000.00

ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:

10/01/21				BUDGET BALANCE	100,000.00			63,816.90
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BEGINNING 10/01/21 ENDING 10/31/21

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

ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN: =====>					CONTINUED <=====			
10/25/21		48970-4899	01*277677	RAWLE MURDY ASSOCIATES, I	0.00	21,016.88	0.00	84,833.78

TOTALS					100,000.00	84,833.78	0.00	84,833.78
					=====			
ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:								
10/01/21				BUDGET BALANCE	12,000.00			4,000.00
10/25/21		48970-4899	01*277677	RAWLE MURDY ASSOCIATES, I	0.00	1,000.00	0.00	5,000.00

TOTALS					12,000.00	5,000.00	0.00	5,000.00
					=====			
ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:								
10/01/21				BUDGET BALANCE	7,200.00			2,275.00
10/25/21		48970-4899	01*277677	RAWLE MURDY ASSOCIATES, I	0.00	600.00	0.00	2,875.00

TOTALS					7,200.00	2,875.00	0.00	2,875.00
					=====			
ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:								
10/01/21				BUDGET BALANCE	14,400.00			5,100.00
10/25/21		48970-4899	01*277677	RAWLE MURDY ASSOCIATES, I	0.00	1,200.00	0.00	6,300.00

TOTALS					14,400.00	6,300.00	0.00	6,300.00
					=====			
ACCOUNT # 24-4926-370-06 DESC: GUEST BLOGS ASN:								
10/01/21				BUDGET BALANCE	0.00			0.00

TOTALS					0.00	0.00	0.00	0.00
					=====			
ACCOUNT # 24-4926-370-07 DESC: SOCIAL MEDIA ASN:								

TOTALS					0.00	700.00	0.00	700.00
					=====			
ACCOUNT # 24-4926-370-08 DESC: VIDEO PRODUCTION ASN:								

TOTALS					0.00	0.00	0.00	0.00
					=====			

BC2001 BEGINNING 10/01/21 ENDING 10/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-08 DESC: VIDEO PRODUCTION ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN:

10/04/21	220056	093021	01*277336	BUSINESS CARD	0.00	5,413.84	0.00	15,891.33
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TOTALS					72,000.00	15,891.33	0.00	15,891.33
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ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN:

10/01/21				BUDGET BALANCE	178,421.00			47,510.68
10/02/21		211120A	01*277205	JACKSON CO. CHAMBER OF CO	0.00	6,000.00	0.00	53,510.68
10/02/21		211120B	01*277205	JACKSON CO. CHAMBER OF CO	0.00	827.42	0.00	54,338.10
10/02/21		211120C	01*277205	JACKSON CO. CHAMBER OF CO	0.00	160.00	0.00	54,498.10
10/02/21		211120D	01*277205	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	54,686.77
10/02/21		211132A	01*277235	CASHIERS AREA CHAMBER OF	0.00	5,500.00	0.00	60,186.77
10/02/21		211132B	01*277235	CASHIERS AREA CHAMBER OF	0.00	742.67	0.00	60,929.44

TOTALS					178,421.00	60,929.44	0.00	60,929.44
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ACCOUNT # 24-4926-393-01 DESC: PUBLIC RELATIONS ASN:

10/01/21				BUDGET BALANCE	86,200.00			24,565.00
10/25/21		61315	01*277730	LOU HAMMOND & ASSOCIATES,	0.00	321.14	0.00	24,886.14
10/25/21		61317	01*277730	LOU HAMMOND & ASSOCIATES,	0.00	5,750.00	0.00	30,636.14

TOTALS					86,200.00	30,653.87	17.73	30,636.14
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ACCOUNT # 24-4926-393-02 DESC: CONTRACTED SERVICES ASN:

10/01/21				BUDGET BALANCE	22,000.00			5,499.99
10/29/21		TLJ	JE-220459	JOE: TDA ADMIN 10/2021	0.00	1,833.33	0.00	7,333.32

TOTALS					22,000.00	7,333.32	0.00	7,333.32
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ACCOUNT # 24-4926-393-03 DESC: CONTRACTED SERVICES-RECORDING ASN:

10/01/21				BUDGET BALANCE	1,400.00			50.00
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TOTALS					1,400.00	50.00	0.00	50.00
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BC2001					BEGINNING 10/01/21 ENDING 10/31/21			
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-393-03 DESC: CONTRACTED SERVICES-RECORDING ASN: =====> CONTINUED <=====								
ACCOUNT # 24-4926-393-04 DESC: CONTRACTED SERVICES-MGT ASN:								
-								
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:								
10/25/21		48970-4899	01*277677	RAWLE MURDY ASSOCIATES, I	0.00	5,070.00	0.00	25,155.00
-								
TOTALS					60,840.00	25,155.00	0.00	25,155.00
ACCOUNT # 24-4926-393-07 DESC: CONTRACTED SERVICES-STR ASN:								
10/01/21				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:								
10/25/21		48970-4899	01*277677	RAWLE MURDY ASSOCIATES, I	0.00	931.07	0.00	4,942.50
-								
TOTALS					12,392.00	4,942.50	0.00	4,942.50
ACCOUNT # 24-4926-393-09 DESC: CONTRACTED SERVICES-MAGELLAN ASN:								
10/01/21				BUDGET BALANCE	0.00			0.00
-								
TOTALS					0.00	0.00	0.00	0.00
ACCOUNT # 24-4926-393-10 DESC: CONTRACTED SERVICES-PLANNING ASN:								
-								
TOTALS					0.00	0.00	0.00	0.00

BC2001 BEGINNING 10/01/21 ENDING 10/31/21

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

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

10/06/21		101221	01*277348	BUSINESS CARD	0.00	429.60	0.00	19,997.42
10/06/21		101321	01*277349	BUSINESS CARD	0.00	425.72	0.00	20,423.14
10/11/21		101221	01*277348	BUSINESS CARD	0.00	0.00	5.46	20,417.68
10/11/21		101321	01*277349	BUSINESS CARD	0.00	0.00	3.71	20,413.97
10/25/21		27800	01*277680	SKYFI, INC	0.00	59.99	0.00	20,473.96

TOTALS 53,713.00 20,518.20 44.24 20,473.96

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

10/01/21				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:

10/25/21		1341	01*277707	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	2,423.80
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TOTALS 6,408.00 2,579.75 155.95 2,423.80

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

10/01/21				BUDGET BALANCE	62,000.00			33,500.00
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TOTALS 62,000.00 33,500.00 0.00 33,500.00

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

TOTALS 0.00 0.00 0.00 0.00

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BEGINNING 10/01/21 ENDING 10/31/21

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

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

10/01/21		211812	01*277168	OWENS & GATES LLC	0.00	1,900.00	0.00	3,400.00
10/01/21		211812	01*277168	OWENS & GATES LLC	0.00	1,900.00	0.00	5,300.00
10/25/21		1359-1	01*277768	ASHEVILLE AREA MOVERS	0.00	1,816.00	0.00	7,116.00
10/29/21		TLJ	JE-220460	JOE: TDA BUILDING RENT 10	0.00	500.00	0.00	7,616.00

TOTALS					22,580.00	7,616.00	0.00	7,616.00
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ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:

10/01/21	BUDGET BALANCE				3,447.00			0.00
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TOTALS					3,447.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:

10/06/21		101221	01*277348	BUSINESS CARD	0.00	44.70	0.00	5,851.00
10/11/21		101221	01*277348	BUSINESS CARD	0.00	0.00	0.70	5,850.30

TOTALS					7,503.00	5,853.10	2.80	5,850.30
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ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY ASN:

10/01/21	BUDGET BALANCE				16,849.00			0.00
10/04/21	220218	1RN3-9V3K-	01*277417	AMAZON CAPITAL SERVICES	0.00	1,367.45	0.00	1,367.45
10/06/21	220219	19618219	01*277237	QUILL CORPORATION	0.00	1,444.49	0.00	2,811.94
10/11/21		19618219	01*277237	QUILL CORPORATION	0.00	0.00	94.50	2,717.44
10/11/21		1RN3-9V3K-	01*277417	AMAZON CAPITAL SERVICES	0.00	0.00	89.46	2,627.98
10/18/21		1529797	01*277532	QUILL CORPORATION	0.00	0.00	1,305.38	1,322.60
10/18/21	220219	20064745	01*277532	QUILL CORPORATION	0.00	3,916.14	0.00	5,238.74
10/18/21	220219	20100405	01*277532	QUILL CORPORATION	0.00	609.89	0.00	5,848.63
10/25/21		1529797	01*277532	QUILL CORPORATION	0.00	85.40	0.00	5,934.03
10/25/21		20064745	01*277532	QUILL CORPORATION	0.00	0.00	256.20	5,677.83
10/25/21		20100405	01*277532	QUILL CORPORATION	0.00	0.00	39.90	5,637.93

TOTALS					16,849.00	7,423.37	1,785.44	5,637.93
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TRANS	PO	INVOICE	CHECK	TRANSACTION/	BEGINNING			
DATE	NUMBER	NUMBER	NUMBER	VENDOR NAME	BAL./BUDGET	DEBITS	CREDITS	BALANCE

TOTALS	5,000.00	0.00	0.00	0.00
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