

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
NOVEMBER 30, 2021

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

November 30, 2021

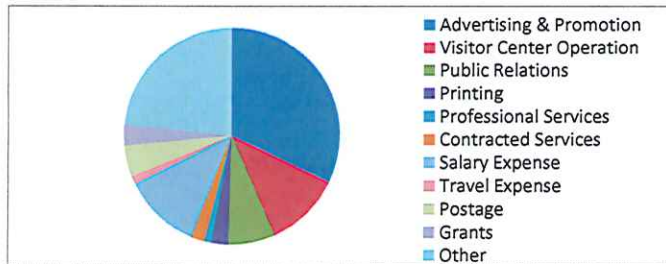
* November Room Occupancy Tax collections totaled \$284,960.83 with \$133.74 collected for penalties. The YTD collection total is \$1,219,506.40 - 88.69% of budget. The Airbnb total was \$38,206.33; the Home Away/VRBO total was \$47,155.63 and the VACASA,NC total was \$12,303.81.

* 93 accounts reported for October rentals (increase of 4 accounts from last year). The collections were up 33.57% (\$71,648.78) from the same period in 2020.

* The cash balance at November 30, 2021 is \$1,797,012.30 and investments total \$400,000.

The expenses for November were \$118,637.83. The FYTD expenses totaled \$858,841.72 with encumbrances of \$60,057.06, for a combined total of \$918,898.78 - 59.30% of budget.

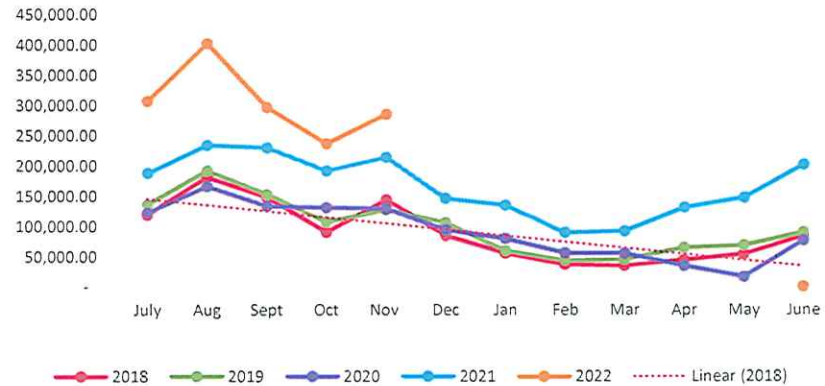
TDA Expenses as of November 30, 2021



Advertising & Promotion	\$	38,038.68
Visitor Center Operation	\$	13,418.76
Public Relations	\$	8,305.65
Printing	\$	2,916.65
Professional Services	\$	1,354.17
Contracted Services	\$	2,349.28
Salary Expense	\$	13,891.31
Travel Expense	\$	1,407.82
Postage	\$	5,541.39
Grants	\$	3,800.00
Other	\$	27,614.12
Total	\$	118,637.83

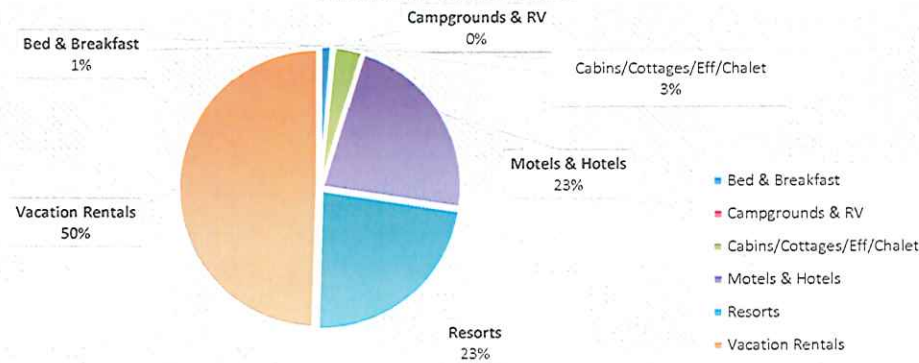


Fiscal YTD Collections



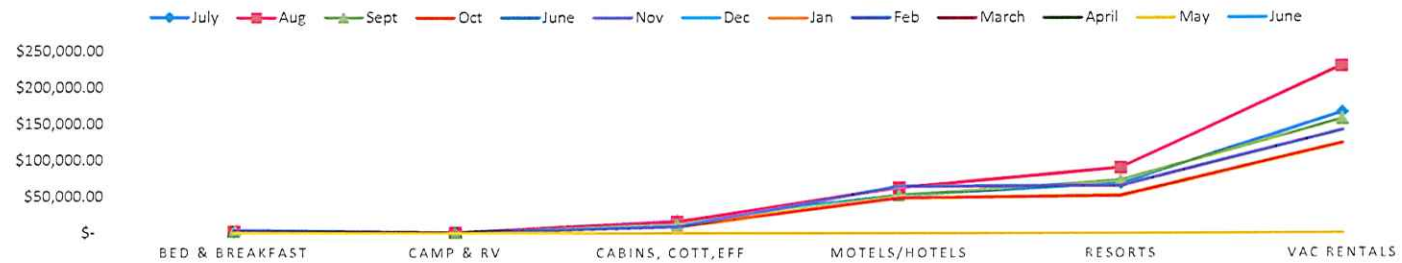
	2018	2019	2020	2021	2022
July	119,152.80	135,881.68	122,421.68	187,832.18	306,871.17
Aug	181,280.78	191,736.34	166,057.35	233,507.83	402,414.91
Sept	148,701.72	152,650.37	133,172.02	228,972.44	296,676.95
Oct	90,329.60	106,838.84	130,912.47	191,265.61	236,495.92
Nov	144,240.73	127,342.88	129,268.34	213,445.79	285,094.57
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	\$ 1,527,553.52

Room Occupancy Tax Collections 11/30/21 for October Rentals



Bed & Breakfast	\$	3,537.26
Campgrounds & RV	\$	987.75
Cabins/Cottages/Eff/Chalet	\$	9,149.35
Motels & Hotels	\$	64,458.23
Resorts	\$	65,719.24
Vacation Rentals	\$	141,242.74
	\$	285,094.57

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	\$ 3,537.26	\$ 987.75	\$ 9,149.35	\$ 64,458.23	\$ 65,719.24	\$ 141,242.74	\$ 285,094.57
Dec							\$ -
Jan							\$ -
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June							\$ -
	\$ 10,835.54	\$ 4,410.46	\$ 62,483.55	\$ 281,164.49	\$ 351,042.28	\$ 817,617.20	\$ 1,527,553.52
% By Type	0.71%	0.29%	4.09%	18.41%	22.98%	53.52%	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	\$ 285,094.57	93	33.57%
	\$ 71,648.78	4	
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	\$ 1,527,553.52		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 11/01/2021 - thru - 11/30/2021

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	1,632,511.78	393,597.19	229,096.67	1,797,012.30
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	2,171.69	723.92	1,257.26	1,638.35
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	2.18	4.62	0.00	6.80
Total Asset		2,034,685.65	394,325.73	230,353.93	2,198,657.45
24-2100-000-00	ACCOUNTS PAYABLE	0.00	104,251.66	104,251.66	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	1,125.96	1,125.96	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	396.00	396.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	596.15	596.15	0.00
24-2200-182-00	RETIREMENT PAYABLE	(1,620.84)	4,156.62	1,668.28	867.50
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	139.42	139.42	0.00
24-2300-000-11	DUE TO GENERAL	0.00	106,646.93	106,646.93	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	71,206.51	93,911.64	105,061.09	60,057.06
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(71,206.51)	105,061.09	93,911.64	(60,057.06)
24-3000-000-00	REVENUE CONTROL	(935,622.36)	595.03	285,693.00	(1,220,720.33)
24-4000-000-00	EXPENDITURE CONTROL	740,203.89	119,366.37	728.54	858,841.72
Total Liability		(2,034,685.65)	536,246.87	700,218.67	(2,198,657.45)
Total TOURISM DEVELOPMENT AUTH		0.00	930,572.60	930,572.60	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2021 - thru - 11/30/2021

Account Number	Description	Adjusted Budget 07/01/2021 11/30/2021	Debits and Credits 11/01/2021 11/30/2021	Debits and Credits 07/01/2021 11/30/2021	Encumbrances 07/01/2021 11/30/2021	Balance 07/01/2021 11/30/2021	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,375,000.00	284,960.83	1,219,506.40	0.00	155,493.60	88.69
	TAX REVENUE	1,375,000.00	284,960.83	1,219,506.40	0.00	155,493.60	88.69
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	133.74	1,663.69	0.00	3,336.31	33.27
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	133.74	1,175.95	0.00	13,824.05	7.84
24-3831-491-00	INVESTMENT EARNINGS	1,000.00	3.40	37.98	0.00	962.02	3.80
	REVENUES	1,000.00	3.40	37.98	0.00	962.02	3.80
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	285,097.97	1,220,720.33	0.00	583,354.67	67.66
24-4926-121-00	SALARIES & WAGES	140,159.00	9,615.38	55,954.10	0.00	84,204.90	39.92
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	77.50	77.50	0.00	9,422.50	0.82
24-4926-181-00	SOCIAL SECURITY CONTRIBU	8,690.00	596.15	3,482.30	0.00	5,207.70	40.07
24-4926-182-00	RETIREMENT EXPENSE	16,020.00	1,091.34	5,645.13	0.00	10,374.87	35.24
24-4926-183-00	HOSPITALIZATION INSURANC	19,425.00	2,371.52	7,286.58	0.00	12,138.42	37.51
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	139.42	814.41	0.00	1,217.59	40.08
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	6,770.85	0.00	9,479.15	41.67
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,200.00	0.00	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	1,214.11	2,243.76	2,060.09	-803.85	122.97
24-4926-299-00	MISCELLANEOUS	20,954.00	1,133.32	4,738.86	770.40	15,444.74	26.29
24-4926-311-00	TRAVEL	35,845.00	1,407.82	17,076.20	3,425.00	15,343.80	57.19
24-4926-321-00	TELEPHONE	1,564.00	2,223.29	2,024.53	0.00	-460.53	129.45
24-4926-321-01	TELEPHONE-VISITOR CENTER	4,430.00	755.12	3,765.23	0.00	664.77	84.99
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	5,541.39	22,214.99	0.00	12,463.01	64.06
24-4926-331-00	UTILITIES	2,000.00	217.28	1,084.83	0.00	915.17	54.24
24-4926-341-00	PRINTING	99,741.00	2,916.65	19,930.37	2,057.29	77,753.34	22.04
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 - 11/30/2021

Account Number	Description	Adjusted Budget 07/01/2021 11/30/2021	Debits and Credits 11/01/2021 11/30/2021	Debits and Credits 07/01/2021 11/30/2021	Encumbrances 07/01/2021 11/30/2021	Balance 07/01/2021 11/30/2021	% Used
24-4926-370-00	AD FIRM MEDIA	438,529.00	19,202.26	256,077.63	0.00	182,451.37	58.39
24-4926-370-01	WEBSITE SERVICE	19,200.00	1,600.00	9,600.00	0.00	9,600.00	50.00
24-4926-370-02	CREATIVE & PRODUCTION SE	100,000.00	14,995.17	99,828.95	0.00	171.05	99.83
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	12,000.00	1,000.00	6,000.00	0.00	6,000.00	50.00
24-4926-370-04	E-MAIL CAMPAIGNS	7,200.00	600.00	3,475.00	0.00	3,725.00	48.26
24-4926-370-05	SEM MANAGEMENT	14,400.00	1,200.00	7,500.00	0.00	6,900.00	52.08
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	6,739.78	22,631.11	49,368.89	0.00	0.00
24-4926-393-00	VISITOR CENTER OPERATION	178,421.00	13,418.76	74,348.20	0.00	104,072.80	41.67
24-4926-393-01	PUBLIC RELATIONS	86,200.00	8,305.65	38,941.79	0.00	47,258.21	45.18
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	9,166.65	0.00	12,833.35	41.67
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	30,225.00	0.00	30,615.00	49.68
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	1,231.07	6,173.57	0.00	6,218.43	49.82
24-4926-393-11	SOFTWARE,INTERNET,MISC S	53,713.00	1,395.57	21,869.53	0.00	31,843.47	40.72
24-4926-393-14	CONTRACTED SERVICES-HR O	6,408.00	515.95	2,939.75	0.00	3,468.25	45.88
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	2,400.00	10,016.00	0.00	12,564.00	44.36
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	195.00	6,045.30	0.00	1,457.70	80.57
24-4926-550-00	CAPITAL OUTLAY	16,849.00	4,480.83	10,118.76	2,375.39	4,354.85	74.15
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	3,800.00	40,800.00	0.00	9,200.00	81.60
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	118,637.83	858,841.72	60,057.06	885,176.22	50.93
DEPARTMENT TOTAL Expense		-1,804,075.00	-118,637.83	-858,841.72	60,057.06	-885,176.22	50.93
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	166,460.14	361,878.61	60,057.06	-301,821.55	59.30

ACCOUNT ACTIVITY ANALYSIS					PAGE 1			
BC2001		BEGINNING 11/01/21		ENDING 11/30/21				
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE

ACCOUNT # 24-4926-121-00 DESC: SALARIES & WAGES ASN:								
11/01/21				BUDGET BALANCE	140,159.00			46,338.72
11/12/21		TLJ	JE-220525	JOE: TDA PAYROLL 11/12/21	0.00	4,807.69	0.00	51,146.41
11/30/21		TLJ	JE-220546	JOE: TDA PAYROLL 11/26/21	0.00	4,807.69	0.00	55,954.10

-				TOTALS	140,159.00	55,954.10	0.00	55,954.10
=====								
ACCOUNT # 24-4926-126-00 DESC: PART-TIME SALARIES ASN:								
11/01/21				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:								
11/22/21		71342	01*278114	THE SYLVA HERALD	0.00	38.75	0.00	38.75
11/22/21		71343	01*278114	THE SYLVA HERALD	0.00	38.75	0.00	77.50

-				TOTALS	9,500.00	77.50	0.00	77.50
=====								
ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:								
11/01/21				BUDGET BALANCE	8,690.00			2,886.15
11/12/21		TLJ	JE-220526	JOE: TDA PAYROLL 11/12/21	0.00	298.08	0.00	3,184.23
11/30/21		TLJ	JE-220547	JOE: TDA PAYROLL 11/26/21	0.00	298.07	0.00	3,482.30

-				TOTALS	8,690.00	3,804.82	322.52	3,482.30
=====								
ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:								
11/01/21				BUDGET BALANCE	16,020.00			4,553.79
11/12/21		TLJ	JE-220526	JOE: TDA PAYROLL 11/12/21	0.00	545.67	0.00	5,099.46
11/30/21		TLJ	JE-220547	JOE: TDA PAYROLL 11/26/21	0.00	545.67	0.00	5,645.13

-				TOTALS	16,020.00	6,228.40	583.27	5,645.13
=====								
ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:								
11/01/21				BUDGET BALANCE	19,425.00			4,915.06

PAGE 2

BEGINNING 11/01/21 ENDING 11/30/21

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	<=====	
11/22/21		396146	01*278288	COMPANION LIFE INSURANCE	0.00	157.06	0.00	5,072.12
11/22/21		11/11/21	01*278130	BCBS OF NC	0.00	2,214.46	0.00	7,286.58
-								
TOTALS					19,425.00	7,286.58	0.00	7,286.58
ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN:								
11/01/21				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:								
11/12/21		TLJ	JE-220526	JOE: TDA PAYROLL 11/12/21	0.00	69.71	0.00	744.70
11/30/21		TLJ	JE-220547	JOE: TDA PAYROLL 11/26/21	0.00	69.71	0.00	814.41
-								
TOTALS					2,032.00	889.85	75.44	814.41
ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:								
11/01/21				BUDGET BALANCE	16,250.00			5,416.68
11/30/21		TLJ	JE-220552	JOE: TDA ADMIN NOVEMBER,	0.00	1,354.17	0.00	6,770.85
-								
TOTALS					16,250.00	6,770.85	0.00	6,770.85
ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SER-AUDIT ASN:								
11/01/21				BUDGET BALANCE	7,200.00			5,450.00
-								
TOTALS					7,200.00	5,450.00	0.00	5,450.00
ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:								
-								
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:

11/01/21		102621	01*277948	BUSINESS CARD	0.00	151.06	0.00	1,180.71
11/02/21		133Y-CCMK-	01*278031	AMAZON CAPITAL SERVICES	0.00	9.62	0.00	1,190.33
11/02/21		1L49-FWQ6-	01*278031	AMAZON CAPITAL SERVICES	0.00	157.23	0.00	1,347.56
11/02/21		1671-DYMK-	01*278031	AMAZON CAPITAL SERVICES	0.00	94.74	0.00	1,442.30
11/02/21		1GTG-QW3F-	01*278031	AMAZON CAPITAL SERVICES	0.00	235.35	0.00	1,677.65
11/02/21		102521	01*277947	BUSINESS CARD	0.00	437.04	0.00	2,114.69
11/10/21		102521	01*277947	BUSINESS CARD	0.00	0.00	28.58	2,086.11
11/10/21		102621	01*277948	BUSINESS CARD	0.00	0.00	9.89	2,076.22
11/10/21		133Y-CCMK-	01*278031	AMAZON CAPITAL SERVICES	0.00	0.00	0.63	2,075.59
11/10/21		1671-DYMK-	01*278031	AMAZON CAPITAL SERVICES	0.00	0.00	6.20	2,069.39
11/10/21		1GTG-QW3F-	01*278031	AMAZON CAPITAL SERVICES	0.00	0.00	10.78	2,058.61
11/10/21		1GTG-QW3F-	01*278031	AMAZON CAPITAL SERVICES	0.00	0.00	4.62	2,053.99
11/10/21		1L49-FWQ6-	01*278031	AMAZON CAPITAL SERVICES	0.00	0.00	10.29	2,043.70
11/15/21		20514620	01*278134	QUILL CORPORATION	0.00	78.18	0.00	2,121.88
11/15/21	220348	20543066	01*278134	QUILL CORPORATION	0.00	135.88	0.00	2,257.76
11/23/21		20514620	01*278134	QUILL CORPORATION	0.00	0.00	5.11	2,252.65
11/23/21		20543066	01*278134	QUILL CORPORATION	0.00	0.00	8.89	2,243.76

TOTALS					3,500.00	2,393.55	149.79	2,243.76
=====								

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

11/01/21				BUDGET BALANCE	20,954.00			3,605.54
11/01/21		211271	01*277799	SIGNS & DESIGNS	0.00	123.05	0.00	3,728.59
11/01/21		211271	01*277799	SIGNS & DESIGNS	0.00	0.00	8.05	3,720.54
11/02/21		1PX7-JGQ3-	01*278031	AMAZON CAPITAL SERVICES	0.00	40.64	0.00	3,761.18
11/02/21		1NM9-3CW4-	01*278031	AMAZON CAPITAL SERVICES	0.00	106.97	0.00	3,868.15
11/02/21		102521	01*277947	BUSINESS CARD	0.00	347.51	0.00	4,215.66
11/02/21		10/27/2021	01*277933	HELPING HANDS SERVICE CO.	0.00	220.00	0.00	4,435.66
11/10/21		102521	01*277947	BUSINESS CARD	0.00	0.00	0.56	4,435.10
11/10/21		1NM9-3CW4-	01*278031	AMAZON CAPITAL SERVICES	0.00	0.00	7.00	4,428.10
11/10/21		1PX7-JGQ3-	01*278031	AMAZON CAPITAL SERVICES	0.00	0.00	2.66	4,425.44
11/15/21		166214	01*278182	CHEROKEE BOTTLED WATER	0.00	11.74	0.00	4,437.18
11/16/21		1VMG-CQLC-	01*278266	AMAZON CAPITAL SERVICES	0.00	102.70	0.00	4,539.88
11/17/21		1F7J-7MPX-	01*278266	AMAZON CAPITAL SERVICES	0.00	220.89	0.00	4,760.77
11/23/21		166214	01*278182	CHEROKEE BOTTLED WATER	0.00	0.00	0.74	4,760.03
11/23/21		1F7J-7MPX-	01*278266	AMAZON CAPITAL SERVICES	0.00	0.00	14.45	4,745.58
11/23/21		1VMG-CQLC-	01*278266	AMAZON CAPITAL SERVICES	0.00	0.00	6.72	4,738.86

ACCOUNT ACTIVITY ANALYSIS					PAGE 4			
BC2001		BEGINNING 11/01/21		ENDING 11/30/21				
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	<=====		

TOTALS					20,954.00	5,096.16	357.30	4,738.86
=====								
ACCOUNT # 24-4926-311-00		DESC: TRAVEL		ASN:				
11/01/21 BUDGET BALANCE					35,845.00			15,668.38
11/01/21 102621 01*277948 BUSINESS CARD					0.00	1,016.99	0.00	16,685.37
11/02/21 102521 01*277947 BUSINESS CARD					0.00	478.47	0.00	17,163.84
11/10/21 102521 01*277947 BUSINESS CARD					0.00	0.00	38.19	17,125.65
11/10/21 102621 01*277948 BUSINESS CARD					0.00	0.00	49.45	17,076.20

TOTALS					35,845.00	17,229.55	153.35	17,076.20
=====								
ACCOUNT # 24-4926-321-00		DESC: TELEPHONE		ASN:				
11/01/21 BUDGET BALANCE					1,564.00			-198.76
11/02/21 9891252668 01*277863 VERIZON WIRELESS					0.00	183.99	0.00	-14.77
11/08/21 80798 01*277997 BALSAMWEST					0.00	2,039.30	0.00	2,024.53

TOTALS					1,564.00	4,127.12	2,102.59	2,024.53
=====								
ACCOUNT # 24-4926-321-01		DESC: TELEPHONE-VISITOR CENTERS		ASN:				
11/01/21 BUDGET BALANCE					4,430.00			3,010.11
11/02/21 79641 01*277995 BALSAMWEST					0.00	390.27	0.00	3,400.38
11/04/21 79642 01*277995 BALSAMWEST					0.00	364.85	0.00	3,765.23

TOTALS					4,430.00	4,153.44	388.21	3,765.23
=====								
ACCOUNT # 24-4926-321-02		DESC: TELEPHONE-DIRECTOR		ASN:				
11/01/21 BUDGET BALANCE					700.00			0.00

TOTALS					700.00	0.00	0.00	0.00
=====								
ACCOUNT # 24-4926-325-00		DESC: POSTAGE		ASN:				
11/01/21 102621 01*277948 BUSINESS CARD					0.00	5.80	0.00	16,679.40

=====					ACCOUNT ACTIVITY ANALYSIS		PAGE 5		=====	
BC2001					BEGINNING 11/01/21		ENDING 11/30/21			
TRANS	PO	INVOICE	CHECK	TRANSACTION/	BEGINNING					
DATE	NUMBER	NUMBER	NUMBER	VENDOR NAME	BAL/BUDGET	DEBITS	CREDITS	BALANCE		

ACCOUNT # 24-4926-325-00					DESC: POSTAGE	ASN: =====>	CONTINUED	<=====		
11/02/21		102521	01*277947	BUSINESS CARD	0.00	15.59	0.00	16,694.99		
11/09/21		3314632024	01*277837	PITNEY BOWES INC.	0.00	339.55	0.00	17,034.54		
11/10/21		3314632024	01*277837	PITNEY BOWES INC.	0.00	0.00	22.21	17,012.33		
11/10/21		102521	01*277947	BUSINESS CARD	0.00	0.00	1.02	17,011.31		
11/15/21		17VA27461	01*278193	UPS	0.00	11.60	0.00	17,022.91		
11/15/21		17VA27441	01*278193	UPS	0.00	18.04	0.00	17,040.95		
11/16/21		112521	01*278197	PURCHASE POWER	0.00	80.87	0.00	17,121.82		
11/16/21		112521	01*278181	RESERVE ACCOUNT	0.00	5,000.00	0.00	22,121.82		
11/22/21		17VA27471	01*278193	UPS	0.00	93.17	0.00	22,214.99		

-					TOTALS	34,678.00	22,296.22	81.23	22,214.99	
=====										
ACCOUNT # 24-4926-331-00					DESC: UTILITIES	ASN:				
11/01/21				BUDGET BALANCE	2,000.00			867.55		
11/01/21		211813	01*277790	OWENS & GATES LLC	0.00	40.00	0.00	907.55		
11/23/21		11/25/2021	01*278118	DUKE ENERGY	0.00	177.28	0.00	1,084.83		

-					TOTALS	2,000.00	1,084.83	0.00	1,084.83	
=====										
ACCOUNT # 24-4926-341-00					DESC: PRINTING	ASN:				
11/01/21				BUDGET BALANCE	99,741.00			17,013.72		
11/01/21	220180	545657	01*277808	GRANDSTAND	0.00	2,047.82	0.00	19,061.54		
11/01/21	220180	545657	01*277808	GRANDSTAND	0.00	258.00	0.00	19,319.54		
11/01/21		545657	01*277808	GRANDSTAND	0.00	0.00	150.86	19,168.68		
11/02/21		102521	01*277947	BUSINESS CARD	0.00	280.01	0.00	19,448.69		
11/08/21		FY21-22	01*278076	ASHEVILLE WX LLC	0.00	500.00	0.00	19,948.69		
11/10/21		102521	01*277947	BUSINESS CARD	0.00	0.00	18.32	19,930.37		

-					TOTALS	99,741.00	20,256.52	326.15	19,930.37	
=====										
ACCOUNT # 24-4926-351-00					DESC: REPAIRS & MAINT-BUILDING	ASN:				
11/01/21				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:				
11/22/21		49254-4927	01*278256	RAWLE MURDY ASSOCIATES, I	0.00	19,202.26	0.00	256,077.63		

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BEGINNING 11/01/21 ENDING 11/30/21

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

ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN: =====> CONTINUED <=====

TOTALS	438,529.00	256,077.63	0.00	256,077.63
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ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:

11/01/21		BUDGET BALANCE	19,200.00		8,000.00
11/22/21	49254-4927 01*278256	RAWLE MURDY ASSOCIATES, I	0.00	1,600.00	0.00
					9,600.00

TOTALS	19,200.00	9,600.00	0.00	9,600.00
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ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:

11/01/21		BUDGET BALANCE	100,000.00		84,833.78
11/22/21	49254-4927 01+278256	RAWLE MURDY ASSOCIATES, I	0.00	14,995.17	0.00 99,828.95

TOTALS	100,000.00	99,828.95	0.00	99,828.95
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ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:

11/01/21		BUDGET BALANCE	12,000.00		5,000.00
11/22/21	49254-4927 01*278256	RAWLE MURDY ASSOCIATES, I	0.00	1,000.00	0.00
					6,000.00

TOTALS	12,000.00	6,000.00	0.00	6,000.00
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ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:

11/01/21		BUDGET BALANCE	7,200.00			2,875.00
11/22/21	49254-4927 01*278256	RAWLE MURDY ASSOCIATES, I	0.00	600.00	0.00	3,475.00

TOTALS	7,200.00	3,475.00	0.00	3,475.00
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ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:

11/01/21		BUDGET BALANCE	14,400.00			6,300.00
11/22/21	49254-4927 01*278256	RAWLE MURDY ASSOCIATES, I	0.00	1,200.00	0.00	7,500.00

TOTALS	14,400.00	7,500.00	0.00	7,500.00
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ACCOUNT ACTIVITY ANALYSIS
BEGINNING 11/01/21 ENDING 11/30/21

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

ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN: =====> CONTINUED <=====

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

11/01/21	BUDGET BALANCE	0.00	700.00
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TOTALS	0.00	700.00	0.00	700.00
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ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN:

11/02/21	211121A	01*277826	JACKSON CO. CHAMBER OF CO	0.00	6,000.00	0.00	66,929.44
11/02/21	211121B	01*277826	JACKSON CO. CHAMBER OF CO	0.00	827.42	0.00	67,756.86
11/02/21	211121C	01*277826	JACKSON CO. CHAMBER OF CO	0.00	160.00	0.00	67,916.86
11/02/21	211121D	01*277826	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	68,105.53
11/02/21	211133A	01*277852	CASHIERS AREA CHAMBER OF	0.00	5,500.00	0.00	73,605.53
11/02/21	211133B	01*277852	CASHIERS AREA CHAMBER OF	0.00	742.67	0.00	74,348.20

TOTALS	178,421.00	74,348.20	0.00	74,348.20
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ACCOUNT # 24-4926-393-01 DESC: PUBLIC RELATIONS ASN:

11/01/21			BUDGET BALANCE	86,200.00			30,636.14
11/08/21	61318	01*278088	LOU HAMMOND & ASSOCIATES,	0.00	2,555.65	0.00	33,191.79
11/23/21	61320	01*278308	LOU HAMMOND & ASSOCIATES,	0.00	5,750.00	0.00	38,941.79

TOTALS	86,200.00	38,959.52	17.73	38,941.79
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ACCOUNT # 24-4926-393-02 DESC: CONTRACTED SERVICES ASN:

11/01/21			BUDGET BALANCE	22,000.00			7,333.32
11/30/21	TLJ	JE-220552	JOE: TDA ADMIN NOVEMBER,	0.00	1,833.33	0.00	9,166.65

TOTALS	22,000.00	9,166.65	0.00	9,166.65
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ACCOUNT # 24-4926-393-03 DESC: CONTRACTED SERVICES-RECORDING ASN:

11/01/21	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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ACCOUNT ACTIVITY ANALYSIS					PAGE 8			
BC2001		BEGINNING 11/01/21		ENDING 11/30/21				
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:								
11/22/21		49254-4927	01*278256	RAWLE MURDY ASSOCIATES, I	0.00	5,070.00	0.00	30,225.00
-								
TOTALS					60,840.00	30,225.00	0.00	30,225.00
					=====			
ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:								
11/01/21				BUDGET BALANCE	12,392.00			4,942.50
11/22/21		49254-4927	01*278256	RAWLE MURDY ASSOCIATES, I	0.00	1,231.07	0.00	6,173.57
-								
TOTALS					12,392.00	6,173.57	0.00	6,173.57
					=====			
ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:								
11/01/21				BUDGET BALANCE	53,713.00			20,473.96
11/01/21	102621		01*277948	BUSINESS CARD	0.00	637.67	0.00	21,111.63
11/02/21	102521		01*277947	BUSINESS CARD	0.00	767.07	0.00	21,878.70
11/10/21	102521		01*277947	BUSINESS CARD	0.00	0.00	5.46	21,873.24
11/10/21	102621		01*277948	BUSINESS CARD	0.00	0.00	3.71	21,869.53
-								
TOTALS					53,713.00	21,922.94	53.41	21,869.53
					=====			
ACCOUNT # 24-4926-393-14 DESC: CONTRACTED SERVICES-HR OUTSOURCING ASN:								
11/01/21				BUDGET BALANCE	6,408.00			2,423.80

ACCOUNT ACTIVITY ANALYSIS					PAGE 9			
BC2001		BEGINNING 11/01/21		ENDING 11/30/21				
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE

ACCOUNT # 24-4926-393-14		DESC: CONTRACTED SERVICES-HR OUTSOURCING			ASN: =====>	CONTINUED	<=====	
11/12/21		TLJ	JE-220524	JOE: TDA PAYROLL INVOICE#	0.00	155.95	0.00	2,579.75
11/22/21		1352	01*278286	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	2,939.75

TOTALS					6,408.00	3,095.70	155.95	2,939.75
=====								
ACCOUNT # 24-4926-393-15		DESC: RESEARCH AND ANALYTICS			ASN:			
11/01/21	BUDGET BALANCE				62,000.00			33,500.00

TOTALS					62,000.00	33,500.00	0.00	33,500.00
=====								
ACCOUNT # 24-4926-412-00		DESC: BUILDING RENT			ASN:			
11/01/21		211813	01*277790	OWENS & GATES LLC	0.00	1,900.00	0.00	9,516.00
11/30/21		TLJ	JE-220551	JOE: TDA RENT - NOVEMBER,	0.00	500.00	0.00	10,016.00

TOTALS					22,580.00	10,016.00	0.00	10,016.00
=====								
ACCOUNT # 24-4926-454-00		DESC: INSURANCE			ASN:			
11/01/21	BUDGET BALANCE				3,447.00			0.00

TOTALS					3,447.00	0.00	0.00	0.00
=====								
ACCOUNT # 24-4926-491-00		DESC: DUES AND SUBSCRIPTIONS			ASN:			
11/02/21		102521	01*277947	BUSINESS CARD	0.00	10.70	0.00	5,861.00
11/10/21		102521	01*277947	BUSINESS CARD	0.00	0.00	0.70	5,860.30
11/23/21		5468	01*278115	JACKSON CO. CHAMBER OF CO	0.00	185.00	0.00	6,045.30

TOTALS					7,503.00	6,048.80	3.50	6,045.30
=====								
ACCOUNT # 24-4926-550-00		DESC: CAPITAL OUTLAY			ASN:			
11/01/21	BUDGET BALANCE				16,849.00			5,637.93
11/02/21		102521	01*277947	BUSINESS CARD	0.00	804.43	0.00	6,442.36
11/10/21	220219	20069448	01*277854	QUILL CORPORATION	0.00	1,883.03	0.00	8,325.39

