

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
FEBRUARY 28, 2023

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

February 28, 2023

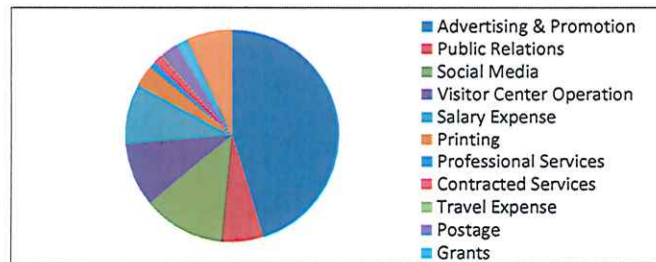
- * February Room Occupancy Tax collections totaled \$100,309.46 with \$119.78 collected for penalties. The YTD collection total is \$1,707,104.95 - 82.87% of budget. The Airbnb total was \$47,498.67; the Home Away/VRBO total was \$7,123.04 and the VACASA,NC total was \$4,347.62.
- * 62 accounts reported for January rentals (decrease of 9 accounts from last year). The collections were up 1.63% from the same period in 2022.

Fiscal YTD Collections

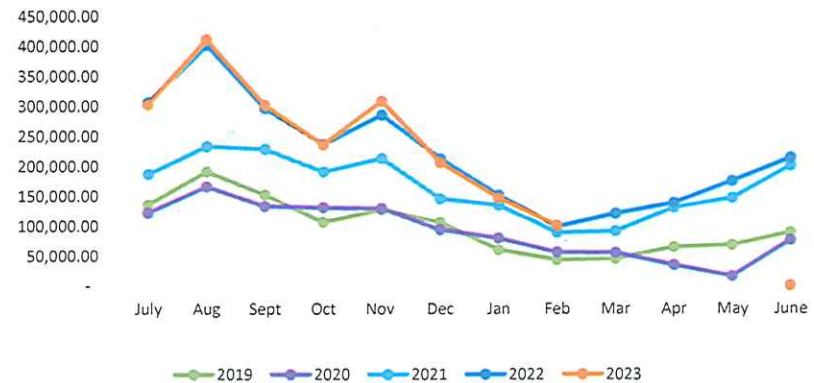
- * The cash balance at February 28, 2023 is \$395,197.10 and investments total \$3,000,000.

- * The expenses for February were \$136,671.55. The FYTD expenses totaled \$1,111,962.09 with encumbrances of \$54,845.60, for a combined total of \$1,206,147.65 - 45.07% of budget.

TDA Expenses as of January 31, 2023

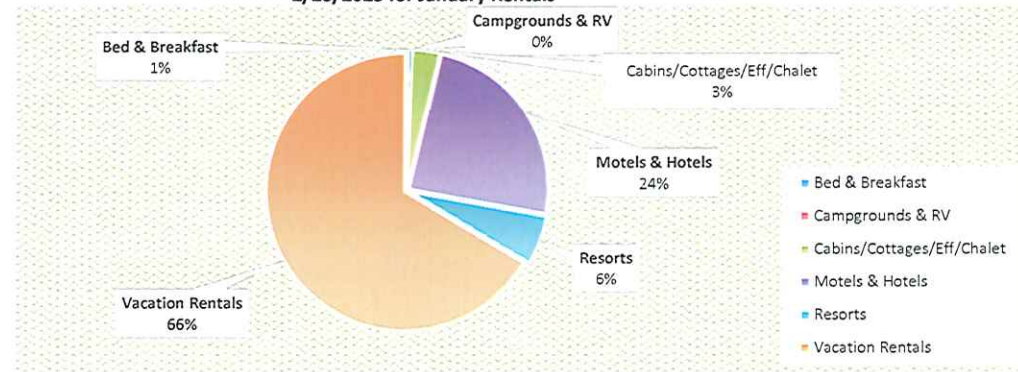


Advertising & Promotion	\$	61,804.32
Public Relations	\$	8,462.92
Social Media	\$	17,079.04
Visitor Center Operation	\$	13,305.67
Salary Expense	\$	12,691.13
Printing	\$	4,368.36
Professional Services	\$	1,354.17
Contracted Services	\$	1,933.33
Travel Expense	\$	216.85
Postage	\$	3,458.44
Grants	\$	2,500.00
Other	\$	9,497.32
	\$	136,671.55



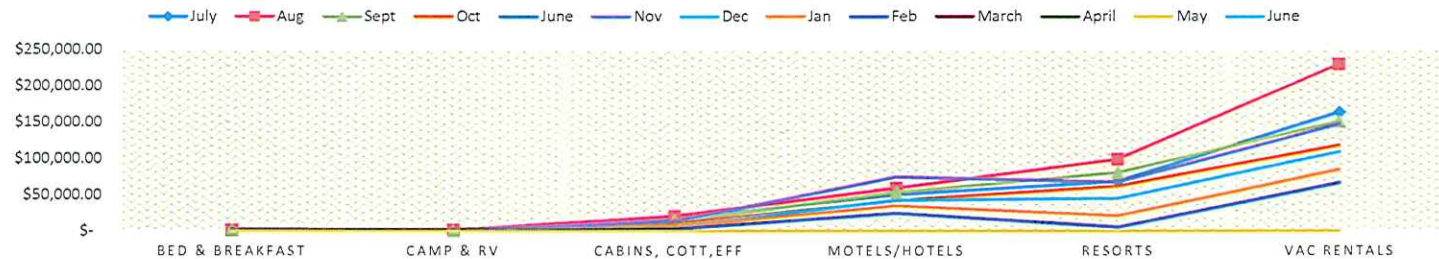
	2019	2020	2021	2022	2023
July	135,881.68	122,421.68	187,832.18	306,871.17	302,567.11
Aug	191,736.34	166,057.35	233,507.83	402,414.91	410,949.64
Sept	152,650.37	133,172.02	228,972.44	296,676.95	301,922.72
Oct	106,838.84	130,912.47	191,265.61	236,495.92	235,450.13
Nov	127,342.88	129,268.34	213,445.79	285,094.57	307,778.37
Dec	106,016.63	93,829.84	145,657.78	212,552.55	206,012.13
Jan	60,207.39	79,652.13	134,351.26	150,929.14	146,534.48
Feb	43,528.62	55,878.75	89,094.11	98,820.63	100,429.24
Mar	45,185.00	55,161.52	91,596.16	120,494.03	
Apr	64,498.34	34,404.69	130,350.75	138,246.01	
May	68,385.86	15,854.63	146,638.28	175,198.14	
June	89,275.51	76,044.67	200,754.27	213,644.17	-
	\$ 1,191,547.46	\$ 1,092,658.09	\$ 1,993,466.46	\$ 2,637,438.19	\$ 2,011,643.82

Room Occupancy Tax Collections 2/28/2023 for January Rentals



Bed & Breakfast	\$	510.52
Campgrounds & RV	\$	-
Cabins/Cottages/Eff/Chalet	\$	3,171.20
Motels & Hotels	\$	24,297.29
Resorts	\$	5,712.92
Vacation Rentals	\$	66,737.31
	\$	100,429.24

ROOM OCCUPANCY TAX COLLECTIONS BY TYPE



COLLECTIONS BY TYPE

	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July	\$ 1,680.89	\$ 531.62	\$ 16,926.78	\$ 50,646.80	\$ 68,917.02	\$ 163,864.00	\$ 302,567.11
Aug	\$ 1,597.98	\$ 993.51	\$ 20,272.84	\$ 59,286.65	\$ 99,052.89	\$ 229,745.77	\$ 410,949.64
Sept	\$ 1,746.69	\$ 905.66	\$ 13,690.86	\$ 53,460.75	\$ 81,119.49	\$ 150,999.27	\$ 301,922.72
Oct	\$ 1,224.91	\$ 2,230.52	\$ 9,694.50	\$ 42,283.90	\$ 62,146.50	\$ 117,869.80	\$ 235,450.13
Nov	\$ 2,850.42	\$ 1,197.93	\$ 14,010.84	\$ 74,638.94	\$ 67,817.36	\$ 147,262.88	\$ 307,778.37
Dec	\$ 880.10	\$ 261.73	\$ 6,924.28	\$ 42,776.78	\$ 45,718.18	\$ 109,451.06	\$ 206,012.13
Jan	\$ 756.14	\$ 78.49	\$ 5,848.18	\$ 34,460.42	\$ 20,944.21	\$ 84,447.04	\$ 146,534.48
Feb	\$ 510.52	\$ -	\$ 3,171.20	\$ 24,297.29	\$ 5,712.92	\$ 66,737.31	\$ 100,429.24
March							\$ -
April							\$ -
May							\$ -
June							\$ -
	\$ 11,247.65	\$ 6,199.46	\$ 90,539.48	\$ 381,851.53	\$ 451,428.57	\$ 1,070,377.13	\$ 2,011,643.82
% By Type	0.56%	0.31%	4.50%	18.98%	22.44%	53.21%	100.00%



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

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2021	\$ 306,871.17	107	
July-2022	\$ 302,567.11	79	-1.40%
	\$ (4,304.06)	-28	
August-2021	\$ 402,414.91	115	
August-2022	\$ 410,949.64	98	2.12%
	\$ 8,534.73	-17	
September-2021	\$ 296,676.95	93	
September-2022	\$ 301,922.72	88	1.77%
	\$ 5,245.77	-5	
October-2021	\$ 236,495.92	93	
October-2022	\$ 235,450.13	85	-0.44%
	\$ (1,045.79)	-8	
November-2021	\$ 285,094.57	93	
November-2022	\$ 307,783.37	95	7.96%
	\$ 22,688.80	2	
December-2021	\$ 212,552.55	86	
December-2022	\$ 206,012.13	82	-3.08%
	\$ (6,540.42)	-4	
January-2022	\$ 150,929.14	71	
January-2023	\$ 146,534.48	77	-2.91%
	\$ (4,394.66)	6	
February-2022	\$ 98,820.63	71	
February-2023	\$ 100,429.24	62	1.63%
	\$ 1,608.61	-9	
March-2022	\$ 120,494.03	70	
March-2023	\$ -		-100.00%
	\$ (120,494.03)	-70	
April-2022	\$ 138,246.01	65	
April-2023	\$ -		-100.00%
	\$ (138,246.01)	-65	
May-2022	\$ 175,198.14	73	
May-2023	\$ -		-100.00%
	\$ (175,198.14)	-73	
June-2022	\$ 213,644.17	80	
June-2023	\$ -		-100.00%
	\$ (213,644.17)	-80	
FYTD 2022	\$ 2,637,438.19		
FYTD 2023	\$ 2,011,648.82		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 02/01/2023 - thru - 02/28/2023

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	420,919.11	113,061.87	138,783.88	395,197.10
24-1130-000-00	CASH IN TIME DEPOSIT	3,000,000.00	0.00	0.00	3,000,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	1,246.88	374.66	0.00	1,621.54
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	0.00	6.15	0.00	6.15
Total Asset		3,422,165.99	113,442.68	138,783.88	3,396,824.79
24-2100-000-00	ACCOUNTS PAYABLE	0.00	122,060.78	122,060.78	0.00
24-2200-000-00	ACCRUED VACATION PAYABLE	0.00	0.00	0.00	0.00
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	1,159.53	1,159.53	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	376.00	376.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	630.74	630.74	0.00
24-2200-182-00	RETIREMENT PAYABLE	(1,364.44)	1,364.46	1,364.46	(1,364.44)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	147.51	147.51	0.00
24-2300-000-11	DUE TO GENERAL	0.00	0.00	0.00	0.00
24-2900-000-00	FUND BALANCE	(2,561,462.95)	0.00	0.00	(2,561,462.95)
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	54,845.60	162,013.15	122,673.19	94,185.56
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(54,845.60)	122,673.19	162,013.15	(94,185.56)
24-3000-000-00	REVENUE CONTROL	(1,643,687.14)	1,355.39	112,685.74	(1,755,017.49)
24-4000-000-00	EXPENDITURE CONTROL	975,290.54	137,491.62	820.07	1,111,962.09
Total Liability		(3,422,165.99)	549,272.37	523,931.17	(3,396,824.79)
Total TOURISM DEVELOPMENT AUTH		0.00	662,715.05	662,715.05	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2022 - thru - 02/28/2023

Account Number	Description	Adjusted Budget 07/01/2022 02/28/2023	Debits and Credits 02/01/2023 02/28/2023	Debits and Credits 07/01/2022 02/28/2023	Encumbrances 07/01/2022 02/28/2023	Balance 07/01/2022 02/28/2023	% Used
24-3230-130-00	JACKSON COUNTY TDA	2,060,000.00	100,309.46	1,707,104.95	0.00	352,895.05	82.87
	TAX REVENUE	2,060,000.00	100,309.46	1,707,104.95	0.00	352,895.05	82.87
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	119.78	1,976.76	0.00	3,023.24	39.54
24-3270-190-00	MARKETING AND ADVERTISIN	10,000.00	0.00	0.00	0.00	10,000.00	0.00
	PENALTY & INTEREST	15,000.00	119.78	1,976.76	0.00	13,023.24	13.18
24-3831-491-00	INVESTMENT EARNINGS	1,000.00	10,901.11	45,935.78	0.00	-44,935.78	4,593.5
	REVENUES	1,000.00	10,901.11	45,935.78	0.00	-44,935.78	4,593.5
24-3991-000-00	FUND BALANCE	600,098.00	0.00	0.00	0.00	600,098.00	0.00
	FUND BALANCE	600,098.00	0.00	0.00	0.00	600,098.00	0.00
DEPARTMENT TOTAL Revenue		2,676,098.00	111,330.35	1,755,017.49	0.00	921,080.51	65.58
24-4926-121-00	SALARIES & WAGES	210,000.00	10,173.11	107,199.84	0.00	102,800.16	51.05
24-4926-170-00	BOARD MEMBER EXPENSE	900.00	0.00	543.24	0.00	356.76	60.36
24-4926-181-00	SOCIAL SECURITY CONTRIBU	13,020.00	630.74	6,659.12	0.00	6,360.88	51.15
24-4926-182-00	RETIREMENT EXPENSE	25,410.00	912.16	10,795.65	0.00	14,614.35	42.49
24-4926-183-00	HOSPITALIZATION INSURANC	22,758.00	703.50	7,884.27	0.00	14,873.73	34.64
24-4926-185-00	UNEMPLOYMENT INSURANCE	780.00	124.11	2,559.54	0.00	-1,779.54	328.15
24-4926-186-00	WORKMAN'S COMPENSATION	2,055.00	0.00	2,327.50	0.00	-272.50	113.26
24-4926-187-00	MEDICARE TAX	3,045.00	147.51	1,557.38	0.00	1,487.62	51.15
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	10,833.36	0.00	5,416.64	66.67
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,200.00	0.00	5,400.00	0.00	1,800.00	75.00
24-4926-192-00	LEGAL SERVICES	2,000.00	0.00	0.00	0.00	2,000.00	0.00
24-4926-260-00	OFFICE SUPPLIES	6,000.00	342.95	1,122.52	0.00	4,877.48	18.71
24-4926-299-00	MISCELLANEOUS	10,520.00	429.00	3,990.64	0.00	6,529.36	37.93
24-4926-311-00	TRAVEL	49,550.00	216.85	23,122.98	1,475.00	24,952.02	49.64
24-4926-321-00	TELEPHONE	5,800.00	158.46	1,661.32	0.00	4,138.68	28.64
24-4926-321-01	TELEPHONE-VISITOR CENTER	4,430.00	752.06	6,012.81	0.00	-1,582.81	135.73
24-4926-325-00	POSTAGE	34,678.00	3,458.44	15,015.56	0.00	19,662.44	43.30
24-4926-331-00	UTILITIES	2,000.00	370.32	2,323.28	0.00	-323.28	116.16
24-4926-341-00	PRINTING	106,741.00	4,368.36	17,263.36	47,894.00	41,583.64	61.04
24-4926-351-00	REPAIRS & MAINT-BUILDING	500.00	0.00	0.00	0.00	500.00	0.00
24-4926-370-00	AD FIRM MEDIA	473,310.00	38,355.75	289,259.26	0.00	184,050.74	61.11
24-4926-370-01	WEBSITE SERVICE	21,600.00	1,800.00	14,200.00	0.00	7,400.00	65.74

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2022 - thru - 02/28/2023

Account Number	Description	Adjusted Budget 07/01/2022 02/28/2023	Debits and Credits 02/01/2023 02/28/2023	Debits and Credits 07/01/2022 02/28/2023	Encumbrances 07/01/2022 02/28/2023	Balance 07/01/2022 02/28/2023	% Used
24-4926-370-02	CREATIVE & PRODUCTION SE	90,000.00	10,347.50	50,606.08	0.00	39,393.92	56.23
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	13,200.00	1,100.00	8,700.00	0.00	4,500.00	65.91
24-4926-370-04	E-MAIL CAMPAIGNS	21,600.00	1,700.00	10,800.00	0.00	10,800.00	50.00
24-4926-370-05	SEM MANAGEMENT	18,000.00	1,500.00	11,700.00	0.00	6,300.00	65.00
24-4926-370-07	SOCIAL MEDIA	21,000.00	7,000.00	14,000.00	0.00	7,000.00	66.67
24-4926-370-09	SOCIAL MEDIA SPEND	123,000.00	10,079.04	59,216.43	44,161.56	19,622.01	84.05
24-4926-393-00	VISITOR CENTER OPERATION	168,067.00	13,305.67	114,941.36	0.00	53,125.64	68.39
24-4926-393-01	PUBLIC RELATIONS	105,000.00	8,462.92	66,780.29	0.00	38,219.71	63.60
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	14,666.64	0.00	7,333.36	66.67
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	50.00	150.00	0.00	1,250.00	10.71
24-4926-393-05	CONTRACTED-WEBSITE	12,500.00	1,000.00	6,750.00	0.00	5,750.00	54.00
24-4926-393-06	CONTRACTED-AD FIRM RETAI	60,840.00	5,070.00	40,560.00	0.00	20,280.00	66.67
24-4926-393-07	CONTRACTED SERVICES-STR	8,280.00	0.00	8,942.00	0.00	-662.00	108.00
24-4926-393-08	CONTRACTED-AD FIRM MISC	13,192.00	931.07	9,235.08	0.00	3,956.92	70.01
24-4926-393-11	SOFTWARE,INTERNET,MISC S	64,024.00	1,397.33	46,787.66	60.00	17,176.34	73.17
24-4926-393-14	CONTRACTED SERVICES-HR O	6,259.00	2,571.70	5,568.85	0.00	690.15	88.97
24-4926-393-15	RESEARCH AND ANALYTICS	68,500.00	0.00	62,950.00	0.00	5,550.00	91.90
24-4926-393-16	VISTNC FARMS APP	1,500.00	0.00	0.00	0.00	1,500.00	0.00
24-4926-412-00	BUILDING RENT	23,280.00	1,900.00	15,200.00	0.00	8,080.00	65.29
24-4926-454-00	INSURANCE	3,447.00	205.50	1,205.50	0.00	2,241.50	34.97
24-4926-491-00	DUES AND SUBSCRIPTIONS	7,362.00	220.00	8,633.30	595.00	-1,866.30	125.35
24-4926-550-00	CAPITAL OUTLAY	5,000.00	0.00	1,149.99	0.00	3,850.01	23.00
24-4926-550-01	CAPITAL PROJECTS	742,000.00	0.00	0.00	0.00	742,000.00	0.00
24-4926-699-00	GRANTS	50,000.00	2,500.00	14,500.00	0.00	35,500.00	29.00
24-4926-699-02	MISCELLANEOUS DONATIONS	8,100.00	1,200.00	9,187.28	0.00	-1,087.28	113.42
24-4926-990-00	CONTINGENCY	0.00	0.00	0.00	0.00	0.00	0.00
TOURISM DEVELOPMENT AUTHORITY		2,676,098.00	136,671.55	1,111,962.09	94,185.56	1,469,950.35	45.07
DEPARTMENT TOTAL Expense		-2,676,098.00	-136,671.55	-1,111,962.09	94,185.56	-1,469,950.35	45.07
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	-25,341.20	643,055.40	94,185.56	-548,869.84	55.33

ACCOUNT ACTIVITY ANALYSIS					PAGE 1				
BC2001		BEGINNING 02/01/23		ENDING 02/28/23					
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:									
02/01/23					BUDGET BALANCE	210,000.00		97,026.73	
02/03/23					TLJ JE-230981 JOE: TDA PAYROLL 2/3/2023	0.00	5,111.97	0.00	102,138.70
02/17/23					TLJ JE-231025 JOE: TDA PAYROLL 2/17/23	0.00	5,061.14	0.00	107,199.84

-					TOTALS	210,000.00	107,405.22	205.38	107,199.84
					=====				
ACCOUNT # 24-4926-170-00 DESC: BOARD MEMBER EXPENSE ASN:									
02/01/23					BUDGET BALANCE	900.00		543.24	

-					TOTALS	900.00	543.24	0.00	543.24
					=====				
ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:									
02/03/23					TLJ JE-230983 JOE: TDA TAX DRAFT PAYROL	0.00	316.95	0.00	6,345.33
02/17/23					TLJ JE-231026 JOE: TDA PAYROLL TAX DRAF	0.00	313.79	0.00	6,659.12

-					TOTALS	13,020.00	6,659.12	0.00	6,659.12
					=====				
ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:									
02/01/23					BUDGET BALANCE	25,410.00		9,883.49	
02/03/23					TLJ JE-230983 JOE: TDA TAX DRAFT PAYROL	0.00	456.08	0.00	10,339.57
02/17/23					TLJ JE-231026 JOE: TDA PAYROLL TAX DRAF	0.00	456.08	0.00	10,795.65

-					TOTALS	25,410.00	12,308.17	1,512.52	10,795.65
					=====				
ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:									
02/01/23					BUDGET BALANCE	22,758.00		7,180.77	
02/23/23					02/09/23 04*2400089 BCBS OF NC	0.00	613.41	0.00	7,794.18
02/23/23					593523 04*2400097 COMPANION LIFE INSURANCE	0.00	90.09	0.00	7,884.27

-					TOTALS	22,758.00	7,884.27	0.00	7,884.27
					=====				
ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN:									
02/01/23					BUDGET BALANCE	780.00		2,435.43	

ACCOUNT ACTIVITY ANALYSIS					PAGE 2			
BEGINNING 02/01/23 ENDING 02/28/23								
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE

ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN: =====> CONTINUED <=====								
02/03/23		TLJ	JE-230983	JOE: TDA TAX DRAFT PAYROL	0.00	62.37	0.00	2,497.80
02/17/23		TLJ	JE-231026	JOE: TDA PAYROLL TAX DRAF	0.00	61.74	0.00	2,559.54

TOTALS					780.00	2,559.54	0.00	2,559.54
=====								
ACCOUNT # 24-4926-186-00 DESC: WORKMAN'S COMPENSATION ASN:								
02/01/23				BUDGET BALANCE	2,055.00			2,327.50

TOTALS					2,055.00	2,533.00	205.50	2,327.50
=====								
ACCOUNT # 24-4926-187-00 DESC: MEDICARE TAX ASN:								
02/03/23		TLJ	JE-230983	JOE: TDA TAX DRAFT PAYROL	0.00	74.12	0.00	1,483.99
02/17/23		TLJ	JE-231026	JOE: TDA PAYROLL TAX DRAF	0.00	73.39	0.00	1,557.38

TOTALS					3,045.00	1,643.26	85.88	1,557.38
=====								
ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:								
02/01/23				BUDGET BALANCE	16,250.00			9,479.19
02/28/23		TLJ	JE-231047	JOE: TDA ADMIN 2/2023	0.00	1,354.17	0.00	10,833.36

TOTALS					16,250.00	10,833.36	0.00	10,833.36
=====								
ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SER-AUDIT ASN:								
02/01/23				BUDGET BALANCE	7,200.00			5,400.00

TOTALS					7,200.00	5,400.00	0.00	5,400.00
=====								
ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:								

TOTALS					2,000.00	0.00	0.00	0.00
=====								
ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES ASN:								
02/06/23		021023	04*2400080	BUSINESS CARD	0.00	6.67	0.00	786.24

BEGINNING 02/01/23 ENDING 02/28/23

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES ASN: =====> CONTINUED <=====								
02/06/23		021023	04*2400080	BUSINESS CARD	0.00	0.00	0.44	785.80
02/10/23		30366820	04*2400075	QUILL CORPORATION - 69460	0.00	164.93	0.00	950.73
02/10/23		30366820	04*2400075	QUILL CORPORATION - 69460	0.00	0.00	10.79	939.94
02/22/23		1022550154	04*2400087	PITNEY BOWES INC.	0.00	195.36	0.00	1,135.30
02/22/23		1022550154	04*2400087	PITNEY BOWES INC.	0.00	0.00	12.78	1,122.52

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TOTALS	6,000.00	1,337.72	215.20	1,122.52
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ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN:

02/01/23			BUDGET BALANCE	10,520.00			3,561.64
02/10/23	01/27/2023	04*2400078	HELPING HANDS SERVICE CO.	0.00	220.00	0.00	3,781.64
02/10/23	1274	04*2400085	KRYSTAL CLEAN LLC	0.00	160.00	0.00	3,941.64
02/14/23	255455	04*2400091	CHEROKEE BOTTLED WATER	0.00	11.74	0.00	3,953.38
02/14/23	255455	04*2400091	CHEROKEE BOTTLED WATER	0.00	0.00	0.74	3,952.64
02/15/23	257123	04*2400091	CHEROKEE BOTTLED WATER	0.00	40.57	0.00	3,993.21
02/15/23	257123	04*2400091	CHEROKEE BOTTLED WATER	0.00	0.00	2.57	3,990.64

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TOTALS	10,520.00	4,029.40	38.76	3,990.64
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ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN:

02/01/23			BUDGET BALANCE	49,550.00			22,906.13
02/06/23	021023	04*2400080	BUSINESS CARD	0.00	0.00	63.13	22,843.00
02/10/23	1/26/23	02*10898	TIFFANY COLLINS	0.00	159.25	0.00	23,002.25
02/10/23	1/26/23	02*10898	TIFFANY COLLINS	0.00	0.00	0.44	23,001.81
02/10/23	1/26/23	02*10898	TIFFANY COLLINS	0.00	0.00	0.19	23,001.62
02/23/23	02/10/23	02*10958	TIFFANY COLLINS	0.00	121.36	0.00	23,122.98

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TOTALS	49,550.00	25,848.35	2,725.37	23,122.98
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ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN:

02/01/23		BUDGET BALANCE	5,800.00			1,502.86
02/01/23	9926001081	04*2400070 VERIZON WIRELESS	0.00	51.40	0.00	1,554.26
02/03/23	159453	04*2400081 BALSAMWEST	0.00	483.19	0.00	2,037.45
02/13/23	233910	CASHIERS AREA CHAMBER OF	0.00	0.00	182.86	1,854.59
02/13/23	233911	JACKSON CO CHAMBER OF COM	0.00	0.00	193.27	1,661.32

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TOTALS	5,800.00	4,068.26	2,406.94	1,661.32
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BC2001

BEGINNING 02/01/23 ENDING 02/28/23

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

ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN: =====> CONTINUED <=====

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

02/01/23		BUDGET BALANCE	4,430.00			5,260.75
02/03/23	158278	04*2400081 BALSAMWEST	0.00	386.35	0.00	5,647.10
02/14/23	158279	04*2400093 BALSAMWEST	0.00	365.71	0.00	6,012.81
-		TOTALS	4,430.00	6,012.81	0.00	6,012.81

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

DATE	DESCRIPTION	AMOUNT	DEBIT	CREDIT	BALANCE
02/01/23	BUDGET BALANCE	34,678.00			11,557.12
02/01/23	17VA27043 04*2400077 UPS	0.00	36.36	0.00	11,593.48
02/03/23	021023 04*2400076 PITNEY BOWES BANK, INC -	0.00	3,000.00	0.00	14,593.48
02/06/23	17VA27053 04*2400077 UPS	0.00	42.94	0.00	14,636.42
02/07/23	3317005626 04*2400073 PITNEY BOWES INC.	0.00	372.79	0.00	15,009.21
02/07/23	3317005626 04*2400073 PITNEY BOWES INC.	0.00	0.00	13.91	14,995.30
02/07/23	3317005626 04*2400073 PITNEY BOWES INC.	0.00	0.00	5.96	14,989.34
02/14/23	17VA27063 04*2400092 UPS	0.00	13.68	0.00	15,003.02
02/17/23	TLJ JE-231005 JOE: INVOICE#:71692	0.00	9.63	0.00	15,012.65
02/20/23	17VA27073 04*2400092 UPS	0.00	2.91	0.00	15,015.56
-	TOTALS	34,678.00	15,603.65	588.09	15,015.56

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

02/01/23		BUDGET BALANCE	2,000.00			1,952.96
02/01/23	214599	04*2400071 OWENS AND GATES LLC	0.00	40.00	0.00	1,992.96
02/22/23	02/15/2023	04*2400086 DUKE ENERGY	0.00	330.32	0.00	2,323.28
-		TOTALS	2,000.00	2,323.28	0.00	2,323.28

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

02/01/23			BUDGET BALANCE	106,741.00			12,895.00
02/23/23	230566	.74822	04*2400094 CLARK COMMUNICATIONS	0.00	4,674.15	0.00	17,569.15
02/23/23		.74822	04*2400094 CLARK COMMUNICATIONS	0.00	0.00	305.79	17,263.36

-			TOTALS	106,741.00	17,905.05	641.69	17,263.36

ACCOUNT ACTIVITY ANALYSIS					PAGE 5			
BC2001					BEGINNING 02/01/23 ENDING 02/28/23			
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN: =====> CONTINUED <=====								
ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:								
02/01/23				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:								
02/10/23		52712-5274	04*2400082	RAWLE MURDY ASSOCIATES, I	0.00	38,355.75	0.00	289,259.26
-								
				TOTALS	473,310.00	294,259.26	5,000.00	289,259.26
ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:								
02/01/23				BUDGET BALANCE	21,600.00			12,400.00
02/10/23		52712-5274	04*2400082	RAWLE MURDY ASSOCIATES, I	0.00	1,800.00	0.00	14,200.00
-								
				TOTALS	21,600.00	14,200.00	0.00	14,200.00
ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:								
02/01/23				BUDGET BALANCE	90,000.00			40,258.58
02/10/23		52712-5274	04*2400082	RAWLE MURDY ASSOCIATES, I	0.00	10,347.50	0.00	50,606.08
-								
				TOTALS	90,000.00	50,606.08	0.00	50,606.08
ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:								
02/01/23				BUDGET BALANCE	13,200.00			7,600.00
02/10/23		52712-5274	04*2400082	RAWLE MURDY ASSOCIATES, I	0.00	1,100.00	0.00	8,700.00
-								
				TOTALS	13,200.00	8,700.00	0.00	8,700.00
ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:								
02/01/23				BUDGET BALANCE	21,600.00			9,100.00

ACCOUNT ACTIVITY ANALYSIS					PAGE 6			
BC2001		BEGINNING 02/01/23		ENDING 02/28/23				
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 <=====			
02/10/23		52712-5274	04*2400082	RAWLE MURDY ASSOCIATES, I	0.00	1,700.00	0.00	10,800.00

TOTALS					21,600.00	10,800.00	0.00	10,800.00
=====								
ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:								
02/01/23				BUDGET BALANCE	18,000.00			10,200.00
02/10/23		52712-5274	04*2400082	RAWLE MURDY ASSOCIATES, I	0.00	1,500.00	0.00	11,700.00

TOTALS					18,000.00	11,700.00	0.00	11,700.00
=====								
ACCOUNT # 24-4926-370-07 DESC: SOCIAL MEDIA ASN:								
02/01/23				BUDGET BALANCE	21,000.00			7,000.00
02/10/23		52712-5274	04*2400082	RAWLE MURDY ASSOCIATES, I	0.00	7,000.00	0.00	14,000.00

TOTALS					21,000.00	14,000.00	0.00	14,000.00
=====								
ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN:								
02/01/23				BUDGET BALANCE	123,000.00			49,137.39
02/02/23	230021	013123	04*2400079	BUSINESS CARD	0.00	9,079.04	0.00	58,216.43
02/06/23		021023	04*2400080	BUSINESS CARD	0.00	1,000.00	0.00	59,216.43

TOTALS					123,000.00	59,216.43	0.00	59,216.43
=====								
ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN:								
02/01/23				BUDGET BALANCE	168,067.00			101,635.69
02/02/23		213520	04*2400072	JACKSON CO. CHAMBER OF CO	0.00	6,000.00	0.00	107,635.69
02/02/23		213520	04*2400072	JACKSON CO. CHAMBER OF CO	0.00	852.00	0.00	108,487.69
02/02/23		213520	04*2400072	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	108,676.36
02/02/23		213508	04*2400074	CASHIERS AREA CHAMBER OF	0.00	5,500.00	0.00	114,176.36
02/02/23		213508	04*2400074	CASHIERS AREA CHAMBER OF	0.00	765.00	0.00	114,941.36

TOTALS					168,067.00	122,793.36	7,852.00	114,941.36
=====								
ACCOUNT # 24-4926-393-01 DESC: PUBLIC RELATIONS ASN:								
02/01/23				BUDGET BALANCE	105,000.00			58,317.37

ACCOUNT ACTIVITY ANALYSIS					PAGE 7			
BC2001		BEGINNING 02/01/23		ENDING 02/28/23				
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE

ACCOUNT # 24-4926-393-01 DESC: PUBLIC RELATIONS ASN: =====>					CONTINUED <=====			
02/10/23		64201	04*2400084	LOU HAMMOND GROUP ATLANTA	0.00	549.28	0.00	58,866.65
02/23/23		64216	02*10947	LOU HAMMOND GROUP ATLANTA	0.00	663.64	0.00	59,530.29
02/23/23		64206	02*10947	LOU HAMMOND GROUP ATLANTA	0.00	7,000.00	0.00	66,530.29
02/23/23		64206	02*10947	LOU HAMMOND GROUP ATLANTA	0.00	250.00	0.00	66,780.29

-								
TOTALS					105,000.00	66,784.70	4.41	66,780.29
=====								
ACCOUNT # 24-4926-393-02 DESC: CONTRACTED SERVICES ASN:								
02/01/23				BUDGET BALANCE	22,000.00			12,833.31
02/28/23	TLJ		JE-231047	JOE: TDA ADMIN 2/2023	0.00	1,833.33	0.00	14,666.64

-								
TOTALS					22,000.00	14,666.64	0.00	14,666.64
=====								
ACCOUNT # 24-4926-393-03 DESC: CONTRACTED SERVICES-RECORDING ASN:								
02/01/23				BUDGET BALANCE	1,400.00			100.00
02/23/23	FEB.2023	04*2400095		CHERYL OSBORNE	0.00	50.00	0.00	150.00

-								
TOTALS					1,400.00	150.00	0.00	150.00
=====								
ACCOUNT # 24-4926-393-05 DESC: CONTRACTED-WEBSITE ASN:								
02/01/23				BUDGET BALANCE	12,500.00			5,750.00
02/10/23	52712-5274	04*2400082		RAWLE MURDY ASSOCIATES, I	0.00	1,000.00	0.00	6,750.00

-								
TOTALS					12,500.00	6,750.00	0.00	6,750.00
=====								
ACCOUNT # 24-4926-393-06 DESC: CONTRACTED-AD FIRM RETAINER ASN:								
02/01/23				BUDGET BALANCE	60,840.00			35,490.00
02/10/23	52712-5274	04*2400082		RAWLE MURDY ASSOCIATES, I	0.00	5,070.00	0.00	40,560.00

-								
TOTALS					60,840.00	40,560.00	0.00	40,560.00
=====								
ACCOUNT # 24-4926-393-07 DESC: CONTRACTED SERVICES-STR ASN:								
02/01/23				BUDGET BALANCE	8,280.00			8,942.00

ACCOUNT ACTIVITY ANALYSIS					PAGE 8			
BC2001					BEGINNING 02/01/23 ENDING 02/28/23			
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-393-07 DESC: CONTRACTED SERVICES-STR ASN: =====> CONTINUED <=====								
-								
TOTALS					8,280.00	8,942.00	0.00	8,942.00
ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:								
02/10/23		52712-5274	04*2400082	RAWLE MURDY ASSOCIATES, I	0.00	931.07	0.00	9,235.08
-								
TOTALS					13,192.00	9,235.08	0.00	9,235.08
ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:								
02/01/23				BUDGET BALANCE	64,024.00			45,390.33
02/06/23		021023	04*2400080	BUSINESS CARD	0.00	1,173.72	0.00	46,564.05
02/06/23		021023	04*2400080	BUSINESS CARD	0.00	0.00	26.50	46,537.55
02/23/23		33432107	04*2400098	IMAGE SOLUTIONS, LLC	0.00	250.11	0.00	46,787.66
-								
TOTALS					64,024.00	62,700.88	15,913.22	46,787.66
ACCOUNT # 24-4926-393-14 DESC: CONTRACTED SERVICES-HR OUTSOURCING ASN:								
02/01/23				BUDGET BALANCE	6,259.00			2,997.15
02/03/23	TLJ		JE-230982	JOE: TDA PAYROLL INVOICE#	0.00	182.95	0.00	3,180.10
02/09/23	1548		04*2400083	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	3,540.10
02/09/23	1549		04*2400083	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	3,900.10
02/09/23	1560		04*2400083	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	4,260.10
02/10/23	1575		04*2400083	CRAFT HR SOLUTIONS, LLC	0.00	1,308.75	0.00	5,568.85
-								
TOTALS					6,259.00	5,568.85	0.00	5,568.85
ACCOUNT # 24-4926-393-15 DESC: RESEARCH AND ANALYTICS ASN:								
02/01/23				BUDGET BALANCE	68,500.00			62,950.00
-								
TOTALS					68,500.00	62,950.00	0.00	62,950.00
ACCOUNT # 24-4926-393-16 DESC: VISTNC FARMS APP ASN:								
-								
TOTALS					1,500.00	0.00	0.00	0.00

BC2001

BEGINNING 02/01/23 ENDING 02/28/23

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

ACCOUNT # 24-4926-393-16 DESC: VISTNC FARMS APP ASN: =====> CONTINUED <=====

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

02/01/23	214599	04*2400071 OWENS AND GATES LLC	0.00	1,900.00	0.00	15,200.00
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TOTALS	23,280.00	15,200.00	0.00	15,200.00
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ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:

02/01/23	BUDGET BALANCE	3.447.00	1.000.00
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02/23/23	1000294288 04*2400096 ACCIDENT FUND INSURANCE	0.00	205.50	0.00	1.205.50
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TOTALS	3,447.00	1,205.50	0.00	1,205.50
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ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:

02/01/23	BUDGET BALANCE	7,362.00	8,413.30
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02/06/23	021023	04*2400080 BUSINESS CARD	0.00	220.70	0.00	8.634.00
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02/06/23	021023	04*2400080 BUSINESS CARD	0.00	0.00	0.70	8.633.30
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TOTALS	7,362.00	8,638.55	5.25	8,633.30
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ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY ASN:

02/01/23	BUDGET BALANCE	5.000.00	1.149.99
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TOTALS	5,000.00	1,230.49	80.50	1,149.99
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ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN:

TOTALS	742,000.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:

02/24/23	134841	04*2400088 TOWN OF SYLVA	0.00	2,500.00	0.00	14,500.00
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TOTALS	50,000.00	14,500.00	0.00	14,500.00
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BEGINNING 02/01/23 ENDING 02/28/23

ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN: =====> CONTINUED <=====

02/01/23			BUDGET BALANCE	8,100.00			7,987.28
02/24/23	2/15/23	04*2400090	WCU FOUNDATION-TUCK RIVER	0.00	1,200.00	0.00	9,187.28
-			TOTALS	8,100.00	9,187.28	0.00	9,187.28