

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
JANUARY 31, 2024

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

January 31, 2024

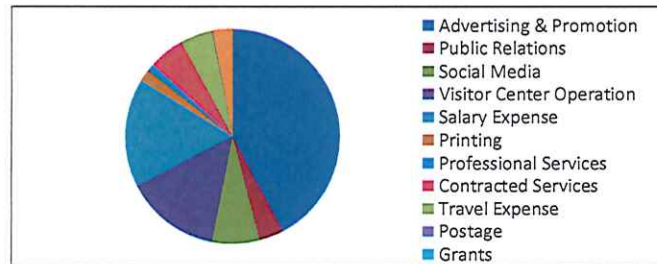
* December Room Occupancy Tax collections totaled \$141,523.21 with \$15.00 collected for penalties. The YTD collection total is \$1,510,929.63 - 60.44% of budget. The Airbnb total was \$33,381.23; the Home Away/VRBO total was \$26,815.58 and the VACASA,NC total was \$5,155.58.

* 79 accounts reported for December rentals (increase of 2 accounts from last year). The collections were down 3.41% from the same period in 2023.

* The cash balance at January 31, 2024 was \$522,795.80 and investments totaled \$3,750,000.

* The expenses for January were \$119,722.56. The FYTD expenses totaled \$986,233.18 with encumbrances of \$62,573.36, for a combined total of \$1,048,806.54 - 30.48% of budget.

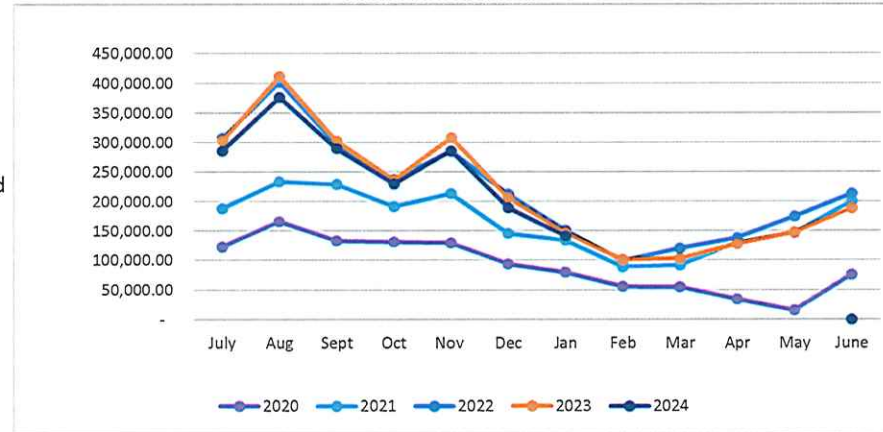
TDA Expenses as of January 31, 2024



Advertising & Promotion	\$	50,505.12
Public Relations	\$	4,459.16
Social Media	\$	8,551.20
Visitor Center Operation	\$	17,258.34
Salary Expense	\$	19,525.63
Printing	\$	2,074.36
Professional Services	\$	1,354.17
Contracted Services	\$	6,449.28
Travel Expense	\$	5,744.77
Postage	\$	214.33
Grants	\$	-
Other	\$	3,586.20
Total	\$	119,722.56

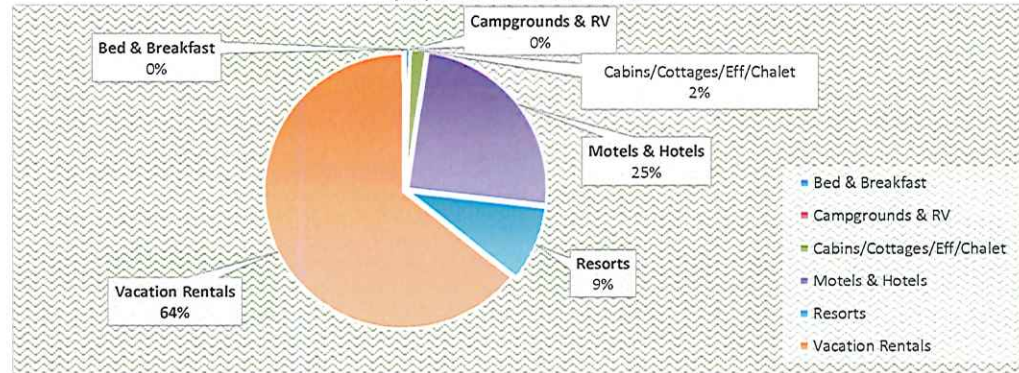


Fiscal YTD Collections



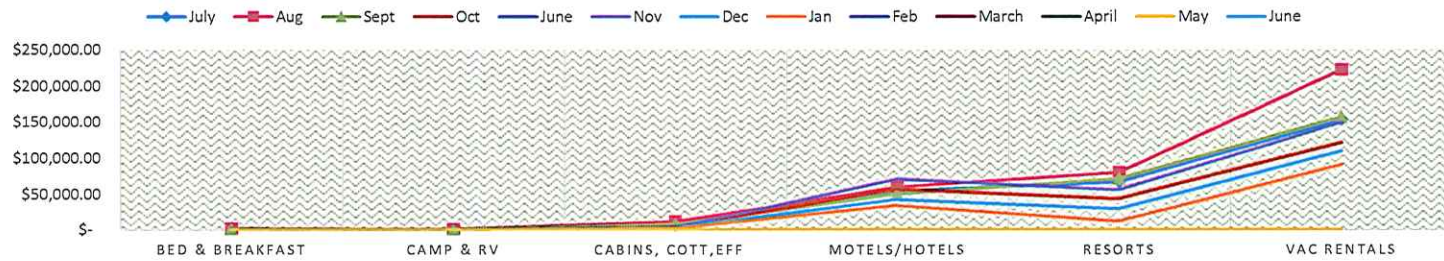
	2020	2021	2022	2023	2024
July	122,421.68	187,832.18	306,871.17	302,567.11	285,430.89
Aug	166,057.35	233,507.83	402,414.91	410,949.64	376,478.34
Sept	133,172.02	228,972.44	296,676.95	301,922.72	289,116.07
Oct	130,912.47	191,265.61	236,495.92	235,450.13	229,745.47
Nov	129,268.34	213,445.79	285,094.57	307,778.37	285,381.98
Dec	93,829.84	145,657.78	212,552.55	206,012.13	189,325.49
Jan	79,652.13	134,351.26	150,929.14	146,534.48	141,538.21
Feb	55,878.75	89,094.11	98,820.63	100,429.24	-
Mar	55,161.52	91,596.16	120,494.03	102,142.20	-
Apr	34,404.69	130,350.75	138,246.01	127,334.09	-
May	15,854.63	146,638.28	175,198.14	147,200.16	-
June	76,044.67	200,754.27	213,644.17	188,605.49	-
Total	\$ 1,092,658.09	\$ 1,993,466.46	\$ 2,637,438.19	\$ 2,576,925.76	\$ 1,797,016.45

**Room Occupancy Tax Collections
1/31/24 for December Rentals**



Bed & Breakfast	\$	628.14
Campgrounds & RV	\$	143.75
Cabins/Cottages/Eff/Chalet	\$	2,492.33
Motels & Hotels	\$	34,727.26
Resorts	\$	12,560.78
Vacation Rentals	\$	90,985.95
	\$	141,538.21

ROOM OCCUPANCY TAX COLLECTIONS BY TYPE



COLLECTIONS BY TYPE

	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July \$	1,528.20	\$ 754.06	\$ 6,587.57	\$ 55,016.22	\$ 67,750.05	\$ 153,794.79	\$ 285,430.89
Aug \$	1,669.80	\$ 865.38	\$ 11,374.86	\$ 59,802.40	\$ 80,315.67	\$ 222,450.23	\$ 376,478.34
Sept \$	1,470.28	\$ 673.00	\$ 7,721.65	\$ 50,398.12	\$ 71,814.40	\$ 157,038.62	\$ 289,116.07
Oct \$	1,436.12	\$ 344.11	\$ 4,446.50	\$ 57,592.70	\$ 44,248.21	\$ 121,677.83	\$ 229,745.47
Nov \$	2,346.65	\$ 1,066.96	\$ 3,833.48	\$ 71,483.82	\$ 56,995.17	\$ 149,655.90	\$ 285,381.98
Dec \$	953.72	\$ 501.55	\$ 3,206.12	\$ 43,406.39	\$ 30,696.38	\$ 110,561.33	\$ 189,325.49
Jan \$	628.14	\$ 143.75	\$ 2,492.33	\$ 34,727.26	\$ 12,560.78	\$ 90,985.95	\$ 141,538.21
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June							\$ -
	\$ 10,032.91	\$ 4,348.81	\$ 39,662.51	\$ 372,426.91	\$ 364,380.66	\$ 1,006,164.65	\$ 1,797,016.45
% By Type	0.56%	0.24%	2.21%	20.72%	20.28%	55.99%	100.00%



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

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2022	\$ 302,567.11	79	
July-2023	\$ 285,430.89	81	-5.66%
	\$ (17,136.22)	2	
August-2022	\$ 410,949.64	98	
August-2023	\$ 376,478.34	89	-8.39%
	\$ (34,471.30)	-9	
September-2022	\$ 301,922.72	88	
September-2023	\$ 289,116.07	93	-4.24%
	\$ (12,806.65)	5	
October-2022	\$ 235,450.13	85	
October-2023	\$ 229,745.47	91	-2.42%
	\$ (5,704.66)	6	
November-2022	\$ 307,783.37	95	
November-2023	\$ 285,381.98	91	-7.28%
	\$ (22,401.39)	-4	
December-2022	\$ 206,012.13	82	
December-2023	\$ 189,325.49	78	-8.10%
	\$ (16,686.64)	-4	
January-2023	\$ 146,534.48	77	
January-2024	\$ 141,538.21	79	-3.41%
	\$ (4,996.27)	2	
February-2023	\$ 100,429.24	62	
February-2024	\$ -		-100.00%
	\$ (100,429.24)	-62	
March-2023	\$ 102,142.20	68	
March-2024	\$ -		-100.00%
	\$ (102,142.20)	-68	
April-2023	\$ 127,334.09	67	
April-2024	\$ -		-100.00%
	\$ (127,334.09)	-67	
May-2023	\$ 147,200.16	69	
May-2024	\$ -		-100.00%
	\$ (147,200.16)	-69	
June-2023	\$ 188,605.49	78	
June-2024	\$ -		-100.00%
	\$ (188,605.49)	-78	
FYTD 2023	\$ 2,576,930.76		
FYTD 2024	\$ 1,797,016.45		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 01/01/2024 - thru - 01/31/2024

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	482,022.43	158,668.72	117,895.35	522,795.80
24-1130-000-00	CASH IN TIME DEPOSIT	3,750,000.00	0.00	0.00	3,750,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	892.17	241.29	0.00	1,133.46
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	14.73	14.70	0.00	29.43
Total Asset		4,232,929.33	158,924.71	117,895.35	4,273,958.69
24-2100-000-00	ACCOUNTS PAYABLE	0.00	100,934.83	100,934.83	0.00
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	993.68	993.68	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	500.00	500.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	810.76	810.76	0.00
24-2200-182-00	RETIREMENT PAYABLE	(2,415.95)	0.00	2,464.99	(4,880.94)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	189.62	189.62	0.00
24-2900-000-00	FUND BALANCE	(3,464,874.68)	0.00	0.00	(3,464,874.68)
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	2,195.36	161,711.85	101,333.85	62,573.36
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(2,195.36)	101,333.85	161,711.85	(62,573.36)
24-3000-000-00	REVENUE CONTROL	(1,441,207.32)	0.00	158,286.93	(1,599,494.25)
24-4000-000-00	EXPENDITURE CONTROL	866,510.62	120,360.34	637.78	986,233.18
Total Liability		(4,232,929.33)	486,834.93	527,864.29	(4,273,958.69)
Total TOURISM DEVELOPMENT AUTH		0.00	645,759.64	645,759.64	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2023 - thru - 01/31/2024

Account Number	Description	Adjusted Budget 07/01/2023 01/31/2024	Debits and Credits 01/01/2024 01/31/2024	Debits and Credits 07/01/2023 01/31/2024	Encumbrances 07/01/2023 01/31/2024	Balance 07/01/2023 01/31/2024	% Used
24-3230-130-00	JACKSON COUNTY TDA	2,500,000.00	141,523.21	1,510,929.63	0.00	989,070.37	60.44
	TAX REVENUE	2,500,000.00	141,523.21	1,510,929.63	0.00	989,070.37	60.44
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	15.00	655.93	0.00	4,344.07	13.12
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	15.00	655.93	0.00	14,344.07	4.37
24-3831-491-00	INVESTMENT EARNINGS	50,000.00	16,748.72	87,908.69	0.00	-37,908.69	175.82
	REVENUES	50,000.00	16,748.72	87,908.69	0.00	-37,908.69	175.82
24-3991-000-00	FUND BALANCE	876,472.00	0.00	0.00	0.00	876,472.00	0.00
	FUND BALANCE	876,472.00	0.00	0.00	0.00	876,472.00	0.00
DEPARTMENT TOTAL Revenue		3,441,472.00	158,286.93	1,599,494.25	0.00	1,841,977.75	46.48
24-4926-121-00	SALARIES & WAGES	170,000.00	13,076.91	98,076.93	0.00	71,923.07	57.69
24-4926-170-00	BOARD MEMBER EXPENSE	900.00	39.40	417.90	0.00	482.10	46.43
24-4926-181-00	SOCIAL SECURITY CONTRIBU	10,540.00	810.76	6,098.00	0.00	4,442.00	57.86
24-4926-182-00	RETIREMENT EXPENSE	21,845.00	1,680.39	12,553.95	0.00	9,291.05	57.47
24-4926-183-00	HOSPITALIZATION INSURANC	23,214.00	3,543.57	12,944.38	0.00	10,269.62	55.76
24-4926-185-00	UNEMPLOYMENT INSURANCE	592.00	150.38	-1,785.94	0.00	2,377.94	-301.68
24-4926-186-00	WORKMAN'S COMPENSATION	2,117.00	74.00	74.00	0.00	2,043.00	3.50
24-4926-187-00	MEDICARE TAX	2,465.00	189.62	1,426.16	0.00	1,038.84	57.86
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	9,479.19	0.00	6,770.81	58.33
24-4926-191-00	PROFESSIONAL SERVICES-AU	7,200.00	0.00	6,275.00	0.00	925.00	87.15
24-4926-192-00	LEGAL SERVICES	2,000.00	0.00	382.50	0.00	1,617.50	19.13
24-4926-260-00	OFFICE SUPPLIES AND MATE	6,000.00	56.38	1,480.35	0.00	4,519.65	24.67
24-4926-299-00	MISCELLANEOUS	13,970.00	837.21	2,809.21	0.00	11,160.79	20.11
24-4926-311-00	TRAVEL	28,150.00	5,744.77	15,223.59	595.00	12,331.41	56.19
24-4926-321-00	TELEPHONE	4,600.00	154.50	2,168.22	0.00	2,431.78	47.14
24-4926-321-01	TELEPHONE-VISITOR CENTER	0.00	386.12	4,916.35	0.00	-4,916.35	0.00
24-4926-321-02	TELEPHONE-TDA	6,000.00	0.00	0.00	0.00	6,000.00	0.00
24-4926-325-00	POSTAGE	18,678.00	214.33	24,977.26	0.00	-6,299.26	133.73
24-4926-331-00	UTILITIES	2,700.00	145.48	1,131.46	0.00	1,568.54	41.91
24-4926-341-00	PRINTING	97,341.00	2,074.36	15,161.37	61,978.36	20,201.27	79.25
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	294,652.00	20,743.28	120,067.64	0.00	174,584.36	40.75

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2023 - thru - 01/31/2024

Account Number	Description	Adjusted Budget 07/01/2023 01/31/2024	Debits and Credits 01/01/2024 01/31/2024	Debits and Credits 07/01/2023 01/31/2024	Encumbrances 07/01/2023 01/31/2024	Balance 07/01/2023 01/31/2024	% Used
24-4926-370-01	WEBSITE SERVICE	25,200.00	0.00	15,425.00	0.00	9,775.00	61.21
24-4926-370-02	CREATIVE & PRODUCTION SE	90,000.00	7,550.00	41,066.25	0.00	48,933.75	45.63
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	13,200.00	0.00	6,600.00	0.00	6,600.00	50.00
24-4926-370-04	E-MAIL CAMPAIGNS	16,800.00	0.00	10,325.00	0.00	6,475.00	61.46
24-4926-370-05	SEM MANAGEMENT	178,000.00	16,905.99	76,343.25	0.00	101,656.75	42.89
24-4926-370-09	SOCIAL MEDIA SPEND	132,000.00	8,551.20	57,195.50	0.00	74,804.50	43.33
24-4926-393-00	VISITOR CENTER OPERATION	213,631.00	17,258.34	128,308.38	0.00	85,322.62	60.06
24-4926-393-01	PUBLIC RELATIONS	111,000.00	4,459.16	70,259.99	0.00	40,740.01	63.30
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	12,833.31	0.00	9,166.69	58.33
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	12,500.00	0.00	4,650.00	0.00	7,850.00	37.20
24-4926-393-06	CONTRACTED-AD FIRM RETAI	60,840.00	0.00	30,420.00	0.00	30,420.00	50.00
24-4926-393-07	CONTRACTED SERVICES-STR	8,280.00	0.00	10,015.44	0.00	-1,735.44	120.96
24-4926-393-08	CONTRACTED-AD FIRM MISC	22,600.00	2,863.90	21,564.14	0.00	1,035.86	95.42
24-4926-393-11	SOFTWARE,INTERNET,MISC S	59,758.00	2,441.95	27,986.37	0.00	31,771.63	46.83
24-4926-393-14	CONTRACTED SERVICES-HR O	6,920.00	615.95	3,855.65	0.00	3,064.35	55.72
24-4926-393-15	RESEARCH AND ANALYTICS	68,500.00	0.00	68,427.00	0.00	73.00	99.89
24-4926-399-00	CONTRACTED SERVICES	48,000.00	4,000.00	24,000.00	0.00	24,000.00	50.00
24-4926-412-00	BUILDING RENT	23,280.00	1,900.00	13,300.00	0.00	9,980.00	57.13
24-4926-454-00	INSURANCE	3,795.00	0.00	506.89	0.00	3,288.11	13.36
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,454.00	67.11	9,539.50	0.00	-85.50	100.90
24-4926-550-00	CAPITAL OUTLAY-EQUIPMENT	9,400.00	0.00	5,183.99	0.00	4,216.01	55.15
24-4926-550-01	CAPITAL PROJECTS	1,450,000.00	0.00	0.00	0.00	1,450,000.00	0.00
24-4926-699-00	GRANTS	105,000.00	0.00	-7,000.00	0.00	112,000.00	-6.67
24-4926-699-02	MISCELLANEOUS DONATIONS	15,200.00	0.00	21,500.00	0.00	-6,300.00	141.45
24-4926-990-00	CONTINGENCY	5,000.00	0.00	0.00	0.00	5,000.00	0.00
TOURISM DEVELOPMENT AUTHORITY		3,441,472.00	119,722.56	986,233.18	62,573.36	2,392,665.46	30.48
DEPARTMENT TOTAL Expense		-3,441,472.00	-119,722.56	-986,233.18	62,573.36	-2,392,665.46	30.48
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	38,564.37	613,261.07	62,573.36	-550,687.71	38.48

COUNTY OF JACKSON

Income Statement

Report dates 07/01/2023 - thru - 01/31/2024

Account Number	Description	Adjusted Budget 07/01/2023 01/31/2024	Debits and Credits 01/01/2024 01/31/2024	Debits and Credits 07/01/2023 01/31/2024	Encumbrances 07/01/2023 01/31/2024	Balance 07/01/2023 01/31/2024	% Used
REPORT TOTAL		0.00	38,564.37	613,261.07	62,573.36	-550,687.71	38.48
		*****	*****	*****	*****	*****	*****

01/01/24		BUDGET BALANCE	23,214.00			9,400.81
01/10/24	722232	04*2400387 COMPANION LIFE INSURANCE	0.00	179.93	0.00	9,580.74
01/10/24	12/12/2023	04*2400375 BCBS OF NC	0.00	1,681.82	0.00	11,262.56
01/24/24	01/12/2024	04*2400392 BCBS OF NC	0.00	1,681.82	0.00	12,944.38
		TOTALS	23,214.00	12,944.38	0.00	12,944.38

BC2001 BEGINNING 01/01/24 ENDING 01/31/24

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:

01/01/24				BUDGET BALANCE	592.00			-1,936.32
01/05/24	TLJ		JE-232303	JOE: TDA TAX DRAFT 1/5/24	0.00	75.19	0.00	-1,861.13
01/19/24	TLJ		JE-232348	JOE: TDA PAYROLL TAX DRAF	0.00	75.19	0.00	-1,785.94
TOTALS					592.00	267.87	2,053.81	-1,785.94

=====

ACCOUNT # 24-4926-186-00 DESC: WORKMAN'S COMPENSATION ASN:

01/01/24				BUDGET BALANCE	2,117.00			0.00
01/26/24			JE-232368	JOE: AF GROUP WCP 1000557	0.00	74.00	0.00	74.00
TOTALS					2,117.00	74.00	0.00	74.00

=====

ACCOUNT # 24-4926-187-00 DESC: MEDICARE TAX ASN:

01/01/24				BUDGET BALANCE	2,465.00			1,236.54
01/05/24	TLJ		JE-232303	JOE: TDA TAX DRAFT 1/5/24	0.00	94.80	0.00	1,331.34
01/19/24	TLJ		JE-232348	JOE: TDA PAYROLL TAX DRAF	0.00	94.82	0.00	1,426.16
TOTALS					2,465.00	1,520.96	94.80	1,426.16

=====

ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:

01/01/24				BUDGET BALANCE	16,250.00			8,125.02
01/31/24	TLJ		JE-232376	JOE: TDA ADMIN 1/2024	0.00	1,354.17	0.00	9,479.19
TOTALS					16,250.00	9,479.19	0.00	9,479.19

=====

ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SERVICES-AUDIT ASN:

01/01/24				BUDGET BALANCE	7,200.00			6,275.00
TOTALS					7,200.00	8,950.00	2,675.00	6,275.00

=====

ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:

TOTALS					2,000.00	382.50	0.00	382.50
--------	--	--	--	--	----------	--------	------	--------

=====

BC2001 BEGINNING 01/01/24 ENDING 01/31/24

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

ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN: =====> CONTINUED <=====

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

01/02/24		123123	04*2400381	BUSINESS CARD	0.00	60.33	0.00	1,484.30
01/02/24		123123	04*2400381	BUSINESS CARD	0.00	0.00	3.95	1,480.35
TOTALS					6,000.00	1,578.37	98.02	1,480.35

=====

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

01/01/24				BUDGET BALANCE	13,970.00			1,972.00
01/05/24		011124	04*2400379	BUSINESS CARD	0.00	124.28	0.00	2,096.28
01/05/24		011124	04*2400379	BUSINESS CARD	0.00	0.00	7.07	2,089.21
01/10/24		12/30/2023	04*2400384	GREAT SMOKIES STORAGE	0.00	720.00	0.00	2,809.21
TOTALS					13,970.00	2,825.12	15.91	2,809.21

=====

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

01/01/24				BUDGET BALANCE	28,150.00			9,478.82
01/02/24		123123	04*2400381	BUSINESS CARD	0.00	2,611.40	0.00	12,090.22
01/05/24		011124	04*2400379	BUSINESS CARD	0.00	3,133.37	0.00	15,223.59
TOTALS					28,150.00	15,815.78	592.19	15,223.59

=====

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

01/01/24				BUDGET BALANCE	4,600.00			2,013.72
01/03/24		221307	04*2400383	BALSAMWEST	0.00	484.71	0.00	2,498.43
01/03/24		9952444820	04*2400377	VERIZON WIRELESS	0.00	51.58	0.00	2,550.01
01/23/24		243391		JACKSON CO OF COMMERCE	0.00	0.00	193.06	2,356.95
01/29/24		243506		CASHIERS AREA CHAMBER	0.00	0.00	188.73	2,168.22
TOTALS					4,600.00	4,848.34	2,680.12	2,168.22

=====

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

01/01/24				BUDGET BALANCE	0.00			4,530.23
----------	--	--	--	----------------	------	--	--	----------

ACCOUNT ACTIVITY ANALYSIS					PAGE 4			
BC2001					BEGINNING 01/01/24 ENDING 01/31/24			
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-321-01 DESC: TELEPHONE-VISITOR CENTERS ASN: =====> CONTINUED <=====								
01/03/24		220128	04*2400383	BALSAMWEST	0.00	386.12	0.00	4,916.35
TOTALS					0.00	4,916.35	0.00	4,916.35
ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-TDA ASN:								
01/01/24				BUDGET BALANCE	6,000.00			0.00
TOTALS					6,000.00	0.00	0.00	0.00
ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:								
01/02/24		3318511611	04*2400374	PITNEY BOWES INC.	0.00	193.11	0.00	24,956.04
01/02/24		3318511611	04*2400374	PITNEY BOWES INC.	0.00	0.00	12.63	24,943.41
01/08/24		17VA27014	04*2400378	UPS	0.00	15.79	0.00	24,959.20
01/16/24		17VA27024	04*2400393	UPS	0.00	18.06	0.00	24,977.26
TOTALS					18,678.00	25,054.89	77.63	24,977.26
ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:								
01/01/24				BUDGET BALANCE	2,700.00			985.98
01/01/24		12/14/2023	04*2400371	DUKE ENERGY	0.00	105.48	0.00	1,091.46
01/02/24		217651	04*2400372	OWENS AND GATES LLC	0.00	40.00	0.00	1,131.46
TOTALS					2,700.00	1,131.46	0.00	1,131.46
ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN:								
01/01/24				BUDGET BALANCE	97,341.00			13,087.01
01/02/24		123123	04*2400381	BUSINESS CARD	0.00	297.46	0.00	13,384.47
01/02/24		123123	04*2400381	BUSINESS CARD	0.00	0.00	19.46	13,365.01
01/10/24		.79089	04*2400385	CLARK COMMUNICATIONS	0.00	1,173.20	0.00	14,538.21
01/10/24		.79088	04*2400385	CLARK COMMUNICATIONS	0.00	748.90	0.00	15,287.11
01/10/24		.79088	04*2400385	CLARK COMMUNICATIONS	0.00	0.00	34.29	15,252.82
01/10/24		.79088	04*2400385	CLARK COMMUNICATIONS	0.00	0.00	14.70	15,238.12
01/10/24		.79089	04*2400385	CLARK COMMUNICATIONS	0.00	0.00	76.75	15,161.37
TOTALS					97,341.00	15,492.61	331.24	15,161.37

BC2001 BEGINNING 01/01/24 ENDING 01/31/24

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:

01/01/24				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:

01/10/24	INV-00283	04*2400389		BUFFALO GROUPE, LLC	0.00	11,620.80	0.00	110,945.16
01/10/24	INV-00283	04*2400389		BUFFALO GROUPE, LLC	0.00	1,743.75	0.00	112,688.91
01/10/24	INV-00283	04*2400389		BUFFALO GROUPE, LLC	0.00	3,750.00	0.00	116,438.91
01/10/24	INV-00283	04*2400389		BUFFALO GROUPE, LLC	0.00	2,452.26	0.00	118,891.17
01/10/24	INV-00283	04*2400389		BUFFALO GROUPE, LLC	0.00	1,176.47	0.00	120,067.64
TOTALS					294,652.00	120,067.64	0.00	120,067.64

=====

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

01/01/24				BUDGET BALANCE	25,200.00			15,425.00
TOTALS					25,200.00	15,425.00	0.00	15,425.00

=====

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

01/10/24	INV-00283	04*2400389		BUFFALO GROUPE, LLC	0.00	1,500.00	0.00	35,016.25
01/10/24	INV-00283	04*2400389		BUFFALO GROUPE, LLC	0.00	1,500.00	0.00	36,516.25
01/10/24	INV-00283	04*2400389		BUFFALO GROUPE, LLC	0.00	3,000.00	0.00	39,516.25
01/10/24	INV-00283	04*2400389		BUFFALO GROUPE, LLC	0.00	1,550.00	0.00	41,066.25
TOTALS					90,000.00	41,066.25	0.00	41,066.25

=====

ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:

01/01/24				BUDGET BALANCE	13,200.00			6,600.00
TOTALS					13,200.00	6,600.00	0.00	6,600.00

=====

BC2001 BEGINNING 01/01/24 ENDING 01/31/24

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

ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:

TOTALS	16,800.00	10,325.00	0.00	10,325.00
--------	-----------	-----------	------	-----------

=====

ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:

01/10/24	068526	04*2400391	LOVE COMMUNICATIONS LLC	0.00	16,905.99	0.00	76,343.25
----------	--------	------------	-------------------------	------	-----------	------	-----------

TOTALS	178,000.00	83,476.16	7,132.91	76,343.25
--------	------------	-----------	----------	-----------

=====

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

01/01/24			BUDGET BALANCE	132,000.00			48,644.30
----------	--	--	----------------	------------	--	--	-----------

01/05/24	011224	04*2400380	BUSINESS CARD	0.00	8,551.20	0.00	57,195.50
----------	--------	------------	---------------	------	----------	------	-----------

TOTALS	132,000.00	57,195.50	0.00	57,195.50
--------	------------	-----------	------	-----------

=====

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

01/01/24			BUDGET BALANCE	213,631.00			111,050.04
----------	--	--	----------------	------------	--	--	------------

01/03/24	216420	04*2400373	JACKSON CO. CHAMBER OF CO	0.00	7,808.08	0.00	118,858.12
----------	--------	------------	---------------------------	------	----------	------	------------

01/03/24	216420	04*2400373	JACKSON CO. CHAMBER OF CO	0.00	1,108.67	0.00	119,966.79
----------	--------	------------	---------------------------	------	----------	------	------------

01/03/24	216420	04*2400373	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	120,155.46
----------	--------	------------	---------------------------	------	--------	------	------------

01/03/24	216406	04*2400376	CASHIERS AREA CHAMBER OF	0.00	7,157.42	0.00	127,312.88
----------	--------	------------	--------------------------	------	----------	------	------------

01/03/24	216406	04*2400376	CASHIERS AREA CHAMBER OF	0.00	995.50	0.00	128,308.38
----------	--------	------------	--------------------------	------	--------	------	------------

TOTALS	213,631.00	135,558.38	7,250.00	128,308.38
--------	------------	------------	----------	------------

=====

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

01/01/24			BUDGET BALANCE	111,000.00			65,800.83
----------	--	--	----------------	------------	--	--	-----------

01/10/24	64413	02*12625	LOU HAMMOND GROUP ATLANTA	0.00	2,952.44	0.00	68,753.27
----------	-------	----------	---------------------------	------	----------	------	-----------

01/24/24	64429	02*12696	LOU HAMMOND GROUP ATLANTA	0.00	1,506.72	0.00	70,259.99
----------	-------	----------	---------------------------	------	----------	------	-----------

TOTALS	111,000.00	70,259.99	0.00	70,259.99
--------	------------	-----------	------	-----------

=====

PAGE 7

BEGINNING 01/01/24 ENDING 01/31/24

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	<=====		
ACCOUNT # 24-4926-393-02		DESC: CONTRACTED SERVICES		ASN:				
01/01/24				BUDGET BALANCE	22,000.00			10,999.98
01/31/24	TLJ	JE-232376	JOE: TDA ADMIN 1/2024		0.00	1,833.33	0.00	12,833.31
TOTALS					22,000.00	12,833.31	0.00	12,833.31
ACCOUNT # 24-4926-393-03		DESC: CONTRACTED SERVICES-RECORDING		ASN:				
01/01/24				BUDGET BALANCE	1,400.00			50.00
TOTALS					1,400.00	50.00	0.00	50.00
ACCOUNT # 24-4926-393-05		DESC: CONTRACTED-WEBSITE		ASN:				
TOTALS					12,500.00	4,650.00	0.00	4,650.00
ACCOUNT # 24-4926-393-06		DESC: CONTRACTED-AD FIRM RETAINER		ASN:				
TOTALS					60,840.00	30,420.00	0.00	30,420.00
ACCOUNT # 24-4926-393-07		DESC: CONTRACTED SERVICES-STR		ASN:				
TOTALS					8,280.00	10,015.44	0.00	10,015.44
ACCOUNT # 24-4926-393-08		DESC: CONTRACTED-AD FIRM MISC		ASN:				
01/10/24	INV-00283	04*2400389	BUFFALO GROUPE, LLC		0.00	1,899.85	0.00	20,600.09
01/10/24	INV-00283	04*2400389	BUFFALO GROUPE, LLC		0.00	159.20	0.00	20,759.29
01/10/24	INV-00283	04*2400389	BUFFALO GROUPE, LLC		0.00	604.85	0.00	21,364.14
01/10/24	INV-00283	04*2400389	BUFFALO GROUPE, LLC		0.00	200.00	0.00	21,564.14
TOTALS					22,600.00	21,564.14	0.00	21,564.14

BC2001 BEGINNING 01/01/24 ENDING 01/31/24

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

ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN: =====> CONTINUED <=====

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

01/01/24				BUDGET BALANCE	59,758.00			25,544.42
01/02/24	123123		04*2400381	BUSINESS CARD	0.00	1,478.72	0.00	27,023.14
01/02/24	123123		04*2400381	BUSINESS CARD	0.00	0.00	41.58	26,981.56
01/05/24	011124		04*2400379	BUSINESS CARD	0.00	399.91	0.00	27,381.47
01/08/24	INV314468		04*2400388	IMAGE SOLUTIONS, LLC	0.00	19.01	0.00	27,400.48
01/08/24	INV314468		04*2400388	IMAGE SOLUTIONS, LLC	0.00	0.00	1.24	27,399.24
01/10/24	23-1915		04*2400382	NATIONAL COMMUNICATIONS,	0.00	372.36	0.00	27,771.60
01/10/24	23-1915		04*2400382	NATIONAL COMMUNICATIONS,	0.00	0.00	24.36	27,747.24
01/24/24	35710258		04*2400394	IMAGE SOLUTIONS, LLC	0.00	255.87	0.00	28,003.11
01/24/24	35710258		04*2400394	IMAGE SOLUTIONS, LLC	0.00	0.00	16.74	27,986.37
TOTALS					59,758.00	28,766.35	779.98	27,986.37

=====

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

01/01/24				BUDGET BALANCE	6,920.00			3,239.70
01/05/24	TLJ		JE-232302	JOE: PAYROLL INVOICE#8289	0.00	255.95	0.00	3,495.65
01/10/24	1813		04*2400386	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	3,855.65
TOTALS					6,920.00	4,057.60	201.95	3,855.65

=====

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

01/01/24				BUDGET BALANCE	68,500.00			68,427.00
TOTALS					68,500.00	68,427.00	0.00	68,427.00

=====

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

01/10/24	1618		04*2400390	TEMBO HOSPITALITY GROUP	0.00	4,000.00	0.00	24,000.00
TOTALS					48,000.00	24,000.00	0.00	24,000.00

=====

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

01/01/24				BUDGET BALANCE	23,280.00			11,400.00
----------	--	--	--	----------------	-----------	--	--	-----------

ACCOUNT ACTIVITY ANALYSIS					PAGE 9			
BC2001					BEGINNING 01/01/24 ENDING 01/31/24			
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN: =====> CONTINUED <=====								
01/02/24		217651		04*2400372 OWENS AND GATES LLC	0.00	1,900.00	0.00	13,300.00
TOTALS					23,280.00	13,300.00	0.00	13,300.00
ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:								
01/01/24				BUDGET BALANCE	3,795.00			506.89
TOTALS					3,795.00	506.89	0.00	506.89
ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:								
01/02/24		123123		04*2400381 BUSINESS CARD	0.00	67.81	0.00	9,540.20
01/02/24		123123		04*2400381 BUSINESS CARD	0.00	0.00	0.70	9,539.50
TOTALS					9,454.00	9,543.70	4.20	9,539.50
ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY-EQUIPMENT ASN:								
01/01/24				BUDGET BALANCE	9,400.00			5,183.99
TOTALS					9,400.00	5,546.87	362.88	5,183.99
ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN:								
TOTALS					1,450,000.00	0.00	0.00	0.00
ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:								
TOTALS					105,000.00	5,000.00	12,000.00	-7,000.00
ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN:								
TOTALS					15,200.00	21,500.00	0.00	21,500.00

BC2001 BEGINNING 01/01/24 ENDING 01/31/24

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

ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-990-00 DESC: CONTINGENCY ASN:

TOTALS					5,000.00	0.00	0.00	0.00
--------	--	--	--	--	----------	------	------	------

=====