

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
DECEMBER 31, 2023

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

December 31, 2023

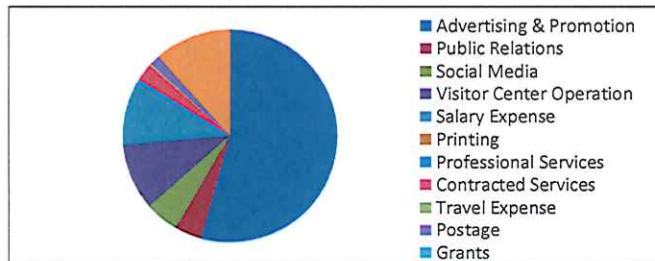
- * November Room Occupancy Tax collections totaled \$189,294.98 with \$30.51 collected for penalties. The YTD collection total is \$1,369,406.42 - 54.78% of budget. The Airbnb total was \$43,976.50; the Home Away/VRBO total was \$29,047.99 and the VACASA,NC total was \$7,080.98.

- * 78 accounts reported for November rentals (decrease of 4 accounts from last year). The collections were down 8.10% from the same period in 2022.

- * The cash balance at December 31, 2023 was \$482,043.71 and investments totaled \$3,750,000.

- * The expenses for December were \$170,472.77. The FYTD expenses totaled \$866,489.34 with encumbrances of \$2195.36, for a combined total of \$868,684.70 - 25.24% of budget.

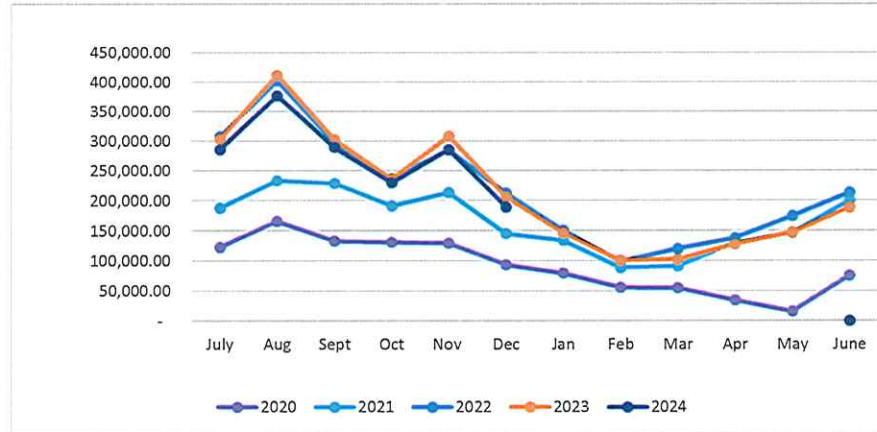
TDA Expenses as of December 31, 2023



Advertising & Promotion	\$	92,784.53
Public Relations	\$	6,879.02
Social Media	\$	8,690.13
Visitor Center Operation	\$	17,258.34
Salary Expense	\$	15,937.66
Printing	\$	100.00
Professional Services	\$	1,354.17
Contracted Services	\$	4,542.95
Travel Expense	\$	489.01
Postage	\$	2,652.89
Grants	\$	-
Other	\$	19,784.07
Total	\$	170,472.77

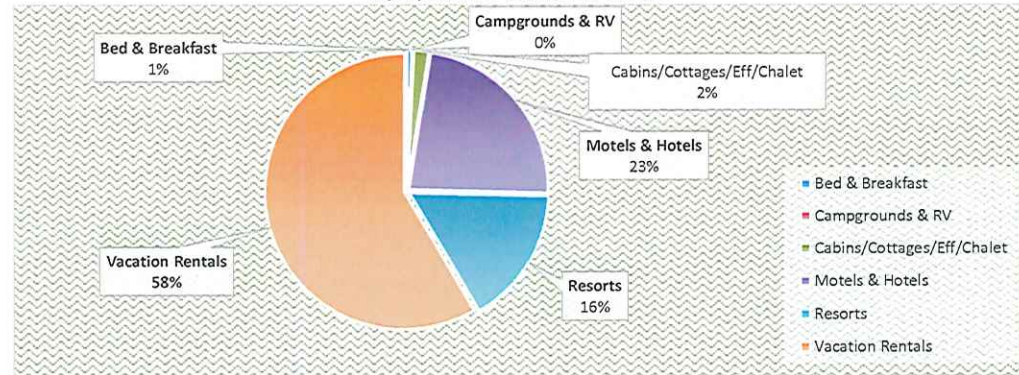


Fiscal YTD Collections



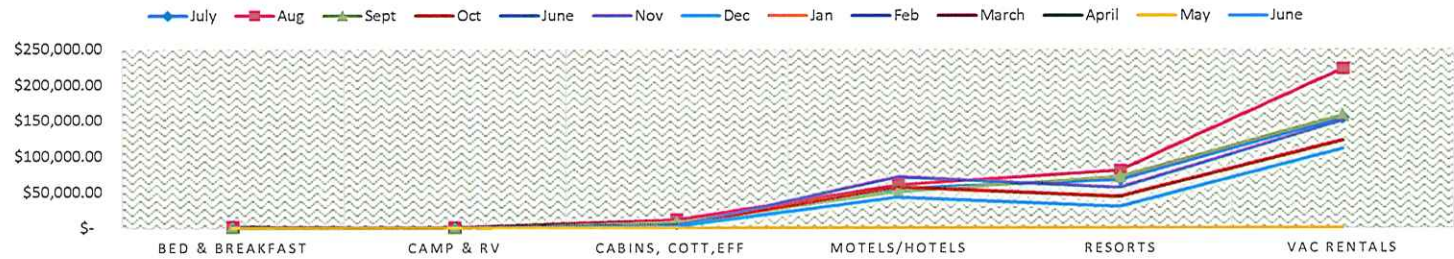
	2020	2021	2022	2023	2024
July	122,421.68	187,832.18	306,871.17	302,567.11	285,430.89
Aug	166,057.35	233,507.83	402,414.91	410,949.64	376,478.34
Sept	133,172.02	228,972.44	296,676.95	301,922.72	289,116.07
Oct	130,912.47	191,265.61	236,495.92	235,450.13	229,745.47
Nov	129,268.34	213,445.79	285,094.57	307,778.37	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	
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	\$ 1,655,478.24

**Room Occupancy Tax Collections
12/31/2023 for November Rentals**



Bed & Breakfast	\$	953.72
Campgrounds & RV	\$	501.55
Cabins/Cottages/Eff/Chalet	\$	3,206.12
Motels & Hotels	\$	43,406.39
Resorts	\$	30,696.38
Vacation Rentals	\$	110,561.33
	\$	189,325.49

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							\$ -
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June							\$ -
	\$ 9,404.77	\$ 4,205.06	\$ 37,170.18	\$ 337,699.65	\$ 351,819.88	\$ 915,178.70	\$ 1,655,478.24
% By Type	0.57%	0.25%	2.25%	20.40%	21.25%	55.28%	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	\$ -		-100.00%
	\$ (146,534.48)	-77	
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	\$ 1,655,478.24		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 12/01/2023 - thru - 12/31/2023

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	459,155.44	205,804.35	182,916.08	482,043.71
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	453.77	438.40	0.00	892.17
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	9.82	4.91	0.00	14.73
Total Asset		4,209,619.03	206,247.66	182,916.08	4,232,950.61
24-2100-000-00	ACCOUNTS PAYABLE	(12,000.00)	175,787.90	163,787.90	0.00
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	1,025.08	1,025.08	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	810.78	810.78	0.00
24-2200-182-00	RETIREMENT PAYABLE	(2,415.95)	2,465.00	2,465.00	(2,415.95)
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	5,319.93	167,004.82	170,129.39	2,195.36
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(5,319.93)	170,129.39	167,004.82	(2,195.36)
24-3000-000-00	REVENUE CONTROL	(1,235,402.97)	0.00	205,804.35	(1,441,207.32)
24-4000-000-00	EXPENDITURE CONTROL	696,016.57	183,654.34	13,181.57	866,489.34
Total Liability		(4,209,619.03)	701,566.93	724,898.51	(4,232,950.61)
Total TOURISM DEVELOPMENT AUTH		0.00	907,814.59	907,814.59	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2023 - thru - 12/31/2023

Account Number	Description	Adjusted Budget 07/01/2023 12/31/2023	Debits and Credits 12/01/2023 12/31/2023	Debits and Credits 07/01/2023 12/31/2023	Encumbrances 07/01/2023 12/31/2023	Balance 07/01/2023 12/31/2023	% Used
24-3230-130-00	JACKSON COUNTY TDA	2,500,000.00	189,294.98	1,369,406.42	0.00	1,130,593.58	54.78
	TAX REVENUE	2,500,000.00	189,294.98	1,369,406.42	0.00	1,130,593.58	54.78
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	30.51	640.93	0.00	4,359.07	12.82
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	30.51	640.93	0.00	14,359.07	4.27
24-3831-491-00	INVESTMENT EARNINGS	50,000.00	16,478.86	71,159.97	0.00	-21,159.97	142.32
	REVENUES	50,000.00	16,478.86	71,159.97	0.00	-21,159.97	142.32
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	205,804.35	1,441,207.32	0.00	2,000,264.68	41.88
24-4926-121-00	SALARIES & WAGES	170,000.00	13,076.93	85,000.02	0.00	84,999.98	50.00
24-4926-170-00	BOARD MEMBER EXPENSE	900.00	0.00	378.50	0.00	521.50	42.06
24-4926-181-00	SOCIAL SECURITY CONTRIBU	10,540.00	810.78	5,270.00	0.00	5,270.00	50.00
24-4926-182-00	RETIREMENT EXPENSE	21,845.00	1,680.40	10,873.56	0.00	10,971.44	49.78
24-4926-183-00	HOSPITALIZATION INSURANC	23,214.00	179.93	9,400.81	0.00	13,813.19	40.50
24-4926-185-00	UNEMPLOYMENT INSURANCE	592.00	0.00	-1,936.32	0.00	2,528.32	-327.08
24-4926-186-00	WORKMAN'S COMPENSATION	2,117.00	0.00	0.00	0.00	2,117.00	0.00
24-4926-187-00	MEDICARE TAX	2,465.00	189.62	1,232.50	0.00	1,232.50	50.00
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	8,125.02	0.00	8,124.98	50.00
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	515.96	1,423.97	0.00	4,576.03	23.73
24-4926-299-00	MISCELLANEOUS	13,970.00	16.00	1,972.00	0.00	11,998.00	14.12
24-4926-311-00	TRAVEL	28,150.00	489.01	9,478.82	0.00	18,671.18	33.67
24-4926-321-00	TELEPHONE	4,600.00	537.26	2,013.72	0.00	2,586.28	43.78
24-4926-321-01	TELEPHONE-VISITOR CENTER	0.00	1,500.43	4,530.23	0.00	-4,530.23	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	2,652.89	24,762.93	0.00	-6,084.93	132.58
24-4926-331-00	UTILITIES	2,700.00	40.00	985.98	0.00	1,714.02	36.52
24-4926-341-00	PRINTING	97,341.00	100.00	13,087.01	1,796.36	82,457.63	15.29
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	45,071.78	99,324.36	0.00	195,327.64	33.71

COUNTY OF JACKSON

Income Statement

Report dates 07/01/2023 - thru - 12/31/2023

Account Number	Description	Adjusted Budget 07/01/2023 12/31/2023	Debits and Credits 12/01/2023 12/31/2023	Debits and Credits 07/01/2023 12/31/2023	Encumbrances 07/01/2023 12/31/2023	Balance 07/01/2023 12/31/2023	% Used
24-4926-370-01	WEBSITE SERVICE	25,200.00	5,225.00	15,425.00	0.00	9,775.00	61.21
24-4926-370-02	CREATIVE & PRODUCTION SE	90,000.00	5,667.00	33,516.25	0.00	56,483.75	37.24
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	13,200.00	1,100.00	6,600.00	0.00	6,600.00	50.00
24-4926-370-04	E-MAIL CAMPAIGNS	16,800.00	1,400.00	10,325.00	0.00	6,475.00	61.46
24-4926-370-05	SEM MANAGEMENT	178,000.00	16,906.03	59,437.26	0.00	118,562.74	33.39
24-4926-370-09	SOCIAL MEDIA SPEND	132,000.00	8,690.13	48,644.30	0.00	83,355.70	36.85
24-4926-393-00	VISITOR CENTER OPERATION	213,631.00	17,258.34	111,050.04	0.00	102,580.96	51.98
24-4926-393-01	PUBLIC RELATIONS	111,000.00	6,879.02	65,800.83	0.00	45,199.17	59.28
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	10,999.98	0.00	11,000.02	50.00
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	5,070.00	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	10,315.47	18,700.24	0.00	3,899.76	82.74
24-4926-393-11	SOFTWARE, INTERNET, MISC S	59,758.00	2,029.24	25,544.42	399.00	33,814.58	43.41
24-4926-393-14	CONTRACTED SERVICES-HR O	6,920.00	542.95	3,239.70	0.00	3,680.30	46.82
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	20,000.00	0.00	28,000.00	41.67
24-4926-412-00	BUILDING RENT	23,280.00	1,900.00	11,400.00	0.00	11,880.00	48.97
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	257.11	9,472.39	0.00	-18.39	100.19
24-4926-550-00	CAPITAL OUTLAY-EQUIPMENT	9,400.00	5,183.99	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	-12,000.00	-7,000.00	0.00	112,000.00	-6.67
24-4926-699-02	MISCELLANEOUS DONATIONS	15,200.00	20,000.00	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	170,472.77	866,489.34	2,195.36	2,572,787.30	25.24
DEPARTMENT TOTAL Expense		-3,441,472.00	-170,472.77	-866,489.34	2,195.36	-2,572,787.30	25.24
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	35,331.58	574,717.98	2,195.36	-572,522.62	33.56

BC2001 BEGINNING 12/01/23 ENDING 12/31/23

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

12/01/23				BUDGET BALANCE	170,000.00			71,923.09
12/08/23		TLJ	JE-232199	JOE: TDA PAYROLL 12/08/23	0.00	6,538.47	0.00	78,461.56
12/22/23		TLJ	JE-232259	JOE: TDA PAYROLL 12/22/23	0.00	6,538.46	0.00	85,000.02
TOTALS					170,000.00	98,076.95	13,076.93	85,000.02

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

12/01/23				BUDGET BALANCE	900.00			378.50
TOTALS					900.00	392.50	14.00	378.50

ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:

12/08/23		TLJ	JE-232201	JOE: TDA PAYROLL TAX DRAF	0.00	405.40	0.00	4,864.62
12/22/23		TLJ	JE-232260	JOE: TDA PAYROLL TAX DRAF	0.00	405.38	0.00	5,270.00
TOTALS					10,540.00	5,675.38	405.38	5,270.00

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

12/01/23				BUDGET BALANCE	21,845.00			9,193.16
12/08/23		TLJ	JE-232201	JOE: TDA PAYROLL TAX DRAF	0.00	840.20	0.00	10,033.36
12/22/23		TLJ	JE-232260	JOE: TDA PAYROLL TAX DRAF	0.00	840.20	0.00	10,873.56
TOTALS					21,845.00	11,664.72	791.16	10,873.56

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

12/01/23				BUDGET BALANCE	23,214.00			9,220.88
12/01/23	709303		04*2400349	COMPANION LIFE INSURANCE	0.00	179.93	0.00	9,400.81
TOTALS					23,214.00	9,400.81	0.00	9,400.81

ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN:

12/01/23				BUDGET BALANCE	592.00			-1,936.32
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BC2001 BEGINNING 12/01/23 ENDING 12/31/23

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 <=====				
TOTALS					592.00	117.49	2,053.81	-1,936.32
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ACCOUNT # 24-4926-186-00				DESC: WORKMAN'S COMPENSATION ASN:				
TOTALS					2,117.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-187-00				DESC: MEDICARE TAX ASN:				
12/08/23	TLJ		JE-232201	JOE: TDA PAYROLL TAX DRAF	0.00	94.82	0.00	1,137.70
12/22/23	TLJ		JE-232260	JOE: TDA PAYROLL TAX DRAF	0.00	94.80	0.00	1,232.50
TOTALS					2,465.00	1,327.30	94.80	1,232.50
=====								
ACCOUNT # 24-4926-190-00				DESC: PROFESSIONAL SER-COUNTY ASN:				
12/01/23				BUDGET BALANCE	16,250.00			6,770.85
12/29/23	TLJ		JE-232268	JOE: TDA ADMIN DEC. 2023	0.00	1,354.17	0.00	8,125.02
TOTALS					16,250.00	8,125.02	0.00	8,125.02
=====								
ACCOUNT # 24-4926-191-00				DESC: PROFESSIONAL SERVICES-AUDIT ASN:				
12/01/23				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
=====								
ACCOUNT # 24-4926-260-00				DESC: OFFICE SUPPLIES AND MATERIALS ASN:				
12/01/23	112523		04*2400346	BUSINESS CARD	0.00	349.50	0.00	1,257.51

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES AND MATERIALS ASN: =====> CONTINUED <=====

12/01/23		112523	04*2400346	BUSINESS CARD	0.00	0.00	19.59	1,237.92
12/11/23		1YDP-XKGV-	04*2400368	AMAZON CAPITAL SERVICES	0.00	38.58	0.00	1,276.50
12/11/23		1YDP-XKGV-	04*2400368	AMAZON CAPITAL SERVICES	0.00	0.00	2.52	1,273.98
12/12/23		35854552	04*2400363	QUILL CORPORATION - 69460	0.00	160.49	0.00	1,434.47
12/12/23		35854552	04*2400363	QUILL CORPORATION - 69460	0.00	0.00	10.50	1,423.97
TOTALS					6,000.00	1,518.04	94.07	1,423.97

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

12/01/23				BUDGET BALANCE	13,970.00			1,956.00
12/14/23		324257	04*2400365	CHEROKEE BOTTLED WATER	0.00	17.08	0.00	1,973.08
12/14/23		324257	04*2400365	CHEROKEE BOTTLED WATER	0.00	0.00	1.08	1,972.00
TOTALS					13,970.00	1,980.84	8.84	1,972.00

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

12/01/23				BUDGET BALANCE	28,150.00			8,989.81
12/01/23		112523	04*2400346	BUSINESS CARD	0.00	448.40	0.00	9,438.21
12/05/23		12/04/2023	02*12445	NICHOLAS J BREEDLOVE	0.00	40.61	0.00	9,478.82
TOTALS					28,150.00	10,071.01	592.19	9,478.82

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

12/01/23				BUDGET BALANCE	4,600.00			1,476.46
12/01/23		208445	04*2400348	BALSAMWEST	0.00	738.26	0.00	2,214.72
12/01/23		9949976163	04*2400345	VERIZON WIRELESS	0.00	51.58	0.00	2,266.30
12/01/23		215475	04*2400358	BALSAMWEST	0.00	485.68	0.00	2,751.98
12/01/23		TLJ	JE-232269	JOE: CORRECTION TO INVOIC	0.00	0.00	738.26	2,013.72
TOTALS					4,600.00	4,312.05	2,298.33	2,013.72

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

12/01/23				BUDGET BALANCE	0.00			3,029.80
12/01/23		214324	04*2400358	BALSAMWEST	0.00	390.21	0.00	3,420.01

BC2001 BEGINNING 12/01/23 ENDING 12/31/23

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 <=====								
12/01/23		TLJ	JE-232269	JOE: CORRECTION TO INVOIC	0.00	738.26	0.00	4,158.27
12/19/23		214325	04*2400366	BALSAMWEST	0.00	371.96	0.00	4,530.23
TOTALS					0.00	4,530.23	0.00	4,530.23
=====								

ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-TDA ASN:								
12/01/23				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:								
12/01/23		112523	04*2400346	BUSINESS CARD	0.00	11.45	0.00	22,121.49
12/04/23		17VA27483	04*2400354	UPS	0.00	32.11	0.00	22,153.60
12/08/23		122523	04*2400362	PITNEY BOWES INC.	0.00	109.33	0.00	22,262.93
12/19/23		122223	04*2400364	PITNEY BOWES BANK, INC RE	0.00	2,500.00	0.00	24,762.93
TOTALS					18,678.00	24,827.93	65.00	24,762.93
=====								

ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:								
12/01/23				BUDGET BALANCE	2,700.00			945.98
12/01/23		217650	04*2400347	OWENS AND GATES LLC	0.00	40.00	0.00	985.98
TOTALS					2,700.00	985.98	0.00	985.98
=====								

ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN:								
12/01/23				BUDGET BALANCE	97,341.00			12,987.01
12/10/23		3352	04*2400353	SMOKY MOUNTAIN HOST	0.00	100.00	0.00	13,087.01
TOTALS					97,341.00	13,273.05	186.04	13,087.01
=====								

ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:								
12/01/23				BUDGET BALANCE	500.00			0.00

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

ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN: =====> CONTINUED <=====

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

12/01/23	0000008967	04*2400350	BUFFALO GROUPE, LLC	0.00	2,452.26	0.00	56,704.84
12/01/23	0000008967	04*2400350	BUFFALO GROUPE, LLC	0.00	1,625.00	0.00	58,329.84
12/01/23	0000008967	04*2400350	BUFFALO GROUPE, LLC	0.00	3,750.00	0.00	62,079.84
12/01/23	0000008967	04*2400350	BUFFALO GROUPE, LLC	0.00	941.18	0.00	63,021.02
12/01/23	0000008967	04*2400350	BUFFALO GROUPE, LLC	0.00	18,705.88	0.00	81,726.90
12/07/23	INV-00196	04*2400360	BUFFALO GROUPE, LLC	0.00	1,875.00	0.00	83,601.90
12/07/23	INV-00196	04*2400360	BUFFALO GROUPE, LLC	0.00	13,270.20	0.00	96,872.10
12/07/23	INV-00196	04*2400360	BUFFALO GROUPE, LLC	0.00	2,452.26	0.00	99,324.36
TOTALS				294,652.00	99,324.36	0.00	99,324.36

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

12/01/23			BUDGET BALANCE	25,200.00			10,200.00
12/06/23	INV-00121	04*2400360	BUFFALO GROUPE, LLC	0.00	2,100.00	0.00	12,300.00
12/06/23	INV-00121	04*2400360	BUFFALO GROUPE, LLC	0.00	3,125.00	0.00	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:

12/01/23			BUDGET BALANCE	90,000.00			27,849.25
12/06/23	INV-00121	04*2400360	BUFFALO GROUPE, LLC	0.00	5,667.00	0.00	33,516.25
TOTALS				90,000.00	33,516.25	0.00	33,516.25

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

12/01/23			BUDGET BALANCE	13,200.00			5,500.00
12/06/23	INV-00121	04*2400360	BUFFALO GROUPE, LLC	0.00	1,100.00	0.00	6,600.00
TOTALS				13,200.00	6,600.00	0.00	6,600.00

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN: =====> CONTINUED <=====

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

12/01/23				BUDGET BALANCE	16,800.00			8,925.00
12/06/23		INV-00121	04*2400360	BUFFALO GROUPE, LLC	0.00	800.00	0.00	9,725.00
12/06/23		INV-00121	04*2400360	BUFFALO GROUPE, LLC	0.00	600.00	0.00	10,325.00
TOTALS					16,800.00	10,325.00	0.00	10,325.00

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

12/01/23				BUDGET BALANCE	178,000.00			42,531.23
12/19/23		068327	04*2400370	LOVE COMMUNICATIONS LLC	0.00	16,906.03	0.00	59,437.26
TOTALS					178,000.00	66,570.17	7,132.91	59,437.26

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

12/01/23				BUDGET BALANCE	132,000.00			39,954.17
12/05/23		120823	04*2400357	BUSINESS CARD	0.00	8,690.13	0.00	48,644.30
TOTALS					132,000.00	48,644.30	0.00	48,644.30

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

12/01/23				BUDGET BALANCE	213,631.00			93,791.70
12/10/23		216419	04*2400351	JACKSON CO. CHAMBER OF CO	0.00	7,808.08	0.00	101,599.78
12/10/23		216419	04*2400351	JACKSON CO. CHAMBER OF CO	0.00	1,108.67	0.00	102,708.45
12/10/23		216419	04*2400351	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	102,897.12
12/10/23		216405	04*2400352	CASHIERS AREA CHAMBER OF	0.00	7,157.42	0.00	110,054.54
12/10/23		216405	04*2400352	CASHIERS AREA CHAMBER OF	0.00	995.50	0.00	111,050.04
TOTALS					213,631.00	118,300.04	7,250.00	111,050.04

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

12/01/23				BUDGET BALANCE	111,000.00			58,921.81
12/01/23		64394	02*12434	LOU HAMMOND GROUP ATLANTA	0.00	629.02	0.00	59,550.83

BC2001 BEGINNING 12/01/23 ENDING 12/31/23

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 <=====								
12/18/23		64402	02*12547	LOU HAMMOND GROUP ATLANTA	0.00	6,250.00	0.00	65,800.83
TOTALS					111,000.00	65,800.83	0.00	65,800.83
=====								
ACCOUNT # 24-4926-393-02 DESC: CONTRACTED SERVICES ASN:								
12/01/23				BUDGET BALANCE	22,000.00			9,166.65
12/29/23	TLJ		JE-232268	JOE: TDA ADMIN DEC. 2023	0.00	1,833.33	0.00	10,999.98
TOTALS					22,000.00	10,999.98	0.00	10,999.98
=====								
ACCOUNT # 24-4926-393-03 DESC: CONTRACTED SERVICES-RECORDING ASN:								
12/01/23				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:								
12/06/23		INV-00121	04*2400360	BUFFALO GROUPE, LLC	0.00	5,070.00	0.00	30,420.00
TOTALS					60,840.00	30,420.00	0.00	30,420.00
=====								
ACCOUNT # 24-4926-393-07 DESC: CONTRACTED SERVICES-STR ASN:								
12/01/23				BUDGET BALANCE	8,280.00			10,015.44
TOTALS					8,280.00	10,015.44	0.00	10,015.44
=====								
ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:								
12/01/23		0000008967	04*2400350	BUFFALO GROUPE, LLC	0.00	604.85	0.00	8,989.62

BC2001 BEGINNING 12/01/23 ENDING 12/31/23

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN: =====> CONTINUED <=====

12/01/23		0000008967	04*2400350	BUFFALO GROUPE, LLC	0.00	1,875.00	0.00	10,864.62
12/01/23		0000008967	04*2400350	BUFFALO GROUPE, LLC	0.00	6,176.47	0.00	17,041.09
12/06/23		INV-00121	04*2400360	BUFFALO GROUPE, LLC	0.00	950.00	0.00	17,991.09
12/07/23		INV-00196	04*2400360	BUFFALO GROUPE, LLC	0.00	604.85	0.00	18,595.94
12/07/23		INV-00196	04*2400360	BUFFALO GROUPE, LLC	0.00	104.30	0.00	18,700.24
TOTALS					22,600.00	18,700.24	0.00	18,700.24

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

12/01/23				BUDGET BALANCE	59,758.00			23,515.18
12/01/23	112523		04*2400346	BUSINESS CARD	0.00	1,118.78	0.00	24,633.96
12/01/23	112523		04*2400346	BUSINESS CARD	0.00	0.00	29.68	24,604.28
12/05/23	120723		04*2400356	BUSINESS CARD	0.00	128.17	0.00	24,732.45
12/18/23	35498584		04*2400369	IMAGE SOLUTIONS, LLC	0.00	276.11	0.00	25,008.56
12/18/23	35498584		04*2400369	IMAGE SOLUTIONS, LLC	0.00	0.00	11.45	24,997.11
12/18/23	35498584		04*2400369	IMAGE SOLUTIONS, LLC	0.00	0.00	4.91	24,992.20
12/19/23	35079763		04*2400369	IMAGE SOLUTIONS, LLC	0.00	276.11	0.00	25,268.31
12/19/23	35297306		04*2400369	IMAGE SOLUTIONS, LLC	0.00	276.11	0.00	25,544.42
TOTALS					59,758.00	26,240.48	696.06	25,544.42

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

12/01/23				BUDGET BALANCE	6,920.00			2,696.75
12/06/23	1789		04*2400359	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	3,056.75
12/08/23	TLJ		JE-232200	JOE: INVOICE#0000071713	0.00	182.95	0.00	3,239.70
TOTALS					6,920.00	3,441.65	201.95	3,239.70

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

12/01/23				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:

12/06/23	1594		04*2400361	TEMBO HOSPITALITY GROUP	0.00	4,000.00	0.00	20,000.00
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=====					ACCOUNT ACTIVITY ANALYSIS		PAGE 9	=====	
BC2001					BEGINNING	12/01/23	ENDING	12/31/23	
TRANS	PO	INVOICE	CHECK	TRANSACTION/	BEGINNING				
DATE	NUMBER	NUMBER	NUMBER	VENDOR NAME	BAL/BUDGET	DEBITS	CREDITS	BALANCE	

ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN: =====> CONTINUED <=====									
TOTALS					48,000.00	20,000.00	0.00	20,000.00	
=====									
ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:									
12/01/23				BUDGET BALANCE	23,280.00			9,500.00	
12/01/23		217650	04*2400347	OWENS AND GATES LLC	0.00	1,900.00	0.00	11,400.00	
TOTALS					23,280.00	11,400.00	0.00	11,400.00	
=====									
ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:									
12/01/23				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:									
12/01/23		112523	04*2400346	BUSINESS CARD	0.00	27.81	0.00	9,243.09	
12/01/23		112523	04*2400346	BUSINESS CARD	0.00	0.00	0.70	9,242.39	
12/04/23		2023	04*2400352	CASHIERS AREA CHAMBER OF	0.00	230.00	0.00	9,472.39	
TOTALS					9,454.00	9,475.89	3.50	9,472.39	
=====									
ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY-EQUIPMENT ASN:									
12/01/23				BUDGET BALANCE	9,400.00			0.00	
12/01/23		112523	04*2400346	BUSINESS CARD	0.00	625.94	0.00	625.94	
12/01/23		112623A	04*2400355	BUSINESS CARD	0.00	4,920.93	0.00	5,546.87	
12/01/23		112523	04*2400346	BUSINESS CARD	0.00	0.00	40.95	5,505.92	
12/01/23		112623A	04*2400355	BUSINESS CARD	0.00	0.00	321.93	5,183.99	
TOTALS					9,400.00	5,546.87	362.88	5,183.99	
=====									
ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN:									
12/01/23				BUDGET BALANCE	1,450,000.00			0.00	

ENDING 12/31/23

ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN: =====> CONTINUED <=====

0.00

12/28/23	09/09/2022 04*2400007 TOWN OF DILLSBORO	0.00	0.00	12,000.00	-7,000.00
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-7,000.00

12/21/23	12/12/2023 04*2400367 FRIENDS OF PANTHER TOWN, I	0.00	20,000.00	0.00	21,500.00
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21,500.00

12/01/23	BUDGET BALANCE	5,000.00	0.00
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0.00