

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
FEBRUARY 29, 2024

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

February 29, 2024

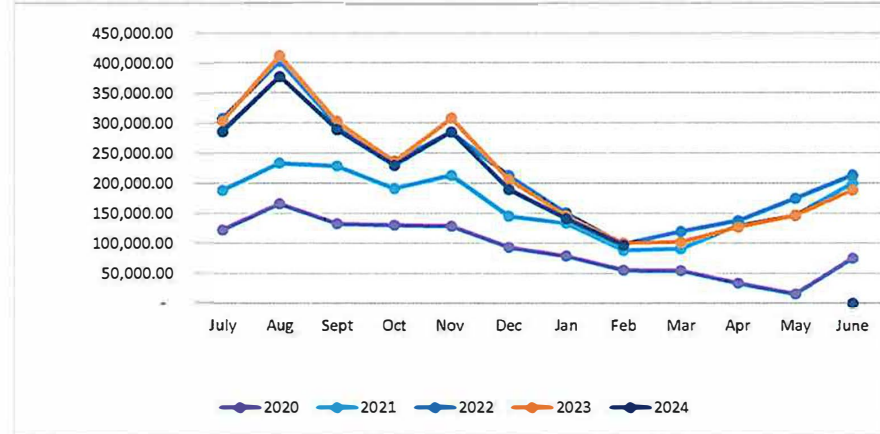
* January Room Occupancy Tax collections totaled \$96,172.93 with \$0.00 collected for penalties. The YTD collection total is \$1,607,102.56 - 64.28% of budget. The Airbnb total was \$49,378.24; the Home Away/VRBO total was \$3,772.11 and the VACASA,NC total was \$3,678.45.

* 67 accounts reported for January rentals (increase of 5 accounts from last year). The collections were down 3.35% from the same period in 2023.

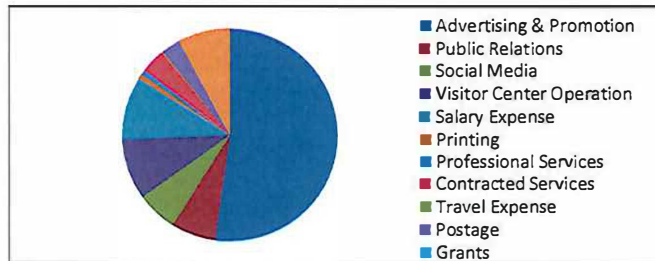
* The cash balance at February 29, 2024 was \$449,560.77 and investments totaled \$3,750,000.

* The expenses for February were \$186,351.12. The FYTD expenses totaled \$1,172,584.30 with encumbrances of \$70,248.42, for a combined total of \$1,242,832.72- 35.09% of budget.

Fiscal YTD Collections



TDA Expenses as of February 29, 2024

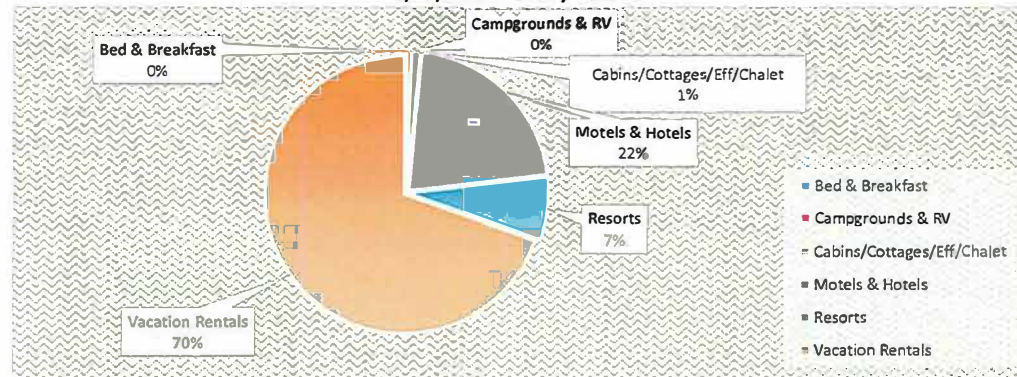


Advertising & Promotion	\$ 97,346.11
Public Relations	\$ 12,500.00
Social Media	\$ 11,408.66
Visitor Center Operation	\$ 17,258.34
Salary Expense	\$ 17,769.86
Printing	\$ 1,500.00
Professional Services	\$ 1,354.17
Contracted Services	\$ 6,903.33
Travel Expense	\$ 325.23
Postage	\$ 5,365.06
Grants	\$ -
Other	\$ 14,620.36
Total	\$ 186,351.12

	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	97,063.80
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	\$ 1,894,080.25

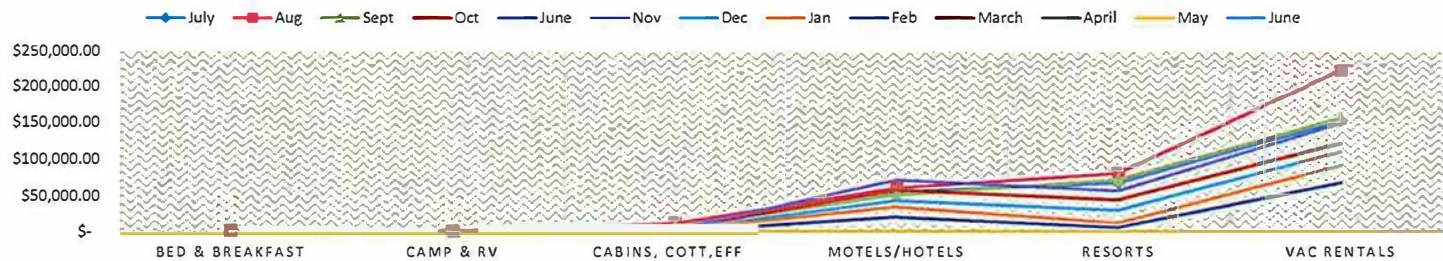


Room Occupancy Tax Collections
2/29/24 for January Rentals



Bed & Breakfast	\$	436.50
Campgrounds & RV	\$	98.20
Cabins/Cottages/Eff/Chalet	\$	922.75
Motels & Hotels	\$	21,038.94
Resorts	\$	7,003.66
Vacation Rentals	\$	67,563.75
	\$	97,063.80

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	\$ 436.50	\$ 98.20	\$ 922.75	\$ 21,038.94	\$ 7,003.66	\$ 67,563.75	\$ 97,063.80
March							\$ -
April							\$ -
May							\$ -
June							\$ -
	\$ 10,469.41	\$ 4,447.01	\$ 40,585.26	\$ 393,465.85	\$ 371,384.32	\$ 1,073,728.40	\$ 1,894,080.25
% By Type	0.55%	0.23%	2.14%	20.77%	19.61%	56.69%	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	\$ 97,063.80	67	-3.35%
	\$ (3,365.44)	5	
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	\$ 1,894,080.25		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 02/01/2024 - thru - 02/29/2024

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	520,619.22	112,885.25	183,943.70	449,560.77
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	1,133.46	57.58	0.00	1,191.04
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	29.43	0.00	0.00	29.43
Total Asset		4,271,782.11	112,942.83	183,943.70	4,200,781.24
24-2100-000-00	ACCOUNTS PAYABLE	0.00	168,619.44	168,619.44	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	474.00	474.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	810.78	810.78	0.00
24-2200-182-00	RETIREMENT PAYABLE	(2,415.94)	0.00	2,465.00	(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	62,573.36	174,794.50	167,119.44	70,248.42
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(62,573.36)	167,119.44	174,794.50	(70,248.42)
24-3000-000-00	REVENUE CONTROL	(1,599,782.67)	0.00	112,885.25	(1,712,667.92)
24-4000-000-00	EXPENDITURE CONTROL	986,233.18	187,908.70	1,557.58	1,172,584.30
Total Liability		(4,271,782.11)	700,910.16	629,909.29	(4,200,781.24)
Total TOURISM DEVELOPMENT AUTH		0.00	813,852.99	813,852.99	0.00

COUNTY OF JACKSON

Income Statement

Report dates 07/01/2023 - thru - 02/29/2024

Account Number	Description	Adjusted Budget 07/01/2023 02/29/2024	Debits and Credits 02/01/2024 02/29/2024	Debits and Credits 07/01/2023 02/29/2024	Encumbrances 07/01/2023 02/29/2024	Balance 07/01/2023 02/29/2024	% Used
24-3230-130-00	JACKSON COUNTY TDA	2,500,000.00	96,172.93	1,607,102.56	0.00	892,897.44	64.28
	TAX REVENUE	2,500,000.00	96,172.93	1,607,102.56	0.00	892,897.44	64.28
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	0.00	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	0.00	655.93	0.00	14,344.07	4.37
24-3831-491-00	INVESTMENT EARNINGS	150,000.00	16,712.32	104,909.43	0.00	45,090.57	69.94
	REVENUES	150,000.00	16,712.32	104,909.43	0.00	45,090.57	69.94
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	3,541,472.00	112,885.25	1,712,667.92	0.00	1,828,804.08	48.36
24-4926-121-00	SALARIES & WAGES	170,000.00	13,076.92	111,153.85	0.00	58,846.15	65.38
24-4926-170-00	BOARD MEMBER EXPENSE	900.00	0.00	417.90	0.00	482.10	46.43
24-4926-181-00	SOCIAL SECURITY CONTRIBU	10,540.00	810.78	6,908.78	0.00	3,631.22	65.55
24-4926-182-00	RETIREMENT EXPENSE	21,845.00	1,680.40	14,234.35	0.00	7,610.65	65.16
24-4926-183-00	HOSPITALIZATION INSURANC	23,214.00	1,861.75	14,806.13	0.00	8,407.87	63.78
24-4926-185-00	UNEMPLOYMENT INSURANCE	592.00	150.39	-1,635.55	0.00	2,227.55	-276.28
24-4926-186-00	WORKMAN'S COMPENSATION	2,117.00	0.00	74.00	0.00	2,043.00	3.50
24-4926-187-00	MEDICARE TAX	2,465.00	189.62	1,615.78	0.00	849.22	65.55
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 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	0.00	1,480.35	0.00	4,519.65	24.67
24-4926-299-00	MISCELLANEOUS	13,970.00	220.00	3,029.21	0.00	10,940.79	21.68
24-4926-311-00	TRAVEL	28,150.00	325.23	15,548.82	595.00	12,006.18	57.35
24-4926-321-00	TELEPHONE	4,600.00	537.18	2,705.40	0.00	1,894.60	58.81
24-4926-321-01	TELEPHONE-VISITOR CENTER	0.00	366.42	5,282.77	0.00	-5,282.77	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	30,678.00	5,365.06	30,342.32	0.00	335.68	98.91
24-4926-331-00	UTILITIES	2,700.00	388.66	1,520.12	0.00	1,179.88	56.30
24-4926-341-00	PRINTING	97,341.00	1,500.00	16,661.37	61,978.36	18,701.27	80.79
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	67,300.41	187,368.05	0.00	107,283.95	63.59

COUNTY OF JACKSON

Income Statement

Report dates 07/01/2023 - thru - 02/29/2024

Account Number	Description	Adjusted Budget 07/01/2023 02/29/2024	Debits and Credits 02/01/2024 02/29/2024	Debits and Credits 07/01/2023 02/29/2024	Encumbrances 07/01/2023 02/29/2024	Balance 07/01/2023 02/29/2024	% Used
24-4926-370-01	WEBSITE SERVICE	25,200.00	2,100.00	17,525.00	0.00	7,675.00	69.54
24-4926-370-02	CREATIVE & PRODUCTION SE	90,000.00	7,767.00	48,833.25	0.00	41,166.75	54.26
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	13,200.00	1,100.00	7,700.00	0.00	5,500.00	58.33
24-4926-370-04	E-MAIL CAMPAIGNS	16,800.00	1,400.00	11,725.00	0.00	5,075.00	69.79
24-4926-370-05	SEM MANAGEMENT	178,000.00	17,678.70	94,021.95	0.00	83,978.05	52.82
24-4926-370-09	SOCIAL MEDIA SPEND	136,000.00	11,408.66	68,604.16	4,000.00	63,395.84	53.39
24-4926-393-00	VISITOR CENTER OPERATION	213,631.00	17,258.34	145,566.72	0.00	68,064.28	68.14
24-4926-393-01	PUBLIC RELATIONS	111,000.00	12,500.00	82,759.99	0.00	28,240.01	74.56
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	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	35,490.00	0.00	25,350.00	58.33
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	2,587.70	24,151.84	0.00	-1,551.84	106.87
24-4926-393-11	SOFTWARE,INTERNET,MISC S	59,758.00	1,400.34	29,386.71	0.00	30,371.29	49.18
24-4926-393-14	CONTRACTED SERVICES-HR O	6,920.00	542.95	4,398.60	0.00	2,521.40	63.56
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	28,000.00	0.00	20,000.00	58.33
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	3,795.00	0.00	506.89	0.00	3,288.11	13.36
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,454.00	177.11	9,716.61	349.00	-611.61	106.47
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	2,500.00	24,000.00	1,000.00	-9,800.00	164.47
24-4926-990-00	CONTINGENCY	89,000.00	0.00	0.00	2,326.06	86,673.94	2.61
TOURISM DEVELOPMENT AUTHORITY		3,541,472.00	186,351.12	1,172,584.30	70,248.42	2,298,639.28	35.09
DEPARTMENT TOTAL Expense		-3,541,472.00	-186,351.12	-1,172,584.30	70,248.42	-2,298,639.28	35.09
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	-73,465.87	540,083.62	70,248.42	-469,835.20	41.73

BC2001 BEGINNING 02/01/24 ENDING 02/29/24

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:								
02/01/24				BUDGET BALANCE	170,000.00			98,076.93
02/01/24	TLJ		JE-232407	JOE: TDA PAYROLL 2/2/04	0.00	6,538.46	0.00	104,615.39
02/16/24	TLJ		JE-232445	JOE: TDA PAYROLL 2/16/24	0.00	6,538.46	0.00	111,153.85
TOTALS					170,000.00	124,230.78	13,076.93	111,153.85
=====								
ACCOUNT # 24-4926-170-00 DESC: BOARD MEMBER EXPENSE ASN:								
02/01/24				BUDGET BALANCE	900.00			417.90
TOTALS					900.00	434.42	16.52	417.90
=====								
ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:								
02/02/24	TLJ		JE-232408	JOE: TDA TAX DRAFT 2/2/20	0.00	405.40	0.00	6,503.40
02/16/24	TLJ		JE-232447	JOE: TDA TAX DRAFT 2/16/2	0.00	405.38	0.00	6,908.78
TOTALS					10,540.00	7,314.16	405.38	6,908.78
=====								
ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:								
02/01/24				BUDGET BALANCE	21,845.00			12,553.95
02/02/24	TLJ		JE-232408	JOE: TDA TAX DRAFT 2/2/20	0.00	840.20	0.00	13,394.15
02/16/24	TLJ		JE-232447	JOE: TDA TAX DRAFT 2/16/2	0.00	840.20	0.00	14,234.35
TOTALS					21,845.00	15,025.51	791.16	14,234.35
=====								
ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:								
02/01/24				BUDGET BALANCE	23,214.00			12,944.38
02/08/24	733961		04*2400408	COMPANION LIFE INSURANCE	0.00	179.93	0.00	13,124.31
02/19/24	02/10/2024		04*2400414	BCBS OF NC	0.00	1,681.82	0.00	14,806.13
TOTALS					23,214.00	14,806.13	0.00	14,806.13
=====								
ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN:								
02/01/24				BUDGET BALANCE	592.00			-1,785.94

ENDING 02/29/24

TOTALS	6,000.00	1,578.37	98.02	1,480.35
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BC2001

BEGINNING 02/01/24

ENDING 02/29/24

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 AND MATERIALS ASN: =====> CONTINUED <=====								
ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN:								
02/09/24		01/29/2024	04*2400415	HELPING HANDS SERVICE CO.	0.00	220.00	0.00	3,029.21
TOTALS					13,970.00	3,045.12	15.91	3,029.21
=====								
ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN:								
02/01/24				BUDGET BALANCE	28,150.00			15,223.59
02/19/24		02/16/2024	02*12878	NICHOLAS J BREEDLOVE	0.00	325.23	0.00	15,548.82
TOTALS					28,150.00	16,141.01	592.19	15,548.82
=====								
ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN:								
02/01/24				BUDGET BALANCE	4,600.00			2,168.22
02/01/24		9954916463	04*2400396	VERIZON WIRELESS	0.00	51.58	0.00	2,219.80
02/01/24		227337	04*2400406	BALSAMWEST	0.00	485.60	0.00	2,705.40
TOTALS					4,600.00	5,385.52	2,680.12	2,705.40
=====								
ACCOUNT # 24-4926-321-01 DESC: TELEPHONE-VISITOR CENTERS ASN:								
02/01/24				BUDGET BALANCE	0.00			4,916.35
02/01/24		226192	04*2400406	BALSAMWEST	0.00	366.42	0.00	5,282.77
TOTALS					0.00	5,282.77	0.00	5,282.77
=====								
ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-TDA ASN:								
02/01/24				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:								
02/01/24		020124	04*2400397	PITNEY BOWES BANK, INC RE	0.00	5,000.00	0.00	29,977.26

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

ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN: =====> CONTINUED <=====								
02/05/24		17VA27054	04*2400403	UPS	0.00	1.44	0.00	29,978.70
02/16/24		3318735168	04*2400412	PITNEY BOWES INC.	0.00	372.79	0.00	30,351.49
02/16/24		3318735168	04*2400412	PITNEY BOWES INC.	0.00	0.00	19.87	30,331.62
02/16/24		TLJ	JE-232446	JOE: INVOICE#:82897	0.00	10.70	0.00	30,342.32
TOTALS					18,678.00	30,439.82	97.50	30,342.32
=====								
ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:								
02/01/24				BUDGET BALANCE	2,700.00			1,131.46
02/01/24		01/16/2024	04*2400395	DUKE ENERGY	0.00	348.66	0.00	1,480.12
02/01/24		217652	04*2400399	OWENS AND GATES LLC	0.00	40.00	0.00	1,520.12
TOTALS					2,700.00	1,520.12	0.00	1,520.12
=====								
ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN:								
02/01/24				BUDGET BALANCE	97,341.00			15,161.37
02/08/24		2024-89053	04*2400402	SMOKY MOUNTAIN NEWS	0.00	0.00	1,500.00	13,661.37
02/08/24		2024-89053	04*2400402	SMOKY MOUNTAIN NEWS	0.00	1,500.00	0.00	15,161.37
02/08/24		2024-89053	04*2400402	SMOKY MOUNTAIN NEWS	0.00	1,500.00	0.00	16,661.37
TOTALS					97,341.00	18,492.61	1,831.24	16,661.37
=====								
ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:								
02/01/24				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:								
02/08/24		INV-00378	04*2400409	BUFFALO GROUPE, LLC	0.00	15,879.20	0.00	135,946.84
02/08/24		INV-00378	04*2400409	BUFFALO GROUPE, LLC	0.00	5,882.35	0.00	141,829.19
02/08/24		INV-00378	04*2400409	BUFFALO GROUPE, LLC	0.00	1,875.00	0.00	143,704.19
02/08/24		INV-00378	04*2400409	BUFFALO GROUPE, LLC	0.00	10,793.75	0.00	154,497.94
02/08/24		INV-00378	04*2400409	BUFFALO GROUPE, LLC	0.00	2,452.26	0.00	156,950.20
02/08/24		INV-00378	04*2400409	BUFFALO GROUPE, LLC	0.00	5,000.00	0.00	161,950.20

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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN: =====> CONTINUED <=====

02/08/24		INV-00378	04*2400409	BUFFALO GROUPE, LLC	0.00	1,875.00	0.00	163,825.20
02/08/24		INV-00378	04*2400409	BUFFALO GROUPE, LLC	0.00	941.18	0.00	164,766.38
02/08/24		INV-00378	04*2400409	BUFFALO GROUPE, LLC	0.00	470.59	0.00	165,236.97
02/19/24		INV-00545	04*2400417	BUFFALO GROUPE, LLC	0.00	4,651.98	0.00	169,888.95
02/19/24		INV-00545	04*2400417	BUFFALO GROUPE, LLC	0.00	1,743.75	0.00	171,632.70
02/19/24		INV-00545	04*2400417	BUFFALO GROUPE, LLC	0.00	1,875.00	0.00	173,507.70
02/19/24		INV-00545	04*2400417	BUFFALO GROUPE, LLC	0.00	2,452.26	0.00	175,959.96
02/19/24		INV-00545	04*2400417	BUFFALO GROUPE, LLC	0.00	1,625.00	0.00	177,584.96
02/19/24		INV-00545	04*2400417	BUFFALO GROUPE, LLC	0.00	4,000.00	0.00	181,584.96
02/19/24		INV-00545	04*2400417	BUFFALO GROUPE, LLC	0.00	3,687.50	0.00	185,272.46
02/19/24		INV-00545	04*2400417	BUFFALO GROUPE, LLC	0.00	1,625.00	0.00	186,897.46
02/19/24		INV-00545	04*2400417	BUFFALO GROUPE, LLC	0.00	470.59	0.00	187,368.05
TOTALS					294,652.00	187,368.05	0.00	187,368.05

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

02/01/24				BUDGET BALANCE	25,200.00			15,425.00
02/08/24		INV-00429	04*2400409	BUFFALO GROUPE, LLC	0.00	2,100.00	0.00	17,525.00
TOTALS					25,200.00	17,525.00	0.00	17,525.00

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

02/01/24				BUDGET BALANCE	90,000.00			41,066.25
02/08/24		INV-00429	04*2400409	BUFFALO GROUPE, LLC	0.00	5,667.00	0.00	46,733.25
02/08/24		INV-00378	04*2400409	BUFFALO GROUPE, LLC	0.00	2,100.00	0.00	48,833.25
TOTALS					90,000.00	48,833.25	0.00	48,833.25

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

02/01/24				BUDGET BALANCE	13,200.00			6,600.00
02/08/24		INV-00429	04*2400409	BUFFALO GROUPE, LLC	0.00	1,100.00	0.00	7,700.00
TOTALS					13,200.00	7,700.00	0.00	7,700.00

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

02/01/24				BUDGET BALANCE	16,800.00			10,325.00
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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN: =====> CONTINUED <=====

02/08/24		INV-00429	04*2400409	BUFFALO GROUPE, LLC	0.00	800.00	0.00	11,125.00
02/08/24		INV-00429	04*2400409	BUFFALO GROUPE, LLC	0.00	600.00	0.00	11,725.00
TOTALS					16,800.00	11,725.00	0.00	11,725.00

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

02/01/24				BUDGET BALANCE	178,000.00			76,343.25
02/08/24		068901	04*2400411	LOVE COMMUNICATIONS LLC	0.00	17,678.70	0.00	94,021.95
TOTALS					178,000.00	101,154.86	7,132.91	94,021.95

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

02/01/24				BUDGET BALANCE	132,000.00			57,195.50
02/01/24		012624	04*2400398	BUSINESS CARD	0.00	185.00	0.00	57,380.50
02/02/24		020824	04*2400405	BUSINESS CARD	0.00	11,223.66	0.00	68,604.16
TOTALS					132,000.00	68,604.16	0.00	68,604.16

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

02/01/24				BUDGET BALANCE	213,631.00			128,308.38
02/10/24		216421	04*2400400	JACKSON CO. CHAMBER OF CO	0.00	7,808.08	0.00	136,116.46
02/10/24		216421	04*2400400	JACKSON CO. CHAMBER OF CO	0.00	1,108.67	0.00	137,225.13
02/10/24		216421	04*2400400	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	137,413.80
02/10/24		216407	04*2400401	CASHIERS AREA CHAMBER OF	0.00	7,157.42	0.00	144,571.22
02/10/24		216407	04*2400401	CASHIERS AREA CHAMBER OF	0.00	995.50	0.00	145,566.72
TOTALS					213,631.00	152,816.72	7,250.00	145,566.72

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

02/01/24				BUDGET BALANCE	111,000.00			70,259.99
02/08/24		64423	02*12829	LOU HAMMOND GROUP ATLANTA	0.00	6,250.00	0.00	76,509.99
02/23/24		64445	02*12936	LOU HAMMOND GROUP ATLANTA	0.00	6,250.00	0.00	82,759.99
TOTALS					111,000.00	82,759.99	0.00	82,759.99

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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-393-01 DESC: PUBLIC RELATIONS ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-393-02 DESC: CONTRACTED SERVICES ASN:

02/01/24				BUDGET BALANCE	22,000.00			12,833.31
02/29/24	TLJ		JE-232478	JOE: TDA ADMIN 2/2024	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:

02/01/24				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
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ACCOUNT # 24-4926-393-06 DESC: CONTRACTED-AD FIRM RETAINER ASN:

02/08/24	INV-00429	04*2400409		BUFFALO GROUPE, LLC	0.00	5,070.00	0.00	35,490.00
TOTALS					60,840.00	35,490.00	0.00	35,490.00

ACCOUNT # 24-4926-393-07 DESC: CONTRACTED SERVICES-STR ASN:

02/01/24				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:

02/08/24	INV-00429	04*2400409		BUFFALO GROUPE, LLC	0.00	1,078.00	0.00	22,642.14
02/08/24	INV-00378	04*2400409		BUFFALO GROUPE, LLC	0.00	604.85	0.00	23,246.99
02/19/24	INV-00545	04*2400417		BUFFALO GROUPE, LLC	0.00	300.00	0.00	23,546.99
02/19/24	INV-00545	04*2400417		BUFFALO GROUPE, LLC	0.00	604.85	0.00	24,151.84

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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 <=====

TOTALS	22,600.00	24,151.84	0.00	24,151.84
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ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:

02/01/24				BUDGET BALANCE	59,758.00			27,986.37
02/01/24		012624	04*2400398	BUSINESS CARD	0.00	1,087.22	0.00	29,073.59
02/01/24		012624	04*2400398	BUSINESS CARD	0.00	0.00	37.01	29,036.58
02/02/24		020724	04*2400404	BUSINESS CARD	0.00	94.26	0.00	29,130.84
02/16/24		35928334	04*2400416	IMAGE SOLUTIONS, LLC	0.00	255.87	0.00	29,386.71
TOTALS					59,758.00	30,203.70	816.99	29,386.71

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

02/01/24				BUDGET BALANCE	6,920.00			3,855.65
02/02/24		TLJ	JE-232409	JOE: PAYROLL INVOICE#8289	0.00	182.95	0.00	4,038.60
02/08/24		1834	04*2400407	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	4,398.60
TOTALS					6,920.00	4,600.55	201.95	4,398.60

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

02/01/24				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:

02/08/24		1453-NEW	04*2400410	TEMBO HOSPITALITY GROUP	0.00	4,000.00	0.00	28,000.00
TOTALS					48,000.00	28,000.00	0.00	28,000.00

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

02/01/24				BUDGET BALANCE	23,280.00			13,300.00
02/01/24		217652	04*2400399	OWENS AND GATES LLC	0.00	1,900.00	0.00	15,200.00

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

ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN: =====> CONTINUED <=====

TOTALS	23,280.00	15,200.00	0.00	15,200.00
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ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:

02/01/24	BUDGET BALANCE	3,795.00	506.89
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TOTALS	3,795.00	506.89	0.00	506.89
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ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:

02/01/24	012624	04*2400398 BUSINESS CARD	0.00	177.81	0.00	9,717.31
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02/01/24	012624	04*2400398 BUSINESS CARD	0.00	0.00	0.70	9,716.61
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TOTALS	9,454.00	9,721.51	4.90	9,716.61
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ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY-EQUIPMENT ASN:

02/01/24	BUDGET BALANCE	9,400.00	5,183.99
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TOTALS	9,400.00	5,546.87	362.88	5,183.99
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ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN:

TOTALS	1,450,000.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:

TOTALS	105,000.00	5,000.00	12,000.00	-7,000.00
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ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN:

02/23/24	02/21/24	04*2400413 TOWN OF SYLVA	0.00	2,500.00	0.00	24,000.00
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TOTALS	15,200.00	24,000.00	0.00	24,000.00
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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;

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CONTINUED

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ACCOUNT # 24-4926-990-00

DESC: CONTINGENCY

ASN;

02/01/24

BUDGET BALANCE	5,000.00			0.00

TOTALS	5,000.00	0.00	0.00	0.00
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