

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
APRIL 30, 2024

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

April 30, 2024

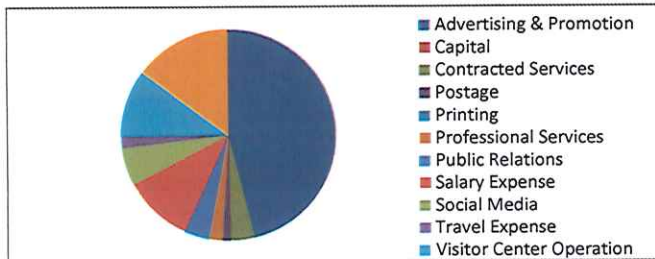
* April Room Occupancy Tax collections totaled \$127,754.55 with \$5.00 collected for penalties. The YTD collection total is \$1,888,833.76 - 75.55% of budget. The Airbnb total was \$53,770.44; the Home Away/VRBO total was \$12,176.87 and the VACASA,NC total was \$4,221.49.

* 72 accounts reported for March rentals (Increase of 5 accounts from last year). The collections were up 0.33% from the same period in 2023.

* The cash balance at April 30, 2024 was \$161,567.68 and investments totaled \$3,750,000.

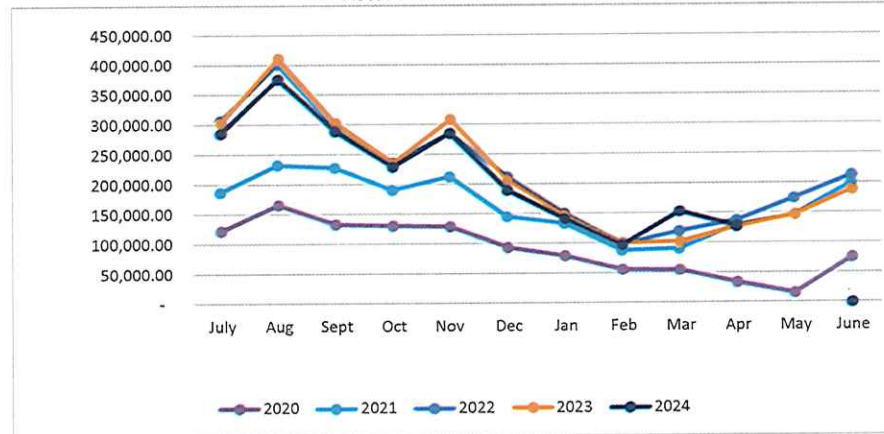
* The expenses for April were \$168,174.69. The FYTD expenses totaled \$1,776,436.56 with encumbrances of \$21,790.44, for a combined total of \$1,798,227.00 - 50.78% of budget.

TDA Expenses as of April 30, 2024



Advertising & Promotion	\$	77,510.21
Capital	\$	-
Contracted Services	\$	6,243.33
Postage	\$	1,971.58
Printing	\$	-
Professional Services	\$	3,372.17
Public Relations	\$	6,417.05
Salary Expense	\$	17,704.92
Social Media	\$	9,775.38
Travel Expense	\$	2,930.84
Visitor Center Operation	\$	17,514.21
Other	\$	24,735.00
Total	\$	168,174.69

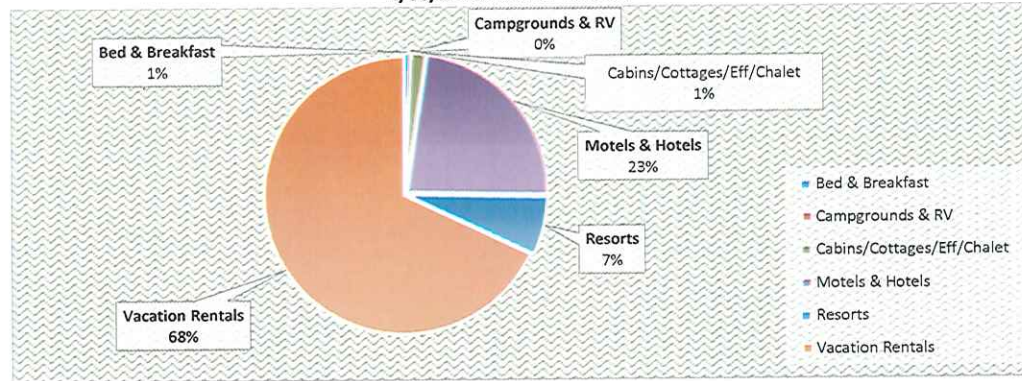
Fiscal YTD Collections



	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	97,063.80
Mar	55,161.52	91,596.16	120,494.03	102,142.20	153,142.20
Apr	34,404.69	130,350.75	138,246.01	127,334.09	127,759.55
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	\$ 2,174,982.00

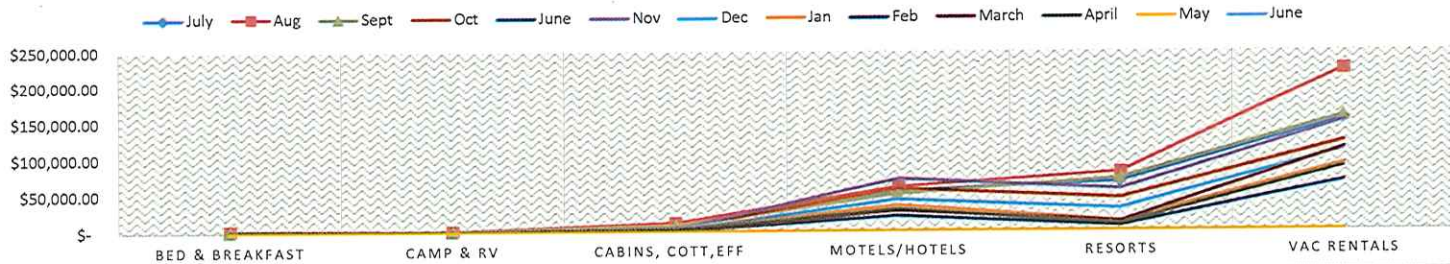


Room Occupancy Tax Collections 4/30/24 for March Rentals



Bed & Breakfast	\$	766.17
Campgrounds & RV	\$	197.66
Cabins/Cottages/Eff/Chalet	\$	1,979.71
Motels & Hotels	\$	29,395.23
Resorts	\$	8,654.22
Vacation Rentals	\$	86,766.56
	\$	127,759.55

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	\$ 500.14	\$ 154.41	\$ 927.10	\$ 27,350.22	\$ 12,048.09	\$ 112,162.24	\$ 153,142.20
April	\$ 766.17	\$ 197.66	\$ 1,979.71	\$ 29,395.23	\$ 8,654.22	\$ 86,766.56	\$ 127,759.55
May							\$ -
June							\$ -
	\$ 11,735.72	\$ 4,799.08	\$ 43,492.07	\$ 450,211.30	\$ 392,086.63	\$ 1,272,657.20	\$ 2,174,982.00
% By Type	0.54%	0.22%	2.00%	20.70%	18.03%	58.51%	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	\$ 153,142.20	68	49.93%
	\$ 51,000.00	0	
April-2023	\$ 127,334.09	67	
April-2024	\$ 127,759.55	72	0.33%
	\$ 425.46	5	
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	\$ 2,174,982.00		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 04/01/2024 - thru - 04/30/2024

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	182,631.52	181,694.09	202,757.93	161,567.68
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	1,346.18	37.91	0.00	1,384.09
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	29.43	0.00	0.00	29.43
Total Asset		3,934,007.13	181,732.00	202,757.93	3,912,981.20
24-2100-000-00	ACCOUNTS PAYABLE	0.00	177,216.34	177,216.34	0.00
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	1,273.92	1,273.92	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	810.76	810.76	0.00
24-2200-182-00	RETIREMENT PAYABLE	(3,525.20)	0.00	2,465.00	(5,990.20)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	189.60	189.60	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	6,778.36	174,364.25	159,352.17	21,790.44
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(6,778.36)	159,352.17	174,364.25	(21,790.44)
24-3000-000-00	REVENUE CONTROL	(1,882,927.12)	8,792.97	153,476.73	(2,027,610.88)
24-4000-000-00	EXPENDITURE CONTROL	1,608,261.87	178,170.92	9,996.23	1,776,436.56
Total Liability		(3,934,007.13)	700,644.93	679,619.00	(3,912,981.20)
Total TOURISM DEVELOPMENT AUTH		0.00	882,376.93	882,376.93	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2023 - thru - 04/30/2024

Account Number	Description	Adjusted Budget 07/01/2023 04/30/2024	Debits and Credits 04/01/2024 04/30/2024	Debits and Credits 07/01/2023 04/30/2024	Encumbrances 07/01/2023 04/30/2024	Balance 07/01/2023 04/30/2024	% Used
24-3230-130-00	JACKSON COUNTY TDA	2,500,000.00	127,754.55	1,888,833.76	0.00	611,166.24	75.55
	TAX REVENUE	2,500,000.00	127,754.55	1,888,833.76	0.00	611,166.24	75.55
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	5.00	717.35	0.00	4,282.65	14.35
24-3270-190-00	MARKETING AND ADVERTISING	10,000.00	0.00	0.00	0.00	10,000.00	0.00
	PENALTY & INTEREST	15,000.00	5.00	717.35	0.00	14,282.65	4.78
24-3831-491-00	INVESTMENT EARNINGS	150,000.00	16,924.21	138,059.77	0.00	11,940.23	92.04
	REVENUES	150,000.00	16,924.21	138,059.77	0.00	11,940.23	92.04
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	144,683.76	2,027,610.88	0.00	1,513,861.12	57.25
24-4926-121-00	SALARIES & WAGES	170,000.00	13,076.92	143,846.16	0.00	26,153.84	84.62
24-4926-170-00	BOARD MEMBER EXPENSE	900.00	0.00	708.99	0.00	191.01	78.78
24-4926-181-00	SOCIAL SECURITY CONTRIBU	10,540.00	810.76	8,935.70	0.00	1,604.30	84.78
24-4926-182-00	RETIREMENT EXPENSE	21,845.00	1,680.40	18,351.32	0.00	3,493.68	84.01
24-4926-183-00	HOSPITALIZATION INSURANC	23,214.00	1,861.75	18,709.56	0.00	4,504.44	80.60
24-4926-185-00	UNEMPLOYMENT INSURANCE	592.00	85.49	-1,480.10	0.00	2,072.10	-250.02
24-4926-186-00	WORKMAN'S COMPENSATION	2,117.00	0.00	285.00	0.00	1,832.00	13.46
24-4926-187-00	MEDICARE TAX	2,465.00	189.60	2,089.80	0.00	375.20	84.78
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	13,541.70	0.00	2,708.30	83.33
24-4926-191-00	PROFESSIONAL SERVICES-AU	7,200.00	2,018.00	8,293.00	0.00	-1,093.00	115.18
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	1,649.24	0.00	4,350.76	27.49
24-4926-299-00	MISCELLANEOUS	13,970.00	0.00	4,680.21	0.00	9,289.79	33.50
24-4926-311-00	TRAVEL	28,150.00	2,930.84	23,933.49	982.00	3,234.51	88.51
24-4926-321-00	TELEPHONE	4,600.00	51.58	4,385.76	0.00	214.24	95.34
24-4926-321-01	TELEPHONE-VISITOR CENTER	0.00	-182.94	3,540.62	0.00	-3,540.62	0.00
24-4926-321-02	TELEPHONE-TDA	6,000.00	1,242.26	2,480.96	0.00	3,519.04	41.35
24-4926-325-00	POSTAGE	30,678.00	1,971.58	37,542.62	0.00	-6,864.62	122.38
24-4926-331-00	UTILITIES	2,700.00	224.10	2,453.61	0.00	246.39	90.87
24-4926-341-00	PRINTING	97,341.00	0.00	68,796.04	16,308.44	12,236.52	87.43
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	38,631.24	251,414.90	0.00	43,237.10	85.33

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2023 - thru - 04/30/2024

Account Number	Description	Adjusted Budget 07/01/2023 04/30/2024	Debits and Credits 04/01/2024 04/30/2024	Debits and Credits 07/01/2023 04/30/2024	Encumbrances 07/01/2023 04/30/2024	Balance 07/01/2023 04/30/2024	% Used
24-4926-370-01	WEBSITE SERVICE	25,200.00	5,225.00	30,075.00	0.00	-4,875.00	119.35
24-4926-370-02	CREATIVE & PRODUCTION SE	90,000.00	5,667.00	70,333.25	0.00	19,666.75	78.15
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	13,200.00	1,100.00	11,000.00	0.00	2,200.00	83.33
24-4926-370-04	E-MAIL CAMPAIGNS	16,800.00	1,400.00	15,925.00	0.00	875.00	94.79
24-4926-370-05	SEM MANAGEMENT	178,000.00	17,305.43	129,515.23	0.00	48,484.77	72.76
24-4926-370-09	SOCIAL MEDIA SPEND	136,000.00	9,775.38	88,560.47	4,000.00	43,439.53	68.06
24-4926-393-00	VISITOR CENTER OPERATION	213,631.00	17,514.21	180,339.27	0.00	33,291.73	84.42
24-4926-393-01	PUBLIC RELATIONS	111,000.00	6,417.05	95,580.99	0.00	15,419.01	86.11
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	18,333.30	0.00	3,666.70	83.33
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	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	50,700.00	0.00	10,140.00	83.33
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	2,990.44	29,903.13	0.00	-7,303.13	132.31
24-4926-393-11	SOFTWARE, INTERNET, MISC S	59,758.00	121.10	34,936.54	0.00	24,821.46	58.46
24-4926-393-14	CONTRACTED SERVICES-HR O	6,920.00	360.00	5,118.60	0.00	1,801.40	73.97
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	40,000.00	0.00	8,000.00	83.33
24-4926-412-00	BUILDING RENT	23,280.00	1,900.00	19,000.00	0.00	4,280.00	81.62
24-4926-454-00	INSURANCE	3,795.00	0.00	3,569.89	0.00	225.11	94.07
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,454.00	0.00	10,118.71	0.00	-664.71	107.03
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	197,633.61	0.00	1,252,366.39	13.63
24-4926-699-00	GRANTS	105,000.00	21,500.00	14,500.00	0.00	90,500.00	13.81
24-4926-699-02	MISCELLANEOUS DONATIONS	15,200.00	0.00	26,000.00	500.00	-11,300.00	174.34
24-4926-990-00	CONTINGENCY	89,000.00	0.00	2,326.06	0.00	86,673.94	2.61
TOURISM DEVELOPMENT AUTHORITY		3,541,472.00	168,174.69	1,776,436.56	21,790.44	1,743,245.00	50.78
DEPARTMENT TOTAL Expense		-3,541,472.00	-168,174.69	-1,776,436.56	21,790.44	-1,743,245.00	50.78
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	-23,490.93	251,174.32	21,790.44	-229,383.88	54.01

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ACCOUNT ACTIVITY ANALYSIS

PAGE 1

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BC2001

BEGINNING 04/01/24 ENDING 04/30/24

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:

04/01/24				BUDGET BALANCE	170,000.00			130,769.24
04/12/24	TLJ		JE-232698	JOE: TDA PAYROLL 4/12/24	0.00	6,538.46	0.00	137,307.70
04/29/24	TLJ		JE-232720	JOE: TDA PAYROLL 4/26/24	0.00	6,538.46	0.00	143,846.16
TOTALS					170,000.00	156,923.09	13,076.93	143,846.16

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

04/01/24				BUDGET BALANCE	900.00			708.99
TOTALS					900.00	725.51	16.52	708.99

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

04/12/24	TLJ		JE-232700	JOE: TDA TAX DRAFT 4/12/2	0.00	405.38	0.00	8,530.32
04/29/24	TLJ		JE-232721	JOE: TDA TAX DRAFT 4/26/2	0.00	405.38	0.00	8,935.70
TOTALS					10,540.00	9,341.08	405.38	8,935.70

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

04/01/24				BUDGET BALANCE	21,845.00			16,670.92
04/12/24	TLJ		JE-232700	JOE: TDA TAX DRAFT 4/12/2	0.00	840.20	0.00	17,511.12
04/29/24	TLJ		JE-232721	JOE: TDA TAX DRAFT 4/26/2	0.00	840.20	0.00	18,351.32
TOTALS					21,845.00	19,142.48	791.16	18,351.32

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

04/01/24				BUDGET BALANCE	23,214.00			16,847.81
04/25/24	774475	04*2400471		COMPANION LIFE INSURANCE	0.00	179.93	0.00	17,027.74
04/25/24		04/11/2024	04*2400468	BCBS OF NC	0.00	1,681.82	0.00	18,709.56
TOTALS					23,214.00	18,709.56	0.00	18,709.56

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

04/01/24				BUDGET BALANCE	592.00			-1,565.59
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BEGINNING 04/01/24 ENDING 04/30/24

04/01/24	BUDGET BALANCE	2,000.00			382.50
	TOTALS	2,000.00	382.50	0.00	382.50

ACCOUNT ACTIVITY ANALYSIS					PAGE 3			
BC2001					BEGINNING 04/01/24 ENDING 04/30/24			
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:								
TOTALS					6,000.00	1,907.74	258.50	1,649.24
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ACCOUNT # 24-4926-260-01 DESC: PROMO ITEMS ASN:								
TOTALS					0.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN:								
TOTALS					13,970.00	4,696.12	15.91	4,680.21
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ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN:								
04/09/24		03/17-19/2	02*13257	KARA S ADDY	0.00	147.75	0.00	21,150.40
04/10/24		041524	04*2400460	BUSINESS CARD	0.00	2,141.54	0.00	23,291.94
04/10/24		04/08/2024	02*13257	KARA S ADDY	0.00	241.50	0.00	23,533.44
04/10/24		04/08/2024	02*13213	NICHOLAS J BREEDLOVE	0.00	422.31	0.00	23,955.75
04/10/24		041524	04*2400460	BUSINESS CARD	0.00	0.00	22.26	23,933.49
TOTALS					28,150.00	24,604.27	670.78	23,933.49
=====								
ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN:								
04/01/24				BUDGET BALANCE	4,600.00			4,334.18
04/01/24		9959860832	04*2400451	VERIZON WIRELESS	0.00	51.58	0.00	4,385.76
TOTALS					4,600.00	7,065.88	2,680.12	4,385.76
=====								
ACCOUNT # 24-4926-321-01 DESC: TELEPHONE-VISITOR CENTERS ASN:								
04/01/24				BUDGET BALANCE	0.00			3,723.56
04/25/24		245056		CASHIERS AREA CHAMBER OF	0.00	0.00	182.94	3,540.62

PAGE 4

BEGINNING 04/01/24 ENDING 04/30/24

ACCOUNT # 24-4926-321-01 DESC: TELEPHONE-VISITOR CENTERS ASN: =====> CONTINUED <=====

0.00	5,667.16	2,126.54	3,540.62
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04/01/24			BUDGET BALANCE	6,000.00			1,238.70
04/02/24	238965	04*2400462	BALSAMWEST	0.00	483.66	0.00	1,722.36
04/02/24	237825	04*2400462	BALSAMWEST	0.00	392.73	0.00	2,115.09
04/02/24	237826	04*2400462	BALSAMWEST	0.00	365.87	0.00	2,480.96
TOTALS				6,000.00	2,480.96	0.00	2,480.96

04/01/24			BUDGET BALANCE	30,678.00			35,571.04
04/01/24	3318931420	04*2400450	PITNEY BOWES INC.	0.00	193.11	0.00	35,764.15
04/01/24	17VA27134	04*2400452	UPS	0.00	1,127.55	0.00	36,891.70
04/01/24	3318931420	04*2400450	PITNEY BOWES INC.	0.00	0.00	12.63	36,879.07
04/08/24	17VA27144	04*2400458	UPS	0.00	45.44	0.00	36,924.51
04/12/24	TLJ	JE-232699	JOE: INVOICE#82901	0.00	182.95	0.00	37,107.46
04/25/24	17VA27164	04*2400469	UPS	0.00	435.16	0.00	37,542.62
			TOTALS	30,678.00	37,652.75	110.13	37,542.62

04/01/24		BUDGET BALANCE	2,700.00			2,229.51
04/01/24	217654	04*2400453 OWENS AND GATES LLC	0.00	40.00	0.00	2,269.51
04/18/24	04/15/2024	04*2400467 DUKE ENERGY	0.00	184.10	0.00	2,453.61
TOTALS			2,700.00	2,453.61	0.00	2,453.61

04/01/24	BUDGET BALANCE	97,341.00			68,796.04
	TOTALS	97,341.00	70,627.28	1,831.24	68,796.04

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:

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

04/25/24	INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	1,875.00	0.00	214,658.66
04/25/24	INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	2,452.26	0.00	217,110.92
04/25/24	INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	5,375.00	0.00	222,485.92
04/25/24	INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	1,625.00	0.00	224,110.92
04/25/24	INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	2,941.18	0.00	227,052.10
04/25/24	INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	1,812.50	0.00	228,864.60
04/25/24	INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	11,556.55	0.00	240,421.15
04/25/24	INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	7,243.75	0.00	247,664.90
04/25/24	INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	3,750.00	0.00	251,414.90
TOTALS				294,652.00	251,414.90	0.00	251,414.90

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

04/01/24			BUDGET BALANCE	25,200.00			24,850.00
04/09/24	INV-00737	04*2400466	BUFFALO GROUPE, LLC	0.00	3,125.00	0.00	27,975.00
04/09/24	INV-00737	04*2400466	BUFFALO GROUPE, LLC	0.00	2,100.00	0.00	30,075.00
TOTALS				25,200.00	30,075.00	0.00	30,075.00

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

04/01/24			BUDGET BALANCE	90,000.00			64,666.25
04/09/24	INV-00737	04*2400466	BUFFALO GROUPE, LLC	0.00	5,667.00	0.00	70,333.25
TOTALS				90,000.00	70,333.25	0.00	70,333.25

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

04/01/24			BUDGET BALANCE	13,200.00			9,900.00
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ACCOUNT ACTIVITY ANALYSIS					PAGE 6			
BC2001					BEGINNING 04/01/24 ENDING 04/30/24			
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 <=====								
04/09/24		INV-00737	04*2400466	BUFFALO GROUPE, LLC	0.00	1,100.00	0.00	11,000.00
TOTALS					13,200.00	11,000.00	0.00	11,000.00
ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:								
04/01/24				BUDGET BALANCE	16,800.00			14,525.00
04/09/24		INV-00737	04*2400466	BUFFALO GROUPE, LLC	0.00	800.00	0.00	15,325.00
04/09/24		INV-00737	04*2400466	BUFFALO GROUPE, LLC	0.00	600.00	0.00	15,925.00
TOTALS					16,800.00	15,925.00	0.00	15,925.00
ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:								
04/01/24				BUDGET BALANCE	178,000.00			112,209.80
04/25/24	069709		04*2400474	LOVE COMMUNICATIONS LLC	0.00	17,305.43	0.00	129,515.23
TOTALS					178,000.00	136,648.14	7,132.91	129,515.23
ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN:								
04/01/24				BUDGET BALANCE	136,000.00			78,785.09
04/04/24	040724		04*2400470	BUSINESS CARD	0.00	9,775.38	0.00	88,560.47
04/09/24	TLJ		JE-232663	JOE: BANK OF AMERICA - CA	0.00	9,775.38	0.00	98,335.85
04/26/24	040724		04*2400470	BUSINESS CARD	0.00	0.00	9,775.38	88,560.47
TOTALS					136,000.00	98,335.85	9,775.38	88,560.47
ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN:								
04/01/24				BUDGET BALANCE	213,631.00			162,825.06
04/10/24	216423		04*2400455	JACKSON CO. CHAMBER OF CO	0.00	7,808.08	0.00	170,633.14
04/10/24	216423		04*2400455	JACKSON CO. CHAMBER OF CO	0.00	1,108.67	0.00	171,741.81
04/10/24	216423		04*2400455	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	171,930.48
04/10/24	216409		04*2400457	CASHIERS AREA CHAMBER OF	0.00	7,157.42	0.00	179,087.90
04/10/24	216409		04*2400457	CASHIERS AREA CHAMBER OF	0.00	995.50	0.00	180,083.40
04/24/24	36343173		04*2400472	IMAGE SOLUTIONS, LLC	0.00	255.87	0.00	180,339.27
TOTALS					213,631.00	187,589.27	7,250.00	180,339.27

=====					ACCOUNT ACTIVITY ANALYSIS		PAGE 7		=====	
BC2001					BEGINNING 04/01/24		ENDING 04/30/24			
TRANS	PO	INVOICE	CHECK	TRANSACTION/	BEGINNING					
DATE	NUMBER	NUMBER	NUMBER	VENDOR NAME	BAL/BUDGET	DEBITS	CREDITS	BALANCE		

ACCOUNT # 24-4926-393-00					DESC: VISITOR CENTER OPERATIONS	ASN: =====>	CONTINUED	<=====		
ACCOUNT # 24-4926-393-01					DESC: PUBLIC RELATIONS	ASN:				
04/01/24				BUDGET BALANCE	111,000.00			89,163.94		
04/25/24		64494	02*13376	LOU HAMMOND GROUP ATLANTA	0.00	6,250.00	0.00	95,413.94		
04/25/24		64487	02*13376	LOU HAMMOND GROUP ATLANTA	0.00	167.05	0.00	95,580.99		

TOTALS					111,000.00	95,580.99	0.00	95,580.99		
=====										
ACCOUNT # 24-4926-393-02					DESC: CONTRACTED SERVICES	ASN:				
04/01/24				BUDGET BALANCE	22,000.00			16,499.97		
04/30/24	TLJ		JE-232727	JOE: TDA ADMIN 4/2024	0.00	1,833.33	0.00	18,333.30		

TOTALS					22,000.00	18,333.30	0.00	18,333.30		
=====										
ACCOUNT # 24-4926-393-03					DESC: CONTRACTED SERVICES-RECORDING	ASN:				
04/01/24				BUDGET BALANCE	1,400.00			100.00		
04/09/24		03/20/2024	04*2400463	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:				
04/01/24				BUDGET BALANCE	12,500.00			4,650.00		

TOTALS					12,500.00	4,650.00	0.00	4,650.00		
=====										
ACCOUNT # 24-4926-393-06					DESC: CONTRACTED-AD FIRM RETAINER	ASN:				
04/09/24		INV-00737	04*2400466	BUFFALO GROUPE, LLC	0.00	5,070.00	0.00	50,700.00		

TOTALS					60,840.00	50,700.00	0.00	50,700.00		
=====										
ACCOUNT # 24-4926-393-07					DESC: CONTRACTED SERVICES-STR	ASN:				
04/01/24				BUDGET BALANCE	8,280.00			10,015.44		

ACCOUNT ACTIVITY ANALYSIS					PAGE 8			
BC2001					BEGINNING 04/01/24 ENDING 04/30/24			
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	10,015.44	0.00	10,015.44
ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:								
04/09/24		INV-00737	04*2400466	BUFFALO GROUPE, LLC	0.00	1,078.00	0.00	27,990.69
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	83.09	0.00	28,073.78
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	133.19	0.00	28,206.97
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	133.19	0.00	28,340.16
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	133.19	0.00	28,473.35
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	329.00	0.00	28,802.35
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	604.85	0.00	29,407.20
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	66.00	0.00	29,473.20
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	48.89	0.00	29,522.09
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	60.00	0.00	29,582.09
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	118.62	0.00	29,700.71
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	40.01	0.00	29,740.72
04/25/24		INV-00845	02*13390	BUFFALO GROUPE, LLC	0.00	162.41	0.00	29,903.13
TOTALS					22,600.00	29,903.13	0.00	29,903.13
ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:								
04/01/24				BUDGET BALANCE	59,758.00			34,815.44
04/10/24	041524	04*2400460		BUSINESS CARD	0.00	78.00	0.00	34,893.44
04/11/24	INV321127	04*2400473		IMAGE SOLUTIONS, LLC	0.00	46.12	0.00	34,939.56
04/11/24	INV321127	04*2400473		IMAGE SOLUTIONS, LLC	0.00	0.00	3.02	34,936.54
TOTALS					59,758.00	35,800.52	863.98	34,936.54
ACCOUNT # 24-4926-393-14 DESC: CONTRACTED SERVICES-HR OUTSOURCING ASN:								
04/01/24				BUDGET BALANCE	6,920.00			4,758.60
04/09/24	1881	04*2400464		CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	5,118.60
TOTALS					6,920.00	5,320.55	201.95	5,118.60
ACCOUNT # 24-4926-393-15 DESC: RESEARCH AND ANALYTICS ASN:								
04/01/24				BUDGET BALANCE	68,500.00			68,427.00

ACCOUNT ACTIVITY ANALYSIS					PAGE 9			
BEGINNING 04/01/24 ENDING 04/30/24								
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-393-15 DESC: RESEARCH AND ANALYTICS ASN:					=====>	CONTINUED	<=====	
TOTALS					68,500.00	68,427.00	0.00	68,427.00
ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN:								
04/01/24	1671		02*13261	TEMBO HOSPITALITY GROUP L	0.00	4,000.00	0.00	40,000.00
TOTALS					48,000.00	43,696.00	3,696.00	40,000.00
ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:								
04/01/24				BUDGET BALANCE	23,280.00			17,100.00
04/01/24	217654		04*2400453	OWENS AND GATES LLC	0.00	1,900.00	0.00	19,000.00
TOTALS					23,280.00	19,000.00	0.00	19,000.00
ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:								
04/01/24				BUDGET BALANCE	3,795.00			3,569.89
TOTALS					3,795.00	3,569.89	0.00	3,569.89
ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:								
TOTALS					9,454.00	10,124.31	5.60	10,118.71
ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY-EQUIPMENT ASN:								
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	197,633.61	0.00	197,633.61

BC2001

BEGINNING 04/01/24

ENDING 04/30/24

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

ACCOUNT # 24-4926-550-01

DESC: CAPITAL PROJECTS

ASN: =====>

CONTINUED

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ACCOUNT # 24-4926-699-00

DESC: GRANTS

ASN:

04/09/24		03/21/24	04*2400456	TOWN OF SYLVA	0.00	20,000.00	0.00	13,000.00
04/09/24		03/25/24	04*2400461	THE SHEPHERD CENTER	0.00	1,500.00	0.00	14,500.00
TOTALS					105,000.00	26,500.00	12,000.00	14,500.00

ACCOUNT # 24-4926-699-02

DESC: MISCELLANEOUS DONATIONS

ASN:

04/01/24				BUDGET BALANCE	15,200.00			26,000.00
TOTALS					15,200.00	26,000.00	0.00	26,000.00

ACCOUNT # 24-4926-990-00

DESC: CONTINGENCY

ASN:

TOTALS					89,000.00	2,326.06	0.00	2,326.06
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