

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY
HIGHLIGHTS
April 30, 2014

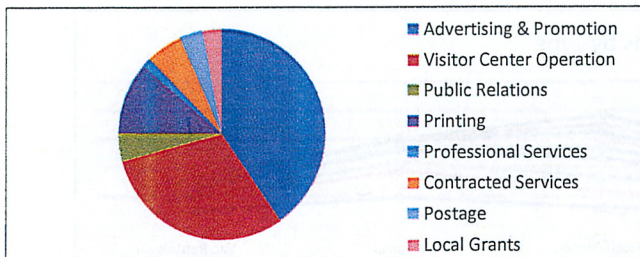
* March Room Occupancy Tax collections totaled \$27,193.10, with \$740.00 collected for penalties. The YTD collection total is \$549,792.18 - 91.63% of budget.

* 95 units reported for March rentals. The collections were up 13% from the same period in 2013. The total increase for the fiscal year is 9.5%

The cash balance at April 30, 2014 is \$415,746.59. The cash balance at April 30, 2013 was \$202,958.93. This is an increase of \$212,787.66 - 104.84%.

The expenses for April were \$108,080.52. The YTD expenses totaled \$445,847.49 with encumbrances of \$32,760, for a combined total of \$478,607.49 - 79.77% of budget.

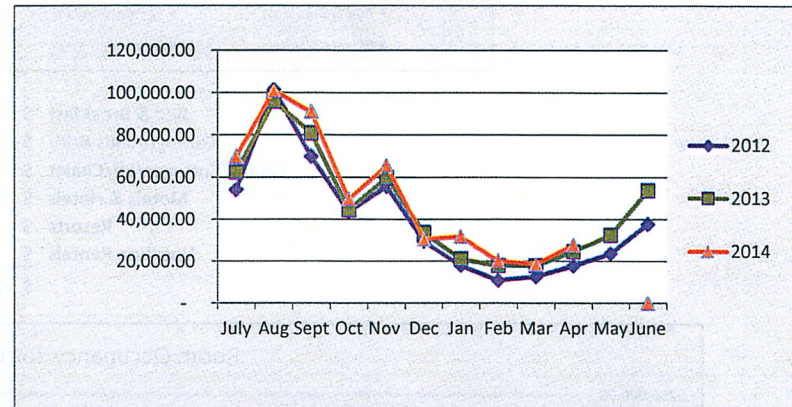
TDA Expenses as of April 30, 2014



Advertising & Promotion	\$ 175,170.69
Visitor Center Operation	\$ 131,665.45
Public Relations	\$ 18,813.84
Printing	\$ 48,477.84
Professional Services	\$ 6,000.00
Contracted Services	\$ 24,409.00
Postage	\$ 15,866.08
Local Grants	\$ 12,958.00
Other	\$ 12,486.59
	<u>\$ 445,847.49</u>

Fiscal YTD Collections

FY 2013-2014

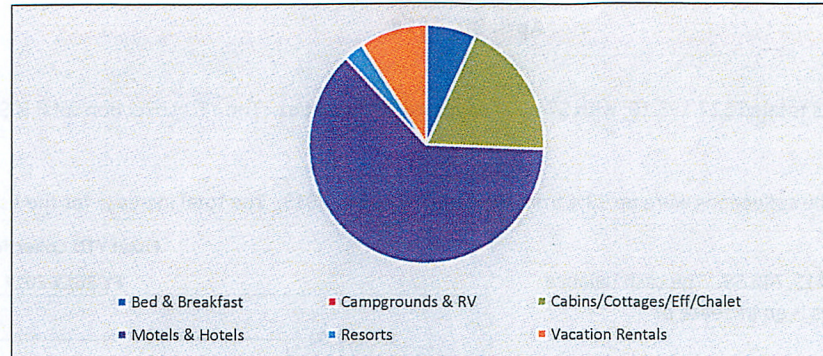


	2012	2013	2014
July	54,145.54	62,472.57	69,810.21
Aug	101,509.79	96,008.98	101,143.47
Sept	69,938.69	80,973.26	91,256.71
Oct	43,665.00	44,431.15	49,794.29
Nov	55,757.92	59,688.10	65,522.92
Dec	29,680.65	33,719.00	30,730.18
Jan	18,160.80	21,172.63	31,926.58
Feb	11,053.87	17,974.42	20,330.53
Mar	12,780.21	18,014.93	18,799.63
Apr	17,852.82	24,612.72	27,933.10
May	23,748.34	32,490.92	
June	37,749.71	53,659.38	-
	<u>\$ 476,043.34</u>	<u>\$ 545,218.06</u>	<u>\$ 507,247.62</u>

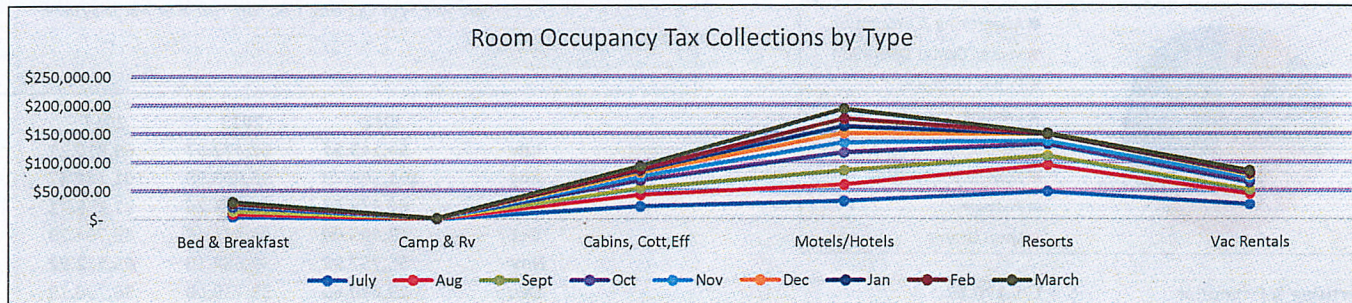
**2014 is based on 3% tax rate for comparisons July-January and 4% for February-June.*



**Room Occupancy Tax Collections
4/30/14 for March Rentals**



Bed & Breakfast	\$ 1,920.48
Campgrounds & RV	\$ -
Cabins/Cottages/Eff/Chalet	\$ 5,244.40
Motels & Hotels	\$ 17,412.05
Resorts	\$ 769.72
Vacation Rentals	\$ 2,586.45
Total	\$ 27,933.10



COLLECTIONS BY TYPE

	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July	\$ 4,921.73	\$ 528.09	\$ 22,018.12	\$ 31,589.97	\$ 48,906.17	\$ 26,253.88	\$ 134,217.96
Aug	\$ 4,745.96	\$ 341.74	\$ 19,577.03	\$ 27,885.70	\$ 45,122.67	\$ 17,898.02	\$ 115,571.12
Sept	\$ 4,535.69	\$ 397.64	\$ 11,809.72	\$ 25,052.01	\$ 16,865.62	\$ 7,671.71	\$ 66,332.39
Oct	\$ 7,585.34	\$ 527.27	\$ 14,176.29	\$ 31,725.58	\$ 20,482.63	\$ 12,866.78	\$ 87,363.89
Nov	\$ 3,038.21	\$ 11.99	\$ 6,653.83	\$ 18,015.77	\$ 5,468.14	\$ 7,555.61	\$ 40,743.55
Dec	\$ 1,809.59	\$ 11.99	\$ 7,416.23	\$ 15,629.02	\$ 12,061.59	\$ 5,460.35	\$ 42,388.77
Jan	\$ 801.39	\$ -	\$ 3,357.52	\$ 12,826.70	\$ 598.12	\$ 2,746.80	\$ 20,330.53
Feb	\$ 985.60	\$ -	\$ 2,240.08	\$ 12,699.22	\$ 488.02	\$ 1,936.71	\$ 18,349.63
March	\$ 1,920.48	\$ -	\$ 5,244.40	\$ 17,412.05	\$ 769.72	\$ 2,586.45	\$ 27,933.10
Total	\$ 30,343.99	\$ 1,818.72	\$ 87,248.82	\$ 192,836.02	\$ 150,762.68	\$ 84,976.31	\$ 525,297.84
% By Type	5.78%	0.35%	16.61%	36.71%	28.70%	16.18%	104.32%