

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
November 30, 2017

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

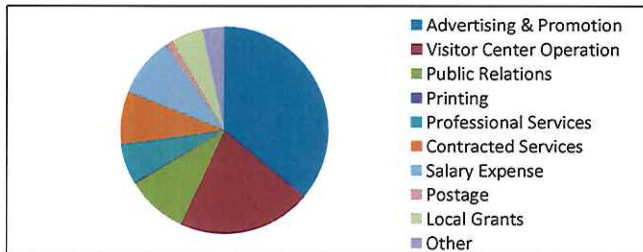
November 30, 2017

- * November Room Occupancy Tax collections totaled \$143,560.73 with \$680.00 collected for penalties. The YTD collection total is \$564,552.83 - 52.12% of budget.
- * 159 units reported for October rentals. The collections were up 24.80% from the same period in 2016. The total increase for the fiscal year is 5.85%.

- * The cash balance at November 30, 2017 is \$670,767.15

- * The expenses for November were \$66,181.17. The YTD expenses totaled \$468,128.20 with encumbrances of \$15,818.55, for a combined total of \$483,946.75 - 42.28% of budget.

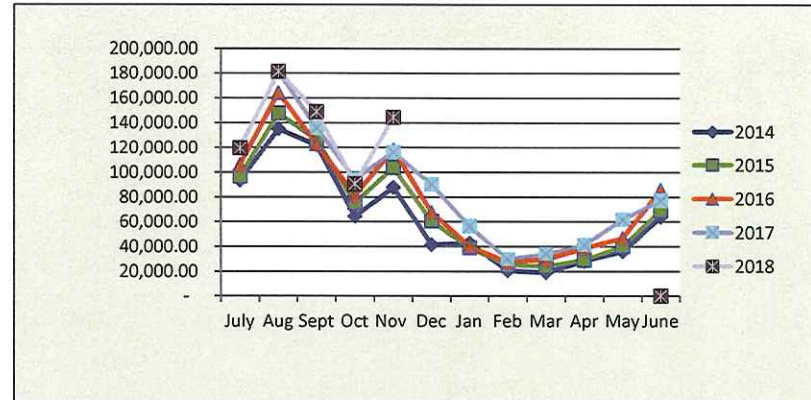
TDA Expenses as of November 30, 2017



Advertising & Promotion	\$	23,865.19
Visitor Center Operation	\$	13,752.02
Public Relations	\$	6,344.82
Printing	\$	131.76
Professional Services	\$	4,100.00
Contracted Services	\$	5,424.91
Salary Expense	\$	6,261.50
Postage	\$	710.35
Local Grants	\$	3,285.54
Other	\$	2,305.08
	\$	<u>66,181.17</u>

Fiscal YTD Collections

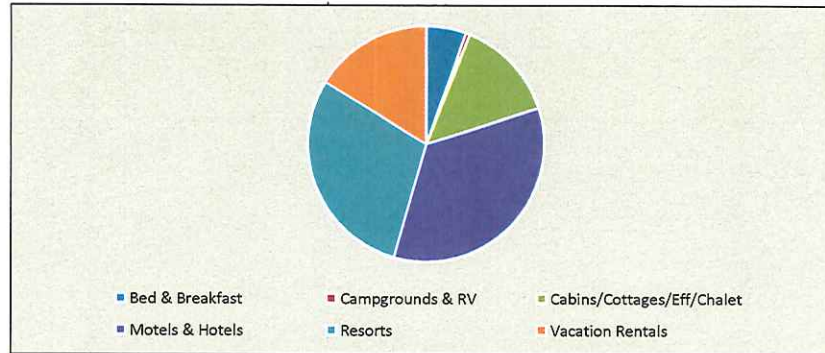
FY 2014-2018



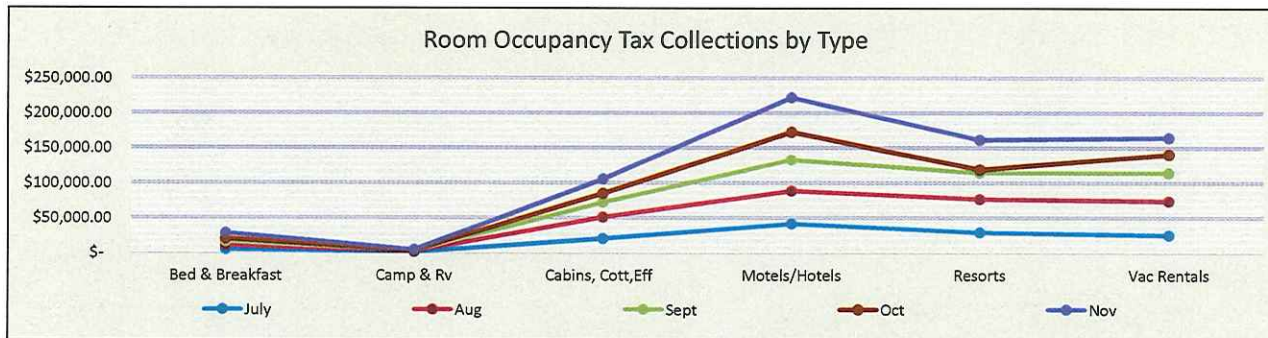
	2014	2015	2016	2017	2018
July	93,080.28	96,221.58	105,354.28	119,861.04	119,152.80
Aug	134,857.96	147,461.65	163,948.85	180,394.59	181,280.78
Sept	121,675.61	125,903.55	122,331.68	135,649.23	148,701.72
Oct	63,962.39	74,811.18	80,775.31	94,100.41	90,329.60
Nov	87,363.89	103,282.77	117,640.33	115,576.40	144,240.73
Dec	40,973.57	60,051.55	66,956.10	89,928.52	
Jan	42,568.77	38,604.76	39,690.82	56,081.35	
Feb	20,330.53	24,590.98	26,696.45	29,357.66	
Mar	18,799.63	23,634.98	29,114.84	33,603.67	
Apr	27,933.10	28,549.12	37,797.19	40,794.81	
May	35,637.25	39,890.53	46,472.01	61,363.25	
June	63,411.93	68,723.19	85,145.38	76,932.28	-
	\$ 750,594.91	\$ 831,725.84	\$ 921,923.24	\$ 1,033,643.21	\$ 683,705.63



**Room Occupancy Tax Collections
11/30/17 for October Rentals**



Bed & Breakfast	\$	7,851.59
Campgrounds & RV	\$	791.26
Cabins/Cottages/Eff/Chalet	\$	20,299.23
Motels & Hotels	\$	49,531.35
Resorts	\$	42,372.15
Vacation Rentals	\$	23,395.15
	\$	<u>144,240.73</u>



	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July	\$ 4,034.58	\$ 505.70	\$ 19,861.86	\$ 41,320.18	\$ 28,727.56	\$ 24,702.92	\$ 119,152.80
Aug	\$ 5,724.07	\$ 844.59	\$ 30,938.30	\$ 47,013.89	\$ 47,896.19	\$ 48,863.74	\$ 181,280.78
Sept	\$ 5,598.75	\$ 963.23	\$ 20,865.35	\$ 43,922.02	\$ 37,259.68	\$ 40,092.69	\$ 148,701.72
Oct	\$ 4,532.33	\$ 668.94	\$ 13,206.20	\$ 39,994.09	\$ 4,900.52	\$ 27,027.52	\$ 90,329.60
Nov	\$ 7,851.59	\$ 791.26	\$ 20,299.23	\$ 49,531.35	\$ 42,372.15	\$ 23,395.15	\$ 144,240.73
Dec							\$ -
Jan							\$ -
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ 27,741.32	\$ 3,773.72	\$ 105,170.94	\$ 221,781.53	\$ 161,156.10	\$ 164,082.02	\$ 683,705.63
% By Type	4.06%	0.55%	15.38%	32.44%	23.57%	24.00%	100.00%



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

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2016	\$ 119,861.04	165	10%
July-2017	\$ 118,801.30	163	-0.88%
	\$ (1,059.74)	(2)	
August-2016	\$ 180,394.59	172	9%
August-2017	\$ 181,280.78	175	0.49%
	\$ 886.19	3	
September-2016	\$ 135,649.23	168	3%
September-2017	\$ 148,701.72	161	9.62%
	\$ 13,052.49	-7	
October-2016	\$ 94,100.41	154	4%
October-2017	\$ 90,329.60	160	-4.01%
	\$ (3,770.81)	6	
November-2016	\$ 115,576.40	158	1%
November-2017	\$ 144,240.73	159	24.80%
	\$ 28,664.33	1	
December-2016	\$ 89,928.52	137	-10%
December-2017	\$ -	0	-100.00%
	\$ (89,928.52)	-137	
January-2017	\$ 56,081.35	114	18%
January-2018	\$ -	0	-100.00%
	\$ (56,081.35)	-114	
February-2017	\$ 29,357.66	89	15%
February-2018	\$ -	0	-100.00%
	\$ (29,357.66)	-89	
March-2017	\$ 33,603.67	86	4%
March-2018	\$ -	0	-100.00%
	\$ (33,603.67)	-86	
April-2017	\$ 40,794.81	90	95%
April-2018	\$ -	0	-100.00%
	\$ (40,794.81)	-90	
May-2017	\$ 61,363.25	119	35%
May-2018	\$ -	0	-100.00%
	\$ (61,363.25)	-119	
June-2017	\$ 76,932.28	136	15%
June-2018	\$ -	0	-100.00%
	\$ (76,932.28)	-136	
FYTD 2017	\$ 1,033,643.21		
FYTD 2018	\$ 683,354.13		

JACKSON COUNTY
Trial Balance - Balance Sheet Accounts
Report dates 11/01/2017 - thru - 11/30/2017

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	192,424.61	181,937.73	103,595.19	270,767.15
24-1110-106-00	PETTY CASH	0.00	0.00	0.00	0.00
24-1130-000-00	JACKSON TTA CASH IN TIME DEPOSIT	400,000.00	0.00	0.00	400,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	2,233.95	18.03	0.00	2,251.98
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	989.51	8.00	0.00	997.51
24-1310-000-11	DUE FROM GENERAL FUND	0.00	0.00	0.00	0.00
Total Asset		595,648.07	181,963.76	103,595.19	674,016.64
24-2200-000-00	ACCRUED SALARIES PAYABLE	(420.42)	0.00	0.00	(420.42)
24-2300-000-11	DUE TO GENERAL	0.00	36,800.12	36,800.12	0.00
24-2300-000-15	DUE TO PAYROLL	0.00	6,261.50	6,261.50	0.00
24-2900-000-00	FUND BALANCE	(509,472.83)	0.00	0.00	(509,472.83)
24-2900-000-01	RES BY STATE STATUTE	(66,435.27)	0.00	0.00	(66,435.27)
24-2912-000-00	RESERVE FOR ENCUMBRANCES	22,153.18	62,958.57	69,293.20	15,818.55
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(22,153.18)	69,293.20	62,958.57	(15,818.55)
24-3000-000-00	REVENUE CONTROL	(421,266.58)	0.00	144,549.74	(565,816.32)
24-4000-000-00	EXPENDITURE CONTROL	401,947.03	71,121.50	4,940.33	468,128.20
Total Liability		(595,648.07)	246,434.89	324,803.46	(674,016.64)
Total TOURISM DEVELOPMENT AUTH		0.00	428,398.65	428,398.65	0.00

JACKSON COUNTY
Income Statement
Report dates 07/01/2017 - thru - 11/30/2017

Account Number	Description	Adjusted Budget 07/01/2017 11/30/2017	Current Actual 11/01/2017 to 11/30/2017	Actual YTD 07/01/2017 to 11/30/2017	Encumbrances 07/01/2017 11/30/2017	Balance 07/01/2017 11/30/2017	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,080,000.00	-143,560.73	-562,924.33	0.00	517,075.67	52.12
24-3230-130-04	JACKSON TDA - FUND BALAN	60,000.00	0.00	0.00	0.00	60,000.00	0.00
	TAX REVENUE	1,140,000.00	-143,560.73	-562,924.33	0.00	577,075.67	49.38
24-3270-170-01	JACKSON TDA - PENALTY	2,500.00	-680.00	-1,628.50	0.00	871.50	65.14
	PENALTY & INTEREST	2,500.00	-680.00	-1,628.50	0.00	871.50	65.14
24-3831-491-00	INVESTMENT EARNINGS	2,023.00	-309.01	-1,263.49	0.00	759.51	62.46
	REVENUES	2,023.00	-309.01	-1,263.49	0.00	759.51	62.46
	DEPARTMENT TOTAL Revenue	1,144,523.00	-144,549.74	-565,816.32	0.00	578,706.68	49.44
24-4926-121-00	SALARIES & WAGES	61,824.00	4,747.98	23,739.90	0.00	38,084.10	38.40
24-4926-170-00	BOARD MEMEBER EXPENSE	2,500.00	32.03	158.04	0.00	2,341.96	6.32
24-4926-181-00	SOCIAL SECURITY CONTRIBU	3,833.00	290.96	1,454.80	0.00	2,378.20	37.95
24-4926-182-00	RETIREMENT EXPENSE	4,686.00	359.90	1,799.50	0.00	2,886.50	38.40
24-4926-183-00	HOSPITALIZATION INSURANC	9,900.00	761.54	3,807.70	0.00	6,092.30	38.46
24-4926-185-00	UNEMPLOYMENT INSURANCE	231.00	33.08	223.00	0.00	8.00	96.54
24-4926-186-00	WORKMAN'S COMPENSATION	1,128.00	0.00	1,064.00	0.00	64.00	94.33
24-4926-187-00	MEDICARE TAX	896.00	68.04	340.20	0.00	555.80	37.97
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	0.00	0.00	0.00	16,250.00	0.00
24-4926-191-00	PROFESSIONAL SER-AUDIT	6,150.00	4,100.00	6,100.00	0.00	50.00	99.19
24-4926-192-00	LEGAL SERVICES	2,000.00	0.00	683.75	0.00	1,316.25	34.19
24-4926-260-00	OFFICE SUPPLIES	2,000.00	-248.85	1,378.65	625.62	-4.27	100.21
24-4926-260-01	PROMO ITEMS	3,000.00	116.71	1,512.21	0.00	1,487.79	50.41
24-4926-299-00	MISCELLANEOUS	7,812.51	-1,001.77	3,942.10	800.00	3,070.41	60.70
24-4926-311-00	TRAVEL	5,478.74	1,418.13	3,522.00	425.00	1,531.74	72.04
24-4926-311-01	TRAVEL-DIRECTOR	0.00	-1,054.02	0.00	0.00	0.00	0.00
24-4926-321-00	TELEPHONE	17,419.00	319.63	3,427.94	11,089.35	2,901.71	83.34
24-4926-321-02	TELEPHONE-DIRECTOR	1,200.00	390.18	390.18	0.00	809.82	32.52
24-4926-325-00	POSTAGE	23,789.00	710.35	10,383.15	0.00	13,405.85	43.65
24-4926-331-00	UTILITIES	720.00	131.76	758.15	0.00	-38.15	105.30
24-4926-341-00	PRINTING	47,053.00	152.10	10,076.64	378.58	36,597.78	22.22
24-4926-351-00	REPAIRS & MAINT-BUILDING	1,480.00	0.00	-1.38	0.00	1,481.38	-0.09
24-4926-370-00	AD FIRM MEDIA	353,056.25	13,522.15	151,149.98	0.00	201,906.27	42.81
24-4926-370-01	WEBSITE SERVICE	20,700.00	1,600.00	7,850.00	0.00	12,850.00	37.92
24-4926-370-02	CREATIVE & PRODUCTION SE	28,632.75	0.00	24,986.50	0.00	3,646.25	87.27
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	10,500.00	875.00	4,375.00	0.00	6,125.00	41.67
24-4926-370-04	E-MAIL CAMPAIGNS	14,000.00	1,831.25	3,838.75	0.00	10,161.25	27.42
24-4926-370-05	SEM MANAGEMENT	18,000.00	1,500.00	7,500.00	0.00	10,500.00	41.67
24-4926-370-06	GUEST BLOGS	1,800.00	75.00	665.00	0.00	1,135.00	36.94
24-4926-370-07	SOCIAL MEDIA	54,425.00	4,461.79	22,213.82	0.00	32,211.18	40.82
24-4926-393-00	VISITOR CENTER OPERATION	162,874.00	13,752.02	70,191.02	0.00	92,682.98	43.10
24-4926-393-01	PUBLIC RELATIONS	82,780.00	6,344.82	30,328.54	0.00	52,451.46	36.64
24-4926-393-02	CONTRACTED SERVICES	22,000.00	0.00	0.00	0.00	22,000.00	0.00
24-4926-393-03	CONTRACTED SERVICES-RECO	800.00	0.00	150.00	0.00	650.00	18.75
24-4926-393-05	CONTRACTED-WEBSITE	30,954.00	477.50	24,631.50	0.00	6,322.50	79.57
24-4926-393-06	CONTRACTED-AD FIRM RETAI	53,200.00	4,433.33	22,166.65	0.00	31,033.35	41.67
24-4926-393-07	CONTRACTED SERVICES-STR	1,968.75	0.00	1,968.75	0.00	0.00	0.00
24-4926-393-08	CONTRACTED-AD FIRM MISC	5,500.00	514.08	1,876.60	0.00	3,623.40	34.12
24-4926-393-10	CONTRACTED SERVICES-PLAN	5,000.00	750.00	2,250.00	0.00	2,750.00	45.00
24-4926-393-11	SOFTWARE, INTERNET, MISC S	3,006.00	409.94	764.81	0.00	2,241.19	25.44
24-4926-412-00	BUILDING RENT	6,000.00	500.00	2,500.00	0.00	3,500.00	41.67
24-4926-454-00	INSURANCE	2,206.00	0.00	0.00	0.00	2,206.00	0.00
24-4926-491-00	DUES AND SUBSCRIPTIONS	1,570.00	30.00	495.00	0.00	1,075.00	31.53
24-4926-550-00	CAPITAL OUTLAY	1,500.00	0.00	0.00	0.00	1,500.00	0.00
24-4926-550-01	CAPITAL PROJECTS	15,000.00	0.00	0.00	0.00	15,000.00	0.00
24-4926-699-00	GRANTS	17,000.00	3,285.54	8,085.43	0.00	8,914.57	47.56
24-4926-699-01	SPECIAL PROJECTS	5,000.00	0.00	0.00	2,500.00	2,500.00	50.00
24-4926-699-02	MISCELLANEOUS DONATIONS	2,200.00	0.00	1,000.00	0.00	1,200.00	45.45
24-4926-699-03	SOLAR ECLIPSE PROMOTION	0.00	491.00	4,380.32	0.00	-4,380.32	0.00
24-4926-990-00	CONTINGENCY	5,500.00	0.00	0.00	0.00	5,500.00	0.00
	TOURISM DEVELOPMENT AUTHORITY	1,144,523.00	66,181.17	468,128.20	15,818.55	660,576.25	42.28
	DEPARTMENT TOTAL Expense	-1,144,523.00	66,181.17	468,128.20	15,818.55	-660,576.25	42.28
	Fund 24 TOURISM DEVELOPMENT AUTH	0.00	-78,368.57	-97,688.12	15,818.55	-81,869.57	45.86

DETAIL GENERAL LEDGER											
BC1753		TRANSACTION		PURCHASE		BEGINNING 11/01/17		ENDING 11/30/17		PAGE 1	
TRANS DATE	TYPE	ID	DESCRIPTION		TRANSACTION AMOUNT	BEGINNING BALANCE	DEBITS	CREDITS	ENDING BALANCE		
ACCOUNT # 24-4926-121-00 DESC: SALARIES & WAGES ASN:											
11/01/17			***** BEGINNING BALANCE *			0.00	18,991.92	0.00	18991.92		
11/03/17	PRE	18888274	PR		2373.99		2,373.99	0.00	21365.91		
11/17/17	PRE	18936804	PR		2373.99		2,373.99	0.00	23739.90		
11/30/17			***** MONTHLY TOTALS ****				4,747.98	0.00	23739.90		
11/30/17			***** ACCOUNT TOTALS ***			0.00	23,739.90	0.00	23739.90		
ACCOUNT # 24-4926-170-00 DESC: BOARD MEMEBER EXPENSE ASN:											
11/01/17			***** BEGINNING BALANCE *			0.00	132.84	6.83	126.01		
11/07/17	APE	111117	BUSINESS CARD		33.92		33.92	0.00	159.93		
11/09/17	APJ	111117	BUSINESS CARD		<1.31>						
11/09/17	APJ	111117	BUSINESS CARD		<0.58>						
11/30/17			***** MONTHLY TOTALS ****				0.00	1.89	158.04		
11/30/17			***** ACCOUNT TOTALS ***			0.00	166.76	8.72	158.04		
ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:											
11/01/17			***** BEGINNING BALANCE *			0.00	1,163.84	0.00	1163.84		
11/03/17	PRE	18888281	PR		145.48		145.48	0.00	1309.32		
11/17/17	PRE	18936811	PR		145.48		145.48	0.00	1454.80		
11/30/17			***** MONTHLY TOTALS ****				290.96	0.00	1454.80		
11/30/17			***** ACCOUNT TOTALS ***			0.00	1,454.80	0.00	1454.80		
ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:											
11/01/17			***** BEGINNING BALANCE *			0.00	1,439.60	0.00	1439.60		
11/03/17	PRE	18888291	PR		179.95		179.95	0.00	1619.55		
11/17/17	PRE	18936821	PR		179.95		179.95	0.00	1799.50		
11/30/17			***** MONTHLY TOTALS ****				359.90	0.00	1799.50		
11/30/17			***** ACCOUNT TOTALS ***			0.00	1,799.50	0.00	1799.50		
ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:											
11/01/17			***** BEGINNING BALANCE *			0.00	3,046.16	0.00	3046.16		
11/03/17	PRE	18888298	PR		380.77		380.77	0.00	3426.93		
11/17/17	PRE	18936828	PR		380.77		380.77	0.00	3807.70		
11/30/17			***** MONTHLY TOTALS ****				761.54	0.00	3807.70		
11/30/17			***** ACCOUNT TOTALS ***			0.00	3,807.70	0.00	3807.70		

DETAIL GENERAL LEDGER									
BC1753		BEGINNING 11/01/17		ENDING 11/30/17		PAGE 2			
TRANS DATE	TYPE	TRANSACTION ID	PURCHASE	DESCRIPTION	TRANSACTION AMOUNT	BEGINNING BALANCE	DEBITS	CREDITS	ENDING BALANCE
=====									
ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN: =====> CONTINUED <=====									
ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN:									
11/01/17		***** BEGINNING BALANCE *				0.00	189.92	0.00	189.92
11/03/17	PRE	18888305		PR	23.74				
*****							23.74	0.00	213.66
11/17/17	PRE	18936835		PR	9.34				
*****							9.34	0.00	223.00
11/30/17		***** MONTHLY TOTALS ****					33.08	0.00	223.00
***** ACCOUNT TOTALS ***									
11/30/17						0.00	223.00	0.00	223.00
***** ACCOUNT TOTALS ***									
ACCOUNT # 24-4926-186-00 DESC: WORKMAN'S COMPENSATION ASN:									
11/01/17		***** BEGINNING BALANCE *				0.00	1,064.00	0.00	1064.00
*****							0.00	0.00	1064.00
		***** MONTHLY TOTALS ****					0.00	0.00	1064.00
***** ACCOUNT TOTALS ***									
						0.00	1,064.00	0.00	1064.00
***** ACCOUNT TOTALS ***									
ACCOUNT # 24-4926-187-00 DESC: MEDICARE TAX ASN:									
11/01/17		***** BEGINNING BALANCE *				0.00	272.16	0.00	272.16
11/03/17	PRE	18888286		PR	34.02				
*****							34.02	0.00	306.18
11/17/17	PRE	18936816		PR	34.02				
*****							34.02	0.00	340.20
11/30/17		***** MONTHLY TOTALS ****					68.04	0.00	340.20
***** ACCOUNT TOTALS ***									
11/30/17						0.00	340.20	0.00	340.20
***** ACCOUNT TOTALS ***									
ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:									
11/01/17		***** BEGINNING BALANCE *				0.00	0.00	0.00	0.00
*****							0.00	0.00	0.00
		***** MONTHLY TOTALS ****					0.00	0.00	0.00
***** ACCOUNT TOTALS ***									
						0.00	0.00	0.00	0.00
***** ACCOUNT TOTALS ***									
ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SER-AUDIT ASN:									
11/01/17		***** BEGINNING BALANCE *				0.00	2,000.00	0.00	2000.00
11/14/17	APE	739807		DIXON HUGHES GOODMAN LLP	4100.00				
*****							4,100.00	0.00	6100.00
11/30/17		***** MONTHLY TOTALS ****					4,100.00	0.00	6100.00
***** ACCOUNT TOTALS ***									
11/30/17						0.00	6,100.00	0.00	6100.00
***** ACCOUNT TOTALS ***									
ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:									
11/01/17		***** BEGINNING BALANCE *				0.00	683.75	0.00	683.75

DETAIL GENERAL LEDGER									
BC1753		BEGINNING 11/01/17		ENDING 11/30/17		PAGE 3			
TRANS DATE	TYPE	TRANSACTION ID	PURCHASE	DESCRIPTION	TRANSACTION AMOUNT	BEGINNING BALANCE	DEBITS	CREDITS	ENDING BALANCE
ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN: =====> CONTINUED <=====									
*****							0.00	0.00	683.75
				***** MONTHLY TOTALS ****			0.00	0.00	683.75
				***** ACCOUNT TOTALS ***			0.00	683.75	0.00
							0.00	683.75	683.75
ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES ASN:									
11/01/17				***** BEGINNING BALANCE *		0.00	1,708.37	80.87	1627.50
11/07/17	APE	111117		BUSINESS CARD	377.91				
*****							377.91	0.00	2005.41
11/09/17	APJ	111117		BUSINESS CARD	<4.67>				
11/09/17	APJ	111117		BUSINESS CARD	<2.07>				
*****							0.00	6.74	1998.67
11/15/17	JOE	JE-180398*		RECLASSIFY EXPENSES RECLA			0.00	269.00	1729.67
11/15/17	JOE	JE-180398*		RECLASSIFY EXPENSES RECLA			0.00	150.00	1579.67
11/15/17	JOE	JE-180398*		RECLASSIFY EXPENSES RECLA			0.00	201.02	1378.65
*****							0.00	620.02	1378.65
11/30/17				***** MONTHLY TOTALS ****			377.91	626.76	1378.65
				***** ACCOUNT TOTALS ***			0.00	2,086.28	707.63
							0.00	2,086.28	1378.65
ACCOUNT # 24-4926-260-01 DESC: PROMO ITEMS ASN:									
11/01/17				***** BEGINNING BALANCE *		0.00	1,404.10	8.60	1395.50
11/07/17	APE	111117		BUSINESS CARD	121.33				
*****							121.33	0.00	1516.83
11/09/17	APJ	111117		BUSINESS CARD	<3.20>				
11/09/17	APJ	111117		BUSINESS CARD	<1.42>				
*****							0.00	4.62	1512.21
11/30/17				***** MONTHLY TOTALS ****			121.33	4.62	1512.21
				***** ACCOUNT TOTALS ***			0.00	1,525.43	13.22
							0.00	1,525.43	1512.21
ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN:									
11/01/17				***** BEGINNING BALANCE *		0.00	4,980.28	36.41	4943.87
11/07/17	APE	111117		BUSINESS CARD	198.92				
*****							198.92	0.00	5142.79
11/09/17	APJ	111117		BUSINESS CARD	<3.25>				
11/09/17	APJ	111117		BUSINESS CARD	<1.44>				
*****							0.00	4.69	5138.10
11/14/17	JOE	JE-180392*		RECLASSIFY EXPENSES RECLA			0.00	1,432.00	3706.10
11/15/17	JOE	JE-180398*		RECLASSIFY EXPENSES RECLA			150.00	0.00	3856.10
11/17/17	APE	884982		CHEROKEE BOTTLED WATER	11.74				
11/17/17	APE	979		GREAT SMOKIES STORAGE	75.00				
*****							86.74	0.00	3942.84
11/22/17	APJ	884982		CHEROKEE BOTTLED WATER	<0.51>				
11/22/17	APJ	884982		CHEROKEE BOTTLED WATER	<0.23>				
*****							0.00	0.74	3942.10
11/30/17				***** MONTHLY TOTALS ****			435.66	1,437.43	3942.10
				***** ACCOUNT TOTALS ***			0.00	5,415.94	1,473.84
							0.00	5,415.94	3942.10
ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN:									
11/01/17				***** BEGINNING BALANCE *		0.00	2,103.87	0.00	2103.87
11/02/17	CRE	182617		SOUTHEAST TOUISM SOCIET	<450.00>				
*****							0.00	450.00	1653.87

DETAIL GENERAL LEDGER									
BC1753		BEGINNING 11/01/17		ENDING 11/30/17		PAGE 4			
TRANS DATE	TYPE	TRANSACTION ID	PURCHASE DESCRIPTION	TRANSACTION AMOUNT	BEGINNING BALANCE	DEBITS	CREDITS	ENDING BALANCE	
ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN: =====> CONTINUED <=====									
11/07/17	APE	111117	BUSINESS CARD	468.01					
*****						468.01	0.00	2121.88	
11/15/17	JOE	JE-180399*	RECLASSIFY TRAVEL EXPENSE			1,400.12	0.00	3522.00	
*****						1,400.12	0.00	3522.00	
11/30/17			***** MONTHLY TOTALS ****			1,868.13	450.00	3522.00	
11/30/17			***** ACCOUNT TOTALS ***			0.00	3,972.00	450.00	3522.00

ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN:									
11/01/17			***** BEGINNING BALANCE *		0.00	3,108.31	0.00	3108.31	
11/01/17	APE	9795021131	VERIZON WIRELESS	66.28					
*****						66.28	0.00	3174.59	
11/02/17	APE	101817	JACKSON CO. CHAMBER OF CO	165.69					
11/02/17	APE	135374	CASHIERS CHAMBER OF COMME	50.00					
*****						215.69	0.00	3390.28	
11/07/17	CRE	182690	JACKSON CO CHAMBER	<140.74>					
*****						0.00	140.74	3249.54	
11/08/17	APE	110917	FRONTIER	281.47					
*****						281.47	0.00	3531.01	
11/14/17	JOE	JE-180392*	RECLASSIFY EXPENSES RECLA			0.00	690.13	2840.88	
11/14/17	JOE	JE-180392*	RECLASSIFY EXPENSES RECLA			181.29	0.00	3022.17	
11/15/17	APE	111517	AT&T	139.24					
11/15/17	APE	OCT.2017-B	INFORMATION TECHNOLOGY SE	4.18					
*****						143.42	0.00	3165.59	
11/20/17	APE	112217	FRONTIER	262.35					
*****						262.35	0.00	3427.94	
11/30/17			***** MONTHLY TOTALS ****			1,150.50	830.87	3427.94	
11/30/17			***** ACCOUNT TOTALS ***			0.00	4,258.81	830.87	3427.94

ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-DIRECTOR ASN:									
11/01/17			***** BEGINNING BALANCE *		0.00	0.00	0.00	0.00	
11/14/17	JOE	JE-180392*	RECLASSIFY EXPENSES RECLA			390.18	0.00	390.18	
*****						390.18	0.00	390.18	
11/30/17			***** MONTHLY TOTALS ****			390.18	0.00	390.18	
11/30/17			***** ACCOUNT TOTALS ***			0.00	390.18	0.00	390.18

ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:									
11/01/17			***** BEGINNING BALANCE *		0.00	9,700.59	27.79	9672.80	
11/06/17	APE	17VA27427	UPS	205.98					
11/06/17	APE	17VA27437	UPS	19.78					
11/06/17	APE	17VA27447	UPS	528.24					
*****						754.00	0.00	10426.80	
11/07/17	APE	111117	BUSINESS CARD	15.89					
*****						15.89	0.00	10442.69	
11/08/17	JOE	JE-180383*TL	POSTAGE BILLING 10-17 OCT			2.87	0.00	10445.56	
11/14/17	JOE	JE-180392*	RECLASSIFY EXPENSES RECLA			0.00	181.29	10264.27	
11/15/17	APE	17VA27	UPS	118.88					
*****						118.88	0.00	10383.15	
11/30/17			***** MONTHLY TOTALS ****			891.64	181.29	10383.15	
11/30/17			***** ACCOUNT TOTALS ***			0.00	10,592.23	209.08	10383.15

ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:									
11/01/17			***** BEGINNING BALANCE *		0.00	626.39	0.00	626.39	
11/07/17	APE	111017	TUCKASEIGEE WATER & SEWER	42.90					
*****						42.90	0.00	669.29	
11/08/17	APE	111017	DUKE ENERGY	88.86					

DETAIL GENERAL LEDGER						PAGE 5			
BC1753	TRANSACTION		PURCHASE	BEGINNING 11/01/17	ENDING 11/30/17				
TRANS DATE	TYPE	ID	DESCRIPTION	TRANSACTION AMOUNT	BEGINNING BALANCE	DEBITS	CREDITS	ENDING BALANCE	
ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN: =====> CONTINUED <=====									
*****						88.86	0.00	758.15	
11/30/17	***** MONTHLY TOTALS ****					131.76	0.00	758.15	
***** ACCOUNT TOTALS ***						0.00	758.15	0.00	758.15
ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN:									
11/01/17	***** BEGINNING BALANCE *				0.00	12,110.17	2,185.63	9924.54	
11/07/17	APE	111117	BUSINESS CARD	51.30		51.30	0.00	9975.84	
11/14/17	JOE	JE-180392*	RECLASSIFY EXPENSES RECLA			100.80	0.00	10076.64	
11/30/17	***** MONTHLY TOTALS ****					152.10	0.00	10076.64	
***** ACCOUNT TOTALS ***						0.00	12,262.27	2,185.63	10076.64
ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:									
11/01/17	***** BEGINNING BALANCE *				0.00	0.00	1.38	<1.38>	
***** MONTHLY TOTALS ****						0.00	0.00	<1.38>	
***** ACCOUNT TOTALS ***						0.00	0.00	1.38	<1.38>
ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN:									
11/01/17	***** BEGINNING BALANCE *				0.00	155,627.83	18,000.00	137627.83	
11/06/17	APE	156011	GROWTHZONE	158.00		158.00	0.00	137785.83	
11/17/17	APE	33419-33437	RAWLE MURDY ASSOCIATES, I	13364.15		13,364.15	0.00	151149.98	
11/30/17	***** MONTHLY TOTALS ****					13,522.15	0.00	151149.98	
***** ACCOUNT TOTALS ***						0.00	169,149.98	18,000.00	151149.98
ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:									
11/01/17	***** BEGINNING BALANCE *				0.00	12,704.00	6,454.00	6250.00	
11/17/17	APE	33419-33437	RAWLE MURDY ASSOCIATES, I	1600.00		1,600.00	0.00	7850.00	
11/30/17	***** MONTHLY TOTALS ****					1,600.00	0.00	7850.00	
***** ACCOUNT TOTALS ***						0.00	14,304.00	6,454.00	7850.00
ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:									
11/01/17	***** BEGINNING BALANCE *				0.00	24,986.50	0.00	24986.50	
***** MONTHLY TOTALS ****						0.00	0.00	24986.50	
***** ACCOUNT TOTALS ***						0.00	24,986.50	0.00	24986.50

DETAIL GENERAL LEDGER					PAGE 6						
BC1753		TRANSACTION		PURCHASE		BEGINNING 11/01/17		ENDING 11/30/17		PAGE 6	
TRANS DATE	TYPE	ID	DESCRIPTION	TRANSACTION AMOUNT	BEGINNING BALANCE	DEBITS	CREDITS	ENDING BALANCE			
=====											
ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN: =====> CONTINUED <=====											
ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:											
11/01/17			***** BEGINNING BALANCE *		0.00	3,500.00	0.00	3500.00			
-----						-----					
11/17/17	APE	33419-33437	RAWLE MURDY ASSOCIATES, I	875.00		875.00	0.00	4375.00			
*****						-----					
11/30/17			***** MONTHLY TOTALS ****			875.00	0.00	4375.00			
-----						-----					
***** ACCOUNT TOTALS ***											
11/30/17					0.00	4,375.00	0.00	4375.00			
-----						-----					

ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:											
11/01/17			***** BEGINNING BALANCE *		0.00	2,007.50	0.00	2007.50			
-----						-----					
11/17/17	APE	33419-33437	RAWLE MURDY ASSOCIATES, I	1831.25		1,831.25	0.00	3838.75			
*****						-----					
11/30/17			***** MONTHLY TOTALS ****			1,831.25	0.00	3838.75			
-----						-----					
***** ACCOUNT TOTALS ***											
11/30/17					0.00	3,838.75	0.00	3838.75			
-----						-----					

ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:											
11/01/17			***** BEGINNING BALANCE *		0.00	6,000.00	0.00	6000.00			
-----						-----					
11/17/17	APE	33419-33437	RAWLE MURDY ASSOCIATES, I	1500.00		1,500.00	0.00	7500.00			
*****						-----					
11/30/17			***** MONTHLY TOTALS ****			1,500.00	0.00	7500.00			
-----						-----					
***** ACCOUNT TOTALS ***											
11/30/17					0.00	7,500.00	0.00	7500.00			
-----						-----					

ACCOUNT # 24-4926-370-06 DESC: GUEST BLOGS ASN:											
11/01/17			***** BEGINNING BALANCE *		0.00	590.00	0.00	590.00			
-----						-----					
11/08/17	APE	103017-01	BECKY JOHNSON	75.00		75.00	0.00	665.00			
*****						-----					
11/30/17			***** MONTHLY TOTALS ****			75.00	0.00	665.00			
-----						-----					
***** ACCOUNT TOTALS ***											
11/30/17					0.00	665.00	0.00	665.00			
-----						-----					

ACCOUNT # 24-4926-370-07 DESC: SOCIAL MEDIA ASN:											
11/01/17			***** BEGINNING BALANCE *		0.00	17,752.03	0.00	17752.03			
-----						-----					
11/17/17	APE	33419-33437	RAWLE MURDY ASSOCIATES, I	4461.79		4,461.79	0.00	22213.82			
*****						-----					
11/30/17			***** MONTHLY TOTALS ****			4,461.79	0.00	22213.82			
-----						-----					
***** ACCOUNT TOTALS ***											
11/30/17					0.00	22,213.82	0.00	22213.82			
-----						-----					

ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN:											
11/01/17			***** BEGINNING BALANCE *		0.00	56,439.00	0.00	56439.00			
-----						-----					
11/02/17	APE	133362-A	JACKSON CO. CHAMBER OF CO	6000.00							

ACCOUNT # 24-4926-393-06	DESC: CONTRACTED-AD FIRM RETAINER	ASN:				
11/01/17	***** BEGINNING BALANCE *		0.00	17,733.32	0.00	17733.32

DETAIL GENERAL LEDGER										PAGE 9		
BC1753		TRANSACTION		PURCHASE		BEGINNING 11/01/17		ENDING 11/30/17				
TRANS	DATE	TYPE	ID	DESCRIPTION		TRANSACTION	AMOUNT	BEGINNING	BALANCE	DEBITS	CREDITS	ENDING
												BALANCE
ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN: =====> CONTINUED <=====												
ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:												
11/01/17				***** BEGINNING BALANCE *				0.00		465.00	0.00	465.00
11/07/17		APE	111117	BUSINESS CARD			30.00			30.00	0.00	495.00
11/30/17				***** MONTHLY TOTALS ****						30.00	0.00	495.00
11/30/17				***** ACCOUNT TOTALS ***				0.00		495.00	0.00	495.00
ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY ASN:												
11/01/17				***** BEGINNING BALANCE *				0.00		0.00	0.00	0.00
*****										0.00	0.00	0.00
*****				***** MONTHLY TOTALS ****						0.00	0.00	0.00
*****				***** ACCOUNT TOTALS ***				0.00		0.00	0.00	0.00
ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN:												
11/01/17				***** BEGINNING BALANCE *				0.00		0.00	0.00	0.00
*****										0.00	0.00	0.00
*****				***** MONTHLY TOTALS ****						0.00	0.00	0.00
*****				***** ACCOUNT TOTALS ***				0.00		0.00	0.00	0.00
ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:												
11/01/17				***** BEGINNING BALANCE *				0.00		4,799.89	0.00	4799.89
11/08/17		APE	11/10/17	WCU			1200.00					
11/08/17		APE	100717	DILLSBORO MERCHANTS ASSOC			885.54					
*****										2,085.54	0.00	6885.43
11/17/17		APE	2017-42494	GULFSTREAM COMMUNICATONS			1200.00			1,200.00	0.00	8085.43
11/30/17				***** MONTHLY TOTALS ****						3,285.54	0.00	8085.43
11/30/17				***** ACCOUNT TOTALS ***				0.00		8,085.43	0.00	8085.43
ACCOUNT # 24-4926-699-01 DESC: SPECIAL PROJECTS ASN:												
11/01/17				***** BEGINNING BALANCE *				0.00		150.00	150.00	0.00
*****										0.00	0.00	0.00
*****				***** MONTHLY TOTALS ****						0.00	0.00	0.00
*****				***** ACCOUNT TOTALS ***				0.00		150.00	150.00	0.00
ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN:												
11/01/17				***** BEGINNING BALANCE *				0.00		1,000.00	0.00	1000.00
*****										0.00	0.00	1000.00
*****				***** MONTHLY TOTALS ****						0.00	0.00	1000.00

TRANSACTION		PURCHASE		TRANSACTION		BEGINNING		ENDING		BEGINNING		ENDING	
DATE		ID		DESCRIPTION		AMOUNT		BALANCE		DEBITS		CREDITS	
DATE		ID		DESCRIPTION		AMOUNT		BALANCE		DEBITS		CREDITS	

ACCOUNT # 24-4926-699-02

DESC: MISCELLANEOUS DONATIONS

ASN: =====>

CONTINUED

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***** ACCOUNT TOTALS ***

0.001,000.000.001000.00

ACCOUNT # 24-4926-699-03

DESC: SOLAR ECLIPSE PROMOTION

ASN:

11/01/17		***** BEGINNING BALANCE *		0.00		3,984.70		95.38		3889.32	
11/14/17		JOE JE-180392*		RECLASSIFY EXPENSES RECLA		491.00		0.00		4380.32	
*****						491.00		0.00		4380.32	
11/30/17		***** MONTHLY TOTALS ****				491.00		0.00		4380.32	

11/30/17

***** ACCOUNT TOTALS ***

0.004,475.7095.384380.32

ACCOUNT # 24-4926-990-00

DESC: CONTINGENCY

ASN:

11/01/17		***** BEGINNING BALANCE *		0.00		0.00		0.00		0.00	
*****						0.00		0.00		0.00	
		***** MONTHLY TOTALS ****				0.00		0.00		0.00	

***** ACCOUNT TOTALS ***

0.000.000.000.00
