

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
January 31, 2020

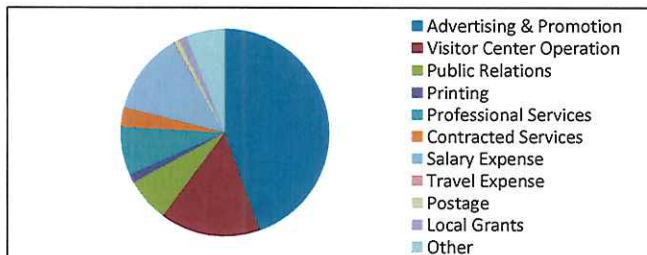
JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

January 31, 2020

- * January Room Occupancy Tax collections totaled \$79,375.00 with \$277.13 collected for penalties. The YTD collection total is \$729,704.64 - 73% of budget. The Airbnb total was \$11,130.39. The Home Away VRBO total was \$12,449.42.
- * 120 accounts reported for December rentals (decrease of 29 accounts from last year). The collections were up 32.30% from the same period in 2019. The total decrease for the fiscal year is 2.97%
- * The cash balance at January 31, 2020 is \$210,758.66 and investments total \$400,000.00.

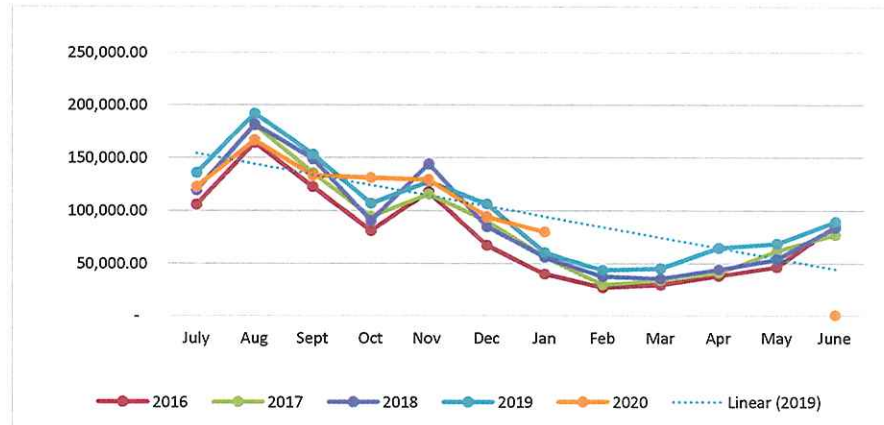
The expenses for January were \$85,926.11. The YTD expenses totaled \$673,671.75 with encumbrances of \$9,534.99 for a combined total of \$683,206.74 - 56.76% of budget.

TDA Expenses as of January 31, 2020



Advertising & Promotion	\$	38,325.63
Visitor Center Operation	\$	13,329.00
Public Relations	\$	5,902.90
Printing	\$	1,151.90
Professional Services	\$	6,554.17
Contracted Services	\$	2,565.23
Salary Expense	\$	10,978.63
Travel Expense	\$	169.62
Postage	\$	611.71
Local Grants	\$	1,150.00
Other	\$	5,187.32
Total	\$	85,926.11

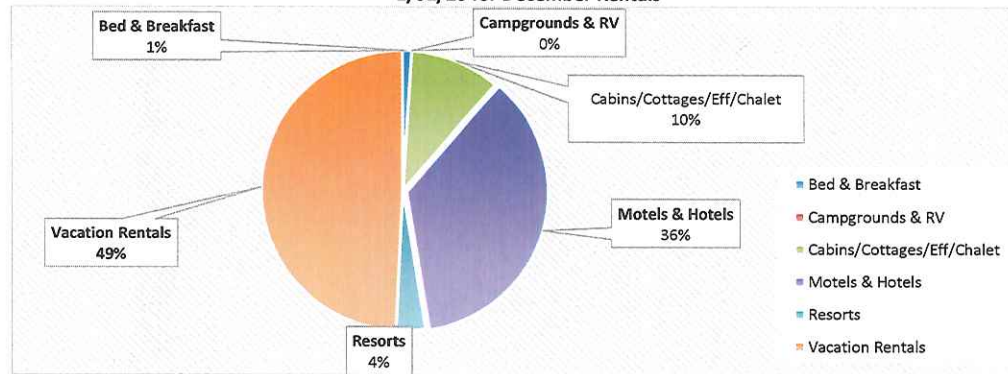
Fiscal YTD Collections



	2016	2017	2018	2019	2020
July	105,354.28	119,861.04	119,152.80	135,881.68	122,421.68
Aug	163,948.85	180,394.59	181,280.78	191,736.34	166,057.35
Sept	122,331.68	135,649.23	148,701.72	152,650.37	133,172.02
Oct	80,775.31	94,100.41	90,329.60	106,838.84	130,912.47
Nov	117,640.33	115,576.40	144,240.73	127,342.88	129,268.34
Dec	66,956.10	89,928.52	84,754.30	106,016.63	93,829.84
Jan	39,690.82	56,081.35	56,029.08	60,207.39	79,652.13
Feb	26,696.45	29,357.66	37,210.91	43,528.62	-
Mar	29,114.84	33,603.67	35,029.92	45,185.00	-
Apr	37,797.19	40,794.81	44,116.59	64,498.34	-
May	46,472.01	61,363.25	53,695.68	68,385.86	-
June	85,145.38	76,932.28	83,711.73	89,275.51	-
Total	\$ 921,923.24	\$ 1,033,643.21	\$ 1,078,253.84	\$ 1,191,547.46	\$ 855,313.83

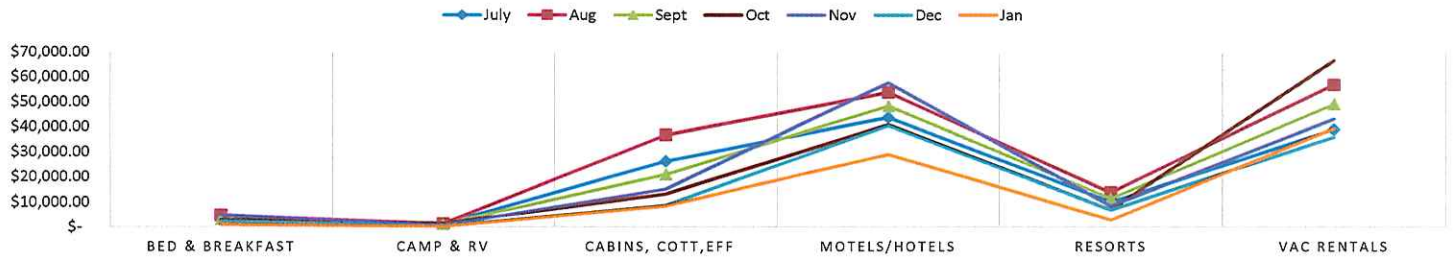


**Room Occupancy Tax Collections
1/31/20 for December Rentals**



Bed & Breakfast	\$	817.28
Campgrounds & RV	\$	35.32
Cabins/Cottages/Eff/Chalet	\$	8,189.25
Motels & Hotels	\$	28,733.86
Resorts	\$	2,671.62
Vacation Rentals	\$	39,205.10
	\$	79,652.43

ROOM OCCUPANCY TAX COLLECTIONS BY TYPE



COLLECTIONS BY TYPE

	Bed & Breakfast		Camp & Rv		Cabins, Cott, Eff		Motels/Hotels		Resorts		Vac Rentals		Totals
July	\$	2,852.75	\$	1,071.21	\$	26,083.48	\$	43,619.05	\$	9,883.47	\$	38,911.72	\$ 122,421.68
Aug	\$	4,536.11	\$	1,166.01	\$	36,449.07	\$	53,577.81	\$	13,536.22	\$	56,792.13	\$ 166,057.35
Sept	\$	3,056.30	\$	1,073.34	\$	20,718.91	\$	48,140.84	\$	11,174.65	\$	49,007.98	\$ 133,172.02
Oct	\$	2,705.50	\$	1,255.74	\$	13,020.58	\$	40,587.55	\$	6,772.60	\$	66,570.50	\$ 130,912.47
Nov	\$	4,740.58	\$	676.76	\$	14,983.43	\$	57,503.46	\$	8,208.79	\$	43,155.32	\$ 129,268.34
Dec	\$	2,268.50	\$	193.12	\$	8,485.56	\$	40,315.63	\$	6,814.76	\$	35,752.27	\$ 93,829.84
Jan	\$	817.28	\$	35.32	\$	8,189.25	\$	28,733.86	\$	2,671.62	\$	39,205.10	\$ 79,652.43
Feb													\$ -
March													\$ -
April													\$ -
May													\$ -
June	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$ -
	\$	20,977.02	\$	5,471.50	\$	127,930.28	\$	312,478.20	\$	59,062.11	\$	329,395.02	\$ 855,314.13
% By Type		2.45%		0.64%		14.96%		36.53%		6.91%		38.51%	100.00%



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

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2018	\$ 135,881.68	181	10%
July-2019	\$ 122,421.68	206	-9.91%
	\$ (13,460.00)	25	
August-2018	\$ 191,736.34	183	9%
August-2019	\$ 166,057.35	216	-13.39%
	\$ (25,678.99)	33	
September-2018	\$ 152,650.37	177	3%
September-2019	\$ 133,172.02	196	-12.76%
	\$ (19,478.35)	19	
October-2018	\$ 106,838.84	169	4%
October-2019	\$ 130,912.47	175	22.53%
	\$ 24,073.63	6	
November-2018	\$ 127,342.88	173	1%
November-2019	\$ 129,268.34	167	1.51%
	\$ 1,925.46	-6	
December-2018	\$ 106,016.63	165	-10%
December-2019	\$ 93,829.84	133	-11.50%
	\$ (12,186.79)	-32	
January-2019	\$ 60,207.39	149	18%
January-2020	\$ 79,652.13	120	32.30%
	\$ 19,444.74	-29	
February-2019	\$ 43,528.62	102	15%
February-2020	\$ -	0	-100.00%
	\$ (43,528.62)	-102	
March-2019	\$ 45,185.00	106	4%
March-2020	\$ -	0	-100.00%
	\$ (45,185.00)	-106	
April-2019	\$ 64,498.34	115	95%
April-2020	\$ -	0	-100.00%
	\$ (64,498.34)	-115	
May-2019	\$ 68,385.86	133	35%
May-2020	\$ -	0	-100.00%
	\$ (68,385.86)	-133	
June-2019	\$ 89,275.51	167	15%
June-2020	\$ -	0	-100.00%
	\$ (89,275.51)	-167	
FYTD 2019	\$ 1,191,547.46		
FYTD 2020	\$ 855,313.83		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 01/01/2020 - thru - 01/31/2020

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	216,695.24	156,768.47	162,705.05	210,758.66
24-1130-000-00	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	842.70	116.77	0.00	959.47
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	378.63	51.88	0.00	430.51
24-1310-000-11	DUE FROM GENERAL FUND	0.00	0.00	0.00	0.00
Total Asset		617,916.57	156,937.12	162,705.05	612,148.64
24-2100-000-00	ACCOUNTS PAYABLE	0.00	73,012.85	73,012.85	0.00
24-2200-000-00	ACCRUED SALARIES PAYABLE	(6,135.78)	0.00	0.00	(6,135.78)
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	894.54	894.54	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	320.00	320.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	503.90	503.90	0.00
24-2200-182-00	RETIREMENT PAYABLE	(975.28)	1,215.04	1,215.04	(975.28)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	117.85	117.85	0.00
24-2300-000-11	DUE TO GENERAL	0.00	76,230.94	76,230.94	0.00
24-2300-000-15	DUE TO PAYROLL	0.00	0.00	0.00	0.00
24-2900-000-00	FUND BALANCE	(446,580.36)	0.00	0.00	(446,580.36)
24-2900-000-01	RES BY STATE STATUTE	(95,356.61)	0.00	0.00	(95,356.61)
24-2912-000-00	RESERVE FOR ENCUMBRANCES	3,185.00	81,063.48	77,858.49	6,389.99
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(3,185.00)	77,858.49	81,063.48	(6,389.99)
24-3000-000-00	REVENUE CONTROL	(656,614.18)	211.52	80,369.70	(736,772.36)
24-4000-000-00	EXPENDITURE CONTROL	587,745.64	86,280.91	354.80	673,671.75
Total Liability		(617,916.57)	397,709.52	391,941.59	(612,148.64)
Total TOURISM DEVELOPMENT AUTH		0.00	554,646.64	554,646.64	0.00

COUNTY OF JACKSON

Income Statement

Report dates 07/01/2019 - thru - 01/31/2020

Account Number	Description	Adjusted Budget 07/01/2019 01/31/2020	Debits and Credits 01/01/2020 01/31/2020	Debits and Credits 07/01/2019 01/31/2020	Encumbrances 07/01/2019 01/31/2020	Balance 07/01/2019 01/31/2020	% Used
24-3230-130-00	JACKSON COUNTY TDA	999,600.00	79,375.00	729,704.64	0.00	269,895.36	73.00
24-3230-130-04	JACKSON TDA - FUND BALAN	183,979.00	0.00	0.00	0.00	183,979.00	0.00
TAX REVENUE		1,183,579.00	79,375.00	729,704.64	0.00	453,874.36	61.65
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	277.13	3,347.27	0.00	1,652.73	66.95
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	277.13	3,347.27	0.00	11,652.73	22.32
24-3831-491-00	INVESTMENT EARNINGS	5,000.00	506.05	3,720.45	0.00	1,279.55	74.41
REVENUES		5,000.00	506.05	3,720.45	0.00	1,279.55	74.41
DEPARTMENT TOTAL Revenue		1,203,579.00	80,158.18	736,772.36	0.00	466,806.64	61.22
24-4926-121-00	SALARIES & WAGES	110,757.00	8,127.39	65,861.67	0.00	44,895.33	59.47
24-4926-170-00	BOARD MEMBER EXPENSE	2,250.00	1,112.90	2,354.02	0.00	-104.02	104.62
24-4926-181-00	SOCIAL SECURITY CONTRIBU	6,867.00	503.90	4,083.22	0.00	2,783.78	59.46
24-4926-182-00	RETIREMENT EXPENSE	10,002.00	727.40	5,108.94	0.00	4,893.06	51.08
24-4926-183-00	HOSPITALIZATION INSURANC	18,167.00	1,420.83	9,621.30	0.00	8,545.70	52.96
24-4926-185-00	UNEMPLOYMENT INSURANCE	486.00	81.27	515.56	0.00	-29.56	106.08
24-4926-186-00	WORKMAN'S COMPENSATION	1,151.00	0.00	1,322.50	0.00	-171.50	114.90
24-4926-187-00	MEDICARE TAX	1,607.00	117.85	954.94	0.00	652.06	59.42
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	9,479.19	0.00	6,770.81	58.33
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,200.00	5,200.00	7,200.00	0.00	0.00	0.00
24-4926-192-00	LEGAL SERVICES	2,000.00	0.00	0.00	0.00	2,000.00	0.00
24-4926-260-00	OFFICE SUPPLIES	3,500.00	492.73	8,143.71	0.00	-4,643.71	232.68
24-4926-260-01	PROMO ITEMS	2,881.00	0.00	0.00	0.00	2,881.00	0.00
24-4926-299-00	MISCELLANEOUS	6,210.00	818.42	4,456.57	0.00	1,753.43	71.76
24-4926-311-00	TRAVEL	24,875.00	169.62	12,530.18	1,350.00	10,994.82	55.80
24-4926-321-00	TELEPHONE	4,430.00	741.60	5,004.50	0.00	-574.50	112.97
24-4926-321-02	TELEPHONE-DIRECTOR	2,064.00	0.00	0.00	0.00	2,064.00	0.00
24-4926-325-00	POSTAGE	23,658.00	611.71	4,131.22	0.00	19,526.78	17.46
24-4926-331-00	UTILITIES	2,000.00	240.97	1,161.63	0.00	838.37	58.08
24-4926-341-00	PRINTING	71,273.00	1,151.90	19,866.96	3,524.00	47,882.04	32.82
24-4926-351-00	REPAIRS & MAINT-BUILDING	0.00	541.50	541.50	0.00	-541.50	0.00
24-4926-370-00	AD FIRM MEDIA	315,000.00	22,448.82	167,768.48	0.00	147,231.52	53.26
24-4926-370-01	WEBSITE SERVICE	27,898.00	2,262.33	15,836.31	0.00	12,061.69	56.77
24-4926-370-02	CREATIVE & PRODUCTION SE	27,850.00	562.50	32,715.56	0.00	-4,865.56	117.47
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	12,000.00	1,000.00	7,000.00	0.00	5,000.00	58.33

COUNTY OF JACKSON

Income Statement

Report dates 07/01/2019 - thru - 01/31/2020

Account Number	Description	Adjusted Budget 07/01/2019 01/31/2020	Debits and Credits 01/01/2020 01/31/2020	Debits and Credits 07/01/2019 01/31/2020	Encumbrances 07/01/2019 01/31/2020	Balance 07/01/2019 01/31/2020	% Used
24-4926-370-04	E-MAIL CAMPAIGNS	12,900.00	950.00	6,650.00	0.00	6,250.00	51.55
24-4926-370-05	SEM MANAGEMENT	18,000.00	1,500.00	10,500.00	0.00	7,500.00	58.33
24-4926-370-07	SOCIAL MEDIA	23,550.00	3,233.33	14,383.33	0.00	9,166.67	61.08
24-4926-370-08	VIDEO PRODUCTION	5,000.00	0.00	1,600.00	0.00	3,400.00	32.00
24-4926-393-00	VISITOR CENTER OPERATION	167,090.00	13,329.00	104,124.80	0.00	62,965.20	62.32
24-4926-393-01	PUBLIC RELATIONS	78,500.00	5,902.90	49,584.29	0.00	28,915.71	63.16
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	12,833.31	0.00	9,166.69	58.33
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	83.00	333.00	0.00	1,067.00	23.79
24-4926-393-05	CONTRACTED-WEBSITE	13,998.00	0.00	4,752.75	0.00	9,245.25	33.95
24-4926-393-06	CONTRACTED-AD FIRM RETAI	58,500.00	4,875.00	34,125.00	0.00	24,375.00	58.33
24-4926-393-07	CONTRACTED SERVICES-STR	7,140.00	0.00	4,140.00	0.00	3,000.00	57.98
24-4926-393-08	CONTRACTED-AD FIRM MISC	5,500.00	875.26	1,654.38	0.00	3,845.62	30.08
24-4926-393-11	SOFTWARE,INTERNET,MISC S	24,036.00	618.39	19,189.83	1,195.00	3,651.17	84.81
24-4926-393-13	CONTRACTED SERVICES-PHOT	0.00	0.00	100.00	0.00	-100.00	0.00
24-4926-393-14	CONTRACTED SERVICES-HR O	6,281.00	215.95	5,731.71	3,145.00	-2,595.71	141.33
24-4926-412-00	BUILDING RENT	6,000.00	500.00	3,500.00	0.00	2,500.00	58.33
24-4926-454-00	INSURANCE	2,447.00	0.00	200.00	0.00	2,247.00	8.17
24-4926-491-00	DUES AND SUBSCRIPTIONS	2,240.00	0.00	2,119.50	0.00	120.50	94.62
24-4926-550-00	CAPITAL OUTLAY	9,847.00	1,172.14	5,903.14	320.99	3,622.87	63.21
24-4926-550-01	CAPITAL PROJECTS	24,200.00	0.00	0.00	0.00	24,200.00	0.00
24-4926-699-00	GRANTS	10,000.00	1,150.00	4,588.75	0.00	5,411.25	45.89
24-4926-699-02	MISCELLANEOUS DONATIONS	3,700.00	0.00	2,000.00	0.00	1,700.00	54.05
24-4926-990-00	CONTINGENCY	874.00	0.00	0.00	0.00	874.00	0.00
TOURISM DEVELOPMENT AUTHORITY		1,203,579.00	85,926.11	673,671.75	9,534.99	520,372.26	56.76
DEPARTMENT TOTAL Expense		-1,203,579.00	-85,926.11	-673,671.75	9,534.99	-520,372.26	56.76
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	-5,767.93	63,100.61	9,534.99	-53,565.62	58.99