

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
January 31, 2021

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

January 31, 2021

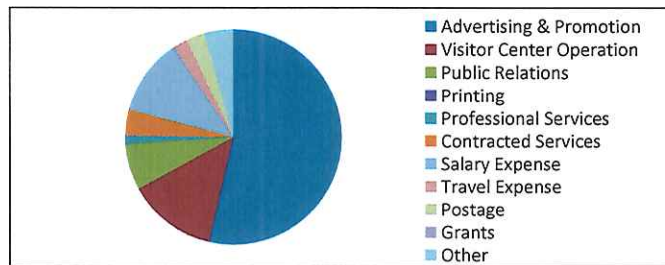
* January Room Occupancy Tax collections totaled \$134,198.93 with \$152.33 collected for penalties. The YTD collection total is \$1,146,395 - 109.22% of budget. The Airbnb total was \$20,867.10. The Home Away VRBO total was \$36,009.14.

* 96 accounts reported for December rentals (decrease of 24 accounts from last year). The collections were up 68.67% (\$54,699.13) from the same period in 2020.

* The cash balance at January 31, 2021 is \$911,014.31 and investments total \$400,000.00.

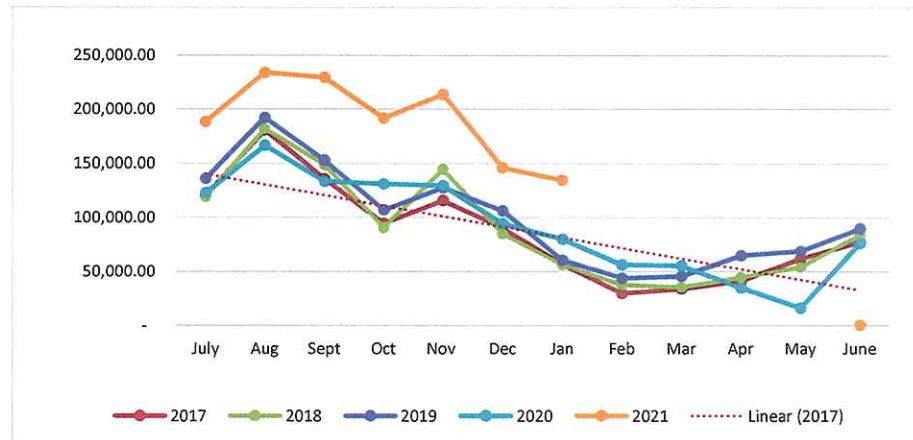
The expenses for January were \$99,596.94. The FYTD expenses totaled \$569,096.15 with encumbrances of \$2,639.00 for a combined total of \$571,35.15 - 52.72% of budget.

TDA Expenses as of January 31, 2021



Advertising & Promotion	\$	53,343.40
Visitor Center Operation	\$	13,373.00
Public Relations	\$	6,852.98
Printing	\$	1.00
Professional Services	\$	1,354.17
Contracted Services	\$	3,849.28
Salary Expense	\$	11,509.53
Travel Expense	\$	2,260.40
Postage	\$	2,712.20
Grants	\$	-
Other	\$	4,340.98
Total	\$	99,596.94

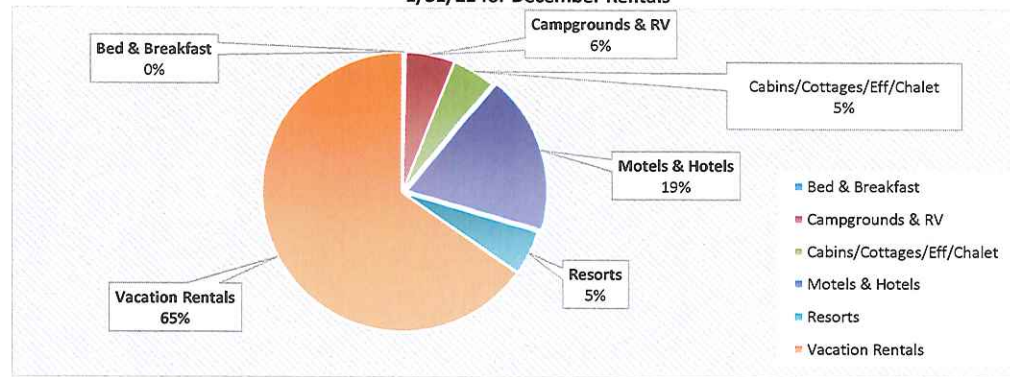
Fiscal YTD Collections



	2017	2018	2019	2020	2021
July	119,861.04	119,152.80	135,881.68	122,421.68	187,832.18
Aug	180,394.59	181,280.78	191,736.34	166,057.35	233,601.43
Sept	135,649.23	148,701.72	152,650.37	133,172.02	228,972.44
Oct	94,100.41	90,329.60	106,838.84	130,912.47	191,265.62
Nov	115,576.40	144,240.73	127,342.88	129,268.34	213,445.79
Dec	89,928.52	84,754.30	106,016.63	93,829.84	145,657.78
Jan	56,081.35	56,029.08	60,207.39	79,652.13	134,351.26
Feb	29,357.66	37,210.91	43,528.62	55,878.75	
Mar	33,603.67	35,029.92	45,185.00	55,161.52	
Apr	40,794.81	44,116.59	64,498.34	34,404.69	
May	61,363.25	53,695.68	68,385.86	15,854.63	
June	76,932.28	83,711.73	89,275.51	76,044.67	-
Total	\$ 1,033,643.21	\$ 1,078,253.84	\$ 1,191,547.46	\$ 1,092,658.09	\$ 1,335,126.50

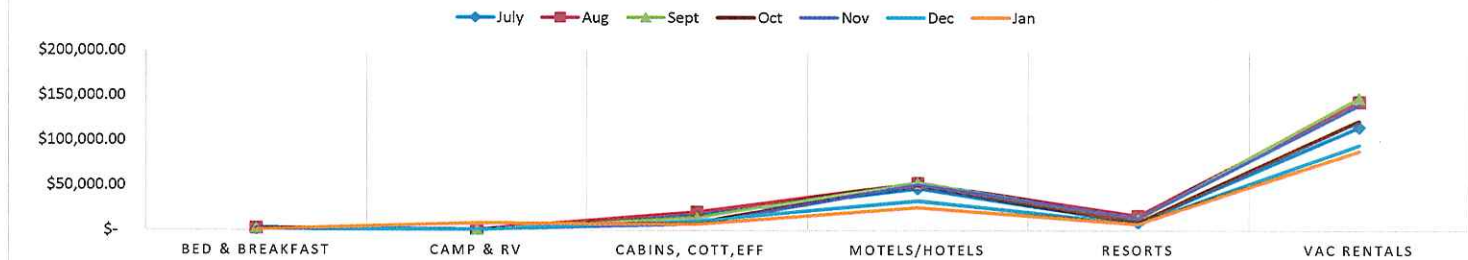


**Room Occupancy Tax Collections
1/31/21 for December Rentals**



Bed & Breakfast	\$ 473.57
Campgrounds & RV	\$ 7,630.29
Cabins/Cottages/Eff/Chalet	\$ 6,641.36
Motels & Hotels	\$ 24,857.11
Resorts	\$ 7,064.64
Vacation Rentals	\$ 87,684.29
Total	\$ 134,351.26

ROOM OCCUPANCY TAX COLLECTIONS BY TYPE



COLLECTIONS BY TYPE

	Bed & Breakfast		Camp & Rv		Cabins, Cott, Eff		Motels/Hotels		Resorts		Vac Rentals		Totals
July	\$	1,452.19	\$	624.61	\$	16,567.08	\$	45,998.26	\$	8,493.60	\$	114,696.44	\$ 187,832.18
Aug	\$	1,998.24	\$	822.85	\$	19,823.27	\$	52,137.59	\$	15,885.83	\$	142,933.65	\$ 233,601.43
Sept	\$	2,108.16	\$	829.81	\$	13,630.34	\$	52,875.89	\$	12,396.57	\$	147,131.67	\$ 228,972.44
Oct	\$	1,670.52	\$	662.49	\$	8,581.33	\$	49,979.73	\$	8,823.81	\$	121,547.74	\$ 191,265.62
Nov	\$	2,497.80	\$	819.18	\$	6,728.97	\$	50,452.52	\$	13,486.65	\$	139,460.67	\$ 213,445.79
Dec	\$	1,031.63	\$	357.87	\$	10,122.98	\$	32,534.66	\$	7,277.15	\$	94,333.49	\$ 145,657.78
Jan	\$	473.57	\$	7,630.29	\$	6,641.36	\$	24,857.11	\$	7,064.64	\$	87,684.29	\$ 134,351.26
Feb													\$ -
March													\$ -
April													\$ -
May													\$ -
June													\$ -
	\$	11,232.11	\$	11,747.10	\$	82,095.33	\$	308,835.76	\$	73,428.25	\$	847,787.95	\$ 1,335,126.50
% By Type		0.84%		0.88%		6.15%		23.13%		5.50%		63.50%	100.00%



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

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2019	\$ 122,421.68	206	10%
July-2020	\$ 187,832.18	113	53.43%
	\$ 65,410.50	-93	
August-2019	\$ 166,057.35	216	9%
August-2020	\$ 233,507.83	118	40.62%
	\$ 67,450.48	-98	
September-2019	\$ 133,172.02	196	3%
September-2020	\$ 228,972.44	116	71.94%
	\$ 95,800.42	-80	
October-2019	\$ 130,912.47	175	4%
October-2020	\$ 191,265.61	109	46.10%
	\$ 60,353.14	-66	
November-2019	\$ 129,268.34	167	1%
November-2020	\$ 213,445.79	89	65.12%
	\$ 84,177.45	-78	
December-2019	\$ 93,829.84	133	-10%
December-2020	\$ 145,657.78	106	55.24%
	\$ 51,827.94	-27	
January-2020	\$ 79,652.13	120	18%
January-2021	\$ 134,351.26	96	68.67%
	\$ 54,699.13	-24	
February-2020	\$ 55,878.75	96	15%
February-2021	\$ -		-100.00%
	\$ (55,878.75)	-96	
March-2020	\$ 55,161.52	93	4%
March-2021			-100.00%
	\$ (55,161.52)	-93	
April-2020	\$ 34,404.69	59	95%
April-2021			-100.00%
	\$ (34,404.69)	-59	
May-2020	\$ 15,854.63	36	35%
May-2021	\$ -		-100.00%
	\$ (15,854.63)	-36	
June-2020	\$ 76,044.67	74	15%
June-2021			-100.00%
	\$ (76,044.67)	-74	
FYTD 2020	\$ 1,092,658.09		
FYTD 2021	\$ 1,335,032.89		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 01/01/2021 - thru - 01/31/2021

Account Number	Account Description	Beginning Balance	Debits	Credits	Ending Balance
		Dr (Cr)			Dr (Cr)
24-1110-000-00	CASH ON HAND	874,406.64	227,327.03	190,719.36	911,014.31
24-1110-106-00	PETTY CASH	0.00	0.00	0.00	0.00
24-1130-000-00	CASH IN TIME DEPOSIT	400,000.00	0.00	0.00	400,000.00
24-1130-000-01	CASHIERS TTA CASH IN TIME DEPOSIT	0.00	0.00	0.00	0.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	2,740.48	31.85	1,883.48	888.85
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	0.00	0.00	0.00	0.00
24-1310-000-11	DUE FROM GENERAL FUND	0.00	0.00	0.00	0.00
24-1310-000-22	DUE FROM EMERGENCY TELEPHONE	0.00	0.00	0.00	0.00
Total Asset		1,277,147.12	227,358.88	192,602.84	1,311,903.16
24-2100-000-00	ACCOUNTS PAYABLE	0.00	86,523.70	86,523.70	0.00
24-2200-000-00	ACCRUED SALARIES PAYABLE	2,388.55	0.00	0.00	2,388.55
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	970.35	970.35	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	342.00	342.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	530.49	530.49	0.00
24-2200-182-00	RETIREMENT PAYABLE	(1,356.84)	1,381.84	1,381.85	(1,356.85)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	124.06	124.06	0.00
24-2300-000-11	DUE TO GENERAL	(1.69)	90,171.14	90,169.45	0.00
24-2300-000-15	DUE TO PAYROLL	0.00	0.00	0.00	0.00
24-2300-000-22	DUE TO TELEPHONE FUND	0.00	0.00	0.00	0.00
24-2300-000-70	FUND BALANCE CASHIERS TTA	0.00	0.00	0.00	0.00
24-2300-100-00	FUND BALANCE JACKSON TTA	0.00	0.00	0.00	0.00
24-2900-000-00	FUND BALANCE	(618,994.37)	0.00	0.00	(618,994.37)
24-2900-000-01	RES BY STATE STATUTE	(81,173.71)	0.00	0.00	(81,173.71)
24-2900-000-02	RES BY STATE STATUTE-CASHIERS	0.00	0.00	0.00	0.00
24-2912-000-00	RESERVE FOR ENCUMBRANCES	3,491.00	87,425.26	88,277.26	2,639.00
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(3,491.00)	88,277.26	87,425.26	(2,639.00)
24-3000-000-00	REVENUE CONTROL	(1,047,508.27)	0.00	134,354.66	(1,181,862.93)
24-4000-000-00	EXPENDITURE CONTROL	469,499.21	100,593.94	997.00	569,096.15
Total Liability		(1,277,147.12)	456,340.04	491,096.08	(1,311,903.16)
Total TOURISM DEVELOPMENT AUTH		0.00	683,698.92	683,698.92	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2020 - thru - 01/31/2021

Account Number	Description	Adjusted Budget 07/01/2020 01/31/2021	Debits and Credits 01/01/2021 01/31/2021	Debits and Credits 07/01/2020 01/31/2021	Encumbrances 07/01/2020 01/31/2021	Balance 07/01/2020 01/31/2021	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,049,628.00	134,198.93	1,146,394.76	0.00	-96,766.76	109.22
	TAX REVENUE	1,049,628.00	134,198.93	1,146,394.76	0.00	-96,766.76	109.22
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	152.33	805.95	0.00	4,194.05	16.12
24-3270-190-00	MARKETING AND ADVERTISING	1,006.00	0.00	8,612.00	0.00	-7,606.00	856.06
24-3270-260-00	NC DEPT OF COMMERCE-EDPN	25,750.00	0.00	0.00	0.00	25,750.00	0.00
	PENALTY & INTEREST	31,756.00	152.33	9,417.95	0.00	22,338.05	29.66
24-3496-260-00	NC DEPT OF COMMERCE-EDPN	0.00	0.00	25,750.00	0.00	-25,750.00	0.00
24-3496-260-01	NC DEPT OF COMMERCE DES	0.00	0.00	243.82	0.00	-243.82	0.00
	ECONOMIC DEVELOPMENT	0.00	0.00	25,993.82	0.00	-25,993.82	0.00
24-3831-491-00	INVESTMENT EARNINGS	3,000.00	3.40	56.40	0.00	2,943.60	1.88
	REVENUES	3,000.00	3.40	56.40	0.00	2,943.60	1.88
DEPARTMENT TOTAL Revenue		1,084,384.00	134,354.66	1,181,862.93	0.00	-97,478.93	108.99
24-4926-121-00	SALARIES & WAGES	120,271.00	8,556.32	70,469.92	0.00	49,801.08	58.59
24-4926-170-00	BOARD MEMBER EXPENSE	249.00	36.00	343.15	0.00	-94.15	137.81
24-4926-181-00	SOCIAL SECURITY CONTRIBU	7,457.00	530.49	4,369.12	0.00	3,087.88	58.59
24-4926-182-00	RETIREMENT EXPENSE	12,208.00	868.47	7,186.83	0.00	5,021.17	58.87
24-4926-183-00	HOSPITALIZATION INSURANC	18,540.00	1,344.63	9,683.20	0.00	8,856.80	52.23
24-4926-185-00	UNEMPLOYMENT INSURANCE	504.00	85.56	159.28	0.00	344.72	31.60
24-4926-186-00	WORKMAN'S COMPENSATION	1,266.00	0.00	223.50	0.00	1,042.50	17.65
24-4926-187-00	MEDICARE TAX	1,744.00	124.06	1,021.81	0.00	722.19	58.59
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	0.00	7,000.00	0.00	200.00	97.22
24-4926-192-00	LEGAL SERVICES	3,000.00	0.00	825.00	0.00	2,175.00	27.50
24-4926-260-00	OFFICE SUPPLIES	3,963.00	170.77	1,156.50	0.00	2,806.50	29.18
24-4926-299-00	MISCELLANEOUS	6,810.00	217.50	3,030.86	0.00	3,779.14	44.51
24-4926-311-00	TRAVEL	6,299.00	2,260.40	4,675.13	844.00	779.87	87.62
24-4926-321-00	TELEPHONE	4,430.00	13.96	4,357.84	0.00	72.16	98.37
24-4926-321-02	TELEPHONE-DIRECTOR	2,316.00	0.00	0.00	0.00	2,316.00	0.00
24-4926-325-00	POSTAGE	21,003.00	2,712.20	11,864.83	0.00	9,138.17	56.49
24-4926-331-00	UTILITIES	2,000.00	253.66	1,261.30	0.00	738.70	63.07
24-4926-341-00	PRINTING	79,741.00	1.89	19,847.74	0.00	59,893.26	24.89
24-4926-351-00	REPAIRS & MAINT-BUILDING	500.00	0.00	0.00	0.00	500.00	0.00

COUNTY OF JACKSON

Income Statement

Report dates 07/01/2020 - thru - 01/31/2021

Account Number	Description	Adjusted Budget 07/01/2020 01/31/2021	Debits and Credits 01/01/2021 01/31/2021	Debits and Credits 07/01/2020 01/31/2021	Encumbrances 07/01/2020 01/31/2021	Balance 07/01/2020 01/31/2021	% Used
24-4926-370-00	AD FIRM MEDIA	225,035.00	24,904.55	113,901.75	1,200.00	109,933.25	51.15
24-4926-370-01	WEBSITE SERVICE	28,588.00	1,600.00	11,200.00	0.00	17,388.00	39.18
24-4926-370-02	CREATIVE & PRODUCTION SE	32,915.00	17,462.50	32,668.00	0.00	247.00	99.25
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	9,600.00	1,000.00	4,600.00	0.00	5,000.00	47.92
24-4926-370-04	E-MAIL CAMPAIGNS	5,700.00	475.00	3,325.00	0.00	2,375.00	58.33
24-4926-370-05	SEM MANAGEMENT	14,400.00	1,500.00	6,900.00	0.00	7,500.00	47.92
24-4926-370-07	SOCIAL MEDIA	8,400.00	700.00	4,900.00	0.00	3,500.00	58.33
24-4926-393-00	VISITOR CENTER OPERATION	167,872.00	13,373.00	100,533.00	0.00	67,339.00	59.89
24-4926-393-01	PUBLIC RELATIONS	64,600.00	6,852.98	25,452.98	0.00	39,147.02	39.40
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	37.50	212.50	0.00	1,187.50	15.18
24-4926-393-05	CONTRACTED-WEBSITE	7,500.00	0.00	1,172.50	0.00	6,327.50	15.63
24-4926-393-06	CONTRACTED-AD FIRM RETAI	44,550.00	4,875.00	20,175.00	0.00	24,375.00	45.29
24-4926-393-07	CONTRACTED SERVICES-STR	8,280.00	0.00	8,280.00	0.00	0.00	0.00
24-4926-393-08	CONTRACTED-AD FIRM MISC	12,000.00	1,369.36	7,029.07	0.00	4,970.93	58.58
24-4926-393-11	SOFTWARE, INTERNET, MISC S	25,328.00	956.99	21,058.11	0.00	4,269.89	83.14
24-4926-393-14	CONTRACTED SERVICES-HR O	4,320.00	2,015.95	4,391.65	0.00	-71.65	101.66
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	2,850.00	10.70	2,357.94	595.00	-102.94	103.61
24-4926-550-00	CAPITAL OUTLAY	5,448.00	0.00	5,302.77	0.00	145.23	97.33
24-4926-550-01	CAPITAL PROJECTS	20,000.00	0.00	0.00	0.00	20,000.00	0.00
24-4926-630-00	NC TOURISM RECOVERY GRAN	25,750.00	1,600.00	9,372.37	0.00	16,377.63	36.40
24-4926-699-00	GRANTS	17,000.00	0.00	10,000.00	0.00	7,000.00	58.82
24-4926-699-02	MISCELLANEOUS DONATIONS	1,650.00	0.00	2,775.00	0.00	-1,125.00	168.18
24-4926-990-00	CONTINGENCY	5,000.00	0.00	0.00	0.00	5,000.00	0.00
TOURISM DEVELOPMENT AUTHORITY		1,084,384.00	99,596.94	569,096.15	2,639.00	512,648.85	52.72
DEPARTMENT TOTAL Expense		-1,084,384.00	-99,596.94	-569,096.15	2,639.00	-512,648.85	52.72
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	34,757.72	612,766.78	2,639.00	-610,127.78	80.86