

JACKSON COUNTY TOURISM  
DEVELOPMENT  
AUTHORITY



FINANCIAL REPORT  
JANUARY 31, 2025

# JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

January 31, 2025

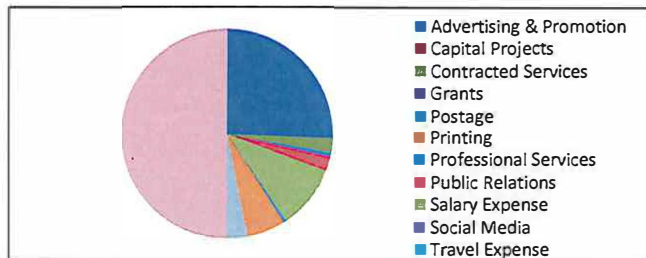
\* January Room Occupancy Tax collections totaled \$148,213.16 with \$132.19 collected for penalties. The YTD collection total is \$1,392,530.11 - 55.70% of budget. The Airbnb total was \$37,468.10; the Home Away/VRBO total was \$24,004.61; and the VACASA,NC total was \$5,543.67.

\* 87 accounts reported for December rentals (increase of 8 accounts from last year). The collections were up 4.81% from the same period in 2024.

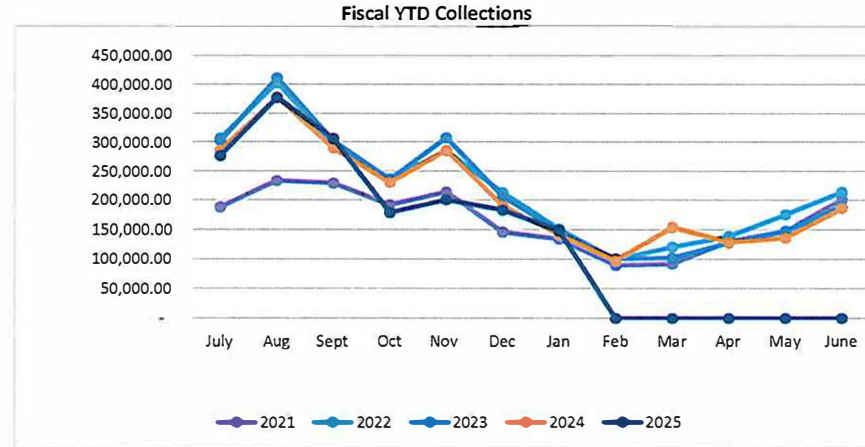
\* The cash balance at January 31, 2025 was \$182,423.63 and investments totaled \$3,150,000.

The expenses for January were \$149,464.24. The FYTD expenses totaled \$2,080,439.44 with encumbrances of \$595.00, for a combined total of \$2,081,034.44 - 64.25% of budget.

TDA Expenses as of January 31, 2025



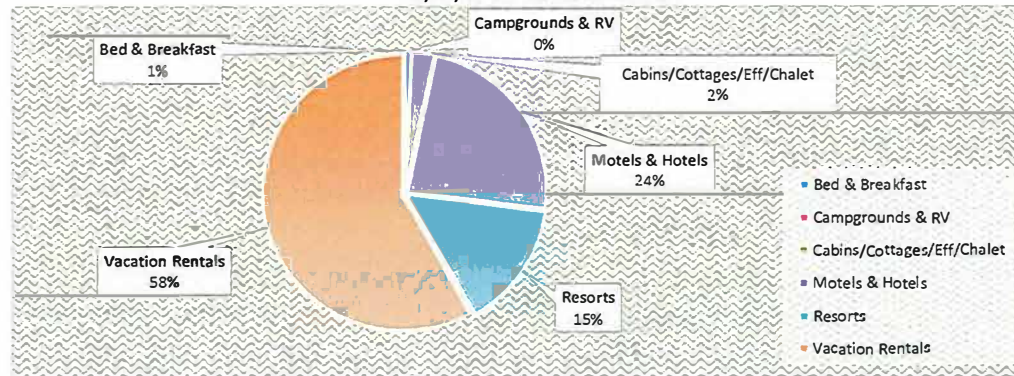
|                          |                      |
|--------------------------|----------------------|
| Advertising & Promotion  | \$ 76,413.40         |
| Capital Projects         | \$ -                 |
| Contracted Services      | \$ 6,992.78          |
| Grants                   | \$ -                 |
| Postage                  | \$ 269.81            |
| Printing                 | \$ -                 |
| Professional Services    | \$ 1,354.17          |
| Public Relations         | \$ 6,750.00          |
| Salary Expense           | \$ 29,351.81         |
| Social Media             | \$ 118.43            |
| Travel Expense           | \$ 1,075.00          |
| Visitor Center Operation | \$ 17,770.42         |
| Other                    | \$ 9,368.42          |
| <b>Total</b>             | <b>\$ 149,464.24</b> |



|              | 2021                   | 2022                   | 2023                   | 2024                   | 2025                   |
|--------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| July         | 187,832.18             | 306,871.17             | 302,567.11             | 285,430.89             | 276,689.65             |
| Aug          | 233,507.83             | 402,414.91             | 410,949.64             | 376,478.34             | 376,774.10             |
| Sept         | 228,972.44             | 296,676.95             | 301,922.72             | 289,116.07             | 305,929.82             |
| Oct          | 191,265.61             | 236,495.92             | 235,450.13             | 229,745.47             | 178,664.06             |
| Nov          | 213,445.79             | 285,094.57             | 307,778.37             | 285,381.98             | 200,505.68             |
| Dec          | 145,657.78             | 212,552.55             | 206,012.13             | 189,325.49             | 183,035.71             |
| Jan          | 134,351.26             | 150,929.14             | 146,534.48             | 141,538.21             | 148,345.35             |
| Feb          | 89,094.11              | 98,820.63              | 100,429.24             | 97,063.80              | -                      |
| Mar          | 91,596.16              | 120,494.03             | 102,142.20             | 153,142.20             | -                      |
| Apr          | 130,350.75             | 138,246.01             | 127,334.09             | 127,759.55             | -                      |
| May          | 146,638.28             | 175,198.14             | 147,200.16             | 135,318.67             | -                      |
| June         | 200,754.27             | 213,644.17             | 188,605.49             | 185,581.58             | -                      |
| <b>Total</b> | <b>\$ 1,993,466.46</b> | <b>\$ 2,637,438.19</b> | <b>\$ 2,576,925.76</b> | <b>\$ 2,495,882.25</b> | <b>\$ 1,669,944.37</b> |

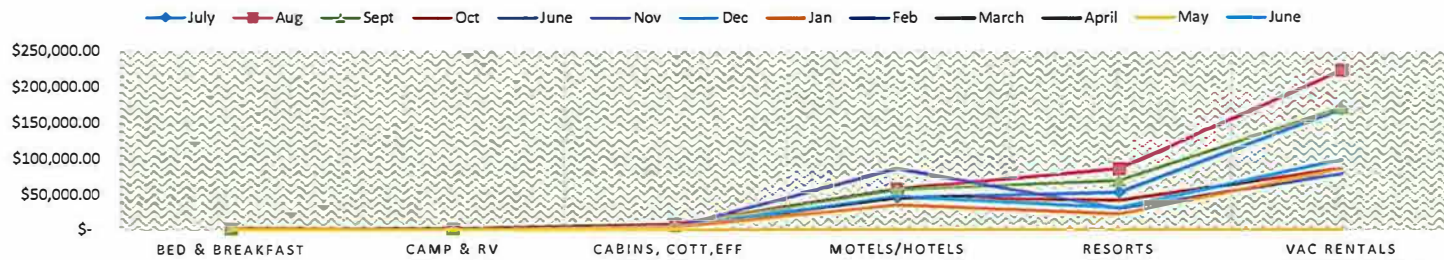


**Room Occupancy Tax Collections**  
01/31/25 for December Rentals



|                            |    |            |
|----------------------------|----|------------|
| Bed & Breakfast            | \$ | 933.87     |
| Campgrounds & RV           | \$ | 153.26     |
| Cabins/Cottages/Eff/Chalet | \$ | 3,801.08   |
| Motels & Hotels            | \$ | 35,238.34  |
| Resorts                    | \$ | 22,083.64  |
| Vacation Rentals           | \$ | 86,135.16  |
|                            | \$ | 148,345.35 |

**ROOM OCCUPANCY TAX COLLECTIONS BY TYPE**



**COLLECTIONS BY TYPE**

|           | Bed & Breakfast | Camp & Rv   | Cabins, Cott, Eff | Motels/Hotels | Resorts       | Vac Rentals   | Totals          |
|-----------|-----------------|-------------|-------------------|---------------|---------------|---------------|-----------------|
| July      | \$ 1,224.74     | \$ 678.36   | \$ 6,216.41       | \$ 45,887.34  | \$ 53,418.88  | \$ 169,263.92 | \$ 276,689.65   |
| Aug       | \$ 1,541.32     | \$ 934.38   | \$ 7,404.27       | \$ 57,685.02  | \$ 85,965.10  | \$ 223,244.01 | \$ 376,774.10   |
| Sept      | \$ 1,655.67     | \$ 763.65   | \$ 5,459.72       | \$ 57,241.62  | \$ 69,789.76  | \$ 171,019.40 | \$ 305,929.82   |
| Oct       | \$ 1,043.12     | \$ 428.00   | \$ 3,389.07       | \$ 45,805.52  | \$ 41,984.84  | \$ 86,013.51  | \$ 178,664.06   |
| Nov       | \$ 858.90       | \$ 265.05   | \$ 4,335.07       | \$ 85,908.48  | \$ 30,245.18  | \$ 78,893.00  | \$ 200,505.68   |
| Dec       | \$ 1,093.16     | \$ 531.46   | \$ 3,064.70       | \$ 47,788.32  | \$ 31,662.89  | \$ 98,895.18  | \$ 183,035.71   |
| Jan       | \$ 933.87       | \$ 153.26   | \$ 3,801.08       | \$ 35,238.34  | \$ 22,083.64  | \$ 86,135.16  | \$ 148,345.35   |
| Feb       |                 |             |                   |               |               |               | -               |
| March     |                 |             |                   |               |               |               | -               |
| April     |                 |             |                   |               |               |               | -               |
| May       |                 |             |                   |               |               |               | -               |
| June      |                 |             |                   |               |               |               | -               |
|           | \$ 8,350.78     | \$ 3,754.16 | \$ 33,670.32      | \$ 375,554.64 | \$ 335,150.29 | \$ 913,464.18 | \$ 1,669,944.37 |
| % By Type | 0.50%           | 0.22%       | 2.02%             | 22.49%        | 20.07%        | 54.70%        | 100.00%         |



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

| Month            | Tax Collected   | # Units Reporting | % of Inc/Dec |
|------------------|-----------------|-------------------|--------------|
| July-2023        | \$ 285,430.89   | 81                |              |
| July-2024        | \$ 276,689.65   | 92                | -3.06%       |
|                  | \$ (8,741.24)   | 11                |              |
| August-2023      | \$ 376,478.34   | 89                |              |
| August-2024      | \$ 376,774.10   | 91                | 0.08%        |
|                  | \$ 295.76       | 2                 |              |
| September-2023   | \$ 289,116.07   | 93                |              |
| September-2024   | \$ 305,929.82   | 97                | 5.82%        |
|                  | \$ 16,813.75    | 4                 |              |
| October-2023     | \$ 229,745.47   | 91                |              |
| October-2024     | \$ 178,664.06   | 83                | -22.23%      |
|                  | \$ (51,081.41)  | -8                |              |
| November-2023    | \$ 285,381.98   | 91                |              |
| November-2024    | \$ 200,505.68   | 88                | -29.74%      |
|                  | \$ (84,876.30)  | -3                |              |
| December-2023    | \$ 189,325.49   | 78                |              |
| December-2024    | \$ 183,035.71   | 80                | -3.32%       |
|                  | \$ (6,289.78)   | 2                 |              |
| January-2024     | \$ 141,538.21   | 79                |              |
| January-2025     | \$ 148,345.35   | 87                | 4.81%        |
|                  | \$ 6,807.14     | 8                 |              |
| February-2024    | \$ 97,063.80    | 67                |              |
| February-2025    | \$ -            | 0                 | -100.00%     |
|                  | \$ (97,063.80)  | -67               |              |
| March-2024       | \$ 153,142.20   | 68                |              |
| March-2025       | \$ -            | 0                 | -100.00%     |
|                  | \$ (153,142.20) | -68               |              |
| April-2024       | \$ 127,759.55   | 72                |              |
| April-2025       | \$ -            | 0                 | -100.00%     |
|                  | \$ (127,759.55) | -72               |              |
| May-2024         | \$ 135,318.67   | 78                |              |
| May-2025         | \$ -            | 0                 | -100.00%     |
|                  | \$ (135,318.67) | -78               |              |
| June-2024        | \$ 185,581.58   | 77                |              |
| June-2025        | \$ -            | 0                 | -100.00%     |
|                  | \$ (185,581.58) | -77               |              |
| <b>FYTD 2024</b> | \$ 2,495,882.25 |                   |              |
| <b>FYTD 2025</b> | \$ 1,669,944.37 |                   |              |

COUNTY OF JACKSON  
 Trial Balance - Balance Sheet Accounts  
 Report dates 01/01/2025 ~ thru ~ 01/31/2025

| Account Number                        | Account Description                 | Beginning<br>Balance<br>Dr (Cr) | Debits            | Credits           | Ending<br>Balance<br>Dr (Cr) |
|---------------------------------------|-------------------------------------|---------------------------------|-------------------|-------------------|------------------------------|
| 24-1110-000-00                        | CASH ON HAND                        | 167,321.76                      | 160,748.54        | 145,646.67        | 182,423.63                   |
| 24-1130-000-00                        | CASH IN TIME DEPOSIT                | 3,150,000.00                    | 0.00              | 0.00              | 3,150,000.00                 |
| 24-1231-000-00                        | ACCOUNTS RECEIVABLE                 | 0.00                            | 0.00              | 0.00              | 0.00                         |
| 24-1232-892-00                        | ACCTS RECEIVABLE SALES TAX          | 651.95                          | 83.54             | 0.00              | 735.49                       |
| 24-1232-893-00                        | ACCTS RECEIVABLE SALES TAX          | 9.02                            | 0.00              | 0.00              | 9.02                         |
| 24-1750-000-01                        | PROPERTY AND EQUIPMENT              | 10,844.20                       | 0.00              | 0.00              | 10,844.20                    |
| 24-1800-000-00                        | ACCUMULATED DEPRECIATION            | (2,711.05)                      | 0.00              | 0.00              | (2,711.05)                   |
| <b>Total Asset</b>                    |                                     | <b>3,326,115.88</b>             | <b>160,832.08</b> | <b>145,646.67</b> | <b>3,341,301.29</b>          |
| 24-2100-000-00                        | ACCOUNTS PAYABLE                    | 0.00                            | 120,759.32        | 120,759.32        | 0.00                         |
| 24-2200-175-00                        | FEDERAL TAX PAYABLE                 | 0.00                            | 2,085.03          | 2,085.03          | 0.00                         |
| 24-2200-176-00                        | STATE TAX PAYABLE                   | 0.00                            | 740.00            | 740.00            | 0.00                         |
| 24-2200-181-00                        | FICA TAX PAYABLE                    | 0.00                            | 1,295.21          | 1,295.21          | 0.00                         |
| 24-2200-182-00                        | RETIREMENT PAYABLE                  | 0.01                            | 0.00              | 4,094.52          | (4,094.51)                   |
| 24-2200-187-00                        | MEDICARE TAX PAYABLE                | 0.00                            | 302.91            | 302.91            | 0.00                         |
| 24-2900-000-00                        | FUND BALANCE                        | (3,746,787.10)                  | 0.00              | 0.00              | (3,746,787.10)               |
| 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            | 0.00                            | 188,854.32        | 188,259.32        | 595.00                       |
| 24-2912-000-01                        | RESERVE FOR ENCUMBRANCES-PRIOR YEAR | 0.00                            | 188,259.32        | 188,854.32        | (595.00)                     |
| 24-3000-000-00                        | REVENUE CONTROL                     | (1,319,361.99)                  | 0.00              | 160,555.13        | (1,479,917.12)               |
| 24-4000-000-00                        | EXPENDITURE CONTROL                 | 1,930,975.20                    | 149,740.49        | 276.25            | 2,080,439.44                 |
| <b>Total Liability</b>                |                                     | <b>(3,326,115.88)</b>           | <b>652,036.60</b> | <b>667,222.01</b> | <b>(3,341,301.29)</b>        |
| <b>Total TOURISM DEVELOPMENT AUTH</b> |                                     | <b>0.00</b>                     | <b>812,868.68</b> | <b>812,868.68</b> | <b>0.00</b>                  |

COUNTY OF JACKSON  
Income Statement  
Report dates 07/01/2024 - thru - 01/31/2025

| Account<br>Number        | Description              | Adjusted<br>Budget<br>07/01/2024<br>01/31/2025 | Debits and<br>Credits<br>01/01/2025<br>01/31/2025 | Debits and<br>Credits<br>07/01/2024<br>01/31/2025 | Encumbrances<br>07/01/2024<br>01/31/2025 | Balance<br>07/01/2024<br>01/31/2025 | %<br>Used |
|--------------------------|--------------------------|------------------------------------------------|---------------------------------------------------|---------------------------------------------------|------------------------------------------|-------------------------------------|-----------|
| 24-3230-130-00           | JACKSON COUNTY TDA       | 2,500,000.00                                   | 148,213.16                                        | 1,392,530.11                                      | 0.00                                     | 1,107,469.89                        | 55.70     |
|                          | TAX REVENUE              | 2,500,000.00                                   | 148,213.16                                        | 1,392,530.11                                      | 0.00                                     | 1,107,469.89                        | 55.70     |
| 24-3270-170-01           | JACKSON TDA - PENALTY    | 5,000.00                                       | 132.19                                            | 724.61                                            | 0.00                                     | 4,275.39                            | 14.49     |
| 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                                      | 132.19                                            | 724.61                                            | 0.00                                     | 14,275.39                           | 4.83      |
| 24-3831-491-00           | INVESTMENT EARNINGS      | 60,000.00                                      | 12,209.78                                         | 86,662.40                                         | 0.00                                     | -26,662.40                          | 144.44    |
|                          | REVENUES                 | 60,000.00                                      | 12,209.78                                         | 86,662.40                                         | 0.00                                     | -26,662.40                          | 144.44    |
| 24-3991-000-00           | FUND BALANCE             | 663,783.00                                     | 0.00                                              | 0.00                                              | 0.00                                     | 663,783.00                          | 0.00      |
|                          | FUND BALANCE             | 663,783.00                                     | 0.00                                              | 0.00                                              | 0.00                                     | 663,783.00                          | 0.00      |
| DEPARTMENT TOTAL Revenue |                          | 3,238,783.00                                   | 160,555.13                                        | 1,479,917.12                                      | 0.00                                     | 1,758,865.88                        | 45.69     |
| 24-4926-121-00           | SALARIES & WAGES         | 181,050.00                                     | 20,890.39                                         | 111,415.41                                        | 0.00                                     | 69,634.59                           | 61.54     |
| 24-4926-170-00           | BOARD MEMBER EXPENSE     | 900.00                                         | 98.00                                             | 148.00                                            | 0.00                                     | 752.00                              | 16.44     |
| 24-4926-181-00           | SOCIAL SECURITY CONTRIBU | 11,225.00                                      | 1,295.21                                          | 6,907.76                                          | 0.00                                     | 4,317.24                            | 61.54     |
| 24-4926-182-00           | RETIREMENT EXPENSE       | 24,623.00                                      | 2,841.12                                          | 15,152.64                                         | 0.00                                     | 9,470.36                            | 61.54     |
| 24-4926-183-00           | HOSPITALIZATION INSURANC | 23,214.00                                      | 3,867.59                                          | 15,544.00                                         | 0.00                                     | 7,670.00                            | 66.96     |
| 24-4926-185-00           | UNEMPLOYMENT INSURANCE   | 628.00                                         | 154.59                                            | 154.59                                            | 0.00                                     | 473.41                              | 24.62     |
| 24-4926-186-00           | WORKMAN'S COMPENSATION   | 2,299.00                                       | 0.00                                              | 0.00                                              | 0.00                                     | 2,299.00                            | 0.00      |
| 24-4926-187-00           | MEDICARE TAX             | 2,625.00                                       | 302.91                                            | 1,615.52                                          | 0.00                                     | 1,009.48                            | 61.54     |
| 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 SERVICES-AU | 9,500.00                                       | 0.00                                              | 7,057.00                                          | 0.00                                     | 2,443.00                            | 74.28     |
| 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 AND MATE | 6,000.00                                       | 55.42                                             | 718.81                                            | 0.00                                     | 5,281.19                            | 11.98     |
| 24-4926-299-00           | MISCELLANEOUS            | 20,600.00                                      | 1,342.20                                          | 8,304.12                                          | 0.00                                     | 12,295.88                           | 40.31     |
| 24-4926-311-00           | TRAVEL                   | 41,050.00                                      | 1,075.00                                          | 8,721.45                                          | 0.00                                     | 32,328.55                           | 21.25     |
| 24-4926-321-00           | TELEPHONE                | 4,600.00                                       | 854.17                                            | 4,441.51                                          | 0.00                                     | 158.49                              | 96.55     |
| 24-4926-321-01           | TELEPHONE-VISITOR CENTER | 0.00                                           | 0.00                                              | -421.67                                           | 0.00                                     | 421.67                              | 0.00      |
| 24-4926-321-02           | TELEPHONE-TDA            | 6,000.00                                       | 485.91                                            | 3,412.86                                          | 0.00                                     | 2,587.14                            | 56.88     |
| 24-4926-325-00           | POSTAGE                  | 42,570.00                                      | 269.81                                            | 19,829.59                                         | 0.00                                     | 22,740.41                           | 46.58     |
| 24-4926-331-00           | UTILITIES                | 3,200.00                                       | 810.26                                            | 2,113.81                                          | 0.00                                     | 1,086.19                            | 66.06     |
| 24-4926-341-00           | PRINTING                 | 100,341.00                                     | 0.00                                              | 2,197.74                                          | 0.00                                     | 98,143.26                           | 2.19      |
| 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            | 561,500.00                                     | 38,534.09                                         | 305,201.03                                        | 0.00                                     | 256,298.97                          | 54.35     |

COUNTY OF JACKSON  
Income Statement  
Report dates 07/01/2024 - thru - 01/31/2025

| Account<br>Number                | Description                | Adjusted<br>Budget<br>07/01/2024<br>01/31/2025 | Debits and<br>Credits<br>01/01/2025<br>01/31/2025 | Debits and<br>Credits<br>07/01/2024<br>01/31/2025 | Encumbrances<br>07/01/2024<br>01/31/2025 | Balance<br>07/01/2024<br>01/31/2025 | %<br>Used |
|----------------------------------|----------------------------|------------------------------------------------|---------------------------------------------------|---------------------------------------------------|------------------------------------------|-------------------------------------|-----------|
| 24-4926-370-01                   | WEBSITE SERVICE            | 25,200.00                                      | 2,100.00                                          | 22,558.85                                         | 0.00                                     | 2,641.15                            | 89.52     |
| 24-4926-370-02                   | CREATIVE & PRODUCTION SE   | 89,500.00                                      | 6,000.00                                          | 60,359.10                                         | 0.00                                     | 29,140.90                           | 67.44     |
| 24-4926-370-03                   | DIGITAL CAMPAIGN REPORTI   | 13,200.00                                      | 1,100.00                                          | 6,600.00                                          | 0.00                                     | 6,600.00                            | 50.00     |
| 24-4926-370-04                   | E-MAIL CAMPAIGNS           | 30,800.00                                      | 2,910.00                                          | 18,660.00                                         | 0.00                                     | 12,140.00                           | 60.58     |
| 24-4926-370-05                   | SEM MANAGEMENT             | 188,600.00                                     | 17,784.49                                         | 86,941.29                                         | 0.00                                     | 101,658.71                          | 46.10     |
| 24-4926-370-09                   | SOCIAL MEDIA SPEND         | 160,000.00                                     | 118.43                                            | 58,213.90                                         | 0.00                                     | 101,786.10                          | 36.38     |
| 24-4926-393-00                   | VISITOR CENTER OPERATION   | 218,745.00                                     | 17,770.42                                         | 129,892.94                                        | 0.00                                     | 88,852.06                           | 59.38     |
| 24-4926-393-01                   | PUBLIC RELATIONS           | 121,000.00                                     | 6,750.00                                          | 56,783.09                                         | 0.00                                     | 64,216.91                           | 46.93     |
| 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                                       | 0.00                                              | 300.00                                            | 0.00                                     | 1,100.00                            | 21.43     |
| 24-4926-393-05                   | CONTRACTED-WEBSITE         | 104,600.00                                     | 0.00                                              | 95,220.00                                         | 0.00                                     | 9,380.00                            | 91.03     |
| 24-4926-393-06                   | CONTRACTED-AD FIRM RETAI   | 64,800.00                                      | 5,400.00                                          | 32,400.00                                         | 0.00                                     | 32,400.00                           | 50.00     |
| 24-4926-393-07                   | CONTRACTED SERVICES-STR    | 11,600.00                                      | 0.00                                              | 12,480.00                                         | 0.00                                     | -880.00                             | 107.59    |
| 24-4926-393-08                   | CONTRACTED-AD FIRM MISC    | 34,751.00                                      | 1,454.26                                          | 20,561.17                                         | 0.00                                     | 14,189.83                           | 59.17     |
| 24-4926-393-11                   | SOFTWARE, INTERNET, MISC S | 32,188.00                                      | 1,130.56                                          | 27,235.65                                         | 0.00                                     | 4,952.35                            | 84.61     |
| 24-4926-393-14                   | CONTRACTED SERVICES-HR O   | 6,920.00                                       | 559.45                                            | 3,355.50                                          | 0.00                                     | 3,564.50                            | 48.49     |
| 24-4926-393-15                   | RESEARCH AND ANALYTICS     | 73,500.00                                      | 0.00                                              | 55,000.00                                         | 0.00                                     | 18,500.00                           | 74.83     |
| 24-4926-399-00                   | CONTRACTED SERVICES        | 55,200.00                                      | 4,600.00                                          | 23,000.00                                         | 0.00                                     | 32,200.00                           | 41.67     |
| 24-4926-412-00                   | BUILDING RENT              | 23,280.00                                      | 1,900.00                                          | 13,300.00                                         | 0.00                                     | 9,980.00                            | 57.13     |
| 24-4926-454-00                   | INSURANCE                  | 3,754.00                                       | 100.00                                            | 499.00                                            | 0.00                                     | 3,255.00                            | 13.29     |
| 24-4926-491-00                   | DUES AND SUBSCRIPTIONS     | 9,959.00                                       | 222.46                                            | 8,881.30                                          | 595.00                                   | 482.70                              | 95.15     |
| 24-4926-550-00                   | CAPITAL OUTLAY-EQUIPMENT   | 10,500.00                                      | 0.00                                              | 2,459.98                                          | 0.00                                     | 8,040.02                            | 23.43     |
| 24-4926-550-01                   | CAPITAL PROJECTS           | 745,000.00                                     | 0.00                                              | 745,000.00                                        | 0.00                                     | 0.00                                | 0.00      |
| 24-4926-699-00                   | GRANTS                     | 50,000.00                                      | 0.00                                              | 2,500.00                                          | 0.00                                     | 47,500.00                           | 5.00      |
| 24-4926-699-02                   | MISCELLANEOUS DONATIONS    | 71,611.00                                      | 3,500.00                                          | 63,411.00                                         | 0.00                                     | 8,200.00                            | 88.55     |
| 24-4926-990-00                   | CONTINGENCY                | 10,000.00                                      | 0.00                                              | 0.00                                              | 0.00                                     | 10,000.00                           | 0.00      |
| TOURISM DEVELOPMENT AUTHORITY    |                            | 3,238,783.00                                   | 149,464.24                                        | 2,080,439.44                                      | 595.00                                   | 1,157,748.56                        | 64.25     |
| DEPARTMENT TOTAL Expense         |                            | -3,238,783.00                                  | -149,464.24                                       | -2,080,439.44                                     | 595.00                                   | -1,157,748.56                       | 64.25     |
| Fund 24 TOURISM DEVELOPMENT AUTH |                            | 0.00                                           | 11,090.89                                         | -600,522.32                                       | 595.00                                   | 601,117.32                          | 54.97     |

| ACCOUNT ACTIVITY ANALYSIS                                              |              |                   |                 |                             | PAGE 1                                |            |          |            |
|------------------------------------------------------------------------|--------------|-------------------|-----------------|-----------------------------|---------------------------------------|------------|----------|------------|
| BC2001                                                                 |              |                   |                 |                             | BEGINNING 01/01/25    ENDING 01/31/25 |            |          |            |
| TRANS<br>DATE                                                          | PO<br>NUMBER | INVOICE<br>NUMBER | CHECK<br>NUMBER | TRANSACTION/<br>VENDOR NAME | BEGINNING<br>BAL/BUDGET               | DEBITS     | CREDITS  | BALANCE    |
| ACCOUNT # 24-4926-121-00    DESC: SALARIES & WAGES    ASN:             |              |                   |                 |                             |                                       |            |          |            |
| 01/01/25                                                               |              |                   |                 | BUDGET BALANCE              | 181,050.00                            |            |          | 90,525.02  |
| 01/03/25                                                               | TLJ          |                   | JE-250839       | JOE: TDA PAYROLL 1/3/25     | 0.00                                  | 6,963.47   | 0.00     | 97,488.49  |
| 01/17/25                                                               | TLJ          |                   | JE-250896       | JOE: TDA PAYROLL 1/17/25    | 0.00                                  | 6,963.46   | 0.00     | 104,451.95 |
| 01/31/25                                                               | TLJ          |                   | JE-250909       | JOE: TDA PAYROLL 1/31/25    | 0.00                                  | 6,963.46   | 0.00     | 111,415.41 |
| TOTALS                                                                 |              |                   |                 |                             | 181,050.00                            | 118,378.88 | 6,963.47 | 111,415.41 |
| ACCOUNT # 24-4926-170-00    DESC: BOARD MEMBER EXPENSE    ASN:         |              |                   |                 |                             |                                       |            |          |            |
| 01/01/25                                                               |              |                   |                 | BUDGET BALANCE              | 900.00                                |            |          | 50.00      |
| 01/06/25                                                               | 011425       |                   | 04*2400685      | BUSINESS CARD               | 0.00                                  | 104.87     | 0.00     | 154.87     |
| 01/06/25                                                               | 011425       |                   | 04*2400685      | BUSINESS CARD               | 0.00                                  | 0.00       | 6.87     | 148.00     |
| TOTALS                                                                 |              |                   |                 |                             | 900.00                                | 154.87     | 6.87     | 148.00     |
| ACCOUNT # 24-4926-181-00    DESC: SOCIAL SECURITY CONTRIBUTION    ASN: |              |                   |                 |                             |                                       |            |          |            |
| 01/01/25                                                               |              |                   |                 | BUDGET BALANCE              | 11,225.00                             |            |          | 5,612.55   |
| 01/03/25                                                               | TLJ          |                   | JE-250842       | JOE: TDA TAX DRAFT 1/3/25   | 0.00                                  | 431.73     | 0.00     | 6,044.28   |
| 01/17/25                                                               | TLJ          |                   | JE-250898       | JOE: TAX DRAFT PAYROLL 1/   | 0.00                                  | 431.74     | 0.00     | 6,476.02   |
| 01/31/25                                                               | TLJ          |                   | JE-250911       | JOE: TDA TAX DRAFT PAYROL   | 0.00                                  | 431.74     | 0.00     | 6,907.76   |
| TOTALS                                                                 |              |                   |                 |                             | 11,225.00                             | 6,907.76   | 0.00     | 6,907.76   |
| ACCOUNT # 24-4926-182-00    DESC: RETIREMENT EXPENSE    ASN:           |              |                   |                 |                             |                                       |            |          |            |
| 01/01/25                                                               |              |                   |                 | BUDGET BALANCE              | 24,623.00                             |            |          | 12,311.52  |
| 01/03/25                                                               | TLJ          |                   | JE-250842       | JOE: TDA TAX DRAFT 1/3/25   | 0.00                                  | 947.04     | 0.00     | 13,258.56  |
| 01/17/25                                                               | TLJ          |                   | JE-250898       | JOE: TAX DRAFT PAYROLL 1/   | 0.00                                  | 947.04     | 0.00     | 14,205.60  |
| 01/31/25                                                               | TLJ          |                   | JE-250911       | JOE: TDA TAX DRAFT PAYROL   | 0.00                                  | 947.04     | 0.00     | 15,152.64  |
| TOTALS                                                                 |              |                   |                 |                             | 24,623.00                             | 15,152.64  | 0.00     | 15,152.64  |
| ACCOUNT # 24-4926-183-00    DESC: HOSPITALIZATION INSURANCE    ASN:    |              |                   |                 |                             |                                       |            |          |            |
| 01/01/25                                                               |              |                   |                 | BUDGET BALANCE              | 23,214.00                             |            |          | 11,676.41  |
| 01/21/25                                                               |              | 12/12/2024        | 04*2400696      | BCBS OF NC                  | 0.00                                  | 1,837.53   | 0.00     | 13,513.94  |
| 01/21/25                                                               |              | 875100            | 04*2400699      | COMPANION LIFE INSURANCE    | 0.00                                  | 192.53     | 0.00     | 13,706.47  |

| ACCOUNT ACTIVITY ANALYSIS                                                                            |              |                   |                 |                             | PAGE 2                                |           |         |           |
|------------------------------------------------------------------------------------------------------|--------------|-------------------|-----------------|-----------------------------|---------------------------------------|-----------|---------|-----------|
| BC2001                                                                                               |              |                   |                 |                             | BEGINNING 01/01/25    ENDING 01/31/25 |           |         |           |
| TRANS<br>DATE                                                                                        | PO<br>NUMBER | INVOICE<br>NUMBER | CHECK<br>NUMBER | TRANSACTION/<br>VENDOR NAME | BEGINNING<br>BAL/BUDGET               | DEBITS    | CREDITS | BALANCE   |
| ACCOUNT # 24-4926-183-00    DESC: HOSPITALIZATION INSURANCE    ASN:    =====>    CONTINUED    <===== |              |                   |                 |                             |                                       |           |         |           |
| 01/22/25                                                                                             |              | 01/12/25          | 04*2400696      | BCBS OF NC                  | 0.00                                  | 1,837.53  | 0.00    | 15,544.00 |
| TOTALS                                                                                               |              |                   |                 |                             | 23,214.00                             | 15,544.00 | 0.00    | 15,544.00 |
| ACCOUNT # 24-4926-185-00    DESC: UNEMPLOYMENT INSURANCE    ASN:                                     |              |                   |                 |                             |                                       |           |         |           |
| 01/01/25                                                                                             |              |                   |                 | BUDGET BALANCE              | 628.00                                |           |         | 0.00      |
| 01/03/25                                                                                             | TLJ          |                   | JE-250842       | JOE: TDA TAX DRAFT 1/3/25   | 0.00                                  | 56.40     | 0.00    | 56.40     |
| 01/17/25                                                                                             | TLJ          |                   | JE-250898       | JOE: TAX DRAFT PAYROLL 1/   | 0.00                                  | 46.66     | 0.00    | 103.06    |
| 01/31/25                                                                                             | TLJ          |                   | JE-250911       | JOE: TDA TAX DRAFT PAYROL   | 0.00                                  | 51.53     | 0.00    | 154.59    |
| TOTALS                                                                                               |              |                   |                 |                             | 628.00                                | 154.59    | 0.00    | 154.59    |
| ACCOUNT # 24-4926-186-00    DESC: WORKMAN'S COMPENSATION    ASN:                                     |              |                   |                 |                             |                                       |           |         |           |
| 01/01/25                                                                                             |              |                   |                 | BUDGET BALANCE              | 2,299.00                              |           |         | 0.00      |
| TOTALS                                                                                               |              |                   |                 |                             | 2,299.00                              | 0.00      | 0.00    | 0.00      |
| ACCOUNT # 24-4926-187-00    DESC: MEDICARE TAX    ASN:                                               |              |                   |                 |                             |                                       |           |         |           |
| 01/03/25                                                                                             | TLJ          |                   | JE-250842       | JOE: TDA TAX DRAFT 1/3/25   | 0.00                                  | 100.97    | 0.00    | 1,413.58  |
| 01/17/25                                                                                             | TLJ          |                   | JE-250898       | JOE: TAX DRAFT PAYROLL 1/   | 0.00                                  | 100.97    | 0.00    | 1,514.55  |
| 01/31/25                                                                                             | TLJ          |                   | JE-250911       | JOE: TDA TAX DRAFT PAYROL   | 0.00                                  | 100.97    | 0.00    | 1,615.52  |
| TOTALS                                                                                               |              |                   |                 |                             | 2,625.00                              | 1,615.52  | 0.00    | 1,615.52  |
| ACCOUNT # 24-4926-190-00    DESC: PROFESSIONAL SER-COUNTY    ASN:                                    |              |                   |                 |                             |                                       |           |         |           |
| 01/01/25                                                                                             |              |                   |                 | BUDGET BALANCE              | 16,250.00                             |           |         | 8,125.02  |
| 01/31/25                                                                                             | TLJ          |                   | JE-250915       | JOE: TDA ADMIN 1/2025       | 0.00                                  | 1,354.17  | 0.00    | 9,479.19  |
| TOTALS                                                                                               |              |                   |                 |                             | 16,250.00                             | 9,479.19  | 0.00    | 9,479.19  |
| ACCOUNT # 24-4926-191-00    DESC: PROFESSIONAL SERVICES-AUDIT    ASN:                                |              |                   |                 |                             |                                       |           |         |           |
| 01/01/25                                                                                             |              |                   |                 | BUDGET BALANCE              | 9,500.00                              |           |         | 7,057.00  |

| =====                    |           |         |            |                          | ACCOUNT ACTIVITY ANALYSIS           |          | PAGE 3          |           | =====  |  |
|--------------------------|-----------|---------|------------|--------------------------|-------------------------------------|----------|-----------------|-----------|--------|--|
| BC2001                   |           |         |            |                          | BEGINNING 01/01/25                  |          | ENDING 01/31/25 |           |        |  |
| TRANS                    | PO        | INVOICE | CHECK      | TRANSACTION/             | BEGINNING                           |          |                 |           |        |  |
| DATE                     | NUMBER    | NUMBER  | NUMBER     | VENDOR NAME              | BAL/BUDGET                          | DEBITS   | CREDITS         | BALANCE   |        |  |
| -----                    |           |         |            |                          |                                     |          |                 |           |        |  |
| ACCOUNT # 24-4926-191-00 |           |         |            |                          | DESC: PROFESSIONAL SERVICES-AUDIT   | ASN:     | =====>          | CONTINUED | <===== |  |
| TOTALS                   |           |         |            |                          | 9,500.00                            | 9,075.00 | 2,018.00        | 7,057.00  |        |  |
| =====                    |           |         |            |                          |                                     |          |                 |           |        |  |
| ACCOUNT # 24-4926-192-00 |           |         |            |                          | DESC: LEGAL SERVICES                | ASN:     |                 |           |        |  |
| TOTALS                   |           |         |            |                          | 2,000.00                            | 0.00     | 0.00            | 0.00      |        |  |
| =====                    |           |         |            |                          |                                     |          |                 |           |        |  |
| ACCOUNT # 24-4926-260-00 |           |         |            |                          | DESC: OFFICE SUPPLIES AND MATERIALS | ASN:     |                 |           |        |  |
| 01/06/25                 |           | 011425  |            | 04*2400685 BUSINESS CARD | 0.00                                | 59.30    | 0.00            | 722.69    |        |  |
| 01/06/25                 |           | 011425  |            | 04*2400685 BUSINESS CARD | 0.00                                | 0.00     | 3.88            | 718.81    |        |  |
| TOTALS                   |           |         |            |                          | 6,000.00                            | 746.73   | 27.92           | 718.81    |        |  |
| =====                    |           |         |            |                          |                                     |          |                 |           |        |  |
| ACCOUNT # 24-4926-299-00 |           |         |            |                          | DESC: MISCELLANEOUS                 | ASN:     |                 |           |        |  |
| 01/01/25                 |           |         |            | BUDGET BALANCE           | 20,600.00                           |          |                 | 6,961.92  |        |  |
| 01/07/25                 | 24-2185   |         | 04*2400687 | NATIONAL COMMUNICATIONS, | 0.00                                | 372.36   | 0.00            | 7,334.28  |        |  |
| 01/07/25                 | 102621976 |         | 04*2400689 | GREAT SMOKIES STORAGE    | 0.00                                | 720.00   | 0.00            | 8,054.28  |        |  |
| 01/07/25                 | 24-2185   |         | 04*2400687 | NATIONAL COMMUNICATIONS, | 0.00                                | 0.00     | 24.36           | 8,029.92  |        |  |
| 01/13/25                 | INV339549 |         | 04*2400694 | IMAGE SOLUTIONS, LLC     | 0.00                                | 28.03    | 0.00            | 8,057.95  |        |  |
| 01/13/25                 | INV339549 |         | 04*2400694 | IMAGE SOLUTIONS, LLC     | 0.00                                | 0.00     | 1.83            | 8,056.12  |        |  |
| 01/15/25                 | 38324331  |         | 04*2400700 | IMAGE SOLUTIONS, LLC     | 0.00                                | 265.36   | 0.00            | 8,321.48  |        |  |
| 01/15/25                 | 38324331  |         | 04*2400700 | IMAGE SOLUTIONS, LLC     | 0.00                                | 0.00     | 17.36           | 8,304.12  |        |  |
| TOTALS                   |           |         |            |                          | 20,600.00                           | 8,377.57 | 73.45           | 8,304.12  |        |  |
| =====                    |           |         |            |                          |                                     |          |                 |           |        |  |
| ACCOUNT # 24-4926-311-00 |           |         |            |                          | DESC: TRAVEL                        | ASN:     |                 |           |        |  |
| 01/01/25                 |           |         |            | BUDGET BALANCE           | 41,050.00                           |          |                 | 7,646.45  |        |  |
| 01/06/25                 | 011425    |         | 04*2400685 | BUSINESS CARD            | 0.00                                | 600.00   | 0.00            | 8,246.45  |        |  |
| 01/07/25                 | 011625    |         | 04*2400686 | BUSINESS CARD            | 0.00                                | 475.00   | 0.00            | 8,721.45  |        |  |
| TOTALS                   |           |         |            |                          | 41,050.00                           | 8,882.06 | 160.61          | 8,721.45  |        |  |
| =====                    |           |         |            |                          |                                     |          |                 |           |        |  |
| ACCOUNT # 24-4926-321-00 |           |         |            |                          | DESC: TELEPHONE                     | ASN:     |                 |           |        |  |
| 01/01/25                 |           |         |            | BUDGET BALANCE           | 4,600.00                            |          |                 | 3,587.34  |        |  |

| ACCOUNT ACTIVITY ANALYSIS                                                            |              |                   |                 |                             | PAGE 4                                |           |         |           |
|--------------------------------------------------------------------------------------|--------------|-------------------|-----------------|-----------------------------|---------------------------------------|-----------|---------|-----------|
| BC2001                                                                               |              |                   |                 |                             | BEGINNING 01/01/25    ENDING 01/31/25 |           |         |           |
| TRANS<br>DATE                                                                        | PO<br>NUMBER | INVOICE<br>NUMBER | CHECK<br>NUMBER | TRANSACTION/<br>VENDOR NAME | BEGINNING<br>BAL/BUDGET               | DEBITS    | CREDITS | BALANCE   |
| ACCOUNT # 24-4926-321-00    DESC: TELEPHONE    ASN:    =====>    CONTINUED    <===== |              |                   |                 |                             |                                       |           |         |           |
| 01/01/25                                                                             |              | 6101838814        | 04*2400680      | VERIZON WIRELESS            | 0.00                                  | 51.63     | 0.00    | 3,638.97  |
| 01/06/25                                                                             |              | 299251            | 04*2400688      | BALSAMWEST                  | 0.00                                  | 386.82    | 0.00    | 4,025.79  |
| 01/15/25                                                                             |              | 299252            | 04*2400697      | BALSAMWEST                  | 0.00                                  | 609.13    | 0.00    | 4,634.92  |
| 01/15/25                                                                             |              | 250193            |                 | JACKSON CO CHAMBER OF COM   | 0.00                                  | 0.00      | 193.41  | 4,441.51  |
| TOTALS                                                                               |              |                   |                 |                             | 4,600.00                              | 5,395.10  | 953.59  | 4,441.51  |
| ACCOUNT # 24-4926-321-01    DESC: TELEPHONE-VISITOR CENTERS    ASN:                  |              |                   |                 |                             |                                       |           |         |           |
| 01/01/25                                                                             |              |                   |                 | BUDGET BALANCE              | 0.00                                  |           |         | -421.67   |
| TOTALS                                                                               |              |                   |                 |                             | 0.00                                  | 0.00      | 421.67  | -421.67   |
| ACCOUNT # 24-4926-321-02    DESC: TELEPHONE-TDA    ASN:                              |              |                   |                 |                             |                                       |           |         |           |
| 01/06/25                                                                             |              | 300377            | 04*2400688      | BALSAMWEST                  | 0.00                                  | 485.91    | 0.00    | 3,412.86  |
| TOTALS                                                                               |              |                   |                 |                             | 6,000.00                              | 3,412.86  | 0.00    | 3,412.86  |
| ACCOUNT # 24-4926-325-00    DESC: POSTAGE    ASN:                                    |              |                   |                 |                             |                                       |           |         |           |
| 01/01/25                                                                             |              |                   |                 | BUDGET BALANCE              | 42,570.00                             |           |         | 19,559.78 |
| 01/01/25                                                                             |              | 3320149004        | 04*2400679      | PITNEY BOWES INC.           | 0.00                                  | 193.11    | 0.00    | 19,752.89 |
| 01/01/25                                                                             |              | 3320149004        | 04*2400679      | PITNEY BOWES INC.           | 0.00                                  | 0.00      | 12.63   | 19,740.26 |
| 01/06/25                                                                             |              | 17VA27015         | 04*2400684      | UPS                         | 0.00                                  | 10.63     | 0.00    | 19,750.89 |
| 01/13/25                                                                             |              | 17VA27025         | 04*2400693      | UPS                         | 0.00                                  | 25.44     | 0.00    | 19,776.33 |
| 01/13/25                                                                             |              | 011325            | 04*2400692      | PITNEY BOWES INC.           | 0.00                                  | 43.26     | 0.00    | 19,819.59 |
| 01/31/25                                                                             |              | TLJ               | JE-250910       | JOE: INVOICE#:91277         | 0.00                                  | 10.00     | 0.00    | 19,829.59 |
| TOTALS                                                                               |              |                   |                 |                             | 42,570.00                             | 19,907.22 | 77.63   | 19,829.59 |
| ACCOUNT # 24-4926-331-00    DESC: UTILITIES    ASN:                                  |              |                   |                 |                             |                                       |           |         |           |
| 01/01/25                                                                             |              |                   |                 | BUDGET BALANCE              | 3,200.00                              |           |         | 1,303.55  |
| 01/01/25                                                                             |              | 12/13/24          | 04*2400678      | DUKE ENERGY                 | 0.00                                  | 337.82    | 0.00    | 1,641.37  |
| 01/01/25                                                                             |              | 23594             | 04*2400681      | OWENS AND GATES LLC         | 0.00                                  | 40.00     | 0.00    | 1,681.37  |
| 01/21/25                                                                             |              | 01/16/25          | 04*2400695      | DUKE ENERGY                 | 0.00                                  | 432.44    | 0.00    | 2,113.81  |
| TOTALS                                                                               |              |                   |                 |                             | 3,200.00                              | 2,113.81  | 0.00    | 2,113.81  |

**PAGE 5**

BEGINNING 01/01/25      ENDING 01/31/25

| TRANS<br>DATE            | PO<br>NUMBER | INVOICE<br>NUMBER                    | CHECK<br>NUMBER | TRANSACTION/<br>VENDOR NAME | BEGINNING<br>BAL/BUDGET | DEBITS     | CREDITS   | BALANCE    |
|--------------------------|--------------|--------------------------------------|-----------------|-----------------------------|-------------------------|------------|-----------|------------|
| <hr/>                    |              |                                      |                 |                             |                         |            |           |            |
| ACCOUNT # 24-4926-331-00 |              | DESC: UTILITIES                      |                 | ASN: =====>                 | CONTINUED               | <=====     |           |            |
| <br>                     |              |                                      |                 |                             |                         |            |           |            |
| ACCOUNT # 24-4926-341-00 |              | DESC: PRINTING                       |                 | ASN:                        |                         |            |           |            |
| <br>                     |              |                                      |                 |                             |                         |            |           |            |
| 01/01/25                 |              |                                      |                 | BUDGET BALANCE              | 100,341.00              |            |           | 2,197.74   |
|                          |              |                                      |                 |                             | <hr/>                   |            |           |            |
|                          |              |                                      |                 | TOTALS                      | 100,341.00              | 2,209.83   | 12.09     | 2,197.74   |
|                          |              |                                      |                 |                             | <hr/>                   |            |           |            |
| ACCOUNT # 24-4926-351-00 |              | DESC: REPAIRS & MAINT-BUILDING       |                 | ASN:                        |                         |            |           |            |
|                          |              |                                      |                 |                             | <hr/>                   |            |           |            |
|                          |              |                                      |                 | TOTALS                      | 500.00                  | 0.00       | 0.00      | 0.00       |
|                          |              |                                      |                 |                             | <hr/>                   |            |           |            |
| ACCOUNT # 24-4926-370-00 |              | DESC: AD FIRM MEDIA                  |                 | ASN:                        |                         |            |           |            |
| <br>                     |              |                                      |                 |                             |                         |            |           |            |
| 01/21/25                 |              | INV-02031                            | 02*15310        | BUFFALO GROUPE, LLC         | 0.00                    | 1,176.47   | 0.00      | 267,843.41 |
| 01/21/25                 |              | INV-02031                            | 02*15310        | BUFFALO GROUPE, LLC         | 0.00                    | 5,304.31   | 0.00      | 273,147.72 |
| 01/21/25                 |              | INV-02031                            | 02*15310        | BUFFALO GROUPE, LLC         | 0.00                    | 5,304.31   | 0.00      | 278,452.03 |
| 01/21/25                 |              | INV-02031                            | 02*15310        | BUFFALO GROUPE, LLC         | 0.00                    | 2,841.65   | 0.00      | 281,293.68 |
| 01/21/25                 |              | INV-02031                            | 02*15310        | BUFFALO GROUPE, LLC         | 0.00                    | 13,750.00  | 0.00      | 295,043.68 |
| 01/21/25                 |              | INV-02031                            | 02*15310        | BUFFALO GROUPE, LLC         | 0.00                    | 1,875.00   | 0.00      | 296,918.68 |
| 01/21/25                 |              | INV-02031                            | 02*15310        | BUFFALO GROUPE, LLC         | 0.00                    | 5,882.35   | 0.00      | 302,801.03 |
| 01/21/25                 |              | INV-02031                            | 02*15310        | BUFFALO GROUPE, LLC         | 0.00                    | 2,400.00   | 0.00      | 305,201.03 |
|                          |              |                                      |                 |                             | <hr/>                   |            |           |            |
|                          |              |                                      |                 | TOTALS                      | 561,500.00              | 336,451.03 | 31,250.00 | 305,201.03 |
|                          |              |                                      |                 |                             | <hr/>                   |            |           |            |
| ACCOUNT # 24-4926-370-01 |              | DESC: WEBSITE SERVICE                |                 | ASN:                        |                         |            |           |            |
| <br>                     |              |                                      |                 |                             |                         |            |           |            |
| 01/01/25                 |              |                                      |                 | BUDGET BALANCE              | 25,200.00               |            |           | 20,458.85  |
| 01/07/25                 |              | INV-01989                            | 02*15239        | BUFFALO GROUPE, LLC         | 0.00                    | 2,100.00   | 0.00      | 22,558.85  |
|                          |              |                                      |                 |                             | <hr/>                   |            |           |            |
|                          |              |                                      |                 | TOTALS                      | 25,200.00               | 22,558.85  | 0.00      | 22,558.85  |
|                          |              |                                      |                 |                             | <hr/>                   |            |           |            |
| ACCOUNT # 24-4926-370-02 |              | DESC: CREATIVE & PRODUCTION SERVICES |                 | ASN:                        |                         |            |           |            |
| <br>                     |              |                                      |                 |                             |                         |            |           |            |
| 01/01/25                 |              |                                      |                 | BUDGET BALANCE              | 89,500.00               |            |           | 54,359.10  |
| 01/07/25                 |              | INV-01989                            | 02*15239        | BUFFALO GROUPE, LLC         | 0.00                    | 6,000.00   | 0.00      | 60,359.10  |
|                          |              |                                      |                 |                             | <hr/>                   |            |           |            |
|                          |              |                                      |                 | TOTALS                      | 89,500.00               | 60,359.10  | 0.00      | 60,359.10  |
|                          |              |                                      |                 |                             | <hr/>                   |            |           |            |

| ACCOUNT ACTIVITY ANALYSIS                                                          |              |                    |                 |                             | PAGE 6                  |           |           |            |
|------------------------------------------------------------------------------------|--------------|--------------------|-----------------|-----------------------------|-------------------------|-----------|-----------|------------|
| BC2001                                                                             |              | BEGINNING 01/01/25 |                 | ENDING 01/31/25             |                         |           |           |            |
| TRANS<br>DATE                                                                      | PO<br>NUMBER | INVOICE<br>NUMBER  | CHECK<br>NUMBER | TRANSACTION/<br>VENDOR NAME | BEGINNING<br>BAL/BUDGET | DEBITS    | CREDITS   | BALANCE    |
| -----                                                                              |              |                    |                 |                             |                         |           |           |            |
| ACCOUNT # 24-4926-370-02    DESC: CREATIVE & PRODUCTION SERVICES    ASN:    =====> |              |                    |                 |                             | CONTINUED               |           | <=====    |            |
|                                                                                    |              |                    |                 |                             |                         |           |           |            |
| ACCOUNT # 24-4926-370-03    DESC: DIGITAL CAMPAIGN REPORTING    ASN:               |              |                    |                 |                             |                         |           |           |            |
|                                                                                    |              |                    |                 |                             |                         |           |           |            |
| 01/01/25                                                                           |              |                    |                 | BUDGET BALANCE              | 13,200.00               |           |           | 5,500.00   |
| 01/07/25                                                                           |              | INV-01989          | 02*15239        | BUFFALO GROUPE, LLC         | 0.00                    | 1,100.00  | 0.00      | 6,600.00   |
|                                                                                    |              |                    |                 |                             | -----                   |           |           |            |
| TOTALS                                                                             |              |                    |                 |                             | 13,200.00               | 6,600.00  | 0.00      | 6,600.00   |
|                                                                                    |              |                    |                 |                             | =====                   |           |           |            |
| ACCOUNT # 24-4926-370-04    DESC: E-MAIL CAMPAIGNS    ASN:                         |              |                    |                 |                             |                         |           |           |            |
|                                                                                    |              |                    |                 |                             |                         |           |           |            |
| 01/01/25                                                                           |              |                    |                 | BUDGET BALANCE              | 30,800.00               |           |           | 15,750.00  |
| 01/07/25                                                                           |              | INV-01989          | 02*15239        | BUFFALO GROUPE, LLC         | 0.00                    | 2,150.00  | 0.00      | 17,900.00  |
| 01/07/25                                                                           |              | INV-01989          | 02*15239        | BUFFALO GROUPE, LLC         | 0.00                    | 760.00    | 0.00      | 18,660.00  |
|                                                                                    |              |                    |                 |                             | -----                   |           |           |            |
| TOTALS                                                                             |              |                    |                 |                             | 30,800.00               | 18,660.00 | 0.00      | 18,660.00  |
|                                                                                    |              |                    |                 |                             | =====                   |           |           |            |
| ACCOUNT # 24-4926-370-05    DESC: SEM MANAGEMENT    ASN:                           |              |                    |                 |                             |                         |           |           |            |
|                                                                                    |              |                    |                 |                             |                         |           |           |            |
| 01/01/25                                                                           |              |                    |                 | BUDGET BALANCE              | 188,600.00              |           |           | 69,156.80  |
| 01/21/25                                                                           |              | 072962             | 04*2400701      | LOVE COMMUNICATIONS LLC     | 0.00                    | 17,784.49 | 0.00      | 86,941.29  |
|                                                                                    |              |                    |                 |                             | -----                   |           |           |            |
| TOTALS                                                                             |              |                    |                 |                             | 188,600.00              | 86,941.29 | 0.00      | 86,941.29  |
|                                                                                    |              |                    |                 |                             | =====                   |           |           |            |
| ACCOUNT # 24-4926-370-09    DESC: SOCIAL MEDIA SPEND    ASN:                       |              |                    |                 |                             |                         |           |           |            |
|                                                                                    |              |                    |                 |                             |                         |           |           |            |
| 01/01/25                                                                           |              |                    |                 | BUDGET BALANCE              | 160,000.00              |           |           | 58,095.47  |
| 01/07/25                                                                           |              | 011625             | 04*2400686      | BUSINESS CARD               | 0.00                    | 118.43    | 0.00      | 58,213.90  |
|                                                                                    |              |                    |                 |                             | -----                   |           |           |            |
| TOTALS                                                                             |              |                    |                 |                             | 160,000.00              | 69,684.01 | 11,470.11 | 58,213.90  |
|                                                                                    |              |                    |                 |                             | =====                   |           |           |            |
| ACCOUNT # 24-4926-393-00    DESC: VISITOR CENTER OPERATIONS    ASN:                |              |                    |                 |                             |                         |           |           |            |
|                                                                                    |              |                    |                 |                             |                         |           |           |            |
| 01/01/25                                                                           |              |                    |                 | BUDGET BALANCE              | 218,745.00              |           |           | 112,122.52 |
| 01/10/25                                                                           |              | 22,101             | 04*2400682      | JACKSON CO. CHAMBER OF CO   | 0.00                    | 8,042.33  | 0.00      | 120,164.85 |
| 01/10/25                                                                           |              | 22,101             | 04*2400682      | JACKSON CO. CHAMBER OF CO   | 0.00                    | 1,141.92  | 0.00      | 121,306.77 |
| 01/10/25                                                                           |              | 22,101             | 04*2400682      | JACKSON CO. CHAMBER OF CO   | 0.00                    | 188.67    | 0.00      | 121,495.44 |
| 01/10/25                                                                           |              | 22,113             | 04*2400683      | CASHIERS AREA CHAMBER OF    | 0.00                    | 7,372.17  | 0.00      | 128,867.61 |
| 01/10/25                                                                           |              | 22,113             | 04*2400683      | CASHIERS AREA CHAMBER OF    | 0.00                    | 1,025.33  | 0.00      | 129,892.94 |

| ACCOUNT ACTIVITY ANALYSIS                                                                            |              |                   |                 |                             | PAGE 7                                |            |         |            |
|------------------------------------------------------------------------------------------------------|--------------|-------------------|-----------------|-----------------------------|---------------------------------------|------------|---------|------------|
| BC2001                                                                                               |              |                   |                 |                             | BEGINNING 01/01/25    ENDING 01/31/25 |            |         |            |
| TRANS<br>DATE                                                                                        | PO<br>NUMBER | INVOICE<br>NUMBER | CHECK<br>NUMBER | TRANSACTION/<br>VENDOR NAME | BEGINNING<br>BAL/BUDGET               | DEBITS     | CREDITS | BALANCE    |
| ACCOUNT # 24-4926-393-00    DESC: VISITOR CENTER OPERATIONS    ASN:    =====>    CONTINUED    <===== |              |                   |                 |                             |                                       |            |         |            |
| TOTALS                                                                                               |              |                   |                 |                             | 218,745.00                            | 129,892.94 | 0.00    | 129,892.94 |
| ACCOUNT # 24-4926-393-01    DESC: PUBLIC RELATIONS    ASN:                                           |              |                   |                 |                             |                                       |            |         |            |
| 01/01/25                                                                                             |              |                   |                 | BUDGET BALANCE              | 121,000.00                            |            |         | 50,033.09  |
| 01/21/25                                                                                             | 64725        |                   | 02*15302        | LOU HAMMOND GROUP ATLANTA   | 0.00                                  | 6,750.00   | 0.00    | 56,783.09  |
| TOTALS                                                                                               |              |                   |                 |                             | 121,000.00                            | 56,783.09  | 0.00    | 56,783.09  |
| ACCOUNT # 24-4926-393-02    DESC: CONTRACTED SERVICES    ASN:                                        |              |                   |                 |                             |                                       |            |         |            |
| 01/01/25                                                                                             |              |                   |                 | BUDGET BALANCE              | 22,000.00                             |            |         | 10,999.98  |
| 01/31/25                                                                                             | TLJ          |                   | JE-250915       | JOE: TDA ADMIN 1/2025       | 0.00                                  | 1,833.33   | 0.00    | 12,833.31  |
| TOTALS                                                                                               |              |                   |                 |                             | 22,000.00                             | 12,833.31  | 0.00    | 12,833.31  |
| ACCOUNT # 24-4926-393-03    DESC: CONTRACTED SERVICES-RECORDING    ASN:                              |              |                   |                 |                             |                                       |            |         |            |
| 01/01/25                                                                                             |              |                   |                 | BUDGET BALANCE              | 1,400.00                              |            |         | 300.00     |
| TOTALS                                                                                               |              |                   |                 |                             | 1,400.00                              | 300.00     | 0.00    | 300.00     |
| ACCOUNT # 24-4926-393-05    DESC: CONTRACTED-WEBSITE    ASN:                                         |              |                   |                 |                             |                                       |            |         |            |
| TOTALS                                                                                               |              |                   |                 |                             | 104,600.00                            | 95,220.00  | 0.00    | 95,220.00  |
| ACCOUNT # 24-4926-393-06    DESC: CONTRACTED-AD FIRM RETAINER    ASN:                                |              |                   |                 |                             |                                       |            |         |            |
| 01/07/25                                                                                             | INV-01989    | 02*15239          |                 | BUFFALO GROUPE, LLC         | 0.00                                  | 5,400.00   | 0.00    | 32,400.00  |
| TOTALS                                                                                               |              |                   |                 |                             | 64,800.00                             | 32,400.00  | 0.00    | 32,400.00  |
| ACCOUNT # 24-4926-393-07    DESC: CONTRACTED SERVICES-STR    ASN:                                    |              |                   |                 |                             |                                       |            |         |            |
| 01/01/25                                                                                             |              |                   |                 | BUDGET BALANCE              | 11,600.00                             |            |         | 12,480.00  |

| ACCOUNT ACTIVITY ANALYSIS                                                    |              |                   |                 |                             | PAGE 8                                |           |         |           |
|------------------------------------------------------------------------------|--------------|-------------------|-----------------|-----------------------------|---------------------------------------|-----------|---------|-----------|
| BC2001                                                                       |              |                   |                 |                             | BEGINNING 01/01/25    ENDING 01/31/25 |           |         |           |
| TRANS<br>DATE                                                                | PO<br>NUMBER | INVOICE<br>NUMBER | CHECK<br>NUMBER | TRANSACTION/<br>VENDOR NAME | BEGINNING<br>BAL/BUDGET               | DEBITS    | CREDITS | BALANCE   |
| ACCOUNT # 24-4926-393-07    DESC: CONTRACTED SERVICES-STR    ASN:            |              |                   |                 |                             | =====>    CONTINUED    <=====         |           |         |           |
| TOTALS                                                                       |              |                   |                 |                             | 11,600.00                             | 12,480.00 | 0.00    | 12,480.00 |
| ACCOUNT # 24-4926-393-08    DESC: CONTRACTED-AD FIRM MISC    ASN:            |              |                   |                 |                             |                                       |           |         |           |
| 01/07/25                                                                     |              | INV-01989         | 02*15239        | BUFFALO GROUPE, LLC         | 0.00                                  | 687.00    | 0.00    | 19,793.91 |
| 01/21/25                                                                     |              | INV-02031         | 02*15310        | BUFFALO GROUPE, LLC         | 0.00                                  | 604.85    | 0.00    | 20,398.76 |
| 01/21/25                                                                     |              | INV-02031         | 02*15310        | BUFFALO GROUPE, LLC         | 0.00                                  | 162.41    | 0.00    | 20,561.17 |
| TOTALS                                                                       |              |                   |                 |                             | 34,751.00                             | 20,561.17 | 0.00    | 20,561.17 |
| ACCOUNT # 24-4926-393-11    DESC: SOFTWARE,INTERNET,MISC SERVICES    ASN:    |              |                   |                 |                             |                                       |           |         |           |
| 01/01/25                                                                     |              |                   |                 | BUDGET BALANCE              | 32,188.00                             |           |         | 26,105.09 |
| 01/06/25                                                                     | 011425       |                   | 04*2400685      | BUSINESS CARD               | 0.00                                  | 769.45    | 0.00    | 26,874.54 |
| 01/06/25                                                                     | 011425       |                   | 04*2400685      | BUSINESS CARD               | 0.00                                  | 0.00      | 15.21   | 26,859.33 |
| 01/07/25                                                                     | 011625       |                   | 04*2400686      | BUSINESS CARD               | 0.00                                  | 376.32    | 0.00    | 27,235.65 |
| TOTALS                                                                       |              |                   |                 |                             | 32,188.00                             | 27,437.98 | 202.33  | 27,235.65 |
| ACCOUNT # 24-4926-393-14    DESC: CONTRACTED SERVICES-HR OUTSOURCING    ASN: |              |                   |                 |                             |                                       |           |         |           |
| 01/01/25                                                                     |              |                   |                 | BUDGET BALANCE              | 6,920.00                              |           |         | 2,796.05  |
| 01/03/25                                                                     | TLJ          |                   | JE-250841       | JOE: PAYROLL INVOICE#9127   | 0.00                                  | 129.10    | 0.00    | 2,925.15  |
| 01/17/25                                                                     | TLJ          |                   | JE-250897       | JOE: PAYROLL INVOICE#9127   | 0.00                                  | 70.35     | 0.00    | 2,995.50  |
| 01/21/25                                                                     | 2179         |                   | 04*2400698      | CRAFT HR SOLUTIONS, LLC     | 0.00                                  | 360.00    | 0.00    | 3,355.50  |
| TOTALS                                                                       |              |                   |                 |                             | 6,920.00                              | 3,355.50  | 0.00    | 3,355.50  |
| ACCOUNT # 24-4926-393-15    DESC: RESEARCH AND ANALYTICS    ASN:             |              |                   |                 |                             |                                       |           |         |           |
| 01/01/25                                                                     |              |                   |                 | BUDGET BALANCE              | 73,500.00                             |           |         | 55,000.00 |
| TOTALS                                                                       |              |                   |                 |                             | 73,500.00                             | 55,000.00 | 0.00    | 55,000.00 |
| ACCOUNT # 24-4926-399-00    DESC: CONTRACTED SERVICES    ASN:                |              |                   |                 |                             |                                       |           |         |           |
| 01/07/25                                                                     | 1941         |                   | 04*2400691      | TEMBO HOSPITALITY GROUP L   | 0.00                                  | 4,600.00  | 0.00    | 23,000.00 |

BC2001 BEGINNING 01/01/25 ENDING 01/31/25

| TRANS<br>DATE | PO<br>NUMBER | INVOICE<br>NUMBER | CHECK<br>NUMBER | TRANSACTION/<br>VENDOR NAME | BEGINNING<br>BAL/BUDGET | DEBITS | CREDITS | BALANCE |
|---------------|--------------|-------------------|-----------------|-----------------------------|-------------------------|--------|---------|---------|
|---------------|--------------|-------------------|-----------------|-----------------------------|-------------------------|--------|---------|---------|

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ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN: =====> CONTINUED <=====

|        |           |           |      |           |
|--------|-----------|-----------|------|-----------|
| TOTALS | 55,200.00 | 23,000.00 | 0.00 | 23,000.00 |
|--------|-----------|-----------|------|-----------|

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ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:

|          |       |  |            |                     |           |           |      |           |
|----------|-------|--|------------|---------------------|-----------|-----------|------|-----------|
| 01/01/25 |       |  |            | BUDGET BALANCE      | 23,280.00 |           |      | 11,400.00 |
| 01/01/25 | 23594 |  | 04*2400681 | OWENS AND GATES LLC | 0.00      | 1,900.00  | 0.00 | 13,300.00 |
| TOTALS   |       |  |            |                     | 23,280.00 | 13,300.00 | 0.00 | 13,300.00 |

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ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:

|          |  |  |           |                           |          |        |      |        |
|----------|--|--|-----------|---------------------------|----------|--------|------|--------|
| 01/01/25 |  |  |           | BUDGET BALANCE            | 3,754.00 |        |      | 399.00 |
| 01/17/25 |  |  | JE-250871 | JOE: AF GROUP INV#1001810 | 0.00     | 100.00 | 0.00 | 499.00 |
| TOTALS   |  |  |           |                           | 3,754.00 | 499.00 | 0.00 | 499.00 |

=====

ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:

|          |        |  |            |                |          |          |      |          |
|----------|--------|--|------------|----------------|----------|----------|------|----------|
| 01/01/25 |        |  |            | BUDGET BALANCE | 9,959.00 |          |      | 8,658.84 |
| 01/06/25 | 011425 |  | 04*2400685 | BUSINESS CARD  | 0.00     | 223.16   | 0.00 | 8,882.00 |
| 01/06/25 | 011425 |  | 04*2400685 | BUSINESS CARD  | 0.00     | 0.00     | 0.70 | 8,881.30 |
| TOTALS   |        |  |            |                | 9,959.00 | 8,884.80 | 3.50 | 8,881.30 |

=====

ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY-EQUIPMENT ASN:

|          |  |  |  |                |           |            |            |          |
|----------|--|--|--|----------------|-----------|------------|------------|----------|
| 01/01/25 |  |  |  | BUDGET BALANCE | 10,500.00 |            |            | 2,459.98 |
| TOTALS   |  |  |  |                | 10,500.00 | 747,459.98 | 745,000.00 | 2,459.98 |

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ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:

|        |           |          |      |          |
|--------|-----------|----------|------|----------|
| TOTALS | 50,000.00 | 2,500.00 | 0.00 | 2,500.00 |
|--------|-----------|----------|------|----------|

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ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN:

|          |            |  |            |                            |      |          |      |           |
|----------|------------|--|------------|----------------------------|------|----------|------|-----------|
| 01/07/25 | 01/10/2025 |  | 04*2400690 | FRIENDS OF PANTHER TOWN, I | 0.00 | 3,500.00 | 0.00 | 63,411.00 |
|----------|------------|--|------------|----------------------------|------|----------|------|-----------|

**PAGE 10**

BEGINNING 01/01/25      ENDING 01/31/25

ACCOUNT # 24-4926-699-02    DESC: MISCELLANEOUS DONATIONS    ASN: ~~=====~~ CONTINUED <=====

|        |           |           |          |           |
|--------|-----------|-----------|----------|-----------|
| TOTALS | 71,611.00 | 64,911.00 | 1,500.00 | 63,411.00 |
|--------|-----------|-----------|----------|-----------|

|          |                |           |      |
|----------|----------------|-----------|------|
| 01/01/25 | BUDGET BALANCE | 10,000.00 | 0.00 |
|----------|----------------|-----------|------|

|               |                  |             |             |             |
|---------------|------------------|-------------|-------------|-------------|
| <b>TOTALS</b> | <b>10,000.00</b> | <b>0.00</b> | <b>0.00</b> | <b>0.00</b> |
|---------------|------------------|-------------|-------------|-------------|