

**JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY**



**FINANCIAL REPORT
JANUARY 31, 2026**

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

January 31, 2026

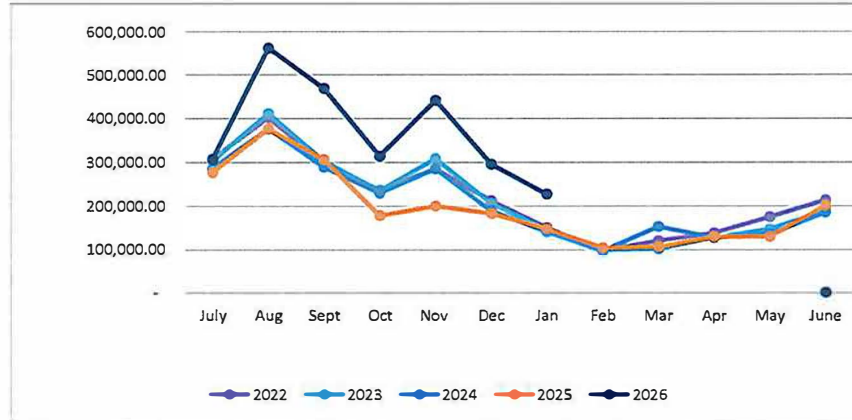
* January Room Occupancy Tax collections totaled \$227,099.30 with \$5.00 collected for penalties. The YTD collection total is \$2,301,214.03 - 66.19% of budget. The Airbnb total was \$76,146.57; the Home Away/VRBO total was \$40,058.63; and the VACASA,NC total was \$5,748.77.

* 82 accounts reported for December rentals (decrease of 5 accounts from last year). The collections were up 53.09% from the same period in 2025.

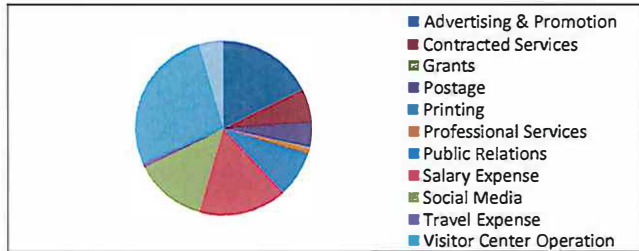
* The cash balance at January 31, 2026 was \$129,170.09 and investments totaled \$3,500,000.

The expenses for January were \$114,070.55. The FYTD expenses totaled \$1,890,160.79 with encumbrances of \$32,598.92, for a combined total of \$1,922,759.71 -54.29% of budget.

Fiscal YTD Collections



TDA Expenses as of December 31, 2025

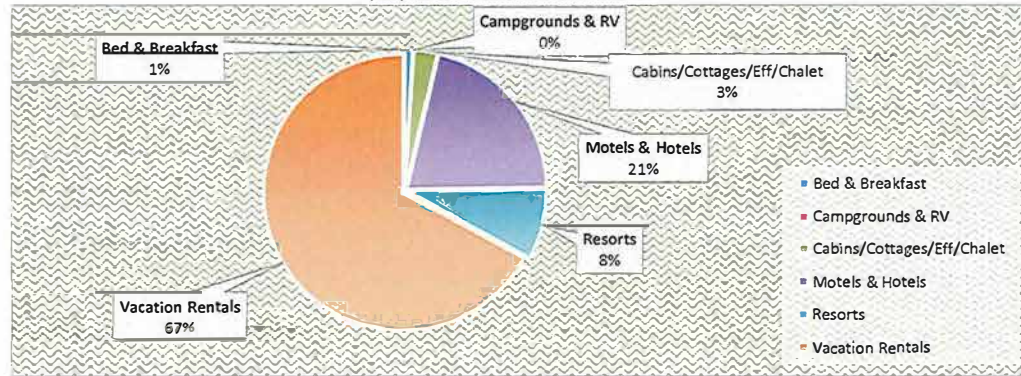


Advertising & Promotion	\$ 20,076.42
Contracted Services	\$ 7,254.75
Grants	\$ -
Postage	\$ 5,040.38
Printing	\$ 152.08
Professional Services	\$ 1,354.17
Public Relations	\$ 9,624.90
Salary Expense	\$ 18,653.08
Social Media	\$ 14,930.85
Travel Expense	\$ 950.00
Visitor Center Operation	\$ 30,922.00
Capital Projects	\$ -
Other	\$ 5,111.92
Total	\$ 114,070.55

	2022	2023	2024	2025	2026
July	306,871.17	302,567.11	285,430.89	276,689.65	306,652.00
Aug	402,414.91	410,949.64	376,478.34	376,774.10	561,413.72
Sept	296,676.95	301,922.72	289,116.07	305,929.82	468,254.13
Oct	236,495.92	235,450.13	229,745.47	178,664.06	313,730.30
Nov	285,094.57	307,778.37	285,381.98	200,505.68	441,022.82
Dec	212,552.55	206,012.13	189,325.49	183,035.71	295,471.35
Jan	150,929.14	146,534.48	141,538.21	148,345.35	227,104.30
Feb	98,820.63	100,429.24	97,063.80	104,135.28	-
Mar	120,494.03	102,142.20	153,142.20	107,065.49	-
Apr	138,246.01	127,334.09	127,759.55	129,568.03	-
May	175,198.14	147,200.16	135,318.67	130,002.73	-
June	213,644.17	188,605.49	185,581.58	200,678.83	-
Total	\$ 2,637,438.19	\$ 2,576,925.76	\$ 2,495,882.25	\$ 2,341,394.73	\$ 2,613,648.62

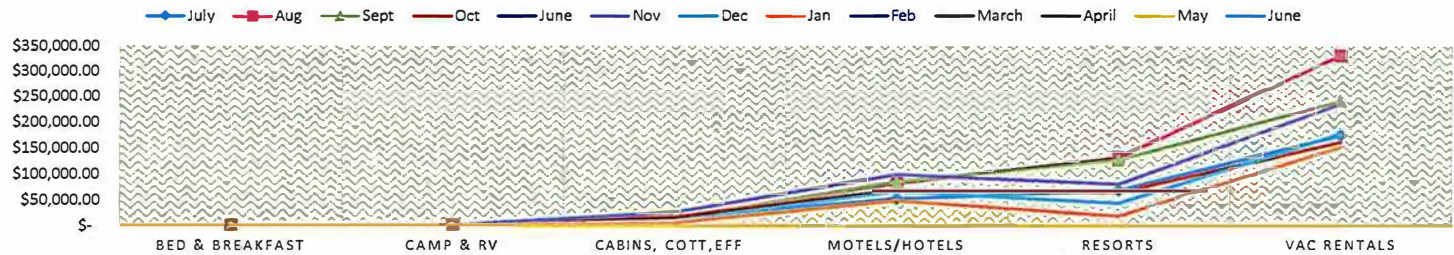


**Room Occupancy Tax Collections
1/31/26 for December Rentals**



Bed & Breakfast	\$	1,827.07
Campgrounds & RV	\$	427.96
Cabins/Cottages/Eff/Chalet	\$	5,967.96
Motels & Hotels	\$	48,037.57
Resorts	\$	18,711.27
Vacation Rentals	\$	152,132.47
	\$	227,104.30

ROOM OCCUPANCY TAX COLLECTIONS BY TYPE



COLLECTIONS BY TYPE

	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July	\$ 853.76	\$ 561.90	\$ 12,576.91	\$ 51,552.94	\$ 67,462.48	\$ 173,644.01	\$ 306,652.00
Aug	\$ 1,743.60	\$ 1,044.28	\$ 15,503.36	\$ 82,128.01	\$ 130,943.27	\$ 330,051.20	\$ 561,413.72
Sept	\$ 1,632.57	\$ 820.12	\$ 14,042.85	\$ 84,751.86	\$ 127,138.94	\$ 239,867.79	\$ 468,254.13
Oct	\$ 1,837.73	\$ 418.14	\$ 17,252.71	\$ 69,493.87	\$ 63,943.31	\$ 160,784.54	\$ 313,730.30
Nov	\$ 1,837.38	\$ 510.58	\$ 25,062.71	\$ 98,487.46	\$ 80,254.88	\$ 234,869.81	\$ 441,022.82
Dec	\$ 1,087.60	\$ 480.80	\$ 9,408.16	\$ 65,556.93	\$ 42,665.81	\$ 176,272.05	\$ 295,471.35
Jan	\$ 1,827.07	\$ 427.96	\$ 5,967.96	\$ 48,037.57	\$ 18,711.27	\$ 152,132.47	\$ 227,104.30
Feb							-
March							-
April							-
May							-
June							-
	\$ 10,819.71	\$ 4,263.78	\$ 99,814.66	\$ 500,008.64	\$ 531,119.96	\$ 1,467,621.87	\$ 2,613,648.62
% By Type	0.41%	0.16%	3.82%	19.13%	20.32%	56.15%	100.00%



JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

TOTAL ROOM OCCUPANCY TAX COLLECTIONS BY MONTH

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2024	\$ 276,689.65	92	
July-2025	\$ 306,652.00	102	10.83%
	\$ 29,962.35	10	
August-2024	\$ 376,774.10	91	
August-2025	\$ 561,413.72	100	49.01%
	\$ 184,639.62	9	
September-2024	\$ 305,929.82	97	
September-2025	\$ 468,254.13	105	53.06%
	\$ 162,324.31	8	
October-2024	\$ 178,664.06	83	
October-2025	\$ 313,730.30	99	75.60%
	\$ 135,066.24	16	
November-2024	\$ 200,505.68	88	
November-2025	\$ 441,022.82	103	119.96%
	\$ 240,517.14	15	
December-2024	\$ 183,035.71	80	
December-2025	\$ 295,471.35	94	61.43%
	\$ 112,435.64	14	
January-2025	\$ 148,345.35	87	
January-2026	\$ 227,104.30	82	53.09%
	\$ 78,758.95	-5	
February-2025	\$ 104,135.28	74	
February-2026	\$ -	0	-100.00%
	\$ (104,135.28)	-74	
March-2025	\$ 107,065.49	75	
March-2026	\$ -	0	-100.00%
	\$ (107,065.49)	-75	
April-2025	\$ 129,568.03	80	
April-2026	\$ -	0	-100.00%
	\$ (129,568.03)	-80	
May-2025	\$ 130,002.73	80	
May-2026	\$ -	0	-100.00%
	\$ (130,002.73)	0	
June-2025	\$ 200,678.83	87	
June-2026	\$ -	0	-100.00%
	\$ (200,678.83)	-87	
FYTD 2024	\$ 2,341,394.73		
FYTD 2025	\$ 2,613,648.62		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 07/01/2025 - thru - 06/30/2026

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	189,328.68	2,727,193.55	2,619,352.14	297,170.09
24-1130-000-00	CASH IN TIME DEPOSIT	2,900,000.00	600,000.00	0.00	3,500,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	317,838.37	0.00	317,838.37	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	2,156.27	785.09	2,156.27	785.09
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	0.00	3.23	0.00	3.23
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)
Total Asset		3,417,456.47	3,327,981.87	2,939,346.78	3,806,091.56
24-2100-000-00	ACCOUNTS PAYABLE	(81,477.01)	1,077,761.54	1,015,932.62	(19,648.09)
24-2200-175-00	FEDERAL TAX PAYABLE	(15.78)	11,747.36	11,747.36	(15.78)
24-2200-176-00	STATE TAX PAYABLE	(6.00)	3,446.00	3,446.00	(6.00)
24-2200-181-00	FICA TAX PAYABLE	0.00	6,296.22	6,296.22	0.00
24-2200-182-00	RETIREMENT PAYABLE	21.77	16,791.06	20,665.92	(3,853.09)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	1,472.50	1,472.50	0.00
24-2900-000-00	FUND BALANCE	(3,145,037.45)	0.00	0.00	(3,145,037.45)
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	1,191,703.05	1,157,137.38	34,565.67
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	0.00	1,157,137.38	1,191,703.05	(34,565.67)
24-3000-000-00	REVENUE CONTROL	0.00	326,083.49	2,690,337.76	(2,364,254.27)
24-4000-000-00	EXPENDITURE CONTROL	0.00	1,925,993.19	8,328.07	1,917,665.12
Total Liability		(3,417,456.47)	5,718,431.79	6,107,066.88	(3,806,091.56)
Total TOURISM DEVELOPMENT AUTH		0.00	9,046,413.66	9,046,413.66	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2025 - thru - 01/31/2026

Account Number	Description	Adjusted Budget 07/01/2025 01/31/2026	Debits and Credits 01/01/2026 01/31/2026	Debits and Credits 07/01/2025 01/31/2026	Encumbrances 07/01/2025 01/31/2026	Balance 07/01/2025 01/31/2026	% Used
24-3230-130-00	JACKSON COUNTY TDA	3,476,549.00	227,099.30	2,301,214.03	0.00	1,175,334.97	66.19
	TAX REVENUE	3,476,549.00	227,099.30	2,301,214.03	0.00	1,175,334.97	66.19
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	5.00	5,782.39	0.00	-782.39	115.65
	PENALTY & INTEREST	5,000.00	5.00	5,782.39	0.00	-782.39	115.65
24-3831-491-00	INVESTMENT EARNINGS	60,000.00	6,056.54	57,257.85	0.00	2,742.15	95.43
	REVENUES	60,000.00	6,056.54	57,257.85	0.00	2,742.15	95.43
DEPARTMENT TOTAL Revenue		3,541,549.00	233,160.84	2,364,254.27	0.00	1,177,294.73	66.76
24-4926-121-00	SALARIES & WAGES	165,022.00	12,694.00	101,551.96	0.00	63,470.04	61.54
24-4926-170-00	BOARD MEMBER EXPENSE	1,050.00	0.00	203.99	0.00	846.01	19.43
24-4926-181-00	SOCIAL SECURITY CONTRIBU	11,225.00	787.03	6,296.22	0.00	4,928.78	56.09
24-4926-182-00	RETIREMENT EXPENSE	24,623.00	1,821.60	14,572.80	0.00	10,050.20	59.18
24-4926-183-00	HOSPITALIZATION INSURANC	23,163.00	3,106.72	12,623.34	0.00	10,539.66	54.50
24-4926-185-00	UNEMPLOYMENT INSURANCE	628.00	59.66	282.06	0.00	345.94	44.91
24-4926-186-00	WORKMAN'S COMPENSATION	2,299.00	0.00	2,299.00	0.00	0.00	0.00
24-4926-187-00	MEDICARE TAX	2,625.00	184.07	1,472.50	0.00	1,152.50	56.10
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	7,607.00	0.00	1,893.00	80.07
24-4926-192-00	LEGAL SERVICES	2,000.00	742.50	6,945.00	0.00	-4,945.00	347.25
24-4926-260-00	OFFICE SUPPLIES AND MATE	6,000.00	115.22	1,026.86	0.00	4,973.14	17.11
24-4926-299-00	MISCELLANEOUS	11,640.00	979.83	6,930.34	0.00	4,709.66	59.54
24-4926-311-00	TRAVEL	36,000.00	950.00	4,623.67	1,146.00	30,230.33	16.03
24-4926-321-00	TELEPHONE	4,600.00	1,173.72	4,938.63	0.00	-338.63	107.36
24-4926-321-01	TELEPHONE-VISITOR CENTER	0.00	0.00	-98.00	0.00	98.00	0.00
24-4926-321-02	TELEPHONE-TDA	6,000.00	0.00	2,957.58	0.00	3,042.42	49.29
24-4926-325-00	POSTAGE	55,570.00	5,040.38	17,322.57	0.00	38,247.43	31.17
24-4926-331-00	UTILITIES	3,200.00	40.00	1,611.96	0.00	1,588.04	50.37
24-4926-341-00	PRINTING	129,941.00	152.08	1,502.08	832.46	127,606.46	1.80
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	600,000.00	0.00	146,530.02	0.00	453,469.98	24.42
24-4926-370-01	WEBSITE SERVICE	35,200.00	0.00	58,835.00	0.00	-23,635.00	167.14
24-4926-370-02	CREATIVE & PRODUCTION SE	85,000.00	0.00	48,498.00	0.00	36,502.00	57.06
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	15,000.00	0.00	8,600.00	0.00	6,400.00	57.33
24-4926-370-04	E-MAIL CAMPAIGNS	30,000.00	0.00	17,910.00	0.00	12,090.00	59.70
24-4926-370-05	SEM MANAGEMENT	207,520.00	18,089.89	116,443.50	0.00	91,076.50	56.11

COUNTY OF JACKSON
Income Statement

Report dates 07/01/2025 - thru - 01/31/2026

Account Number	Description	Adjusted Budget 07/01/2025 01/31/2026	Debits and Credits 01/01/2026 01/31/2026	Debits and Credits 07/01/2025 01/31/2026	Encumbrances 07/01/2025 01/31/2026	Balance 07/01/2025 01/31/2026	% Used
24-4926-370-09	SOCIAL MEDIA SPEND	168,000.00	14,930.85	74,230.23	25,200.00	68,569.77	59.18
24-4926-393-00	VISITOR CENTER OPERATION	249,465.00	30,922.00	152,154.00	0.00	97,311.00	60.99
24-4926-393-01	PUBLIC RELATIONS	133,000.00	9,624.90	68,788.89	0.00	64,211.11	51.72
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	100.00	0.00	1,300.00	7.14
24-4926-393-06	CONTRACTED-AD FIRM RETAI	50,000.00	0.00	30,402.00	0.00	19,598.00	60.80
24-4926-393-07	CONTRACTED SERVICES-STR	12,200.00	0.00	12,084.48	0.00	115.52	99.05
24-4926-393-08	CONTRACTED-AD FIRM MISC	30,000.00	0.00	16,241.91	0.00	13,758.09	54.14
24-4926-393-11	SOFTWARE, INTERNET, MISC S	45,936.00	1,986.53	30,876.22	420.46	14,639.32	68.13
24-4926-393-14	CONTRACTED SERVICES-HR O	9,600.00	440.80	3,523.00	0.00	6,077.00	36.70
24-4926-393-15	RESEARCH AND ANALYTICS	70,469.00	0.00	61,000.00	0.00	9,469.00	86.56
24-4926-399-00	CONTRACTED SERVICES	62,450.00	4,980.62	38,080.62	0.00	24,369.38	60.98
24-4926-399-09	MEDIA MANAGEMENT	50,000.00	0.00	0.00	0.00	50,000.00	0.00
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	0.00	6,842.22	0.00	-3,088.22	182.26
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,739.00	160.65	11,141.64	0.00	-1,402.64	114.40
24-4926-550-00	CAPITAL OUTLAY-EQUIPMENT	1,000.00	0.00	0.00	0.00	1,000.00	0.00
24-4926-550-01	CAPITAL PROJECTS	1,000,000.00	0.00	750,000.00	0.00	250,000.00	75.00
24-4926-699-00	GRANTS	100,000.00	0.00	6,797.00	5,000.00	88,203.00	11.80
24-4926-699-02	MISCELLANEOUS DONATIONS	11,700.00	0.00	800.00	0.00	10,900.00	6.84
24-4926-990-00	CONTINGENCY	3,000.00	0.00	0.00	0.00	3,000.00	0.00
TOURISM DEVELOPMENT AUTHORITY		3,541,549.00	114,070.55	1,890,160.79	32,598.92	1,618,789.29	54.29
DEPARTMENT TOTAL Expense		-3,541,549.00	-114,070.55	-1,890,160.79	32,598.92	-1,618,789.29	54.29
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	119,090.29	474,093.48	32,598.92	-441,494.56	60.52

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 01/01/26 ENDING 01/31/26

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL./BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-121-00				DESC: SALARIES & WAGES ASN:				
01/01/26				BUDGET BALANCE	165,022.00			88,857.96
01/16/26	TLJ		JE-260906	JOE: TDA PAYROLL 1/16/26	0.00	6,347.00	0.00	95,204.96
01/30/26	TLJ		JE-260938	JOE: TDA PAYROLL 1/30/26	0.00	6,347.00	0.00	101,551.96
TOTALS					165,022.00	101,551.96	0.00	101,551.96

ACCOUNT # 24-4926-170-00				DESC: BOARD MEMBER EXPENSE ASN:				
01/01/26				BUDGET BALANCE	1,050.00			203.99
TOTALS					1,050.00	204.27	0.28	203.99

ACCOUNT # 24-4926-181-00				DESC: SOCIAL SECURITY CONTRIBUTION ASN:				
01/16/26	TLJ		JE-260908	JOE: TDA TAX DRAFT 1/16/	0.00	393.52	0.00	5,902.71
01/30/26	TLJ		JE-260939	JOE: TDA TAX DRAFT 1/30/	0.00	393.51	0.00	6,296.22
TOTALS					11,225.00	6,296.22	0.00	6,296.22

ACCOUNT # 24-4926-182-00				DESC: RETIREMENT EXPENSE ASN:				
01/01/26				BUDGET BALANCE	24,623.00			12,751.20
01/16/26	TLJ		JE-260908	JOE: TDA TAX DRAFT 1/16/	0.00	910.80	0.00	13,662.00
01/30/26	TLJ		JE-260939	JOE: TDA TAX DRAFT 1/30/	0.00	910.80	0.00	14,572.80
TOTALS					24,623.00	14,572.80	0.00	14,572.80

ACCOUNT # 24-4926-183-00				DESC: HOSPITALIZATION INSURANCE ASN:				
01/01/26				BUDGET BALANCE	23,163.00			9,516.62
01/01/26	12/12/25	04*2400960		BCBS OF NC	0.00	1,349.95	0.00	10,866.57
01/01/26	1021234	04*2400963		COMPANION LIFE INSURANCE	0.00	203.41	0.00	11,069.98
01/23/26	1028156	04*2400978		COMPANION LIFE INSURANCE	0.00	203.41	0.00	11,273.39
01/23/26	01/12/26	04*2400976		BCBS OF NC	0.00	1,349.95	0.00	12,623.34
TOTALS					23,163.00	12,713.43	90.09	12,623.34

ACCOUNT # 24-4926-185-00				DESC: UNEMPLOYMENT INSURANCE ASN:				
01/01/26				BUDGET BALANCE	628.00			222.40

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 01/01/26 ENDING 01/31/26

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-185-00					DESC: UNEMPLOYMENT INSURANCE ASN: =====> CONTINUED <=====			
01/16/26		TLJ	JE-260908	JOE: TDA TAX DRAFT 1/16/	0.00	29.83	0.00	252.23
01/30/26		TLJ	JE-260939	JOE: TDA TAX DRAFT 1/30/	0.00	29.83	0.00	282.06
TOTALS					628.00	282.06	0.00	282.06
ACCOUNT # 24-4926-186-00					DESC: WORKMAN'S COMPENSATION ASN:			
01/01/26				BUDGET BALANCE	2,299.00			2,299.00
TOTALS					2,299.00	2,299.00	0.00	2,299.00
ACCOUNT # 24-4926-187-00					DESC: MEDICARE TAX ASN:			
01/16/26		TLJ	JE-260908	JOE: TDA TAX DRAFT 1/16/	0.00	92.04	0.00	1,380.47
01/30/26		TLJ	JE-260939	JOE: TDA TAX DRAFT 1/30/	0.00	92.03	0.00	1,472.50
TOTALS					2,625.00	1,472.50	0.00	1,472.50
ACCOUNT # 24-4926-190-00					DESC: PROFESSIONAL SER-COUNTY ASN:			
01/01/26				BUDGET BALANCE	16,250.00			8,125.02
01/30/26		TLJ	JE-260930	JOE: TDA ADMIN 1/2026	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:			
01/01/26				BUDGET BALANCE	9,500.00			7,607.00
TOTALS					9,500.00	7,607.00	0.00	7,607.00
ACCOUNT # 24-4926-192-00					DESC: LEGAL SERVICES ASN:			
01/23/26		94695B	04*2400977	TEAGUE CAMPBELL	0.00	742.50	0.00	6,945.00
TOTALS					2,000.00	6,945.00	0.00	6,945.00

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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES AND MATERIALS ASN:

01/01/26				BUDGET BALANCE	6,000.00			911.64
01/08/26		01/10/2026	04*2400967	BUSINESS CARD	0.00	123.29	0.00	1,034.93
01/08/26		01/10/2026	04*2400967	BUSINESS CARD	0.00	0.00	8.07	1,026.86
TOTALS					6,000.00	1,082.92	56.06	1,026.86

ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN:

01/01/26				BUDGET BALANCE	11,640.00			5,950.51
01/08/26		01/10/2026	04*2400967	BUSINESS CARD	0.00	65.49	0.00	6,016.00
01/08/26		01/10/2026	04*2400967	BUSINESS CARD	0.00	0.00	3.56	6,012.44
01/09/26		124176586	04*2400972	GREAT SMOKIES STORAGE	0.00	840.00	0.00	6,852.44
01/23/26		90234	04*2400975	THE SYLVA HERALD	0.00	77.90	0.00	6,930.34
TOTALS					11,640.00	13,640.55	6,710.21	6,930.34

ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN:

01/01/26				BUDGET BALANCE	36,000.00			3,673.67
01/08/26		01/10/2026	04*2400967	BUSINESS CARD	0.00	950.00	0.00	4,623.67
TOTALS					36,000.00	4,879.41	255.74	4,623.67

ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN:

01/01/26				BUDGET BALANCE	4,600.00			3,764.91
01/01/26		6131723467	04*2400961	VERIZON WIRELESS	0.00	38.36	0.00	3,803.27
01/02/26		3779816	04*2400971	BALSAMWEST	0.00	498.24	0.00	4,301.51
01/02/26		376726	04*2400971	BALSAMWEST	0.00	389.71	0.00	4,691.22
01/02/26		376727	04*2400971	BALSAMWEST	0.00	299.41	0.00	4,990.63
01/21/26		264593		JACKSON CO CHAMBER OF CO	0.00	0.00	52.00	4,938.63
TOTALS					4,600.00	5,620.53	681.90	4,938.63

ACCOUNT # 24-4926-321-01 DESC: TELEPHONE-VISITOR CENTERS ASN:

01/01/26				BUDGET BALANCE	0.00			-98.00
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BEGINNING 01/01/26 ENDING 01/31/26

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-321-01 DESC: TELEPHONE-VISITOR CENTERS ASN: =====> CONTINUED <=====								
TOTALS					0.00	0.00	98.00	-98.00
ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-TDA ASN:								
TOTALS					6,000.00	2,957.58	0.00	2,957.58
ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:								
01/07/26		010726	04*2400966	RESERVE ACCOUNT	0.00	5,000.00	0.00	17,282.19
01/08/26		01/10/2026	04*2400967	BUSINESS CARD	0.00	40.85	0.00	17,323.04
01/08/26		01/10/2026	04*2400967	BUSINESS CARD	0.00	0.00	0.47	17,322.57
TOTALS					55,570.00	17,390.85	68.28	17,322.57
ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:								
01/01/26				BUDGET BALANCE	3,200.00			1,571.96
01/01/26	26901		04*2400962	OWENS AND GATES LLC	0.00	40.00	0.00	1,611.96
TOTALS					3,200.00	1,690.96	79.00	1,611.96
ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN:								
01/01/26				BUDGET BALANCE	129,941.00			1,350.00
01/08/26		01/10/2026	04*2400967	BUSINESS CARD	0.00	152.08	0.00	1,502.08
TOTALS					129,941.00	1,502.08	0.00	1,502.08
ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:								
01/01/26				BUDGET BALANCE	500.00			0.00
TOTALS					500.00	0.00	0.00	0.00
ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN:								
TOTALS					600,000.00	146,530.02	0.00	146,530.02

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BEGINNING 01/01/26 ENDING 01/31/26

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:

TOTALS					35,200.00	58,835.00	0.00	58,835.00
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ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:

TOTALS					85,000.00	48,498.00	0.00	48,498.00
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ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:

TOTALS					15,000.00	8,600.00	0.00	8,600.00
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ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:

TOTALS					30,000.00	17,910.00	0.00	17,910.00
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ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:

01/09/26		077267	04*2400974	LOVE COMMUNICATIONS LLC	0.00	3,960.00	0.00	102,313.61
01/09/26		077268	04*2400974	LOVE COMMUNICATIONS LLC	0.00	14,129.89	0.00	116,443.50

TOTALS					207,520.00	116,443.50	0.00	116,443.50
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ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN:

01/01/26				BUDGET BALANCE	168,000.00			59,299.38
01/08/26		01/10/2026	04*2400968	BUSINESS CARD	0.00	2,091.15	0.00	61,390.53
01/08/26		01/10/2026	04*2400969	BUSINESS CARD	0.00	12,850.48	0.00	74,241.01
01/08/26		01/10/2026	04*2400968	BUSINESS CARD	0.00	0.00	7.55	74,233.46
01/08/26		01/10/2026	04*2400968	BUSINESS CARD	0.00	0.00	3.23	74,230.23

TOTALS					168,000.00	74,284.13	53.90	74,230.23
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ACCOUNT ACTIVITY ANALYSIS

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BEGINNING 01/01/26 ENDING 01/31/26

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN:

01/01/26				BUDGET BALANCE	249,465.00			121,232.00
01/10/26	25,701		04*2400964	JACKSON CO. CHAMBER OF C	0.00	8,203.16	0.00	129,435.16
01/10/26	25,701		04*2400964	JACKSON CO. CHAMBER OF C	0.00	1,164.75	0.00	130,599.91
01/10/26	25,701		04*2400964	JACKSON CO. CHAMBER OF C	0.00	188.67	0.00	130,788.58
01/10/26	25,720		04*2400965	CASHIERS AREA CHAMBER OF	0.00	7,519.59	0.00	138,308.17
01/10/26	25,720		04*2400965	CASHIERS AREA CHAMBER OF	0.00	1,045.83	0.00	139,354.00
01/21/26			JE-260904	JOE: TRUEOMNI INVOICE#13	0.00	12,800.00	0.00	152,154.00
TOTALS					249,465.00	152,154.00	0.00	152,154.00

ACCOUNT # 24-4926-393-01 DESC: PUBLIC RELATIONS ASN:

01/01/26				BUDGET BALANCE	133,000.00			59,163.99
01/09/26	65048		02*17379	LOU HAMMOND GROUP ATLANT	0.00	500.00	0.00	59,663.99
01/09/26	65052		02*17379	LOU HAMMOND GROUP ATLANT	0.00	1,049.90	0.00	60,713.89
01/23/26	65060		02*17454	LOU HAMMOND GROUP ATLANT	0.00	8,075.00	0.00	68,788.89
TOTALS					133,000.00	68,788.89	0.00	68,788.89

ACCOUNT # 24-4926-393-02 DESC: CONTRACTED SERVICES ASN:

01/01/26				BUDGET BALANCE	22,000.00			10,999.98
01/30/26	TLJ		JE-260930	JOE: TDA ADMIN 1/2026	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:

01/01/26				BUDGET BALANCE	1,400.00			100.00
TOTALS					1,400.00	100.00	0.00	100.00

ACCOUNT # 24-4926-393-06 DESC: CONTRACTED-AD FIRM RETAINER ASN:

TOTALS					50,000.00	30,402.00	0.00	30,402.00
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BEGINNING 01/01/26 ENDING 01/31/26

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ACCOUNT # 24-4926-393-06 DESC: CONTRACTED-AD FIRM RETAINER ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-393-07 DESC: CONTRACTED SERVICES-STR ASN:

TOTALS					12,200.00	12,084.48	0.00	12,084.48
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ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:

TOTALS					30,000.00	16,241.91	0.00	16,241.91
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ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:

01/08/26		01/10/2026	04*2400967	BUSINESS CARD	0.00	1,341.84	0.00	30,231.53
01/08/26		01/10/2026	04*2400967	BUSINESS CARD	0.00	0.00	2.76	30,228.77
01/09/26		26-0025	04*2400970	NATIONAL COMMUNICATIONS,	0.00	384.00	0.00	30,612.77
01/13/26		41021216	04*2400979	IMAGE SOLUTIONS, LLC	0.00	281.89	0.00	30,894.66
01/13/26		41021216	04*2400979	IMAGE SOLUTIONS, LLC	0.00	0.00	18.44	30,876.22
TOTALS					45,936.00	31,072.93	196.71	30,876.22

ACCOUNT # 24-4926-393-14 DESC: CONTRACTED SERVICES-HR OUTSOURCING ASN:

01/01/26				BUDGET BALANCE	9,600.00			3,082.20
01/09/26	2634		04*2400973	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	3,442.20
01/16/26	TLJ		JE-260907	JOE: PAYROLL INVOICE#:98	0.00	80.80	0.00	3,523.00
TOTALS					9,600.00	3,523.00	0.00	3,523.00

ACCOUNT # 24-4926-393-15 DESC: RESEARCH AND ANALYTICS ASN:

01/01/26				BUDGET BALANCE	70,469.00			61,000.00
TOTALS					70,469.00	61,000.00	0.00	61,000.00

ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN:

01/01/26	2334		02*17464	TEMBO HOSPITALITY GROUP	0.00	4,600.00	0.00	37,700.00
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BEGINNING 01/01/26 ENDING 01/31/26

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN: =====> CONTINUED <=====

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

TOTALS	100,000.00	6,797.00	0.00	6,797.00
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ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN:

TOTALS	11,700.00	800.00	0.00	800.00
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ACCOUNT # 24-4926-990-00 DESC: CONTINGENCY ASN:

TOTALS	3,000.00	0.00	0.00	0.00
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