

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
February 28, 2021

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

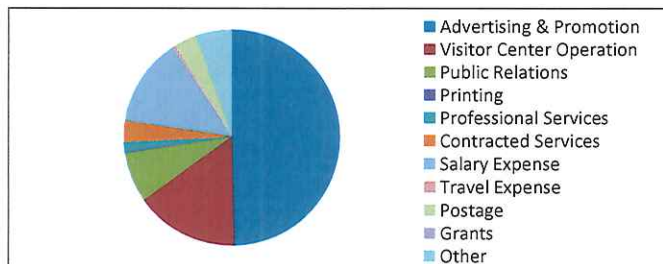
February 28, 2021

- * February Room Occupancy Tax collections totaled \$89,089.11 with \$5.00 collected for penalties. The YTD collection total is \$1,235,484 - 117.71% of budget. The Airbnb total was \$33,554.90; Home Away/VRBO total was \$11,923.55; and the VACASA, NC total was \$5,140.50.
- * 82 accounts reported for January rentals (decrease of 14 accounts from last year). The collections were up 59.44% (\$32,215.36) from the same period in 2020.

- * The cash balance at February 28, 2021 is \$937,952.53 and investments total \$400,000.00.

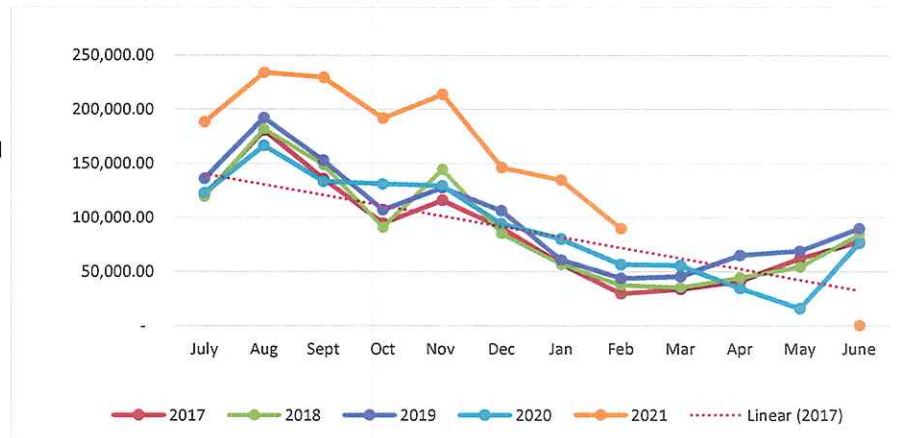
- * The expenses for February were \$86,594.01. The FYTD expenses totaled \$655,690.16 with encumbrances of \$6,313.00 for a combined total of \$662,003.16 - 61.05% of budget.

TDA Expenses as of February 28, 2021



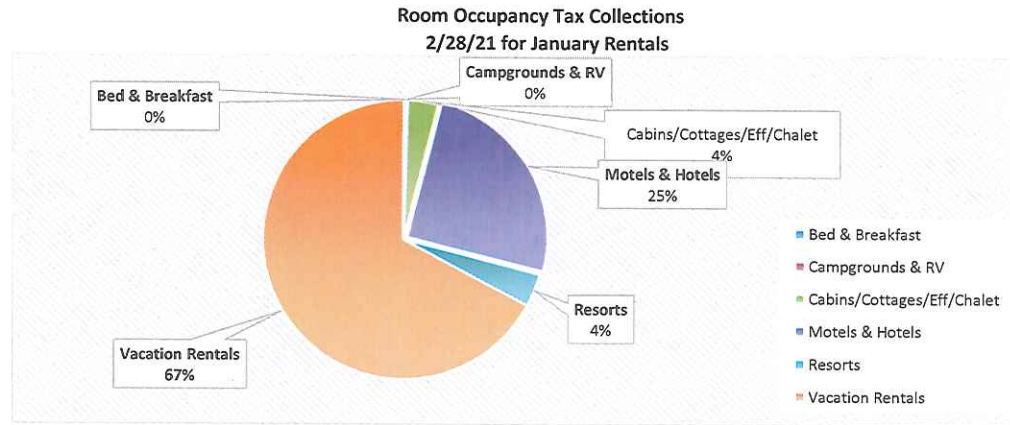
Advertising & Promotion	\$	42,965.73
Visitor Center Operation	\$	13,373.00
Public Relations	\$	6,500.00
Printing	\$	87.08
Professional Services	\$	1,354.17
Contracted Services	\$	2,717.20
Salary Expense	\$	11,571.76
Travel Expense	\$	349.00
Postage	\$	2,950.06
Grants	\$	-
Other	\$	4,726.01
Total	\$	86,594.01

Fiscal YTD Collections

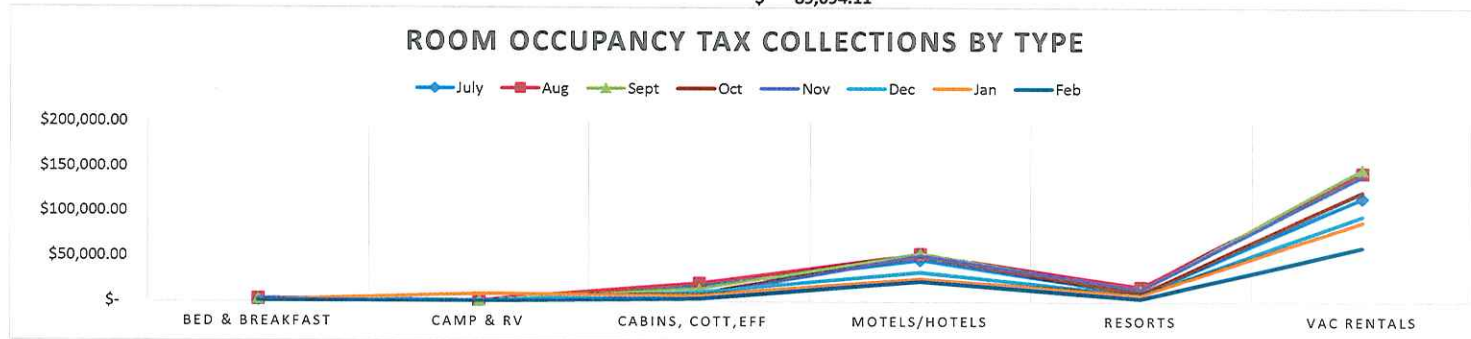


	2017	2018	2019	2020	2021
July	119,861.04	119,152.80	135,881.68	122,421.68	187,832.18
Aug	180,394.59	181,280.78	191,736.34	166,057.35	233,601.43
Sept	135,649.23	148,701.72	152,650.37	133,172.02	228,972.44
Oct	94,100.41	90,329.60	106,838.84	130,912.47	191,265.62
Nov	115,576.40	144,240.73	127,342.88	129,268.34	213,445.79
Dec	89,928.52	84,754.30	106,016.63	93,829.84	145,657.78
Jan	56,081.35	56,029.08	60,207.39	79,652.13	134,351.26
Feb	29,357.66	37,210.91	43,528.62	55,878.75	89,094.11
Mar	33,603.67	35,029.92	45,185.00	55,161.52	-
Apr	40,794.81	44,116.59	64,498.34	34,404.69	-
May	61,363.25	53,695.68	68,385.86	15,854.63	-
June	76,932.28	83,711.73	89,275.51	76,044.67	-
Total	\$ 1,033,643.21	\$ 1,078,253.84	\$ 1,191,547.46	\$ 1,092,658.09	\$ 1,424,220.61





Bed & Breakfast	\$	324.15
Campgrounds & RV	\$	127.42
Cabins/Cottages/Eff/Chalet	\$	3,114.61
Motels & Hotels	\$	22,239.38
Resorts	\$	3,442.98
Vacation Rentals	\$	59,845.57
	\$	89,094.11



COLLECTIONS BY TYPE

	Bed & Breakfast		Camp & Rv		Cabins, Cott, Eff		Motels/Hotels		Resorts		Vac Rentals		Totals
July	\$	1,452.19	\$	624.61	\$	16,567.08	\$	45,998.26	\$	8,493.60	\$	114,696.44	\$ 187,832.18
Aug	\$	1,998.24	\$	822.85	\$	19,823.27	\$	52,137.59	\$	15,885.83	\$	142,933.65	\$ 233,601.43
Sept	\$	2,108.16	\$	829.81	\$	13,630.34	\$	52,875.89	\$	12,396.57	\$	147,131.67	\$ 228,972.44
Oct	\$	1,670.52	\$	662.49	\$	8,581.33	\$	49,979.73	\$	8,823.81	\$	121,547.74	\$ 191,265.62
Nov	\$	2,497.80	\$	819.18	\$	6,728.97	\$	50,452.52	\$	13,486.65	\$	139,460.67	\$ 213,445.79
Dec	\$	1,031.63	\$	357.87	\$	10,122.98	\$	32,534.66	\$	7,277.15	\$	94,333.49	\$ 145,657.78
Jan	\$	473.57	\$	7,630.29	\$	6,641.36	\$	24,857.11	\$	7,064.64	\$	87,684.29	\$ 134,351.26
Feb	\$	324.15	\$	127.42	\$	3,114.61	\$	22,239.38	\$	3,442.98	\$	59,845.57	\$ 89,094.11
March													\$ -
April													\$ -
May													\$ -
June													\$ -
	\$	11,556.26	\$	11,874.52	\$	85,209.94	\$	331,075.14	\$	76,871.23	\$	907,633.52	\$ 1,424,220.61
% By Type		0.81%		0.83%		5.98%		23.25%		5.40%		63.73%	100.00%



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

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2019	\$ 122,421.68	206	10%
July-2020	\$ 187,832.18	113	53.43%
	\$ 65,410.50	-93	
August-2019	\$ 166,057.35	216	9%
August-2020	\$ 233,507.83	118	40.62%
	\$ 67,450.48	-98	
September-2019	\$ 133,172.02	196	3%
September-2020	\$ 228,972.44	116	71.94%
	\$ 95,800.42	-80	
October-2019	\$ 130,912.47	175	4%
October-2020	\$ 191,265.61	109	46.10%
	\$ 60,353.14	-66	
November-2019	\$ 129,268.34	167	1%
November-2020	\$ 213,445.79	89	65.12%
	\$ 84,177.45	-78	
December-2019	\$ 93,829.84	133	-10%
December-2020	\$ 145,657.78	106	55.24%
	\$ 51,827.94	-27	
January-2020	\$ 79,652.13	120	18%
January-2021	\$ 134,351.26	96	68.67%
	\$ 54,699.13	-24	
February-2020	\$ 55,878.75	96	15%
February-2021	\$ 89,094.11	82	59.44%
	\$ 33,215.36	-14	
March-2020	\$ 55,161.52	93	4%
March-2021			-100.00%
	\$ (55,161.52)	-93	
April-2020	\$ 34,404.69	59	95%
April-2021			-100.00%
	\$ (34,404.69)	-59	
May-2020	\$ 15,854.63	36	35%
May-2021	\$ -		-100.00%
	\$ (15,854.63)	-36	
June-2020	\$ 76,044.67	74	15%
June-2021			-100.00%
	\$ (76,044.67)	-74	
FYTD 2020	\$ 1,092,658.09		
FYTD 2021	\$ 1,424,127.00		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 02/01/2021 - thru - 02/28/2021

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	911,014.31	190,300.32	163,362.10	937,952.53
24-1130-000-00	CASH IN TIME DEPOSIT	400,000.00	0.00	0.00	400,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	888.85	62.36	0.00	951.21
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	0.00	0.00	0.00	0.00
24-1310-000-11	DUE FROM GENERAL FUND	0.00	0.00	0.00	0.00
Total Asset		1,311,903.16	190,362.68	163,362.10	1,338,903.74
24-2100-000-00	ACCOUNTS PAYABLE	0.00	73,171.03	73,171.03	0.00
24-2200-000-00	ACCRUED SALARIES PAYABLE	2,388.55	0.00	0.00	2,388.55
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	970.35	970.35	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	342.00	342.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	530.49	530.49	0.00
24-2200-182-00	RETIREMENT PAYABLE	(1,356.85)	1,381.84	1,381.84	(1,356.85)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	124.08	124.08	0.00
24-2300-000-11	DUE TO GENERAL	0.00	76,515.00	76,515.08	(0.08)
24-2900-000-00	FUND BALANCE	(618,994.37)	0.00	0.00	(618,994.37)
24-2900-000-01	RES BY STATE STATUTE	(81,173.71)	0.00	0.00	(81,173.71)
24-2912-000-00	RESERVE FOR ENCUMBRANCES	2,639.00	76,512.23	72,838.23	6,313.00
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(2,639.00)	72,838.23	76,512.23	(6,313.00)
24-3000-000-00	REVENUE CONTROL	(1,181,862.93)	0.00	113,594.51	(1,295,457.44)
24-4000-000-00	EXPENDITURE CONTROL	569,096.15	87,187.39	593.38	655,690.16
Total Liability		(1,311,903.16)	389,572.64	416,573.22	(1,338,903.74)
Total TOURISM DEVELOPMENT AUTH		0.00	579,935.32	579,935.32	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2020 - thru - 02/28/2021

Account Number	Description	Adjusted Budget 07/01/2020 02/28/2021	Debits and Credits 02/01/2021 02/28/2021	Debits and Credits 07/01/2020 02/28/2021	Encumbrances 07/01/2020 02/28/2021	Balance 07/01/2020 02/28/2021	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,049,628.00	89,089.11	1,235,483.87	0.00	-185,855.87	117.71
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TAX REVENUE		1,049,628.00	89,089.11	1,235,483.87	0.00	-185,855.87	117.71
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	5.00	810.95	0.00	4,189.05	16.22
24-3270-190-00	MARKETING AND ADVERTISING	1,006.00	0.00	8,612.00	0.00	-7,606.00	856.06
24-3270-260-00	NC DEPT OF COMMERCE-EDPN	25,750.00	0.00	0.00	0.00	25,750.00	0.00
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PENALTY & INTEREST		31,756.00	5.00	9,422.95	0.00	22,333.05	29.67
24-3496-260-00	NC DEPT OF COMMERCE-EDPN	0.00	0.00	25,750.00	0.00	-25,750.00	0.00
24-3496-260-01	NC DEPT OF COMMERCE DES	0.00	0.00	243.82	0.00	-243.82	0.00
24-3496-260-02	MOUNTAIN BIZWORKS PPP	0.00	24,497.00	24,497.00	0.00	-24,497.00	0.00
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ECONOMIC DEVELOPMENT		0.00	24,497.00	50,490.82	0.00	-50,490.82	0.00
24-3831-491-00	INVESTMENT EARNINGS	3,000.00	3.40	59.80	0.00	2,940.20	1.99
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REVENUES		3,000.00	3.40	59.80	0.00	2,940.20	1.99
24-3839-890-00	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
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REVENUES		0.00	0.00	0.00	0.00	0.00	0.00
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DEPARTMENT TOTAL Revenue		1,084,384.00	113,594.51	1,295,457.44	0.00	-211,073.44	119.46
		=====	=====	=====	=====	=====	=====
24-4926-121-00	SALARIES & WAGES	120,271.00	8,556.31	79,026.23	0.00	41,244.77	65.71
24-4926-170-00	BOARD MEMBER EXPENSE	249.00	0.00	343.15	0.00	-94.15	137.81
24-4926-181-00	SOCIAL SECURITY CONTRIBU	7,457.00	530.49	4,899.61	0.00	2,557.39	65.70
24-4926-182-00	RETIREMENT EXPENSE	12,208.00	868.46	8,055.29	0.00	4,152.71	65.98
24-4926-183-00	HOSPITALIZATION INSURANC	18,540.00	1,183.35	10,866.55	0.00	7,673.45	58.61
24-4926-185-00	UNEMPLOYMENT INSURANCE	504.00	85.57	244.85	0.00	259.15	48.58
24-4926-186-00	WORKMAN'S COMPENSATION	1,266.00	223.50	447.00	0.00	819.00	35.31
24-4926-187-00	MEDICARE TAX	1,744.00	124.08	1,145.89	0.00	598.11	65.70
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	10,833.36	0.00	5,416.64	66.67
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,200.00	0.00	7,000.00	0.00	200.00	97.22
24-4926-192-00	LEGAL SERVICES	3,000.00	0.00	825.00	0.00	2,175.00	27.50
24-4926-260-00	OFFICE SUPPLIES	3,963.00	118.23	1,274.73	0.00	2,688.27	32.17
24-4926-299-00	MISCELLANEOUS	6,810.00	735.89	3,766.75	0.00	3,043.25	55.31
24-4926-311-00	TRAVEL	6,299.00	349.00	5,024.13	1,484.00	-209.13	103.32
24-4926-321-00	TELEPHONE	4,430.00	752.93	5,110.77	0.00	-680.77	115.37

COUNTY OF JACKSON

Income Statement

Report dates 07/01/2020 - thru - 02/28/2021

Account Number	Description	Adjusted Budget 07/01/2020 02/28/2021	Debits and Credits 02/01/2021 02/28/2021	Debits and Credits 07/01/2020 02/28/2021	Encumbrances 07/01/2020 02/28/2021	Balance 07/01/2020 02/28/2021	% Used
24-4926-321-02	TELEPHONE-DIRECTOR	2,316.00	0.00	0.00	0.00	2,316.00	0.00
24-4926-325-00	POSTAGE	21,003.00	2,950.06	14,814.89	0.00	6,188.11	70.54
24-4926-331-00	UTILITIES	2,000.00	240.86	1,502.16	0.00	497.84	75.11
24-4926-341-00	PRINTING	79,741.00	87.08	19,934.82	3,034.00	56,772.18	28.80
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	225,035.00	17,473.88	131,375.63	1,200.00	92,459.37	58.91
24-4926-370-01	WEBSITE SERVICE	28,588.00	1,600.00	12,800.00	0.00	15,788.00	44.77
24-4926-370-02	CREATIVE & PRODUCTION SE	32,915.00	13,302.00	45,970.00	0.00	-13,055.00	139.66
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	9,600.00	1,000.00	5,600.00	0.00	4,000.00	58.33
24-4926-370-04	E-MAIL CAMPAIGNS	5,700.00	475.00	3,800.00	0.00	1,900.00	66.67
24-4926-370-05	SEM MANAGEMENT	14,400.00	1,500.00	8,400.00	0.00	6,000.00	58.33
24-4926-370-07	SOCIAL MEDIA	8,400.00	700.00	5,600.00	0.00	2,800.00	66.67
24-4926-393-00	VISITOR CENTER OPERATION	167,872.00	13,373.00	113,906.00	0.00	53,966.00	67.85
24-4926-393-01	PUBLIC RELATIONS	64,600.00	6,500.00	31,952.98	0.00	32,647.02	49.46
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	14,666.64	0.00	7,333.36	66.67
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	0.00	212.50	0.00	1,187.50	15.18
24-4926-393-05	CONTRACTED-WEBSITE	7,500.00	0.00	1,172.50	0.00	6,327.50	15.63
24-4926-393-06	CONTRACTED-AD FIRM RETAI	44,550.00	4,875.00	25,050.00	0.00	19,500.00	56.23
24-4926-393-07	CONTRACTED SERVICES-STR	8,280.00	0.00	8,280.00	0.00	0.00	0.00
24-4926-393-08	CONTRACTED-AD FIRM MISC	12,000.00	1,129.87	8,158.94	0.00	3,841.06	67.99
24-4926-393-11	SOFTWARE, INTERNET, MISC S	25,328.00	909.98	21,968.09	0.00	3,359.91	86.73
24-4926-393-14	CONTRACTED SERVICES-HR O	4,320.00	883.87	5,275.52	0.00	-955.52	122.12
24-4926-412-00	BUILDING RENT	6,000.00	500.00	4,000.00	0.00	2,000.00	66.67
24-4926-454-00	INSURANCE	2,447.00	1,975.00	2,175.00	0.00	272.00	88.88
24-4926-491-00	DUES AND SUBSCRIPTIONS	2,850.00	403.10	2,761.04	595.00	-506.04	117.76
24-4926-550-00	CAPITAL OUTLAY	5,448.00	0.00	5,302.77	0.00	145.23	97.33
24-4926-550-01	CAPITAL PROJECTS	20,000.00	0.00	0.00	0.00	20,000.00	0.00
24-4926-630-00	NC TOURISM RECOVERY GRAN	25,750.00	0.00	9,372.37	0.00	16,377.63	36.40
24-4926-699-00	GRANTS	17,000.00	0.00	10,000.00	0.00	7,000.00	58.82
24-4926-699-02	MISCELLANEOUS DONATIONS	1,650.00	0.00	2,775.00	0.00	-1,125.00	168.18
24-4926-990-00	CONTINGENCY	5,000.00	0.00	0.00	0.00	5,000.00	0.00
TOURISM DEVELOPMENT AUTHORITY		1,084,384.00	86,594.01	655,690.16	6,313.00	422,380.84	61.05
DEPARTMENT TOTAL Expense		-1,084,384.00	-86,594.01	-655,690.16	6,313.00	-422,380.84	61.05
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	27,000.50	639,767.28	6,313.00	-633,454.28	90.26