

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
FEBRUARY 28, 2025

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

February 28, 2025

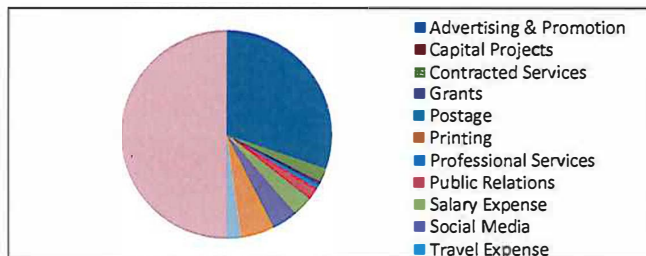
* February Room Occupancy Tax collections totaled \$104,097.46 with \$37.82 collected for penalties. The YTD collection total is \$1,496,627.57 - 59.87% of budget. The Airbnb total was \$53,533.55; the Home Away/VRBO total was \$5,575.24; and the VACASA,NC total was \$3,225.79.

* 68 accounts reported for January rentals (increase of 1 account from last year). The collections were up 7.29% from the same period in 2024.

* The cash balance at February 28, 2025 was \$123,482.60 and investments totaled \$3,150,000.

* The expenses for February were \$171,698.85. The FYTD expenses totaled \$2,252,138.29 with encumbrances of \$57,930.40, for a combined total of \$2,310,068.69 - 71.33% of budget.

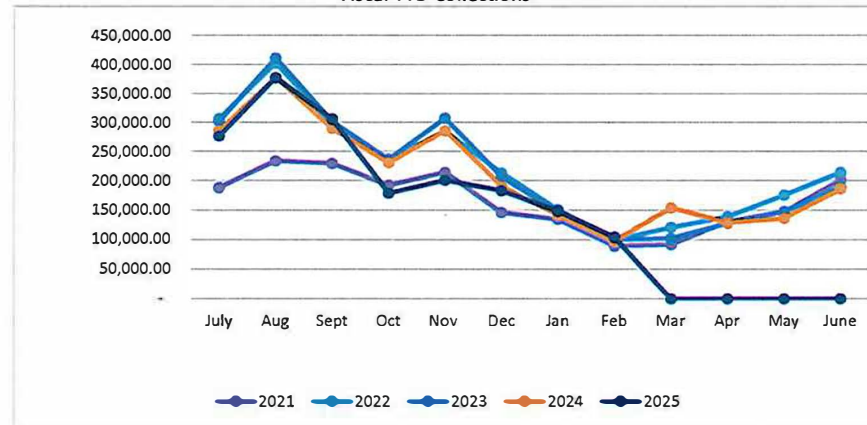
TDA Expenses as of February 28, 2025



Advertising & Promotion	\$ 104,049.51
Capital Projects	\$ -
Contracted Services	\$ 7,206.78
Grants	\$ 2,500.00
Postage	\$ 269.81
Printing	\$ -
Professional Services	\$ 1,354.17
Public Relations	\$ 6,750.00
Salary Expense	\$ 10,524.80
Social Media	\$ 13,627.55
Travel Expense	\$ -
Visitor Center Operation	\$ 17,770.42
Other	\$ 7,645.81
Total	\$ 171,698.85

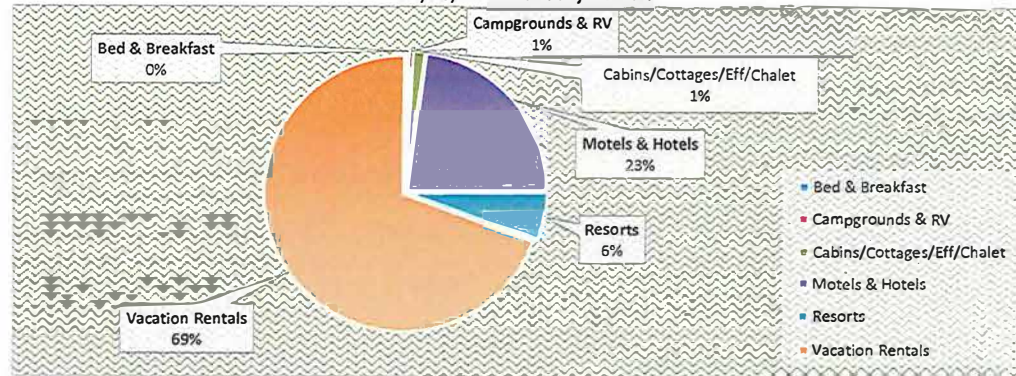


Fiscal YTD Collections



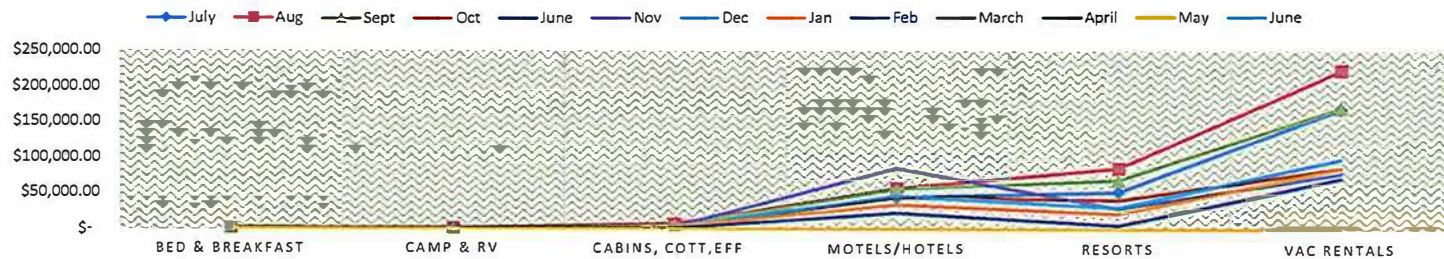
	2021	2022	2023	2024	2025
July	187,832.18	306,871.17	302,567.11	285,430.89	276,689.65
Aug	233,507.83	402,414.91	410,949.64	376,478.34	376,774.10
Sept	228,972.44	296,676.95	301,922.72	289,116.07	305,929.82
Oct	191,265.61	236,495.92	235,450.13	229,745.47	178,664.06
Nov	213,445.79	285,094.57	307,778.37	285,381.98	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	104,135.28
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	-
Total	\$ 1,993,466.46	\$ 2,637,438.19	\$ 2,576,925.76	\$ 2,495,882.25	\$ 1,774,079.65

Room Occupancy Tax Collections
02/28/25 for January Rentals



Bed & Breakfast	\$	371.96
Campgrounds & RV	\$	435.68
Cabins/Cottages/Eff/Chalet	\$	1,366.62
Motels & Hotels	\$	23,785.79
Resorts	\$	5,888.85
Vacation Rentals	\$	72,286.38
	\$	<u>104,135.28</u>

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	\$ 371.96	\$ 435.68	\$ 1,366.62	\$ 23,785.79	\$ 5,888.85	\$ 72,286.38	\$ 104,135.28
March							
April							
May							
June							
	\$ 8,722.74	\$ 4,189.84	\$ 35,036.94	\$ 399,340.43	\$ 341,039.14	\$ 985,750.56	\$ 1,774,079.65
% By Type	0.49%	0.24%	1.97%	22.51%	19.22%	55.56%	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	\$ 104,135.28	68	7.29%
	\$ 7,071.48	1	
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	
FYTD 2024	\$ 2,495,882.25		
FYTD 2025	\$ 1,774,079.65		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 02/01/2025 - thru - 02/28/2025

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	182,423.63	116,768.50	175,709.53	123,482.60
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	735.49	127.85	0.00	863.34
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)
Total Asset		3,341,301.29	116,896.35	175,709.53	3,282,488.11
24-2100-000-00	ACCOUNTS PAYABLE	0.00	154,288.67	154,288.67	0.00
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	695.01	695.01	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	242.00	242.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	431.73	431.73	0.00
24-2200-182-00	RETIREMENT PAYABLE	(4,094.51)	4,094.52	1,364.84	(1,364.83)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	100.98	100.98	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	595.00	211,884.01	154,548.61	57,930.40
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(595.00)	154,548.61	211,884.01	(57,930.40)
24-3000-000-00	REVENUE CONTROL	(1,479,917.12)	119.27	115,734.62	(1,595,532.47)
24-4000-000-00	EXPENDITURE CONTROL	2,080,439.44	177,460.58	5,761.73	2,252,138.29
Total Liability		(3,341,301.29)	703,865.38	645,052.20	(3,282,488.11)
Total TOURISM DEVELOPMENT AUTH		0.00	820,761.73	820,761.73	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2024 - thru - 02/28/2025

Account Number	Description	Adjusted Budget 07/01/2024 02/28/2025	Debits and Credits 02/01/2025 02/28/2025	Debits and Credits 07/01/2024 02/28/2025	Encumbrances 07/01/2024 02/28/2025	Balance 07/01/2024 02/28/2025	% Used
24-3230-130-00	JACKSON COUNTY TDA	2,500,000.00	104,097.46	1,496,627.57	0.00	1,003,372.43	59.87
	TAX REVENUE	2,500,000.00	104,097.46	1,496,627.57	0.00	1,003,372.43	59.87
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	37.82	762.43	0.00	4,237.57	15.25
24-3270-190-00	MARKETING AND ADVERTISING	10,000.00	0.00	0.00	0.00	10,000.00	0.00
	PENALTY & INTEREST	15,000.00	37.82	762.43	0.00	14,237.57	5.08
24-3831-491-00	INVESTMENT EARNINGS	60,000.00	11,516.25	98,178.65	0.00	-38,178.65	163.63
	REVENUES	60,000.00	11,516.25	98,178.65	0.00	-38,178.65	163.63
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	115,651.53	1,595,568.65	0.00	1,643,214.35	49.26
24-4926-121-00	SALARIES & WAGES	181,050.00	13,926.92	125,342.33	0.00	55,707.67	69.23
24-4926-170-00	BOARD MEMBER EXPENSE	900.00	0.00	148.00	0.00	752.00	16.44
24-4926-181-00	SOCIAL SECURITY CONTRIBU	11,225.00	863.46	7,771.22	0.00	3,453.78	69.23
24-4926-182-00	RETIREMENT EXPENSE	24,623.00	1,894.08	17,046.72	0.00	7,576.28	69.23
24-4926-183-00	HOSPITALIZATION INSURANC	23,214.00	2,030.06	17,574.06	0.00	5,639.94	75.70
24-4926-185-00	UNEMPLOYMENT INSURANCE	628.00	103.06	257.65	0.00	370.35	41.03
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	201.94	1,817.46	0.00	807.54	69.24
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 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	826.62	1,545.43	0.00	4,454.57	25.76
24-4926-299-00	MISCELLANEOUS	20,600.00	1,360.00	9,664.12	0.00	10,935.88	46.91
24-4926-311-00	TRAVEL	41,050.00	0.00	8,721.45	0.00	32,328.55	21.25
24-4926-321-00	TELEPHONE	4,600.00	281.81	4,723.32	0.00	-123.32	102.68
24-4926-321-01	TELEPHONE-VISITOR CENTER	0.00	-193.42	-615.09	0.00	615.09	0.00
24-4926-321-02	TELEPHONE-TDA	6,000.00	486.14	3,899.00	0.00	2,101.00	64.98
24-4926-325-00	POSTAGE	42,570.00	430.58	20,260.17	0.00	22,309.83	47.59
24-4926-331-00	UTILITIES	3,200.00	427.53	2,541.34	0.00	658.66	79.42
24-4926-341-00	PRINTING	100,341.00	1,000.00	3,197.74	57,930.40	39,212.86	60.92
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	25,429.15	330,630.18	0.00	230,869.82	58.88

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2024 - thru - 02/28/2025

Account Number	Description	Adjusted Budget 07/01/2024 02/28/2025	Debits and Credits 02/01/2025 02/28/2025	Debits and Credits 07/01/2024 02/28/2025	Encumbrances 07/01/2024 02/28/2025	Balance 07/01/2024 02/28/2025	% Used
24-4926-370-01	WEBSITE SERVICE	25,200.00	2,100.00	24,658.85	0.00	541.15	97.85
24-4926-370-02	CREATIVE & PRODUCTION SE	89,500.00	35,786.00	96,145.10	0.00	-6,645.10	107.42
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	13,200.00	1,100.00	7,700.00	0.00	5,500.00	58.33
24-4926-370-04	E-MAIL CAMPAIGNS	30,800.00	2,910.00	21,570.00	0.00	9,230.00	70.03
24-4926-370-05	SEM MANAGEMENT	188,600.00	17,597.24	104,538.53	0.00	84,061.47	55.43
24-4926-370-09	SOCIAL MEDIA SPEND	160,000.00	13,627.55	71,841.45	0.00	88,158.55	44.90
24-4926-393-00	VISITOR CENTER OPERATION	218,745.00	17,770.42	147,663.36	0.00	71,081.64	67.50
24-4926-393-01	PUBLIC RELATIONS	121,000.00	6,750.00	63,533.09	0.00	57,466.91	52.51
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	100.00	400.00	0.00	1,000.00	28.57
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	37,800.00	0.00	27,000.00	58.33
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	12,378.39	32,939.56	0.00	1,811.44	94.79
24-4926-393-11	SOFTWARE,INTERNET,MISC S	32,188.00	1,348.73	28,584.38	0.00	3,603.62	88.80
24-4926-393-14	CONTRACTED SERVICES-HR O	6,920.00	673.45	4,028.95	0.00	2,891.05	58.22
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	27,600.00	0.00	27,600.00	50.00
24-4926-412-00	BUILDING RENT	23,280.00	1,900.00	15,200.00	0.00	8,080.00	65.29
24-4926-454-00	INSURANCE	3,754.00	0.00	499.00	0.00	3,255.00	13.29
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,959.00	196.36	9,077.66	0.00	881.34	91.15
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	2,500.00	5,000.00	0.00	45,000.00	10.00
24-4926-699-02	MISCELLANEOUS DONATIONS	71,611.00	1,200.00	64,611.00	0.00	7,000.00	90.22
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	180,193.57	2,260,633.01	57,930.40	920,219.59	71.59
DEPARTMENT TOTAL Expense		-3,238,783.00	-180,193.57	-2,260,633.01	57,930.40	-920,219.59	71.59
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	-64,542.04	-665,064.36	57,930.40	722,994.76	60.43

BC2001 BEGINNING 02/01/25 ENDING 02/28/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-121-00 DESC: SALARIES & WAGES ASN:

02/01/25				BUDGET BALANCE	181,050.00			111,415.41
02/19/25	TLJ		JE-250980	JOE: TDA PAYROLL 2/14/25	0.00	6,963.46	0.00	118,378.87
TOTALS					181,050.00	125,342.34	6,963.47	118,378.87

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ACCOUNT # 24-4926-170-00 DESC: BOARD MEMBER EXPENSE ASN:

02/01/25				BUDGET BALANCE	900.00			148.00
TOTALS					900.00	154.87	6.87	148.00

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ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:

02/19/25	TLJ		JE-250982	JOE: TAX DRAFT TDA PAYROL	0.00	431.73	0.00	7,339.49
TOTALS					11,225.00	7,339.49	0.00	7,339.49

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ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:

02/01/25				BUDGET BALANCE	24,623.00			15,152.64
02/19/25	TLJ		JE-250982	JOE: TAX DRAFT TDA PAYROL	0.00	947.04	0.00	16,099.68
TOTALS					24,623.00	16,099.68	0.00	16,099.68

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ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:

02/01/25				BUDGET BALANCE	23,214.00			15,544.00
02/07/25	885126		04*2400712	COMPANION LIFE INSURANCE	0.00	192.53	0.00	15,736.53
02/25/25	02/09/25		04*2400717	BCBS OF NC	0.00	1,837.53	0.00	17,574.06
02/25/25	897526		04*2400722	COMPANION LIFE INSURANCE	0.00	385.06	0.00	17,959.12
02/26/25	897526		04*2400722	COMPANION LIFE INSURANCE	0.00	0.00	385.06	17,574.06
TOTALS					23,214.00	17,959.12	385.06	17,574.06

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ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN:

02/01/25				BUDGET BALANCE	628.00			154.59
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ACCOUNT ACTIVITY ANALYSIS					PAGE 2			
BC2001					BEGINNING 02/01/25 ENDING 02/28/25			
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 <=====								
02/19/25	TLJ		JE-250982	JOE: TAX DRAFT TDA PAYROL	0.00	51.53	0.00	206.12
TOTALS					628.00	206.12	0.00	206.12
ACCOUNT # 24-4926-186-00 DESC: WORKMAN'S COMPENSATION ASN:								
02/01/25				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:								
02/19/25	TLJ		JE-250982	JOE: TAX DRAFT TDA PAYROL	0.00	100.98	0.00	1,716.50
TOTALS					2,625.00	1,716.50	0.00	1,716.50
ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:								
02/01/25				BUDGET BALANCE	16,250.00			9,479.19
02/28/25	TLJ		JE-251009	JOE: TDA ADMIN 2/2025	0.00	1,354.17	0.00	10,833.36
TOTALS					16,250.00	10,833.36	0.00	10,833.36
ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SERVICES-AUDIT ASN:								
02/01/25				BUDGET BALANCE	9,500.00			7,057.00
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:								
02/01/25	012525		04*2400703	BUSINESS CARD	0.00	390.64	0.00	1,109.45

BC2001 BEGINNING 02/01/25 ENDING 02/28/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES AND MATERIALS ASN: =====> CONTINUED <=====

02/01/25		012525		04*2400703 BUSINESS CARD	0.00	0.00	23.85	1,085.60
02/03/25		17CY-HNPQ-		04*2400710 AMAZON CAPITAL SERVICES	0.00	203.29	0.00	1,288.89
02/03/25		17CY-HNPQ-		04*2400710 AMAZON CAPITAL SERVICES	0.00	0.00	13.30	1,275.59
02/06/25		4497		04*2400713 ECONOMIC DEVELOPMENT PART	0.00	100.00	0.00	1,375.59
02/12/25		42728877		04*2400718 QUILL CORPORATION - 69460	0.00	85.43	0.00	1,461.02
02/12/25		42728877		04*2400718 QUILL CORPORATION - 69460	0.00	0.00	5.59	1,455.43
02/25/25		2502191		04*2400721 SIGNS & DESIGNS WNC	0.00	96.30	0.00	1,551.73
02/25/25		2502191		04*2400721 SIGNS & DESIGNS WNC	0.00	0.00	6.30	1,545.43
TOTALS					6,000.00	1,622.39	76.96	1,545.43

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

02/01/25				BUDGET BALANCE	20,600.00			8,304.12
02/25/25	1072			04*2400724 ARELLANO QUALITY PAINTING	0.00	320.00	0.00	8,624.12
02/25/25	1073			04*2400724 ARELLANO QUALITY PAINTING	0.00	400.00	0.00	9,024.12
02/25/25	1074			04*2400724 ARELLANO QUALITY PAINTING	0.00	320.00	0.00	9,344.12
02/25/25	1075			04*2400724 ARELLANO QUALITY PAINTING	0.00	320.00	0.00	9,664.12
TOTALS					20,600.00	9,737.57	73.45	9,664.12

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

02/01/25				BUDGET BALANCE	41,050.00			8,721.45
TOTALS					41,050.00	8,882.06	160.61	8,721.45

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

02/01/25	6104277333			04*2400702 VERIZON WIRELESS	0.00	51.63	0.00	4,493.14
02/03/25	305477			04*2400708 BALSAMWEST	0.00	298.75	0.00	4,791.89
02/04/25	305476			04*2400708 BALSAMWEST	0.00	386.83	0.00	5,178.72
02/12/25	250764			CASHIERS AREA CHAMBER	0.00	0.00	455.40	4,723.32
TOTALS					4,600.00	6,132.31	1,408.99	4,723.32

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

02/01/25				BUDGET BALANCE	0.00			-421.67
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BC2001	BEGINNING 02/01/25	ENDING 02/28/25
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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 # 24-4926-321-01	DESC: TELEPHONE-VISITOR CENTERS	ASN:	=====>	CONTINUED	<=====
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02/07/25	250698			JACKSON CO CHAMBER OF COM	0.00	0.00	193.42	-615.09
TOTALS					0.00	0.00	615.09	-615.09

ACCOUNT # 24-4926-321-02	DESC: TELEPHONE-TDA	ASN:
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02/01/25				BUDGET BALANCE	6,000.00			3,412.86
02/03/25	306570	04*2400708		BALSAMWEST	0.00	486.14	0.00	3,899.00
TOTALS					6,000.00	3,899.00	0.00	3,899.00

ACCOUNT # 24-4926-325-00	DESC: POSTAGE	ASN:
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02/01/25				BUDGET BALANCE	42,570.00			19,829.59
02/03/25	17VA272705	02*15342		UPS	0.00	18.05	0.00	19,847.64
02/10/25	17VA272706	02*15342		UPS	0.00	10.68	0.00	19,858.32
02/10/25	17VA27045	02*15342		UPS	0.00	10.66	0.00	19,868.98
02/12/25	3320353472	04*2400715		PITNEY BOWES INC.	0.00	372.79	0.00	20,241.77
02/12/25	3320353472	04*2400715		PITNEY BOWES INC.	0.00	0.00	19.87	20,221.90
02/17/25	17VA27075	02*15415		UPS	0.00	36.83	0.00	20,258.73
02/24/25	17VA27085	02*15415		UPS	0.00	1.44	0.00	20,260.17
TOTALS					42,570.00	20,357.67	97.50	20,260.17

ACCOUNT # 24-4926-331-00	DESC: UTILITIES	ASN:
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02/01/25				BUDGET BALANCE	3,200.00			2,113.81
02/01/25	23595	04*2400704		OWENS AND GATES LLC	0.00	40.00	0.00	2,153.81
02/21/25	02/17/25	04*2400714		DUKE ENERGY	0.00	387.53	0.00	2,541.34
TOTALS					3,200.00	2,541.34	0.00	2,541.34

ACCOUNT # 24-4926-341-00	DESC: PRINTING	ASN:
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02/01/25				BUDGET BALANCE	100,341.00			2,197.74
02/25/25	02/19/2025	04*2400726		STACY REDMON	0.00	1,000.00	0.00	3,197.74
TOTALS					100,341.00	3,209.83	12.09	3,197.74

BC2001

BEGINNING 02/01/25

ENDING 02/28/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE

ACCOUNT # 24-4926-341-00

DESC: PRINTING

ASN: >=====

CONTINUED <=====

ACCOUNT # 24-4926-351-00

DESC: REPAIRS & MAINT-BUILDING

ASN:

02/01/25				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:

02/25/25	INV-02215	02*15450		BUFFALO GROUPE, LLC	0.00	6,468.75	0.00	311,669.78
02/25/25	INV-02215	02*15450		BUFFALO GROUPE, LLC	0.00	2,841.65	0.00	314,511.43
02/25/25	INV-02215	02*15450		BUFFALO GROUPE, LLC	0.00	11,562.50	0.00	326,073.93
02/25/25	INV-02215	02*15450		BUFFALO GROUPE, LLC	0.00	2,812.50	0.00	328,886.43
02/25/25	INV-02215	02*15450		BUFFALO GROUPE, LLC	0.00	1,743.75	0.00	330,630.18
TOTALS					561,500.00	361,880.18	31,250.00	330,630.18

ACCOUNT # 24-4926-370-01

DESC: WEBSITE SERVICE

ASN:

02/01/25				BUDGET BALANCE	25,200.00			22,558.85
02/07/25	INV-02074	02*15385		BUFFALO GROUPE, LLC	0.00	2,100.00	0.00	24,658.85
TOTALS					25,200.00	24,658.85	0.00	24,658.85

ACCOUNT # 24-4926-370-02

DESC: CREATIVE & PRODUCTION SERVICES

ASN:

02/01/25				BUDGET BALANCE	89,500.00			60,359.10
02/07/25	INV-02074	02*15385		BUFFALO GROUPE, LLC	0.00	6,000.00	0.00	66,359.10
02/07/25	INV-02074	02*15385		BUFFALO GROUPE, LLC	0.00	4,750.00	0.00	71,109.10
02/07/25	INV-02074	02*15385		BUFFALO GROUPE, LLC	0.00	23,600.00	0.00	94,709.10
02/25/25	INV-02215	02*15450		BUFFALO GROUPE, LLC	0.00	1,436.00	0.00	96,145.10
TOTALS					89,500.00	96,145.10	0.00	96,145.10

ACCOUNT # 24-4926-370-03

DESC: DIGITAL CAMPAIGN REPORTING

ASN:

02/01/25				BUDGET BALANCE	13,200.00			6,600.00
02/07/25	INV-02074	02*15385		BUFFALO GROUPE, LLC	0.00	1,100.00	0.00	7,700.00

BC2001 BEGINNING 02/01/25 ENDING 02/28/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN: =====> CONTINUED <=====

TOTALS					13,200.00	7,700.00	0.00	7,700.00
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ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:

02/01/25				BUDGET BALANCE	30,800.00			18,660.00
02/07/25		INV-02074	02*15385	BUFFALO GROUPE, LLC	0.00	2,150.00	0.00	20,810.00
02/07/25		INV-02074	02*15385	BUFFALO GROUPE, LLC	0.00	760.00	0.00	21,570.00
TOTALS					30,800.00	21,570.00	0.00	21,570.00

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ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:

02/01/25				BUDGET BALANCE	188,600.00			86,941.29
02/25/25		073313	04*2400725	LOVE COMMUNICATIONS LLC	0.00	17,597.24	0.00	104,538.53
TOTALS					188,600.00	104,538.53	0.00	104,538.53

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ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN:

02/01/25				BUDGET BALANCE	160,000.00			58,213.90
02/04/25		020825	04*2400707	BUSINESS CARD	0.00	1,878.77	0.00	60,092.67
02/04/25		TLJ	JE-250929	JOE: TDA BOA JANUARY,2025	0.00	11,748.78	0.00	71,841.45
TOTALS					160,000.00	83,311.56	11,470.11	71,841.45

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

02/01/25				BUDGET BALANCE	218,745.00			129,892.94
02/10/25		22,102	04*2400705	JACKSON CO. CHAMBER OF CO	0.00	8,042.33	0.00	137,935.27
02/10/25		22,102	04*2400705	JACKSON CO. CHAMBER OF CO	0.00	1,141.92	0.00	139,077.19
02/10/25		22,102	04*2400705	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	139,265.86
02/10/25		22,114	04*2400706	CASHIERS AREA CHAMBER OF	0.00	7,372.17	0.00	146,638.03
02/10/25		22,114	04*2400706	CASHIERS AREA CHAMBER OF	0.00	1,025.33	0.00	147,663.36
TOTALS					218,745.00	147,663.36	0.00	147,663.36

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

02/01/25				BUDGET BALANCE	121,000.00			56,783.09
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BEGINNING 02/01/25 ENDING 02/28/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-393-01		DESC: PUBLIC RELATIONS ASN: =====>			CONTINUED	<=====		
02/25/25	64749	02*15443	LOU HAMMOND GROUP ATLANTA		0.00	6,750.00	0.00	63,533.09
TOTALS					121,000.00	63,533.09	0.00	63,533.09
ACCOUNT # 24-4926-393-02		DESC: CONTRACTED SERVICES ASN:						
02/01/25			BUDGET BALANCE		22,000.00			12,833.31
02/28/25	TLJ	JE-251009	JOE: TDA ADMIN 2/2025		0.00	1,833.33	0.00	14,666.64
TOTALS					22,000.00	14,666.64	0.00	14,666.64
ACCOUNT # 24-4926-393-03		DESC: CONTRACTED SERVICES-RECORDING ASN:						
02/01/25			BUDGET BALANCE		1,400.00			300.00
02/06/25	01/15/2025	04*2400709	CHERYL OSBORNE		0.00	50.00	0.00	350.00
02/25/25	02/19/2025	04*2400720	CHERYL OSBORNE		0.00	50.00	0.00	400.00
TOTALS					1,400.00	400.00	0.00	400.00
ACCOUNT # 24-4926-393-05		DESC: CONTRACTED-WEBSITE ASN:						
02/01/25			BUDGET BALANCE		104,600.00			95,220.00
TOTALS					104,600.00	95,220.00	0.00	95,220.00
ACCOUNT # 24-4926-393-06		DESC: CONTRACTED-AD FIRM RETAINER ASN:						
02/07/25	INV-02074	02*15385	BUFFALO GROUPE, LLC		0.00	5,400.00	0.00	37,800.00
TOTALS					64,800.00	37,800.00	0.00	37,800.00
ACCOUNT # 24-4926-393-07		DESC: CONTRACTED SERVICES-STR ASN:						
02/01/25			BUDGET BALANCE		11,600.00			12,480.00
TOTALS					11,600.00	12,480.00	0.00	12,480.00

BC2001 BEGINNING 02/01/25 ENDING 02/28/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-393-07 DESC: CONTRACTED SERVICES-STR ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:

02/07/25		INV-02074	02*15385	BUFFALO GROUPE, LLC	0.00	687.00	0.00	21,248.17
02/07/25		INV-02074	02*15385	BUFFALO GROUPE, LLC	0.00	162.00	0.00	21,410.17
02/25/25		INV-02215	02*15450	BUFFALO GROUPE, LLC	0.00	10,762.13	0.00	32,172.30
02/25/25		INV-02215	02*15450	BUFFALO GROUPE, LLC	0.00	162.41	0.00	32,334.71
02/25/25		INV-02215	02*15450	BUFFALO GROUPE, LLC	0.00	604.85	0.00	32,939.56
TOTALS					34,751.00	32,939.56	0.00	32,939.56

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ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:

02/01/25				BUDGET BALANCE	32,188.00			27,235.65
02/01/25	012525		04*2400703	BUSINESS CARD	0.00	1,063.61	0.00	28,299.26
02/01/25	012525		04*2400703	BUSINESS CARD	0.00	0.00	40.88	28,258.38
02/04/25	020825		04*2400707	BUSINESS CARD	0.00	78.00	0.00	28,336.38
02/11/25	38546022		04*2400723	IMAGE SOLUTIONS, LLC	0.00	265.36	0.00	28,601.74
02/11/25	38546022		04*2400723	IMAGE SOLUTIONS, LLC	0.00	0.00	17.36	28,584.38
TOTALS					32,188.00	28,844.95	260.57	28,584.38

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

02/01/25				BUDGET BALANCE	6,920.00			3,355.50
02/06/25	2216		04*2400711	CRAFT HR SOLUTIONS, LLC	0.00	547.50	0.00	3,903.00
02/19/25	TLJ		JE-250981	JOE: INVOICE#:91278	0.00	125.95	0.00	4,028.95
TOTALS					6,920.00	4,028.95	0.00	4,028.95

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

02/01/25				BUDGET BALANCE	73,500.00			55,000.00
TOTALS					73,500.00	55,000.00	0.00	55,000.00

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

02/06/25	1968		02*15387	TEMBO HOSPITALITY GROUP L	0.00	4,600.00	0.00	27,600.00
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ACCOUNT ACTIVITY ANALYSIS					PAGE 9			
BC2001					BEGINNING 02/01/25 ENDING 02/28/25			
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN: =====> CONTINUED <=====								
02/10/25		1968	02*15387	TEMBO HOSPITALITY GROUP L	0.00	0.00	4,600.00	23,000.00
02/10/25		1968	02*15387	TEMBO HOSPITALITY GROUP L	0.00	4,600.00	0.00	27,600.00
TOTALS					55,200.00	32,200.00	4,600.00	27,600.00
ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:								
02/01/25				BUDGET BALANCE	23,280.00			13,300.00
02/01/25		23595	04*2400704	OWENS AND GATES LLC	0.00	1,900.00	0.00	15,200.00
TOTALS					23,280.00	15,200.00	0.00	15,200.00
ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:								
02/01/25				BUDGET BALANCE	3,754.00			499.00
TOTALS					3,754.00	499.00	0.00	499.00
ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:								
02/01/25		012525	04*2400703	BUSINESS CARD	0.00	197.06	0.00	9,078.36
02/01/25		012525	04*2400703	BUSINESS CARD	0.00	0.00	0.70	9,077.66
TOTALS					9,959.00	9,081.86	4.20	9,077.66
ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY-EQUIPMENT ASN:								
02/01/25				BUDGET BALANCE	10,500.00			2,459.98
TOTALS					10,500.00	747,459.98	745,000.00	2,459.98
ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:								
02/25/25		02/19/2025	04*2400716	TOWN OF SYLVA	0.00	2,500.00	0.00	5,000.00
TOTALS					50,000.00	5,000.00	0.00	5,000.00

BC2001 BEGINNING 02/01/25 ENDING 02/28/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN: =====> CONTINUED <=====

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

02/01/25				BUDGET BALANCE	71,611.00			63,411.00
02/25/25		134841-202	04*2400719	WCU FOUNDATION-TUCK RIVER	0.00	1,200.00	0.00	64,611.00
TOTALS					71,611.00	66,111.00	1,500.00	64,611.00

ACCOUNT # 24-4926-990-00 DESC: CONTINGENCY ASN:

02/01/25				BUDGET BALANCE	10,000.00			0.00
TOTALS					10,000.00	0.00	0.00	0.00