

**JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY**



**FINANCIAL REPORT
APRIL 30, 2025**

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

April 30, 2025

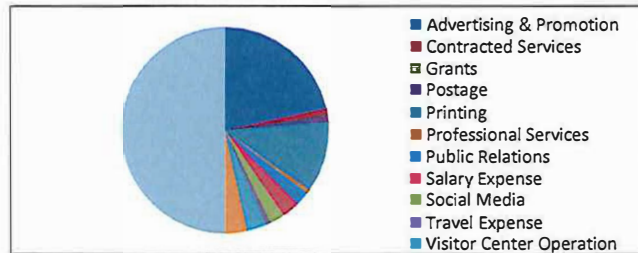
* April Room Occupancy Tax collections totaled \$129,452.53 with \$115.50 collected for penalties. The YTD collection total is \$1,733,143.35 - 69.33% of budget. The Airbnb total was \$55,021.43; the Home Away/VRBO total was \$7,432.69; and the VACASA,NC total was \$3,873.13.

* 76 accounts reported for March rentals (increase of 4 accounts from last year). The collections were up 1.42% from the same period in 2024.

* The cash balance at April 30, 2025 was \$39,206.97 and investments totaled \$3,050,000.

The expenses for April were \$299,734.09. The FYTD expenses totaled \$2,692,845.55 with encumbrances of \$10,324.30, for a combined total of \$2,703,169.85 - 83.46% of budget.

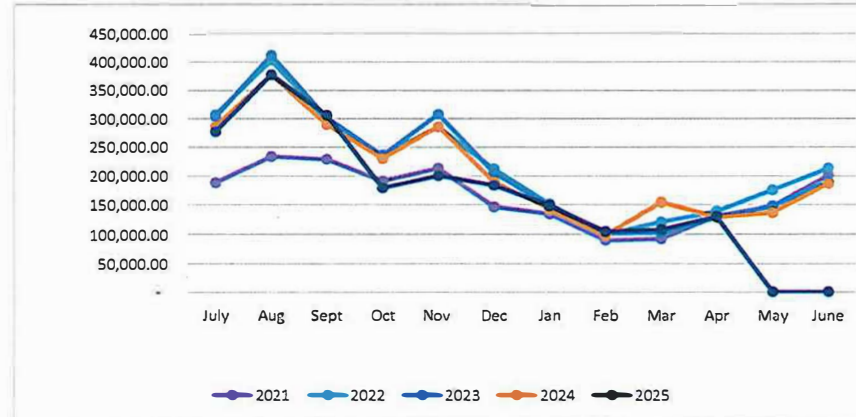
TDA Expenses as of April 30, 2025



Advertising & Promotion	\$	129,225.35
Contracted Services	\$	6,905.63
Grants	\$	-
Postage	\$	6,310.69
Printing	\$	66,080.90
Professional Services	\$	3,622.17
Public Relations	\$	13,500.00
Salary Expense	\$	17,014.53
Social Media	\$	13,670.44
Travel Expense	\$	5,271.44
Visitor Center Operation	\$	17,770.42
Other	\$	20,362.52
Total	\$	299,734.09

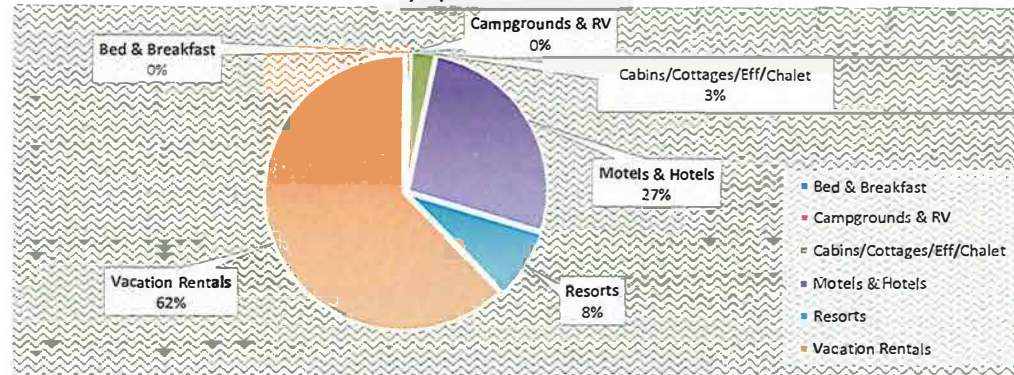


Fiscal YTD Collections



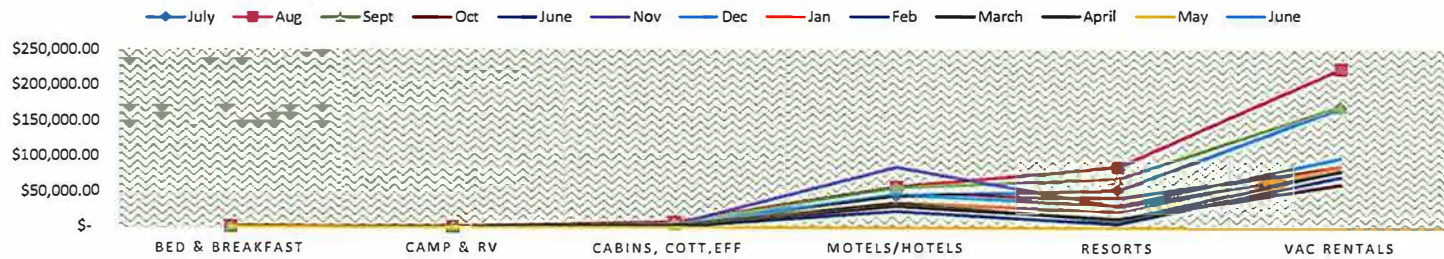
	2021	2022	2023	2024	2025
July	187,832.18	306,871.17	302,567.11	285,430.89	276,689.65
Aug	233,507.83	402,414.91	410,949.64	376,478.34	376,774.10
Sept	228,972.44	296,676.95	301,922.72	289,116.07	305,929.82
Oct	191,265.61	236,495.92	235,450.13	229,745.47	178,664.06
Nov	213,445.79	285,094.57	307,778.37	285,381.98	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	107,065.49
Apr	130,350.75	138,246.01	127,334.09	127,759.55	129,568.03
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	\$2,010,713.17

**Room Occupancy Tax Collections
4/30/25 for March Rentals**



Bed & Breakfast	\$	571.10
Campgrounds & RV	\$	154.69
Cabins/Cottages/Eff/Chalet	\$	3,472.15
Motels & Hotels	\$	34,319.57
Resorts	\$	10,529.28
Vacation Rentals	\$	80,521.24
	\$	129,568.03

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	\$ 493.31	\$ 501.03	\$ 2,587.13	\$ 30,362.15	\$ 11,864.16	\$ 61,257.71	\$ 107,065.49
April	\$ 571.10	\$ 154.69	\$ 3,472.15	\$ 34,319.57	\$ 10,529.28	\$ 80,521.24	\$ 129,568.03
May	-	-	-	-	-	-	-
June	-	-	-	-	-	-	-
	\$ 9,787.15	\$ 4,845.56	\$ 41,096.22	\$ 464,022.15	\$ 363,432.58	\$ 1,127,529.51	\$ 2,010,713.17
% By Type	0.49%	0.24%	2.04%	23.08%	18.07%	56.08%	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	\$ 107,065.49	71	-30.09%
	\$ (46,076.71)	3	
April-2024	\$ 127,759.55	72	
April-2025	\$ 129,568.03	76	1.42%
	\$ 1,808.48	4	
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	\$ 2,010,713.17		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 04/01/2025 - thru - 04/30/2025

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	101,221.09	240,895.98	302,910.10	39,206.97
24-1130-000-00	CASH IN TIME DEPOSIT	3,150,000.00	0.00	100,000.00	3,050,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	957.78	446.33	0.00	1,404.11
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		3,260,321.04	241,342.31	402,910.10	3,098,753.25
24-2100-000-00	ACCOUNTS PAYABLE	0.00	274,227.88	274,227.88	0.00
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	1,132.00	1,132.00	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	526.00	526.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	863.47	863.47	0.00
24-2200-182-00	RETIREMENT PAYABLE	(2,729.67)	5,459.36	2,729.68	0.01
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	201.94	201.94	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	64,498.17	226,996.54	281,170.41	10,324.30
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(64,498.17)	281,170.41	226,996.54	(10,324.30)
24-3000-000-00	REVENUE CONTROL	(1,712,973.73)	0.00	140,895.98	(1,853,869.71)
24-4000-000-00	EXPENDITURE CONTROL	2,393,111.46	300,070.79	336.70	2,692,845.55
Total Liability		(3,260,321.04)	1,090,648.39	929,080.60	(3,098,753.25)
Total TOURISM DEVELOPMENT AUTH		0.00	1,331,990.70	1,331,990.70	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2024 - thru - 04/30/2025

Account Number	Description	Adjusted Budget 07/01/2024 04/30/2025	Debits and Credits 04/01/2025 04/30/2025	Debits and Credits 07/01/2024 04/30/2025	Encumbrances 07/01/2024 04/30/2025	Balance 07/01/2024 04/30/2025	% Used
24-3230-130-00	JACKSON COUNTY TDA	2,500,000.00	129,452.53	1,733,143.35	0.00	766,856.65	69.33
	TAX REVENUE	2,500,000.00	129,452.53	1,733,143.35	0.00	766,856.65	69.33
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	115.50	880.17	0.00	4,119.83	17.60
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	115.50	880.17	0.00	14,119.83	5.87
24-3831-491-00	INVESTMENT EARNINGS	60,000.00	11,327.95	119,846.19	0.00	-59,846.19	199.74
	REVENUES	60,000.00	11,327.95	119,846.19	0.00	-59,846.19	199.74
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	140,895.98	1,853,869.71	0.00	1,384,913.29	57.24
24-4926-121-00	SALARIES & WAGES	181,050.00	13,926.92	153,196.19	0.00	27,853.81	84.62
24-4926-170-00	BOARD MEMBER EXPENSE	900.00	355.80	503.80	0.00	396.20	55.98
24-4926-181-00	SOCIAL SECURITY CONTRIBU	11,225.00	863.47	9,498.17	0.00	1,726.83	84.62
24-4926-182-00	RETIREMENT EXPENSE	24,623.00	1,894.06	20,834.86	0.00	3,788.14	84.62
24-4926-183-00	HOSPITALIZATION INSURANC	23,214.00	94.84	19,891.49	0.00	3,322.51	85.69
24-4926-185-00	UNEMPLOYMENT INSURANCE	628.00	33.30	394.01	0.00	233.99	62.74
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	2,221.34	0.00	403.66	84.62
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	13,541.70	0.00	2,708.30	83.33
24-4926-191-00	PROFESSIONAL SERVICES-AU	9,500.00	2,268.00	12,072.00	0.00	-2,572.00	127.07
24-4926-192-00	LEGAL SERVICES	2,000.00	3,275.00	3,275.00	0.00	-1,275.00	163.75
24-4926-260-00	OFFICE SUPPLIES AND MATE	6,000.00	4.59	1,684.44	0.00	4,315.56	28.07
24-4926-299-00	MISCELLANEOUS	20,600.00	670.44	10,554.56	1,500.00	8,545.44	58.52
24-4926-311-00	TRAVEL	41,050.00	5,271.44	15,389.89	1,345.00	24,315.11	40.77
24-4926-321-00	TELEPHONE	4,600.00	739.12	5,814.99	0.00	-1,214.99	126.41
24-4926-321-01	TELEPHONE-VISITOR CENTER	0.00	0.00	-320.08	0.00	320.08	0.00
24-4926-321-02	TELEPHONE-TDA	6,000.00	489.50	4,388.50	0.00	1,611.50	73.14
24-4926-325-00	POSTAGE	42,570.00	6,310.69	32,063.20	0.00	10,506.80	75.32
24-4926-331-00	UTILITIES	3,200.00	242.35	3,157.21	0.00	42.79	98.66
24-4926-341-00	PRINTING	100,341.00	66,080.90	72,378.64	7,479.30	20,483.06	79.59
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	84,623.64	415,253.82	0.00	146,246.18	73.95

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2024 - thru - 04/30/2025

Account Number	Description	Adjusted Budget 07/01/2024 04/30/2025	Debits and Credits 04/01/2025 04/30/2025	Debits and Credits 07/01/2024 04/30/2025	Encumbrances 07/01/2024 04/30/2025	Balance 07/01/2024 04/30/2025	% Used
24-4926-370-01	WEBSITE SERVICE	25,200.00	2,100.00	28,858.85	0.00	-3,658.85	114.52
24-4926-370-02	CREATIVE & PRODUCTION SE	89,500.00	12,040.65	115,785.75	0.00	-26,285.75	129.37
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	13,200.00	1,100.00	9,900.00	0.00	3,300.00	75.00
24-4926-370-04	E-MAIL CAMPAIGNS	30,800.00	2,910.00	29,890.00	0.00	910.00	97.05
24-4926-370-05	SEM MANAGEMENT	188,600.00	17,719.49	140,174.74	0.00	48,425.26	74.32
24-4926-370-09	SOCIAL MEDIA SPEND	160,000.00	13,670.44	103,289.47	0.00	56,710.53	64.56
24-4926-393-00	VISITOR CENTER OPERATION	218,745.00	17,770.42	183,204.20	0.00	35,540.80	83.75
24-4926-393-01	PUBLIC RELATIONS	121,000.00	13,500.00	83,783.09	0.00	37,216.91	69.24
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	18,333.30	0.00	3,666.70	83.33
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	0.00	450.00	0.00	950.00	32.14
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	48,600.00	0.00	16,200.00	75.00
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	1,616.26	35,404.82	0.00	-653.82	101.88
24-4926-393-11	SOFTWARE, INTERNET, MISC S	32,188.00	1,715.31	31,862.37	0.00	325.63	98.99
24-4926-393-14	CONTRACTED SERVICES-HR O	6,920.00	472.30	4,990.35	0.00	1,929.65	72.11
24-4926-393-15	RESEARCH AND ANALYTICS	73,500.00	9,468.98	64,468.98	0.00	9,031.02	87.71
24-4926-399-00	CONTRACTED SERVICES	55,200.00	4,600.00	36,800.00	0.00	18,400.00	66.67
24-4926-412-00	BUILDING RENT	23,280.00	1,900.00	19,000.00	0.00	4,280.00	81.62
24-4926-454-00	INSURANCE	3,754.00	0.00	3,562.00	0.00	192.00	94.89
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,959.00	716.74	10,422.92	0.00	-463.92	104.66
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	6,000.00	0.00	44,000.00	12.00
24-4926-699-02	MISCELLANEOUS DONATIONS	71,611.00	2,500.00	67,111.00	0.00	4,500.00	93.72
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	299,734.09	2,692,845.55	10,324.30	535,613.15	83.46
DEPARTMENT TOTAL Expense		-3,238,783.00	-299,734.09	-2,692,845.55	10,324.30	-535,613.15	83.46
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	-158,838.11	-838,975.84	10,324.30	849,300.14	70.35

BC2001 BEGINNING 04/01/25 ENDING 04/30/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-170-00 DESC: BOARD MEMBER EXPENSE ASN:

04/01/25				BUDGET BALANCE	900.00			148.00
04/01/25		032825	04*2400753	BUSINESS CARD	0.00	127.40	0.00	275.40
04/24/25		APRIL.2025	04*2400768	CHERYL OSBORNE	0.00	100.00	0.00	375.40
04/29/25		TLJ	JE-251252	JOE: BOA APRIL STATEMENT	0.00	128.40	0.00	503.80
TOTALS					900.00	510.67	6.87	503.80

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

04/01/25				BUDGET BALANCE	11,225.00			8,634.70
04/11/25		TLJ	JE-251203	JOE: TDA PAYROLL TAX DRAF	0.00	431.73	0.00	9,066.43
04/25/25		TLJ	JE-251240	JOE: TDA TAX DRAFT 4/25/2	0.00	431.74	0.00	9,498.17
TOTALS					11,225.00	9,498.17	0.00	9,498.17

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

04/01/25				BUDGET BALANCE	24,623.00			18,940.80
04/11/25		TLJ	JE-251203	JOE: TDA PAYROLL TAX DRAF	0.00	947.03	0.00	19,887.83
04/25/25		TLJ	JE-251240	JOE: TDA TAX DRAFT 4/25/2	0.00	947.03	0.00	20,834.86
TOTALS					24,623.00	20,834.86	0.00	20,834.86

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

04/01/25				BUDGET BALANCE	23,214.00			19,796.65
04/24/25		921811	04*2400770	COMPANION LIFE INSURANCE	0.00	94.84	0.00	19,891.49
TOTALS					23,214.00	20,276.55	385.06	19,891.49

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

04/01/25				BUDGET BALANCE	628.00			360.71
04/11/25		TLJ	JE-251203	JOE: TDA PAYROLL TAX DRAF	0.00	33.30	0.00	394.01
TOTALS					628.00	394.01	0.00	394.01

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ACCOUNT # 24-4926-186-00 DESC: WORKMAN'S COMPENSATION ASN:

04/01/25				BUDGET BALANCE	2,299.00			0.00
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BEGINNING 04/01/25 ENDING 04/30/25

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

ACCOUNT # 24-4926-186-00 DESC: WORKMAN'S COMPENSATION ASN:				=====>	CONTINUED	<=====		
TOTALS					2,299.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-187-00 DESC: MEDICARE TAX ASN:								
04/11/25	TLJ	JE-251203	JOE: TDA PAYROLL TAX DRAF		0.00	100.97	0.00	2,120.37
04/25/25	TLJ	JE-251240	JOE: TDA TAX DRAFT 4/25/2		0.00	100.97	0.00	2,221.34
TOTALS					2,625.00	2,221.34	0.00	2,221.34
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ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:								
04/01/25			BUDGET BALANCE		16,250.00			12,187.53
04/30/25	TLJ	JE-251260	JOE: TDA ADMIN 4/2025		0.00	1,354.17	0.00	13,541.70
TOTALS					16,250.00	13,541.70	0.00	13,541.70
=====								
ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SERVICES-AUDIT ASN:								
04/01/25			BUDGET BALANCE		9,500.00			9,804.00
04/10/25	INV21251	02*15653	MARTIN STARNES & ASSOCIAT		0.00	2,268.00	0.00	12,072.00
TOTALS					9,500.00	14,090.00	2,018.00	12,072.00
=====								
ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:								
04/01/25			BUDGET BALANCE		2,000.00			0.00
04/24/25	85508	04*2400769	TEAGUE CAMPBELL		0.00	3,275.00	0.00	3,275.00
TOTALS					2,000.00	3,275.00	0.00	3,275.00
=====								
ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES AND MATERIALS ASN:								
04/01/25			BUDGET BALANCE		6,000.00			1,679.85
04/01/25	032825	04*2400753	BUSINESS CARD		0.00	4.91	0.00	1,684.76
04/01/25	032825	04*2400753	BUSINESS CARD		0.00	0.00	0.32	1,684.44
TOTALS					6,000.00	1,765.48	81.04	1,684.44
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BC2001 BEGINNING 04/01/25 ENDING 04/30/25

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 <=====

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

04/01/25				BUDGET BALANCE	20,600.00			9,884.12
04/09/25		INV345256	04*2400764	IMAGE SOLUTIONS, LLC	0.00	216.61	0.00	10,100.73
04/09/25		INV345256	04*2400764	IMAGE SOLUTIONS, LLC	0.00	0.00	14.17	10,086.56
04/10/25		03/28/25	04*2400758	HELPING HANDS SERVICE CO.	0.00	220.00	0.00	10,306.56
04/21/25		38991056	04*2400773	IMAGE SOLUTIONS, LLC	0.00	265.36	0.00	10,571.92
04/21/25		38991056	04*2400773	IMAGE SOLUTIONS, LLC	0.00	0.00	17.36	10,554.56
TOTALS					20,600.00	10,659.54	104.98	10,554.56

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

04/01/25				BUDGET BALANCE	41,050.00			10,118.45
04/01/25		032825	04*2400753	BUSINESS CARD	0.00	1,380.00	0.00	11,498.45
04/02/25		041025	02*15615	NICHOLAS J BREEDLOVE	0.00	722.78	0.00	12,221.23
04/24/25		4/9/25	02*15714	NICHOLAS J BREEDLOVE	0.00	329.82	0.00	12,551.05
04/29/25		TLJ	JE-251252	JOE: BOA APRIL STATEMENT	0.00	2,838.84	0.00	15,389.89
TOTALS					41,050.00	18,004.22	2,614.33	15,389.89

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

04/01/25				BUDGET BALANCE	4,600.00			5,075.87
04/01/25		311698	04*2400755	BALSAMWEST	0.00	388.66	0.00	5,464.53
04/01/25		6109214734	04*2400751	VERIZON WIRELESS	0.00	51.63	0.00	5,516.16
04/10/25		317956	04*2400760	BALSAMWEST	0.00	298.83	0.00	5,814.99
TOTALS					4,600.00	7,223.98	1,408.99	5,814.99

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

04/01/25				BUDGET BALANCE	0.00			-320.08
TOTALS					0.00	489.34	809.42	-320.08

=====

ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-TDA ASN:

04/10/25		319058	04*2400760	BALSAMWEST	0.00	489.50	0.00	4,388.50
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BEGINNING 04/01/25 ENDING 04/30/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-TDA ASN: > CONTINUED <

TOTALS	6,000.00	4,388.50	0.00	4,388.50
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ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:

04/01/25				BUDGET BALANCE	42,570.00			25,752.51
04/07/25	17VA27145	02*15612	UPS		0.00	935.87	0.00	26,688.38
04/11/25	042525	04*2400767	RESERVE ACCOUNT		0.00	5,000.00	0.00	31,688.38
04/21/25	17VA27155	02*15705	UPS		0.00	374.82	0.00	32,063.20
TOTALS					42,570.00	32,192.31	129.11	32,063.20

ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:

04/01/25				BUDGET BALANCE	3,200.00			2,914.86
04/01/25	23597	04*2400754	OWENS AND GATES LLC		0.00	40.00	0.00	2,954.86
04/22/25	04/15/25	04*2400765	DUKE ENERGY		0.00	202.35	0.00	3,157.21
TOTALS					3,200.00	3,157.21	0.00	3,157.21

ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN:

04/01/25				BUDGET BALANCE	100,341.00			6,297.74
04/01/25	032825	04*2400753	BUSINESS CARD		0.00	268.55	0.00	6,566.29
04/01/25	032825	04*2400753	BUSINESS CARD		0.00	0.00	17.57	6,548.72
04/10/25	250959	85046	04*2400761 CLARK COMMUNICATIONS		0.00	3,983.36	0.00	10,532.08
04/10/25	250839	59062-1	04*2400762 PANAPRINT INC.		0.00	55,805.40	0.00	66,337.48
04/10/25	250839	59062-1	04*2400762 PANAPRINT INC.		0.00	1,875.00	0.00	68,212.48
04/10/25	250839	59062-1	04*2400762 PANAPRINT INC.		0.00	1,325.00	0.00	69,537.48
04/10/25	85046	04*2400761	CLARK COMMUNICATIONS		0.00	0.00	260.59	69,276.89
04/24/25	04/18/2025	04*2400775	CHRISTOPHER STEPHENS		0.00	1,500.00	0.00	70,776.89
04/24/25	2025-98010	04*2400766	SMOKY MOUNTAIN NEWS		0.00	1,500.00	0.00	72,276.89
04/29/25	TLJ	JE-251252	JOE: BOA APRIL STATEMENT		0.00	101.75	0.00	72,378.64
TOTALS					100,341.00	72,668.89	290.25	72,378.64

ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:

04/01/25				BUDGET BALANCE	500.00			0.00
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ACCOUNT ACTIVITY ANALYSIS					PAGE 5			
BC2001					BEGINNING 04/01/25 ENDING 04/30/25			
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN: =====> CONTINUED <=====								
TOTALS					500.00	0.00	0.00	0.00
ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN:								
04/24/25	INV-02477	02*15757		BUFFALO GROUPE, LLC	0.00	2,137.50	0.00	332,767.68
04/24/25	INV-02477	02*15757		BUFFALO GROUPE, LLC	0.00	25,000.00	0.00	357,767.68
04/24/25	INV-02477	02*15757		BUFFALO GROUPE, LLC	0.00	2,841.65	0.00	360,609.33
04/24/25	INV-02477	02*15757		BUFFALO GROUPE, LLC	0.00	25,000.00	0.00	385,609.33
04/24/25	INV-02477	02*15757		BUFFALO GROUPE, LLC	0.00	4,117.65	0.00	389,726.98
04/24/25	INV-02477	02*15757		BUFFALO GROUPE, LLC	0.00	3,743.75	0.00	393,470.73
04/24/25	INV-02477	02*15757		BUFFALO GROUPE, LLC	0.00	10,312.50	0.00	403,783.23
04/24/25	INV-02477	02*15757		BUFFALO GROUPE, LLC	0.00	4,705.88	0.00	408,489.11
04/24/25	INV-02477	02*15757		BUFFALO GROUPE, LLC	0.00	6,764.71	0.00	415,253.82
TOTALS					561,500.00	446,503.82	31,250.00	415,253.82
ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:								
04/01/25				BUDGET BALANCE	25,200.00			26,758.85
04/10/25	INV-02370	02*15669		BUFFALO GROUPE, LLC	0.00	2,100.00	0.00	28,858.85
TOTALS					25,200.00	28,858.85	0.00	28,858.85
ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:								
04/01/25				BUDGET BALANCE	89,500.00			103,745.10
04/10/25	INV-02370	02*15669		BUFFALO GROUPE, LLC	0.00	6,000.00	0.00	109,745.10
04/24/25	INV-02477	02*15757		BUFFALO GROUPE, LLC	0.00	365.44	0.00	110,110.54
04/24/25	INV-02477	02*15757		BUFFALO GROUPE, LLC	0.00	5,675.21	0.00	115,785.75
TOTALS					89,500.00	115,785.75	0.00	115,785.75
ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:								
04/01/25				BUDGET BALANCE	13,200.00			8,800.00
04/10/25	INV-02370	02*15669		BUFFALO GROUPE, LLC	0.00	1,100.00	0.00	9,900.00
TOTALS					13,200.00	9,900.00	0.00	9,900.00

BC2001 BEGINNING 04/01/25 ENDING 04/30/25

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 <=====

ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:

04/01/25				BUDGET BALANCE	30,800.00			26,980.00
04/10/25		INV-02370	02*15669	BUFFALO GROUPE, LLC	0.00	2,150.00	0.00	29,130.00
04/10/25		INV-02370	02*15669	BUFFALO GROUPE, LLC	0.00	760.00	0.00	29,890.00
TOTALS					30,800.00	29,890.00	0.00	29,890.00

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

04/01/25				BUDGET BALANCE	188,600.00			122,455.25
04/24/25		074002	04*2400774	LOVE COMMUNICATIONS LLC	0.00	17,719.49	0.00	140,174.74
TOTALS					188,600.00	140,174.74	0.00	140,174.74

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

04/01/25				BUDGET BALANCE	160,000.00			89,619.03
04/01/25		032725	04*2400752	BUSINESS CARD	0.00	11,701.89	0.00	101,320.92
04/01/25		040325	04*2400759	BUSINESS CARD	0.00	331.03	0.00	101,651.95
04/01/25		040325	04*2400759	BUSINESS CARD	0.00	0.00	10.78	101,641.17
04/29/25		TLJ	JE-251252	JOE: BOA APRIL STATEMENT	0.00	1,648.30	0.00	103,289.47
TOTALS					160,000.00	118,266.68	14,977.21	103,289.47

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

04/01/25				BUDGET BALANCE	218,745.00			165,433.78
04/10/25		22,104	04*2400756	JACKSON CO. CHAMBER OF CO	0.00	8,042.33	0.00	173,476.11
04/10/25		22,104	04*2400756	JACKSON CO. CHAMBER OF CO	0.00	1,141.92	0.00	174,618.03
04/10/25		22,104	04*2400756	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	174,806.70
04/10/25		22,116	04*2400757	CASHIERS AREA CHAMBER OF	0.00	7,372.17	0.00	182,178.87
04/10/25		22,116	04*2400757	CASHIERS AREA CHAMBER OF	0.00	1,025.33	0.00	183,204.20
TOTALS					218,745.00	183,204.20	0.00	183,204.20

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

04/01/25				BUDGET BALANCE	121,000.00			70,283.09
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=====				ACCOUNT ACTIVITY ANALYSIS		PAGE 7		=====	
BC2001				BEGINNING 04/01/25		ENDING 04/30/25			
TRANS	PO	INVOICE	CHECK	TRANSACTION/	BEGINNING				
DATE	NUMBER	NUMBER	NUMBER	VENDOR NAME	BAL/BUDGET	DEBITS	CREDITS	BALANCE	

ACCOUNT # 24-4926-393-01		DESC: PUBLIC RELATIONS		ASN: =====>	CONTINUED	<=====			
04/10/25		64777	02*15660	LOU HAMMOND GROUP ATLANTA	0.00	6,750.00	0.00	77,033.09	
04/24/25		64804	02*15745	LOU HAMMOND GROUP ATLANTA	0.00	6,750.00	0.00	83,783.09	
TOTALS					121,000.00	83,783.09	0.00	83,783.09	
=====									
ACCOUNT # 24-4926-393-02		DESC: CONTRACTED SERVICES		ASN:					
04/01/25				BUDGET BALANCE	22,000.00			16,499.97	
04/30/25	TLJ		JE-251260	JOE: TDA ADMIN 4/2025	0.00	1,833.33	0.00	18,333.30	
TOTALS					22,000.00	18,333.30	0.00	18,333.30	
=====									
ACCOUNT # 24-4926-393-03		DESC: CONTRACTED SERVICES-RECORDING		ASN:					
04/01/25				BUDGET BALANCE	1,400.00			450.00	
TOTALS					1,400.00	450.00	0.00	450.00	
=====									
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:					
04/10/25		INV-02370	02*15669	BUFFALO GROUPE, LLC	0.00	5,400.00	0.00	48,600.00	
TOTALS					64,800.00	48,600.00	0.00	48,600.00	
=====									
ACCOUNT # 24-4926-393-07		DESC: CONTRACTED SERVICES-STR		ASN:					
04/01/25				BUDGET BALANCE	11,600.00			12,480.00	
TOTALS					11,600.00	12,480.00	0.00	12,480.00	
=====									
ACCOUNT # 24-4926-393-08		DESC: CONTRACTED-AD FIRM MISC		ASN:					
04/10/25		INV-02370	02*15669	BUFFALO GROUPE, LLC	0.00	687.00	0.00	34,475.56	

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BEGINNING 04/01/25 ENDING 04/30/25

ACCOUNT # 24-4926-399-00		DESC: CONTRACTED SERVICES	ASN:				
04/01/25		BUDGET BALANCE	55,200.00				32,200.00
04/10/25	2044	02*15671 TEMBO HOSPITALITY GROUP L	0.00	4,600.00		0.00	36,800.00
TOTALS			55,200.00	41,400.00		4,600.00	36,800.00

04/24/25	OEC25SP03	04*2400772 MOUNTAIN BIZCAPITAL INC -	0.00	2,500.00	0.00	67,111.00
		TOTALS	71,611.00	68,611.00	1,500.00	67,111.00