

**JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY**



**FINANCIAL REPORT
MAY 31, 2025**

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

May 31, 2025

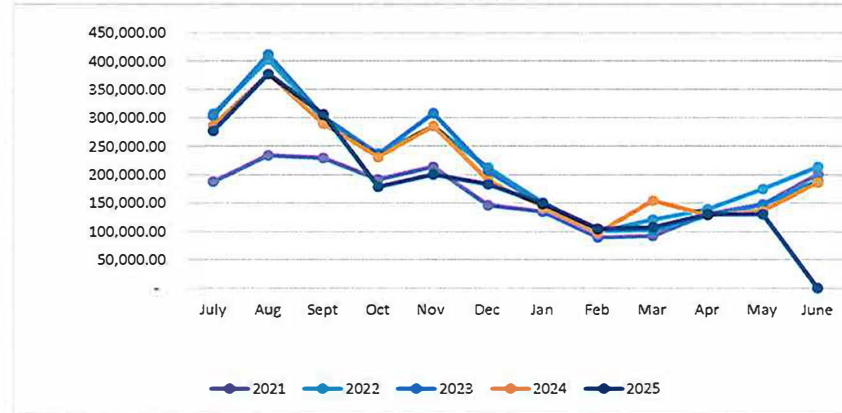
* May Room Occupancy Tax collections totaled \$129,992.56 with \$10.17 collected for penalties. The YTD collection total is \$1,863,135.91 - 74.53% of budget. The Airbnb total was \$50,865.88; the Home Away/VRBO total was \$9,742.31; and the VACASA,NC total was \$3,681.31.

* 78 accounts reported for April rentals (same number of accounts from last year). The collections were up -3.93% from the same period in 2024.

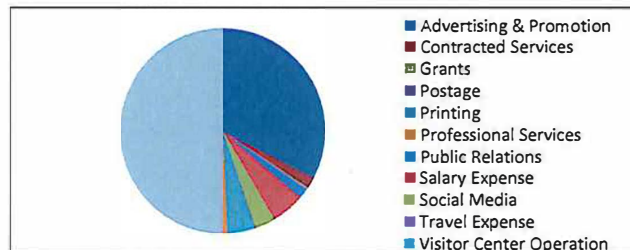
* The cash balance at May 31, 2025 was \$125,348.20 and investments totaled \$2,900,000.

* The expenses for May were \$204,727.54. The FYTD expenses totaled \$2,897,573.09 with encumbrances of \$19,996.48, for a combined total of \$2,917,569.57 - 90.08% of budget.

Fiscal YTD Collections



TDA Expenses as of May 31, 2025

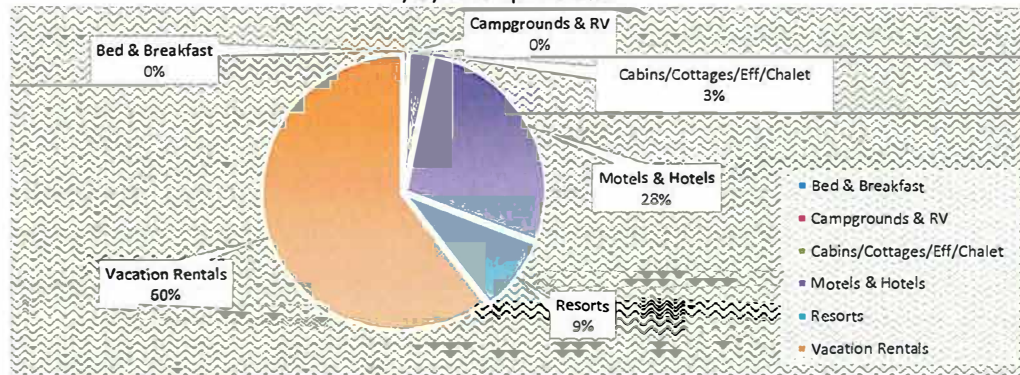


Advertising & Promotion	\$ 133,290.50
Contracted Services	\$ 6,548.78
Grants	\$ -
Postage	\$ 503.75
Printing	\$ -
Professional Services	\$ 1,354.17
Public Relations	\$ 6,750.00
Salary Expense	\$ 21,534.80
Social Media	\$ 13,118.46
Travel Expense	\$ 595.00
Visitor Center Operation	\$ 17,770.42
Other	\$ 3,261.66
Total	\$ 204,727.54



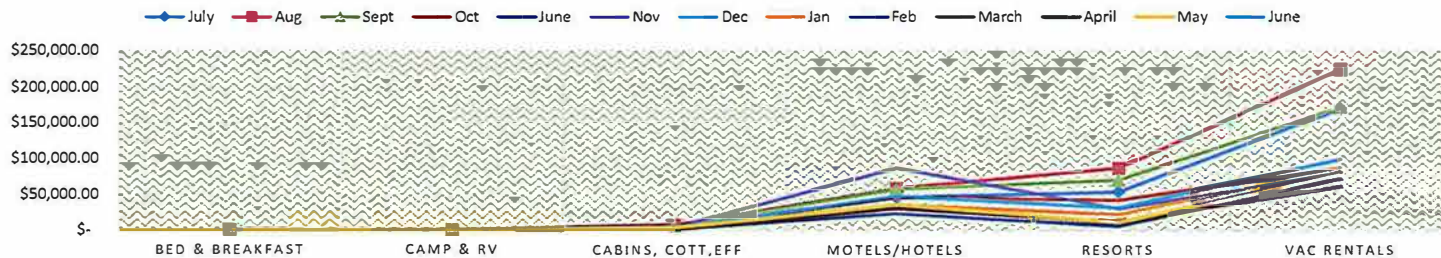
	2021	2022	2023	2024	2025
July	187,832.18	306,871.17	302,567.11	285,430.89	276,689.65
Aug	233,507.83	402,414.91	410,949.64	376,478.34	376,774.10
Sept	228,972.44	296,676.95	301,922.72	289,116.07	305,929.82
Oct	191,265.61	236,495.92	235,450.13	229,745.47	178,664.06
Nov	213,445.79	285,094.57	307,778.37	285,381.98	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	130,002.73
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	\$ 2,140,715.90

**Room Occupancy Tax Collections
5/31/25 for April Rentals**



Bed & Breakfast	\$	590.76
Campgrounds & RV	\$	294.54
Cabins/Cottages/Eff/Chalet	\$	3,272.44
Motels & Hotels	\$	35,898.71
Resorts	\$	11,396.74
Vacation Rentals	\$	78,549.54
	\$	130,002.73

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	\$ 590.76	\$ 294.54	\$ 3,272.44	\$ 35,898.71	\$ 11,396.74	\$ 78,549.54	\$ 130,002.73
June	-	-	-	-	-	-	-
	\$ 10,377.91	\$ 5,140.10	\$ 44,368.66	\$ 499,920.86	\$ 374,829.32	\$ 1,206,079.05	\$ 2,140,715.90
% By Type	0.48%	0.24%	2.07%	23.35%	17.51%	56.34%	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	\$ 130,002.73	78	-3.93%
	\$ (5,315.94)	0	
June-2024	\$ 185,581.58	77	
June-2025	\$ -	0	-100.00%
	\$ (185,581.58)	-77	
FYTD 2024	\$ 2,495,882.25		
FYTD 2025	\$ 2,140,715.90		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 05/01/2025 - thru - 05/31/2025

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	39,206.97	291,392.39	205,251.16	125,348.20
24-1130-000-00	CASH IN TIME DEPOSIT	3,050,000.00	0.00	150,000.00	2,900,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	1,404.11	67.65	5.31	1,466.45
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	9.02	0.00	9.02	0.00
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		3,098,753.25	291,460.04	355,265.49	3,034,947.80
24-2100-000-00	ACCOUNTS PAYABLE	0.00	170,790.41	170,790.41	0.00
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	1,316.67	1,316.67	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	540.00	540.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	907.96	907.96	0.00
24-2200-182-00	RETIREMENT PAYABLE	0.01	2,870.35	2,738.82	131.54
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	212.35	212.35	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	10,324.30	181,725.92	172,053.74	19,996.48
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(10,324.30)	172,053.74	181,725.92	(19,996.48)
24-3000-000-00	REVENUE CONTROL	(1,853,869.71)	0.00	141,053.62	(1,994,923.33)
24-4000-000-00	EXPENDITURE CONTROL	2,692,845.55	204,981.55	254.01	2,897,573.09
Total Liability		(3,098,753.25)	735,398.95	671,593.50	(3,034,947.80)
Total TOURISM DEVELOPMENT AUTH		0.00	1,026,858.99	1,026,858.99	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2024 - thru - 05/31/2025

Account Number	Description	Adjusted Budget 07/01/2024 05/31/2025	Debits and Credits 05/01/2025 05/31/2025	Debits and Credits 07/01/2024 05/31/2025	Encumbrances 07/01/2024 05/31/2025	Balance 07/01/2024 05/31/2025	% Used
24-3230-130-00	JACKSON COUNTY TDA	2,500,000.00	129,992.56	1,863,135.91	0.00	636,864.09	74.53
	TAX REVENUE	2,500,000.00	129,992.56	1,863,135.91	0.00	636,864.09	74.53
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	10.17	890.34	0.00	4,109.66	17.81
24-3270-190-00	MARKETING AND ADVERTISIN	10,000.00	120.50	120.50	0.00	9,879.50	1.21
	PENALTY & INTEREST	15,000.00	130.67	1,010.84	0.00	13,989.16	6.74
24-3831-491-00	INVESTMENT EARNINGS	60,000.00	10,930.39	130,776.58	0.00	-70,776.58	217.96
	REVENUES	60,000.00	10,930.39	130,776.58	0.00	-70,776.58	217.96
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	141,053.62	1,994,923.33	0.00	1,243,859.67	61.59
24-4926-121-00	SALARIES & WAGES	181,050.00	15,294.60	168,490.79	0.00	12,559.21	93.06
24-4926-170-00	BOARD MEMBER EXPENSE	900.00	0.00	503.80	0.00	396.20	55.98
24-4926-181-00	SOCIAL SECURITY CONTRIBU	11,225.00	907.96	10,406.13	0.00	818.87	92.70
24-4926-182-00	RETIREMENT EXPENSE	24,623.00	1,991.67	22,826.53	0.00	1,796.47	92.70
24-4926-183-00	HOSPITALIZATION INSURANC	23,214.00	1,198.99	21,090.48	0.00	2,123.52	90.85
24-4926-185-00	UNEMPLOYMENT INSURANCE	628.00	16.23	410.24	0.00	217.76	65.32
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	212.35	2,433.69	0.00	191.31	92.71
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	14,895.87	0.00	1,354.13	91.67
24-4926-191-00	PROFESSIONAL SERVICES-AU	9,500.00	0.00	12,072.00	0.00	-2,572.00	127.07
24-4926-192-00	LEGAL SERVICES	2,000.00	0.00	3,275.00	0.00	-1,275.00	163.75
24-4926-260-00	OFFICE SUPPLIES AND MATE	6,000.00	0.00	1,684.44	0.00	4,315.56	28.07
24-4926-299-00	MISCELLANEOUS	20,600.00	250.44	10,805.00	1,356.60	8,438.40	59.04
24-4926-311-00	TRAVEL	41,050.00	595.00	15,984.89	750.00	24,315.11	40.77
24-4926-321-00	TELEPHONE	4,600.00	939.40	6,754.39	0.00	-2,154.39	146.83
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	487.82	4,876.32	0.00	1,123.68	81.27
24-4926-325-00	POSTAGE	42,570.00	503.75	32,566.95	0.00	10,003.05	76.50
24-4926-331-00	UTILITIES	3,200.00	246.00	3,403.21	0.00	-203.21	106.35
24-4926-341-00	PRINTING	100,341.00	0.00	72,378.64	16,680.18	11,282.18	88.76
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	79,809.77	495,063.59	0.00	66,436.41	88.17

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2024 - thru - 05/31/2025

Account Number	Description	Adjusted Budget 07/01/2024 05/31/2025	Debits and Credits 05/01/2025 05/31/2025	Debits and Credits 07/01/2024 05/31/2025	Encumbrances 07/01/2024 05/31/2025	Balance 07/01/2024 05/31/2025	% Used
24-4926-370-01	WEBSITE SERVICE	25,200.00	2,100.00	30,958.85	0.00	-5,758.85	122.85
24-4926-370-02	CREATIVE & PRODUCTION SE	89,500.00	18,529.29	134,315.04	0.00	-44,815.04	150.07
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	13,200.00	1,100.00	11,000.00	0.00	2,200.00	83.33
24-4926-370-04	E-MAIL CAMPAIGNS	30,800.00	5,410.00	35,300.00	0.00	-4,500.00	114.61
24-4926-370-05	SEM MANAGEMENT	188,600.00	17,134.92	157,309.66	0.00	31,290.34	83.41
24-4926-370-09	SOCIAL MEDIA SPEND	160,000.00	13,118.46	116,407.93	0.00	43,592.07	72.75
24-4926-393-00	VISITOR CENTER OPERATION	218,745.00	17,770.42	200,974.62	0.00	17,770.38	91.88
24-4926-393-01	PUBLIC RELATIONS	121,000.00	6,750.00	90,533.09	0.00	30,466.91	74.82
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	20,166.63	0.00	1,833.37	91.67
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	1,175.00	96,395.00	0.00	8,205.00	92.16
24-4926-393-06	CONTRACTED-AD FIRM RETAI	64,800.00	5,400.00	54,000.00	0.00	10,800.00	83.33
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	2,383.52	37,788.34	1,209.70	-4,247.04	112.22
24-4926-393-11	SOFTWARE,INTERNET,MISC S	32,188.00	248.00	32,110.37	0.00	77.63	99.76
24-4926-393-14	CONTRACTED SERVICES-HR O	6,920.00	115.45	5,105.80	0.00	1,814.20	73.78
24-4926-393-15	RESEARCH AND ANALYTICS	73,500.00	0.00	64,468.98	0.00	9,031.02	87.71
24-4926-399-00	CONTRACTED SERVICES	55,200.00	4,600.00	41,400.00	0.00	13,800.00	75.00
24-4926-412-00	BUILDING RENT	23,280.00	1,900.00	20,900.00	0.00	2,380.00	89.78
24-4926-454-00	INSURANCE	3,754.00	1,351.00	4,913.00	0.00	-1,159.00	130.87
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,959.00	0.00	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	0.00	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	204,727.54	2,897,573.09	19,996.48	321,213.43	90.08
DEPARTMENT TOTAL Expense		-3,238,783.00	-204,727.54	-2,897,573.09	19,996.48	-321,213.43	90.08
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	-63,673.92	-902,649.76	19,996.48	922,646.24	75.84

ACCOUNT ACTIVITY ANALYSIS					PAGE 1			
BC2001					BEGINNING 05/01/25 ENDING 05/31/25			
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:								
05/01/25				BUDGET BALANCE	181,050.00			153,196.19
05/09/25		TLJ	JE-251318	JOE: TDA PAYROLL 5/9/25	0.00	6,963.46	0.00	160,159.65
05/23/25		TLJ	JE-251366	JOE: TDA PAYROLL 5/23/25	0.00	8,331.14	0.00	168,490.79
TOTALS					181,050.00	175,454.26	6,963.47	168,490.79
ACCOUNT # 24-4926-170-00 DESC: BOARD MEMBER EXPENSE ASN:								
05/01/25				BUDGET BALANCE	900.00			503.80
TOTALS					900.00	510.67	6.87	503.80
ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:								
05/09/25		TLJ	JE-251320	JOE: TDA TAX DRAFT 5/9/25	0.00	431.73	0.00	9,929.90
05/23/25		TLJ	JE-251367	JOE: TDA PAYROLL TAX DRAF	0.00	476.23	0.00	10,406.13
TOTALS					11,225.00	10,406.13	0.00	10,406.13
ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:								
05/01/25				BUDGET BALANCE	24,623.00			20,834.86
05/06/25		TLJ	JE-251278	JOA: JE CORR	0.00	0.01	0.00	20,834.87
05/06/25		TLJ	JE-251278	JOA: JE CORR	0.00	0.01	0.00	20,834.88
05/06/25		TLJ	JE-251278	JOE: JE CORR	0.00	0.00	0.01	20,834.87
05/09/25		TLJ	JE-251320	JOE: TDA TAX DRAFT 5/9/25	0.00	947.03	0.00	21,781.90
05/23/25		TLJ	JE-251367	JOE: TDA PAYROLL TAX DRAF	0.00	1,044.63	0.00	22,826.53
TOTALS					24,623.00	22,826.54	0.01	22,826.53
ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:								
05/01/25				BUDGET BALANCE	23,214.00			19,891.49
05/23/25		05/12/25	04*2400790	BCBS OF NC	0.00	1,198.99	0.00	21,090.48
TOTALS					23,214.00	21,475.54	385.06	21,090.48
ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN:								
05/01/25				BUDGET BALANCE	628.00			394.01

ACCOUNT ACTIVITY ANALYSIS
BEGINNING 05/01/25 ENDING 05/31/25

PAGE 2

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	<=====		
05/23/25	TLJ	JE-251367	JOE: TDA PAYROLL TAX DRAF		0.00	16.23	0.00	410.24

TOTALS					628.00	410.24	0.00	410.24
					=====			
ACCOUNT # 24-4926-186-00		DESC: WORKMAN'S COMPENSATION		ASN:				
05/01/25			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:				
05/09/25	TLJ	JE-251320	JOE: TDA TAX DRAFT 5/9/25		0.00	100.98	0.00	2,322.32
05/23/25	TLJ	JE-251367	JOE: TDA PAYROLL TAX DRAF		0.00	111.37	0.00	2,433.69

TOTALS					2,625.00	2,433.69	0.00	2,433.69
					=====			
ACCOUNT # 24-4926-190-00		DESC: PROFESSIONAL SER-COUNTY		ASN:				
05/01/25			BUDGET BALANCE		16,250.00			13,541.70
05/30/25	TLJ	JE-251371	JOE: TDA ADMIN 5/2025		0.00	1,354.17	0.00	14,895.87

TOTALS					16,250.00	14,895.87	0.00	14,895.87
					=====			
ACCOUNT # 24-4926-191-00		DESC: PROFESSIONAL SERVICES-AUDIT		ASN:				
05/01/25			BUDGET BALANCE		9,500.00			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:				

TOTALS					2,000.00	3,275.00	0.00	3,275.00
					=====			
ACCOUNT # 24-4926-260-00		DESC: OFFICE SUPPLIES AND MATERIALS		ASN:				

TOTALS					6,000.00	1,765.48	81.04	1,684.44

ACCOUNT ACTIVITY ANALYSIS					PAGE 3			
BC2001		BEGINNING 05/01/25			ENDING 05/31/25			
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-260-00		DESC: OFFICE SUPPLIES AND MATERIALS			ASN: =====>	CONTINUED	<=====	
ACCOUNT # 24-4926-299-00		DESC: MISCELLANEOUS			ASN:			
05/13/25	250915	KJCS031	04*2400791	IRON MOUNTAIN, INC	0.00	143.40	0.00	10,697.96
05/13/25		25-726	04*2400784	NATIONAL COMMUNICATIONS,	0.00	112.35	0.00	10,810.31
05/13/25		KJCS031	04*2400791	IRON MOUNTAIN, INC	0.00	0.00	5.31	10,805.00
05/13/25		KJCS031	04*2400791	IRON MOUNTAIN, INC	0.00	5.31	0.00	10,810.31
05/13/25		KJCS031	04*2400791	IRON MOUNTAIN, INC	0.00	0.00	5.31	10,805.00
TOTALS					20,600.00	10,920.60	115.60	10,805.00
ACCOUNT # 24-4926-311-00		DESC: TRAVEL			ASN:			
05/01/25				BUDGET BALANCE	41,050.00			15,389.89
05/13/25	250958	2339	04*2400786	CRAFT HR SOLUTIONS, LLC	0.00	595.00	0.00	15,984.89
TOTALS					41,050.00	18,599.22	2,614.33	15,984.89
ACCOUNT # 24-4926-321-00		DESC: TELEPHONE			ASN:			
05/01/25				BUDGET BALANCE	4,600.00			5,814.99
05/01/25		317955	04*2400777	BALSAMWEST	0.00	390.75	0.00	6,205.74
05/06/25		6111708723	04*2400780	VERIZON WIRELESS	0.00	51.63	0.00	6,257.37
05/10/25		324369	04*2400782	BALSAMWEST	0.00	298.66	0.00	6,556.03
05/10/25		324366	04*2400782	BALSAMWEST	0.00	393.73	0.00	6,949.76
05/22/25		252801		JACKSON CO CHAMBER OF COM	0.00	0.00	195.37	6,754.39
TOTALS					4,600.00	8,358.75	1,604.36	6,754.39
ACCOUNT # 24-4926-321-01		DESC: TELEPHONE-VISITOR CENTERS			ASN:			
05/01/25				BUDGET BALANCE	0.00			-320.08
TOTALS					0.00	489.34	809.42	-320.08
ACCOUNT # 24-4926-321-02		DESC: TELEPHONE-TDA			ASN:			
05/10/25		325461	04*2400782	BALSAMWEST	0.00	487.82	0.00	4,876.32

ACCOUNT ACTIVITY ANALYSIS					PAGE 4			
BC2001					BEGINNING 05/01/25 ENDING 05/31/25			
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-TDA ASN: =====> CONTINUED <=====								
TOTALS					6,000.00	4,876.32	0.00	4,876.32
ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:								
05/01/25				BUDGET BALANCE	42,570.00			32,063.20
05/05/25		17VA27185	02*15790	UPS	0.00	90.68	0.00	32,153.88
05/12/25		17VA27195	02*15860	UPS	0.00	60.15	0.00	32,214.03
05/14/25		3320729746	04*2400789	PITNEY BOWES INC.	0.00	372.79	0.00	32,586.82
05/14/25		3320729746	04*2400789	PITNEY BOWES INC.	0.00	0.00	19.87	32,566.95
TOTALS					42,570.00	32,715.93	148.98	32,566.95
ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:								
05/01/25				BUDGET BALANCE	3,200.00			3,157.21
05/01/25		23598	04*2400776	OWENS AND GATES LLC	0.00	40.00	0.00	3,197.21
05/19/25		05/15/25	04*2400788	DUKE ENERGY	0.00	206.00	0.00	3,403.21
TOTALS					3,200.00	3,403.21	0.00	3,403.21
ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN:								
05/01/25				BUDGET BALANCE	100,341.00			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:								
TOTALS					500.00	0.00	0.00	0.00
ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN:								
05/01/25		INV-02342	02*15782	BUFFALO GROUPE, LLC	0.00	2,841.65	0.00	418,095.47
05/01/25		INV-02342	02*15782	BUFFALO GROUPE, LLC	0.00	10,562.50	0.00	428,657.97
05/01/25		INV-02342	02*15782	BUFFALO GROUPE, LLC	0.00	4,705.88	0.00	433,363.85

BC2001 BEGINNING 05/01/25 ENDING 05/31/25

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

05/01/25		INV-02342	02*15782	BUFFALO GROUPE, LLC	0.00	3,437.50	0.00	436,801.35
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	18,015.10	0.00	454,816.45
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	734.90	0.00	455,551.35
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	10,518.75	0.00	466,070.10
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	2,841.65	0.00	468,911.75
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	10,312.50	0.00	479,224.25
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	9,368.75	0.00	488,593.00
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	6,470.59	0.00	495,063.59
TOTALS					561,500.00	526,313.59	31,250.00	495,063.59

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

05/01/25				BUDGET BALANCE	25,200.00			28,858.85
05/13/25		INV-02517	02*15862	BUFFALO GROUPE, LLC	0.00	2,100.00	0.00	30,958.85
TOTALS					25,200.00	30,958.85	0.00	30,958.85

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ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:

05/01/25				BUDGET BALANCE	89,500.00			115,785.75
05/01/25		INV-02342	02*15782	BUFFALO GROUPE, LLC	0.00	29.00	0.00	115,814.75
05/01/25		INV-02342	02*15782	BUFFALO GROUPE, LLC	0.00	172.22	0.00	115,986.97
05/01/25		INV-02342	02*15782	BUFFALO GROUPE, LLC	0.00	3,962.96	0.00	119,949.93
05/13/25		INV-02517	02*15862	BUFFALO GROUPE, LLC	0.00	6,000.00	0.00	125,949.93
05/13/25		INV-02517	02*15862	BUFFALO GROUPE, LLC	0.00	1,200.00	0.00	127,149.93
05/13/25		INV-02517	02*15862	BUFFALO GROUPE, LLC	0.00	3,000.00	0.00	130,149.93
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	29.00	0.00	130,178.93
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	86.11	0.00	130,265.04
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	4,050.00	0.00	134,315.04
TOTALS					89,500.00	134,315.04	0.00	134,315.04

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ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:

05/01/25				BUDGET BALANCE	13,200.00			9,900.00
05/13/25		INV-02517	02*15862	BUFFALO GROUPE, LLC	0.00	1,100.00	0.00	11,000.00
TOTALS					13,200.00	11,000.00	0.00	11,000.00

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ACCOUNT ACTIVITY ANALYSIS					PAGE 6			
BC2001 BEGINNING 05/01/25 ENDING 05/31/25								
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN: =====> CONTINUED <=====								
ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:								
05/01/25				BUDGET BALANCE	30,800.00			29,890.00
05/13/25		INV-02517	02*15862	BUFFALO GROUPE, LLC	0.00	2,150.00	0.00	32,040.00
05/13/25		INV-02517	02*15862	BUFFALO GROUPE, LLC	0.00	760.00	0.00	32,800.00
05/13/25		INV-02517	02*15862	BUFFALO GROUPE, LLC	0.00	2,500.00	0.00	35,300.00
TOTALS					30,800.00	35,300.00	0.00	35,300.00
ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:								
05/01/25				BUDGET BALANCE	188,600.00			140,174.74
05/13/25		074373	04*2400787	LOVE COMMUNICATIONS LLC	0.00	17,134.92	0.00	157,309.66
TOTALS					188,600.00	157,309.66	0.00	157,309.66
ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN:								
05/01/25				BUDGET BALANCE	160,000.00			103,289.47
05/05/25		042625	04*2400781	BUSINESS CARD	0.00	525.78	0.00	103,815.25
05/05/25		042625	04*2400781	BUSINESS CARD	0.00	0.00	10.78	103,804.47
05/05/25		TLJ	JE-251274	JOE: BOA(6415)APRIL STATE	0.00	12,603.46	0.00	116,407.93
TOTALS					160,000.00	131,395.92	14,987.99	116,407.93
ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN:								
05/01/25				BUDGET BALANCE	218,745.00			183,204.20
05/10/25		22,105	04*2400778	JACKSON CO. CHAMBER OF CO	0.00	8,042.33	0.00	191,246.53
05/10/25		22,105	04*2400778	JACKSON CO. CHAMBER OF CO	0.00	1,141.92	0.00	192,388.45
05/10/25		22,105	04*2400778	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	192,577.12
05/10/25		22,117	04*2400779	CASHIERS AREA CHAMBER OF	0.00	7,372.17	0.00	199,949.29
05/10/25		22,117	04*2400779	CASHIERS AREA CHAMBER OF	0.00	1,025.33	0.00	200,974.62
TOTALS					218,745.00	200,974.62	0.00	200,974.62
ACCOUNT # 24-4926-393-01 DESC: PUBLIC RELATIONS ASN:								
05/01/25				BUDGET BALANCE	121,000.00			83,783.09

ACCOUNT ACTIVITY ANALYSIS					PAGE 7			
BC2001		BEGINNING 05/01/25		ENDING 05/31/25				
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 <			
05/23/25		64834	02*15903	LOU HAMMOND GROUP ATLANTA	0.00	6,750.00	0.00	90,533.09
TOTALS					121,000.00	90,533.09	0.00	90,533.09
ACCOUNT # 24-4926-393-02		DESC: CONTRACTED SERVICES		ASN:				
05/01/25				BUDGET BALANCE	22,000.00			18,333.30
05/30/25	TLJ		JE-251371	JOE: TDA ADMIN 5/2025	0.00	1,833.33	0.00	20,166.63
TOTALS					22,000.00	20,166.63	0.00	20,166.63
ACCOUNT # 24-4926-393-03		DESC: CONTRACTED SERVICES-RECORDING		ASN:				
05/01/25				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:				
05/23/25		TEIN-8455	04*2400793	TOURISM ECONOMICS LLC	0.00	1,175.00	0.00	96,395.00
TOTALS					104,600.00	96,395.00	0.00	96,395.00
ACCOUNT # 24-4926-393-06		DESC: CONTRACTED-AD FIRM RETAINER		ASN:				
05/01/25				BUDGET BALANCE	64,800.00			48,600.00
05/13/25	INV-02517		02*15862	BUFFALO GROUPE, LLC	0.00	5,400.00	0.00	54,000.00
TOTALS					64,800.00	54,000.00	0.00	54,000.00
ACCOUNT # 24-4926-393-07		DESC: CONTRACTED SERVICES-STR		ASN:				
05/01/25				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:				
05/01/25		INV-02342	02*15782	BUFFALO GROUPE, LLC	0.00	604.85	0.00	36,009.67

ACCOUNT ACTIVITY ANALYSIS					PAGE 8			
BC2001		BEGINNING 05/01/25		ENDING 05/31/25				
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:					=====>	CONTINUED	<=====	
05/01/25		INV-02342	02*15782	BUFFALO GROUPE, LLC	0.00	162.41	0.00	36,172.08
05/13/25		INV-02517	02*15862	BUFFALO GROUPE, LLC	0.00	687.00	0.00	36,859.08
05/13/25		INV-02517	02*15862	BUFFALO GROUPE, LLC	0.00	162.00	0.00	37,021.08
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	162.41	0.00	37,183.49
05/23/25		INV-02619	02*15912	BUFFALO GROUPE, LLC	0.00	604.85	0.00	37,788.34
TOTALS					34,751.00	37,788.34	0.00	37,788.34
ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:								
05/01/25				BUDGET BALANCE	32,188.00			31,862.37
05/13/25		39209889	04*2400792	IMAGE SOLUTIONS, LLC	0.00	265.36	0.00	32,127.73
05/13/25		39209889	04*2400792	IMAGE SOLUTIONS, LLC	0.00	0.00	17.36	32,110.37
TOTALS					32,188.00	32,588.88	478.51	32,110.37
ACCOUNT # 24-4926-393-14 DESC: CONTRACTED SERVICES-HR OUTSOURCING ASN:								
05/01/25				BUDGET BALANCE	6,920.00			4,990.35
05/09/25		TLJ	JE-251319	JOE: INVOICE#:91284	0.00	115.45	0.00	5,105.80
TOTALS					6,920.00	5,105.80	0.00	5,105.80
ACCOUNT # 24-4926-393-15 DESC: RESEARCH AND ANALYTICS ASN:								
05/01/25				BUDGET BALANCE	73,500.00			64,468.98
TOTALS					73,500.00	64,468.98	0.00	64,468.98
ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN:								
05/13/25		2070	02*15863	TEMBO HOSPITALITY GROUP L	0.00	4,600.00	0.00	41,400.00
TOTALS					55,200.00	46,000.00	4,600.00	41,400.00
ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:								
05/01/25				BUDGET BALANCE	23,280.00			19,000.00

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BEGINNING 05/01/25 ENDING 05/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-412-00		DESC: BUILDING RENT		ASN: =====>	CONTINUED	<=====		
05/01/25		23598	04*2400776	OWENS AND GATES LLC	0.00	1,900.00	0.00	20,900.00
TOTALS					23,280.00	20,900.00	0.00	20,900.00
ACCOUNT # 24-4926-454-00		DESC: INSURANCE		ASN:				
05/01/25				BUDGET BALANCE	3,754.00			3,562.00
05/13/25		04/10/2025	04*2400785	SELECTIVE INSURANCE COMPA	0.00	1,351.00	0.00	4,913.00
TOTALS					3,754.00	4,913.00	0.00	4,913.00
ACCOUNT # 24-4926-491-00		DESC: DUES AND SUBSCRIPTIONS		ASN:				
05/01/25				BUDGET BALANCE	9,959.00			10,422.92
TOTALS					9,959.00	10,428.52	5.60	10,422.92
ACCOUNT # 24-4926-550-00		DESC: CAPITAL OUTLAY-EQUIPMENT		ASN:				
TOTALS					10,500.00	747,459.98	745,000.00	2,459.98
ACCOUNT # 24-4926-699-00		DESC: GRANTS		ASN:				
TOTALS					50,000.00	6,000.00	0.00	6,000.00
ACCOUNT # 24-4926-699-02		DESC: MISCELLANEOUS DONATIONS		ASN:				
TOTALS					71,611.00	68,611.00	1,500.00	67,111.00
ACCOUNT # 24-4926-990-00		DESC: CONTINGENCY		ASN:				
TOTALS					10,000.00	0.00	0.00	0.00