

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
June 30, 2020

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

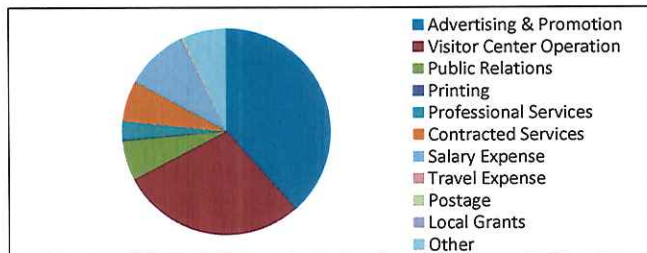
June 30, 2020

- * June Room Occupancy Tax collections totaled \$76,024.67 with \$20.44 collected for penalties. The YTD collection total is \$1,154,126.64 - 124.821% of budget. The Airbnb total was \$29,572.05. The Home Away VRBO total was \$10,380.20.
- * 74 accounts reported for May rentals (decrease of 93 accounts from last year). The collections were down 14.82% from the same period in 2019. The total decrease for the fiscal year is 9.05%

- * The cash balance at June 30, 2020 is \$111,135.48 and investments total \$400,000.00.

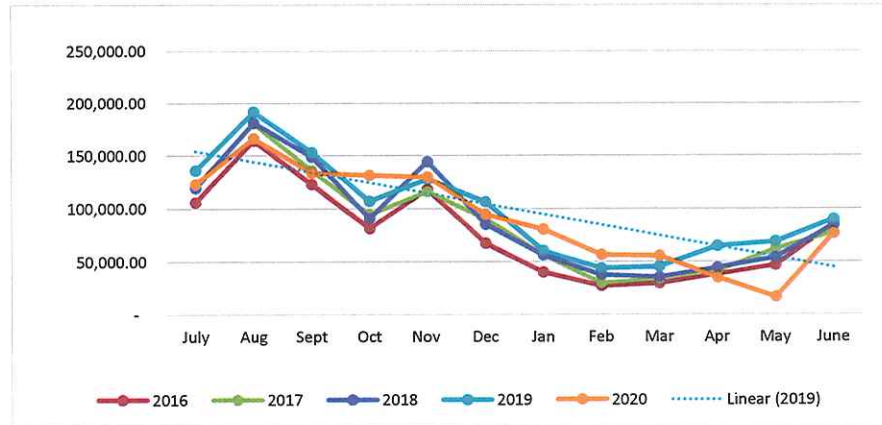
- * The expenses for June were \$46,271.70. The YTD expenses totaled \$1,006,411.86 with encumbrances of \$384.00 for a combined total of \$1,006,795.86 - 91.97% of budget.

TDA Expenses as of June 30, 2020



Advertising & Promotion	\$	17,811.27
Visitor Center Operation	\$	13,329.00
Public Relations	\$	2,887.50
Printing	\$	98.41
Professional Services	\$	1,354.17
Contracted Services	\$	2,924.11
Salary Expense	\$	4,561.18
Travel Expense	\$	74.50
Postage	\$	91.10
Local Grants	\$	-
Other	\$	3,140.46
	\$	46,271.70

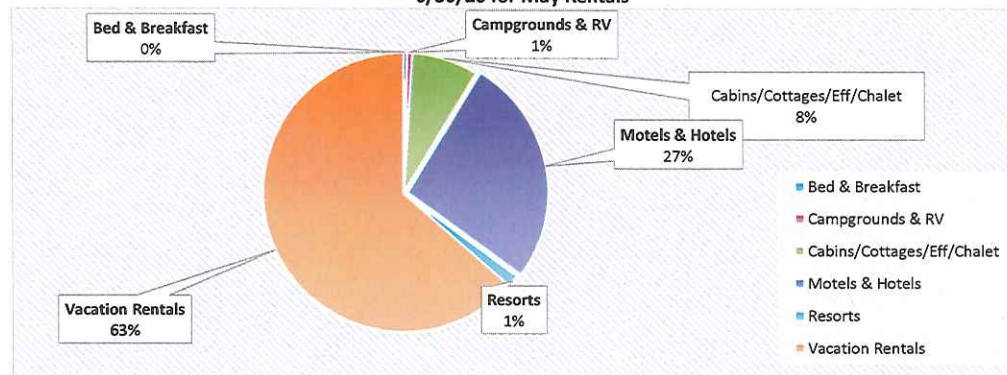
Fiscal YTD Collections



	2016	2017	2018	2019	2020
July	105,354.28	119,861.04	119,152.80	135,881.68	122,421.68
Aug	163,948.85	180,394.59	181,280.78	191,736.34	166,057.35
Sept	122,331.68	135,649.23	148,701.72	152,650.37	133,172.02
Oct	80,775.31	94,100.41	90,329.60	106,838.84	130,912.47
Nov	117,640.33	115,576.40	144,240.73	127,342.88	129,268.34
Dec	66,956.10	89,928.52	84,754.30	106,016.63	93,829.84
Jan	39,690.82	56,081.35	56,029.08	60,207.39	79,652.13
Feb	26,696.45	29,357.66	37,210.91	43,528.62	55,878.75
Mar	29,114.84	33,603.67	35,029.92	45,185.00	55,161.52
Apr	37,797.19	40,794.81	44,116.59	64,498.34	34,404.69
May	46,472.01	61,363.25	53,695.68	68,385.86	15,854.63
June	85,145.38	76,932.28	83,711.73	89,275.51	76,044.67
	\$ 921,923.24	\$ 1,033,643.21	\$ 1,078,253.84	\$ 1,191,547.46	\$ 1,092,658.09

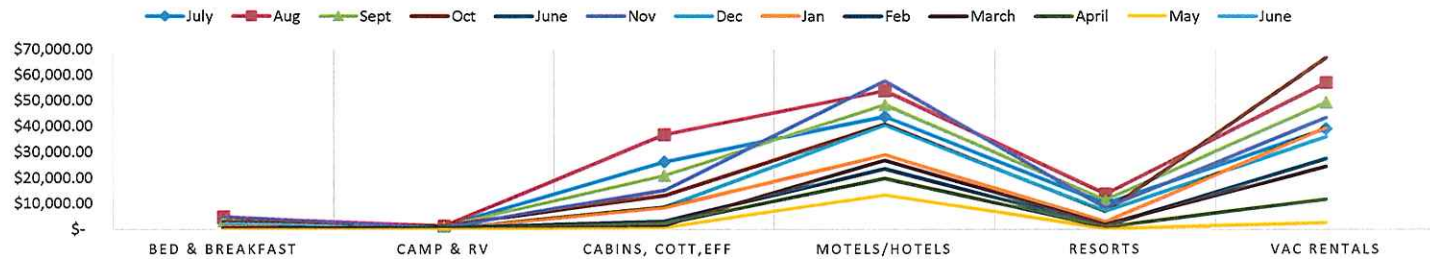


Room Occupancy Tax Collections 6/30/20 for May Rentals



Bed & Breakfast	\$ 342.61
Campgrounds & RV	\$ 429.75
Cabins/Cottages/Eff/Chalet	\$ 5,816.25
Motels & Hotels	\$ 20,131.35
Resorts	\$ 1,071.28
Vacation Rentals	\$ 48,253.43
Total	\$ 76,044.67

ROOM OCCUPANCY TAX COLLECTIONS BY TYPE



COLLECTIONS BY TYPE

	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July	\$ 2,852.75	\$ 1,071.21	\$ 26,083.48	\$ 43,619.05	\$ 9,883.47	\$ 38,911.72	\$ 122,421.68
Aug	\$ 4,536.11	\$ 1,166.01	\$ 36,449.07	\$ 53,577.81	\$ 13,536.22	\$ 56,792.13	\$ 166,057.35
Sept	\$ 3,056.30	\$ 1,073.34	\$ 20,718.91	\$ 48,140.84	\$ 11,174.65	\$ 49,007.98	\$ 133,172.02
Oct	\$ 2,705.50	\$ 1,255.74	\$ 13,020.58	\$ 40,587.55	\$ 6,772.60	\$ 66,570.50	\$ 130,912.47
Nov	\$ 4,740.58	\$ 676.76	\$ 14,983.43	\$ 57,503.46	\$ 8,208.79	\$ 43,155.32	\$ 129,268.34
Dec	\$ 2,268.50	\$ 193.12	\$ 8,485.56	\$ 40,315.63	\$ 6,814.76	\$ 35,752.27	\$ 93,829.84
Jan	\$ 817.28	\$ 35.32	\$ 8,189.25	\$ 28,733.56	\$ 2,671.62	\$ 39,205.10	\$ 79,652.13
Feb	\$ 334.16	\$ 546.61	\$ 2,992.07	\$ 23,404.13	\$ 1,136.40	\$ 27,465.38	\$ 55,878.75
March	\$ 412.52	\$ 190.22	\$ 1,609.35	\$ 26,862.80	\$ 1,723.52	\$ 24,363.11	\$ 55,161.52
April	\$ 162.72	\$ 105.55	\$ 2,050.47	\$ 19,708.17	\$ 784.48	\$ 11,593.30	\$ 34,404.69
May	\$ 48.00	\$ 43.60	\$ 450.80	\$ 13,091.82	\$ 3.20	\$ 2,217.21	\$ 15,854.63
June	\$ 342.61	\$ 429.75	\$ 5,816.25	\$ 20,131.35	\$ 1,071.28	\$ 48,253.43	\$ 76,044.67
Total	\$ 22,277.03	\$ 6,787.23	\$ 140,849.22	\$ 415,676.17	\$ 63,780.99	\$ 443,287.45	\$ 1,092,658.09

% By Type	2.04%	0.62%	12.89%	38.04%	5.84%	40.57%	100.00%
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JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY
TOTAL ROOM OCCUPANCY TAX COLLECTIONS BY MONTH

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2018	\$ 135,881.68	181	10%
July-2019	\$ 122,421.68	206	-9.91%
	\$ (13,460.00)	25	
August-2018	\$ 191,736.34	183	9%
August-2019	\$ 166,057.35	216	-13.39%
	\$ (25,678.99)	33	
September-2018	\$ 152,650.37	177	3%
September-2019	\$ 133,172.02	196	-12.76%
	\$ (19,478.35)	19	
October-2018	\$ 106,838.84	169	4%
October-2019	\$ 130,912.47	175	22.53%
	\$ 24,073.63	6	
November-2018	\$ 127,342.88	173	1%
November-2019	\$ 129,268.34	167	1.51%
	\$ 1,925.46	-6	
December-2018	\$ 106,016.63	165	-10%
December-2019	\$ 93,829.84	133	-11.50%
	\$ (12,186.79)	-32	
January-2019	\$ 60,207.39	149	18%
January-2020	\$ 79,652.13	120	32.30%
	\$ 19,444.74	-29	
February-2019	\$ 43,528.62	102	15%
February-2020	\$ 55,878.75	96	28.37%
	\$ 12,350.13	-6	
March-2019	\$ 45,185.00	106	4%
March-2020	\$ 55,161.52	93	22.08%
	\$ 9,976.52	-13	
April-2019	\$ 64,498.34	115	95%
April-2020	\$ 34,404.69	59	-46.66%
	\$ (30,093.65)	-56	
May-2019	\$ 68,385.86	133	35%
May-2020	\$ 15,854.63	36	-76.82%
	\$ (52,531.23)	-97	
June-2019	\$ 89,275.51	167	15%
June-2020	\$ 76,044.67	74	-14.82%
	\$ (13,230.84)	-93	
FYTD 2019	\$ 1,191,547.46		
FYTD 2020	\$ 1,092,658.09		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 06/01/2020 - thru - 06/30/2020

Account Number	Account Description	Beginning Balance	Debits	Credits	Ending Balance
		Dr (Cr)			Dr (Cr)
24-1110-000-00	CASH ON HAND	87,156.92	119,225.91	95,247.35	111,135.48
24-1110-106-00	PETTY CASH	0.00	0.00	0.00	0.00
24-1130-000-00	CASH IN TIME DEPOSIT	400,000.00	0.00	0.00	400,000.00
24-1130-000-01	CASHIERS TTA CASH IN TIME DEPOSIT	0.00	0.00	0.00	0.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	189,058.69	0.00	189,058.69
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	1,365.92	517.56	0.00	1,883.48
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	438.40	0.00	438.40	0.00
24-1310-000-11	DUE FROM GENERAL FUND	0.00	0.00	0.00	0.00
24-1310-000-22	DUE FROM EMERGENCY TELEPHONE	0.00	0.00	0.00	0.00
Total Asset		488,961.24	308,802.16	95,685.75	702,077.65
24-2100-000-00	ACCOUNTS PAYABLE	0.00	38,056.25	39,037.59	(981.34)
24-2200-000-00	ACCRUED SALARIES PAYABLE	(6,135.78)	8,524.33	3,316.78	(928.23)
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	1,341.81	1,341.81	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	480.00	480.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	755.85	755.85	0.00
24-2200-182-00	RETIREMENT PAYABLE	(1,557.80)	3,281.42	1,723.62	0.00
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	176.78	176.78	0.00
24-2300-000-11	DUE TO GENERAL	0.00	40,223.56	40,223.56	0.00
24-2300-000-15	DUE TO PAYROLL	0.00	0.00	0.00	0.00
24-2300-000-22	DUE TO TELEPHONE FUND	0.00	0.00	0.00	0.00
24-2300-000-70	FUND BALANCE CASHIERS TTA	0.00	0.00	0.00	0.00
24-2300-100-00	FUND BALANCE JACKSON TTA	0.00	0.00	0.00	0.00
24-2900-000-00	FUND BALANCE	(446,580.36)	0.00	14,182.90	(460,763.26)
24-2900-000-01	RES BY STATE STATUTE	(95,356.61)	14,182.90	0.00	(81,173.71)
24-2900-000-02	RES BY STATE STATUTE-CASHIERS	0.00	0.00	0.00	0.00
24-2912-000-00	RESERVE FOR ENCUMBRANCES	708.21	38,360.10	38,684.31	384.00
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(708.21)	38,684.31	38,360.10	(384.00)
24-3000-000-00	REVENUE CONTROL	(899,470.85)	0.00	265,172.12	(1,164,642.97)
24-4000-000-00	EXPENDITURE CONTROL	960,140.16	60,043.06	13,771.36	1,006,411.86
Total Liability		(488,961.24)	244,110.37	457,226.78	(702,077.65)
Total TOURISM DEVELOPMENT AUTH		0.00	552,912.53	552,912.53	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2019 - thru - 06/30/2020

Account Number	Description	Adjusted Budget 07/01/2019 06/30/2020	Debits and Credits 06/01/2020 06/30/2020	Debits and Credits 07/01/2019 06/30/2020	Encumbrances 07/01/2019 06/30/2020	Balance 07/01/2019 06/30/2020	% Used
24-3230-130-00	JACKSON COUNTY TDA	924,600.00	263,640.75	1,154,126.64	0.00	-229,526.64	124.82
24-3230-130-04	JACKSON TDA - FUND BALAN	159,871.00	0.00	0.00	0.00	159,871.00	0.00
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TAX REVENUE		1,084,471.00	263,640.75	1,154,126.64	0.00	-69,655.64	106.42
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	236.10	4,101.71	0.00	898.29	82.03
24-3270-190-00	MARKETING AND ADVERTISIN	0.00	1,200.00	1,200.00	0.00	-1,200.00	0.00
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PENALTY & INTEREST		5,000.00	1,436.10	5,301.71	0.00	-301.71	106.03
24-3831-491-00	INVESTMENT EARNINGS	5,250.00	95.27	5,214.62	0.00	35.38	99.33
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REVENUES		5,250.00	95.27	5,214.62	0.00	35.38	99.33
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DEPARTMENT TOTAL Revenue		1,094,721.00	265,172.12	1,164,642.97	0.00	-69,921.97	106.39
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24-4926-121-00	SALARIES & WAGES	113,408.00	2,447.64	104,882.56	0.00	8,525.44	92.48
24-4926-170-00	BOARD MEMBER EXPENSE	2,595.00	0.00	2,594.52	0.00	0.48	99.98
24-4926-181-00	SOCIAL SECURITY CONTRIBU	7,032.00	680.27	7,031.03	0.00	0.97	99.99
24-4926-182-00	RETIREMENT EXPENSE	9,365.00	1,246.75	9,628.99	0.00	-263.99	102.82
24-4926-183-00	HOSPITALIZATION INSURANC	15,367.00	0.00	14,691.50	0.00	675.50	95.60
24-4926-185-00	UNEMPLOYMENT INSURANCE	865.00	27.43	864.57	0.00	0.43	99.95
24-4926-186-00	WORKMAN'S COMPENSATION	1,588.00	0.00	1,545.00	0.00	43.00	97.29
24-4926-187-00	MEDICARE TAX	2,001.00	159.09	1,644.34	0.00	356.66	82.18
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	16,250.04	0.00	-0.04	100.00
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,200.00	0.00	7,200.00	0.00	0.00	0.00
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	9,778.00	762.47	9,746.97	0.00	31.03	99.68
24-4926-260-01	PROMO ITEMS	0.00	0.00	0.00	0.00	0.00	0.00
24-4926-299-00	MISCELLANEOUS	5,555.00	437.29	5,596.62	0.00	-41.62	100.75
24-4926-311-00	TRAVEL	20,423.00	74.50	19,343.03	0.00	1,079.97	94.71
24-4926-321-00	TELEPHONE	7,964.00	1,295.47	7,597.60	0.00	366.40	95.40
24-4926-321-02	TELEPHONE-DIRECTOR	0.00	0.00	0.00	0.00	0.00	0.00
24-4926-325-00	POSTAGE	10,451.00	91.10	6,089.48	0.00	4,361.52	58.27
24-4926-331-00	UTILITIES	2,045.00	145.23	2,041.27	0.00	3.73	99.82
24-4926-341-00	PRINTING	49,273.00	98.41	32,963.38	0.00	16,309.62	66.90
24-4926-351-00	REPAIRS & MAINT-BUILDING	542.00	0.00	541.50	0.00	0.50	99.91
24-4926-370-00	AD FIRM MEDIA	278,178.00	8,045.95	234,476.26	0.00	43,701.74	84.29
24-4926-370-01	WEBSITE SERVICE	27,398.00	2,262.33	27,397.96	0.00	0.04	100.00
24-4926-370-02	CREATIVE & PRODUCTION SE	40,884.00	0.00	40,881.81	0.00	2.19	99.99
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	11,000.00	500.00	11,000.00	0.00	0.00	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2019 - thru - 06/30/2020

Account Number	Description	Adjusted Budget 07/01/2019 06/30/2020	Debits and Credits 06/01/2020 06/30/2020	Debits and Credits 07/01/2019 06/30/2020	Encumbrances 07/01/2019 06/30/2020	Balance 07/01/2019 06/30/2020	% Used
24-4926-370-04	E-MAIL CAMPAIGNS	12,900.00	950.00	11,400.00	0.00	1,500.00	88.37
24-4926-370-05	SEM MANAGEMENT	13,500.00	0.00	13,500.00	0.00	0.00	0.00
24-4926-370-07	SOCIAL MEDIA	21,550.00	700.00	21,549.99	0.00	0.01	100.00
24-4926-370-08	VIDEO PRODUCTION	1,600.00	0.00	1,600.00	0.00	0.00	0.00
24-4926-393-00	VISITOR CENTER OPERATION	170,590.00	13,329.00	170,536.02	0.00	53.98	99.97
24-4926-393-01	PUBLIC RELATIONS	70,047.00	2,887.50	70,044.77	0.00	2.23	100.00
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	21,999.96	0.00	0.04	100.00
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	208.00	728.50	0.00	671.50	52.04
24-4926-393-05	CONTRACTED-WEBBSITE	8,998.00	0.00	4,752.75	0.00	4,245.25	52.82
24-4926-393-06	CONTRACTED-AD FIRM RETAI	58,500.00	4,875.00	58,500.00	0.00	0.00	0.00
24-4926-393-07	CONTRACTED SERVICES-STR	7,245.00	0.00	7,245.00	0.00	0.00	0.00
24-4926-393-08	CONTRACTED-AD FIRM MISC	5,500.00	477.99	4,466.35	0.00	1,033.65	81.21
24-4926-393-11	SOFTWARE,INTERNET,MISC S	24,036.00	726.83	23,631.86	384.00	20.14	99.92
24-4926-393-13	CONTRACTED SERVICES-PHOT	100.00	0.00	100.00	0.00	0.00	0.00
24-4926-393-14	CONTRACTED SERVICES-HR O	10,720.00	155.95	7,573.95	0.00	3,146.05	70.65
24-4926-412-00	BUILDING RENT	6,000.00	500.00	6,000.00	0.00	0.00	0.00
24-4926-454-00	INSURANCE	2,447.00	0.00	2,446.00	0.00	1.00	99.96
24-4926-491-00	DUES AND SUBSCRIPTIONS	2,240.00	0.00	2,186.40	0.00	53.60	97.61
24-4926-550-00	CAPITAL OUTLAY	6,247.00	0.00	6,203.13	0.00	43.87	99.30
24-4926-550-01	CAPITAL PROJECTS	0.00	0.00	0.00	0.00	0.00	0.00
24-4926-699-00	GRANTS	4,589.00	0.00	4,588.75	0.00	0.25	99.99
24-4926-699-02	MISCELLANEOUS DONATIONS	3,350.00	0.00	3,350.00	0.00	0.00	0.00
24-4926-990-00	CONTINGENCY	0.00	0.00	0.00	0.00	0.00	0.00
TOURISM DEVELOPMENT AUTHORITY		1,094,721.00	46,271.70	1,006,411.86	384.00	87,925.14	91.97
DEPARTMENT TOTAL Expense		-1,094,721.00	-46,271.70	-1,006,411.86	384.00	-87,925.14	91.97
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	218,900.42	158,231.11	384.00	-157,847.11	99.18