

JACKSON COUNTY TOURISM  
DEVELOPMENT  
AUTHORITY



FINANCIAL REPORT  
July 31, 2019

# JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

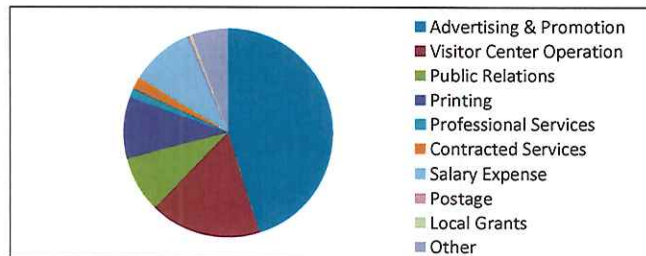
July 31, 2019

- \* July Room Occupancy Tax collections totaled \$122,326.67 with \$95.01 collected for penalties. The YTD collection total is \$122,326.67 - 12.24% of budget. The Airbnb total was \$17,020.83.
- \* 206 accounts reported for June rentals (increase of 25 accounts from last year). The collections were down 9.91% from the same period in 2018. The total decrease for the fiscal year is 9.91%

- \* The cash balance at July 31, 2019 is \$49,323.24 and investments total \$400,000.00.

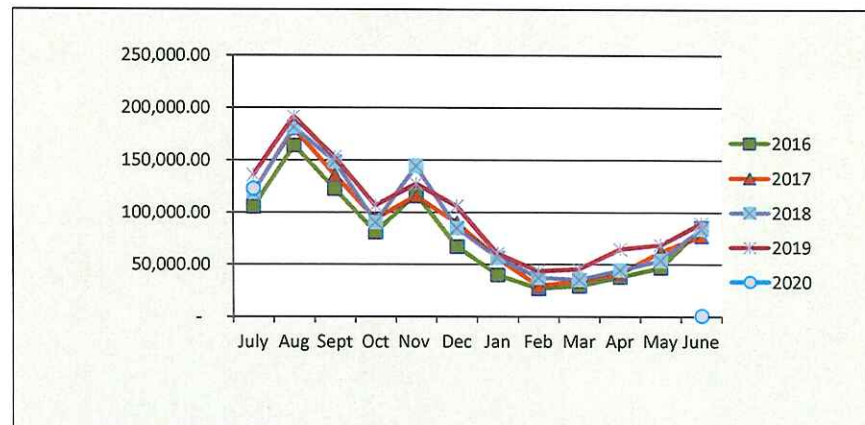
- \* The expenses for July were \$97,548.62. The YTD expenses totaled \$97,548.62 with encumbrances of \$3,081.06 for a combined total of \$100,629.68 - 8.36% of budget.

TDA Expenses as of July 31, 2019



|                          |    |           |
|--------------------------|----|-----------|
| Advertising & Promotion  | \$ | 43,957.61 |
| Visitor Center Operation | \$ | 16,829.00 |
| Public Relations         | \$ | 8,408.58  |
| Printing                 | \$ | 9,377.84  |
| Professional Services    | \$ | 1,354.13  |
| Contracted Services      | \$ | 1,833.33  |
| Salary Expense           | \$ | 9,634.03  |
| Postage                  | \$ | 382.56    |
| Local Grants             | \$ | 350.00    |
| Other                    | \$ | 5,421.54  |
|                          | \$ | 97,548.62 |

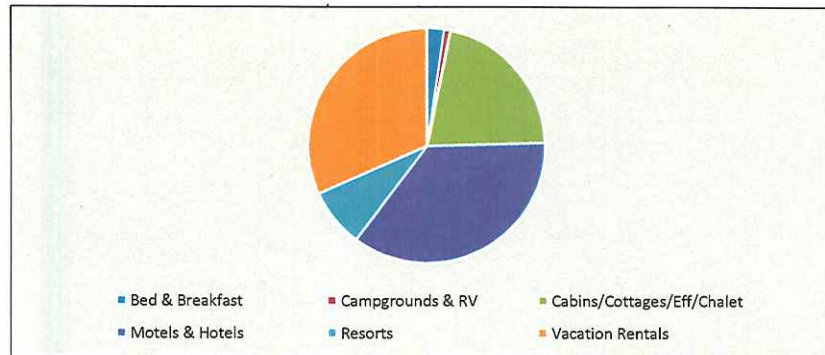
Fiscal YTD Collections



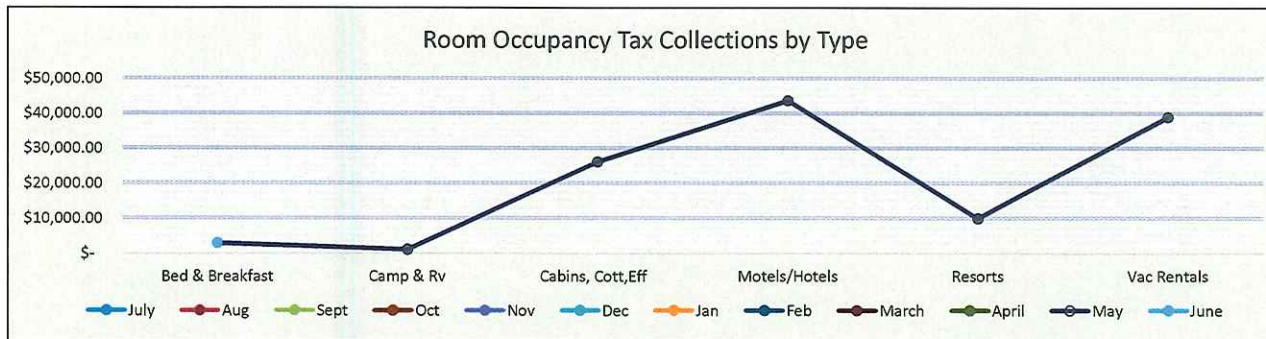
|      | 2016          | 2017            | 2018            | 2019            | 2020          |
|------|---------------|-----------------|-----------------|-----------------|---------------|
| July | 105,354.28    | 119,861.04      | 119,152.80      | 135,881.68      | 122,421.68    |
| Aug  | 163,948.85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



**Room Occupancy Tax Collections  
7/31/19 for June Rentals**



|                            |    |                   |
|----------------------------|----|-------------------|
| Bed & Breakfast            | \$ | 2,852.75          |
| Campgrounds & RV           | \$ | 1,071.21          |
| Cabins/Cottages/Eff/Chalet | \$ | 26,083.48         |
| Motels & Hotels            | \$ | 43,619.05         |
| Resorts                    | \$ | 9,883.47          |
| Vacation Rentals           | \$ | 38,911.72         |
|                            | \$ | <u>122,421.68</u> |



|                  | 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              |                 |              |                   |               |              |               | \$ -           |
| Sept             |                 |              |                   |               |              |               | \$ -           |
| Oct              |                 |              |                   |               |              |               | \$ -           |
| Nov              |                 |              |                   |               |              |               | \$ -           |
| Dec              |                 |              |                   |               |              |               | \$ -           |
| Jan              |                 |              |                   |               |              |               | \$ -           |
| Feb              |                 |              |                   |               |              |               | \$ -           |
| March            |                 |              |                   |               |              |               | \$ -           |
| April            |                 |              |                   |               |              |               | \$ -           |
| May              |                 |              |                   |               |              |               | \$ -           |
| June             | \$ -            | \$ -         | \$ -              | \$ -          | \$ -         | \$ -          | \$ -           |
|                  | \$ 2,852.75     | \$ 1,071.21  | \$ 26,083.48      | \$ 43,619.05  | \$ 9,883.47  | \$ 38,911.72  | \$ 122,421.68  |
| <b>% By Type</b> | <b>2.33%</b>    | <b>0.88%</b> | <b>21.31%</b>     | <b>35.63%</b> | <b>8.07%</b> | <b>31.78%</b> | <b>100.00%</b> |



**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      | \$ -            | 0                 | -100.00%     |
|                  | \$ (191,736.34) | -183              |              |
| September-2018   | \$ 152,650.37   | 177               | 3%           |
| September-2019   | \$ -            | 0                 | -100.00%     |
|                  | \$ (152,650.37) | -177              |              |
| October-2018     | \$ 106,838.84   | 169               | 4%           |
| October-2019     | \$ -            | 0                 | -100.00%     |
|                  | \$ (106,838.84) | -169              |              |
| November-2018    | \$ 127,342.88   | 173               | 1%           |
| November-2019    | \$ -            | 0                 | -100.00%     |
|                  | \$ (127,342.88) | -173              |              |
| December-2018    | \$ 106,016.63   | 165               | -10%         |
| December-2019    | \$ -            | 0                 | -100.00%     |
|                  | \$ (106,016.63) | -165              |              |
| January-2019     | \$ 60,207.39    | 149               | 18%          |
| January-2020     | \$ -            | 0                 | -100.00%     |
|                  | \$ (60,207.39)  | -149              |              |
| February-2019    | \$ 43,528.62    | 102               | 15%          |
| February-2020    | \$ -            | 0                 | -100.00%     |
|                  | \$ (43,528.62)  | -102              |              |
| March-2019       | \$ 45,185.00    | 106               | 4%           |
| March-2020       | \$ -            | 0                 | -100.00%     |
|                  | \$ (45,185.00)  | -106              |              |
| April-2019       | \$ 64,498.34    | 115               | 95%          |
| April-2020       | \$ -            | 0                 | -100.00%     |
|                  | \$ (64,498.34)  | -115              |              |
| May-2019         | \$ 68,385.86    | 133               | 35%          |
| May-2020         | \$ -            | 0                 | -100.00%     |
|                  | \$ (68,385.86)  | -133              |              |
| June-2019        | \$ 89,275.51    | 167               | 15%          |
| June-2020        | \$ -            | 0                 | -100.00%     |
|                  | \$ (89,275.51)  | -167              |              |
| <b>FYTD 2019</b> | \$ 1,191,547.46 |                   |              |
| <b>FYTD 2020</b> | \$ 122,421.68   |                   |              |



COUNTY OF JACKSON  
 Trial Balance - Balance Sheet Accounts  
 Report dates 07/01/2019 - thru - 07/31/2019

| Account Number                 | Account Description                 | Beginning<br>Balance<br>Dr (Cr) | Debits     | Credits    | Ending<br>Balance<br>Dr (Cr) |
|--------------------------------|-------------------------------------|---------------------------------|------------|------------|------------------------------|
| 24-1110-000-00                 | CASH ON HAND                        | 19,014.74                       | 228,956.78 | 198,648.28 | 49,323.24                    |
| 24-1130-000-00                 | JACKSON TTA CASH IN TIME DEPOSIT    | 400,000.00                      | 0.00       | 0.00       | 400,000.00                   |
| 24-1231-000-00                 | ACCOUNTS RECEIVABLE                 | 65.28                           | 0.00       | 0.00       | 65.28                        |
| 24-1232-892-00                 | ACCTS RECEIVABLE SALES TAX          | 730.12                          | 101.66     | 0.00       | 831.78                       |
| 24-1232-893-00                 | ACCTS RECEIVABLE SALES TAX          | 323.93                          | 45.18      | 0.00       | 369.11                       |
| Total Asset                    |                                     | 420,134.07                      | 229,103.62 | 198,648.28 | 450,589.41                   |
| 24-2100-000-00                 | ACCOUNTS PAYABLE                    | (4,634.91)                      | 91,735.18  | 85,650.27  | 1,450.00                     |
| 24-2200-000-00                 | ACCURED SALARIES PAYABLE            | (3,159.56)                      | 0.00       | 0.00       | (3,159.56)                   |
| 24-2300-000-11                 | DUE TO GENERAL                      | 0.00                            | 94,691.57  | 94,691.57  | 0.00                         |
| 24-2300-000-15                 | DUE TO PAYROLL                      | 0.00                            | 8,534.03   | 8,534.03   | 0.00                         |
| 24-2900-000-00                 | FUND BALANCE                        | (345,904.33)                    | 0.00       | 0.00       | (345,904.33)                 |
| 24-2900-000-01                 | RES BY STATE STATUTE                | (66,435.27)                     | 0.00       | 0.00       | (66,435.27)                  |
| 24-2912-000-00                 | RESERVE FOR ENCUMBRANCES            | 0.00                            | 88,731.33  | 85,650.27  | 3,081.06                     |
| 24-2912-000-01                 | RESERVE FOR ENCUMBRANCES-PRIOR YEAR | 0.00                            | 85,650.27  | 88,731.33  | (3,081.06)                   |
| 24-3000-000-00                 | REVENUE CONTROL                     | 0.00                            | 0.00       | 134,088.87 | (134,088.87)                 |
| 24-4000-000-00                 | EXPENDITURE CONTROL                 | 0.00                            | 97,874.34  | 325.72     | 97,548.62                    |
| Total Liability                |                                     | (420,134.07)                    | 467,216.72 | 497,672.06 | (450,589.41)                 |
| Total TOURISM DEVELOPMENT AUTH |                                     | 0.00                            | 696,320.34 | 696,320.34 | 0.00                         |

COUNTY OF JACKSON  
Income Statement  
Report dates 07/01/2019 - thru - 07/31/2019

| Account Number | Description                      | Adjusted Budget<br>07/01/2019<br>07/31/2019 | Current Actual<br>07/01/2019 to<br>07/31/2019 | Actual YTD<br>07/01/2019 to<br>07/31/2019 | Encumbrances<br>07/01/2019<br>07/31/2019 | Balance<br>07/01/2019<br>07/31/2019 | %<br>Used |
|----------------|----------------------------------|---------------------------------------------|-----------------------------------------------|-------------------------------------------|------------------------------------------|-------------------------------------|-----------|
| 24-3230-130-00 | JACKSON COUNTY TDA               | 999,600.00                                  | -122,326.67                                   | -122,326.67                               | 0.00                                     | 877,273.33                          | 12.24     |
| 24-3230-130-04 | JACKSON TDA - FUND BALAN         | 183,979.00                                  | 0.00                                          | 0.00                                      | 0.00                                     | 183,979.00                          | 0.00      |
|                | TAX REVENUE                      | 1,183,579.00                                | -122,326.67                                   | -122,326.67                               | 0.00                                     | 1,061,252.33                        | 10.34     |
| 24-3270-170-01 | JACKSON TDA - PENALTY            | 5,000.00                                    | -95.01                                        | -95.01                                    | 0.00                                     | 4,904.99                            | 1.90      |
| 24-3270-190-00 | MARKETING AND ADVERTISIN         | 10,000.00                                   | -10,931.00                                    | -10,931.00                                | 0.00                                     | -931.00                             | 109.31    |
|                | PENALTY & INTEREST               | 15,000.00                                   | -11,026.01                                    | -11,026.01                                | 0.00                                     | 3,973.99                            | 73.51     |
| 24-3831-491-00 | INVESTMENT EARNINGS              | 5,000.00                                    | -736.19                                       | -736.19                                   | 0.00                                     | 4,263.81                            | 14.72     |
|                | REVENUES                         | 5,000.00                                    | -736.19                                       | -736.19                                   | 0.00                                     | 4,263.81                            | 14.72     |
|                | DEPARTMENT TOTAL Revenue         | 1,203,579.00                                | -134,088.87                                   | -134,088.87                               | 0.00                                     | 1,069,490.13                        | 11.14     |
| 24-4926-121-00 | SALARIES & WAGES                 | 99,974.00                                   | 6,544.78                                      | 6,544.78                                  | 0.00                                     | 93,429.22                           | 6.55      |
| 24-4926-170-00 | BOARD MEMBER EXPENSE             | 2,250.00                                    | 0.00                                          | 0.00                                      | 0.00                                     | 2,250.00                            | 0.00      |
| 24-4926-181-00 | SOCIAL SECURITY CONTRIBU         | 6,198.00                                    | 405.59                                        | 405.59                                    | 0.00                                     | 5,792.41                            | 6.54      |
| 24-4926-182-00 | RETIREMENT EXPENSE               | 9,028.00                                    | 446.06                                        | 446.06                                    | 0.00                                     | 8,581.94                            | 4.94      |
| 24-4926-183-00 | HOSPITALIZATION INSURANC         | 26,208.00                                   | 1,008.00                                      | 1,008.00                                  | 0.00                                     | 25,200.00                           | 3.85      |
| 24-4926-185-00 | UNEMPLOYMENT INSURANCE           | 486.00                                      | 34.75                                         | 34.75                                     | 0.00                                     | 451.25                              | 7.15      |
| 24-4926-186-00 | WORKMAN'S COMPENSATION           | 1,151.00                                    | 1,100.00                                      | 1,100.00                                  | 0.00                                     | 51.00                               | 95.57     |
| 24-4926-187-00 | MEDICARE TAX                     | 1,450.00                                    | 94.85                                         | 94.85                                     | 0.00                                     | 1,355.15                            | 6.54      |
| 24-4926-190-00 | PROFESSIONAL SER-COUNTY          | 16,250.00                                   | 1,354.17                                      | 1,354.17                                  | 0.00                                     | 14,895.83                           | 8.33      |
| 24-4926-191-00 | PROFESSIONAL SER-AUDIT           | 6,150.00                                    | 0.00                                          | 0.00                                      | 0.00                                     | 6,150.00                            | 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                  | 3,500.00                                    | 542.18                                        | 542.18                                    | 0.00                                     | 2,957.82                            | 15.49     |
| 24-4926-260-01 | PROMO ITEMS                      | 6,730.00                                    | 0.00                                          | 0.00                                      | 0.00                                     | 6,730.00                            | 0.00      |
| 24-4926-299-00 | MISCELLANEOUS                    | 6,210.00                                    | 530.00                                        | 530.00                                    | 0.00                                     | 5,680.00                            | 8.53      |
| 24-4926-311-00 | TRAVEL                           | 25,990.00                                   | -32.22                                        | -32.22                                    | 1,200.00                                 | 24,822.22                           | 4.49      |
| 24-4926-321-00 | TELEPHONE                        | 4,430.00                                    | 618.63                                        | 618.63                                    | 0.00                                     | 3,811.37                            | 13.96     |
| 24-4926-321-02 | TELEPHONE-DIRECTOR               | 2,064.00                                    | 0.00                                          | 0.00                                      | 0.00                                     | 2,064.00                            | 0.00      |
| 24-4926-325-00 | POSTAGE                          | 23,658.00                                   | 382.56                                        | 382.56                                    | 0.00                                     | 23,275.44                           | 1.62      |
| 24-4926-331-00 | UTILITIES                        | 2,000.00                                    | 138.91                                        | 138.91                                    | 0.00                                     | 1,861.09                            | 6.95      |
| 24-4926-341-00 | PRINTING                         | 78,182.00                                   | 9,377.84                                      | 9,377.84                                  | 1,881.06                                 | 66,923.10                           | 14.40     |
| 24-4926-370-00 | AD FIRM MEDIA                    | 315,000.00                                  | 474.00                                        | 474.00                                    | 0.00                                     | 314,526.00                          | 0.15      |
| 24-4926-370-01 | WEBSITE SERVICE                  | 27,898.00                                   | 2,262.33                                      | 2,262.33                                  | 0.00                                     | 25,635.67                           | 8.11      |
| 24-4926-370-02 | CREATIVE & PRODUCTION SE         | 27,850.00                                   | 1,700.00                                      | 1,700.00                                  | 0.00                                     | 26,150.00                           | 6.10      |
| 24-4926-370-03 | DIGITAL CAMPAIGN REPORTI         | 12,000.00                                   | 23,810.13                                     | 23,810.13                                 | 0.00                                     | -11,810.13                          | 198.42    |
| 24-4926-370-04 | E-MAIL CAMPAIGNS                 | 12,900.00                                   | 950.00                                        | 950.00                                    | 0.00                                     | 11,950.00                           | 7.36      |
| 24-4926-370-05 | SEM MANAGEMENT                   | 18,000.00                                   | 1,500.00                                      | 1,500.00                                  | 0.00                                     | 16,500.00                           | 8.33      |
| 24-4926-370-07 | SOCIAL MEDIA                     | 16,550.00                                   | 3,775.00                                      | 3,775.00                                  | 0.00                                     | 12,775.00                           | 22.81     |
| 24-4926-370-08 | VIDEO PRODUCTION                 | 5,000.00                                    | 0.00                                          | 0.00                                      | 0.00                                     | 5,000.00                            | 0.00      |
| 24-4926-393-00 | VISITOR CENTER OPERATION         | 167,090.00                                  | 16,829.00                                     | 16,829.00                                 | 0.00                                     | 150,261.00                          | 10.07     |
| 24-4926-393-01 | PUBLIC RELATIONS                 | 78,500.00                                   | 8,408.58                                      | 8,408.58                                  | 0.00                                     | 70,091.42                           | 10.71     |
| 24-4926-393-02 | CONTRACTED SERVICES              | 22,000.00                                   | 1,833.33                                      | 1,833.33                                  | 0.00                                     | 20,166.67                           | 8.33      |
| 24-4926-393-03 | CONTRACTED SERVICES-RECO         | 1,400.00                                    | 0.00                                          | 0.00                                      | 0.00                                     | 1,400.00                            | 0.00      |
| 24-4926-393-05 | CONTRACTED-WEBSITE               | 9,872.00                                    | 730.00                                        | 730.00                                    | 0.00                                     | 9,142.00                            | 7.39      |
| 24-4926-393-06 | CONTRACTED-AD FIRM RETAI         | 58,500.00                                   | 4,875.00                                      | 4,875.00                                  | 0.00                                     | 53,625.00                           | 8.33      |
| 24-4926-393-07 | CONTRACTED SERVICES-STR          | 4,140.00                                    | 4,140.00                                      | 4,140.00                                  | 0.00                                     | 0.00                                | 0.00      |
| 24-4926-393-08 | CONTRACTED-AD FIRM MISC          | 5,500.00                                    | 353.88                                        | 353.88                                    | 0.00                                     | 5,146.12                            | 6.43      |
| 24-4926-393-11 | SOFTWARE, INTERNET, MISC S       | 24,036.00                                   | 116.27                                        | 116.27                                    | 0.00                                     | 23,919.73                           | 0.48      |
| 24-4926-393-13 | CONTRACTED SERVICES-PHOT         | 0.00                                        | 100.00                                        | 100.00                                    | 0.00                                     | -100.00                             | 0.00      |
| 24-4926-412-00 | BUILDING RENT                    | 6,000.00                                    | 500.00                                        | 500.00                                    | 0.00                                     | 5,500.00                            | 8.33      |
| 24-4926-454-00 | INSURANCE                        | 2,447.00                                    | 0.00                                          | 0.00                                      | 0.00                                     | 2,447.00                            | 0.00      |
| 24-4926-491-00 | DUES AND SUBSCRIPTIONS           | 2,240.00                                    | 2,045.00                                      | 2,045.00                                  | 0.00                                     | 195.00                              | 91.29     |
| 24-4926-550-00 | CAPITAL OUTLAY                   | 9,847.00                                    | 0.00                                          | 0.00                                      | 0.00                                     | 9,847.00                            | 0.00      |
| 24-4926-550-01 | CAPITAL PROJECTS                 | 24,200.00                                   | 0.00                                          | 0.00                                      | 0.00                                     | 24,200.00                           | 0.00      |
| 24-4926-699-00 | GRANTS                           | 20,000.00                                   | 350.00                                        | 350.00                                    | 0.00                                     | 19,650.00                           | 1.75      |
| 24-4926-699-02 | MISCELLANEOUS DONATIONS          | 3,700.00                                    | 250.00                                        | 250.00                                    | 0.00                                     | 3,450.00                            | 6.76      |
| 24-4926-990-00 | CONTINGENCY                      | 5,000.00                                    | 0.00                                          | 0.00                                      | 0.00                                     | 5,000.00                            | 0.00      |
|                | TOURISM DEVELOPMENT AUTHORITY    | 1,203,579.00                                | 97,548.62                                     | 97,548.62                                 | 3,081.06                                 | 1,102,949.32                        | 8.36      |
|                | DEPARTMENT TOTAL Expense         | -1,203,579.00                               | 97,548.62                                     | 97,548.62                                 | 3,081.06                                 | -1,102,949.32                       | 8.36      |
|                | Fund 24 TOURISM DEVELOPMENT AUTH | 0.00                                        | -36,540.25                                    | -36,540.25                                | 3,081.06                                 | -33,459.19                          | 9.75      |