

**JACKSON COUNTY TOURISM  
DEVELOPMENT  
AUTHORITY**



**FINANCIAL REPORT  
JULY 31, 2025**

# JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

July 31, 2025

\* July Room Occupancy Tax collections totaled \$306,440.82 with \$211.18 collected for penalties. The YTD collection total is \$306,440.82 - 8.81% of budget. The Airbnb total was \$64,235.50; the Home Away/VRBO total was \$51,133.23; and the VACASA,NC total was \$5,297.30.

\* 102 accounts reported for June rentals (increase of 10 accounts from last year). The collections were up 10.83% from the same period in 2024.

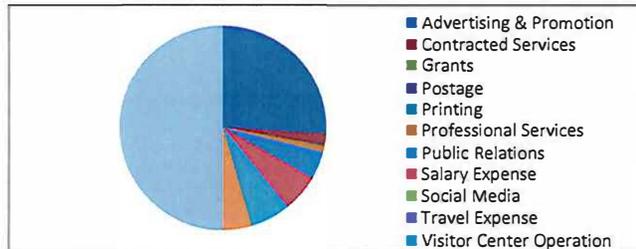
\* The cash balance at July 31, 2025 was \$246,968 and investments totaled \$2,900,000.

\* The expenses for July were \$183,807. The FYTD expenses totaled \$183,807 with encumbrances of \$160,742, for a combined total of \$344,549 - 9.73% of budget.

Fiscal YTD Collections



TDA Expenses as of July 31, 2025

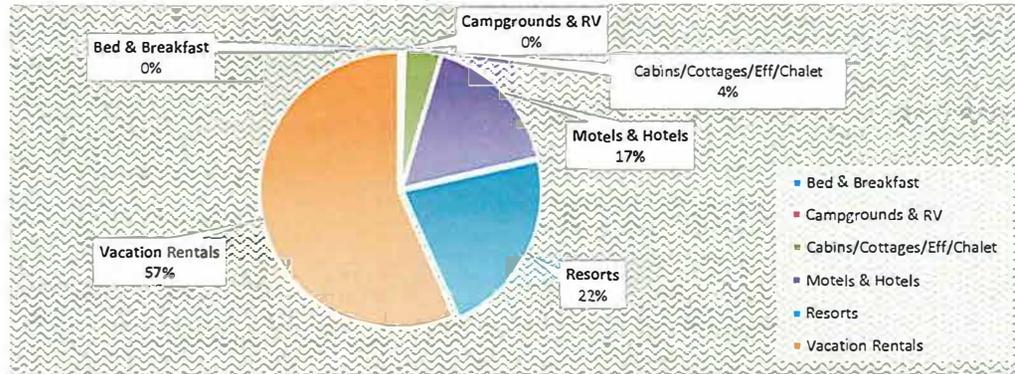


Advertising & Promotion	\$ 95,441.95
Contracted Services	\$ 6,916.13
Grants	\$ -
Postage	\$ 213.65
Printing	\$ -
Professional Services	\$ 3,622.17
Public Relations	\$ 15,825.00
Salary Expense	\$ 21,612.11
Social Media	\$ -
Travel Expense	\$ 414.00
Visitor Center Operation	\$ 23,122.00
Other	\$ 16,640.00
<b>Total</b>	<b>\$ 183,807.01</b>

	2022	2023	2024	2025	2026
July	306,871.17	302,567.11	285,430.89	276,689.65	306,652.00
Aug	402,414.91	410,949.64	376,478.34	376,774.10	
Sept	296,676.95	301,922.72	289,116.07	305,929.82	
Oct	236,495.92	235,450.13	229,745.47	178,664.06	
Nov	285,094.57	307,778.37	285,381.98	200,505.68	
Dec	212,552.55	206,012.13	189,325.49	183,035.71	
Jan	150,929.14	146,534.48	141,538.21	148,345.35	
Feb	98,820.63	100,429.24	97,063.80	104,135.28	
Mar	120,494.03	102,142.20	153,142.20	107,065.49	
Apr	138,246.01	127,334.09	127,759.55	129,568.03	
June	175,198.14	147,200.16	135,318.67	130,002.73	
June	213,644.17	188,605.49	185,581.58	200,678.83	-
<b>Total</b>	<b>\$ 2,637,438.19</b>	<b>\$ 2,576,925.76</b>	<b>\$ 2,495,882.25</b>	<b>\$ 2,341,394.73</b>	<b>\$ 306,652.00</b>

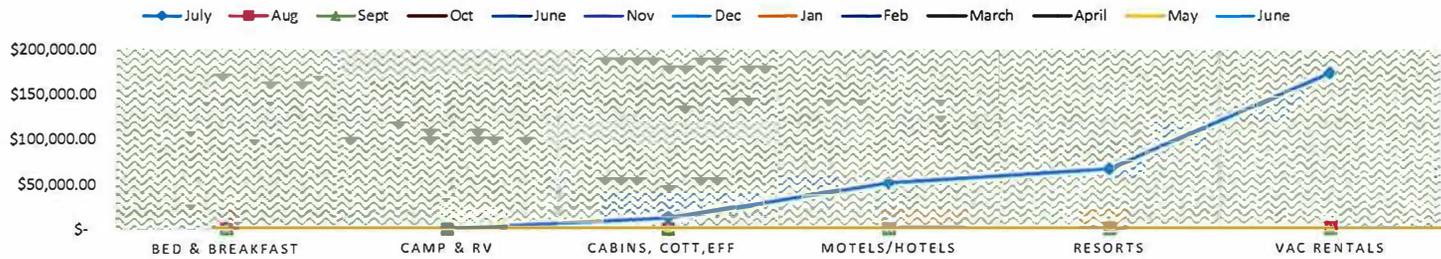


**Room Occupancy Tax Collections  
7/31/2025 for June Rentals**



Bed & Breakfast	\$	853.76
Campgrounds & RV	\$	561.90
Cabins/Cottages/Eff/Chalet	\$	12,576.91
Motels & Hotels	\$	51,552.94
Resorts	\$	67,462.48
Vacation Rentals	\$	<u>173,644.01</u>
	\$	306,652.00

**ROOM OCCUPANCY TAX COLLECTIONS BY TYPE**



**COLLECTIONS BY TYPE**

	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July	\$ 853.76	\$ 561.90	\$ 12,576.91	\$ 51,552.94	\$ 67,462.48	\$ 173,644.01	\$ 306,652.00
Aug	-	-	-	-	-	-	-
Sept	-	-	-	-	-	-	-
Oct	-	-	-	-	-	-	-
Nov	-	-	-	-	-	-	-
Dec	-	-	-	-	-	-	-
Jan	-	-	-	-	-	-	-
Feb	-	-	-	-	-	-	-
March	-	-	-	-	-	-	-
April	-	-	-	-	-	-	-
May	-	-	-	-	-	-	-
June	-	-	-	-	-	-	-
	\$ 853.76	\$ 561.90	\$ 12,576.91	\$ 51,552.94	\$ 67,462.48	\$ 173,644.01	\$ 306,652.00

<b>% By Type</b>	<b>0.28%</b>	<b>0.18%</b>	<b>4.10%</b>	<b>16.81%</b>	<b>22.00%</b>	<b>56.63%</b>	<b>100.00%</b>
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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-2024	\$ 276,689.65	92	
July-2025	\$ 306,652.00	102	10.83%
	\$ 29,962.35	10	
August-2024	\$ 376,774.10	91	
August-2025	\$ -	0	-100.00%
	\$ (376,774.10)	-91	
September-2024	\$ 305,929.82	97	
September-2025	\$ -	0	-100.00%
	\$ (305,929.82)	-97	
October-2024	\$ 178,664.06	83	
October-2025	\$ -	0	-100.00%
	\$ (178,664.06)	-83	
November-2024	\$ 200,505.68	88	
November-2025	\$ -	0	-100.00%
	\$ (200,505.68)	-88	
December-2024	\$ 183,035.71	80	
December-2025	\$ -	0	-100.00%
	\$ (183,035.71)	-80	
January-2025	\$ 148,345.35	87	
January-2026	\$ -	0	-100.00%
	\$ (148,345.35)	-87	
February-2025	\$ 104,135.28	74	
February-2026	\$ -	0	-100.00%
	\$ (104,135.28)	-74	
March-2025	\$ 107,065.49	75	
March-2026	\$ -	0	-100.00%
	\$ (107,065.49)	-75	
April-2025	\$ 129,568.03	80	
April-2026	\$ -	0	-100.00%
	\$ (129,568.03)	-80	
May-2025	\$ 130,002.73	80	
May-2026	\$ -	80	-100.00%
	\$ (130,002.73)	0	
June-2025	\$ 200,678.83	87	
June-2026	\$ -	0	-100.00%
	\$ (200,678.83)	-87	
<b>FYTD 2024</b>	<b>\$ 2,341,394.73</b>		
<b>FYTD 2025</b>	<b>\$ 306,652.00</b>		

COUNTY OF JACKSON  
 Trial Balance - Balance Sheet Accounts  
 Report dates 07/01/2025 - thru - 07/31/2025

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	189,328.68	345,623.49	287,984.17	246,968.00
24-1130-000-00	CASH IN TIME DEPOSIT	2,900,000.00	0.00	0.00	2,900,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	317,838.37	0.00	0.00	317,838.37
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	2,156.27	63.17	0.00	2,219.44
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)
<b>Total Asset</b>		<b>3,417,456.47</b>	<b>345,686.66</b>	<b>287,984.17</b>	<b>3,475,158.96</b>
24-2100-000-00	ACCOUNTS PAYABLE	(81,477.01)	262,222.18	185,886.68	(5,141.51)
24-2200-175-00	FEDERAL TAX PAYABLE	(15.78)	1,469.78	1,469.78	(15.78)
24-2200-176-00	STATE TAX PAYABLE	(6.00)	434.00	434.00	(6.00)
24-2200-181-00	FICA TAX PAYABLE	0.00	787.03	787.03	0.00
24-2200-182-00	RETIREMENT PAYABLE	21.77	2,583.24	2,583.24	21.77
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	184.05	184.05	0.00
24-2900-000-00	FUND BALANCE	(3,145,037.45)	0.00	0.00	(3,145,037.45)
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	0.00	326,993.09	166,251.29	160,741.80
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	0.00	166,251.29	326,993.09	(160,741.80)
24-3000-000-00	REVENUE CONTROL	0.00	613.72	318,458.72	(317,845.00)
24-4000-000-00	EXPENDITURE CONTROL	0.00	183,870.18	63.17	183,807.01
<b>Total Liability</b>		<b>(3,417,456.47)</b>	<b>945,408.56</b>	<b>1,003,111.05</b>	<b>(3,475,158.96)</b>
<b>Total TOURISM DEVELOPMENT AUTH</b>		<b>0.00</b>	<b>1,291,095.22</b>	<b>1,291,095.22</b>	<b>0.00</b>

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

Account Number	Description	Adjusted Budget 07/01/2025 07/31/2025	Debits and Credits 07/01/2025 07/31/2025	Debits and Credits 07/01/2025 07/31/2025	Encumbrances 07/01/2025 07/31/2025	Balance 07/01/2025 07/31/2025	% Used
24-3230-130-00	JACKSON COUNTY TDA	3,476,549.00	306,440.82	306,440.82	0.00	3,170,108.18	8.81
	TAX REVENUE	3,476,549.00	306,440.82	306,440.82	0.00	3,170,108.18	8.81
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	211.18	211.18	0.00	4,788.82	4.22
	PENALTY & INTEREST	5,000.00	211.18	211.18	0.00	4,788.82	4.22
24-3831-491-00	INVESTMENT EARNINGS	60,000.00	11,193.00	11,193.00	0.00	48,807.00	18.66
	REVENUES	60,000.00	11,193.00	11,193.00	0.00	48,807.00	18.66
DEPARTMENT TOTAL Revenue		3,541,549.00	317,845.00	317,845.00	0.00	3,223,704.00	8.97
24-4926-121-00	SALARIES & WAGES	165,022.00	12,694.00	12,694.00	0.00	152,328.00	7.69
24-4926-170-00	BOARD MEMBER EXPENSE	1,050.00	0.00	0.00	0.00	1,050.00	0.00
24-4926-181-00	SOCIAL SECURITY CONTRIBU	11,225.00	787.03	787.03	0.00	10,437.97	7.01
24-4926-182-00	RETIREMENT EXPENSE	24,623.00	1,821.60	1,821.60	0.00	22,801.40	7.40
24-4926-183-00	HOSPITALIZATION INSURANC	23,163.00	3,793.98	3,793.98	0.00	19,369.02	16.38
24-4926-185-00	UNEMPLOYMENT INSURANCE	628.00	32.45	32.45	0.00	595.55	5.17
24-4926-186-00	WORKMAN'S COMPENSATION	2,299.00	2,299.00	2,299.00	0.00	0.00	0.00
24-4926-187-00	MEDICARE TAX	2,625.00	184.05	184.05	0.00	2,440.95	7.01
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 SERVICES-AU	9,500.00	2,268.00	2,268.00	0.00	7,232.00	23.87
24-4926-192-00	LEGAL SERVICES	2,000.00	0.00	0.00	0.00	2,000.00	0.00
24-4926-260-00	OFFICE SUPPLIES AND MATE	6,000.00	0.00	0.00	0.00	6,000.00	0.00
24-4926-299-00	MISCELLANEOUS	11,640.00	6,841.48	6,841.48	0.00	4,798.52	58.78
24-4926-311-00	TRAVEL	36,000.00	414.00	414.00	0.00	35,586.00	1.15
24-4926-321-00	TELEPHONE	4,600.00	736.13	736.13	0.00	3,863.87	16.00
24-4926-321-02	TELEPHONE-TDA	6,000.00	486.42	486.42	0.00	5,513.58	8.11
24-4926-325-00	POSTAGE	55,570.00	213.65	213.65	0.00	55,356.35	0.38
24-4926-331-00	UTILITIES	3,200.00	246.75	246.75	0.00	2,953.25	7.71
24-4926-341-00	PRINTING	129,941.00	0.00	0.00	0.00	129,941.00	0.00
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	600,000.00	0.00	0.00	0.00	600,000.00	0.00
24-4926-370-01	WEBSITE SERVICE	35,200.00	2,100.00	2,100.00	0.00	33,100.00	5.97
24-4926-370-02	CREATIVE & PRODUCTION SE	85,000.00	6,000.00	6,000.00	0.00	79,000.00	7.06
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	15,000.00	1,100.00	1,100.00	0.00	13,900.00	7.33
24-4926-370-04	E-MAIL CAMPAIGNS	30,000.00	2,910.00	2,910.00	0.00	27,090.00	9.70
24-4926-370-05	SEM MANAGEMENT	207,520.00	15,224.15	15,224.15	0.00	192,295.85	7.34
24-4926-370-09	SOCIAL MEDIA SPEND	168,000.00	0.00	0.00	160,741.80	7,258.20	95.68

COUNTY OF JACKSON  
Income Statement

Report dates 07/01/2025 - thru - 07/31/2025

Account Number	Description	Adjusted Budget	Debits and Credits	Debits and Credits	Encumbrances	Balance	%
		07/01/2025 07/31/2025	07/01/2025 07/31/2025	07/01/2025 07/31/2025	07/01/2025 07/31/2025	07/01/2025 07/31/2025	Used
24-4926-393-00	VISITOR CENTER OPERATION	242,465.00	23,122.00	23,122.00	0.00	219,343.00	9.54
24-4926-393-01	PUBLIC RELATIONS	133,000.00	15,825.00	15,825.00	0.00	117,175.00	11.90
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	100.00	100.00	0.00	1,300.00	7.14
24-4926-393-06	CONTRACTED-AD FIRM RETAI	50,000.00	5,400.00	5,400.00	0.00	44,600.00	10.80
24-4926-393-07	CONTRACTED SERVICES-STR	12,200.00	0.00	0.00	0.00	12,200.00	0.00
24-4926-393-08	CONTRACTED-AD FIRM MISC	30,000.00	687.00	687.00	0.00	29,313.00	2.29
24-4926-393-11	SOFTWARE, INTERNET, MISC S	45,936.00	1,020.80	1,020.80	0.00	44,915.20	2.22
24-4926-393-14	CONTRACTED SERVICES-HR O	9,600.00	482.80	482.80	0.00	9,117.20	5.03
24-4926-393-15	RESEARCH AND ANALYTICS	70,469.00	61,000.00	61,000.00	0.00	9,469.00	86.56
24-4926-399-00	CONTRACTED SERVICES	62,450.00	4,600.00	4,600.00	0.00	57,850.00	7.37
24-4926-399-09	MEDIA MANAGEMENT	50,000.00	0.00	0.00	0.00	50,000.00	0.00
24-4926-412-00	BUILDING RENT	23,280.00	1,900.00	1,900.00	0.00	21,380.00	8.16
24-4926-454-00	INSURANCE	3,754.00	2,359.22	2,359.22	0.00	1,394.78	62.85
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,739.00	3,170.00	3,170.00	0.00	6,569.00	32.55
24-4926-550-00	CAPITAL OUTLAY-EQUIPMENT	1,000.00	0.00	0.00	0.00	1,000.00	0.00
24-4926-550-01	CAPITAL PROJECTS	1,000,000.00	0.00	0.00	0.00	1,000,000.00	0.00
24-4926-699-00	GRANTS	100,000.00	0.00	0.00	0.00	100,000.00	0.00
24-4926-699-02	MISCELLANEOUS DONATIONS	11,700.00	800.00	800.00	0.00	10,900.00	6.84
24-4926-990-00	CONTINGENCY	10,000.00	0.00	0.00	0.00	10,000.00	0.00
TOURISM DEVELOPMENT AUTHORITY		3,541,549.00	183,807.01	183,807.01	160,741.80	3,197,000.19	9.73
DEPARTMENT TOTAL Expense		-3,541,549.00	-183,807.01	-183,807.01	160,741.80	-3,197,000.19	9.73
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	134,037.99	134,037.99	160,741.80	26,703.81	9.35

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 07/01/25 ENDING 07/31/25

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:				
07/01/25				BUDGET BALANCE	165,022.00			0.00
07/03/25	TLJ		JE-260042	JOE: TDA PAYROLL 7/3/25	0.00	6,347.00	0.00	6,347.00
07/18/25	TLJ		JE-260108	JOE: TDA PAYROLL 7/18/25	0.00	6,347.00	0.00	12,694.00
TOTALS					165,022.00	12,694.00	0.00	12,694.00

ACCOUNT # 24-4926-170-00				DESC: BOARD MEMBER EXPENSE ASN:				
07/01/25				BUDGET BALANCE	1,050.00			0.00
TOTALS					1,050.00	0.00	0.00	0.00

ACCOUNT # 24-4926-181-00				DESC: SOCIAL SECURITY CONTRIBUTION ASN:				
07/03/25	TLJ		JE-260044	JOE: TDA TAX DRAFT 7/3/2	0.00	393.52	0.00	393.52
07/18/25	TLJ		JE-260109	JOE: TAX DRAFT TDA 7/18/	0.00	393.51	0.00	787.03
TOTALS					11,225.00	787.03	0.00	787.03

ACCOUNT # 24-4926-182-00				DESC: RETIREMENT EXPENSE ASN:				
07/01/25				BUDGET BALANCE	24,623.00			0.00
07/03/25	TLJ		JE-260044	JOE: TDA TAX DRAFT 7/3/2	0.00	910.80	0.00	910.80
07/18/25	TLJ		JE-260109	JOE: TAX DRAFT TDA 7/18/	0.00	910.80	0.00	1,821.60
TOTALS					24,623.00	1,821.60	0.00	1,821.60

ACCOUNT # 24-4926-183-00				DESC: HOSPITALIZATION INSURANCE ASN:				
07/01/25				BUDGET BALANCE	23,163.00			0.00
07/01/25	945658		04*2400827	COMPANION LIFE INSURANCE	0.00	199.33	0.00	199.33
07/10/25	06/11/25		04*2400830	BCBS OF NC	0.00	1,697.66	0.00	1,896.99
07/25/25	956387		04*2400848	COMPANION LIFE INSURANCE	0.00	199.33	0.00	2,096.32
07/25/25	07/12/25		04*2400843	BCBS OF NC	0.00	1,697.66	0.00	3,793.98
TOTALS					23,163.00	3,793.98	0.00	3,793.98

ACCOUNT # 24-4926-185-00				DESC: UNEMPLOYMENT INSURANCE ASN:				
07/01/25				BUDGET BALANCE	628.00			0.00

BC2001 BEGINNING 07/01/25 ENDING 07/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN: =====> CONTINUED <=====

07/03/25		TLJ	JE-260044	JOE: TDA TAX DRAFT 7/3/2	0.00	16.22	0.00	16.22
07/18/25		TLJ	JE-260109	JOE: TAX DRAFT TDA 7/18/	0.00	16.23	0.00	32.45
TOTALS					628.00	32.45	0.00	32.45

ACCOUNT # 24-4926-187-00 DESC: MEDICARE TAX ASN:

07/01/25				BUDGET BALANCE	2,625.00			0.00
07/03/25		TLJ	JE-260044	JOE: TDA TAX DRAFT 7/3/2	0.00	92.02	0.00	92.02
07/18/25		TLJ	JE-260109	JOE: TAX DRAFT TDA 7/18/	0.00	92.03	0.00	184.05
TOTALS					2,625.00	184.05	0.00	184.05

ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:

07/01/25				BUDGET BALANCE	16,250.00			0.00
07/31/25		TLJ	JE-260144	JOE: TDA ADMIN 7/2025	0.00	1,354.17	0.00	1,354.17
TOTALS					16,250.00	1,354.17	0.00	1,354.17

ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SERVICES-AUDIT ASN:

07/01/25				BUDGET BALANCE	9,500.00			0.00
07/10/25		INV22572	02*16170	MARTIN STARNES & ASSOCIA	0.00	2,268.00	0.00	2,268.00
TOTALS					9,500.00	2,268.00	0.00	2,268.00

ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:

07/01/25				BUDGET BALANCE	2,000.00			0.00
TOTALS					2,000.00	0.00	0.00	0.00

ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES AND MATERIALS ASN:

TOTALS					6,000.00	0.00	0.00	0.00
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ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 07/01/25 ENDING 07/31/25

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

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

07/15/25		39670871	04*2400849	IMAGE SOLUTIONS, LLC	0.00	268.27	0.00	268.27
07/15/25		39670871	04*2400849	IMAGE SOLUTIONS, LLC	0.00	0.00	17.55	250.72
07/31/25		TLJ	JE-260179	JOE: JULY,2025 EOM	0.00	6,590.76	0.00	6,841.48
TOTALS					11,640.00	6,859.03	17.55	6,841.48

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

07/01/25				BUDGET BALANCE	36,000.00			0.00
07/25/25		071525	02*16269	SAMANTHA NELSON	0.00	414.00	0.00	414.00
TOTALS					36,000.00	414.00	0.00	414.00

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

07/01/25				BUDGET BALANCE	4,600.00			0.00
07/01/25		6116723399	04*2400825	VERIZON WIRELESS	0.00	51.63	0.00	51.63
07/02/25		337966	04*2400838	BALSAMWEST	0.00	299.89	0.00	351.52
07/02/25		337965	04*2400838	BALSAMWEST	0.00	384.61	0.00	736.13
TOTALS					4,600.00	736.13	0.00	736.13

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

07/01/25				BUDGET BALANCE	6,000.00			0.00
07/02/25		339070	04*2400838	BALSAMWEST	0.00	486.42	0.00	486.42
TOTALS					6,000.00	486.42	0.00	486.42

ACCOUNT # 24-4926-325-00    DESC: POSTAGE    ASN:

07/01/25				BUDGET BALANCE	55,570.00			0.00
07/01/25		3320948129	04*2400823	PITNEY BOWES INC.	0.00	193.11	0.00	193.11
07/01/25		3320948129	04*2400823	PITNEY BOWES INC.	0.00	0.00	12.63	180.48
07/09/25		17VA27275	02*16141	UPS	0.00	33.17	0.00	213.65

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 07/01/25 ENDING 07/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-325-00    DESC: POSTAGE    ASN:    =====> CONTINUED <=====

TOTALS					55,570.00	226.28	12.63	213.65
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ACCOUNT # 24-4926-331-00    DESC: UTILITIES    ASN:

07/01/25				BUDGET BALANCE	3,200.00			0.00
07/01/25	23600			04*2400826 OWENS AND GATES LLC	0.00	40.00	0.00	40.00
07/23/25		07/16/25		04*2400841 DUKE ENERGY	0.00	206.75	0.00	246.75
TOTALS					3,200.00	246.75	0.00	246.75

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

07/01/25				BUDGET BALANCE	129,941.00			0.00
TOTALS					129,941.00	0.00	0.00	0.00

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

TOTALS					500.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-370-00    DESC: AD FIRM MEDIA    ASN:

TOTALS					600,000.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-370-01    DESC: WEBSITE SERVICE    ASN:

07/02/25		INV-02784		04*2400840 BUFFALO GROUPE, LLC	0.00	2,100.00	0.00	2,100.00
TOTALS					35,200.00	2,100.00	0.00	2,100.00

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

07/01/25				BUDGET BALANCE	85,000.00			0.00
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BC2001		ACCOUNT ACTIVITY ANALYSIS			PAGE 5			
		BEGINNING 07/01/25		ENDING 07/31/25				
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-370-02				DESC: CREATIVE & PRODUCTION SERVICES	ASN: =====>	CONTINUED	<=====	
07/02/25		INV-02784	04*2400840	BUFFALO GROUPE, LLC	0.00	6,000.00	0.00	6,000.00
TOTALS					85,000.00	6,000.00	0.00	6,000.00
ACCOUNT # 24-4926-370-03				DESC: DIGITAL CAMPAIGN REPORTING	ASN:			
07/01/25				BUDGET BALANCE	15,000.00			0.00
07/02/25		INV-02784	04*2400840	BUFFALO GROUPE, LLC	0.00	1,100.00	0.00	1,100.00
TOTALS					15,000.00	1,100.00	0.00	1,100.00
ACCOUNT # 24-4926-370-04				DESC: E-MAIL CAMPAIGNS	ASN:			
07/01/25				BUDGET BALANCE	30,000.00			0.00
07/02/25		INV-02784	04*2400840	BUFFALO GROUPE, LLC	0.00	2,150.00	0.00	2,150.00
07/02/25		INV-02784	04*2400840	BUFFALO GROUPE, LLC	0.00	760.00	0.00	2,910.00
TOTALS					30,000.00	2,910.00	0.00	2,910.00
ACCOUNT # 24-4926-370-05				DESC: SEM MANAGEMENT	ASN:			
07/01/25				BUDGET BALANCE	207,520.00			0.00
07/25/25		075157	04*2400850	LOVE COMMUNICATIONS LLC	0.00	15,224.15	0.00	15,224.15
TOTALS					207,520.00	15,224.15	0.00	15,224.15
ACCOUNT # 24-4926-370-09				DESC: SOCIAL MEDIA SPEND	ASN:			
07/01/25				BUDGET BALANCE	168,000.00			0.00
TOTALS					168,000.00	0.00	0.00	0.00
ACCOUNT # 24-4926-393-00				DESC: VISITOR CENTER OPERATIONS	ASN:			
07/08/25		25695	04*2400829	JACKSON CO. CHAMBER OF C	0.00	8,203.17	0.00	8,203.17
07/08/25		25695	04*2400829	JACKSON CO. CHAMBER OF C	0.00	1,164.75	0.00	9,367.92
07/08/25		25695	04*2400829	JACKSON CO. CHAMBER OF C	0.00	188.67	0.00	9,556.59

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 07/01/25 ENDING 07/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-393-00    DESC: VISITOR CENTER OPERATIONS    ASN:    =====>    CONTINUED    <=====

07/08/25		25695		04*2400829 JACKSON CO. CHAMBER OF C	0.00	3,000.00	0.00	12,556.59
07/08/25		25714		04*2400831 CASHIERS AREA CHAMBER OF	0.00	7,519.58	0.00	20,076.17
07/08/25		25714		04*2400831 CASHIERS AREA CHAMBER OF	0.00	1,045.83	0.00	21,122.00
07/08/25		25714		04*2400831 CASHIERS AREA CHAMBER OF	0.00	2,000.00	0.00	23,122.00
TOTALS					242,465.00	23,122.00	0.00	23,122.00

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

07/01/25				BUDGET BALANCE	133,000.00			0.00
07/10/25		64856	02*16172	LOU HAMMOND GROUP ATLANT	0.00	7,750.00	0.00	7,750.00
07/25/25		64876	02*16239	LOU HAMMOND GROUP ATLANT	0.00	8,075.00	0.00	15,825.00
TOTALS					133,000.00	15,825.00	0.00	15,825.00

ACCOUNT # 24-4926-393-02    DESC: CONTRACTED SERVICES    ASN:

07/01/25				BUDGET BALANCE	22,000.00			0.00
07/31/25		TLJ	JE-260144	JOE: TDA ADMIN 7/2025	0.00	1,833.33	0.00	1,833.33
TOTALS					22,000.00	1,833.33	0.00	1,833.33

ACCOUNT # 24-4926-393-03    DESC: CONTRACTED SERVICES-RECORDING    ASN:

07/01/25				BUDGET BALANCE	1,400.00			0.00
07/25/25		07/16/2025	04*2400846	CHERYL OSBORNE	0.00	100.00	0.00	100.00
TOTALS					1,400.00	100.00	0.00	100.00

ACCOUNT # 24-4926-393-06    DESC: CONTRACTED-AD FIRM RETAINER    ASN:

07/01/25				BUDGET BALANCE	50,000.00			0.00
07/02/25		INV-02784	04*2400840	BUFFALO GROUPE, LLC	0.00	5,400.00	0.00	5,400.00
TOTALS					50,000.00	5,400.00	0.00	5,400.00

ACCOUNT # 24-4926-393-07    DESC: CONTRACTED SERVICES-STR    ASN:

07/01/25				BUDGET BALANCE	12,200.00			0.00
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ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 07/01/25 ENDING 07/31/25

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

TOTALS					12,200.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:

07/02/25		INV-02784	04*2400840	BUFFALO GROUPE, LLC	0.00	687.00	0.00	687.00
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TOTALS					30,000.00	687.00	0.00	687.00
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ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:

07/01/25				BUDGET BALANCE	45,936.00			0.00
07/02/25		062525B	04*2400835	BUSINESS CARD	0.00	1,053.79	0.00	1,053.79
07/02/25		062525B	04*2400835	BUSINESS CARD	0.00	0.00	32.99	1,020.80

TOTALS					45,936.00	1,053.79	32.99	1,020.80
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ACCOUNT # 24-4926-393-14 DESC: CONTRACTED SERVICES-HR OUTSOURCING ASN:

07/01/25				BUDGET BALANCE	9,600.00			0.00
07/03/25		TLJ	JE-260043	JOE: PAYROLL INVOICE# 91	0.00	122.80	0.00	122.80
07/25/25		2402	04*2400847	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	482.80

TOTALS					9,600.00	482.80	0.00	482.80
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ACCOUNT # 24-4926-393-15 DESC: RESEARCH AND ANALYTICS ASN:

07/01/25				BUDGET BALANCE	70,469.00			0.00
07/25/25		TEIN-8610	04*2400851	TOURISM ECONOMICS LLC	0.00	61,000.00	0.00	61,000.00

TOTALS					70,469.00	61,000.00	0.00	61,000.00
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ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN:

07/01/25				BUDGET BALANCE	62,450.00			0.00
07/02/25		2133	02*16181	TEMBO HOSPITALITY GROUP	0.00	4,600.00	0.00	4,600.00

TOTALS					62,450.00	4,600.00	0.00	4,600.00
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ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 07/01/25 ENDING 07/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-399-00    DESC: CONTRACTED SERVICES    ASN:    =====>    CONTINUED    <=====

ACCOUNT # 24-4926-399-09    DESC: MEDIA MANAGEMENT    ASN:

07/01/25				BUDGET BALANCE	50,000.00			0.00
TOTALS					50,000.00	0.00	0.00	0.00

ACCOUNT # 24-4926-412-00    DESC: BUILDING RENT    ASN:

07/01/25		23600		04*2400826 OWENS AND GATES LLC	0.00	1,900.00	0.00	1,900.00
TOTALS					23,280.00	1,900.00	0.00	1,900.00

ACCOUNT # 24-4926-454-00    DESC: INSURANCE    ASN:

07/01/25				BUDGET BALANCE	3,754.00			0.00
07/01/25		1126366		04*2400824 STANBERRY INSURANCE AGEN	0.00	1,008.22	0.00	1,008.22
07/07/25		070325B		04*2400836 BUSINESS CARD	0.00	1,351.00	0.00	2,359.22
TOTALS					3,754.00	2,359.22	0.00	2,359.22

ACCOUNT # 24-4926-491-00    DESC: DUES AND SUBSCRIPTIONS    ASN:

07/01/25				BUDGET BALANCE	9,739.00			0.00
07/01/25	260010	FY25-26		04*2400828 GREAT SMOKY MOUNTAINS AS	0.00	1,000.00	0.00	1,000.00
07/02/25		36961		04*2400832 SOUTHEAST TOURISM SOCIET	0.00	970.00	0.00	1,970.00
07/25/25		00469		04*2400845 NCTIA	0.00	1,200.00	0.00	3,170.00
TOTALS					9,739.00	3,170.00	0.00	3,170.00

ACCOUNT # 24-4926-550-00    DESC: CAPITAL OUTLAY-EQUIPMENT    ASN:

07/01/25				BUDGET BALANCE	1,000.00			0.00
TOTALS					1,000.00	0.00	0.00	0.00

ACCOUNT # 24-4926-550-01    DESC: CAPITAL PROJECTS    ASN:

TOTALS					1,000,000.00	0.00	0.00	0.00
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ACCOUNT ACTIVITY ANALYSIS

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BC2001

BEGINNING 07/01/25    ENDING 07/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-550-01    DESC: CAPITAL PROJECTS    ASN:    =====>    CONTINUED    <=====

ACCOUNT # 24-4926-699-00    DESC: GRANTS    ASN:

TOTALS					100,000.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-699-02    DESC: MISCELLANEOUS DONATIONS    ASN:

07/25/25		3799		04*2400844 SMOKY MOUNTAIN HOST	0.00	800.00	0.00	800.00
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TOTALS					11,700.00	800.00	0.00	800.00
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ACCOUNT # 24-4926-990-00    DESC: CONTINGENCY    ASN:

07/01/25				BUDGET BALANCE	10,000.00			0.00
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TOTALS					10,000.00	0.00	0.00	0.00
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