

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
September 30, 2020

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

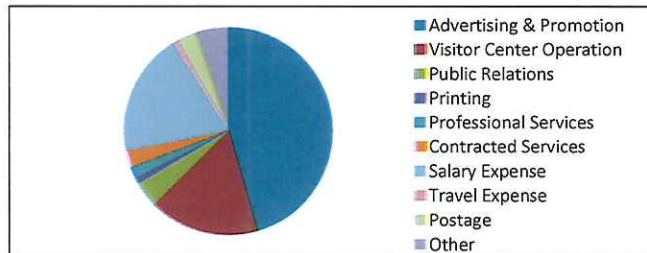
September 30, 2020

- * September Room Occupancy Tax collections totaled \$228,850.82 with \$121.62 collected for penalties. The YTD collection total is \$652,583.82 - 74.83% of budget. The Airbnb total was \$40,794.46. The Home Away VRBO total was \$51,249.26.
- * 116 accounts reported for August rentals (decrease of 80 accounts from last year). The collections were up 71.94% (\$95,800.47) from the same period in 2019.

- * The cash balance at September 30, 2020 is \$542,832.032 and investments total \$400,000.00.

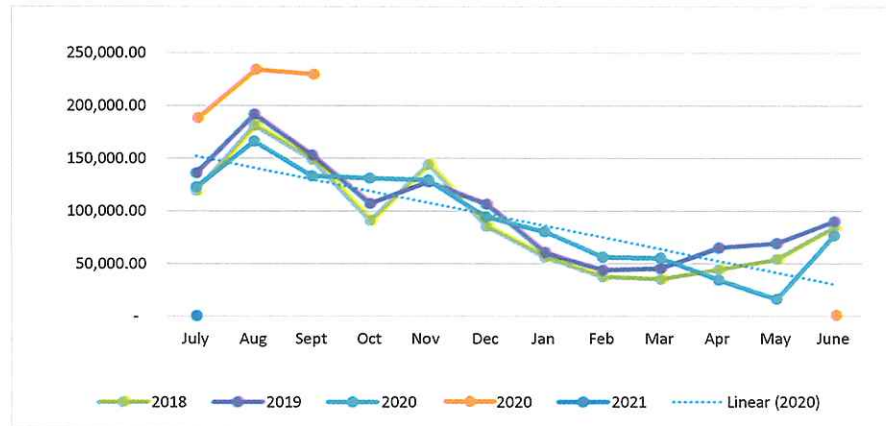
- * The expenses for September were \$78,629.45. The FYTD expenses totaled \$216,186.28 with encumbrances of \$23,227.62 for a combined total of \$239,413.90 - 27.45% of budget.

TDA Expenses as of September 30, 2020



Advertising & Promotion	\$	35,844.37
Visitor Center Operation	\$	13,373.00
Public Relations	\$	3,100.00
Printing	\$	801.16
Professional Services	\$	1,354.17
Contracted Services	\$	2,039.28
Salary Expense	\$	15,119.33
Travel Expense	\$	593.00
Postage	\$	2,330.52
Other	\$	4,074.62
Total	\$	78,629.45

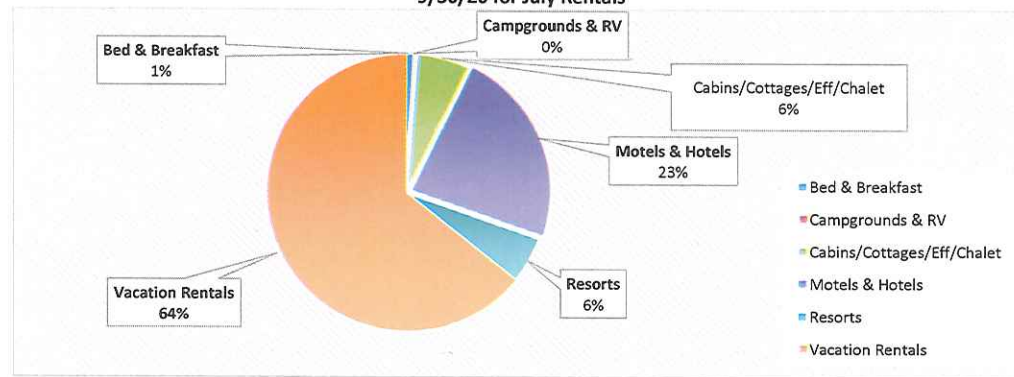
Fiscal YTD Collections



	2017	2018	2019	2020	2021
July	119,861.04	119,152.80	135,881.68	122,421.68	187,832.18
Aug	180,394.59	181,280.78	191,736.34	166,057.35	233,601.43
Sept	135,649.23	148,701.72	152,650.37	133,172.02	228,972.44
Oct	94,100.41	90,329.60	106,838.84	130,912.47	
Nov	115,576.40	144,240.73	127,342.88	129,268.34	
Dec	89,928.52	84,754.30	106,016.63	93,829.84	
Jan	56,081.35	56,029.08	60,207.39	79,652.13	
Feb	29,357.66	37,210.91	43,528.62	55,878.75	
Mar	33,603.67	35,029.92	45,185.00	55,161.52	
Apr	40,794.81	44,116.59	64,498.34	34,404.69	
May	61,363.25	53,695.68	68,385.86	15,854.63	
June	76,932.28	83,711.73	89,275.51	76,044.67	-
Total	\$ 1,033,643.21	\$ 1,078,253.84	\$ 1,191,547.46	\$ 1,092,658.09	\$ 650,406.05

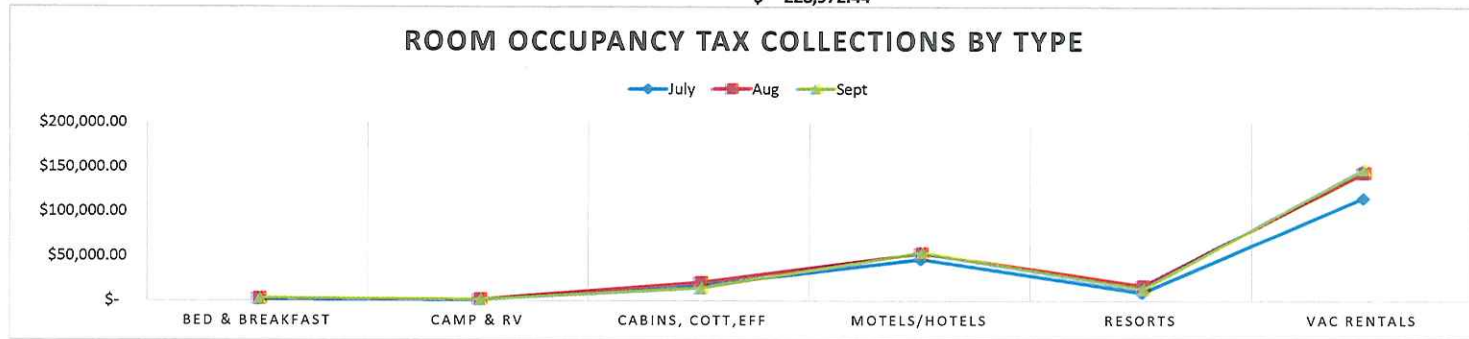


Room Occupancy Tax Collections 9/30/20 for July Rentals



Bed & Breakfast	\$ 2,108.16
Campgrounds & RV	\$ 829.81
Cabins/Cottages/Eff/Chalet	\$ 13,630.34
Motels & Hotels	\$ 52,875.89
Resorts	\$ 12,396.57
Vacation Rentals	\$ 147,131.67
Total	\$ 228,972.44

ROOM OCCUPANCY TAX COLLECTIONS BY TYPE



COLLECTIONS BY TYPE

	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July	\$ 1,452.19	\$ 624.61	\$ 16,567.08	\$ 45,998.26	\$ 8,493.60	\$ 114,696.44	\$ 187,832.18
Aug	\$ 1,998.24	\$ 822.85	\$ 19,823.27	\$ 52,137.59	\$ 15,885.83	\$ 142,933.65	\$ 233,601.43
Sept	\$ 2,108.16	\$ 829.81	\$ 13,630.34	\$ 52,875.89	\$ 12,396.57	\$ 147,131.67	\$ 228,972.44
Oct							\$ -
Nov							\$ -
Dec							\$ -
Jan							\$ -
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June							\$ -
Total	\$ 5,558.59	\$ 2,277.27	\$ 50,020.69	\$ 151,011.74	\$ 36,776.00	\$ 404,761.76	\$ 650,406.05

% By Type	0.85%	0.35%	7.69%	23.22%	5.65%	62.23%	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-2019	\$ 122,421.68	206	10%
July-2020	\$ 187,832.18	113	53.43%
	\$ 65,410.50	-93	
August-2019	\$ 166,057.35	216	9%
August-2020	\$ 233,507.83	118	40.62%
	\$ 67,450.48	-98	
September-2019	\$ 133,172.02	196	3%
September-2020	\$ 228,972.44	116	71.94%
	\$ 95,800.42	-80	
October-2019	\$ 130,912.47	175	4%
October-2020			-100.00%
	\$ (130,912.47)	-175	
November-2019	\$ 129,268.34	167	1%
November-2020			-100.00%
	\$ (129,268.34)	-167	
December-2019	\$ 93,829.84	133	-10%
December-2020		0	-100.00%
	\$ (93,829.84)	-133	
January-2020	\$ 79,652.13	120	18%
January-2021			-100.00%
	\$ (79,652.13)	-120	
February-2020	\$ 55,878.75	96	15%
February-2021	\$ -		-100.00%
	\$ (55,878.75)	-96	
March-2020	\$ 55,161.52	93	4%
March-2021			-100.00%
	\$ (55,161.52)	-93	
April-2020	\$ 34,404.69	59	95%
April-2021			-100.00%
	\$ (34,404.69)	-59	
May-2020	\$ 15,854.63	36	35%
May-2021	\$ -		-100.00%
	\$ (15,854.63)	-36	
June-2020	\$ 76,044.67	74	15%
June-2021			-100.00%
	\$ (76,044.67)	-74	
FYTD 2020	\$ 1,092,658.09		
FYTD 2021	\$ 650,312.45		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 09/01/2020 - thru - 09/30/2020

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	391,538.52	297,258.16	145,964.65	542,832.03
24-1130-000-00	CASH IN TIME DEPOSIT	400,000.00	0.00	0.00	400,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	189,058.69	0.00	0.00	189,058.69
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	2,211.99	39.07	0.00	2,251.06
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	10.29	0.00	0.00	10.29
24-1310-000-11	DUE FROM GENERAL FUND	0.00	0.00	0.00	0.00
Total Asset		982,819.49	297,297.23	145,964.65	1,134,152.07
24-2100-000-00	ACCOUNTS PAYABLE	0.00	62,798.88	62,798.88	0.00
24-2200-000-00	ACCRUED SALARIES PAYABLE	2,388.55	0.00	0.00	2,388.55
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	1,528.60	1,528.60	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	468.00	468.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	685.49	685.49	0.00
24-2200-182-00	RETIREMENT PAYABLE	0.00	1,810.59	1,785.59	25.00
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	160.32	160.32	0.00
24-2300-000-11	DUE TO GENERAL	0.00	66,363.12	66,363.12	0.00
24-2900-000-00	FUND BALANCE	(618,994.37)	0.00	0.00	(618,994.37)
24-2900-000-01	RES BY STATE STATUTE	(81,173.71)	0.00	0.00	(81,173.71)
24-2912-000-00	RESERVE FOR ENCUMBRANCES	16,417.00	69,718.49	62,907.87	23,227.62
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(16,417.00)	62,907.87	69,718.49	(23,227.62)
24-3000-000-00	REVENUE CONTROL	(422,596.79)	0.00	229,987.03	(652,583.82)
24-4000-000-00	EXPENDITURE CONTROL	137,556.83	79,685.68	1,056.23	216,186.28
Total Liability		(982,819.49)	346,127.04	497,459.62	(1,134,152.07)
Total TOURISM DEVELOPMENT AUTH		0.00	643,424.27	643,424.27	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2020 - thru - 09/30/2020

Account Number	Description	Adjusted Budget 07/01/2020 09/30/2020	Debits and Credits 09/01/2020 09/30/2020	Debits and Credits 07/01/2020 09/30/2020	Encumbrances 07/01/2020 09/30/2020	Balance 07/01/2020 09/30/2020	% Used
24-3230-130-00	JACKSON COUNTY TDA	864,120.00	228,850.82	649,853.47	0.00	214,266.53	75.20
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	TAX REVENUE	864,120.00	228,850.82	649,853.47	0.00	214,266.53	75.20
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	121.62	458.98	0.00	4,541.02	9.18
24-3270-190-00	MARKETING AND ADVERTISING	0.00	1,000.00	2,206.00	0.00	-2,206.00	0.00
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	PENALTY & INTEREST	5,000.00	1,121.62	2,664.98	0.00	2,335.02	53.30
24-3831-491-00	INVESTMENT EARNINGS	3,000.00	14.59	65.37	0.00	2,934.63	2.18
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	REVENUES	3,000.00	14.59	65.37	0.00	2,934.63	2.18
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DEPARTMENT TOTAL Revenue		872,120.00	229,987.03	652,583.82	0.00	219,536.18	74.83
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24-4926-121-00	SALARIES & WAGES	112,771.00	11,056.31	24,466.51	0.00	88,304.49	21.70
24-4926-170-00	BOARD MEMBER EXPENSE	249.00	0.00	125.34	0.00	123.66	50.34
24-4926-181-00	SOCIAL SECURITY CONTRIBU	6,992.00	685.49	1,516.92	0.00	5,475.08	21.70
24-4926-182-00	RETIREMENT EXPENSE	11,446.00	1,122.21	2,517.50	0.00	8,928.50	21.99
24-4926-183-00	HOSPITALIZATION INSURANC	18,540.00	2,076.14	4,764.52	0.00	13,775.48	25.70
24-4926-185-00	UNEMPLOYMENT INSURANCE	504.00	18.86	73.72	0.00	430.28	14.63
24-4926-186-00	WORKMAN'S COMPENSATION	1,266.00	0.00	223.50	0.00	1,042.50	17.65
24-4926-187-00	MEDICARE TAX	1,635.00	160.32	354.77	0.00	1,280.23	21.70
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	4,062.51	0.00	12,187.49	25.00
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,200.00	1,750.00	5,250.00	0.00	1,950.00	72.92
24-4926-192-00	LEGAL SERVICES	3,000.00	825.00	825.00	0.00	2,175.00	27.50
24-4926-260-00	OFFICE SUPPLIES	3,963.00	368.27	695.88	0.00	3,267.12	17.56
24-4926-299-00	MISCELLANEOUS	6,810.00	117.00	1,228.16	0.00	5,581.84	18.03
24-4926-311-00	TRAVEL	6,299.00	593.00	885.03	395.00	5,018.97	20.32
24-4926-321-00	TELEPHONE	4,430.00	32.77	1,725.57	0.00	2,704.43	38.95
24-4926-321-02	TELEPHONE-DIRECTOR	2,316.00	0.00	0.00	0.00	2,316.00	0.00
24-4926-325-00	POSTAGE	21,003.00	2,330.52	6,244.41	0.00	14,758.59	29.73
24-4926-331-00	UTILITIES	2,000.00	170.88	503.95	0.00	1,496.05	25.20
24-4926-341-00	PRINTING	66,741.00	801.16	2,396.89	16,116.00	48,228.11	27.74
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	173,600.00	9,837.72	34,613.77	0.00	138,986.23	19.94
24-4926-370-01	WEBSITE SERVICE	19,200.00	1,600.00	4,800.00	0.00	14,400.00	25.00
24-4926-370-02	CREATIVE & PRODUCTION SE	15,000.00	1,996.25	2,671.25	0.00	12,328.75	17.81
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	7,200.00	600.00	1,800.00	0.00	5,400.00	25.00
24-4926-370-04	E-MAIL CAMPAIGNS	5,700.00	475.00	1,425.00	0.00	4,275.00	25.00
24-4926-370-05	SEM MANAGEMENT	10,800.00	900.00	2,700.00	0.00	8,100.00	25.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2020 - thru - 09/30/2020

Account Number	Description	Adjusted Budget 07/01/2020 09/30/2020	Debits and Credits 09/01/2020 09/30/2020	Debits and Credits 07/01/2020 09/30/2020	Encumbrances 07/01/2020 09/30/2020	Balance 07/01/2020 09/30/2020	% Used
24-4926-370-07	SOCIAL MEDIA	8,400.00	700.00	2,100.00	0.00	6,300.00	25.00
24-4926-393-00	VISITOR CENTER OPERATION	167,872.00	13,373.00	47,041.00	0.00	120,831.00	28.02
24-4926-393-01	PUBLIC RELATIONS	37,200.00	3,100.00	9,300.00	0.00	27,900.00	25.00
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	5,499.99	0.00	16,500.01	25.00
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	50.00	50.00	0.00	1,350.00	3.57
24-4926-393-05	CONTRACTED-WEBSITE	7,500.00	0.00	1,172.50	0.00	6,327.50	15.63
24-4926-393-06	CONTRACTED-AD FIRM RETAI	30,600.00	2,550.00	7,650.00	0.00	22,950.00	25.00
24-4926-393-07	CONTRACTED SERVICES-STR	8,280.00	0.00	8,280.00	0.00	0.00	0.00
24-4926-393-08	CONTRACTED-AD FIRM MISC	12,000.00	931.07	2,793.21	0.00	9,206.79	23.28
24-4926-393-11	SOFTWARE, INTERNET, MISC S	24,488.00	16,254.33	17,287.38	0.00	7,200.62	70.60
24-4926-393-14	CONTRACTED SERVICES-HR O	4,320.00	155.95	1,907.85	0.00	2,412.15	44.16
24-4926-412-00	BUILDING RENT	6,000.00	500.00	1,500.00	0.00	4,500.00	25.00
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	2,850.00	10.70	1,739.15	0.00	1,110.85	61.02
24-4926-550-00	CAPITAL OUTLAY	4,698.00	0.00	3,695.00	0.00	1,003.00	78.65
24-4926-630-00	NC TOURISM RECOVERY GRAN	0.00	0.00	0.00	6,716.62	-6,716.62	0.00
24-4926-699-02	MISCELLANEOUS DONATIONS	1,650.00	300.00	300.00	0.00	1,350.00	18.18
24-4926-990-00	CONTINGENCY	5,000.00	0.00	0.00	0.00	5,000.00	0.00
TOURISM DEVELOPMENT AUTHORITY		872,120.00	78,629.45	216,186.28	23,227.62	632,706.10	27.45
DEPARTMENT TOTAL Expense		-872,120.00	-78,629.45	-216,186.28	23,227.62	-632,706.10	27.45
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	151,357.58	436,397.54	23,227.62	-413,169.92	51.14