

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
OCTOBER 31, 2023

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

October 31, 2023

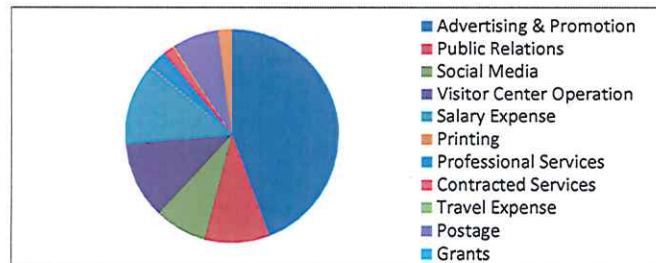
* October Room Occupancy Tax collections totaled \$229,399.66 with \$345.81 collected for penalties. The YTD collection total is \$894,933.95 - 35.80% of budget. The Airbnb total was \$52,949.43; the Home Away/VRBO total was \$25,907.49 and the VACASA,NC total was \$6,864.33.

* 91 accounts reported for September rentals (increase of 6 accounts from last year). The collections were down 2.42% from the same period in 2022.

* The cash balance at October 31, 2023 was \$1,000,180.42 and investments totaled \$3,000,000.

* The expenses for October were \$146,722.21. The FYTD expenses totaled \$593,359.89 with encumbrances of \$0.00, for a combined total of \$593,359.89 - 17.24% of budget.

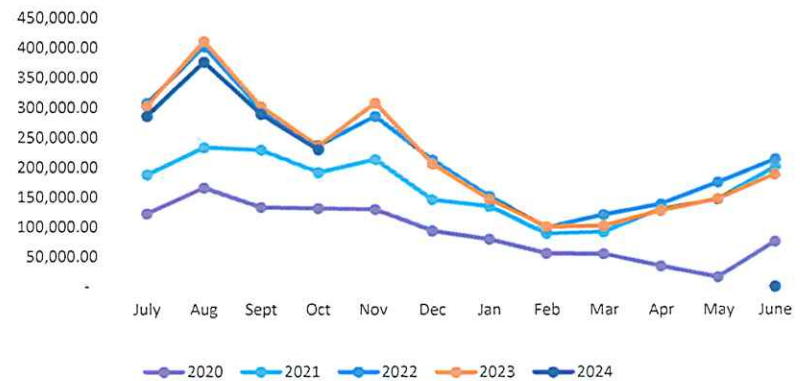
TDA Expenses as of October 31, 2023



Advertising & Promotion	\$ 65,050.62
Public Relations	\$ 14,281.67
Social Media	\$ 11,635.10
Visitor Center Operation	\$ 17,258.34
Salary Expense	\$ 18,093.20
Printing	\$ 201.29
Professional Services	\$ 4,029.17
Contracted Services	\$ 2,448.28
Travel Expense	\$ 370.31
Postage	\$ 10,222.95
Grants	\$ -
Other	\$ 3,156.28
Total	\$ 146,747.21

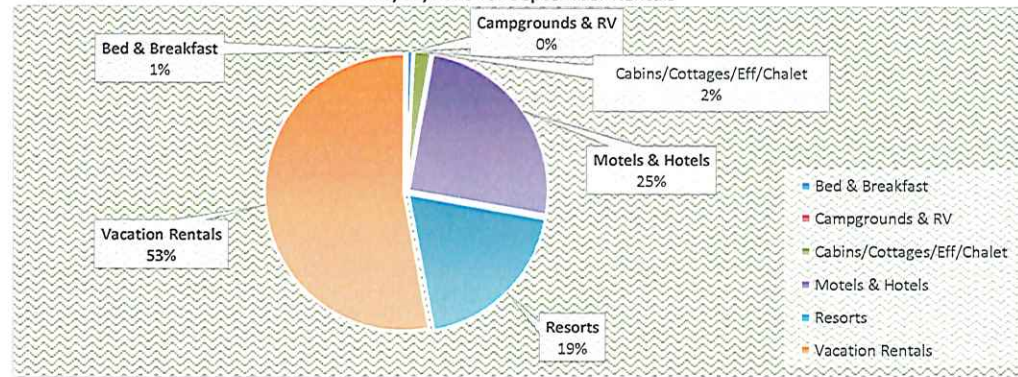


Fiscal YTD Collections



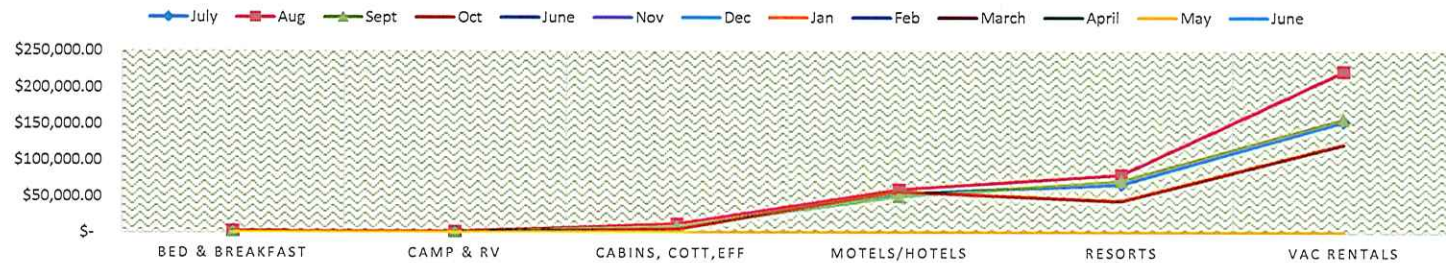
	2020	2021	2022	2023	2024
July	122,421.68	187,832.18	306,871.17	302,567.11	285,430.89
Aug	166,057.35	233,507.83	402,414.91	410,949.64	376,478.34
Sept	133,172.02	228,972.44	296,676.95	301,922.72	289,116.07
Oct	130,912.47	191,265.61	236,495.92	235,450.13	229,745.47
Nov	129,268.34	213,445.79	285,094.57	307,778.37	-
Dec	93,829.84	145,657.78	212,552.55	206,012.13	-
Jan	79,652.13	134,351.26	150,929.14	146,534.48	-
Feb	55,878.75	89,094.11	98,820.63	100,429.24	-
Mar	55,161.52	91,596.16	120,494.03	102,142.20	-
Apr	34,404.69	130,350.75	138,246.01	127,334.09	-
May	15,854.63	146,638.28	175,198.14	147,200.16	-
June	76,044.67	200,754.27	213,644.17	188,605.49	-
Total	\$ 1,092,658.09	\$ 1,993,466.46	\$ 2,637,438.19	\$ 2,576,925.76	\$ 1,180,770.77

Room Occupancy Tax Collections
10/31/2023 for September Rentals



Bed & Breakfast	\$	1,436.12
Campgrounds & RV	\$	344.11
Cabins/Cottages/Eff/Chalet	\$	4,446.50
Motels & Hotels	\$	57,592.70
Resorts	\$	44,248.21
Vacation Rentals	\$	121,677.83
	\$	229,745.47

ROOM OCCUPANCY TAX COLLECTIONS BY TYPE



COLLECTIONS BY TYPE

	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July	\$ 1,528.20	\$ 754.06	\$ 6,587.57	\$ 55,016.22	\$ 67,750.05	\$ 153,794.79	\$ 285,430.89
Aug	\$ 1,669.80	\$ 865.38	\$ 11,374.86	\$ 59,802.40	\$ 80,315.67	\$ 222,450.23	\$ 376,478.34
Sept	\$ 1,470.28	\$ 673.00	\$ 7,721.65	\$ 50,398.12	\$ 71,814.40	\$ 157,038.62	\$ 289,116.07
Oct	\$ 1,436.12	\$ 344.11	\$ 4,446.50	\$ 57,592.70	\$ 44,248.21	\$ 121,677.83	\$ 229,745.47
Nov							\$ -
Dec							\$ -
Jan							\$ -
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June							\$ -
	\$ 6,104.40	\$ 2,636.55	\$ 30,130.58	\$ 222,809.44	\$ 264,128.33	\$ 654,961.47	\$ 1,180,770.77
% By Type	0.52%	0.22%	2.55%	18.87%	22.37%	55.47%	100.00%



JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY
TOTAL ROOM OCCUPANCY TAX COLLECTIONS BY MONTH

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2022	\$ 302,567.11	79	
July-2023	\$ 285,430.89	81	-5.66%
	\$ (17,136.22)	2	
August-2022	\$ 410,949.64	98	
August-2023	\$ 376,478.34	89	-8.39%
	\$ (34,471.30)	-9	
September-2022	\$ 301,922.72	88	
September-2023	\$ 289,116.07	93	-4.24%
	\$ (12,806.65)	5	
October-2022	\$ 235,450.13	85	
October-2023	\$ 229,745.47	91	-2.42%
	\$ (5,704.66)	6	
November-2022	\$ 307,783.37	95	
November-2023	\$ -		-100.00%
	\$ (307,783.37)	-95	
December-2022	\$ 206,012.13	82	
December-2023	\$ -		-100.00%
	\$ (206,012.13)	-82	
January-2023	\$ 146,534.48	77	
January-2024	\$ -		-100.00%
	\$ (146,534.48)	-77	
February-2023	\$ 100,429.24	62	
February-2024	\$ -		-100.00%
	\$ (100,429.24)	-62	
March-2023	\$ 102,142.20	68	
March-2024	\$ -		-100.00%
	\$ (102,142.20)	-68	
April-2023	\$ 127,334.09	67	
April-2024	\$ -		-100.00%
	\$ (127,334.09)	-67	
May-2023	\$ 147,200.16	69	
May-2024	\$ -		-100.00%
	\$ (147,200.16)	-69	
June-2023	\$ 188,605.49	78	
June-2024	\$ -		-100.00%
	\$ (188,605.49)	-78	
FYTD 2023	\$ 2,576,930.76		
FYTD 2024	\$ 1,180,770.77		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 10/01/2023 - thru - 10/31/2023

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	903,026.84	245,416.45	148,262.87	1,000,180.42
24-1130-000-00	CASH IN TIME DEPOSIT	3,000,000.00	0.00	0.00	3,000,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	2,500.84	89.82	2,001.97	588.69
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	9.82	0.00	0.00	9.82
Total Asset		3,905,537.50	245,506.27	150,264.84	4,000,778.93
24-2100-000-00	ACCOUNTS PAYABLE	0.00	130,555.22	130,555.22	0.00
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	1,025.08	1,025.08	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	500.00	500.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	810.76	810.76	0.00
24-2200-182-00	RETIREMENT PAYABLE	(3,648.45)	3,697.50	2,465.00	(2,415.95)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	189.61	189.61	0.00
24-2900-000-00	FUND BALANCE	(3,464,874.68)	0.00	0.00	(3,464,874.68)
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	128,266.91	128,266.91	0.00
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	0.00	128,266.91	128,266.91	0.00
24-3000-000-00	REVENUE CONTROL	(692,710.05)	0.00	243,221.14	(935,931.19)
24-4000-000-00	EXPENDITURE CONTROL	446,637.68	149,705.37	2,958.16	593,384.89
Total Liability		(3,905,537.50)	543,017.36	638,258.79	(4,000,778.93)
Total TOURISM DEVELOPMENT AUTH		0.00	788,523.63	788,523.63	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2023 - thru - 10/31/2023

Account Number	Description	Adjusted Budget 07/01/2023 10/31/2023	Debits and Credits 10/01/2023 10/31/2023	Debits and Credits 07/01/2023 10/31/2023	Encumbrances 07/01/2023 10/31/2023	Balance 07/01/2023 10/31/2023	% Used
24-3230-130-00	JACKSON COUNTY TDA	2,500,000.00	229,399.66	894,933.95	0.00	1,605,066.05	35.80
TAX REVENUE		2,500,000.00	229,399.66	894,933.95	0.00	1,605,066.05	35.80
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	345.81	405.93	0.00	4,594.07	8.12
24-3270-190-00	MARKETING AND ADVERTISIN	10,000.00	0.00	0.00	0.00	10,000.00	0.00
PENALTY & INTEREST		15,000.00	345.81	405.93	0.00	14,594.07	2.71
24-3831-491-00	INVESTMENT EARNINGS	50,000.00	13,475.67	40,591.31	0.00	9,408.69	81.18
REVENUES		50,000.00	13,475.67	40,591.31	0.00	9,408.69	81.18
24-3991-000-00	FUND BALANCE	876,472.00	0.00	0.00	0.00	876,472.00	0.00
FUND BALANCE		876,472.00	0.00	0.00	0.00	876,472.00	0.00
DEPARTMENT TOTAL Revenue		3,441,472.00	243,221.14	935,931.19	0.00	2,505,540.81	27.20
24-4926-121-00	SALARIES & WAGES	170,000.00	13,076.93	58,846.17	0.00	111,153.83	34.62
24-4926-170-00	BOARD MEMBER EXPENSE	900.00	178.50	178.50	0.00	721.50	19.83
24-4926-181-00	SOCIAL SECURITY CONTRIBU	10,540.00	810.76	3,648.46	0.00	6,891.54	34.62
24-4926-182-00	RETIREMENT EXPENSE	21,845.00	1,680.40	7,512.76	0.00	14,332.24	34.39
24-4926-183-00	HOSPITALIZATION INSURANC	23,214.00	1,857.00	7,363.88	0.00	15,850.12	31.72
24-4926-185-00	UNEMPLOYMENT INSURANCE	592.00	0.00	-1,936.32	0.00	2,528.32	-327.08
24-4926-186-00	WORKMAN'S COMPENSATION	2,117.00	0.00	0.00	0.00	2,117.00	0.00
24-4926-187-00	MEDICARE TAX	2,465.00	189.61	853.27	0.00	1,611.73	34.62
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	5,416.68	0.00	10,833.32	33.33
24-4926-191-00	PROFESSIONAL SERVICES-AU	7,200.00	2,675.00	6,275.00	0.00	925.00	87.15
24-4926-192-00	LEGAL SERVICES	2,000.00	0.00	382.50	0.00	1,617.50	19.13
24-4926-260-00	OFFICE SUPPLIES AND MATE	6,000.00	81.23	274.69	0.00	5,725.31	4.58
24-4926-299-00	MISCELLANEOUS	13,970.00	523.00	1,725.00	0.00	12,245.00	12.35
24-4926-311-00	TRAVEL	28,150.00	370.31	8,967.01	0.00	19,182.99	31.85
24-4926-321-00	TELEPHONE	4,600.00	342.76	937.65	0.00	3,662.35	20.38
24-4926-321-01	TELEPHONE-VISITOR CENTER	0.00	386.69	2,645.47	0.00	-2,645.47	0.00
24-4926-321-02	TELEPHONE-TDA	6,000.00	0.00	0.00	0.00	6,000.00	0.00
24-4926-325-00	POSTAGE	18,678.00	10,222.95	16,642.22	0.00	2,035.78	89.10
24-4926-331-00	UTILITIES	2,700.00	212.60	905.98	0.00	1,794.02	33.55
24-4926-341-00	PRINTING	97,341.00	201.29	9,447.01	0.00	87,893.99	9.71
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	294,652.00	0.00	54,252.58	0.00	240,399.42	18.41

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2023 - thru - 10/31/2023

Account Number	Description	Adjusted Budget 07/01/2023 10/31/2023	Debits and Credits 10/01/2023 10/31/2023	Debits and Credits 07/01/2023 10/31/2023	Encumbrances 07/01/2023 10/31/2023	Balance 07/01/2023 10/31/2023	% Used
24-4926-370-01	WEBSITE SERVICE	25,200.00	4,200.00	8,100.00	0.00	17,100.00	32.14
24-4926-370-02	CREATIVE & PRODUCTION SE	90,000.00	11,334.00	22,182.25	0.00	67,817.75	24.65
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	13,200.00	2,200.00	4,400.00	0.00	8,800.00	33.33
24-4926-370-04	E-MAIL CAMPAIGNS	16,800.00	4,425.00	7,525.00	0.00	9,275.00	44.79
24-4926-370-05	SEM MANAGEMENT	178,000.00	14,717.45	26,731.59	0.00	151,268.41	15.02
24-4926-370-09	SOCIAL MEDIA SPEND	132,000.00	11,635.10	28,983.14	0.00	103,016.86	21.96
24-4926-393-00	VISITOR CENTER OPERATION	213,631.00	17,258.34	76,533.36	0.00	137,097.64	35.83
24-4926-393-01	PUBLIC RELATIONS	111,000.00	14,281.67	56,249.21	0.00	54,750.79	50.67
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	7,333.32	0.00	14,666.68	33.33
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	12,500.00	4,650.00	4,650.00	0.00	7,850.00	37.20
24-4926-393-06	CONTRACTED-AD FIRM RETAI	60,840.00	10,140.00	20,280.00	0.00	40,560.00	33.33
24-4926-393-07	CONTRACTED SERVICES-STR	8,280.00	10,015.44	10,015.44	0.00	-1,735.44	120.96
24-4926-393-08	CONTRACTED-AD FIRM MISC	22,600.00	1,900.00	7,434.77	0.00	15,165.23	32.90
24-4926-393-11	SOFTWARE,INTERNET,MISC S	59,758.00	1,468.73	22,371.61	0.00	37,386.39	37.44
24-4926-393-14	CONTRACTED SERVICES-HR O	6,920.00	564.95	2,156.80	0.00	4,763.20	31.17
24-4926-393-15	RESEARCH AND ANALYTICS	68,500.00	0.00	68,427.00	0.00	73.00	99.89
24-4926-399-00	CONTRACTED SERVICES	48,000.00	0.00	12,000.00	0.00	36,000.00	25.00
24-4926-412-00	BUILDING RENT	23,280.00	1,900.00	7,600.00	0.00	15,680.00	32.65
24-4926-454-00	INSURANCE	3,795.00	0.00	506.89	0.00	3,288.11	13.36
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,454.00	10.00	9,016.00	0.00	438.00	95.37
24-4926-550-00	CAPITAL OUTLAY-EQUIPMENT	9,400.00	0.00	0.00	0.00	9,400.00	0.00
24-4926-550-01	CAPITAL PROJECTS	1,450,000.00	0.00	0.00	0.00	1,450,000.00	0.00
24-4926-699-00	GRANTS	105,000.00	0.00	5,000.00	0.00	100,000.00	4.76
24-4926-699-02	MISCELLANEOUS DONATIONS	15,200.00	0.00	1,500.00	0.00	13,700.00	9.87
24-4926-990-00	CONTINGENCY	5,000.00	0.00	0.00	0.00	5,000.00	0.00
TOURISM DEVELOPMENT AUTHORITY		3,441,472.00	146,747.21	593,384.89	0.00	2,848,087.11	17.24
DEPARTMENT TOTAL Expense		-3,441,472.00	-146,747.21	-593,384.89	0.00	-2,848,087.11	17.24
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	96,473.93	342,546.30	0.00	-342,546.30	22.22

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ACCOUNT ACTIVITY ANALYSIS

PAGE 1

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BC2001

BEGINNING 10/01/23 ENDING 10/31/23

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-121-00 DESC: SALARIES & WAGES ASN:

10/01/23				BUDGET BALANCE	170,000.00			45,769.24
10/13/23	TLJ		JE-232007	JOE: TDA PAYROLL 10/13/23	0.00	6,538.46	0.00	52,307.70
10/27/23	TLJ		JE-232022	JOE: TDA PAYROLL 10/27/23	0.00	6,538.47	0.00	58,846.17
TOTALS					170,000.00	71,923.10	13,076.93	58,846.17

ACCOUNT # 24-4926-170-00 DESC: BOARD MEMBER EXPENSE ASN:

10/01/23				BUDGET BALANCE	900.00			0.00
10/01/23		092523	04*2400299	BUSINESS CARD	0.00	178.50	0.00	178.50
TOTALS					900.00	178.50	0.00	178.50

ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:

10/01/23				BUDGET BALANCE	10,540.00			2,837.70
10/13/23	TLJ		JE-232008	JOE: TAX DRAFT 10/13/23	0.00	405.38	0.00	3,243.08
10/27/23	TLJ		JE-232023	JOE: PAYROLL TAX DRAFT 10	0.00	405.38	0.00	3,648.46
TOTALS					10,540.00	4,053.84	405.38	3,648.46

ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:

10/01/23				BUDGET BALANCE	21,845.00			5,832.36
10/13/23	TLJ		JE-232008	JOE: TAX DRAFT 10/13/23	0.00	840.20	0.00	6,672.56
10/27/23	TLJ		JE-232023	JOE: PAYROLL TAX DRAFT 10	0.00	840.20	0.00	7,512.76
TOTALS					21,845.00	8,303.92	791.16	7,512.76

ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:

10/01/23				BUDGET BALANCE	23,214.00			5,506.88
10/09/23		683070	04*2400310	COMPANION LIFE INSURANCE	0.00	175.18	0.00	5,682.06
10/23/23		10/12/23	04*2400315	BCBS OF NC	0.00	1,681.82	0.00	7,363.88
TOTALS					23,214.00	7,363.88	0.00	7,363.88

ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN:

10/01/23				BUDGET BALANCE	592.00			-1,936.32
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TRANS	PO	INVOICE	CHECK	TRANSACTION/	BEGINNING				
DATE	NUMBER	NUMBER	NUMBER	VENDOR NAME	BAL/BUDGET	DEBITS	CREDITS	BALANCE	

ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN: =====> CONTINUED <=====

TOTALS	592.00	117.49	2,053.81	-1,936.32
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ACCOUNT # 24-4926-186-00 DESC: WORKMAN'S COMPENSATION ASN:

TOTALS	2,117.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-187-00 DESC: MEDICARE TAX ASN:

10/13/23	TLJ	JE-232008	JOE: TAX DRAFT 10/13/23	0.00	94.80	0.00	758.46
10/27/23	TLJ	JE-232023	JOE: PAYROLL TAX DRAFT 10	0.00	94.81	0.00	853.27

TOTALS	2,465.00	948.07	94.80	853.27
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ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:

10/01/23			BUDGET BALANCE	16,250.00		4,062.51
10/31/23	TLJ	JE-232043	JOE: TDA ADMIN 10/23	0.00	1,354.17	5,416.68

TOTALS	16,250.00	5,416.68	0.00	5,416.68
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ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SERVICES-AUDIT ASN:

10/01/23			BUDGET BALANCE	7,200.00			3,600.00
10/09/23	INV15642	04*2400311	MARTIN STARNES & ASSOCIAT	0.00	0.00	2,675.00	925.00
10/09/23	INV15642	04*2400311	MARTIN STARNES & ASSOCIAT	0.00	2,675.00	0.00	3,600.00
10/09/23	INV15642	04*2400311	MARTIN STARNES & ASSOCIAT	0.00	2,675.00	0.00	6,275.00

TOTALS	7,200.00	8,950.00	2,675.00	6,275.00
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ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:

10/01/23	BUDGET BALANCE	2,000.00	382.50
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TOTALS	2,000.00	382.50	0.00	382.50
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=====				ACCOUNT ACTIVITY ANALYSIS		PAGE 4		=====	
BC2001				BEGINNING 10/01/23		ENDING 10/31/23			
TRANS	PO	INVOICE	CHECK	TRANSACTION/	BEGINNING				
DATE	NUMBER	NUMBER	NUMBER	VENDOR NAME	BAL/BUDGET	DEBITS	CREDITS	BALANCE	

ACCOUNT # 24-4926-321-00				DESC: TELEPHONE	ASN: =====>	CONTINUED <=====			
ACCOUNT # 24-4926-321-01				DESC: TELEPHONE-VISITOR CENTERS	ASN:				
10/01/23				BUDGET BALANCE	0.00			2,258.78	
10/03/23		202622	04*2400308	BALSAMWEST	0.00	386.69	0.00	2,645.47	

-									
				TOTALS	0.00	2,645.47	0.00	2,645.47	
=====									
ACCOUNT # 24-4926-321-02				DESC: TELEPHONE-TDA	ASN:				
10/01/23				BUDGET BALANCE	6,000.00			0.00	

-									
				TOTALS	6,000.00	0.00	0.00	0.00	
=====									
ACCOUNT # 24-4926-325-00				DESC: POSTAGE	ASN:				
10/01/23		3318059979	04*2400296	PITNEY BOWES INC.	0.00	193.11	0.00	6,612.38	
10/01/23		17VA27393	04*2400298	UPS	0.00	26.87	0.00	6,639.25	
10/01/23		3318059979	04*2400296	PITNEY BOWES INC.	0.00	0.00	12.63	6,626.62	
10/03/23		100323	04*2400304	PITNEY BOWES BANK, INC RE	0.00	5,000.00	0.00	11,626.62	
10/18/23		101823	04*2400313	PITNEY BOWES BANK, INC RE	0.00	5,000.00	0.00	16,626.62	
10/23/23		17VA27423	04*2400317	UPS	0.00	15.60	0.00	16,642.22	

-									
				TOTALS	18,678.00	16,687.35	45.13	16,642.22	
=====									
ACCOUNT # 24-4926-331-00				DESC: UTILITIES	ASN:				
10/01/23				BUDGET BALANCE	2,700.00			693.38	
10/01/23		217648	04*2400300	OWENS AND GATES LLC	0.00	40.00	0.00	733.38	
10/20/23		10/16/2023	04*2400314	DUKE ENERGY	0.00	172.60	0.00	905.98	

-									
				TOTALS	2,700.00	905.98	0.00	905.98	
=====									
ACCOUNT # 24-4926-341-00				DESC: PRINTING	ASN:				
10/01/23				BUDGET BALANCE	97,341.00			9,245.72	
10/01/23		092523	04*2400299	BUSINESS CARD	0.00	212.59	0.00	9,458.31	
10/01/23		092523	04*2400299	BUSINESS CARD	0.00	0.00	11.30	9,447.01	

BEGINNING 10/01/23 ENDING 10/31/23

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE

ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN: =====>					CONTINUED <=====			
-								
TOTALS					97,341.00	9,633.05	186.04	9,447.01
					=====			
ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:								
10/01/23 BUDGET BALANCE					500.00			0.00
-								
TOTALS					500.00	0.00	0.00	0.00
					=====			
ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN:								
-								
TOTALS					294,652.00	54,252.58	0.00	54,252.58
					=====			
ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:								
10/09/23 0000008719 04*2400312 BUFFALO GROUPE, LLC					0.00	2,100.00	0.00	6,000.00
10/18/23 0000008448 04*2400319 BUFFALO GROUPE, LLC					0.00	2,100.00	0.00	8,100.00
-								
TOTALS					25,200.00	8,100.00	0.00	8,100.00
					=====			
ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:								
10/01/23 BUDGET BALANCE					90,000.00			10,848.25
10/09/23 0000008719 04*2400312 BUFFALO GROUPE, LLC					0.00	5,667.00	0.00	16,515.25
10/18/23 0000008448 04*2400319 BUFFALO GROUPE, LLC					0.00	5,667.00	0.00	22,182.25
-								
TOTALS					90,000.00	22,182.25	0.00	22,182.25
					=====			
ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:								
10/01/23 BUDGET BALANCE					13,200.00			2,200.00
10/09/23 0000008719 04*2400312 BUFFALO GROUPE, LLC					0.00	1,100.00	0.00	3,300.00
10/18/23 0000008448 04*2400319 BUFFALO GROUPE, LLC					0.00	1,100.00	0.00	4,400.00
-								
TOTALS					13,200.00	4,400.00	0.00	4,400.00
					=====			

BC2001 BEGINNING 10/01/23 ENDING 10/31/23

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:

10/01/23				BUDGET BALANCE	16,800.00			3,100.00
10/09/23		0000008719	04*2400312	BUFFALO GROUPE, LLC	0.00	800.00	0.00	3,900.00
10/09/23		0000008719	04*2400312	BUFFALO GROUPE, LLC	0.00	1,625.00	0.00	5,525.00
10/09/23		0000008719	04*2400312	BUFFALO GROUPE, LLC	0.00	600.00	0.00	6,125.00
10/18/23		0000008448	04*2400319	BUFFALO GROUPE, LLC	0.00	800.00	0.00	6,925.00
10/18/23		0000008448	04*2400319	BUFFALO GROUPE, LLC	0.00	600.00	0.00	7,525.00
TOTALS					16,800.00	7,525.00	0.00	7,525.00

=====

ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:

10/01/23				BUDGET BALANCE	178,000.00			12,014.14
10/18/23		067457	04*2400321	LOVE COMMUNICATIONS LLC	0.00	14,717.45	0.00	26,731.59
TOTALS					178,000.00	33,864.50	7,132.91	26,731.59

=====

ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN:

10/01/23				BUDGET BALANCE	132,000.00			17,348.04
10/01/23		092523	04*2400299	BUSINESS CARD	0.00	2,000.00	0.00	19,348.04
10/03/23		093023	04*2400305	BUSINESS CARD	0.00	9,635.10	0.00	28,983.14
TOTALS					132,000.00	28,983.14	0.00	28,983.14

=====

ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN:

10/01/23				BUDGET BALANCE	213,631.00			59,275.02
10/10/23		216417	04*2400302	JACKSON CO. CHAMBER OF CO	0.00	7,808.08	0.00	67,083.10
10/10/23		216417	04*2400302	JACKSON CO. CHAMBER OF CO	0.00	1,108.67	0.00	68,191.77
10/10/23		216417	04*2400302	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	68,380.44
10/10/23		216403	04*2400303	CASHIERS AREA CHAMBER OF	0.00	7,157.42	0.00	75,537.86
10/10/23		216403	04*2400303	CASHIERS AREA CHAMBER OF	0.00	995.50	0.00	76,533.36
TOTALS					213,631.00	83,783.36	7,250.00	76,533.36

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

10/01/23				BUDGET BALANCE	111,000.00			41,967.54
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ACCOUNT ACTIVITY ANALYSIS					PAGE 7			
BC2001		BEGINNING 10/01/23		ENDING 10/31/23				
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	<=====		
10/09/23		64351	02*12100	LOU HAMMOND GROUP ATLANTA	0.00	1,031.67	0.00	42,999.21
10/18/23		64359	02*12174	LOU HAMMOND GROUP ATLANTA	0.00	7,250.00	0.00	50,249.21
10/23/23		64374	02*12174	LOU HAMMOND GROUP ATLANTA	0.00	6,000.00	0.00	56,249.21
-								
TOTALS					111,000.00	56,249.21	0.00	56,249.21
=====								
ACCOUNT # 24-4926-393-02		DESC: CONTRACTED SERVICES		ASN:				
10/01/23				BUDGET BALANCE	22,000.00			5,499.99
10/31/23	TLJ		JE-232043	JOE: TDA ADMIN 10/23	0.00	1,833.33	0.00	7,333.32
-								
TOTALS					22,000.00	7,333.32	0.00	7,333.32
=====								
ACCOUNT # 24-4926-393-03		DESC: CONTRACTED SERVICES-RECORDING		ASN:				
10/01/23				BUDGET BALANCE	1,400.00			0.00
10/23/23	10/18/23	04*2400318		CHERYL OSBORNE	0.00	50.00	0.00	50.00
-								
TOTALS					1,400.00	50.00	0.00	50.00
=====								
ACCOUNT # 24-4926-393-05		DESC: CONTRACTED-WEBSITE		ASN:				
10/01/23				BUDGET BALANCE	12,500.00			0.00
10/09/23	0000008719	04*2400312		BUFFALO GROUPE, LLC	0.00	4,650.00	0.00	4,650.00
-								
TOTALS					12,500.00	4,650.00	0.00	4,650.00
=====								
ACCOUNT # 24-4926-393-06		DESC: CONTRACTED-AD FIRM RETAINER		ASN:				
10/01/23				BUDGET BALANCE	60,840.00			10,140.00
10/09/23	0000008719	04*2400312		BUFFALO GROUPE, LLC	0.00	5,070.00	0.00	15,210.00
10/18/23	0000008448	04*2400319		BUFFALO GROUPE, LLC	0.00	5,070.00	0.00	20,280.00
-								
TOTALS					60,840.00	20,280.00	0.00	20,280.00
=====								
ACCOUNT # 24-4926-393-07		DESC: CONTRACTED SERVICES-STR		ASN:				
10/01/23				BUDGET BALANCE	8,280.00			0.00

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ACCOUNT ACTIVITY ANALYSIS

PAGE 9

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BC2001

BEGINNING 10/01/23 ENDING 10/31/23

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE

ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN: =====> CONTINUED <=====								
ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:								
10/01/23		217648		04*2400300 OWENS AND GATES LLC	0.00	1,900.00	0.00	7,600.00

TOTALS					23,280.00	7,600.00	0.00	7,600.00
=====								
ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:								
10/01/23				BUDGET BALANCE	3,795.00			506.89

TOTALS					3,795.00	506.89	0.00	506.89
=====								
ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:								
10/01/23		092523		04*2400299 BUSINESS CARD	0.00	10.70	0.00	9,016.70
10/01/23		092523		04*2400299 BUSINESS CARD	0.00	0.00	0.70	9,016.00

TOTALS					9,454.00	9,018.10	2.10	9,016.00
=====								
ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY-EQUIPMENT ASN:								
10/01/23				BUDGET BALANCE	9,400.00			0.00

TOTALS					9,400.00	0.00	0.00	0.00
=====								
ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN:								
TOTALS					1,450,000.00	0.00	0.00	0.00
=====								
ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:								
TOTALS					105,000.00	5,000.00	0.00	5,000.00
=====								
ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN:								
TOTALS					15,200.00	1,500.00	0.00	1,500.00
=====								

PAGE 10

BEGINNING 10/01/23 ENDING 10/31/23

0.00