

**JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY**



**FINANCIAL REPORT
OCTOBER 31, 2025**

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

October 31, 2025

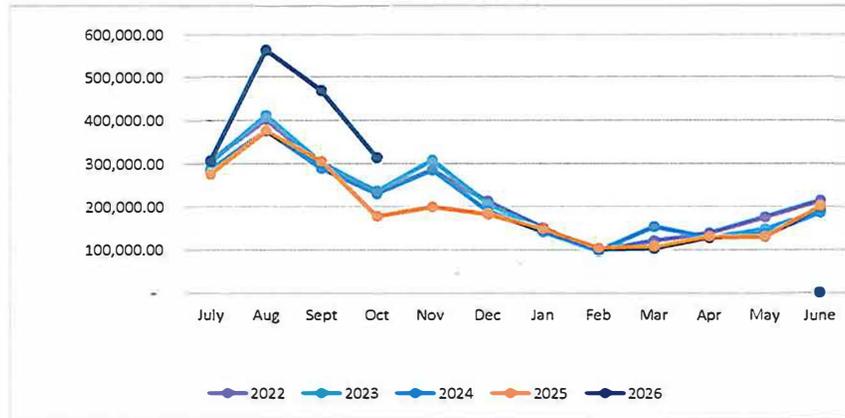
* October Room Occupancy Tax collections totaled \$311,185.30 with \$2,545.00 collected for penalties. The YTD collection total is \$1,339,507.04 - 38.53% of budget. The Airbnb total was \$86,522.94; the Home Away/VRBO total was \$28,364.52; and the VACASA,NC total was \$6,117.15.

* 99 accounts reported for September rentals (increase of 16 accounts from last year). The collections were up 75.60% from the same period in 2024. The tax rate increase from 4% to 6% was effective July 1, 2025.

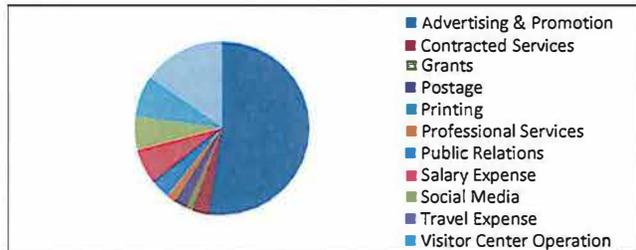
* The cash balance at October 31, 2025 was \$295,862.29 and investments totaled \$2,900,000.

The expenses for October were \$243,997. The FYTD expenses totaled \$1,495,454 with encumbrances of \$30,200, for a combined total of \$1,526,074 - 36.19% of budget.

Fiscal YTD Collections



TDA Expenses as of October 31, 2025

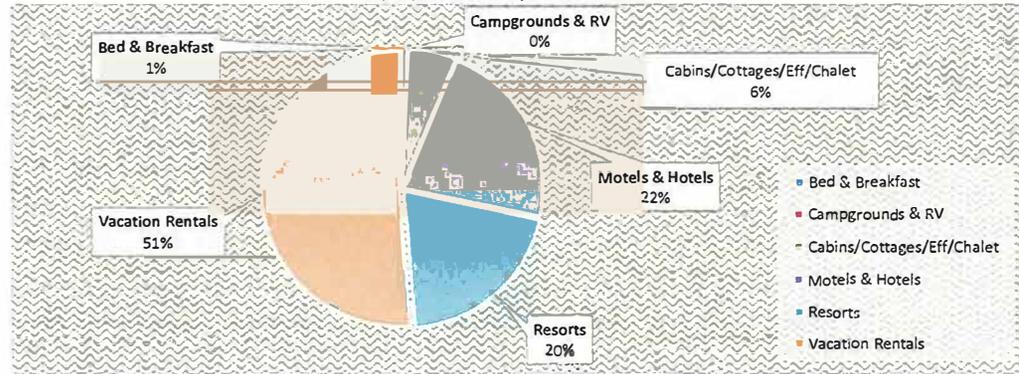


Advertising & Promotion	\$ 127,803.03
Contracted Services	\$ 7,925.93
Grants	\$ 2,797.00
Postage	\$ 5,383.61
Printing	\$ -
Professional Services	\$ 4,425.17
Public Relations	\$ 8,719.89
Salary Expense	\$ 16,123.25
Social Media	\$ 15,189.85
Travel Expense	\$ -
Visitor Center Operation	\$ 18,122.00
Capital Projects	\$ -
Other	\$ 37,507.57
Total	\$ 243,997.30

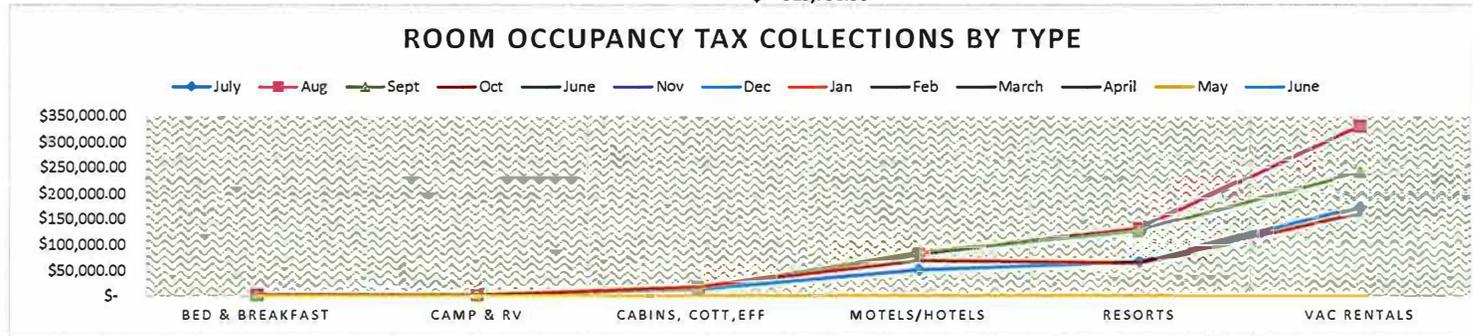
	2022	2023	2024	2025	2026
July	306,871.17	302,567.11	285,430.89	276,689.65	306,652.00
Aug	402,414.91	410,949.64	376,478.34	376,774.10	561,413.72
Sept	296,676.95	301,922.72	289,116.07	305,929.82	468,254.13
Oct	236,495.92	235,450.13	229,745.47	178,664.06	313,730.30
Nov	285,094.57	307,778.37	285,381.98	200,505.68	
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	
May	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	
Total	\$ 2,637,438.19	\$ 2,576,925.76	\$ 2,495,882.25	\$ 2,341,394.73	\$ 1,650,050.15



**Room Occupancy Tax Collections
10/31/2025 for September Rentals**



Bed & Breakfast	\$	1,837.73
Campgrounds & RV	\$	418.14
Cabins/Cottages/Eff/Chalet	\$	17,252.71
Motels & Hotels	\$	69,493.87
Resorts	\$	63,943.31
Vacation Rentals	\$	160,784.54
Total	\$	313,730.30



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	\$ 1,743.60	\$ 1,044.28	\$ 15,503.36	\$ 82,128.01	\$ 130,943.27	\$ 330,051.20	\$ 561,413.72
Sept	\$ 1,632.57	\$ 820.12	\$ 14,042.85	\$ 84,751.86	\$ 127,138.94	\$ 239,867.79	\$ 468,254.13
Oct	\$ 1,837.73	\$ 418.14	\$ 17,252.71	\$ 69,493.87	\$ 63,943.31	\$ 160,784.54	\$ 313,730.30
Nov	-	-	-	-	-	-	-
Dec	-	-	-	-	-	-	-
Jan	-	-	-	-	-	-	-
Feb	-	-	-	-	-	-	-
March	-	-	-	-	-	-	-
April	-	-	-	-	-	-	-
May	-	-	-	-	-	-	-
June	-	-	-	-	-	-	-
Total	\$ 6,067.66	\$ 2,844.44	\$ 59,375.83	\$ 287,926.68	\$ 389,488.00	\$ 904,347.54	\$ 1,650,050.15
% By Type	0.37%	0.17%	3.60%	17.45%	23.60%	54.81%	100.00%



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	\$ 561,413.72	100	49.01%
	\$ 184,639.62	9	
September-2024	\$ 305,929.82	97	
September-2025	\$ 468,254.13	105	53.06%
	\$ 162,324.31	8	
October-2024	\$ 178,664.06	83	
October-2025	\$ 313,730.30	99	75.60%
	\$ 135,066.24	16	
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	
FYTD 2024	\$ 2,341,394.73		
FYTD 2025	\$ 1,650,050.15		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 10/01/2025 - thru - 10/31/2025

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	226,998.77	326,542.05	257,678.53	295,862.29
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	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	2,634.99	133.82	2,156.27	612.54
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)
Total Asset		3,137,766.91	326,675.87	259,834.80	3,204,607.98
24-2100-000-00	ACCOUNTS PAYABLE	0.00	226,479.39	213,532.38	12,947.01
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	(2,561.47)	2,583.24	2,583.24	(2,561.47)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	184.06	184.06	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	30,200.00	221,190.84	221,190.84	30,200.00
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(30,200.00)	221,190.84	221,190.84	(30,200.00)
24-3000-000-00	REVENUE CONTROL	(1,050,661.19)	5.00	323,790.38	(1,374,446.57)
24-4000-000-00	EXPENDITURE CONTROL	1,251,456.98	244,731.52	734.22	1,495,454.28
Total Liability		(3,137,766.91)	919,055.70	985,896.77	(3,204,607.98)
Total TOURISM DEVELOPMENT AUTH		0.00	1,245,731.57	1,245,731.57	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2025 - thru - 10/31/2025

Account Number	Description	Adjusted Budget 07/01/2025 10/31/2025	Debits and Credits 10/01/2025 10/31/2025	Debits and Credits 07/01/2025 10/31/2025	Encumbrances 07/01/2025 10/31/2025	Balance 07/01/2025 10/31/2025	% Used
24-3230-130-00	JACKSON COUNTY TDA	3,476,549.00	311,185.30	1,339,507.04	0.00	2,137,041.96	38.53
	TAX REVENUE	3,476,549.00	311,185.30	1,339,507.04	0.00	2,137,041.96	38.53
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	2,545.00	3,890.91	0.00	1,109.09	77.82
	PENALTY & INTEREST	5,000.00	2,545.00	3,890.91	0.00	1,109.09	77.82
24-3831-491-00	INVESTMENT EARNINGS	60,000.00	10,055.08	31,048.62	0.00	28,951.38	51.75
	REVENUES	60,000.00	10,055.08	31,048.62	0.00	28,951.38	51.75
DEPARTMENT TOTAL Revenue		3,541,549.00	323,785.38	1,374,446.57	0.00	2,167,102.43	38.81
24-4926-121-00	SALARIES & WAGES	165,022.00	12,693.99	57,122.99	0.00	107,899.01	34.62
24-4926-170-00	BOARD MEMBER EXPENSE	1,050.00	50.00	100.00	0.00	950.00	9.52
24-4926-181-00	SOCIAL SECURITY CONTRIBU	11,225.00	787.03	3,541.63	0.00	7,683.37	31.55
24-4926-182-00	RETIREMENT EXPENSE	24,623.00	1,821.60	8,197.20	0.00	16,425.80	33.29
24-4926-183-00	HOSPITALIZATION INSURANC	23,163.00	604.12	7,759.85	0.00	15,403.15	33.50
24-4926-185-00	UNEMPLOYMENT INSURANCE	628.00	32.45	146.01	0.00	481.99	23.25
24-4926-186-00	WORKMAN'S COMPENSATION	2,299.00	0.00	2,299.00	0.00	0.00	0.00
24-4926-187-00	MEDICARE TAX	2,625.00	184.06	828.27	0.00	1,796.73	31.55
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	9,500.00	3,071.00	7,607.00	0.00	1,893.00	80.07
24-4926-192-00	LEGAL SERVICES	2,000.00	3,835.00	5,487.50	0.00	-3,487.50	274.38
24-4926-260-00	OFFICE SUPPLIES AND MATE	6,000.00	268.42	851.06	0.00	5,148.94	14.18
24-4926-299-00	MISCELLANEOUS	11,640.00	375.94	5,006.35	0.00	6,633.65	43.01
24-4926-311-00	TRAVEL	36,000.00	0.00	3,673.67	0.00	32,326.33	10.20
24-4926-321-00	TELEPHONE	4,600.00	167.44	2,302.63	0.00	2,297.37	50.06
24-4926-321-01	TELEPHONE-VISITOR CENTER	0.00	0.00	-98.00	0.00	98.00	0.00
24-4926-321-02	TELEPHONE-FDA	6,000.00	489.52	1,948.42	0.00	4,051.58	32.47
24-4926-325-00	POSTAGE	55,570.00	5,383.61	11,784.24	0.00	43,785.76	21.21
24-4926-331-00	UTILITIES	3,200.00	296.42	951.87	0.00	2,248.13	29.75
24-4926-341-00	PRINTING	129,941.00	0.00	1,350.00	0.00	128,591.00	1.04
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	45,313.34	92,221.68	0.00	507,778.32	15.37
24-4926-370-01	WEBSITE SERVICE	35,200.00	44,234.00	50,501.00	0.00	-15,301.00	143.47
24-4926-370-02	CREATIVE & PRODUCTION SE	85,000.00	14,166.00	34,332.00	0.00	50,668.00	40.39
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	15,000.00	2,500.00	6,100.00	0.00	8,900.00	40.67
24-4926-370-04	E-MAIL CAMPAIGNS	30,000.00	5,000.00	12,910.00	0.00	17,090.00	43.03
24-4926-370-05	SEM MANAGEMENT	207,520.00	30,044.93	63,429.60	0.00	144,090.40	30.57

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2025 - thru - 10/31/2025

Account Number	Description	Adjusted Budget 07/01/2025 10/31/2025	Debits and Credits 10/01/2025 10/31/2025	Debits and Credits 07/01/2025 10/31/2025	Encumbrances 07/01/2025 10/31/2025	Balance 07/01/2025 10/31/2025	% Used
24-4926-370-09	SOCIAL MEDIA SPEND	168,000.00	15,189.85	35,835.72	25,200.00	106,964.28	36.33
24-4926-393-00	VISITOR CENTER OPERATION	242,465.00	18,122.00	84,988.00	0.00	157,477.00	35.05
24-4926-393-01	PUBLIC RELATIONS	133,000.00	8,719.89	42,587.02	0.00	90,412.98	32.02
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	0.00	100.00	0.00	1,300.00	7.14
24-4926-393-06	CONTRACTED-AD FIRM RETAI	50,000.00	8,334.00	22,068.00	0.00	27,932.00	44.14
24-4926-393-07	CONTRACTED SERVICES-STR	12,200.00	0.00	12,084.48	0.00	115.52	99.05
24-4926-393-08	CONTRACTED-AD FIRM MISC	30,000.00	5,000.00	11,241.91	0.00	18,758.09	37.47
24-4926-393-11	SOFTWARE, INTERNET, MISC S	45,936.00	3,255.69	28,379.72	420.46	17,135.82	62.70
24-4926-393-14	CONTRACTED SERVICES-HR O	9,600.00	492.60	1,954.20	0.00	7,645.80	20.36
24-4926-393-15	RESEARCH AND ANALYTICS	70,469.00	0.00	61,000.00	0.00	9,469.00	86.56
24-4926-399-00	CONTRACTED SERVICES	62,450.00	5,600.00	23,400.00	0.00	39,050.00	37.47
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	7,600.00	0.00	15,680.00	32.65
24-4926-454-00	INSURANCE	3,754.00	0.00	2,758.22	0.00	995.78	73.47
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,739.00	79.90	10,756.04	0.00	-1,017.04	110.44
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	750,000.00	0.00	250,000.00	75.00
24-4926-699-00	GRANTS	100,000.00	2,797.00	6,797.00	5,000.00	88,203.00	11.80
24-4926-699-02	MISCELLANEOUS DONATIONS	11,700.00	0.00	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	243,997.30	1,495,454.28	30,620.46	2,015,474.26	43.09
DEPARTMENT TOTAL Expense		-3,541,549.00	-243,997.30	-1,495,454.28	30,620.46	-2,015,474.26	43.09
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	79,788.08	-121,007.71	30,620.46	151,628.17	40.95

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:								
10/01/25				BUDGET BALANCE	165,022.00			44,429.00
10/10/25	TLJ		JE-260518	JOE: TDA PAYROLL 10/10/2	0.00	6,346.99	0.00	50,775.99
10/24/25	TLJ		JE-260549	JOE: TDA PAYROLL 10/24/2	0.00	6,347.00	0.00	57,122.99
TOTALS					165,022.00	57,122.99	0.00	57,122.99

ACCOUNT # 24-4926-170-00 DESC: BOARD MEMBER EXPENSE ASN:								
10/01/25				BUDGET BALANCE	1,050.00			50.00
10/01/25		09/17/25	04*2400906	CHERYL OSBORNE	0.00	50.00	0.00	100.00
TOTALS					1,050.00	100.00	0.00	100.00

ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:								
10/01/25				BUDGET BALANCE	11,225.00			2,754.60
10/10/25	TLJ		JE-260520	JOE: TDA TAX DRAFT 10/10	0.00	393.51	0.00	3,148.11
10/24/25	TLJ		JE-260550	JOE: TAX DRAFT-ASSURE PA	0.00	393.52	0.00	3,541.63
TOTALS					11,225.00	3,541.63	0.00	3,541.63

ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:								
10/01/25				BUDGET BALANCE	24,623.00			6,375.60
10/10/25	TLJ		JE-260520	JOE: TDA TAX DRAFT 10/10	0.00	910.80	0.00	7,286.40
10/24/25	TLJ		JE-260550	JOE: TAX DRAFT-ASSURE PA	0.00	910.80	0.00	8,197.20
TOTALS					24,623.00	8,197.20	0.00	8,197.20

ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:								
10/01/25				BUDGET BALANCE	23,163.00			7,155.73
10/08/25		980938	04*2400916	COMPANION LIFE INSURANCE	0.00	203.41	0.00	7,359.14
10/22/25		10/12/2025	04*2400919	BCBS OF NC	0.00	400.71	0.00	7,759.85
TOTALS					23,163.00	7,849.94	90.09	7,759.85

ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN:								
10/01/25				BUDGET BALANCE	628.00			113.56

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 10/01/25 ENDING 10/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN: -----> CONTINUED <-----								
10/10/25		TLJ	JE-260520	JOE: TDA TAX DRAFT 10/10	0.00	16.22	0.00	129.78
10/24/25		TLJ	JE-260550	JOE: TAX DRAFT-ASSURE PA	0.00	16.23	0.00	146.01
TOTALS					628.00	146.01	0.00	146.01
ACCOUNT # 24-4926-186-00 DESC: WORKMAN'S COMPENSATION ASN:								
10/01/25				BUDGET BALANCE	2,299.00			2,299.00
TOTALS					2,299.00	2,299.00	0.00	2,299.00
ACCOUNT # 24-4926-187-00 DESC: MEDICARE TAX ASN:								
10/10/25		TLJ	JE-260520	JOE: TDA TAX DRAFT 10/10	0.00	92.03	0.00	736.24
10/24/25		TLJ	JE-260550	JOE: TAX DRAFT-ASSURE PA	0.00	92.03	0.00	828.27
TOTALS					2,625.00	828.27	0.00	828.27
ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:								
10/01/25				BUDGET BALANCE	16,250.00			4,062.51
10/31/25		TLJ	JE-260584	JOE: TDA ADMIN 10/2025	0.00	1,354.17	0.00	5,416.68
TOTALS					16,250.00	5,416.68	0.00	5,416.68
ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SERVICES-AUDIT ASN:								
10/01/25				BUDGET BALANCE	9,500.00			4,536.00
10/22/25		INV23514	02*16833	MARTIN STARNES & ASSOCIA	0.00	3,071.00	0.00	7,607.00
TOTALS					9,500.00	7,607.00	0.00	7,607.00
ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:								
10/01/25				BUDGET BALANCE	2,000.00			1,652.50
10/07/25		91614B	04*2400915	TEAGUE CAMPBELL	0.00	3,835.00	0.00	5,487.50
TOTALS					2,000.00	5,487.50	0.00	5,487.50

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN: =====> CONTINUED <=====

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

10/01/25				BUDGET BALANCE	6,000.00			582.64
10/01/25	092525		04*2400904	BUSINESS CARD	0.00	49.88	0.00	632.52
10/01/25	092525		04*2400904	BUSINESS CARD	0.00	0.00	0.98	631.54
10/07/25	1GWJ-GMBF-		04*2400914	AMAZON CAPITAL SERVICES	0.00	16.78	0.00	648.32
10/07/25	1GWJ-GMBF-		04*2400914	AMAZON CAPITAL SERVICES	0.00	0.00	1.10	647.22
10/10/25	45836724		04*2400909	QUILL CORPORATION - 6946	0.00	57.58	0.00	704.80
10/10/25	1TLH-FGYP-		04*2400921	AMAZON CAPITAL SERVICES	0.00	93.65	0.00	798.45
10/10/25	45836724		04*2400909	QUILL CORPORATION - 6946	0.00	0.00	3.77	794.68
10/10/25	1TLH-FGYP-		04*2400921	AMAZON CAPITAL SERVICES	0.00	0.00	6.13	788.55
10/13/25	1PMM-PXMQ-		04*2400921	AMAZON CAPITAL SERVICES	0.00	30.00	0.00	818.55
10/13/25	1PMM-PXMQ-		04*2400921	AMAZON CAPITAL SERVICES	0.00	0.00	1.96	816.59
10/30/25	102525		04*2400926	BUSINESS CARD	0.00	35.08	0.00	851.67
10/30/25	102525		04*2400926	BUSINESS CARD	0.00	0.00	0.61	851.06
TOTALS					6,000.00	894.81	43.75	851.06

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

10/01/25				BUDGET BALANCE	11,640.00			4,630.41
10/01/25	092525		04*2400904	BUSINESS CARD	0.00	136.33	0.00	4,766.74
10/01/25	092525		04*2400904	BUSINESS CARD	0.00	0.00	8.39	4,758.35
10/14/25	40343381		04*2400923	IMAGE SOLUTIONS, LLC	0.00	265.36	0.00	5,023.71
10/14/25	40343381		04*2400923	IMAGE SOLUTIONS, LLC	0.00	0.00	17.36	5,006.35
TOTALS					11,640.00	11,677.71	6,671.36	5,006.35

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

10/01/25				BUDGET BALANCE	36,000.00			3,673.67
TOTALS					36,000.00	3,929.41	255.74	3,673.67

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

10/01/25	6121735950		04*2400903	VERIZON WIRELESS	0.00	38.42	0.00	2,173.61
10/01/25	6124220972		04*2400903	VERIZON WIRELESS	0.00	38.44	0.00	2,212.05

BC2001		ACCOUNT ACTIVITY ANALYSIS			PAGE 4			
		BEGINNING 10/01/25		ENDING 10/31/25				
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-321-00				DESC: TELEPHONE ASN: =====>	CONTINUED <=====			
10/02/25		357332	04*2400913	BALSAMWEST	0.00	391.28	0.00	2,603.33
10/02/25		357333	04*2400913	BALSAMWEST	0.00	299.70	0.00	2,903.03
10/20/25		262653		CASHIERS AREA CHAMBER OF	0.00	0.00	600.40	2,302.63
TOTALS					4,600.00	2,932.53	629.90	2,302.63
ACCOUNT # 24-4926-321-01				DESC: TELEPHONE-VISITOR CENTERS ASN:				
10/01/25				BUDGET BALANCE	0.00			-98.00
TOTALS					0.00	0.00	98.00	-98.00
ACCOUNT # 24-4926-321-02				DESC: TELEPHONE-TDA ASN:				
10/02/25		358416	04*2400913	BALSAMWEST	0.00	489.52	0.00	1,948.42
TOTALS					6,000.00	1,948.42	0.00	1,948.42
ACCOUNT # 24-4926-325-00				DESC: POSTAGE ASN:				
10/01/25				BUDGET BALANCE	55,570.00			6,400.63
10/01/25		092525	04*2400904	BUSINESS CARD	0.00	150.00	0.00	6,550.63
10/06/25		100625	04*2400910	RESERVE ACCOUNT	0.00	5,000.00	0.00	11,550.63
10/16/25		17VA27415	02*16807	UPS	0.00	41.64	0.00	11,592.27
10/16/25		17VA27395	02*16807	UPS	0.00	93.20	0.00	11,685.47
10/16/25		17VA27405	02*16807	UPS	0.00	27.72	0.00	11,713.19
10/21/25		17VA27425	02*16807	UPS	0.00	71.05	0.00	11,784.24
TOTALS					55,570.00	11,832.18	47.94	11,784.24
ACCOUNT # 24-4926-331-00				DESC: UTILITIES ASN:				
10/01/25				BUDGET BALANCE	3,200.00			655.45
10/01/25		23603	04*2400905	OWENS AND GATES LLC	0.00	40.00	0.00	695.45
10/01/25		092525	04*2400904	BUSINESS CARD	0.00	79.00	0.00	774.45
10/20/25		10/16/25	04*2400918	DUKE ENERGY	0.00	177.42	0.00	951.87
TOTALS					3,200.00	1,030.87	79.00	951.87

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BEGINNING 10/01/25 ENDING 10/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN: =====> CONTINUED <=====								
ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN:								
10/01/25				BUDGET BALANCE	129,941.00			1,350.00
TOTALS					129,941.00	1,350.00	0.00	1,350.00
ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:								
TOTALS					500.00	0.00	0.00	0.00
ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN:								
10/06/25		2025-03119	02*16776	MADDEN MEDIA	0.00	4,200.00	0.00	51,108.34
10/06/25		2025-03119	02*16776	MADDEN MEDIA	0.00	7,500.00	0.00	58,608.34
10/06/25		2025-03119	02*16776	MADDEN MEDIA	0.00	2,656.67	0.00	61,265.01
10/06/25		2025-03119	02*16776	MADDEN MEDIA	0.00	2,700.00	0.00	63,965.01
10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	4,200.00	0.00	68,165.01
10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	7,500.00	0.00	75,665.01
10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	2,656.67	0.00	78,321.68
10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	5,000.00	0.00	83,321.68
10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	400.00	0.00	83,721.68
10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	8,500.00	0.00	92,221.68
TOTALS					600,000.00	92,221.68	0.00	92,221.68
ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:								
10/01/25				BUDGET BALANCE	35,200.00			6,267.00
10/06/25		2025-03119	02*16776	MADDEN MEDIA	0.00	4,167.00	0.00	10,434.00
10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	4,167.00	0.00	14,601.00
10/22/25		216491	04*2400924	GRANICUS LLC	0.00	35,900.00	0.00	50,501.00
TOTALS					35,200.00	50,501.00	0.00	50,501.00
ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:								
10/01/25				BUDGET BALANCE	85,000.00			20,166.00

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BEGINNING 10/01/25 ENDING 10/31/25

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 <=====								
10/06/25		2025-03119	02*16776	MADDEN MEDIA	0.00	7,083.00	0.00	27,249.00
10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	7,083.00	0.00	34,332.00
TOTALS					85,000.00	34,332.00	0.00	34,332.00

ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:								
10/01/25				BUDGET BALANCE	15,000.00			3,600.00
10/06/25		2025-03119	02*16776	MADDEN MEDIA	0.00	1,250.00	0.00	4,850.00
10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	1,250.00	0.00	6,100.00
TOTALS					15,000.00	6,100.00	0.00	6,100.00

ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:								
10/01/25				BUDGET BALANCE	30,000.00			7,910.00
10/06/25		2025-03119	02*16776	MADDEN MEDIA	0.00	2,500.00	0.00	10,410.00
10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	2,500.00	0.00	12,910.00
TOTALS					30,000.00	12,910.00	0.00	12,910.00

ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:								
10/01/25				BUDGET BALANCE	207,520.00			33,384.67
10/09/25		075782	04*2400917	LOVE COMMUNICATIONS LLC	0.00	10,021.42	0.00	43,406.09
10/09/25		076286	04*2400917	LOVE COMMUNICATIONS LLC	0.00	12,103.51	0.00	55,509.60
10/09/25		076287	04*2400917	LOVE COMMUNICATIONS LLC	0.00	3,960.00	0.00	59,469.60
10/09/25		075464	04*2400917	LOVE COMMUNICATIONS LLC	0.00	3,960.00	0.00	63,429.60
TOTALS					207,520.00	63,429.60	0.00	63,429.60

ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN:								
10/01/25				BUDGET BALANCE	168,000.00			20,645.87
10/01/25		092525	04*2400904	BUSINESS CARD	0.00	554.91	0.00	21,200.78
10/06/25		100925	04*2400911	BUSINESS CARD	0.00	1,686.23	0.00	22,887.01
10/06/25		100925	04*2400911	BUSINESS CARD	0.00	0.00	10.78	22,876.23
10/07/25		TLJ	JE-260496	JOE: ACH PMT FOR BOA 641	0.00	12,359.91	0.00	35,236.14

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BEGINNING 10/01/25 ENDING 10/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-370-09					DESC: SOCIAL MEDIA SPEND ASN: -----> CONTINUED <-----			
10/22/25		10/17/2025	02*16868	SAMANTHA NELSON	0.00	44.67	0.00	35,280.81
10/30/25		102525	04*2400926	BUSINESS CARD	0.00	554.91	0.00	35,835.72
TOTALS					168,000.00	35,857.28	21.56	35,835.72

ACCOUNT # 24-4926-393-00					DESC: VISITOR CENTER OPERATIONS ASN:			
10/01/25				BUDGET BALANCE	242,465.00			66,866.00
10/10/25	25,698		04*2400907	JACKSON CO. CHAMBER OF C	0.00	8,203.16	0.00	75,069.16
10/10/25	25,698		04*2400907	JACKSON CO. CHAMBER OF C	0.00	1,164.75	0.00	76,233.91
10/10/25	25,698		04*2400907	JACKSON CO. CHAMBER OF C	0.00	188.67	0.00	76,422.58
10/10/25	25,717		04*2400908	CASHIERS AREA CHAMBER OF	0.00	7,519.59	0.00	83,942.17
10/10/25	25,717		04*2400908	CASHIERS AREA CHAMBER OF	0.00	1,045.83	0.00	84,988.00
TOTALS					242,465.00	84,988.00	0.00	84,988.00

ACCOUNT # 24-4926-393-01					DESC: PUBLIC RELATIONS ASN:			
10/01/25				BUDGET BALANCE	133,000.00			33,867.13
10/22/25	64980		02*16836	LOU HAMMOND GROUP ATLANT	0.00	644.89	0.00	34,512.02
10/22/25	64965		02*16836	LOU HAMMOND GROUP ATLANT	0.00	8,075.00	0.00	42,587.02
TOTALS					133,000.00	42,587.02	0.00	42,587.02

ACCOUNT # 24-4926-393-02					DESC: CONTRACTED SERVICES ASN:			
10/01/25				BUDGET BALANCE	22,000.00			5,499.99
10/31/25	TLJ		JE-260584	JOE: TDA ADMIN 10/2025	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:			
10/01/25				BUDGET BALANCE	1,400.00			100.00
TOTALS					1,400.00	100.00	0.00	100.00

ACCOUNT # 24-4926-393-06					DESC: CONTRACTED-AD FIRM RETAINER ASN:			
10/06/25		2025-03119	02*16776	MADDEN MEDIA	0.00	4,167.00	0.00	17,901.00

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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-393-06 DESC: CONTRACTED-AD FIRM RETAINER ASN: CONTINUED

10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	4,167.00	0.00	22,068.00
TOTALS					50,000.00	22,068.00	0.00	22,068.00

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

10/01/25				BUDGET BALANCE	12,200.00			12,084.48
TOTALS					12,200.00	12,084.48	0.00	12,084.48

ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:

10/06/25		2025-03119	02*16776	MADDEN MEDIA	0.00	2,500.00	0.00	8,741.91
10/07/25		2025-03119	02*16776	MADDEN MEDIA	0.00	2,500.00	0.00	11,241.91
TOTALS					30,000.00	11,241.91	0.00	11,241.91

ACCOUNT # 24-4926-393-11 DESC: SOFTWARE, INTERNET, MISC SERVICES ASN:

10/01/25				BUDGET BALANCE	45,936.00			25,124.03
10/01/25	092525		04*2400904	BUSINESS CARD	0.00	753.87	0.00	25,877.90
10/01/25	092525		04*2400904	BUSINESS CARD	0.00	0.00	15.36	25,862.54
10/07/25	25-1593		04*2400912	NATIONAL COMMUNICATIONS,	0.00	636.00	0.00	26,498.54
10/30/25	102525		04*2400926	BUSINESS CARD	0.00	1,947.16	0.00	28,445.70
10/30/25	102525		04*2400926	BUSINESS CARD	0.00	0.00	65.98	28,379.72
TOTALS					45,936.00	28,539.87	160.15	28,379.72

ACCOUNT # 24-4926-393-14 DESC: CONTRACTED SERVICES-HR OUTSOURCING ASN:

10/01/25				BUDGET BALANCE	9,600.00			1,461.60
10/10/25	TLJ	JE-260519		JOE: INV#:91295	0.00	132.60	0.00	1,594.20
10/22/25	2517		04*2400922	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	1,954.20
TOTALS					9,600.00	1,954.20	0.00	1,954.20

ACCOUNT # 24-4926-393-15 DESC: RESEARCH AND ANALYTICS ASN:

10/01/25				BUDGET BALANCE	70,469.00			61,000.00
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BEGINNING 10/01/25 ENDING 10/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-393-15 DESC: RESEARCH AND ANALYTICS ASN: =====> CONTINUED <=====

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:

10/07/25		2232	02*16755	TEMBO HOSPITALITY GROUP	0.00	5,600.00	0.00	23,400.00
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TOTALS					62,450.00	23,400.00	0.00	23,400.00
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ACCOUNT # 24-4926-399-09 DESC: MEDIA MANAGEMENT ASN:

10/01/25				BUDGET BALANCE	50,000.00			0.00
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TOTALS					50,000.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:

10/01/25		23603	04*2400905	OWENS AND GATES LLC	0.00	1,900.00	0.00	7,600.00
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TOTALS					23,280.00	7,600.00	0.00	7,600.00
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ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:

10/01/25				BUDGET BALANCE	3,754.00			2,758.22
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TOTALS					3,754.00	2,758.22	0.00	2,758.22
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ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:

10/01/25		092525	04*2400904	BUSINESS CARD	0.00	40.65	0.00	10,716.79
10/01/25		092525	04*2400904	BUSINESS CARD	0.00	0.00	0.70	10,716.09
10/30/25		102525	04*2400926	BUSINESS CARD	0.00	40.65	0.00	10,756.74
10/30/25		102525	04*2400926	BUSINESS CARD	0.00	0.00	0.70	10,756.04

TOTALS					9,739.00	10,758.84	2.80	10,756.04
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ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY-EQUIPMENT ASN:

10/01/25				BUDGET BALANCE	1,000.00			0.00
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BEGINNING 10/01/25 ENDING 10/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL./BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY-EQUIPMENT ASN: =====> CONTINUED <=====								
TOTALS					1,000.00	0.00	0.00	0.00
ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN:								
TOTALS					1,000,000.00	750,000.00	0.00	750,000.00
ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:								
10/22/25		08/29/2025 04*2400920		WCU SPORT MANAGEMENT ASS	0.00	2,797.00	0.00	6,797.00
TOTALS					100,000.00	6,797.00	0.00	6,797.00
ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN:								
10/01/25				BUDGET BALANCE	11,700.00			800.00
TOTALS					11,700.00	800.00	0.00	800.00
ACCOUNT # 24-4926-990-00 DESC: CONTINGENCY ASN:								
TOTALS					10,000.00	0.00	0.00	0.00