

**JACKSON COUNTY TOURISM  
DEVELOPMENT  
AUTHORITY**



**FINANCIAL REPORT  
NOVEMBER 30, 2025**

# JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

November 30, 2025

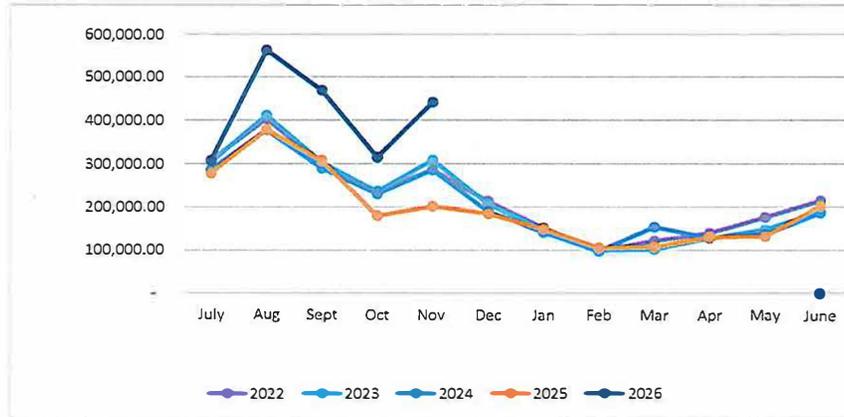
\* November Room Occupancy Tax collections totaled \$440,380.15 with \$642.67 collected for penalties. The YTD collection total is \$1,779,887.19 - 51.20% of budget. The Airbnb total was \$90,200.46; the Home Away/VRBO total was \$67,850.65; and the VACASA,NC total was \$11,197.77.

\* 103 accounts reported for October rentals (increase of 15 accounts from last year). The collections were up 119.96% from the same period in 2024. The tax rate increase from 4% to 6% was effective July 1, 2025.

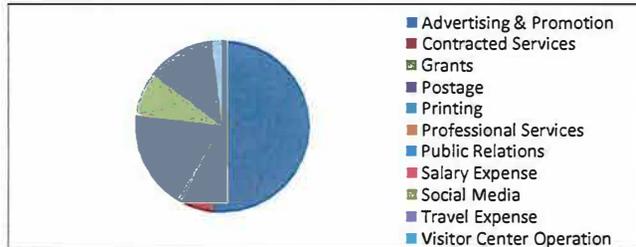
\* The cash balance at November 30, 2025 was \$319,095.29 and investments totaled \$3,200,000.

\* The expenses for November were \$140,700.56. The FYTD expenses totaled \$1,636,154.84 with encumbrances of \$31,570.46, for a combined total of \$1,667,725.30 - 47.09% of budget.

Fiscal YTD Collections



TDA Expenses as of November 30, 2025

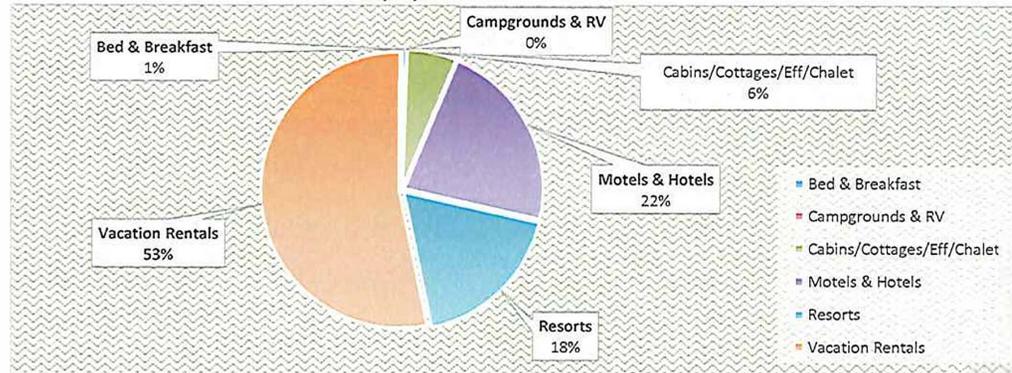


Advertising & Promotion	\$ 72,637.18
Contracted Services	\$ 7,925.93
Grants	\$ -
Postage	\$ 497.95
Printing	\$ -
Professional Services	\$ 1,354.17
Public Relations	\$ 8,501.97
Salary Expense	\$ 17,275.90
Social Media	\$ 11,807.49
Travel Expense	\$ -
Visitor Center Operation	\$ 18,122.00
Capital Projects	\$ -
Other	\$ 2,577.97
<b>Total</b>	<b>\$ 140,700.56</b>



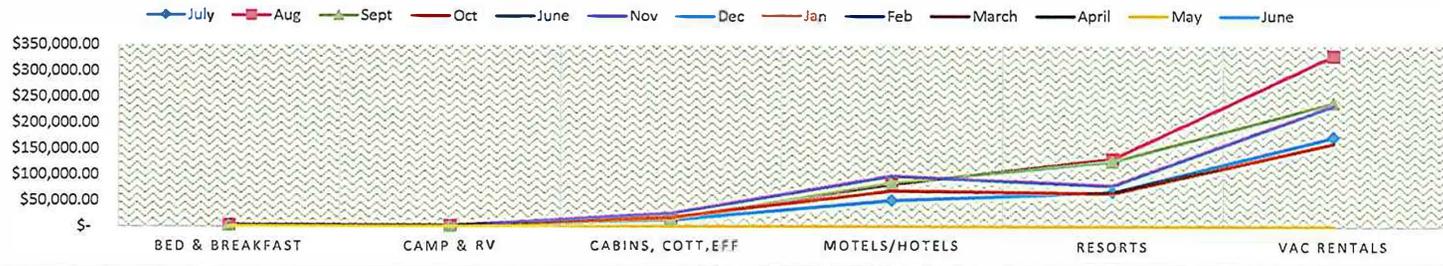
	2022	2023	2024	2025	2026
July	306,871.17	302,567.11	285,430.89	276,689.65	306,652.00
Aug	402,414.91	410,949.64	376,478.34	376,774.10	561,413.72
Sept	296,676.95	301,922.72	289,116.07	305,929.82	468,254.13
Oct	236,495.92	235,450.13	229,745.47	178,664.06	313,730.30
Nov	285,094.57	307,778.37	285,381.98	200,505.68	441,022.82
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	-
<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>\$ 2,091,072.97</b>

**Room Occupancy Tax Collections  
11/30/2025 for October Rentals**



Bed & Breakfast	\$	1,837.38
Campgrounds & RV	\$	510.58
Cabins/Cottages/Eff/Chalet	\$	25,062.71
Motels & Hotels	\$	98,487.46
Resorts	\$	80,254.88
Vacation Rentals	\$	234,869.81
	\$	441,022.82

**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	\$ 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	\$ 1,837.38	\$ 510.58	\$ 25,062.71	\$ 98,487.46	\$ 80,254.88	\$ 234,869.81	\$ 441,022.82
Dec	-	-	-	-	-	-	-
Jan	-	-	-	-	-	-	-
Feb	-	-	-	-	-	-	-
March	-	-	-	-	-	-	-
April	-	-	-	-	-	-	-
May	-	-	-	-	-	-	-
June	-	-	-	-	-	-	-
	\$ 7,905.04	\$ 3,355.02	\$ 84,438.54	\$ 386,414.14	\$ 469,742.88	\$ 1,139,217.35	\$ 2,091,072.97
<b>% By Type</b>	<b>0.38%</b>	<b>0.16%</b>	<b>4.04%</b>	<b>18.48%</b>	<b>22.46%</b>	<b>54.48%</b>	<b>100.00%</b>



JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

T OTA 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	\$ 441,022.82	103	119.96%
	\$ 240,517.14	15	
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>	\$ 2,341,394.73		
<b>FYTD 2025</b>	\$ 2,091,072.97		

COUNTY OF JACKSON  
 Trial Balance - Balance Sheet Accounts  
 Report dates 11/01/2025 - thru - 11/30/2025

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	295,862.29	451,034.94	427,801.94	319,095.29
24-1130-000-00	CASH IN TIME DEPOSIT	2,900,000.00	300,000.00	0.00	3,200,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	612.54	48.39	0.00	660.93
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>3,204,607.98</b>	<b>751,083.33</b>	<b>427,801.94</b>	<b>3,527,889.37</b>
24-2100-000-00	ACCOUNTS PAYABLE	12,947.01	108,959.31	121,906.32	0.00
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	184.07	184.07	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	127,456.32	126,506.32	31,150.00
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(30,200.00)	126,506.32	127,456.32	(31,150.00)
24-3000-000-00	REVENUE CONTROL	(1,374,446.57)	0.00	451,034.94	(1,825,481.51)
24-4000-000-00	EXPENDITURE CONTROL	1,495,454.28	140,748.95	48.39	1,636,154.84
<b>Total Liability</b>		<b>(3,204,607.98)</b>	<b>509,129.02</b>	<b>832,410.41</b>	<b>(3,527,889.37)</b>
<b>Total TOURISM DEVELOPMENT AUTH</b>		<b>0.00</b>	<b>1,260,212.35</b>	<b>1,260,212.35</b>	<b>0.00</b>

COUNTY OF JACKSON  
Income Statement  
Report dates 07/01/2025 - thru - 11/30/2025

Account Number	Description	Adjusted Budget 07/01/2025 11/30/2025	Debits and Credits 11/01/2025 11/30/2025	Debits and Credits 07/01/2025 11/30/2025	Encumbrances 07/01/2025 11/30/2025	Balance 07/01/2025 11/30/2025	% Used
24-3230-130-00	JACKSON COUNTY TDA	3,476,549.00	440,380.15	1,779,887.19	0.00	1,696,661.81	51.20
	TAX REVENUE	3,476,549.00	440,380.15	1,779,887.19	0.00	1,696,661.81	51.20
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	642.67	4,533.58	0.00	466.42	90.67
	PENALTY & INTEREST	5,000.00	642.67	4,533.58	0.00	466.42	90.67
24-3831-491-00	INVESTMENT EARNINGS	60,000.00	10,012.12	41,060.74	0.00	18,939.26	68.43
	REVENUES	60,000.00	10,012.12	41,060.74	0.00	18,939.26	68.43
DEPARTMENT TOTAL Revenue		3,541,549.00	451,034.94	1,825,481.51	0.00	1,716,067.49	51.54
24-4926-121-00	SALARIES & WAGES	165,022.00	12,693.99	69,816.98	0.00	95,205.02	42.31
24-4926-170-00	BOARD MEMBER EXPENSE	1,050.00	0.00	100.00	0.00	950.00	9.52
24-4926-181-00	SOCIAL SECURITY CONTRIBU	11,225.00	787.03	4,328.66	0.00	6,896.34	38.56
24-4926-182-00	RETIREMENT EXPENSE	24,623.00	1,821.60	10,018.80	0.00	14,604.20	40.69
24-4926-183-00	HOSPITALIZATION INSURANC	23,163.00	1,756.77	9,516.62	0.00	13,646.38	41.09
24-4926-185-00	UNEMPLOYMENT INSURANCE	628.00	32.44	178.45	0.00	449.55	28.42
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	184.07	1,012.34	0.00	1,612.66	38.57
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	6,770.85	0.00	9,479.15	41.67
24-4926-191-00	PROFESSIONAL SERVICES-AU	9,500.00	0.00	7,607.00	0.00	1,893.00	80.07
24-4926-192-00	LEGAL SERVICES	2,000.00	0.00	5,487.50	0.00	-3,487.50	274.38
24-4926-260-00	OFFICE SUPPLIES AND MATE	6,000.00	0.00	851.06	0.00	5,148.94	14.18
24-4926-299-00	MISCELLANEOUS	11,640.00	473.44	5,479.79	0.00	6,160.21	47.08
24-4926-311-00	TRAVEL	36,000.00	0.00	3,673.67	950.00	31,376.33	12.84
24-4926-321-00	TELEPHONE	4,600.00	738.09	3,040.72	0.00	1,559.28	66.10
24-4926-321-01	TELEPHONE-VISITOR CENTER	0.00	0.00	-98.00	0.00	98.00	0.00
24-4926-321-02	TELEPHONE-TDA	6,000.00	509.76	2,458.18	0.00	3,541.82	40.97
24-4926-325-00	POSTAGE	55,570.00	497.95	12,282.19	0.00	43,287.81	22.10
24-4926-331-00	UTILITIES	3,200.00	284.28	1,236.15	0.00	1,963.85	38.63
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	29,051.67	121,273.35	0.00	478,726.65	20.21
24-4926-370-01	WEBSITE SERVICE	35,200.00	4,167.00	54,668.00	0.00	-19,468.00	155.31
24-4926-370-02	CREATIVE & PRODUCTION SE	85,000.00	7,083.00	41,415.00	0.00	43,585.00	48.72
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	15,000.00	1,250.00	7,350.00	0.00	7,650.00	49.00
24-4926-370-04	E-MAIL CAMPAIGNS	30,000.00	2,500.00	15,410.00	0.00	14,590.00	51.37
24-4926-370-05	SEM MANAGEMENT	207,520.00	16,818.51	80,248.11	0.00	127,271.89	38.67

COUNTY OF JACKSON  
Income Statement  
Report dates 07/01/2025 - thru - 11/30/2025

Account Number	Description	Adjusted Budget 07/01/2025 11/30/2025	Debits and Credits 11/01/2025 11/30/2025	Debits and Credits 07/01/2025 11/30/2025	Encumbrances 07/01/2025 11/30/2025	Balance 07/01/2025 11/30/2025	% Used
24-4926-370-09	SOCIAL MEDIA SPEND	168,000.00	11,807.49	47,643.21	25,200.00	95,156.79	43.36
24-4926-393-00	VISITOR CENTER OPERATION	249,465.00	18,122.00	103,110.00	0.00	146,355.00	41.33
24-4926-393-01	PUBLIC RELATIONS	133,000.00	8,501.97	51,088.99	0.00	81,911.01	38.41
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	9,166.65	0.00	12,833.35	41.67
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	4,167.00	26,235.00	0.00	23,765.00	52.47
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	2,500.00	13,741.91	0.00	16,258.09	45.81
24-4926-393-11	SOFTWARE, INTERNET, MISC S	45,936.00	0.00	28,379.72	420.46	17,135.82	62.70
24-4926-393-14	CONTRACTED SERVICES-HR O	9,600.00	496.00	2,450.20	0.00	7,149.80	25.52
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	5,100.00	28,500.00	0.00	33,950.00	45.64
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	9,500.00	0.00	13,780.00	40.81
24-4926-454-00	INSURANCE	3,754.00	4,084.00	6,842.22	0.00	-3,088.22	182.26
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,739.00	185.00	10,941.04	0.00	-1,202.04	112.34
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	0.00	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	3,000.00	0.00	0.00	0.00	3,000.00	0.00
<b>TOURISM DEVELOPMENT AUTHORITY</b>		<b>3,541,549.00</b>	<b>140,700.56</b>	<b>1,636,154.84</b>	<b>31,570.46</b>	<b>1,873,823.70</b>	<b>47.09</b>
<b>DEPARTMENT TOTAL Expense</b>		<b>-3,541,549.00</b>	<b>-140,700.56</b>	<b>-1,636,154.84</b>	<b>31,570.46</b>	<b>-1,873,823.70</b>	<b>47.09</b>
<b>Fund 24 TOURISM DEVELOPMENT AUTH</b>		<b>0.00</b>	<b>310,334.38</b>	<b>189,326.67</b>	<b>31,570.46</b>	<b>-157,756.21</b>	<b>49.32</b>

BC2001		ACCOUNT ACTIVITY ANALYSIS				PAGE 1			
		BEGINNING 11/01/25		ENDING 11/30/25					
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:									
11/01/25				BUDGET BALANCE	165,022.00				57,122.99
11/07/25	TLJ		JE-260623	JOE: TDA PAYROLL 11/7/20	0.00	6,346.99	0.00		63,469.98
11/21/25	TLJ		JE-260657	JOE: TDA PAYROLL 11/21/2	0.00	6,347.00	0.00		69,816.98
TOTALS					165,022.00	69,816.98	0.00		69,816.98
ACCOUNT # 24-4926-170-00    DESC: BOARD MEMBER EXPENSE    ASN:									
11/01/25				BUDGET BALANCE	1,050.00				100.00
TOTALS					1,050.00	100.00	0.00		100.00
ACCOUNT # 24-4926-181-00    DESC: SOCIAL SECURITY CONTRIBUTION    ASN:									
11/07/25	TLJ		JE-260625	JOE: PAYROLL TAX DRAFT 1	0.00	393.51	0.00		3,935.14
11/21/25	TLJ		JE-260658	JOE: TDA TAX DRAFT 11/21	0.00	393.52	0.00		4,328.66
TOTALS					11,225.00	4,328.66	0.00		4,328.66
ACCOUNT # 24-4926-182-00    DESC: RETIREMENT EXPENSE    ASN:									
11/01/25				BUDGET BALANCE	24,623.00				8,197.20
11/07/25	TLJ		JE-260625	JOE: PAYROLL TAX DRAFT 1	0.00	910.80	0.00		9,108.00
11/21/25	TLJ		JE-260658	JOE: TDA TAX DRAFT 11/21	0.00	910.80	0.00		10,018.80
TOTALS					24,623.00	10,018.80	0.00		10,018.80
ACCOUNT # 24-4926-183-00    DESC: HOSPITALIZATION INSURANCE    ASN:									
11/01/25				BUDGET BALANCE	23,163.00				7,759.85
11/01/25	995131		04*2400928	COMPANION LIFE INSURANCE	0.00	203.41	0.00		7,963.26
11/24/25	11/11/2025		04*2400941	BCBS OF NC	0.00	1,349.95	0.00		9,313.21
11/24/25	1001952		04*2400943	COMPANION LIFE INSURANCE	0.00	203.41	0.00		9,516.62
TOTALS					23,163.00	9,606.71	90.09		9,516.62
ACCOUNT # 24-4926-185-00    DESC: UNEMPLOYMENT INSURANCE    ASN:									
11/01/25				BUDGET BALANCE	628.00				146.01

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 11/01/25 ENDING 11/30/25

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 <=====								
11/07/25		TLJ	JE-260625	JOE: PAYROLL TAX DRAFT 1	0.00	16.22	0.00	162.23
11/21/25		TLJ	JE-260658	JOE: TDA TAX DRAFT 11/21	0.00	16.22	0.00	178.45
TOTALS					628.00	178.45	0.00	178.45
ACCOUNT # 24-4926-187-00 DESC: MEDICARE TAX ASN:								
11/01/25				BUDGET BALANCE	2,625.00			828.27
11/07/25		TLJ	JE-260625	JOE: PAYROLL TAX DRAFT 1	0.00	92.04	0.00	920.31
11/21/25		TLJ	JE-260658	JOE: TDA TAX DRAFT 11/21	0.00	92.03	0.00	1,012.34
TOTALS					2,625.00	1,012.34	0.00	1,012.34
ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:								
11/01/25				BUDGET BALANCE	16,250.00			5,416.68
11/25/25		TLJ	JE-260664	JOE: TDA ADMIN 11/25	0.00	1,354.17	0.00	6,770.85
TOTALS					16,250.00	6,770.85	0.00	6,770.85
ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SERVICES-AUDIT ASN:								
11/01/25				BUDGET BALANCE	9,500.00			7,607.00
TOTALS					9,500.00	7,607.00	0.00	7,607.00
ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:								
TOTALS					2,000.00	5,487.50	0.00	5,487.50
ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES AND MATERIALS ASN:								
TOTALS					6,000.00	894.81	43.75	851.06
ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN:								
11/12/25		40569927	04*2400944	IMAGE SOLUTIONS, LLC	0.00	271.18	0.00	5,277.53

ACCOUNT ACTIVITY ANALYSIS

BC2001 BEGINNING 11/01/25 ENDING 11/30/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN: =====> CONTINUED <=====								
11/12/25		40569927	04*2400944	IMAGE SOLUTIONS, LLC	0.00	0.00	17.74	5,259.79
11/24/25		10/29/25	04*2400942	HELPING HANDS SERVICE CO	0.00	220.00	0.00	5,479.79
TOTALS					11,640.00	12,168.89	6,689.10	5,479.79
ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN:								
11/01/25	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:								
11/03/25		363765	04*2400934	BALSAMWEST	0.00	399.23	0.00	2,701.86
11/03/25		363766	04*2400934	BALSAMWEST	0.00	300.40	0.00	3,002.26
11/10/25		6126707921	04*2400932	VERIZON WIRELESS	0.00	38.46	0.00	3,040.72
TOTALS					4,600.00	3,670.62	629.90	3,040.72
ACCOUNT # 24-4926-321-01 DESC: TELEPHONE-VISITOR CENTERS ASN:								
11/01/25	BUDGET BALANCE				0.00			-98.00
TOTALS					0.00	0.00	98.00	-98.00
ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-TDA ASN:								
11/03/25		364843	04*2400934	BALSAMWEST	0.00	509.76	0.00	2,458.18
TOTALS					6,000.00	2,458.18	0.00	2,458.18
ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:								
11/01/25	BUDGET BALANCE				55,570.00			11,784.24
11/13/25		17VA27435	02*17105	UPS	0.00	74.90	0.00	11,859.14
11/13/25		3321589490	04*2400940	PITNEY BOWES INC.	0.00	372.79	0.00	12,231.93
11/13/25		3321589490	04*2400940	PITNEY BOWES INC.	0.00	0.00	19.87	12,212.06

BC2001		ACCOUNT ACTIVITY ANALYSIS				PAGE 4		
		BEGINNING 11/01/25		ENDING 11/30/25				
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-325-00				DESC: POSTAGE	ASN: =====>	CONTINUED <=====		
11/20/25		17VA27465	02*17105	UPS	0.00	7.42	0.00	12,219.48
11/25/25		17VA27475	02*17105	UPS	0.00	62.71	0.00	12,282.19
TOTALS					55,570.00	12,350.00	67.81	12,282.19
ACCOUNT # 24-4926-331-00				DESC: UTILITIES	ASN:			
11/01/25				BUDGET BALANCE	3,200.00			951.87
11/01/25	23604		04*2400927	OWENS AND GATES LLC	0.00	40.00	0.00	991.87
11/20/25	11/14/25		04*2400939	DUKE ENERGY	0.00	244.28	0.00	1,236.15
TOTALS					3,200.00	1,315.15	79.00	1,236.15
ACCOUNT # 24-4926-341-00				DESC: PRINTING	ASN:			
11/01/25				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:			
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	2,500.00	0.00	94,721.68
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	7,500.00	0.00	102,221.68
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	2,656.67	0.00	104,878.35
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	5,000.00	0.00	109,878.35
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	5,795.00	0.00	115,673.35
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	200.00	0.00	115,873.35
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	4,400.00	0.00	120,273.35
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	500.00	0.00	120,773.35
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	500.00	0.00	121,273.35
TOTALS					600,000.00	121,273.35	0.00	121,273.35

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 11/01/25 ENDING 11/30/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-00    DESC: AD FIRM MEDIA    ASN:    =====>    CONTINUED    <=====

ACCOUNT # 24-4926-370-01    DESC: WEBSITE SERVICE    ASN:

11/01/25				BUDGET BALANCE	35,200.00			50,501.00
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	4,167.00	0.00	54,668.00
TOTALS					35,200.00	54,668.00	0.00	54,668.00

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

11/01/25				BUDGET BALANCE	85,000.00			34,332.00
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	7,083.00	0.00	41,415.00
TOTALS					85,000.00	41,415.00	0.00	41,415.00

ACCOUNT # 24-4926-370-03    DESC: DIGITAL CAMPAIGN REPORTING    ASN:

11/01/25				BUDGET BALANCE	15,000.00			6,100.00
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	1,250.00	0.00	7,350.00
TOTALS					15,000.00	7,350.00	0.00	7,350.00

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

11/01/25				BUDGET BALANCE	30,000.00			12,910.00
11/01/25		2025-03151	02*17073	MADDEN MEDIA	0.00	2,500.00	0.00	15,410.00
TOTALS					30,000.00	15,410.00	0.00	15,410.00

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

11/01/25				BUDGET BALANCE	207,520.00			63,429.60
11/10/25		076603	04*2400937	LOVE COMMUNICATIONS LLC	0.00	12,858.51	0.00	76,288.11
11/10/25		076605	04*2400937	LOVE COMMUNICATIONS LLC	0.00	3,960.00	0.00	80,248.11
TOTALS					207,520.00	80,248.11	0.00	80,248.11

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

11/01/25				BUDGET BALANCE	168,000.00			35,835.72
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ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 11/01/25 ENDING 11/30/25

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    <=====								
11/01/25		102725	04*2400925	BUSINESS CARD	0.00	10,803.60	0.00	46,639.32
11/05/25		111125	04*2400933	BUSINESS CARD	0.00	1,014.67	0.00	47,653.99
11/05/25		111125	04*2400933	BUSINESS CARD	0.00	0.00	10.78	47,643.21
TOTALS					168,000.00	47,675.55	32.34	47,643.21
ACCOUNT # 24-4926-393-00    DESC: VISITOR CENTER OPERATIONS    ASN:								
11/01/25				BUDGET BALANCE	242,465.00			84,988.00
11/10/25	25,699		04*2400929	JACKSON CO. CHAMBER OF C	0.00	8,203.16	0.00	93,191.16
11/10/25	25,699		04*2400929	JACKSON CO. CHAMBER OF C	0.00	1,164.75	0.00	94,355.91
11/10/25	25,699		04*2400929	JACKSON CO. CHAMBER OF C	0.00	188.67	0.00	94,544.58
11/10/25	25,718		04*2400931	CASHIERS AREA CHAMBER OF	0.00	7,519.59	0.00	102,064.17
11/10/25	25,718		04*2400931	CASHIERS AREA CHAMBER OF	0.00	1,045.83	0.00	103,110.00
TOTALS					242,465.00	103,110.00	0.00	103,110.00
ACCOUNT # 24-4926-393-01    DESC: PUBLIC RELATIONS    ASN:								
11/01/25				BUDGET BALANCE	133,000.00			42,587.02
11/24/25	65010		02*17138	LOU HAMMOND GROUP ATLANT	0.00	426.97	0.00	43,013.99
11/24/25	64995		02*17138	LOU HAMMOND GROUP ATLANT	0.00	8,075.00	0.00	51,088.99
TOTALS					133,000.00	51,088.99	0.00	51,088.99
ACCOUNT # 24-4926-393-02    DESC: CONTRACTED SERVICES    ASN:								
11/01/25				BUDGET BALANCE	22,000.00			7,333.32
11/25/25	TLJ		JE-260664	JOE: TDA ADMIN 11/25	0.00	1,833.33	0.00	9,166.65
TOTALS					22,000.00	9,166.65	0.00	9,166.65
ACCOUNT # 24-4926-393-03    DESC: CONTRACTED SERVICES-RECORDING    ASN:								
11/01/25				BUDGET BALANCE	1,400.00			100.00
TOTALS					1,400.00	100.00	0.00	100.00

ACCOUNT ACTIVITY ANALYSIS

BC2001 BEGINNING 11/01/25 ENDING 11/30/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-393-03    DESC: CONTRACTED SERVICES-RECORDING    ASN: =====> CONTINUED <=====								
ACCOUNT # 24-4926-393-06    DESC: CONTRACTED-AD FIRM RETAINER    ASN:								
11/01/25		2025-03151 02*17073		MADDEN MEDIA	0.00	4,167.00	0.00	26,235.00
TOTALS					50,000.00	26,235.00	0.00	26,235.00
ACCOUNT # 24-4926-393-07    DESC: CONTRACTED SERVICES-STR    ASN:								
11/01/25				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:								
11/01/25		2025-03151 02*17073		MADDEN MEDIA	0.00	2,500.00	0.00	13,741.91
TOTALS					30,000.00	13,741.91	0.00	13,741.91
ACCOUNT # 24-4926-393-11    DESC: SOFTWARE, INTERNET, MISC SERVICES    ASN:								
11/01/25				BUDGET BALANCE	45,936.00			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:								
11/07/25	TLJ	JE-260624		JOE: INVOICE#:91297	0.00	136.00	0.00	2,090.20
11/10/25	2555	04*2400936		CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	2,450.20
TOTALS					9,600.00	2,450.20	0.00	2,450.20
ACCOUNT # 24-4926-393-15    DESC: RESEARCH AND ANALYTICS    ASN:								
11/01/25				BUDGET BALANCE	70,469.00			61,000.00
TOTALS					70,469.00	61,000.00	0.00	61,000.00

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 11/01/25    ENDING 11/30/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-393-15    DESC: RESEARCH AND ANALYTICS    ASN:    =====>    CONTINUED    <=====								
ACCOUNT # 24-4926-399-00    DESC: CONTRACTED SERVICES    ASN:								
11/01/25		2256	02*17037	TEMBO HOSPITALITY GROUP	0.00	4,600.00	0.00	28,000.00
11/24/25		2291	02*17152	TEMBO HOSPITALITY GROUP	0.00	500.00	0.00	28,500.00
TOTALS					62,450.00	28,500.00	0.00	28,500.00
ACCOUNT # 24-4926-399-09    DESC: MEDIA MANAGEMENT    ASN:								
11/01/25				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:								
11/01/25		23604	04*2400927	OWENS AND GATES LLC	0.00	1,900.00	0.00	9,500.00
TOTALS					23,280.00	9,500.00	0.00	9,500.00
ACCOUNT # 24-4926-454-00    DESC: INSURANCE    ASN:								
11/01/25				BUDGET BALANCE	3,754.00			2,758.22
11/10/25		1165579	04*2400930	STANBERRY INSURANCE AGEN	0.00	4,000.00	0.00	6,758.22
11/10/25		1002320337	04*2400935	ACCIDENT FUND INSURANCE	0.00	84.00	0.00	6,842.22
TOTALS					3,754.00	6,842.22	0.00	6,842.22
ACCOUNT # 24-4926-491-00    DESC: DUES AND SUBSCRIPTIONS    ASN:								
11/01/25				BUDGET BALANCE	9,739.00			10,756.04
11/24/25		7751	04*2400938	JACKSON CO. CHAMBER OF C	0.00	185.00	0.00	10,941.04
TOTALS					9,739.00	10,943.84	2.80	10,941.04
ACCOUNT # 24-4926-550-00    DESC: CAPITAL OUTLAY-EQUIPMENT    ASN:								
11/01/25				BUDGET BALANCE	1,000.00			0.00

