

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
DECEMBER 31, 2018

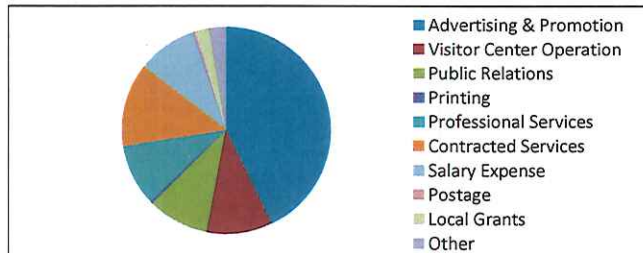
JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

December 31, 2018

- * December Room Occupancy Tax collections totaled \$105,678.83 with \$337.80 collected for penalties. The YTD collection total is \$683,519.64 - 61.45% of budget. The Airbnb total was \$8,704.84.
- * 165 accounts reported for November rentals (increase of 17 accounts from last year). The collections were up 25.09% from the same period in 2017. The total increase for the fiscal year is 6.82%.
- * The cash balance at December 31, 2018 is \$222,980.80 and investments total \$400,000.00.

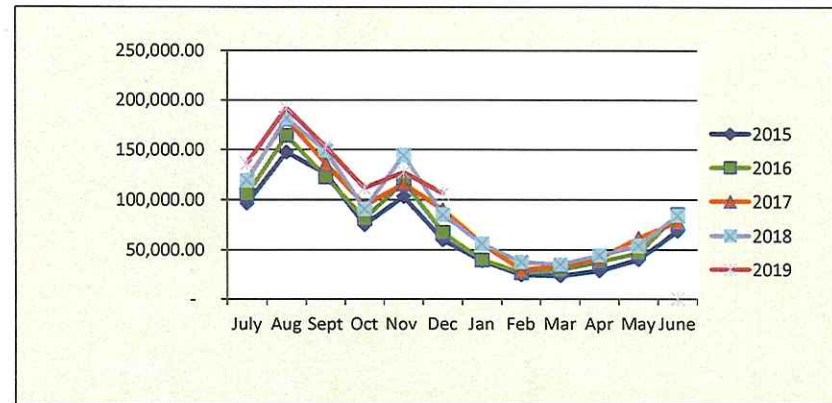
- * The expenses for December were \$70,209.28. The YTD expenses totaled \$603,135.26 with encumbrances of \$4,989.31 for a combined total of \$608,124.57 - 50.96% of budget.

TDA Expenses as of December 31, 2018



Advertising & Promotion	\$	30,053.54
Visitor Center Operation	\$	7,128.67
Public Relations	\$	6,716.66
Printing	\$	250.23
Professional Services	\$	6,770.85
Contracted Services	\$	9,113.33
Salary Expense	\$	6,535.46
Postage	\$	339.55
Local Grants	\$	1,400.00
Other	\$	1,900.99
	\$	70,209.28

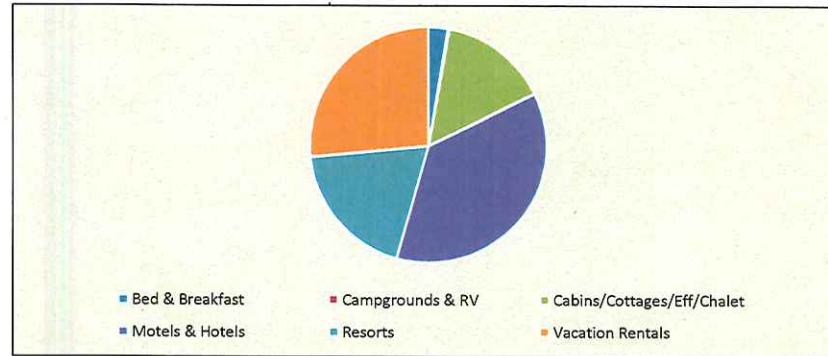
Fiscal YTD Collections



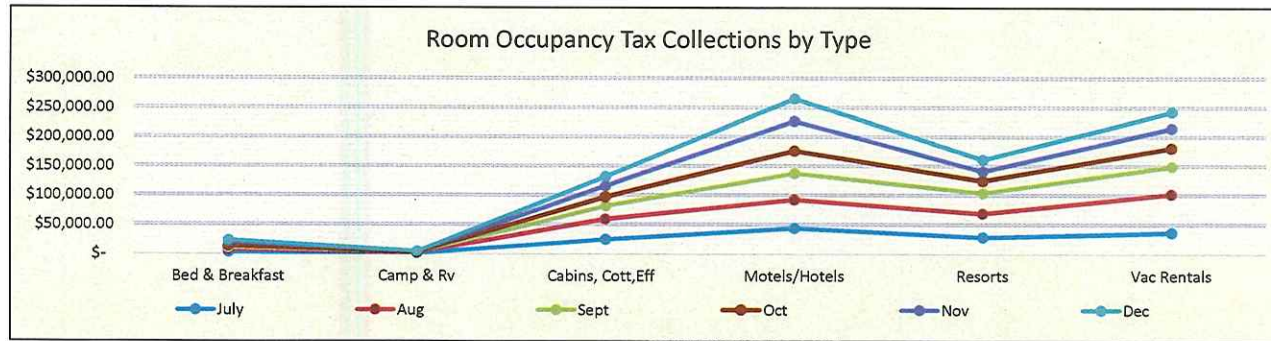
	2015	2016	2017	2018	2019
July	96,221.58	105,354.28	119,861.04	119,152.80	135,881.68
Aug	147,461.65	163,948.85	180,394.59	181,280.78	191,736.34
Sept	125,903.55	122,331.68	135,649.23	148,701.72	152,650.37
Oct	74,811.18	80,775.31	94,100.41	90,329.60	111,456.91
Nov	103,282.77	117,640.33	115,576.40	144,240.73	127,342.88
Dec	60,051.55	66,956.10	89,928.52	84,754.30	106,016.63
Jan	38,604.76	39,690.82	56,081.35	56,029.08	
Feb	24,590.98	26,696.45	29,357.66	37,210.91	
Mar	23,634.98	29,114.84	33,603.67	35,029.92	
Apr	28,549.12	37,797.19	40,794.81	44,116.59	
May	39,890.53	46,472.01	61,363.25	53,695.68	
June	68,723.19	85,145.38	76,932.28	83,711.73	-
	\$ 831,725.84	\$ 921,923.24	\$ 1,033,643.21	\$ 1,078,253.84	\$ 825,084.81



**Room Occupancy Tax Collections
12/31/18 for November Rentals**



Bed & Breakfast	\$	2,852.37
Campgrounds & RV	\$	170.34
Cabins/Cottages/Eff/Chalet	\$	15,797.96
Motels & Hotels	\$	38,777.98
Resorts	\$	20,274.85
Vacation Rentals	\$	28,143.13
	\$	<u>106,016.63</u>



	Bed & Breakfast		Camp & Rv		Cabins, Cott, Eff		Motels/Hotels		Resorts		Vac Rentals		Totals
July	\$	2,688.98	\$	695.18	\$	24,406.66	\$	43,549.81	\$	28,377.05	\$	36,164.00	\$ 135,881.68
Aug	\$	3,596.29	\$	779.19	\$	34,109.64	\$	48,228.00	\$	39,963.75	\$	65,059.47	\$ 191,736.34
Sept	\$	2,979.89	\$	641.79	\$	22,524.53	\$	44,584.33	\$	34,785.11	\$	47,134.72	\$ 152,650.37
Oct	\$	3,651.18	\$	579.06	\$	15,533.79	\$	39,077.72	\$	20,903.23	\$	31,711.93	\$ 111,456.91
Nov	\$	6,625.54	\$	788.68	\$	18,915.26	\$	50,765.41	\$	16,256.04	\$	33,991.95	\$ 127,342.88
Dec	\$	2,852.37	\$	170.34	\$	15,797.96	\$	38,777.98	\$	20,274.85	\$	28,143.13	\$ 106,016.63
Jan													\$ -
Feb													\$ -
March													\$ -
April													\$ -
May													\$ -
June	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$ -
	\$	22,394.25	\$	3,654.24	\$	131,287.84	\$	264,983.25	\$	160,560.03	\$	242,205.20	\$ 825,084.81
% By Type		2.71%		0.44%		15.91%		32.12%		19.46%		29.36%	100.00%



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

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2017	\$ 118,801.30	163	10%
July-2018	\$ 135,881.68	181	14.38%
	\$ 17,080.38	18	
August-2017	\$ 181,280.78	175	9%
August-2018	\$ 191,736.34	183	5.77%
	\$ 10,455.56	8	
September-2017	\$ 148,701.72	161	3%
September-2018	\$ 152,650.37	177	2.66%
	\$ 3,948.65	16	
October-2017	\$ 90,329.60	160	4%
October-2018	\$ 106,838.84	169	18.28%
	\$ 16,509.24	9	
November-2017	\$ 144,240.73	159	1%
November-2018	\$ 127,342.88	173	-11.72%
	\$ (16,897.85)	14	
December-2017	\$ 84,754.30	148	-10%
December-2018	\$ 106,016.63	165	25.09%
	\$ 21,262.33	17	
January-2018	\$ 56,029.07	119	18%
January-2019	\$ -	0	-100.00%
	\$ (56,029.07)	-119	
February-2018	\$ 37,210.91	95	15%
February-2019	\$ -	0	-100.00%
	\$ (37,210.91)	-95	
March-2018	\$ 35,029.92	90	4%
March-2019	\$ -	0	-100.00%
	\$ (35,029.92)	-90	
April-2018	\$ 44,116.59	107	95%
April-2019	\$ -	0	-100.00%
	\$ (44,116.59)	-107	
May-2018	\$ 53,695.68	120	35%
May-2019	\$ -	0	-100.00%
	\$ (53,695.68)	-120	
June-2018	\$ 83,711.73	148	15%
June-2019	\$ -	0	-100.00%
	\$ (83,711.73)	-148	
FYTD 2018	\$ 1,077,902.33		
FYTD 2019	\$ 820,466.74		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 12/01/2018 - thru - 12/31/2018

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	185,800.41	165,952.23	128,771.84	222,980.80
24-1130-000-00	JACKSON TTA CASH IN TIME DEPOSIT	400,000.00	0.00	0.00	400,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	415.89	48.88	0.00	464.77
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	152.32	21.72	0.00	174.04
Total Asset		586,368.62	166,022.83	128,771.84	623,619.61
24-2100-000-00	ACCOUNTS PAYABLE	756.90	59,986.57	60,743.47	0.00
24-2200-000-00	ACCRUED SALARIES PAYABLE	(3,159.56)	0.00	0.00	(3,159.56)
24-2300-000-11	DUE TO GENERAL	0.00	59,062.31	59,063.35	(1.04)
24-2300-000-15	DUE TO PAYROLL	0.00	6,535.46	6,535.46	0.00
24-2900-000-00	FUND BALANCE	(469,373.57)	0.00	0.00	(469,373.57)
24-2900-000-01	RES BY STATE STATUTE	(66,435.27)	0.00	0.00	(66,435.27)
24-2912-000-00	RESERVE FOR ENCUMBRANCES	4,508.55	64,724.23	64,243.47	4,989.31
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(4,508.55)	64,243.47	64,724.23	(4,989.31)
24-3000-000-00	REVENUE CONTROL	(581,083.10)	10.35	106,712.68	(687,785.43)
24-4000-000-00	EXPENDITURE CONTROL	532,925.98	70,467.47	258.19	603,135.26
Total Liability		(586,368.62)	325,029.86	362,280.85	(623,619.61)
Total TOURISM DEVELOPMENT AUTH		0.00	491,052.69	491,052.69	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2018 - thru - 12/31/2018

Account Number	Description	Adjusted Budget 07/01/2018 12/31/2018	Current Actual 12/01/2018 to 12/31/2018	Actual YTD 07/01/2018 to 12/31/2018	Encumbrances 07/01/2018 12/31/2018	Balance 07/01/2018 12/31/2018	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,112,400.00	-105,678.83	-683,519.64	0.00	428,880.36	61.45
24-3230-130-04	JACKSON TDA - FUND BALAN	65,845.00	0.00	0.00	0.00	65,845.00	0.00
	TAX REVENUE	1,178,245.00	-105,678.83	-683,519.64	0.00	494,725.36	58.01
24-3270-170-01	JACKSON TDA - PENALTY	2,500.00	-337.80	-1,056.92	0.00	1,443.08	42.28
24-3270-180-01	JACKSON TDA - INTEREST	0.00	0.00	0.00	0.00	0.00	0.00
24-3270-190-00	MARKETING AND ADVERTISIN	10,000.00	0.00	0.00	0.00	10,000.00	0.00
	PENALTY & INTEREST	12,500.00	-337.80	-1,056.92	0.00	11,443.08	8.46
24-3831-491-00	INVESTMENT EARNINGS	2,500.00	-685.70	-3,208.87	0.00	-708.87	128.35
	REVENUES	2,500.00	-685.70	-3,208.87	0.00	-708.87	128.35
	DEPARTMENT TOTAL Revenue	1,193,245.00	-106,702.33	-687,785.43	0.00	505,459.57	57.64
24-4926-121-00	SALARIES & WAGES	63,059.00	4,942.94	31,579.11	0.00	31,479.89	50.08
24-4926-170-00	BOARD MEMBER EXPENSE	2,400.00	191.33	781.04	0.00	1,618.96	32.54
24-4926-181-00	SOCIAL SECURITY CONTRIBU	3,910.00	298.80	1,908.36	0.00	2,001.64	48.81
24-4926-182-00	RETIREMENT EXPENSE	4,780.00	387.03	2,472.63	0.00	2,307.37	51.73
24-4926-183-00	HOSPITALIZATION INSURANC	10,644.00	818.76	5,321.94	0.00	5,322.06	50.00
24-4926-185-00	UNEMPLOYMENT INSURANCE	231.00	18.04	117.48	0.00	113.52	50.86
24-4926-186-00	WORKMAN'S COMPENSATION	1,128.00	0.00	1,047.00	0.00	81.00	92.82
24-4926-187-00	MEDICARE TAX	914.00	69.89	446.37	0.00	467.63	48.84
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	8,125.02	0.00	8,124.98	50.00
24-4926-191-00	PROFESSIONAL SER-AUDIT	6,150.00	3,500.00	3,500.00	0.00	2,650.00	56.91
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	3,100.00	185.47	1,405.13	0.00	1,694.87	45.33
24-4926-260-01	PROMO ITEMS	4,873.00	0.00	3,633.99	767.55	471.46	90.33
24-4926-299-00	MISCELLANEOUS	6,680.00	41.00	3,949.96	480.76	2,249.28	66.33
24-4926-311-00	TRAVEL	9,335.00	1,532.13	10,269.84	0.00	-934.84	110.01
24-4926-321-00	TELEPHONE	4,430.00	972.68	2,646.54	0.00	1,783.46	59.74
24-4926-321-02	TELEPHONE-DIRECTOR	1,110.00	65.07	676.20	0.00	433.80	60.92
24-4926-325-00	POSTAGE	23,558.00	339.55	11,853.80	0.00	11,704.20	50.32
24-4926-331-00	UTILITIES	2,000.00	236.77	932.47	0.00	1,067.53	46.62
24-4926-341-00	PRINTING	67,466.00	250.23	12,295.21	3,741.00	51,429.79	23.77
24-4926-351-00	REPAIRS & MAINT-BUILDING	2,000.00	0.00	-15.04	0.00	2,015.04	-0.75
24-4926-370-00	AD FIRM MEDIA	350,548.00	12,814.22	194,941.85	0.00	155,606.15	55.61
24-4926-370-01	WEBSITE SERVICE	25,752.00	2,021.00	12,126.00	0.00	13,626.00	47.09
24-4926-370-02	CREATIVE & PRODUCTION SE	30,400.00	2,965.00	20,034.75	0.00	10,365.25	65.90
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	10,500.00	875.00	5,250.00	0.00	5,250.00	50.00
24-4926-370-04	E-MAIL CAMPAIGNS	12,900.00	1,453.75	6,281.25	0.00	6,618.75	48.69
24-4926-370-05	SEM MANAGEMENT	18,000.00	9,000.00	9,000.00	0.00	9,000.00	50.00
24-4926-370-07	SOCIAL MEDIA	48,300.00	3,025.00	32,150.00	0.00	16,150.00	66.56
24-4926-393-00	VISITOR CENTER OPERATION	173,590.00	7,128.67	80,388.41	0.00	93,201.59	46.31
24-4926-393-01	PUBLIC RELATIONS	87,160.00	6,716.66	45,643.96	0.00	41,516.04	52.37
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	10,999.98	0.00	11,000.02	50.00
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	0.00	137.50	0.00	1,262.50	9.82
24-4926-393-05	CONTRACTED-WEBSITE	8,200.00	0.00	6,770.00	0.00	1,430.00	82.56
24-4926-393-06	CONTRACTED-AD FIRM RETAI	58,500.00	4,875.00	29,250.00	0.00	29,250.00	50.00
24-4926-393-07	CONTRACTED SERVICES-STR	4,635.00	0.00	4,140.00	0.00	495.00	89.32
24-4926-393-08	CONTRACTED-AD FIRM MISC	5,500.00	524.57	1,247.82	0.00	4,252.18	22.69
24-4926-393-10	CONTRACTED SERVICES-PLAN	58,240.00	7,280.00	29,120.00	0.00	29,120.00	50.00
24-4926-393-11	SOFTWARE, INTERNET, MISC S	3,756.00	393.22	1,399.53	0.00	2,356.47	37.26
24-4926-399-00	CONTRACTED SERVICES	1,000.00	0.00	161.17	0.00	838.83	16.12
24-4926-412-00	BUILDING RENT	6,000.00	0.00	500.00	0.00	5,500.00	8.33
24-4926-454-00	INSURANCE	2,206.00	200.00	200.00	0.00	2,006.00	9.07
24-4926-491-00	DUES AND SUBSCRIPTIONS	740.00	0.00	0.00	0.00	740.00	0.00
24-4926-550-00	CAPITAL OUTLAY	3,200.00	0.00	3,595.99	0.00	-395.99	112.37
24-4926-699-00	GRANTS	14,000.00	1,400.00	4,500.00	0.00	9,500.00	32.14
24-4926-699-01	SPECIAL PROJECTS	2,500.00	0.00	0.00	0.00	2,500.00	0.00
24-4926-699-02	MISCELLANEOUS DONATIONS	3,200.00	0.00	1,250.00	0.00	1,950.00	39.06
24-4926-990-00	CONTINGENCY	5,000.00	0.00	1,100.00	0.00	3,900.00	22.00
	TOURISM DEVELOPMENT AUTHORITY	1,193,245.00	70,209.28	603,135.26	4,989.31	585,120.43	50.96
	DEPARTMENT TOTAL Expense	-1,193,245.00	70,209.28	603,135.26	4,989.31	-585,120.43	50.96
	Fund 24 TOURISM DEVELOPMENT AUTH	0.00	-36,493.05	-84,650.17	4,989.31	-79,660.86	54.30