

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
December 31, 2020

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

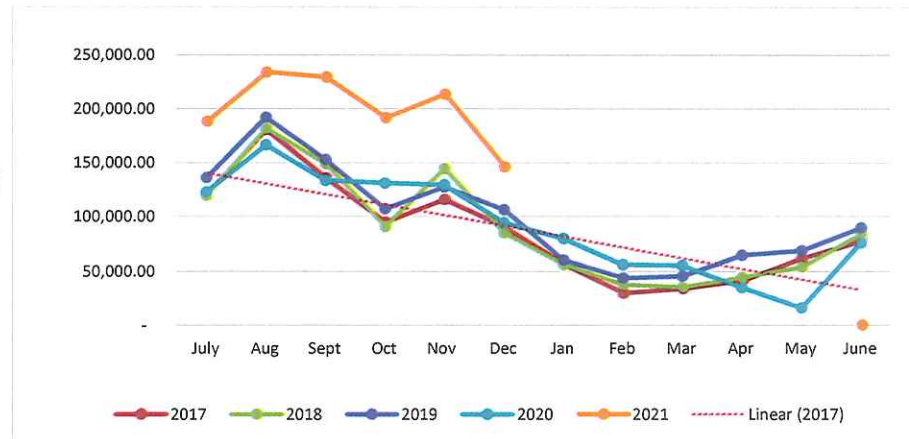
December 31, 2020

- * December Room Occupancy Tax collections totaled \$145,639.54 with \$18.24 collected for penalties. The YTD collection total is \$1,012,195.83 - 96.43% of budget. The Airbnb total was \$21,467.41. The Home Away VRBO total was \$37,439.55.
- * 106 accounts reported for November rentals (decrease of 27 accounts from last year). The collections were up 55.24% (\$51,827.94) from the same period in 2019.

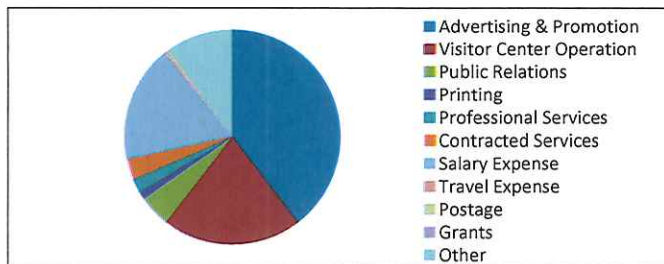
- * The cash balance at December 31, 2020 is \$874,404.51 and investments total \$400,000.00.

- * The expenses for December were \$64,297.96. The FYTD expenses totaled \$469,499.65 with encumbrances of \$3,491 for a combined total of \$472,990.65 - 43.62% of budget.

Fiscal YTD Collections



TDA Expenses as of December 31, 2020

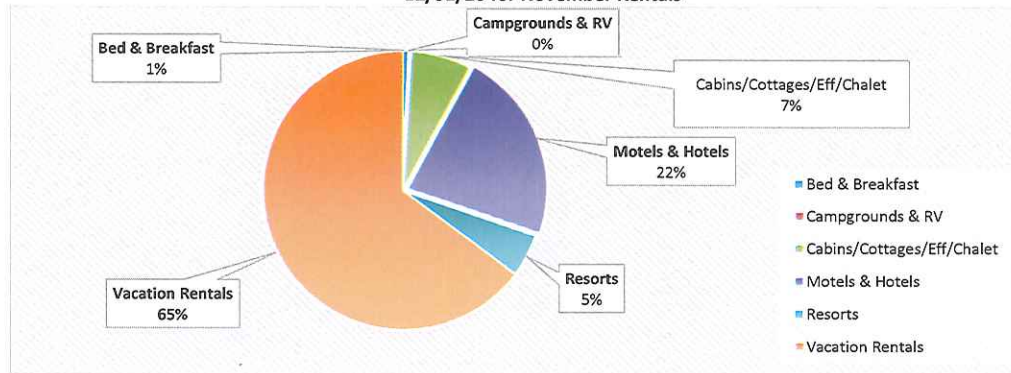


Advertising & Promotion	\$	25,493.17
Visitor Center Operation	\$	13,373.00
Public Relations	\$	3,100.00
Printing	\$	748.89
Professional Services	\$	1,354.17
Contracted Services	\$	1,989.28
Salary Expense	\$	11,271.12
Travel Expense	\$	220.36
Postage	\$	187.95
Grants	\$	-
Other	\$	6,560.02
	\$	64,297.96

	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	191,265.62
Nov	115,576.40	144,240.73	127,342.88	129,268.34	213,445.79
Dec	89,928.52	84,754.30	106,016.63	93,829.84	145,657.78
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	-
	\$ 1,033,643.21	\$ 1,078,253.84	\$ 1,191,547.46	\$ 1,092,658.09	\$ 1,200,775.24

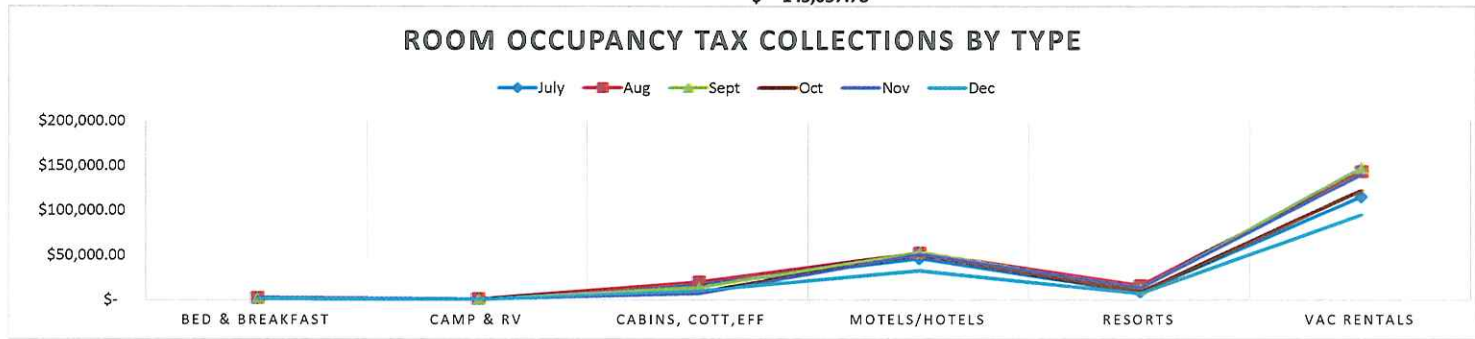


Room Occupancy Tax Collections 12/31/20 for November Rentals



Bed & Breakfast	\$ 1,031.63
Campgrounds & RV	\$ 357.87
Cabins/Cottages/Eff/Chalet	\$ 10,122.98
Motels & Hotels	\$ 32,534.66
Resorts	\$ 7,277.15
Vacation Rentals	\$ 94,333.49
Total	\$ 145,657.78

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	\$ 1,670.52	\$ 662.49	\$ 8,581.33	\$ 49,979.73	\$ 8,823.81	\$ 121,547.74	\$ 191,265.62
Nov	\$ 2,497.80	\$ 819.18	\$ 6,728.97	\$ 50,452.52	\$ 13,486.65	\$ 139,460.67	\$ 213,445.79
Dec	\$ 1,031.63	\$ 357.87	\$ 10,122.98	\$ 32,534.66	\$ 7,277.15	\$ 94,333.49	\$ 145,657.78
Jan							\$ -
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June							\$ -
Total	\$ 10,758.54	\$ 4,116.81	\$ 75,453.97	\$ 283,978.65	\$ 66,363.61	\$ 760,103.66	\$ 1,200,775.24
% By Type	0.90%	0.34%	6.28%	23.65%	5.53%	63.30%	100.00%



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	\$ 191,265.61	109	46.10%
	\$ 60,353.14	-66	
November-2019	\$ 129,268.34	167	1%
November-2020	\$ 213,445.79	89	65.12%
	\$ 84,177.45	-78	
December-2019	\$ 93,829.84	133	-10%
December-2020	\$ 145,657.78	106	55.24%
	\$ 51,827.94	-27	
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	\$ 1,200,681.63		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 12/01/2020 - thru - 12/31/2020

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	786,702.58	207,321.58	119,619.65	874,404.51
24-1130-000-00	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	2,674.13	55.75	0.00	2,729.88
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	10.60	0.00	0.00	10.60
24-1310-000-11	DUE FROM GENERAL FUND	0.00	0.00	0.00	0.00
Total Asset		1,189,387.31	207,377.33	119,619.65	1,277,144.99
24-2100-000-00	ACCOUNTS PAYABLE	0.00	50,428.09	50,428.09	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	979.08	979.08	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	342.00	342.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	530.49	530.49	0.00
24-2200-182-00	RETIREMENT PAYABLE	(2,568.09)	2,593.09	1,381.84	(1,356.84)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	124.07	124.07	0.00
24-2300-000-11	DUE TO GENERAL	0.00	54,057.09	54,057.09	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	4,695.00	52,843.09	54,047.09	3,491.00
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(4,695.00)	54,047.09	52,843.09	(3,491.00)
24-3000-000-00	REVENUE CONTROL	(894,241.38)	0.00	153,266.89	(1,047,508.27)
24-4000-000-00	EXPENDITURE CONTROL	405,201.69	64,353.71	55.75	469,499.65
Total Liability		(1,189,387.31)	280,297.80	368,055.48	(1,277,144.99)
Total TOURISM DEVELOPMENT AUTH		0.00	487,675.13	487,675.13	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2020 - thru - 12/31/2020

Account Number	Description	Adjusted Budget 07/01/2020 12/31/2020	Debits and Credits 12/01/2020 12/31/2020	Debits and Credits 07/01/2020 12/31/2020	Encumbrances 07/01/2020 12/31/2020	Balance 07/01/2020 12/31/2020	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,049,628.00	145,639.54	1,012,195.83	0.00	37,432.17	96.43
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TAX REVENUE		1,049,628.00	145,639.54	1,012,195.83	0.00	37,432.17	96.43
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	18.24	653.62	0.00	4,346.38	13.07
24-3270-190-00	MARKETING AND ADVERTISIN	1,006.00	7,606.00	8,612.00	0.00	-7,606.00	856.06
24-3270-260-00	NC DEPT OF COMMERCE-EDPN	25,750.00	0.00	0.00	0.00	25,750.00	0.00
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PENALTY & INTEREST		31,756.00	7,624.24	9,265.62	0.00	22,490.38	29.18
24-3496-260-00	NC DEPT OF COMMERCE-EDPN	0.00	0.00	25,750.00	0.00	-25,750.00	0.00
24-3496-260-01	NC DEPT OF COMMERCE DES	0.00	0.00	243.82	0.00	-243.82	0.00
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ECONOMIC DEVELOPMENT		0.00	0.00	25,993.82	0.00	-25,993.82	0.00
24-3831-491-00	INVESTMENT EARNINGS	3,000.00	3.11	53.00	0.00	2,947.00	1.77
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REVENUES		3,000.00	3.11	53.00	0.00	2,947.00	1.77
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DEPARTMENT TOTAL Revenue		1,084,384.00	153,266.89	1,047,508.27	0.00	36,875.73	96.60
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24-4926-121-00	SALARIES & WAGES	120,271.00	8,556.31	61,913.60	0.00	58,357.40	51.48
24-4926-170-00	BOARD MEMBER EXPENSE	249.00	131.81	307.15	0.00	-58.15	123.35
24-4926-181-00	SOCIAL SECURITY CONTRIBU	7,457.00	530.93	3,839.07	0.00	3,617.93	51.48
24-4926-182-00	RETIREMENT EXPENSE	12,208.00	868.46	6,318.36	0.00	5,889.64	51.76
24-4926-183-00	HOSPITALIZATION INSURANC	18,540.00	1,191.35	8,338.57	0.00	10,201.43	44.98
24-4926-185-00	UNEMPLOYMENT INSURANCE	504.00	0.00	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	1,744.00	124.07	897.75	0.00	846.25	51.48
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	7,200.00	0.00	7,000.00	0.00	200.00	97.22
24-4926-192-00	LEGAL SERVICES	3,000.00	0.00	825.00	0.00	2,175.00	27.50
24-4926-260-00	OFFICE SUPPLIES	3,963.00	12.00	985.73	0.00	2,977.27	24.87
24-4926-299-00	MISCELLANEOUS	6,810.00	974.50	2,813.36	0.00	3,996.64	41.31
24-4926-311-00	TRAVEL	6,299.00	220.36	2,414.73	2,291.00	1,593.27	74.71
24-4926-321-00	TELEPHONE	4,430.00	936.16	4,343.88	0.00	86.12	98.06
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	187.95	9,152.63	0.00	11,850.37	43.58
24-4926-331-00	UTILITIES	2,000.00	196.85	1,007.64	0.00	992.36	50.38
24-4926-341-00	PRINTING	79,741.00	748.89	19,845.85	0.00	59,895.15	24.89
24-4926-351-00	REPAIRS & MAINT-BUILDING	500.00	0.00	0.00	0.00	500.00	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2020 - thru - 12/31/2020

Account Number	Description	Adjusted Budget 07/01/2020 12/31/2020	Debits and Credits 12/01/2020 12/31/2020	Debits and Credits 07/01/2020 12/31/2020	Encumbrances 07/01/2020 12/31/2020	Balance 07/01/2020 12/31/2020	% Used
24-4926-370-00	AD FIRM MEDIA	225,035.00	16,151.22	88,997.20	1,200.00	134,837.80	40.08
24-4926-370-01	WEBSITE SERVICE	28,588.00	1,600.00	9,600.00	0.00	18,988.00	33.58
24-4926-370-02	CREATIVE & PRODUCTION SE	32,915.00	386.25	15,205.50	0.00	17,709.50	46.20
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	9,600.00	600.00	3,600.00	0.00	6,000.00	37.50
24-4926-370-04	E-MAIL CAMPAIGNS	5,700.00	475.00	2,850.00	0.00	2,850.00	50.00
24-4926-370-05	SEM MANAGEMENT	14,400.00	900.00	5,400.00	0.00	9,000.00	37.50
24-4926-370-07	SOCIAL MEDIA	8,400.00	700.00	4,200.00	0.00	4,200.00	50.00
24-4926-393-00	VISITOR CENTER OPERATION	167,872.00	13,373.00	87,160.00	0.00	80,712.00	51.92
24-4926-393-01	PUBLIC RELATIONS	64,600.00	3,100.00	18,600.00	0.00	46,000.00	28.79
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	75.00	175.00	0.00	1,225.00	12.50
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	44,550.00	2,550.00	15,300.00	0.00	29,250.00	34.34
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	1,004.36	5,659.71	0.00	6,340.29	47.16
24-4926-393-11	SOFTWARE, INTERNET, MISC S	25,328.00	1,126.34	20,101.12	0.00	5,226.88	79.36
24-4926-393-14	CONTRACTED SERVICES-HR O	4,320.00	155.95	2,375.70	0.00	1,944.30	54.99
24-4926-412-00	BUILDING RENT	6,000.00	500.00	3,000.00	0.00	3,000.00	50.00
24-4926-454-00	INSURANCE	2,447.00	200.00	200.00	0.00	2,247.00	8.17
24-4926-491-00	DUES AND SUBSCRIPTIONS	2,850.00	284.70	2,347.24	0.00	502.76	82.36
24-4926-550-00	CAPITAL OUTLAY	5,448.00	0.00	5,302.77	0.00	145.23	97.33
24-4926-550-01	CAPITAL PROJECTS	20,000.00	0.00	0.00	0.00	20,000.00	0.00
24-4926-630-00	NC TOURISM RECOVERY GRAN	25,750.00	1,249.00	7,772.37	0.00	17,977.63	30.18
24-4926-699-00	GRANTS	17,000.00	0.00	10,000.00	0.00	7,000.00	58.82
24-4926-699-02	MISCELLANEOUS DONATIONS	1,650.00	2,000.00	2,775.00	0.00	-1,125.00	168.18
24-4926-990-00	CONTINGENCY	5,000.00	0.00	0.00	0.00	5,000.00	0.00
TOURISM DEVELOPMENT AUTHORITY		1,084,384.00	64,297.96	469,499.65	3,491.00	611,393.35	43.62
DEPARTMENT TOTAL Expense		-1,084,384.00	-64,297.96	-469,499.65	3,491.00	-611,393.35	43.62
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	88,968.93	578,008.62	3,491.00	-574,517.62	70.11