

**JACKSON COUNTY TOURISM  
DEVELOPMENT  
AUTHORITY**



**FINANCIAL REPORT  
DECEMBER 31, 2025**

# JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

December 31, 2025

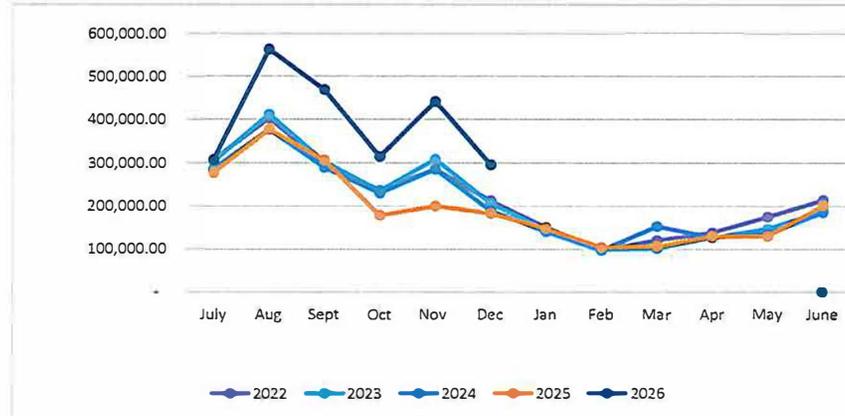
\* December Room Occupancy Tax collections totaled \$294,227.54 with \$1,243.81 collected for penalties. The YTD collection total is \$2,074,114.73- 59.66% of budget. The Airbnb total was \$74,079.37; the Home Away/VRBO total was \$46,427.33; and the VACASA,NC total was \$8,206.15.

\* 94 accounts reported for November rentals (increase of 14 accounts from last year). The collections were up 61.43% from the same period in 2024. The tax rate increase from 4% to 6% was effective July 1, 2025.

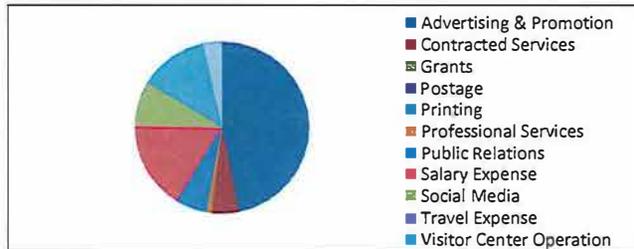
\* The cash balance at December 31, 2025 was \$183,431.28 and investments totaled \$3,500,000.

\* The expenses for December were \$139,935.40. The FYTD expenses totaled \$1,776,090.24 with encumbrances of \$32,402.92, for a combined total of \$1,808,493.16 - 51.07% of budget.

Fiscal YTD Collections



TDA Expenses as of December 31, 2025

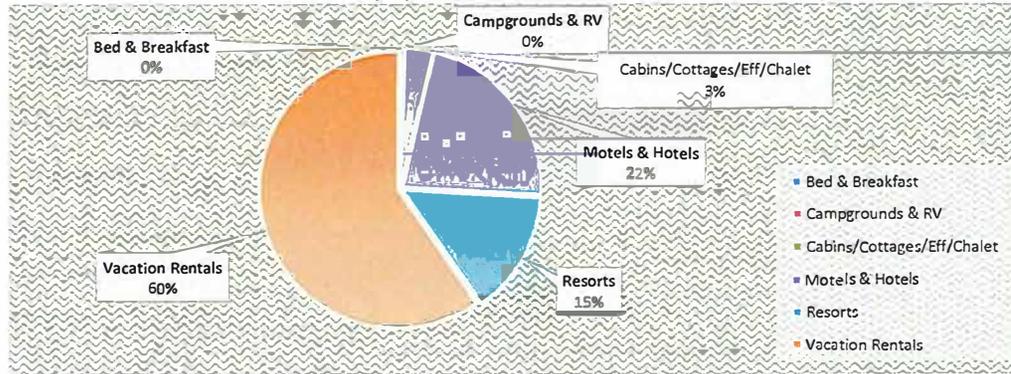


Advertising & Promotion	\$ 65,539.14
Contracted Services	\$ 7,065.33
Grants	\$ -
Postage	\$ -
Printing	\$ -
Professional Services	\$ 1,354.17
Public Relations	\$ 8,075.00
Salary Expense	\$ 23,273.95
Social Media	\$ 11,656.17
Travel Expense	\$ -
Visitor Center Operation	\$ 18,122.00
Capital Projects	\$ -
Other	\$ 4,849.64
<b>Total</b>	<b>\$ 139,935.40</b>

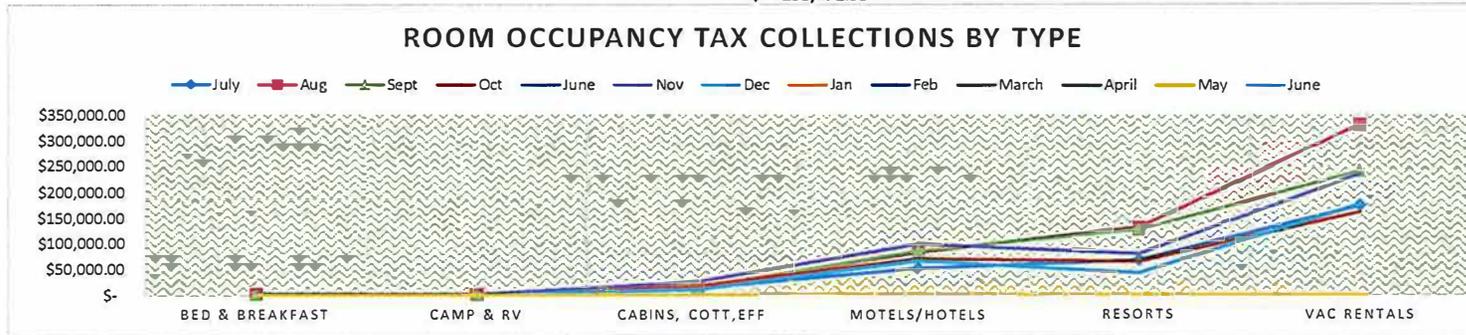
	2022	2023	2024	2025	2026
July	306,871.17	302,567.11	285,430.89	276,689.65	306,652.00
Aug	402,414.91	410,949.64	376,478.34	376,774.10	561,413.72
Sept	296,676.95	301,922.72	289,116.07	305,929.82	468,254.13
Oct	236,495.92	235,450.13	229,745.47	178,664.06	313,730.30
Nov	285,094.57	307,778.37	285,381.98	200,505.68	441,022.82
Dec	212,552.55	206,012.13	189,325.49	183,035.71	295,471.35
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>\$ 2,386,544.32</b>



**Room Occupancy Tax Collections  
12/31/2025 for November Rentals**



Bed & Breakfast	\$	1,087.60
Campgrounds & RV	\$	480.80
Cabins/Cottages/Eff/Chalet	\$	9,408.16
Motels & Hotels	\$	65,556.93
Resorts	\$	42,665.81
Vacation Rentals	\$	176,272.05
	\$	<b>295,471.35</b>



**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	\$ 1,087.60	\$ 480.80	\$ 9,408.16	\$ 65,556.93	\$ 42,665.81	\$ 176,272.05	\$ 295,471.35
Jan							
Feb							
March							
April							
May							
June							
	\$ 8,992.64	\$ 3,835.82	\$ 93,846.70	\$ 451,971.07	\$ 512,408.69	\$ 1,315,489.40	\$ 2,386,544.32
<b>% By Type</b>	<b>0.38%</b>	<b>0.16%</b>	<b>3.93%</b>	<b>18.94%</b>	<b>21.47%</b>	<b>55.12%</b>	<b>100.00%</b>



**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	<u>102</u>	10.83%
	\$ 29,962.35	10	
August-2024	\$ 376,774.10	91	
August-2025	\$ 561,413.72	<u>100</u>	49.01%
	\$ 184,639.62	9	
September-2024	\$ 305,929.82	97	
September-2025	\$ 468,254.13	<u>105</u>	53.06%
	\$ 162,324.31	8	
October-2024	\$ 178,664.06	83	
October-2025	\$ 313,730.30	<u>99</u>	75.60%
	\$ 135,066.24	16	
November-2024	\$ 200,505.68	88	
November-2025	\$ 441,022.82	<u>103</u>	119.96%
	\$ 240,517.14	15	
December-2024	\$ 183,035.71	80	
December-2025	\$ 295,471.35	<u>94</u>	61.43%
	\$ 112,435.64	14	
January-2025	\$ 148,345.35	87	
January-2026	\$ -	<u>0</u>	-100.00%
	\$ (148,345.35)	-87	
February-2025	\$ 104,135.28	74	
February-2026	\$ -	<u>0</u>	-100.00%
	\$ (104,135.28)	-74	
March-2025	\$ 107,065.49	75	
March-2026	\$ -	<u>0</u>	-100.00%
	\$ (107,065.49)	-75	
April-2025	\$ 129,568.03	80	
April-2026	\$ -	<u>0</u>	-100.00%
	\$ (129,568.03)	-80	
May-2025	\$ 130,002.73	80	
May-2026	\$ -	<u>80</u>	-100.00%
	\$ (130,002.73)	0	
June-2025	\$ 200,678.83	87	
June-2026	\$ -	<u>0</u>	-100.00%
	\$ (200,678.83)	-87	
<b>FYTD 2024</b>	\$ 2,341,394.73		
<b>FYTD 2025</b>	\$ 2,386,544.32		

COUNTY OF JACKSON  
 Trial Balance - Balance Sheet Accounts  
 Report dates 12/01/2025 - thru - 12/31/2025

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	319,095.29	310,874.38	446,538.39	183,431.28
24-1130-000-00	CASH IN TIME DEPOSIT	3,200,000.00	300,000.00	0.00	3,500,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	660.93	48.91	0.00	709.84
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	0.00	0.00	0.00	0.00
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>3,527,889.37</b>	<b>610,923.29</b>	<b>446,538.39</b>	<b>3,692,274.27</b>
24-2100-000-00	ACCOUNTS PAYABLE	0.00	113,250.86	113,250.86	0.00
24-2200-175-00	FEDERAL TAX PAYABLE	(15.78)	2,204.67	2,204.67	(15.78)
24-2200-176-00	STATE TAX PAYABLE	(6.00)	651.00	651.00	(6.00)
24-2200-181-00	FICA TAX PAYABLE	0.00	1,180.53	1,180.53	0.00
24-2200-182-00	RETIREMENT PAYABLE	(2,561.47)	5,166.48	3,874.86	(1,269.85)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	276.09	276.09	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	31,150.00	114,083.32	113,250.86	31,982.46
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(31,150.00)	113,250.86	114,083.32	(31,982.46)
24-3000-000-00	REVENUE CONTROL	(1,825,481.51)	5,262.46	310,874.38	(2,131,093.43)
24-4000-000-00	EXPENDITURE CONTROL	1,636,154.84	139,984.31	48.91	1,776,090.24
<b>Total Liability</b>		<b>(3,527,889.37)</b>	<b>495,310.58</b>	<b>659,695.48</b>	<b>(3,692,274.27)</b>
<b>Total TOURISM DEVELOPMENT AUTH</b>		<b>0.00</b>	<b>1,106,233.87</b>	<b>1,106,233.87</b>	<b>0.00</b>

COUNTY OF JACKSON  
Income Statement  
Report dates 07/01/2025 - thru - 12/31/2025

Account Number	Description	Adjusted Budget 07/01/2025 12/31/2025	Debits and Credits 12/01/2025 12/31/2025	Debits and Credits 07/01/2025 12/31/2025	Encumbrances 07/01/2025 12/31/2025	Balance 07/01/2025 12/31/2025	% Used
24-3230-130-00	JACKSON COUNTY TDA	3,476,549.00	294,227.54	2,074,114.73	0.00	1,402,434.27	59.66
	<b>TAX REVENUE</b>	<b>3,476,549.00</b>	<b>294,227.54</b>	<b>2,074,114.73</b>	<b>0.00</b>	<b>1,402,434.27</b>	<b>59.66</b>
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	1,243.81	5,777.39	0.00	-777.39	115.55
	<b>PENALTY &amp; INTEREST</b>	<b>5,000.00</b>	<b>1,243.81</b>	<b>5,777.39</b>	<b>0.00</b>	<b>-777.39</b>	<b>115.55</b>
24-3831-491-00	INVESTMENT EARNINGS	60,000.00	10,140.57	51,201.31	0.00	8,798.69	85.34
	<b>REVENUES</b>	<b>60,000.00</b>	<b>10,140.57</b>	<b>51,201.31</b>	<b>0.00</b>	<b>8,798.69</b>	<b>85.34</b>
<b>DEPARTMENT TOTAL Revenue</b>		<b>3,541,549.00</b>	<b>305,611.92</b>	<b>2,131,093.43</b>	<b>0.00</b>	<b>1,410,455.57</b>	<b>60.17</b>
24-4926-121-00	SALARIES & WAGES	165,022.00	19,040.98	88,857.96	0.00	76,164.04	53.85
24-4926-170-00	BOARD MEMBER EXPENSE	1,050.00	103.99	203.99	0.00	846.01	19.43
24-4926-181-00	SOCIAL SECURITY CONTRIBU	11,225.00	1,180.53	5,509.19	0.00	5,715.81	49.08
24-4926-182-00	RETIREMENT EXPENSE	24,623.00	2,732.40	12,751.20	0.00	11,871.80	51.79
24-4926-183-00	HOSPITALIZATION INSURANC	23,163.00	0.00	9,516.62	0.00	13,646.38	41.09
24-4926-185-00	UNEMPLOYMENT INSURANCE	628.00	43.95	222.40	0.00	405.60	35.41
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	276.09	1,288.43	0.00	1,336.57	49.08
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 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	715.00	6,202.50	0.00	-4,202.50	310.13
24-4926-260-00	OFFICE SUPPLIES AND MATE	6,000.00	60.58	911.64	0.00	5,088.36	15.19
24-4926-299-00	MISCELLANEOUS	11,640.00	470.72	5,950.51	0.00	5,689.49	51.12
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	724.19	3,764.91	0.00	835.09	81.85
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	499.40	2,957.58	0.00	3,042.42	49.29
24-4926-325-00	POSTAGE	55,570.00	0.00	12,282.19	0.00	43,287.81	22.10
24-4926-331-00	UTILITIES	3,200.00	335.81	1,571.96	0.00	1,628.04	49.12
24-4926-341-00	PRINTING	129,941.00	0.00	1,350.00	832.46	127,758.54	1.68
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	25,256.67	146,530.02	0.00	453,469.98	24.42
24-4926-370-01	WEBSITE SERVICE	35,200.00	4,167.00	58,835.00	0.00	-23,635.00	167.14
24-4926-370-02	CREATIVE & PRODUCTION SE	85,000.00	7,083.00	48,498.00	0.00	36,502.00	57.06
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	15,000.00	1,250.00	8,600.00	0.00	6,400.00	57.33
24-4926-370-04	E-MAIL CAMPAIGNS	30,000.00	2,500.00	17,910.00	0.00	12,090.00	59.70
24-4926-370-05	SEM MANAGEMENT	207,520.00	18,105.50	98,353.61	0.00	109,166.39	47.39

COUNTY OF JACKSON  
Income Statement  
Report dates 07/01/2025 - thru - 12/31/2025

Account Number	Description	Adjusted Budget 07/01/2025 12/31/2025	Debits and Credits 12/01/2025 12/31/2025	Debits and Credits 07/01/2025 12/31/2025	Encumbrances 07/01/2025 12/31/2025	Balance 07/01/2025 12/31/2025	% Used
24-4926-370-09	SOCIAL MEDIA SPEND	168,000.00	11,656.17	59,299.38	25,200.00	83,500.62	50.30
24-4926-393-00	VISITOR CENTER OPERATION	249,465.00	18,122.00	121,232.00	0.00	128,233.00	48.60
24-4926-393-01	PUBLIC RELATIONS	133,000.00	8,075.00	59,163.99	0.00	73,836.01	44.48
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	100.00	0.00	1,300.00	7.14
24-4926-393-06	CONTRACTED-AD FIRM RETAI	50,000.00	4,167.00	30,402.00	0.00	19,598.00	60.80
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	16,241.91	0.00	13,758.09	54.14
24-4926-393-11	SOFTWARE, INTERNET, MISC S	45,936.00	509.97	28,889.69	420.46	16,625.85	63.81
24-4926-393-14	CONTRACTED SERVICES-HR O	9,600.00	632.00	3,082.20	0.00	6,517.80	32.11
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	4,600.00	33,100.00	0.00	29,350.00	53.00
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	11,400.00	0.00	11,880.00	48.97
24-4926-454-00	INSURANCE	3,754.00	0.00	6,842.22	0.00	-3,088.22	182.26
24-4926-491-00	DUES AND SUBSCRIPTIONS	9,739.00	39.95	10,980.99	0.00	-1,241.99	112.75
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
TOURISM DEVELOPMENT AUTHORITY		3,541,549.00	139,935.40	1,776,090.24	32,402.92	1,733,055.84	51.07
DEPARTMENT TOTAL Expense		-3,541,549.00	-139,935.40	-1,776,090.24	32,402.92	-1,733,055.84	51.07
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	165,676.52	355,003.19	32,402.92	-322,600.27	55.62

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 12/01/25 ENDING 12/31/25

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:								
12/01/25				BUDGET BALANCE	165,022.00			69,816.98
12/05/25	TLJ		JE-260708	JOE: TDA PAYROLL 12/5/20	0.00	6,346.99	0.00	76,163.97
12/19/25	TLJ		JE-260775	JOE: TDA PAYROLL 12/19/2	0.00	6,346.99	0.00	82,510.96
12/31/25	TLJ		JE-260830	JOE: TDA PAYROLL PAY PER	0.00	6,347.00	0.00	88,857.96
TOTALS					165,022.00	88,857.96	0.00	88,857.96

ACCOUNT # 24-4926-170-00 DESC: BOARD MEMBER EXPENSE ASN:								
12/01/25				BUDGET BALANCE	1,050.00			100.00
12/02/25		112625	04*2400950	BUSINESS CARD	0.00	104.27	0.00	204.27
12/02/25		112625	04*2400950	BUSINESS CARD	0.00	0.00	0.28	203.99
TOTALS					1,050.00	204.27	0.28	203.99

ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:								
12/01/25				BUDGET BALANCE	11,225.00			4,328.66
12/05/25	TLJ		JE-260715	JOE: TDA TAX DRAFT 12/5/	0.00	393.51	0.00	4,722.17
12/19/25	TLJ		JE-260776	JOE: TDA TAX DRAFT 12/19	0.00	393.51	0.00	5,115.68
12/31/25	TLJ		JE-260832	JOE: TDA TAX DRAFT PAY P	0.00	393.51	0.00	5,509.19
TOTALS					11,225.00	5,509.19	0.00	5,509.19

ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:								
12/01/25				BUDGET BALANCE	24,623.00			10,018.80
12/05/25	TLJ		JE-260715	JOE: TDA TAX DRAFT 12/5/	0.00	910.80	0.00	10,929.60
12/19/25	TLJ		JE-260776	JOE: TDA TAX DRAFT 12/19	0.00	910.80	0.00	11,840.40
12/31/25	TLJ		JE-260832	JOE: TDA TAX DRAFT PAY P	0.00	910.80	0.00	12,751.20
TOTALS					24,623.00	12,751.20	0.00	12,751.20

ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:								
12/01/25				BUDGET BALANCE	23,163.00			9,516.62
TOTALS					23,163.00	9,606.71	90.09	9,516.62

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 12/01/25    ENDING 12/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-183-00    DESC: HOSPITALIZATION INSURANCE    ASN:    =====>    CONTINUED    <=====

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

12/05/25		TLJ	JE-260715	JOE: TDA TAX DRAFT 12/5/	0.00	14.12	0.00	192.57
12/31/25		TLJ	JE-260832	JOE: TDA TAX DRAFT PAY P	0.00	29.83	0.00	222.40
TOTALS					628.00	222.40	0.00	222.40

ACCOUNT # 24-4926-186-00    DESC: WORKMAN'S COMPENSATION    ASN:

12/01/25				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:

12/05/25		TLJ	JE-260715	JOE: TDA TAX DRAFT 12/5/	0.00	92.03	0.00	1,104.37
12/19/25		TLJ	JE-260776	JOE: TDA TAX DRAFT 12/19	0.00	92.03	0.00	1,196.40
12/31/25		TLJ	JE-260832	JOE: TDA TAX DRAFT PAY P	0.00	92.03	0.00	1,288.43
TOTALS					2,625.00	1,288.43	0.00	1,288.43

ACCOUNT # 24-4926-190-00    DESC: PROFESSIONAL SER-COUNTY    ASN:

12/01/25				BUDGET BALANCE	16,250.00			6,770.85
12/31/25		TLJ	JE-260785	JOE: TDA ADMIN DEC/2025	0.00	1,354.17	0.00	8,125.02
TOTALS					16,250.00	8,125.02	0.00	8,125.02

ACCOUNT # 24-4926-191-00    DESC: PROFESSIONAL SERVICES-AUDIT    ASN:

12/01/25				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:

12/05/25		93614B	04*2400953	TEAGUE CAMPBELL	0.00	715.00	0.00	6,202.50
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ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 12/01/25 ENDING 12/31/25

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

TOTALS					2,000.00	6,202.50	0.00	6,202.50
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ACCOUNT # 24-4926-260-00    DESC: OFFICE SUPPLIES AND MATERIALS    ASN:

12/01/25				BUDGET BALANCE	6,000.00			851.06
12/02/25	112625			04*2400950 BUSINESS CARD	0.00	43.43	0.00	894.49
12/02/25	112625			04*2400950 BUSINESS CARD	0.00	0.00	2.84	891.65
12/19/25	1XH6-J91H-			04*2400957 AMAZON CAPITAL SERVICES	0.00	21.39	0.00	913.04
12/19/25	1XH6-J91H-			04*2400957 AMAZON CAPITAL SERVICES	0.00	0.00	1.40	911.64
TOTALS					6,000.00	959.63	47.99	911.64

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

12/01/25				BUDGET BALANCE	11,640.00			5,479.79
12/15/25	40797435			04*2400958 IMAGE SOLUTIONS, LLC	0.00	268.27	0.00	5,748.06
12/15/25	40797435			04*2400958 IMAGE SOLUTIONS, LLC	0.00	0.00	17.55	5,730.51
12/17/25	11/28/25			04*2400956 HELPING HANDS SERVICE CO	0.00	220.00	0.00	5,950.51
TOTALS					11,640.00	12,657.16	6,706.65	5,950.51

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

12/01/25				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:

12/02/25	370244			04*2400952 BALSAMWEST	0.00	299.92	0.00	3,340.64
12/02/25	370243			04*2400952 BALSAMWEST	0.00	385.81	0.00	3,726.45
12/02/25	6129203897			04*2400949 VERIZON WIRELESS	0.00	38.46	0.00	3,764.91
TOTALS					4,600.00	4,394.81	629.90	3,764.91

ACCOUNT # 24-4926-321-01    DESC: TELEPHONE-VISITOR CENTERS    ASN:

12/01/25				BUDGET BALANCE	0.00			-98.00
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ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 12/01/25 ENDING 12/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-321-01    DESC: TELEPHONE-VISITOR CENTERS    ASN:    =====>    CONTINUED    <=====

TOTALS					0.00	0.00	98.00	-98.00
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ACCOUNT # 24-4926-321-02    DESC: TELEPHONE-TDA    ASN:

12/02/25		371312	04*2400952	BALSAMWEST	0.00	499.40	0.00	2,957.58
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TOTALS					6,000.00	2,957.58	0.00	2,957.58
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ACCOUNT # 24-4926-325-00    DESC: POSTAGE    ASN:

12/01/25				BUDGET BALANCE	55,570.00			12,282.19
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TOTALS					55,570.00	12,350.00	67.81	12,282.19
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ACCOUNT # 24-4926-331-00    DESC: UTILITIES    ASN:

12/01/25		23605	04*2400946	OWENS AND GATES LLC	0.00	40.00	0.00	1,276.15
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12/18/25		12/15/25	04*2400955	DUKE ENERGY	0.00	295.81	0.00	1,571.96
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TOTALS					3,200.00	1,650.96	79.00	1,571.96
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ACCOUNT # 24-4926-341-00    DESC: PRINTING    ASN:

12/01/25				BUDGET BALANCE	129,941.00			1,350.00
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TOTALS					129,941.00	1,350.00	0.00	1,350.00
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ACCOUNT # 24-4926-351-00    DESC: REPAIRS & MAINT-BUILDING    ASN:

TOTALS					500.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-370-00    DESC: AD FIRM MEDIA    ASN:

12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	3,000.00	0.00	124,273.35
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ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 12/01/25 ENDING 12/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-370-00				DESC: AD FIRM MEDIA	ASN: =====>	CONTINUED	<=====	
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	4,000.00	0.00	128,273.35
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	1,000.00	0.00	129,273.35
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	2,656.67	0.00	131,930.02
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	200.00	0.00	132,130.02
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	8,500.00	0.00	140,630.02
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	4,400.00	0.00	145,030.02
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	500.00	0.00	145,530.02
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	500.00	0.00	146,030.02
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	500.00	0.00	146,530.02
TOTALS					600,000.00	146,530.02	0.00	146,530.02

ACCOUNT # 24-4926-370-01				DESC: WEBSITE SERVICE	ASN:			
12/01/25				BUDGET BALANCE	35,200.00			54,668.00
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	4,167.00	0.00	58,835.00
TOTALS					35,200.00	58,835.00	0.00	58,835.00

ACCOUNT # 24-4926-370-02				DESC: CREATIVE & PRODUCTION SERVICES	ASN:			
12/01/25				BUDGET BALANCE	85,000.00			41,415.00
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	7,083.00	0.00	48,498.00
TOTALS					85,000.00	48,498.00	0.00	48,498.00

ACCOUNT # 24-4926-370-03				DESC: DIGITAL CAMPAIGN REPORTING	ASN:			
12/01/25				BUDGET BALANCE	15,000.00			7,350.00
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	1,250.00	0.00	8,600.00
TOTALS					15,000.00	8,600.00	0.00	8,600.00

ACCOUNT # 24-4926-370-04				DESC: E-MAIL CAMPAIGNS	ASN:			
12/01/25				BUDGET BALANCE	30,000.00			15,410.00
12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	2,500.00	0.00	17,910.00
TOTALS					30,000.00	17,910.00	0.00	17,910.00

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN: =====> CONTINUED <=====

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

12/01/25				BUDGET BALANCE	207,520.00			80,248.11
12/17/25	077130		04*2400959	LOVE COMMUNICATIONS LLC	0.00	14,145.50	0.00	94,393.61
12/17/25	077023		04*2400959	LOVE COMMUNICATIONS LLC	0.00	3,960.00	0.00	98,353.61
TOTALS					207,520.00	98,353.61	0.00	98,353.61

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

12/01/25				BUDGET BALANCE	168,000.00			47,643.21
12/01/25	112525		04*2400945	BUSINESS CARD	0.00	10,822.31	0.00	58,465.52
12/02/25	112625		04*2400950	BUSINESS CARD	0.00	719.69	0.00	59,185.21
12/02/25	112625		04*2400950	BUSINESS CARD	0.00	0.00	10.78	59,174.43
12/08/25	121925		04*2400951	BUSINESS CARD	0.00	124.95	0.00	59,299.38
TOTALS					168,000.00	59,342.50	43.12	59,299.38

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

12/01/25				BUDGET BALANCE	249,465.00			103,110.00
12/10/25	25,700		04*2400947	JACKSON CO. CHAMBER OF C	0.00	8,203.16	0.00	111,313.16
12/10/25	25,700		04*2400947	JACKSON CO. CHAMBER OF C	0.00	1,164.75	0.00	112,477.91
12/10/25	25,700		04*2400947	JACKSON CO. CHAMBER OF C	0.00	188.67	0.00	112,666.58
12/10/25	25,719		04*2400948	CASHIERS AREA CHAMBER OF	0.00	7,519.59	0.00	120,186.17
12/10/25	25,719		04*2400948	CASHIERS AREA CHAMBER OF	0.00	1,045.83	0.00	121,232.00
TOTALS					249,465.00	121,232.00	0.00	121,232.00

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

12/01/25				BUDGET BALANCE	133,000.00			51,088.99
12/17/25	65031		02*17311	LOU HAMMOND GROUP ATLANT	0.00	8,075.00	0.00	59,163.99
TOTALS					133,000.00	59,163.99	0.00	59,163.99

ACCOUNT # 24-4926-393-02 DESC: CONTRACTED SERVICES ASN:

12/01/25				BUDGET BALANCE	22,000.00			9,166.65
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BC2001 BEGINNING 12/01/25 ENDING 12/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-393-02 DESC: CONTRACTED SERVICES ASN: =====> CONTINUED <=====

12/31/25		TLJ	JE-260785	JOE: TDA ADMIN DEC/2025	0.00	1,833.33	0.00	10,999.98
TOTALS					22,000.00	10,999.98	0.00	10,999.98

ACCOUNT # 24-4926-393-03 DESC: CONTRACTED SERVICES-RECORDING ASN:

12/01/25				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:

12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	4,167.00	0.00	30,402.00
TOTALS					50,000.00	30,402.00	0.00	30,402.00

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

12/01/25				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:

12/05/25		2025-03196	02*17275	MADDEN MEDIA	0.00	2,500.00	0.00	16,241.91
TOTALS					30,000.00	16,241.91	0.00	16,241.91

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

12/01/25				BUDGET BALANCE	45,936.00			28,379.72
12/02/25		112625	04*2400950	BUSINESS CARD	0.00	525.33	0.00	28,905.05
12/02/25		112625	04*2400950	BUSINESS CARD	0.00	0.00	15.36	28,889.69
TOTALS					45,936.00	29,065.20	175.51	28,889.69

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

12/01/25				BUDGET BALANCE	9,600.00			2,450.20
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BC2001 BEGINNING 12/01/25 ENDING 12/31/25

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-393-14    DESC: CONTRACTED SERVICES-HR OUTSOURCING    ASN:    =====>    CONTINUED    <=====

12/05/25		2591		04*2400954 CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	2,810.20
12/05/25		TLJ		JE-260709 JOE: PAYROLL INVOICE #:9	0.00	136.00	0.00	2,946.20
12/31/25		TLJ		JE-260831 JOE: PAYROLL INVOICE#:98	0.00	136.00	0.00	3,082.20
TOTALS					9,600.00	3,082.20	0.00	3,082.20

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

12/01/25				BUDGET BALANCE	70,469.00			61,000.00
TOTALS					70,469.00	61,000.00	0.00	61,000.00

ACCOUNT # 24-4926-399-00    DESC: CONTRACTED SERVICES    ASN:

12/05/25		2295		02*17247 TEMBO HOSPITALITY GROUP	0.00	4,600.00	0.00	33,100.00
TOTALS					62,450.00	33,100.00	0.00	33,100.00

ACCOUNT # 24-4926-399-09    DESC: MEDIA MANAGEMENT    ASN:

12/01/25				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:

12/01/25		23605		04*2400946 OWENS AND GATES LLC	0.00	1,900.00	0.00	11,400.00
TOTALS					23,280.00	11,400.00	0.00	11,400.00

ACCOUNT # 24-4926-454-00    DESC: INSURANCE    ASN:

12/01/25				BUDGET BALANCE	3,754.00			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:

12/02/25		112625		04*2400950 BUSINESS CARD	0.00	40.65	0.00	10,981.69
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BC2001 BEGINNING 12/01/25 ENDING 12/31/25

TRANS	PO	INVOICE	CHECK	TRANSACTION/	BEGINNING
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DATE	NUMBER	NUMBER	NUMBER	VENDOR NAME	BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-491-00    DESC: DUES AND SUBSCRIPTIONS    ASN:    =====>    CONTINUED    <=====								
12/02/25		112625	04*2400950	BUSINESS CARD	0.00	0.00	0.70	10,980.99
TOTALS					9,739.00	10,984.49	3.50	10,980.99
ACCOUNT # 24-4926-550-00    DESC: CAPITAL OUTLAY-EQUIPMENT    ASN:								
12/01/25				BUDGET BALANCE	1,000.00			0.00
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:								
TOTALS					100,000.00	6,797.00	0.00	6,797.00
ACCOUNT # 24-4926-699-02    DESC: MISCELLANEOUS DONATIONS    ASN:								
TOTALS					11,700.00	800.00	0.00	800.00
ACCOUNT # 24-4926-990-00    DESC: CONTINGENCY    ASN:								
TOTALS					3,000.00	0.00	0.00	0.00