

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
August 31, 2017

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

August 31, 2017

* August Room Occupancy Tax collections totaled \$180,732.28 with \$548.50 collected for penalties. The YTD collection total is \$181,280.78 - 16.73% of budget.

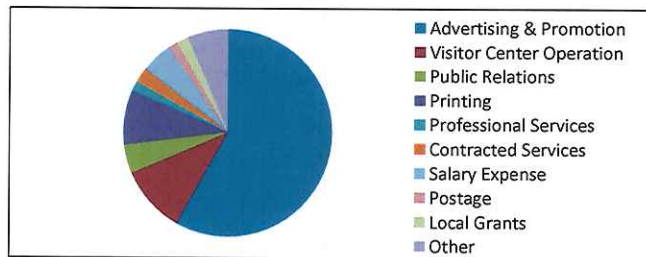
* 175 units reported for July rentals. The collections were up 0.49% from the same period in 2016. The total increase for the fiscal year is 0.49%.

* The cash balance at August 31, 2017 is \$452,247.03

The expenses for August were \$127,604.51. The YTD expenses totaled

* \$203,732.77 with encumbrances of \$20,936.83, for a combined total of \$224,669.60 - 19.63% of budget.

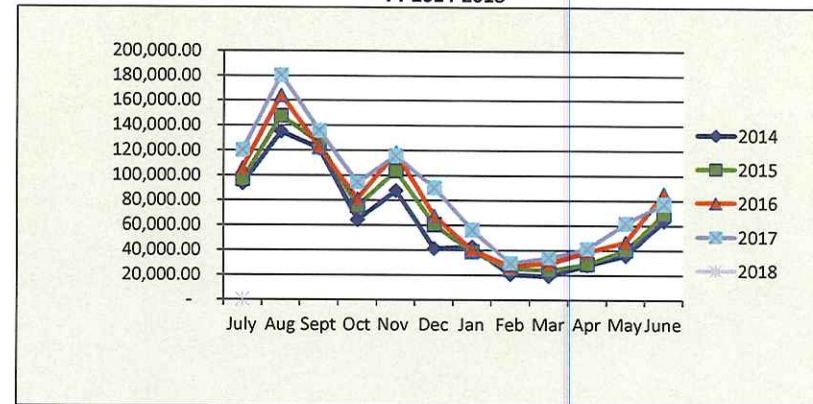
TDA Expenses as of August 31, 2017



Advertising & Promotion	\$ 74,112.79
Visitor Center Operation	\$ 13,282.00
Public Relations	\$ 5,773.79
Printing	\$ 10,842.37
Professional Services	\$ 2,000.00
Contracted Services	\$ 2,950.00
Salary Expense	\$ 6,275.90
Postage	\$ 1,856.44
Local Grants	\$ 2,399.89
Other	\$ 8,111.33
Total	\$ 127,604.51

Fiscal YTD Collections

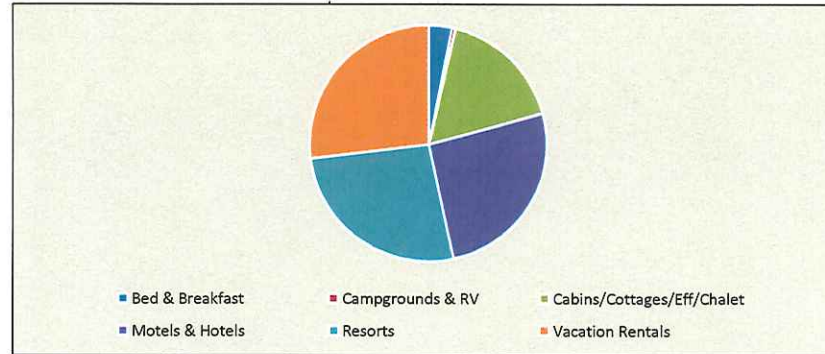
FY 2014-2018



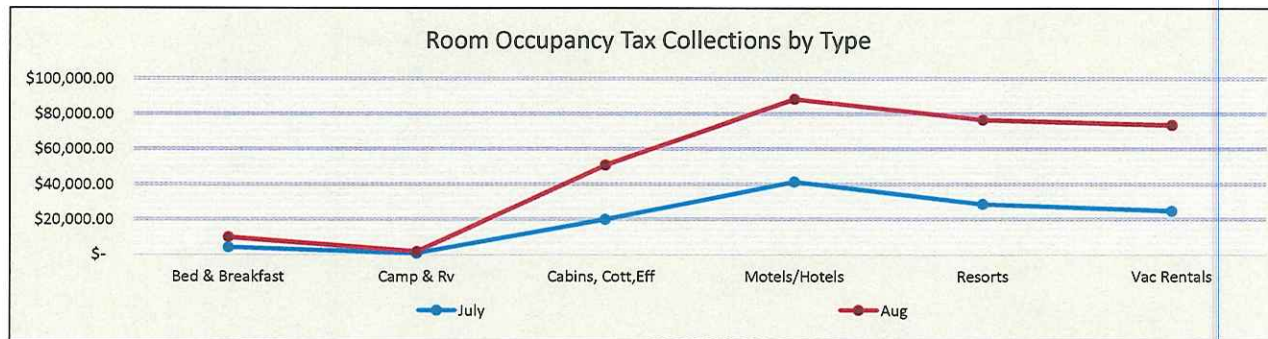
	2014	2015	2016	2017	2018
July	93,080.28	96,221.58	105,354.28	119,861.04	119,152.80
Aug	134,857.96	147,461.65	163,948.85	180,394.59	181,280.78
Sept	121,675.61	125,903.55	122,331.68	135,649.23	
Oct	63,962.39	74,811.18	80,775.31	94,100.41	
Nov	87,363.89	103,282.77	117,640.33	115,576.40	
Dec	40,973.57	60,051.55	66,956.10	89,928.52	
Jan	42,568.77	38,604.76	39,690.82	56,081.35	
Feb	20,330.53	24,590.98	26,696.45	29,357.66	
Mar	18,799.63	23,634.98	29,114.84	33,603.67	
Apr	27,933.10	28,549.12	37,797.19	40,794.81	
May	35,637.25	39,890.53	46,472.01	61,363.25	
June	63,411.93	68,723.19	85,145.38	76,932.28	
Total	\$ 750,594.91	\$ 831,725.84	\$ 921,923.24	\$ 1,033,643.21	\$ 300,433.58



Room Occupancy Tax Collections
8/31/17 for July Rentals



Bed & Breakfast	\$	5,724.07
Campgrounds & RV	\$	844.59
Cabins/Cottages/Eff/Chalet	\$	30,938.30
Motels & Hotels	\$	47,013.89
Resorts	\$	47,896.19
Vacation Rentals	\$	48,863.74
	\$	<u>181,280.78</u>



	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July	\$ 4,034.58	\$ 505.70	\$ 19,861.86	\$ 41,320.18	\$ 28,727.56	\$ 24,702.92	\$ 119,152.80
Aug	\$ 5,724.07	\$ 844.59	\$ 30,938.30	\$ 47,013.89	\$ 47,896.19	\$ 48,863.74	\$ 181,280.78
Sept							\$ -
Oct							\$ -
Nov							\$ -
Dec							\$ -
Jan							\$ -
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ 9,758.65	\$ 1,350.29	\$ 50,800.16	\$ 88,334.07	\$ 76,623.75	\$ 73,566.66	\$ 300,433.58
% By Type	3.25%	0.45%	16.91%	29.40%	25.50%	24.49%	100.00%



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

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2016	\$ 119,861.04	165	10%
July-2017	\$ 118,801.30	163	-0.88%
	\$ (1,059.74)	(2)	
August-2016	\$ 180,394.59	172	9%
August-2017	\$ 181,280.78	175	0.49%
	\$ 886.19	3	
September-2016	\$ 135,649.23	168	3%
September-2017	\$ -	0	-100.00%
	\$ (135,649.23)	-168	
October-2016	\$ 94,100.41	154	4%
October-2017	\$ -	0	-100.00%
	\$ (94,100.41)	-154	
November-2016	\$ 115,576.40	158	1%
November-2017	\$ -	0	-100.00%
	\$ (115,576.40)	-158	
December-2016	\$ 89,928.52	137	-10%
December-2017	\$ -	0	-100.00%
	\$ (89,928.52)	-137	
January-2017	\$ 56,081.35	114	18%
January-2018	\$ -	0	-100.00%
	\$ (56,081.35)	-114	
February-2017	\$ 29,357.66	89	15%
February-2018	\$ -	0	-100.00%
	\$ (29,357.66)	-89	
March-2017	\$ 33,603.67	86	4%
March-2018	\$ -	0	-100.00%
	\$ (33,603.67)	-86	
April-2017	\$ 40,794.81	90	95%
April-2018	\$ -	0	-100.00%
	\$ (40,794.81)	-90	
May-2017	\$ 61,363.25	119	35%
May-2018	\$ -	0	-100.00%
	\$ (61,363.25)	-119	
June-2017	\$ 76,932.28	136	15%
June-2018	\$ -	0	-100.00%
	\$ (76,932.28)	-136	
FYTD 2017	\$ 1,033,643.21		
FYTD 2018	\$ 300,082.08		

JACKSON COUNTY
 Trial Balance - Balance Sheet Accounts
 Report dates 08/01/2017 - thru - 08/31/2017

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	80,902.26	306,474.03	235,129.26	152,247.03
24-1110-106-00	PETTY CASH	50.00	0.00	0.00	50.00
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	21,063.16	0.00	21,063.16	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	1,642.70	507.94	0.00	2,150.64
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	727.71	224.82	0.00	952.53
24-1310-000-11	DUE FROM GENERAL FUND	139.92	139.92	0.00	279.84
Total Asset		504,525.75	307,346.71	256,192.42	555,680.04
24-2100-000-00	ACCOUNTS PAYABLE	(2,908.00)	125,003.93	122,095.93	0.00
24-2200-000-00	ACCRUED SALARIES PAYABLE	(420.42)	0.00	0.00	(420.42)
24-2300-000-11	DUE TO GENERAL	(1,417.49)	103,646.99	103,664.43	(1,434.93)
24-2300-000-15	DUE TO PAYROLL	0.00	6,275.90	6,275.90	0.00
24-2900-000-00	FUND BALANCE	(509,472.83)	0.00	0.00	(509,472.83)
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	20,145.39	123,977.93	123,186.49	20,936.83
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(20,145.39)	123,186.49	123,977.93	(20,936.83)
24-3000-000-00	REVENUE CONTROL	0.00	62.52	181,711.88	(181,649.36)
24-4000-000-00	EXPENDITURE CONTROL	76,128.26	128,389.27	784.76	203,732.77
Total Liability		(504,525.75)	610,543.03	661,697.32	(555,680.04)
Total TOURISM DEVELOPMENT AUTH		0.00	917,889.74	917,889.74	0.00

JACKSON COUNTY
Income Statement
Report dates 07/01/2017 - thru - 08/31/2017

Account Number	Description	Adjusted Budget 07/01/2017 08/31/2017	Current Actual 08/01/2017 to 08/31/2017	Actual YTD 07/01/2017 to 08/31/2017	Encumbrances 07/01/2017 08/31/2017	Balance 07/01/2017 08/31/2017	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,080,000.00	-180,732.28	-180,732.28	0.00	899,267.72	16.73
24-3230-130-04	JACKSON TDA - FUND BALAN	60,000.00	0.00	0.00	0.00	60,000.00	0.00
	TAX REVENUE	1,140,000.00	-180,732.28	-180,732.28	0.00	959,267.72	15.85
24-3270-170-01	JACKSON TDA - PENALTY	2,500.00	-548.50	-548.50	0.00	1,951.50	21.94
	PENALTY & INTEREST	2,500.00	-548.50	-548.50	0.00	1,951.50	21.94
24-3831-491-00	INVESTMENT EARNINGS	2,023.00	-368.58	-368.58	0.00	1,654.42	18.22
	REVENUES	2,023.00	-368.58	-368.58	0.00	1,654.42	18.22
DEPARTMENT TOTAL Revenue		1,144,523.00	-181,649.36	-181,649.36	0.00	962,873.64	15.87
24-4926-121-00	SALARIES & WAGES	61,824.00	4,747.98	9,495.96	0.00	52,328.04	15.36
24-4926-170-00	BOARD MEMEBER EXPENSE	2,500.00	42.34	42.34	0.00	2,457.66	1.69
24-4926-181-00	SOCIAL SECURITY CONTRIBU	3,833.00	290.96	581.92	0.00	3,251.08	15.18
24-4926-182-00	RETIREMENT EXPENSE	4,686.00	359.90	719.80	0.00	3,966.20	15.36
24-4926-183-00	HOSPITALIZATION INSURANC	9,900.00	761.54	1,523.08	0.00	8,376.92	15.38
24-4926-185-00	UNEMPLOYMENT INSURANCE	231.00	47.48	94.96	0.00	136.04	41.11
24-4926-186-00	WORKMAN'S COMPENSATION	1,128.00	0.00	1,064.00	0.00	64.00	94.33
24-4926-187-00	MEDICARE TAX	896.00	68.04	136.08	0.00	759.92	15.19
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	0.00	0.00	0.00	16,250.00	0.00
24-4926-191-00	PROFESSIONAL SER-AUDIT	6,150.00	2,000.00	2,000.00	0.00	4,150.00	32.52
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	2,000.00	87.02	429.34	625.62	945.04	52.75
24-4926-260-01	PROMO ITEMS	3,000.00	1,164.82	1,164.82	0.00	1,835.18	38.83
24-4926-299-00	MISCELLANEOUS	4,812.51	3,722.11	3,722.11	800.00	290.40	93.97
24-4926-311-00	TRAVEL	3,160.00	595.00	595.00	0.00	2,565.00	18.83
24-4926-311-01	TRAVEL-DIRECTOR	887.49	987.68	987.68	0.00	-100.19	111.29
24-4926-321-00	TELEPHONE	17,419.00	703.05	1,521.76	9,873.00	6,024.24	65.42
24-4926-321-02	TELEPHONE-DIRECTOR	1,200.00	0.00	0.00	0.00	1,200.00	0.00
24-4926-325-00	POSTAGE	23,789.00	1,856.44	3,753.49	0.00	20,035.51	15.78
24-4926-331-00	UTILITIES	720.00	261.06	349.32	0.00	370.68	48.52
24-4926-341-00	PRINTING	47,053.00	10,842.37	10,884.02	9,638.21	26,530.77	43.62
24-4926-351-00	REPAIRS & MAINT-BUILDING	4,480.00	0.00	-1.38	0.00	4,481.38	-0.03
24-4926-370-00	AD FIRM MEDIA	377,518.00	42,915.94	71,573.11	0.00	305,944.89	18.96
24-4926-370-01	WEBSITE SERVICE	20,700.00	1,900.00	3,350.00	0.00	17,350.00	16.18
24-4926-370-02	CREATIVE & PRODUCTION SE	15,000.00	17,106.50	17,516.50	0.00	-2,516.50	116.78
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	10,500.00	875.00	1,750.00	0.00	8,750.00	16.67
24-4926-370-04	E-MAIL CAMPAIGNS	14,000.00	0.00	1,150.00	0.00	12,850.00	8.21
24-4926-370-05	SEM MANAGEMENT	18,000.00	1,500.00	3,000.00	0.00	15,000.00	16.67
24-4926-370-06	GUEST BLOGS	1,800.00	140.00	140.00	0.00	1,660.00	7.78
24-4926-370-07	SOCIAL MEDIA	54,200.00	4,517.00	9,034.00	0.00	45,166.00	16.67
24-4926-393-00	VISITOR CENTER OPERATION	162,874.00	13,282.00	30,064.00	0.00	132,810.00	18.46
24-4926-393-01	PUBLIC RELATIONS	82,780.00	5,773.79	11,148.79	0.00	71,631.21	13.47
24-4926-393-02	CONTRACTED SERVICES	22,000.00	0.00	0.00	0.00	22,000.00	0.00
24-4926-393-03	CONTRACTED SERVICES-RECO	800.00	0.00	0.00	0.00	800.00	0.00
24-4926-393-05	CONTRACTED-WEBSITE	20,350.00	0.00	0.00	0.00	20,350.00	0.00
24-4926-393-06	CONTRACTED-AD FIRM RETAI	53,200.00	4,433.33	8,866.66	0.00	44,333.34	16.67
24-4926-393-07	CONTRACTED SERVICES-STR	3,400.00	1,968.75	1,968.75	0.00	1,431.25	57.90
24-4926-393-08	CONTRACTED-AD FIRM MISC	5,500.00	725.02	894.77	0.00	4,605.23	16.27
24-4926-393-10	CONTRACTED SERVICES-PLAN	5,000.00	600.00	600.00	0.00	4,400.00	12.00
24-4926-393-11	SOFTWARE,INTERNET,MISC S	3,006.00	60.00	60.00	0.00	2,946.00	2.00
24-4926-412-00	BUILDING RENT	6,000.00	0.00	0.00	0.00	6,000.00	0.00
24-4926-454-00	INSURANCE	2,206.00	0.00	0.00	0.00	2,206.00	0.00
24-4926-491-00	DUES AND SUBSCRIPTIONS	1,570.00	0.00	282.50	0.00	1,287.50	17.99
24-4926-550-00	CAPITAL OUTLAY	1,500.00	0.00	0.00	0.00	1,500.00	0.00
24-4926-550-01	CAPITAL PROJECTS	15,000.00	0.00	0.00	0.00	15,000.00	0.00
24-4926-699-00	GRANTS	17,000.00	2,399.89	2,399.89	0.00	14,600.11	14.12
24-4926-699-01	SPECIAL PROJECTS	5,000.00	150.00	150.00	0.00	4,850.00	3.00
24-4926-699-02	MISCELLANEOUS DONATIONS	2,200.00	0.00	0.00	0.00	2,200.00	0.00
24-4926-699-03	SOLAR ECLIPSE PROMOTION	0.00	719.50	719.50	0.00	-719.50	0.00
24-4926-990-00	CONTINGENCY	5,500.00	0.00	0.00	0.00	5,500.00	0.00
	TOURISM DEVELOPMENT AUTHORITY	1,144,523.00	127,604.51	203,732.77	20,936.83	919,853.40	19.63
DEPARTMENT TOTAL Expense		-1,144,523.00	127,604.51	203,732.77	20,936.83	-919,853.40	19.63
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	-54,044.85	22,083.41	20,936.83	43,020.24	17.75

DETAIL GENERAL LEDGER										PAGE 1	
BC1753		TRANSACTION		PURCHASE		BEGINNING 08/01/17		ENDING 08/31/17			
TRANS	DATE	TYPE	ID	DESCRIPTION	TRANSACTION	AMOUNT	BEGINNING	BALANCE	DEBITS	CREDITS	ENDING
											BALANCE
ACCOUNT # 24-4926-121-00 DESC: SALARIES & WAGES ASN:											
08/01/17 ***** BEGINNING BALANCE *							0.00	4,747.98	0.00	4747.98	
08/11/17 PRE 18610699 PR 2373.99											
*****								2,373.99	0.00	7121.97	
08/25/17 PRE 18664604 PR 2373.99											
*****								2,373.99	0.00	9495.96	
08/31/17 ***** MONTHLY TOTALS ****								4,747.98	0.00	9495.96	
08/31/17 ***** ACCOUNT TOTALS ***							0.00	9,495.96	0.00	9495.96	

ACCOUNT # 24-4926-170-00 DESC: BOARD MEMEBER EXPENSE ASN:											
08/01/17 ***** BEGINNING BALANCE *							0.00	0.00	0.00	0.00	
08/02/17 APE 073117 BUSINESS CARD 44.87											
*****								44.87	0.00	44.87	
08/10/17 APJ 073117 BUSINESS CARD <1.77>											
08/10/17 APJ 073117 BUSINESS CARD <0.76>											
*****								0.00	2.53	42.34	
08/31/17 ***** MONTHLY TOTALS ****								44.87	2.53	42.34	
08/31/17 ***** ACCOUNT TOTALS ***							0.00	44.87	2.53	42.34	

ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:											
08/01/17 ***** BEGINNING BALANCE *							0.00	290.96	0.00	290.96	
08/11/17 PRE 18610706 PR 145.48											
*****								145.48	0.00	436.44	
08/25/17 PRE 18664611 PR 145.48											
*****								145.48	0.00	581.92	
08/31/17 ***** MONTHLY TOTALS ****								290.96	0.00	581.92	
08/31/17 ***** ACCOUNT TOTALS ***							0.00	581.92	0.00	581.92	

ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:											
08/01/17 ***** BEGINNING BALANCE *							0.00	359.90	0.00	359.90	
08/11/17 PRE 18610716 PR 179.95											
*****								179.95	0.00	539.85	
08/25/17 PRE 18664621 PR 179.95											
*****								179.95	0.00	719.80	
08/31/17 ***** MONTHLY TOTALS ****								359.90	0.00	719.80	
08/31/17 ***** ACCOUNT TOTALS ***							0.00	719.80	0.00	719.80	

ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:											
08/01/17 ***** BEGINNING BALANCE *							0.00	761.54	0.00	761.54	
08/11/17 PRE 18610723 PR 380.77											
*****								380.77	0.00	1142.31	
08/25/17 PRE 18664628 PR 380.77											
*****								380.77	0.00	1523.08	
08/31/17 ***** MONTHLY TOTALS ****								761.54	0.00	1523.08	
08/31/17 ***** ACCOUNT TOTALS ***							0.00	1,523.08	0.00	1523.08	

DETAIL GENERAL LEDGER						PAGE 3	
BC1753		BEGINNING 08/01/17		ENDING 08/31/17			
TRANS DATE	TYPE	TRANSACTION ID	PURCHASE	DESCRIPTION	TRANSACTION AMOUNT	BEGINNING BALANCE	ENDING BALANCE
ACCOUNT # 24-4926-192-00		DESC: LEGAL SERVICES		ASN: =====>	CONTINUED	<=====	
*****						0.00	0.00
***** MONTHLY TOTALS ****						0.00	0.00
***** ACCOUNT TOTALS ***						0.00	0.00
ACCOUNT # 24-4926-260-00		DESC: OFFICE SUPPLIES		ASN:			
08/01/17		***** BEGINNING BALANCE *			0.00	362.83	342.32
08/22/17 APE 405876		ADVANCED BUSINESS EQUIPME		12.86			
*****						12.86	355.18
08/24/17 APE 961		GREAT SMOKIES STORAGE		75.00			
*****						75.00	430.18
08/25/17 APJ 405876		ADVANCED BUSINESS EQUIPME		<0.58>			
08/25/17 APJ 405876		ADVANCED BUSINESS EQUIPME		<0.26>			
*****						0.00	429.34
08/31/17		***** MONTHLY TOTALS ****				87.86	429.34
08/31/17		***** ACCOUNT TOTALS ***				0.00	429.34
ACCOUNT # 24-4926-260-01		DESC: PROMO ITEMS		ASN:			
08/01/17		***** BEGINNING BALANCE *			0.00	0.00	0.00
08/02/17 APE 073117		BUSINESS CARD		1173.42			
*****						1,173.42	1173.42
08/10/17 APJ 073117		BUSINESS CARD		<6.02>			
08/10/17 APJ 073117		BUSINESS CARD		<2.58>			
*****						0.00	1164.82
08/31/17		***** MONTHLY TOTALS ****				1,173.42	1164.82
08/31/17		***** ACCOUNT TOTALS ***				0.00	1164.82
ACCOUNT # 24-4926-299-00		DESC: MISCELLANEOUS		ASN:			
08/01/17		***** BEGINNING BALANCE *			0.00	0.00	0.00
08/01/17 APE 8/1/17		ROBERT STEPHENS		700.00			
08/01/17 APE 8/1/17		STACY REDMON		500.00			
*****						1,200.00	1200.00
08/02/17 APE 073117		BUSINESS CARD		80.31			
*****						80.31	1280.31
08/08/17 APE 37472		THE SYLVA HERALD		100.80			
*****						100.80	1381.11
08/11/17 APE 871019		180065 CHEROKEE BOTTLED WATER		513.14			
08/11/17 APE 871019		CHEROKEE BOTTLED WATER		11.00			
*****						524.14	1905.25
08/24/17 APE 201700318		J. BENNETT MULLINAX, LLC		1850.00			
*****						1,850.00	3755.25
08/25/17 APJ 871019		CHEROKEE BOTTLED WATER		<22.94>			
08/25/17 APJ 871019		CHEROKEE BOTTLED WATER		<10.20>			
*****						0.00	3722.11
08/31/17		***** MONTHLY TOTALS ****				3,755.25	3722.11
08/31/17		***** ACCOUNT TOTALS ***				0.00	3722.11
ACCOUNT # 24-4926-311-00		DESC: TRAVEL		ASN:			
08/01/17		***** BEGINNING BALANCE *			0.00	0.00	0.00
08/02/17 APE 073117		BUSINESS CARD		595.00			
*****						595.00	595.00
08/31/17		***** MONTHLY TOTALS ****				595.00	595.00

DETAIL GENERAL LEDGER										PAGE 4		
BC1753		TRANSACTION		PURCHASE		BEGINNING 08/01/17		ENDING 08/31/17				
TRANS	DATE	TYPE	ID	DESCRIPTION		TRANSACTION	AMOUNT	BEGINNING	BALANCE	DEBITS	CREDITS	ENDING

ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN: =====> CONTINUED <=====												
***** ACCOUNT TOTALS ***												
08/31/17							0.00	595.00	0.00	595.00	*****	

ACCOUNT # 24-4926-311-01 DESC: TRAVEL-DIRECTOR ASN:												
***** BEGINNING BALANCE *												
08/01/17							0.00	0.00	0.00	0.00	-----	
08/01/17	APE	022956	LUQUIRE GEORGE ANDREWS		300.00							
08/01/17	APE	8/10/17	NICK BREEDLOVE		73.83							

08/11/17	APE	8/11/17	NICK BREEDLOVE		637.54							

08/25/17	APJ	8/11/17	NICK BREEDLOVE		<16.58>							
08/25/17	APJ	8/11/17	NICK BREEDLOVE		<7.11>							

										0.00	23.69	987.68
08/31/17	***** MONTHLY TOTALS ****								1,011.37	23.69	987.68	-----

***** ACCOUNT TOTALS ***												
08/31/17							0.00	1,011.37	23.69	987.68	*****	

ACCOUNT # 24-4926-311-02 DESC: FAM/MEDIA MISSION ASN:												
***** BEGINNING BALANCE *												
08/01/17							0.00	0.00	0.00	0.00	-----	

										0.00	0.00	0.00
***** MONTHLY TOTALS ****												
										0.00	0.00	0.00

***** ACCOUNT TOTALS ***												
										0.00	0.00	0.00

ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN:												
***** BEGINNING BALANCE *												
08/01/17							0.00	818.71	0.00	818.71	-----	
08/01/17	APE	2680	SKY-FI, INC.		59.99							
08/01/17	APE	9789751755	VERIZON WIRELESS		92.56							

08/18/17	APE	081817	AT&T		225.13							

08/23/17	APE	JUL.2017-B	INFORMATION TECHNOLOGY SE		3.55							

08/24/17	APE	082517	FRONTIER		261.83							
08/24/17	APE	3339	SKY-FI, INC.		59.99							

										321.82	0.00	1521.76
08/31/17	***** MONTHLY TOTALS ****								703.05	0.00	1521.76	-----

***** ACCOUNT TOTALS ***												
08/31/17							0.00	1,521.76	0.00	1521.76	*****	

ACCOUNT # 24-4926-321-01 DESC: CONFERENCE CALL SERVICE ASN:												
***** BEGINNING BALANCE *												
08/01/17							0.00	0.00	0.00	0.00	-----	

										0.00	0.00	0.00
***** MONTHLY TOTALS ****												
										0.00	0.00	0.00

***** ACCOUNT TOTALS ***												
										0.00	0.00	0.00

ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-DIRECTOR ASN:												
***** BEGINNING BALANCE *												
08/01/17							0.00	0.00	0.00	0.00	-----	

										0.00	0.00	0.00
***** MONTHLY TOTALS ****												
										0.00	0.00	0.00

08/01/17	***** BEGINNING BALANCE *	0.00	28,657.17	0.00	28657.17
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DETAIL GENERAL LEDGER									
BC1753		BEGINNING 08/01/17		ENDING 08/31/17		PAGE 6			
TRANS DATE	TYPE	TRANSACTION ID	PURCHASE	DESCRIPTION	TRANSACTION AMOUNT	BEGINNING BALANCE	DEBITS	CREDITS	ENDING BALANCE
ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN: =====> CONTINUED <=====									
08/03/17	APE	149103		GROWTHZONE	158.00				
*****							158.00	0.00	28815.17
08/24/17	APE	32437-32474		RAWLE MURDY ASSOCIATES, I	42757.94				
*****							42,757.94	0.00	71573.11
08/31/17				***** MONTHLY TOTALS ****			42,915.94	0.00	71573.11
08/31/17				***** ACCOUNT TOTALS ***			0.00	71,573.11	71573.11

ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:									
08/01/17				***** BEGINNING BALANCE *		0.00	1,450.00	0.00	1450.00
08/08/17	APE	10-0817		PINEAPPLE PUBLIC RELATION	300.00				
*****							300.00	0.00	1750.00
08/24/17	APE	32437-32474		RAWLE MURDY ASSOCIATES, I	1600.00				
*****							1,600.00	0.00	3350.00
08/31/17				***** MONTHLY TOTALS ****			1,900.00	0.00	3350.00
08/31/17				***** ACCOUNT TOTALS ***			0.00	3,350.00	3350.00

ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:									
08/01/17				***** BEGINNING BALANCE *		0.00	410.00	0.00	410.00
08/24/17	APE	32437-32474		RAWLE MURDY ASSOCIATES, I	17106.50				
*****							17,106.50	0.00	17516.50
08/31/17				***** MONTHLY TOTALS ****			17,106.50	0.00	17516.50
08/31/17				***** ACCOUNT TOTALS ***			0.00	17,516.50	17516.50

ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:									
08/01/17				***** BEGINNING BALANCE *		0.00	875.00	0.00	875.00
08/24/17	APE	32437-32474		RAWLE MURDY ASSOCIATES, I	875.00				
*****							875.00	0.00	1750.00
08/31/17				***** MONTHLY TOTALS ****			875.00	0.00	1750.00
08/31/17				***** ACCOUNT TOTALS ***			0.00	1,750.00	1750.00

ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:									
08/01/17				***** BEGINNING BALANCE *		0.00	1,150.00	0.00	1150.00
*****							0.00	0.00	1150.00
				***** MONTHLY TOTALS ****			0.00	0.00	1150.00
				***** ACCOUNT TOTALS ***			0.00	1,150.00	1150.00

ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:									
08/01/17				***** BEGINNING BALANCE *		0.00	1,500.00	0.00	1500.00
08/24/17	APE	32437-32474		RAWLE MURDY ASSOCIATES, I	1500.00				
*****							1,500.00	0.00	3000.00
08/31/17				***** MONTHLY TOTALS ****			1,500.00	0.00	3000.00

DETAIL GENERAL LEDGER									
PAGE 7									
BC1753	TRANS	TRANSACTION	PURCHASE	BEGINNING	ENDING	TRANSACTION	BEGINNING		
DATE	TYPE	ID		08/01/17	08/31/17	AMOUNT	BALANCE	DEBITS	CREDITS
			DESCRIPTION						ENDING
									BALANCE
ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN: =====> CONTINUED <=====									
08/31/17			***** ACCOUNT TOTALS ***			0.00	3,000.00	0.00	3000.00
ACCOUNT # 24-4926-370-06 DESC: GUEST BLOGS ASN:									
08/01/17			***** BEGINNING BALANCE *			0.00	0.00	0.00	0.00
08/08/17	APE	073117-01	BECKY JOHNSON		140.00				
*****							140.00	0.00	140.00
08/31/17			***** MONTHLY TOTALS ****				140.00	0.00	140.00
08/31/17 ***** ACCOUNT TOTALS ***									
0.00 140.00 0.00 140.00									
ACCOUNT # 24-4926-370-07 DESC: SOCIAL MEDIA ASN:									
08/01/17			***** BEGINNING BALANCE *			0.00	4,517.00	0.00	4517.00
08/24/17	APE	32437-32474	RAWLE MURDY ASSOCIATES, I		4517.00				
*****							4,517.00	0.00	9034.00
08/31/17			***** MONTHLY TOTALS ****				4,517.00	0.00	9034.00
08/31/17 ***** ACCOUNT TOTALS ***									
0.00 9,034.00 0.00 9034.00									
ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN:									
08/01/17			***** BEGINNING BALANCE *			0.00	16,782.00	0.00	16782.00
08/01/17	APE	133359-A	JACKSON CO. CHAMBER OF CO		6000.00				
08/01/17	APE	133359-B	JACKSON CO. CHAMBER OF CO		780.00				
08/01/17	APE	133359-C	JACKSON CO. CHAMBER OF CO		113.00				
08/01/17	APE	133359-D	JACKSON CO. CHAMBER OF CO		189.00				
08/01/17	APE	133371-A	CASHIERS CHAMBER OF COMME		6200.00				
*****							13,282.00	0.00	30064.00
08/31/17			***** MONTHLY TOTALS ****				13,282.00	0.00	30064.00
08/31/17 ***** ACCOUNT TOTALS ***									
0.00 30,064.00 0.00 30064.00									
ACCOUNT # 24-4926-393-01 DESC: PUBLIC RELATIONS ASN:									
08/01/17			***** BEGINNING BALANCE *			0.00	5,375.00	0.00	5375.00
08/02/17	APE	073117	BUSINESS CARD		426.75				
*****							426.75	0.00	5801.75
08/08/17	APE	10-0817	PINEAPPLE PUBLIC RELATION		5375.00				
*****							5,375.00	0.00	11176.75
08/10/17	APJ	073117	BUSINESS CARD		<19.36>				
08/10/17	APJ	073117	BUSINESS CARD		<8.60>				
*****							0.00	27.96	11148.79
08/31/17			***** MONTHLY TOTALS ****				5,801.75	27.96	11148.79
08/31/17 ***** ACCOUNT TOTALS ***									
0.00 11,176.75 27.96 11148.79									
ACCOUNT # 24-4926-393-02 DESC: CONTRACTED SERVICES ASN:									
08/01/17			***** BEGINNING BALANCE *			0.00	0.00	0.00	0.00
*****							0.00	0.00	0.00
			***** MONTHLY TOTALS ****				0.00	0.00	0.00

DETAIL GENERAL LEDGER																					
BC1753		TRANSACTION		PURCHASE		BEGINNING 08/01/17		ENDING 08/31/17		PAGE 8											
TRANS	DATE	TYPE	ID	DESCRIPTION		TRANSACTION AMOUNT		BEGINNING BALANCE		DEBITS		CREDITS		ENDING BALANCE							
ACCOUNT # 24-4926-393-02										DESC: CONTRACTED SERVICES		ASN: =====>		CONTINUED		<=====					
***** ACCOUNT TOTALS ***												0.00		0.00		0.00		0.00			
ACCOUNT # 24-4926-393-03										DESC: CONTRACTED SERVICES-RECORDING		ASN:									
08/01/17										***** BEGINNING BALANCE *				0.00		0.00		0.00			
*****														0.00		0.00		0.00			
***** MONTHLY TOTALS ****														0.00		0.00		0.00			
***** ACCOUNT TOTALS ***												0.00		0.00		0.00		0.00			
ACCOUNT # 24-4926-393-04										DESC: CONTRACTED SERVICES-MGT		ASN:									
08/01/17										***** BEGINNING BALANCE *				0.00		0.00		0.00			
*****														0.00		0.00		0.00			
***** MONTHLY TOTALS ****														0.00		0.00		0.00			
***** ACCOUNT TOTALS ***												0.00		0.00		0.00		0.00			
ACCOUNT # 24-4926-393-05										DESC: CONTRACTED-WEBSITE		ASN:									
08/01/17										***** BEGINNING BALANCE *				0.00		0.00		0.00			
*****														0.00		0.00		0.00			
***** MONTHLY TOTALS ****														0.00		0.00		0.00			
***** ACCOUNT TOTALS ***												0.00		0.00		0.00		0.00			
ACCOUNT # 24-4926-393-06										DESC: CONTRACTED-AD FIRM RETAINER		ASN:									
08/01/17										***** BEGINNING BALANCE *				0.00		4,433.33		0.00		4433.33	
08/24/17 APE 32437-32474										RAWLE MURDY ASSOCIATES, I		4433.33				4,433.33		0.00		8866.66	
*****																4,433.33		0.00		8866.66	
08/31/17										***** MONTHLY TOTALS ****						4,433.33		0.00		8866.66	
***** ACCOUNT TOTALS ***														0.00		8,866.66		0.00		8866.66	
ACCOUNT # 24-4926-393-07										DESC: CONTRACTED SERVICES-STR		ASN:									
08/01/17										***** BEGINNING BALANCE *				0.00		0.00		0.00		0.00	
08/01/17 APE 398245										STR, INC.		393.75				393.75		0.00		393.75	
*****																393.75		0.00		393.75	
08/24/17 APE 399478										STR, INC.		1575.00				1,575.00		0.00		1968.75	
*****																1,575.00		0.00		1968.75	
08/31/17										***** MONTHLY TOTALS ****						1,968.75		0.00		1968.75	
***** ACCOUNT TOTALS ***														0.00		1,968.75		0.00		1968.75	
ACCOUNT # 24-4926-393-08										DESC: CONTRACTED-AD FIRM MISC		ASN:									
08/01/17										***** BEGINNING BALANCE *				0.00		169.75		0.00		169.75	

DETAIL GENERAL LEDGER									
BC1753		BEGINNING 08/01/17		ENDING 08/31/17		PAGE 9			
TRANS DATE	TYPE	TRANSACTION ID	PURCHASE	DESCRIPTION	TRANSACTION AMOUNT	BEGINNING BALANCE	DEBITS	CREDITS	ENDING BALANCE
ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN: =====> CONTINUED <=====									
08/24/17	APE	32437-32474		RAWLE MURDY ASSOCIATES, I	777.02		777.02	0.00	946.77

08/31/17			*****	MONTHLY TOTALS	****		777.02	0.00	946.77
08/31/17			*****	ACCOUNT TOTALS	***	0.00	946.77	0.00	946.77
ACCOUNT # 24-4926-393-09 DESC: CONTRACTED SERVICES-MAGELLAN ASN:									
08/01/17			*****	BEGINNING BALANCE	*	0.00	0.00	0.00	0.00
*****							0.00	0.00	0.00
			*****	MONTHLY TOTALS	****		0.00	0.00	0.00
			*****	ACCOUNT TOTALS	***	0.00	0.00	0.00	0.00
ACCOUNT # 24-4926-393-10 DESC: CONTRACTED SERVICES-PLANNING ASN:									
08/01/17			*****	BEGINNING BALANCE	*	0.00	0.00	0.00	0.00
08/24/17	APE	1408		MAGELLAN STRATEGY GROUP,	600.00		600.00	0.00	600.00

08/31/17			*****	MONTHLY TOTALS	****		600.00	0.00	600.00
08/31/17			*****	ACCOUNT TOTALS	***	0.00	600.00	0.00	600.00
ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:									
08/01/17			*****	BEGINNING BALANCE	*	0.00	0.00	0.00	0.00
08/02/17	APE	073117		BUSINESS CARD	60.00		60.00	0.00	60.00

08/31/17			*****	MONTHLY TOTALS	****		60.00	0.00	60.00
08/31/17			*****	ACCOUNT TOTALS	***	0.00	60.00	0.00	60.00
ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:									
08/01/17			*****	BEGINNING BALANCE	*	0.00	0.00	0.00	0.00
*****							0.00	0.00	0.00
			*****	MONTHLY TOTALS	****		0.00	0.00	0.00
			*****	ACCOUNT TOTALS	***	0.00	0.00	0.00	0.00
ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:									
08/01/17			*****	BEGINNING BALANCE	*	0.00	0.00	0.00	0.00
*****							0.00	0.00	0.00
			*****	MONTHLY TOTALS	****		0.00	0.00	0.00
			*****	ACCOUNT TOTALS	***	0.00	0.00	0.00	0.00
ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:									
08/01/17			*****	BEGINNING BALANCE	*	0.00	282.50	0.00	282.50

DETAIL GENERAL LEDGER									
PAGE 11									
BC1753	TRANSACTION		PURCHASE	BEGINNING 08/01/17		ENDING 08/31/17			
TRANS	DATE	TYPE	ID	DESCRIPTION	TRANSACTION	BEGINNING	DEBITS	CREDITS	ENDING
					AMOUNT	BALANCE			BALANCE
ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN: =====> CONTINUED <=====									
ACCOUNT # 24-4926-699-03 DESC: SOLAR ECLIPSE PROMOTION ASN:									
08/01/17				***** BEGINNING BALANCE *		0.00	0.00	0.00	0.00
08/08/17	APE	80346		THE VILLAGE GREEN	769.87				
*****							769.87	0.00	769.87
08/10/17	APJ	80346		THE VILLAGE GREEN	<35.26>				
08/10/17	APJ	80346		THE VILLAGE GREEN	<15.11>				
*****							0.00	50.37	719.50
08/31/17				***** MONTHLY TOTALS ****			769.87	50.37	719.50
***** ACCOUNT TOTALS ***									
08/31/17						0.00	769.87	50.37	719.50
***** ACCOUNT TOTALS ***									
ACCOUNT # 24-4926-990-00 DESC: CONTINGENCY ASN:									
08/01/17				***** BEGINNING BALANCE *		0.00	0.00	0.00	0.00
*****							0.00	0.00	0.00
				***** MONTHLY TOTALS ****			0.00	0.00	0.00
***** ACCOUNT TOTALS ***									
						0.00	0.00	0.00	0.00