

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
March 31, 2021

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

March 31, 2021

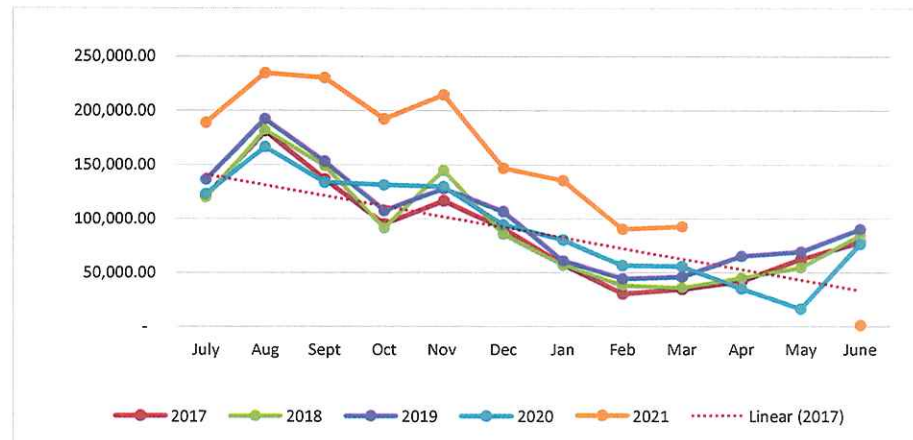
* March Room Occupancy Tax collections totaled \$90,884.13 with \$712.03 collected for penalties. The YTD collection total is \$1,326,368 - 126.37% of budget. The Airbnb total was \$33,780.04; Home Away/VRBO total was \$15,469.56; and the VACASA, NC total was \$2,677.18.

* 83 accounts reported for February rentals (decrease of 10 accounts from last year). The collections were up 66.05% (\$36,434.64) from the same period in 2020.

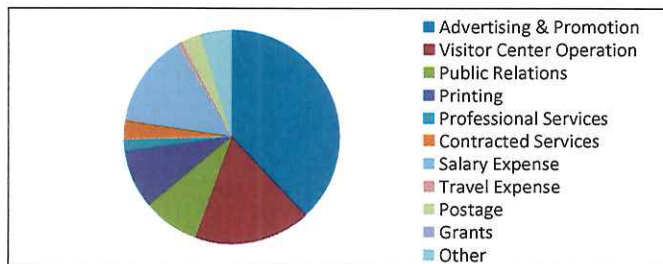
* The cash balance at March 31, 2021 is \$954,630.06 and investments total \$400,000.00.

* The expenses for March were \$75,762.14. The FYTD expenses totaled \$731,452.30 with encumbrances of \$49,236.00 for a combined total of \$780,688.30 - 71.99% of budget.

Fiscal YTD Collections



TDA Expenses as of March 31, 2021

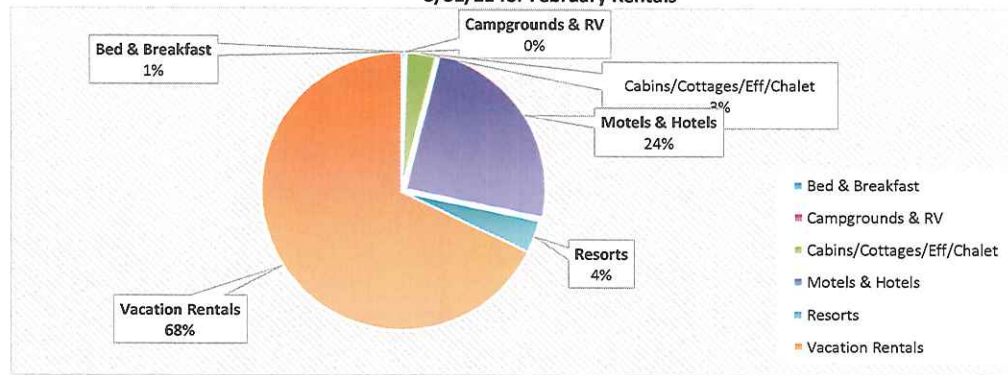


Advertising & Promotion	\$	29,188.61
Visitor Center Operation	\$	13,373.00
Public Relations	\$	6,500.00
Printing	\$	6,789.91
Professional Services	\$	1,354.17
Contracted Services	\$	2,136.78
Salary Expense	\$	10,922.02
Travel Expense	\$	(477.47)
Postage	\$	2,328.53
Grants	\$	-
Other	\$	3,646.59
	\$	75,762.14

	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	233,507.83
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	191,265.61
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	134,351.26
Feb	29,357.66	37,210.91	43,528.62	55,878.75	89,094.11
Mar	33,603.67	35,029.92	45,185.00	55,161.52	91,596.16
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	\$ 1,515,723.16

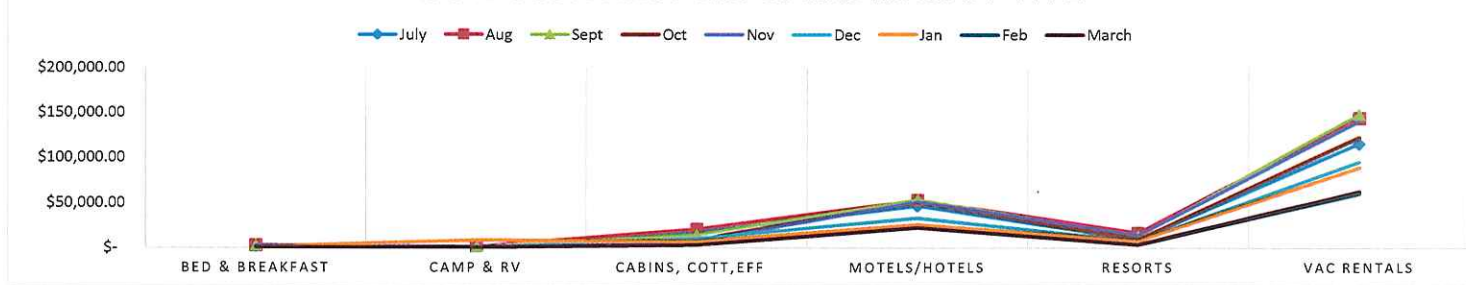


Room Occupancy Tax Collections 3/31/21 for February Rentals



Bed & Breakfast	\$	386.96
Campgrounds & RV	\$	111.21
Cabins/Cottages/Eff/Chalet	\$	3,105.28
Motels & Hotels	\$	22,307.41
Resorts	\$	3,586.76
Vacation Rentals	\$	62,098.54
	\$	91,596.16

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	\$ 473.57	\$ 7,630.29	\$ 6,641.36	\$ 24,857.11	\$ 7,064.64	\$ 87,684.29	\$ 134,351.26
Feb	\$ 324.15	\$ 127.42	\$ 3,114.61	\$ 22,239.38	\$ 3,442.98	\$ 59,845.57	\$ 89,094.11
March	\$ 386.96	\$ 111.21	\$ 3,105.28	\$ 22,307.41	\$ 3,586.76	\$ 62,098.54	\$ 91,596.16
April							\$ -
May							\$ -
June							\$ -
	\$ 11,943.22	\$ 11,985.73	\$ 88,315.22	\$ 353,382.55	\$ 80,457.99	\$ 969,732.06	\$ 1,515,816.77
% By Type	0.79%	0.79%	5.83%	23.31%	5.31%	63.97%	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	<u>113</u>	53.43%
	\$ 65,410.50	-93	
August-2019	\$ 166,057.35	216	9%
August-2020	\$ 233,507.83	<u>118</u>	40.62%
	\$ 67,450.48	-98	
September-2019	\$ 133,172.02	196	3%
September-2020	\$ 228,972.44	<u>116</u>	71.94%
	\$ 95,800.42	-80	
October-2019	\$ 130,912.47	175	4%
October-2020	\$ 191,265.61	<u>109</u>	46.10%
	\$ 60,353.14	-66	
November-2019	\$ 129,268.34	167	1%
November-2020	\$ 213,445.79	<u>89</u>	65.12%
	\$ 84,177.45	-78	
December-2019	\$ 93,829.84	133	-10%
December-2020	\$ 145,657.78	<u>106</u>	55.24%
	\$ 51,827.94	-27	
January-2020	\$ 79,652.13	120	18%
January-2021	\$ 134,351.26	<u>96</u>	68.67%
	\$ 54,699.13	-24	
February-2020	\$ 55,878.75	96	15%
February-2021	\$ 89,094.11	<u>82</u>	59.44%
	\$ 33,215.36	-14	
March-2020	\$ 55,161.52	93	4%
March-2021	\$ 91,596.16	<u>83</u>	66.05%
	\$ 36,434.64	-10	
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	\$ 1,515,723.16		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 03/01/2021 - thru - 03/31/2021

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	937,952.44	157,951.49	141,273.87	954,630.06
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	951.21	107.09	0.00	1,058.30
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	0.00	0.00	0.00	0.00
24-1310-000-11	DUE FROM GENERAL FUND	0.00	0.00	0.00	0.00
Total Asset		1,338,903.65	158,058.58	141,273.87	1,355,688.36
24-2100-000-00	ACCOUNTS PAYABLE	0.00	62,587.06	62,587.06	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	970.35	970.35	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	530.50	530.50	0.00
24-2200-182-00	RETIREMENT PAYABLE	(1,356.84)	0.00	947.62	(2,304.46)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	124.06	124.06	0.00
24-2300-000-11	DUE TO GENERAL	0.00	66,113.81	66,113.81	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	6,313.00	144,212.12	101,289.12	49,236.00
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(6,313.00)	101,289.12	144,212.12	(49,236.00)
24-3000-000-00	REVENUE CONTROL	(1,295,457.44)	497.98	92,097.21	(1,387,056.67)
24-4000-000-00	EXPENDITURE CONTROL	655,690.16	76,780.90	1,018.76	731,452.30
Total Liability		(1,338,903.65)	453,447.90	470,232.61	(1,355,688.36)
Total TOURISM DEVELOPMENT AUTH		0.00	611,506.48	611,506.48	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2020 - thru - 03/31/2021

Account Number	Description	Adjusted Budget 07/01/2020 03/31/2021	Debits and Credits 03/01/2021 03/31/2021	Debits and Credits 07/01/2020 03/31/2021	Encumbrances 07/01/2020 03/31/2021	Balance 07/01/2020 03/31/2021	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,049,628.00	90,884.13	1,326,368.00	0.00	-276,740.00	126.37
		-----	-----	-----	-----	-----	-----
TAX REVENUE		1,049,628.00	90,884.13	1,326,368.00	0.00	-276,740.00	126.37
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	712.03	1,522.98	0.00	3,477.02	30.46
24-3270-190-00	MARKETING AND ADVERTISING	1,006.00	0.00	8,612.00	0.00	-7,606.00	856.06
24-3270-260-00	NC DEPT OF COMMERCE-EDPN	0.00	0.00	0.00	0.00	0.00	0.00
		-----	-----	-----	-----	-----	-----
PENALTY & INTEREST		6,006.00	712.03	10,134.98	0.00	-4,128.98	168.75
24-3496-260-00	NC DEPT OF COMMERCE-EDPN	25,750.00	0.00	25,750.00	0.00	0.00	0.00
24-3496-260-01	NC DEPT OF COMMERCE DES	0.00	0.00	243.82	0.00	-243.82	0.00
24-3496-260-02	MOUNTAIN BIZWORKS PPP	0.00	0.00	24,497.00	0.00	-24,497.00	0.00
		-----	-----	-----	-----	-----	-----
ECONOMIC DEVELOPMENT		25,750.00	0.00	50,490.82	0.00	-24,740.82	196.08
24-3831-491-00	INVESTMENT EARNINGS	3,000.00	3.07	62.87	0.00	2,937.13	2.10
		-----	-----	-----	-----	-----	-----
REVENUES		3,000.00	3.07	62.87	0.00	2,937.13	2.10
24-3839-890-00	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
		-----	-----	-----	-----	-----	-----
REVENUES		0.00	0.00	0.00	0.00	0.00	0.00
		-----	-----	-----	-----	-----	-----
DEPARTMENT TOTAL Revenue		1,084,384.00	91,599.23	1,387,056.67	0.00	-302,672.67	127.91
		=====	=====	=====	=====	=====	=====
24-4926-121-00	SALARIES & WAGES	120,271.00	8,556.32	87,582.55	0.00	32,688.45	72.82
24-4926-170-00	BOARD MEMBER EXPENSE	400.00	0.00	343.15	0.00	56.85	85.79
24-4926-181-00	SOCIAL SECURITY CONTRIBU	7,457.00	530.50	5,430.11	0.00	2,026.89	72.82
24-4926-182-00	RETIREMENT EXPENSE	12,208.00	434.23	8,489.52	0.00	3,718.48	69.54
24-4926-183-00	HOSPITALIZATION INSURANC	18,540.00	1,191.35	12,057.90	0.00	6,482.10	65.04
24-4926-185-00	UNEMPLOYMENT INSURANCE	504.00	85.56	330.41	0.00	173.59	65.56
24-4926-186-00	WORKMAN'S COMPENSATION	1,266.00	0.00	447.00	0.00	819.00	35.31
24-4926-187-00	MEDICARE TAX	1,744.00	124.06	1,269.95	0.00	474.05	72.82
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	12,187.53	0.00	4,062.47	75.00
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	914.58	2,189.31	0.00	1,773.69	55.24
24-4926-299-00	MISCELLANEOUS	6,810.00	139.44	3,906.19	1,000.00	1,903.81	72.04
24-4926-311-00	TRAVEL	6,299.00	-477.47	4,546.66	844.00	908.34	85.58
24-4926-321-00	TELEPHONE	6,746.00	753.80	5,864.57	0.00	881.43	86.93

COUNTY OF JACKSON

Income Statement

Report dates 07/01/2020 - thru - 03/31/2021

Account Number	Description	Adjusted Budget 07/01/2020 03/31/2021	Debits and Credits 03/01/2021 03/31/2021	Debits and Credits 07/01/2020 03/31/2021	Encumbrances 07/01/2020 03/31/2021	Balance 07/01/2020 03/31/2021	% Used
24-4926-321-02	TELEPHONE-DIRECTOR	0.00	0.00	0.00	0.00	0.00	0.00
24-4926-325-00	POSTAGE	21,003.00	2,328.53	17,143.42	0.00	3,859.58	81.62
24-4926-331-00	UTILITIES	2,000.00	202.32	1,704.48	0.00	295.52	85.22
24-4926-341-00	PRINTING	79,741.00	6,789.91	26,724.73	46,192.00	6,824.27	91.44
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	225,035.00	13,794.18	145,169.81	1,200.00	78,665.19	65.04
24-4926-370-01	WEBSITE SERVICE	28,588.00	1,600.00	14,400.00	0.00	14,188.00	50.37
24-4926-370-02	CREATIVE & PRODUCTION SE	32,915.00	1,735.00	47,705.00	0.00	-14,790.00	144.93
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	9,600.00	1,000.00	6,600.00	0.00	3,000.00	68.75
24-4926-370-04	E-MAIL CAMPAIGNS	5,700.00	950.00	4,750.00	0.00	950.00	83.33
24-4926-370-05	SEM MANAGEMENT	14,400.00	1,500.00	9,900.00	0.00	4,500.00	68.75
24-4926-370-07	SOCIAL MEDIA	8,400.00	700.00	6,300.00	0.00	2,100.00	75.00
24-4926-393-00	VISITOR CENTER OPERATION	167,872.00	13,373.00	127,279.00	0.00	40,593.00	75.82
24-4926-393-01	PUBLIC RELATIONS	64,600.00	6,500.00	38,452.98	0.00	26,147.02	59.52
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	16,499.97	0.00	5,500.03	75.00
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	42.50	255.00	0.00	1,145.00	18.21
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	4,875.00	29,925.00	0.00	14,625.00	67.17
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	2,121.76	10,280.70	0.00	1,719.30	85.67
24-4926-393-11	SOFTWARE,INTERNET,MISC S	25,328.00	912.67	22,880.76	0.00	2,447.24	90.34
24-4926-393-14	CONTRACTED SERVICES-HR O	4,320.00	260.95	5,536.47	0.00	-1,216.47	128.16
24-4926-412-00	BUILDING RENT	6,000.00	500.00	4,500.00	0.00	1,500.00	75.00
24-4926-454-00	INSURANCE	2,447.00	0.00	2,175.00	0.00	272.00	88.88
24-4926-491-00	DUES AND SUBSCRIPTIONS	3,900.00	1,136.45	3,897.49	0.00	2.51	99.94
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	0.00	9,372.37	0.00	16,377.63	36.40
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	2,775.00	0.00	2,775.00	0.00	0.00	0.00
24-4926-990-00	CONTINGENCY	2,674.00	0.00	0.00	0.00	2,674.00	0.00
TOURISM DEVELOPMENT AUTHORITY		1,084,384.00	75,762.14	731,452.30	49,236.00	303,695.70	71.99
DEPARTMENT TOTAL Expense		-1,084,384.00	-75,762.14	-731,452.30	49,236.00	-303,695.70	71.99
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	15,837.09	655,604.37	49,236.00	-606,368.37	99.95

ACCOUNT ACTIVITY ANALYSIS

PAGE 1

BC2001

BEGINNING 03/01/21 ENDING 03/31/21

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:								
03/01/21				BUDGET BALANCE	120,271.00			79,026.23
03/05/21			JE-193325	JOE: TDA PAYROLL 3/5/21	0.00	4,278.16	0.00	83,304.39
03/25/21		TLJ	JE-193437	JOE: JCTDA PAYROLL 3/19/2	0.00	4,278.16	0.00	87,582.55
TOTALS					120,271.00	90,427.13	2,844.58	87,582.55

ACCOUNT # 24-4926-170-00 DESC: BOARD MEMBER EXPENSE ASN:

03/01/21				BUDGET BALANCE	249.00			343.15
TOTALS					249.00	350.89	7.74	343.15

ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:

03/05/21			JE-193326	JOE: TDA PAYROLL 3/5/21	0.00	265.25	0.00	5,164.86
03/25/21		TLJ	JE-193438	JOE: JCTDA PAYROLL 3/19/2	0.00	265.25	0.00	5,430.11
TOTALS					7,457.00	5,872.17	442.06	5,430.11

ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:

03/01/21				BUDGET BALANCE	12,208.00			8,055.29
03/25/21		TLJ	JE-193438	JOE: JCTDA PAYROLL 3/19/2	0.00	434.23	0.00	8,489.52
TOTALS					12,208.00	9,178.34	688.82	8,489.52

ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:

03/01/21				BUDGET BALANCE	18,540.00			10,866.55
03/23/21		03/12/2021	01*273139	BCBS OF NC	0.00	1,038.07	0.00	11,904.62
03/23/21		279497	01*273314	COMPANION LIFE INSURANCE	0.00	153.28	0.00	12,057.90
TOTALS					18,540.00	12,065.90	8.00	12,057.90

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

03/01/21				BUDGET BALANCE	504.00			244.85
----------	--	--	--	----------------	--------	--	--	--------

BC2001 BEGINNING 03/01/21 ENDING 03/31/21

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 <=====

03/05/21			JE-193326	JOE: TDA PAYROLL 3/5/21	0.00	42.78	0.00	287.63
03/25/21	TLJ		JE-193438	JOE: JCTDA PAYROLL 3/19/2	0.00	42.78	0.00	330.41
TOTALS					504.00	330.41	0.00	330.41

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

03/01/21				BUDGET BALANCE	1,266.00			447.00
TOTALS					1,266.00	447.00	0.00	447.00

ACCOUNT # 24-4926-187-00 DESC: MEDICARE TAX ASN:

03/05/21			JE-193326	JOE: TDA PAYROLL 3/5/21	0.00	62.02	0.00	1,207.91
03/25/21	TLJ		JE-193438	JOE: JCTDA PAYROLL 3/19/2	0.00	62.04	0.00	1,269.95
TOTALS					1,744.00	1,373.23	103.28	1,269.95

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

03/01/21				BUDGET BALANCE	16,250.00			10,833.36
03/31/21	TLJ		JE-193452	JOE: TDA ADMIN 3/2021	0.00	1,354.17	0.00	12,187.53
TOTALS					16,250.00	12,187.53	0.00	12,187.53

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

03/01/21				BUDGET BALANCE	7,200.00			7,000.00
TOTALS					7,200.00	7,000.00	0.00	7,000.00

ACCOUNT # 24-4926-192-00 DESC: LEGAL SERVICES ASN:

TOTALS					3,000.00	825.00	0.00	825.00
--------	--	--	--	--	----------	--------	------	--------

ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES ASN:

03/02/21	022521	01*272983		BUSINESS CARD	0.00	0.00	21.36	1,253.37
----------	--------	-----------	--	---------------	------	------	-------	----------

BC2001

BEGINNING 03/01/21 ENDING 03/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-260-00 DESC: OFFICE SUPPLIES ASN: =====> CONTINUED <=====								
03/02/21		022621	01*272984	BUSINESS CARD	0.00	8.67	0.00	1,262.04
03/10/21	21544	762727	01*273081	IPRINT TECHNOLOGIES	0.00	141.24	0.00	1,403.28
03/10/21	21544	762727	01*273081	IPRINT TECHNOLOGIES	0.00	249.32	0.00	1,652.60
03/10/21	21544	762727	01*273081	IPRINT TECHNOLOGIES	0.00	249.32	0.00	1,901.92
03/10/21	21544	762727	01*273081	IPRINT TECHNOLOGIES	0.00	249.32	0.00	2,151.24
03/10/21	21544	762727	01*273081	IPRINT TECHNOLOGIES	0.00	42.80	0.00	2,194.04
03/10/21	21544	762727	01*273081	IPRINT TECHNOLOGIES	0.00	42.80	0.00	2,236.84
03/10/21		022621	01*272984	BUSINESS CARD	0.00	0.00	2.10	2,234.74
03/10/21		762727	01*273081	IPRINT TECHNOLOGIES	0.00	0.00	9.24	2,225.50
03/10/21		762727	01*273081	IPRINT TECHNOLOGIES	0.00	0.00	16.32	2,209.18
03/10/21		762727	01*273081	IPRINT TECHNOLOGIES	0.00	0.00	16.32	2,192.86
03/10/21		762727	01*273081	IPRINT TECHNOLOGIES	0.00	0.00	16.32	2,176.54
03/10/21		762727	01*273081	IPRINT TECHNOLOGIES	0.00	0.00	2.80	2,173.74
03/10/21		762727	01*273081	IPRINT TECHNOLOGIES	0.00	0.00	2.80	2,170.94
03/25/21		13LT-RRYF-	01*273288	AMAZON CAPITAL SERVICES	0.00	19.65	0.00	2,190.59
03/25/21		13LT-RRYF-	01*273288	AMAZON CAPITAL SERVICES	0.00	0.00	1.28	2,189.31
TOTALS					3,963.00	2,377.59	188.28	2,189.31

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

03/01/21				BUDGET BALANCE	6,810.00			3,766.75
03/04/21		082280	01*272951	CHEROKEE BOTTLED WATER	0.00	11.74	0.00	3,778.49
03/04/21		086616	01*272951	CHEROKEE BOTTLED WATER	0.00	11.68	0.00	3,790.17
03/10/21		3641	01*272967	ALLEN STREET STORAGE	0.00	80.00	0.00	3,870.17
03/10/21		082280	01*272951	CHEROKEE BOTTLED WATER	0.00	0.00	0.74	3,869.43
03/10/21		086616	01*272951	CHEROKEE BOTTLED WATER	0.00	0.00	0.74	3,868.69
03/12/21		092270	01*273191	CHEROKEE BOTTLED WATER	0.00	24.02	0.00	3,892.71
03/17/21		094990	01*273191	CHEROKEE BOTTLED WATER	0.00	16.01	0.00	3,908.72
03/25/21		092270	01*273191	CHEROKEE BOTTLED WATER	0.00	0.00	1.52	3,907.20
03/25/21		094990	01*273191	CHEROKEE BOTTLED WATER	0.00	0.00	1.01	3,906.19
TOTALS					6,810.00	3,933.46	27.27	3,906.19

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

03/01/21				BUDGET BALANCE	6,299.00			5,024.13
03/02/21		022521	01*272983	BUSINESS CARD	0.00	0.00	549.00	4,475.13
03/24/21		032321	02*7287	CALEB MICHAEL SULLIVAN	0.00	71.53	0.00	4,546.66
TOTALS					6,299.00	5,099.09	552.43	4,546.66

ACCOUNT ACTIVITY ANALYSIS

PAGE 4

BC2001

BEGINNING 03/01/21 ENDING 03/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
---------------	--------------	-------------------	-----------------	-----------------------------	-------------------------	--------	---------	---------

ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN:

03/01/21				BUDGET BALANCE	4,430.00			5,110.77
03/02/21		66643	01*273023	BALSAMWEST	0.00	386.80	0.00	5,497.57
03/03/21		9873969624	01*272895	VERIZON WIRELESS	0.00	184.19	0.00	5,681.76
03/19/21		66644	01*273246	BALSAMWEST	0.00	365.62	0.00	6,047.38
03/19/21		214085		CASHIERS CHAMBER OF COMM	0.00	0.00	182.81	5,864.57
TOTALS					4,430.00	8,445.75	2,581.18	5,864.57

ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:

03/01/21				BUDGET BALANCE	21,003.00			14,814.89
03/01/21		17VA27091	01*272822	UPS	0.00	17.17	0.00	14,832.06
03/02/21		022521	01*272983	BUSINESS CARD	0.00	15.59	0.00	14,847.65
03/03/21		031021	01*272950	RESERVE ACCOUNT	0.00	2,000.00	0.00	16,847.65
03/08/21		031021	01*272972	PURCHASE POWER	0.00	80.87	0.00	16,928.52
03/10/21		031021	01*272972	PURCHASE POWER	0.00	0.00	5.29	16,923.23
03/10/21		022521	01*272983	BUSINESS CARD	0.00	0.00	1.02	16,922.21
03/15/21		17VA27111	01*273207	UPS	0.00	48.44	0.00	16,970.65
03/22/21		3313226276	01*273121	PITNEY BOWES INC.	0.00	180.03	0.00	17,150.68
03/25/21		3313226276	01*273121	PITNEY BOWES INC.	0.00	0.00	7.26	17,143.42
TOTALS					21,003.00	17,362.28	218.86	17,143.42

ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:

03/01/21				BUDGET BALANCE	2,000.00			1,502.16
03/03/21		03/10/2021	01*272930	TUCKASEIGEE WATER & SEWER	0.00	43.82	0.00	1,545.98
03/23/21		03/25/2021	01*273117	DUKE ENERGY	0.00	158.50	0.00	1,704.48
03/25/21		03/25/2021	01*273117	DUKE ENERGY	0.00	0.00	158.50	1,545.98
03/25/21		03/25/2021	01*273117	DUKE ENERGY	0.00	158.50	0.00	1,704.48
TOTALS					2,000.00	2,088.09	383.61	1,704.48

ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN:

03/01/21				BUDGET BALANCE	79,741.00			19,934.82
----------	--	--	--	----------------	-----------	--	--	-----------

ACCOUNT ACTIVITY ANALYSIS									
PAGE 5									
BC2001 BEGINNING 03/01/21 ENDING 03/31/21									
TRANS	PO	INVOICE	CHECK	TRANSACTION/	BEGINNING				
DATE	NUMBER	NUMBER	NUMBER	VENDOR NAME	BAL/BUDGET	DEBITS	CREDITS	BALANCE	

ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN: =====> CONTINUED <=====									
03/03/21	SH	JE-193343	JOE: DEPARTMENT COPIES FE		0.00	0.41	0.00	19,935.23	
03/05/21	21499	50794-1	01*273059	PANAPRINT INC.	0.00	2,829.00	0.00	22,764.23	
03/05/21	21499	50794-1	01*273059	PANAPRINT INC.	0.00	205.00	0.00	22,969.23	
03/05/21		50794-1	01*273059	PANAPRINT INC.	0.00	11.50	0.00	22,980.73	
03/17/21	21547	50955-1	01*273290	PANAPRINT INC.	0.00	3,744.00	0.00	26,724.73	

TOTALS					79,741.00	26,778.42	53.69	26,724.73	
=====									
ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:									
03/01/21				BUDGET BALANCE	500.00			0.00	

TOTALS					500.00	0.00	0.00	0.00	
=====									
ACCOUNT # 24-4926-370-00 DESC: AD FIRM MEDIA ASN:									
03/17/21	46872-4688	01*273272	RAWLE MURDY ASSOCIATES, I		0.00	13,794.18	0.00	145,169.81	

TOTALS					225,035.00	146,369.81	1,200.00	145,169.81	
=====									
ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:									
03/01/21				BUDGET BALANCE	28,588.00			12,800.00	
03/17/21	46872-4688	01*273272	RAWLE MURDY ASSOCIATES, I		0.00	1,600.00	0.00	14,400.00	

TOTALS					28,588.00	14,400.00	0.00	14,400.00	
=====									
ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:									
03/01/21				BUDGET BALANCE	32,915.00			45,970.00	
03/17/21	46872-4688	01*273272	RAWLE MURDY ASSOCIATES, I		0.00	1,735.00	0.00	47,705.00	

TOTALS					32,915.00	47,705.00	0.00	47,705.00	
=====									
ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:									
03/01/21				BUDGET BALANCE	9,600.00			5,600.00	

ACCOUNT ACTIVITY ANALYSIS

PAGE 6

BC2001

BEGINNING 03/01/21 ENDING 03/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
---------------	--------------	-------------------	-----------------	-----------------------------	-------------------------	--------	---------	---------

ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN: =====> CONTINUED <=====

03/17/21		46872-4688	01*273272	RAWLE MURDY ASSOCIATES, I	0.00	1,000.00	0.00	6,600.00
TOTALS					9,600.00	6,600.00	0.00	6,600.00

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

03/01/21				BUDGET BALANCE	5,700.00			3,800.00
03/17/21		46872-4688	01*273272	RAWLE MURDY ASSOCIATES, I	0.00	950.00	0.00	4,750.00
TOTALS					5,700.00	4,750.00	0.00	4,750.00

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

03/01/21				BUDGET BALANCE	14,400.00			8,400.00
03/17/21		46872-4688	01*273272	RAWLE MURDY ASSOCIATES, I	0.00	1,500.00	0.00	9,900.00
TOTALS					14,400.00	9,900.00	0.00	9,900.00

ACCOUNT # 24-4926-370-07 DESC: SOCIAL MEDIA ASN:

03/01/21				BUDGET BALANCE	8,400.00			5,600.00
03/17/21		46872-4688	01*273272	RAWLE MURDY ASSOCIATES, I	0.00	700.00	0.00	6,300.00
TOTALS					8,400.00	6,300.00	0.00	6,300.00

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

03/01/21				BUDGET BALANCE	167,872.00			113,906.00
03/03/21	145473		01*272886	CASHIERS CHAMBER OF COMME	0.00	5,500.00	0.00	119,406.00
03/03/21	145473		01*272886	CASHIERS CHAMBER OF COMME	0.00	721.00	0.00	120,127.00
03/03/21	145448		01*272858	JACKSON CO. CHAMBER OF CO	0.00	6,000.00	0.00	126,127.00
03/03/21	145448		01*272858	JACKSON CO. CHAMBER OF CO	0.00	803.33	0.00	126,930.33
03/03/21	145448		01*272858	JACKSON CO. CHAMBER OF CO	0.00	160.00	0.00	127,090.33
03/03/21	145448		01*272858	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	127,279.00
TOTALS					167,872.00	127,279.00	0.00	127,279.00

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

03/01/21				BUDGET BALANCE	64,600.00			31,952.98
----------	--	--	--	----------------	-----------	--	--	-----------

ACCOUNT ACTIVITY ANALYSIS

PAGE 7

BC2001

BEGINNING 03/01/21 ENDING 03/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
---------------	--------------	-------------------	-----------------	-----------------------------	-------------------------	--------	---------	---------

ACCOUNT # 24-4926-393-01 DESC: PUBLIC RELATIONS ASN: =====> CONTINUED <=====

03/10/21		10-0321	01*273029	PINEAPPLE PUBLIC RELATION	0.00	6,500.00	0.00	38,452.98
TOTALS					64,600.00	41,340.48	2,887.50	38,452.98

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

03/01/21				BUDGET BALANCE	22,000.00			14,666.64
03/31/21	TLJ		JE-193452	JOE: TDA ADMIN 3/2021	0.00	1,833.33	0.00	16,499.97
TOTALS					22,000.00	16,499.97	0.00	16,499.97

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

03/01/21				BUDGET BALANCE	1,400.00			212.50
03/25/21		03/17/2021	01*273278	CHERYL OSBORNE	0.00	42.50	0.00	255.00
TOTALS					1,400.00	255.00	0.00	255.00

ACCOUNT # 24-4926-393-05 DESC: CONTRACTED-WEBSITE ASN:

03/01/21				BUDGET BALANCE	7,500.00			1,172.50
TOTALS					7,500.00	1,172.50	0.00	1,172.50

ACCOUNT # 24-4926-393-06 DESC: CONTRACTED-AD FIRM RETAINER ASN:

03/17/21		46872-4688	01*273272	RAWLE MURDY ASSOCIATES, I	0.00	4,875.00	0.00	29,925.00
TOTALS					44,550.00	29,925.00	0.00	29,925.00

ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:

03/01/21				BUDGET BALANCE	12,000.00			8,158.94
03/17/21		46872-4688	01*273272	RAWLE MURDY ASSOCIATES, I	0.00	2,121.76	0.00	10,280.70
TOTALS					12,000.00	10,280.70	0.00	10,280.70

ACCOUNT ACTIVITY ANALYSIS

PAGE 8

BC2001

BEGINNING 03/01/21 ENDING 03/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
---------------	--------------	-------------------	-----------------	-----------------------------	-------------------------	--------	---------	---------

ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN: =====> CONTINUED <=====

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

03/01/21				BUDGET BALANCE	25,328.00			21,968.09
03/02/21		022521	01*272983	BUSINESS CARD	0.00	440.02	0.00	22,408.11
03/02/21		022621	01*272984	BUSINESS CARD	0.00	434.99	0.00	22,843.10
03/10/21		022521	01*272983	BUSINESS CARD	0.00	0.00	18.62	22,824.48
03/10/21		022621	01*272984	BUSINESS CARD	0.00	0.00	3.71	22,820.77
03/23/21		19780	01*273277	SKYFI, INC.	0.00	59.99	0.00	22,880.76
TOTALS					25,328.00	23,356.66	475.90	22,880.76

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

03/01/21				BUDGET BALANCE	4,320.00			5,275.52
03/05/21			JE-193324	JOE: PLATINUM GROUP 3/5/2	0.00	155.95	0.00	5,431.47
03/25/21		TLJ	JE-193439	JOE: JCTDA PAYROLL INVOIC	0.00	105.00	0.00	5,536.47
TOTALS					4,320.00	5,536.47	0.00	5,536.47

ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:

03/01/21				BUDGET BALANCE	6,000.00			4,000.00
03/31/21		TLJ	JE-193453	JOE: TDA RENT 3/2021	0.00	500.00	0.00	4,500.00
TOTALS					6,000.00	4,500.00	0.00	4,500.00

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

03/01/21				BUDGET BALANCE	2,447.00			2,175.00
TOTALS					2,447.00	2,175.00	0.00	2,175.00

ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:

03/02/21		022521	01*272983	BUSINESS CARD	0.00	516.45	0.00	3,277.49
03/15/21	21560	970	01*273216	NC TRAVEL INDUSTRY ASSOCI	0.00	400.00	0.00	3,677.49
03/25/21		FY21-22	01*273143	CASHIERS CHAMBER OF COMME	0.00	220.00	0.00	3,897.49
TOTALS					2,850.00	3,919.12	21.63	3,897.49