

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
JULY 31, 2021

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

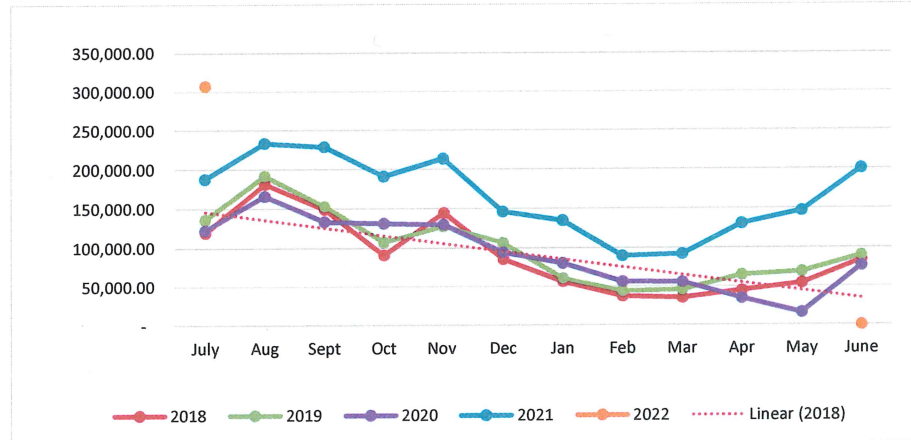
July 31, 2021

- * July Room Occupancy Tax collections totaled \$306,383.43 with \$487.74 collected for penalties. The YTD collection total is \$306,383.43 - 22.28% of budget. The Airbnb total was \$38,540.71; the Home Away/VRBO total was \$68,092.65 and the VACASA,NC total was 9,632.01.
- * 107 accounts reported for June rentals (decrease of 6 accounts from last year). The collections were up 63.38% (\$119,038.99) from the same period in 2020.

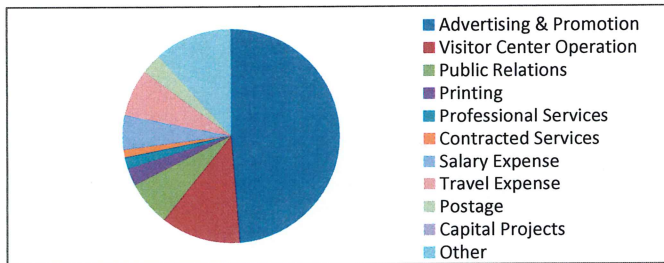
* The cash balance at July31, 2021 is \$1,263,445.10 and investments total \$400,000.

The expenses for July were \$174,353.08. The FYTD expenses totaled \$174,353.08 with encumbrances of \$80,759.68, for a combined total of \$255,112.76 - 14.54% of budget.

Fiscal YTD Collections



TDA Expenses as of July 31, 2021

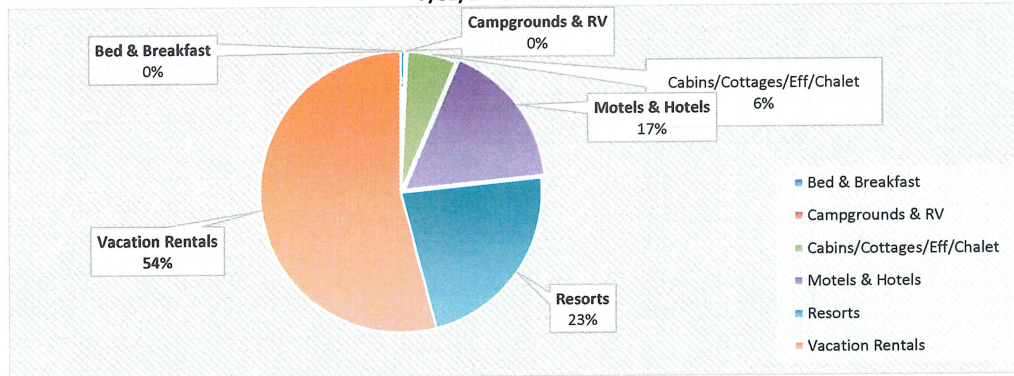


Advertising & Promotion	\$ 84,997.07
Visitor Center Operation	\$ 20,673.17
Public Relations	\$ 11,865.00
Printing	\$ 4,640.00
Professional Services	\$ 3,104.17
Contracted Services	\$ 1,963.33
Salary Expense	\$ 9,086.79
Travel Expense	\$ 12,439.29
Postage	\$ 5,268.06
Capital Projects	\$ -
Other	\$ 20,316.20
Total	\$ 174,353.08

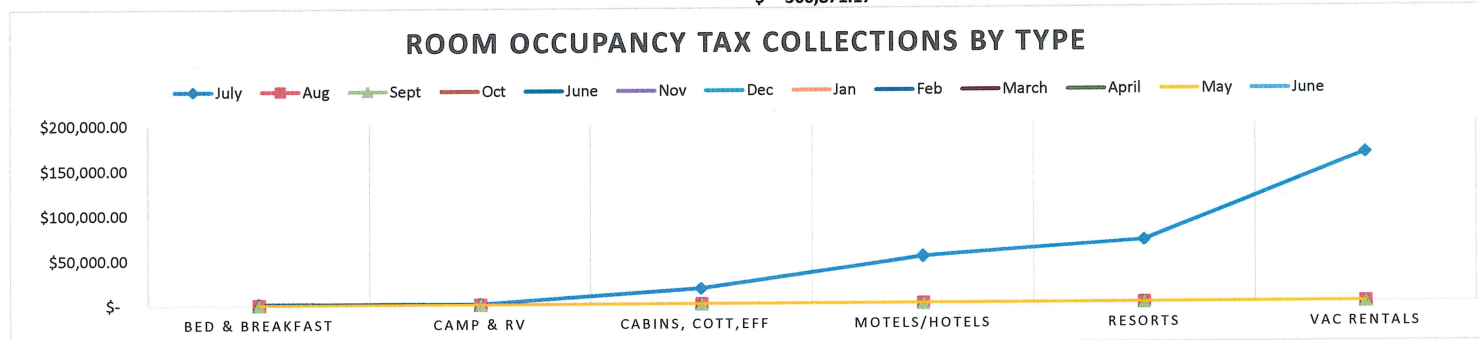
	2018	2019	2020	2021	2022
July	119,152.80	135,881.68	122,421.68	187,832.18	306,871.17
Aug	181,280.78	191,736.34	166,057.35	233,507.83	
Sept	148,701.72	152,650.37	133,172.02	228,972.44	
Oct	90,329.60	106,838.84	130,912.47	191,265.61	
Nov	144,240.73	127,342.88	129,268.34	213,445.79	
Dec	84,754.30	106,016.63	93,829.84	145,657.78	
Jan	56,029.08	60,207.39	79,652.13	134,351.26	
Feb	37,210.91	43,528.62	55,878.75	89,094.11	
Mar	35,029.92	45,185.00	55,161.52	91,596.16	
Apr	44,116.59	64,498.34	34,404.69	130,350.75	
May	53,695.68	68,385.86	15,854.63	146,638.28	
June	83,711.73	89,275.51	76,044.67	200,754.27	-
Total	\$ 1,078,253.84	\$ 1,191,547.46	\$ 1,092,658.09	\$ 1,993,466.46	\$ 306,871.17



**Room Occupancy Tax Collections
7/31/21 for June Rentals**



Bed & Breakfast	\$	1,539.78
Campgrounds & RV	\$	843.97
Cabins/Cottages/Eff/Chalet	\$	17,241.94
Motels & Hotels	\$	52,133.03
Resorts	\$	69,309.94
Vacation Rentals	\$	165,802.51
	\$	<u>306,871.17</u>



COLLECTIONS BY TYPE

	Bed & Breakfast	Camp & Rv	Cabins, Cott, Eff	Motels/Hotels	Resorts	Vac Rentals	Totals
July	\$ 1,539.78	\$ 843.97	\$ 17,241.94	\$ 52,133.03	\$ 69,309.94	\$ 165,802.51	\$ 306,871.17
Aug	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sept	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Oct	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Nov	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dec	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Jan	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Feb	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
March	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
April	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
May	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
June	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ 1,539.78	\$ 843.97	\$ 17,241.94	\$ 52,133.03	\$ 69,309.94	\$ 165,802.51	\$ 306,871.17

% By Type	0.50%	0.28%	5.62%	16.99%	22.59%	54.03%	100.00%
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**JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY
TOTAL ROOM OCCUPANCY TAX COLLECTIONS BY MONTH**

Month	Tax Collected	# Units Reporting	% of Inc/Dec
July-2020	\$ 187,832.18	113	10%
July-2021	\$ 306,871.17	107	63.38%
	\$ 119,038.99	-6	
August-2020	\$ 233,507.83	118	9%
August-2021			-100.00%
	\$ (233,507.83)	-118	
September-2020	\$ 228,972.44	116	3%
September-2021		0	-100.00%
	\$ (228,972.44)	-116	
October-2020	\$ 191,265.61	109	4%
October-2021			-100.00%
	\$ (191,265.61)	-109	
November-2020	\$ 213,445.79	89	1%
November-2021		0	-100.00%
	\$ (213,445.79)	-89	
December-2020	\$ 145,657.78	106	-10%
December-2021			-100.00%
	\$ (145,657.78)	-106	
January-2021	\$ 134,351.26	96	18%
January-2022			-100.00%
	\$ (134,351.26)	-96	
February-2021	\$ 89,094.11	82	15%
February-2022			-100.00%
	\$ (89,094.11)	-82	
March-2021	\$ 91,596.16	83	4%
March-2022			-100.00%
	\$ (91,596.16)	-83	
April-2021	\$ 130,350.75	86	95%
April-2022			-100.00%
	\$ (130,350.75)	-86	
May-2021	\$ 146,638.28	93	35%
May-2022			-100.00%
	\$ (146,638.28)	-93	
June-2021	\$ 200,754.27	101	15%
June-2022		0	-100.00%
	\$ (200,754.27)	-101	
FYTD 2020	\$ 1,993,466.46		
FYTD 2021	\$ 306,871.17		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 07/01/2021 - thru - 07/31/2021

Account Number	Account Description	Beginning	Debits	Credits	Ending
		Balance			Balance
		Dr (Cr)			Dr (Cr)
24-1110-000-00	CASH ON HAND	1,147,660.43	490,205.06	374,420.39	1,263,445.10
24-1130-000-00	CASH IN TIME DEPOSIT	400,000.00	0.00	0.00	400,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	306,871.17	0.00	0.00	306,871.17
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	1,257.26	73.24	0.00	1,330.50
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	0.00	2.18	0.00	2.18
Total Asset		1,855,788.86	490,280.48	374,420.39	1,971,648.95
24-2100-000-00	ACCOUNTS PAYABLE	(18,145.81)	179,471.90	161,326.09	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	970.34	970.34	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	459.22	0.00	1,484.52	(1,025.30)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	124.07	124.07	0.00
24-2300-000-11	DUE TO GENERAL	0.00	182,767.90	182,767.90	0.00
24-2900-000-00	FUND BALANCE	(1,759,317.11)	0.00	0.00	(1,759,317.11)
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	0.00	250,488.79	169,729.11	80,759.68
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	0.00	169,729.11	250,488.79	(80,759.68)
24-3000-000-00	REVENUE CONTROL	0.00	0.00	306,874.46	(306,874.46)
24-4000-000-00	EXPENDITURE CONTROL	0.00	175,379.41	1,026.33	174,353.08
Total Liability		(1,855,788.86)	959,804.01	1,075,664.10	(1,971,648.95)
Total TOURISM DEVELOPMENT AUTH		0.00	1,450,084.49	1,450,084.49	0.00

COUNTY OF JACKSON

Income Statement

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

Account Number	Description	Adjusted Budget 07/01/2021 07/31/2021	Debits and Credits 07/01/2021 07/31/2021	Debits and Credits 07/01/2021 07/31/2021	Encumbrances 07/01/2021 07/31/2021	Balance 07/01/2021 07/31/2021	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,375,000.00	306,383.43	306,383.43	0.00	1,068,616.57	22.28
	TAX REVENUE	1,375,000.00	306,383.43	306,383.43	0.00	1,068,616.57	22.28
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	487.74	487.74	0.00	4,512.26	9.75
24-3270-190-00	MARKETING AND ADVERTISIN	10,000.00	0.00	0.00	0.00	10,000.00	0.00
	PENALTY & INTEREST	15,000.00	487.74	487.74	0.00	14,512.26	3.25
24-3831-491-00	INVESTMENT EARNINGS	1,000.00	3.29	3.29	0.00	996.71	0.33
	REVENUES	1,000.00	3.29	3.29	0.00	996.71	0.33
24-3991-000-00	FUND BALANCE	363,372.00	0.00	0.00	0.00	363,372.00	0.00
	FUND BALANCE	363,372.00	0.00	0.00	0.00	363,372.00	0.00
DEPARTMENT TOTAL Revenue		1,754,372.00	306,874.46	306,874.46	0.00	1,447,497.54	17.49
24-4926-121-00	SALARIES & WAGES	140,159.00	8,556.30	8,556.30	0.00	131,602.70	6.10
24-4926-126-00	PART-TIME SALARIES	20,000.00	0.00	0.00	0.00	20,000.00	0.00
24-4926-170-00	BOARD MEMBER EXPENSE	6,500.00	0.00	0.00	0.00	6,500.00	0.00
24-4926-181-00	SOCIAL SECURITY CONTRIBU	8,690.00	530.49	530.49	0.00	8,159.51	6.10
24-4926-182-00	RETIREMENT EXPENSE	16,020.00	971.14	971.14	0.00	15,048.86	6.06
24-4926-183-00	HOSPITALIZATION INSURANC	19,425.00	2,229.42	2,229.42	0.00	17,195.58	11.48
24-4926-185-00	UNEMPLOYMENT INSURANCE	520.00	27.87	27.87	0.00	492.13	5.36
24-4926-186-00	WORKMAN'S COMPENSATION	1,330.00	0.00	0.00	0.00	1,330.00	0.00
24-4926-187-00	MEDICARE TAX	2,032.00	124.07	124.07	0.00	1,907.93	6.11
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	1,354.17	0.00	14,895.83	8.33
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,200.00	1,750.00	1,750.00	0.00	5,450.00	24.31
24-4926-192-00	LEGAL SERVICES	2,000.00	0.00	0.00	0.00	2,000.00	0.00
24-4926-260-00	OFFICE SUPPLIES	3,500.00	0.00	0.00	0.00	3,500.00	0.00
24-4926-299-00	MISCELLANEOUS	11,480.00	651.93	651.93	0.00	10,828.07	5.68
24-4926-311-00	TRAVEL	35,845.00	5,570.22	5,570.22	0.00	30,274.78	15.54
24-4926-321-00	TELEPHONE	1,564.00	-378.48	-378.48	0.00	1,942.48	-24.20
24-4926-321-01	CONFERENCE CALL SERVICE	4,430.00	1,125.41	1,125.41	0.00	3,304.59	25.40
24-4926-325-00	POSTAGE	34,678.00	5,268.06	5,268.06	0.00	29,409.94	15.19
24-4926-331-00	UTILITIES	2,000.00	48.66	48.66	0.00	1,951.34	2.43
24-4926-341-00	PRINTING	99,741.00	4,640.00	4,640.00	5,629.68	89,471.32	10.30
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	438,529.00	46,402.00	46,402.00	0.00	392,127.00	10.58

COUNTY OF JACKSON
Income Statement

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

Account Number	Description	Adjusted Budget	Debits and Credits	Debits and Credits	Encumbrances	Balance	%
		07/01/2021 07/31/2021	07/01/2021 07/31/2021	07/01/2021 07/31/2021	07/01/2021 07/31/2021	07/01/2021 07/31/2021	Used
24-4926-370-01	WEBSITE SERVICE	19,200.00	1,600.00	1,600.00	0.00	17,600.00	8.33
24-4926-370-02	CREATIVE & PRODUCTION SE	100,000.00	18,653.75	18,653.75	0.00	81,346.25	18.65
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	12,000.00	1,000.00	1,000.00	0.00	11,000.00	8.33
24-4926-370-04	E-MAIL CAMPAIGNS	7,200.00	600.00	600.00	0.00	6,600.00	8.33
24-4926-370-05	SEM MANAGEMENT	14,400.00	1,200.00	1,200.00	0.00	13,200.00	8.33
24-4926-370-09	SOCIAL MEDIA SPEND	72,000.00	0.00	0.00	72,000.00	0.00	0.00
24-4926-393-00	VISITOR CENTER OPERATION	178,421.00	20,673.17	20,673.17	0.00	157,747.83	11.59
24-4926-393-01	PUBLIC RELATIONS	86,200.00	11,865.00	11,865.00	0.00	74,335.00	13.76
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	1,833.33	0.00	20,166.67	8.33
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	0.00	0.00	0.00	1,400.00	0.00
24-4926-393-05	CONTRACTED-WEBSITE	38,400.00	0.00	0.00	0.00	38,400.00	0.00
24-4926-393-06	CONTRACTED-AD FIRM RETAI	60,840.00	5,070.00	5,070.00	0.00	55,770.00	8.33
24-4926-393-07	CONTRACTED SERVICES-STR	8,280.00	8,280.00	8,280.00	0.00	0.00	0.00
24-4926-393-08	CONTRACTED-AD FIRM MISC	12,392.00	1,198.66	1,198.66	0.00	11,193.34	9.67
24-4926-393-11	SOFTWARE, INTERNET, MISC S	34,613.00	992.66	992.66	0.00	33,620.34	2.87
24-4926-393-14	CONTRACTED SERVICES-HR O	6,408.00	155.95	155.95	0.00	6,252.05	2.43
24-4926-393-15	RESEARCH AND ANALYTICS	62,000.00	21,000.00	21,000.00	0.00	41,000.00	33.87
24-4926-412-00	BUILDING RENT	18,000.00	500.00	500.00	0.00	17,500.00	2.78
24-4926-454-00	INSURANCE	2,447.00	0.00	0.00	0.00	2,447.00	0.00
24-4926-491-00	DUES AND SUBSCRIPTIONS	7,503.00	859.30	859.30	3,130.00	3,513.70	53.17
24-4926-550-00	CAPITAL OUTLAY	5,000.00	0.00	0.00	0.00	5,000.00	0.00
24-4926-550-01	CAPITAL PROJECTS	50,000.00	0.00	0.00	0.00	50,000.00	0.00
24-4926-699-00	GRANTS	50,000.00	0.00	0.00	0.00	50,000.00	0.00
24-4926-699-02	MISCELLANEOUS DONATIONS	8,275.00	0.00	0.00	0.00	8,275.00	0.00
24-4926-990-00	CONTINGENCY	5,000.00	0.00	0.00	0.00	5,000.00	0.00
TOURISM DEVELOPMENT AUTHORITY		1,754,372.00	174,353.08	174,353.08	80,759.68	1,499,259.24	14.54
DEPARTMENT TOTAL Expense		-1,754,372.00	-174,353.08	-174,353.08	80,759.68	-1,499,259.24	14.54
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	132,521.38	132,521.38	80,759.68	-51,761.70	16.02

ACCOUNT ACTIVITY ANALYSIS

BC2001 BEGINNING 07/01/21 ENDING 07/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-121-00 DESC: SALARIES & WAGES ASN:

07/01/21				BUDGET BALANCE	140,159.00			0.00
07/09/21	TLJ		JE-220041	JOE: TDA PAYROLL 7/9/21	0.00	4,278.15	0.00	4,278.15
07/23/21			JE-220095	JOE: TDA PAYROLL 7/23/21	0.00	4,278.15	0.00	8,556.30
TOTALS					140,159.00	8,556.30	0.00	8,556.30

ACCOUNT # 24-4926-126-00 DESC: PART-TIME SALARIES ASN:

07/01/21				BUDGET BALANCE	20,000.00			0.00
TOTALS					20,000.00	0.00	0.00	0.00

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

TOTALS					6,500.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:

07/09/21	TLJ		JE-220042	JOE: TDA PAYROLL 7/9/2021	0.00	265.25	0.00	265.25
07/22/21	TLJ		JE-220096	JOE: TDA PAYROLL 7/22/21	0.00	265.24	0.00	530.49
TOTALS					8,690.00	530.49	0.00	530.49

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

07/01/21				BUDGET BALANCE	16,020.00			0.00
07/09/21	TLJ		JE-220042	JOE: TDA PAYROLL 7/9/2021	0.00	485.57	0.00	485.57
07/22/21	TLJ		JE-220096	JOE: TDA PAYROLL 7/22/21	0.00	485.57	0.00	971.14
TOTALS					16,020.00	971.14	0.00	971.14

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

07/01/21				BUDGET BALANCE	19,425.00			0.00
07/01/21		06/11/21	01*275349	BCBS OF NC	0.00	1,038.07	0.00	1,038.07
07/26/21		07/12/2021	01*275725	BCBS OF NC	0.00	1,038.07	0.00	2,076.14

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 07/01/21 ENDING 07/31/21

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 <=====

07/26/21		335009	01*275890	COMPANION LIFE INSURANCE	0.00	153.28	0.00	2,229.42
TOTALS					19,425.00	2,229.42	0.00	2,229.42

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

07/01/21				BUDGET BALANCE	520.00			0.00
07/09/21	TLJ		JE-220042	JOE: TDA PAYROLL 7/9/2021	0.00	13.94	0.00	13.94
07/22/21	TLJ		JE-220096	JOE: TDA PAYROLL 7/22/21	0.00	13.93	0.00	27.87
TOTALS					520.00	27.87	0.00	27.87

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

07/01/21				BUDGET BALANCE	1,330.00			0.00
TOTALS					1,330.00	0.00	0.00	0.00

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

07/09/21	TLJ		JE-220042	JOE: TDA PAYROLL 7/9/2021	0.00	62.04	0.00	62.04
07/22/21	TLJ		JE-220096	JOE: TDA PAYROLL 7/22/21	0.00	62.03	0.00	124.07
TOTALS					2,032.00	124.07	0.00	124.07

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

07/01/21				BUDGET BALANCE	16,250.00			0.00
07/30/21	TLJ		JE-220108	JOE: TDA ADMIN COSTS JULY	0.00	1,354.17	0.00	1,354.17
TOTALS					16,250.00	1,354.17	0.00	1,354.17

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

07/01/21				BUDGET BALANCE	7,200.00			0.00
07/25/21		227020	01*275898	MARTIN STARNES & ASSOCIAT	0.00	1,750.00	0.00	1,750.00
TOTALS					7,200.00	1,750.00	0.00	1,750.00

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 07/01/21 ENDING 07/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SER-AUDIT ASN: =====> CONTINUED <=====

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

07/01/21				BUDGET BALANCE	2,000.00			0.00
-								
				TOTALS	2,000.00	0.00	0.00	0.00

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

-								
				TOTALS	3,500.00	0.00	0.00	0.00

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

07/07/21		3721	01*275475	ALLEN STREET STORAGE	0.00	80.00	0.00	80.00
07/08/21		38430472	01*275537	GREAT SMOKIES STORAGE	0.00	570.00	0.00	650.00
07/09/21		16816926	01*275391	QUILL CORPORATION	0.00	0.00	2.38	647.62
07/09/21		070121-A	01*275494	BUSINESS CARD	0.00	0.00	3.19	644.43
07/13/21		127468	01*275781	CHEROKEE BOTTLED WATER	0.00	8.01	0.00	652.44
07/26/21		127468	01*275781	CHEROKEE BOTTLED WATER	0.00	0.00	0.51	651.93
-								
				TOTALS	11,480.00	658.01	6.08	651.93

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

07/01/21				BUDGET BALANCE	35,845.00			0.00
07/02/21		ESTO.CONF	01*275613	U.S. TRAVEL ASSOCIATION-A	0.00	2,400.00	0.00	2,400.00
07/09/21		070121-A	01*275494	BUSINESS CARD	0.00	0.00	32.90	2,367.10
07/25/21		071921	02*7848	CALEB MICHAEL SULLIVAN	0.00	772.35	0.00	3,139.45
07/25/21		071921	02*7811	NICHOLAS J BREEDLOVE	0.00	235.77	0.00	3,375.22
07/25/21		51595	01*275931	SMALL MARKET MEETINGS CON	0.00	2,195.00	0.00	5,570.22
-								
				TOTALS	35,845.00	5,603.12	32.90	5,570.22

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

07/01/21				BUDGET BALANCE	1,564.00			0.00
07/01/21		9882544244	01*275321	VERIZON WIRELESS	0.00	184.22	0.00	184.22

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ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN: =====> CONTINUED <=====								
07/02/21		72621	01*275528	BALSAMWEST	0.00	388.21	0.00	572.43
07/06/21		72621	01*275528	BALSAMWEST	0.00	0.00	388.21	184.22
07/19/21		220261		CASHIERS CHAMBER OF COMM	0.00	0.00	368.60	-184.38
07/26/21		220418		JACKSON CO CHAMB OF COMM	0.00	0.00	194.10	-378.48
-								
TOTALS					1,564.00	572.43	950.91	-378.48

ACCOUNT # 24-4926-321-01 DESC: CONFERENCE CALL SERVICE ASN:								
07/01/21				BUDGET BALANCE	4,430.00			0.00
07/06/21		72621	01*275528	BALSAMWEST	0.00	388.21	0.00	388.21
07/08/21		72622	01*275528	BALSAMWEST	0.00	737.20	0.00	1,125.41
-								
TOTALS					4,430.00	1,125.41	0.00	1,125.41

ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:								
07/01/21				BUDGET BALANCE	34,678.00			0.00
07/01/21		3313771366	01*275318	PITNEY BOWES INC.	0.00	180.03	0.00	180.03
07/01/21		3313771366	01*275318	PITNEY BOWES INC.	0.00	0.00	5.08	174.95
07/01/21		3313771366	01*275318	PITNEY BOWES INC.	0.00	0.00	2.18	172.77
07/06/21		17VA27271	01*275473	UPS	0.00	59.19	0.00	231.96
07/08/21		071021	01*275454	RESERVE ACCOUNT	0.00	5,000.00	0.00	5,231.96
07/09/21		070221-A	01*275497	BUSINESS CARD	0.00	0.00	1.02	5,230.94
07/12/21		17VA27281	01*275646	UPS	0.00	20.83	0.00	5,251.77
07/19/21		17VA27291	01*275646	UPS	0.00	16.29	0.00	5,268.06
-								
TOTALS					34,678.00	5,276.34	8.28	5,268.06

ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:								
07/01/21				BUDGET BALANCE	2,000.00			0.00
07/06/21		07/10/2021	01*275439	TUCKASEEGEE WATER & SEWER	0.00	48.66	0.00	48.66
-								
TOTALS					2,000.00	48.66	0.00	48.66

ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN:								
07/01/21				BUDGET BALANCE	99,741.00			0.00

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BC2001 BEGINNING 07/01/21 ENDING 07/31/21

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ACCOUNT # 24-4926-341-00 DESC: PRINTING ASN: =====> CONTINUED <=====

07/13/21	220039	6080	01*275876	ASHEVILLE REGIONAL AIRPOR	0.00	1,100.00	0.00	1,100.00
07/13/21	220058	24661	01*275868	MOUNTAIN INFORMATION CENT	0.00	1,820.00	0.00	2,920.00
07/13/21	220058	24661	01*275868	MOUNTAIN INFORMATION CENT	0.00	1,720.00	0.00	4,640.00
TOTALS					99,741.00	4,640.00	0.00	4,640.00

ACCOUNT # 24-4926-351-00 DESC: REPAIRS & MAINT-BUILDING ASN:

07/01/21				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:

07/26/21	47774-4779	01*275851	RAWLE MURDY ASSOCIATES, I	0.00	46,402.00	0.00		46,402.00
TOTALS					438,529.00	46,402.00	0.00	46,402.00

ACCOUNT # 24-4926-370-01 DESC: WEBSITE SERVICE ASN:

07/01/21				BUDGET BALANCE	19,200.00			0.00
07/26/21	47774-4779	01*275851	RAWLE MURDY ASSOCIATES, I	0.00	1,600.00	0.00		1,600.00
TOTALS					19,200.00	1,600.00	0.00	1,600.00

ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN:

07/01/21				BUDGET BALANCE	100,000.00			0.00
07/26/21	47774-4779	01*275851	RAWLE MURDY ASSOCIATES, I	0.00	18,653.75	0.00		18,653.75
TOTALS					100,000.00	18,653.75	0.00	18,653.75

ACCOUNT # 24-4926-370-03 DESC: DIGITAL CAMPAIGN REPORTING ASN:

07/01/21				BUDGET BALANCE	12,000.00			0.00
07/26/21	47774-4779	01*275851	RAWLE MURDY ASSOCIATES, I	0.00	1,000.00	0.00		1,000.00
TOTALS					12,000.00	1,000.00	0.00	1,000.00

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BC2001

BEGINNING 07/01/21 ENDING 07/31/21

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

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

07/01/21				BUDGET BALANCE	7,200.00			0.00
07/26/21		47774-4779	01*275851	RAWLE MURDY ASSOCIATES, I	0.00	600.00	0.00	600.00
TOTALS					7,200.00	600.00	0.00	600.00

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

07/01/21				BUDGET BALANCE	14,400.00			0.00
07/26/21		47774-4779	01*275851	RAWLE MURDY ASSOCIATES, I	0.00	1,200.00	0.00	1,200.00
TOTALS					14,400.00	1,200.00	0.00	1,200.00

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

07/01/21				BUDGET BALANCE	178,421.00			0.00
07/08/21		211117	01*275368	JACKSON CO. CHAMBER OF CO	0.00	6,000.00	0.00	6,000.00
07/08/21		211117	01*275368	JACKSON CO. CHAMBER OF CO	0.00	827.42	0.00	6,827.42
07/08/21		211117	01*275368	JACKSON CO. CHAMBER OF CO	0.00	160.00	0.00	6,987.42
07/08/21		211117	01*275368	JACKSON CO. CHAMBER OF CO	0.00	188.66	0.00	7,176.08
07/08/21		211117	01*275368	JACKSON CO. CHAMBER OF CO	0.00	3,500.00	0.00	10,676.08
07/08/21		211117	01*275368	JACKSON CO. CHAMBER OF CO	0.00	1,896.00	0.00	12,572.08
07/08/21		137735	01*275389	CASHIERS CHAMBER OF COMME	0.00	5,500.00	0.00	18,072.08
07/08/21		137735	01*275389	CASHIERS CHAMBER OF COMME	0.00	742.67	0.00	18,814.75
07/08/21		137735	01*275389	CASHIERS CHAMBER OF COMME	0.00	1,750.00	0.00	20,564.75
07/26/21		07/25/2021	01*275933	DUKE ENERGY	0.00	108.42	0.00	20,673.17
TOTALS					178,421.00	20,673.17	0.00	20,673.17

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

07/01/21				BUDGET BALANCE	86,200.00			0.00
07/06/21		070121-B	01*275495	BUSINESS CARD	0.00	257.88	0.00	257.88
07/06/21		070221-B	01*275498	BUSINESS CARD	0.00	124.85	0.00	382.73
07/08/21		61280	01*275604	LOU HAMMOND & ASSOCIATES,	0.00	5,750.00	0.00	6,132.73
07/09/21		070121-B	01*275495	BUSINESS CARD	0.00	0.00	14.84	6,117.89
07/09/21		070221-B	01*275498	BUSINESS CARD	0.00	0.00	2.89	6,115.00

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BC2001

BEGINNING 07/01/21 ENDING 07/31/21

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

07/26/21		61295	01*275903	LOU HAMMOND & ASSOCIATES,	0.00	5,750.00	0.00	11,865.00
TOTALS					86,200.00	11,882.73	17.73	11,865.00

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

07/01/21				BUDGET BALANCE	22,000.00			0.00
07/30/21	TLJ		JE-220108	JOE: TDA ADMIN COSTS JULY	0.00	1,833.33	0.00	1,833.33
TOTALS					22,000.00	1,833.33	0.00	1,833.33

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

07/01/21				BUDGET BALANCE	1,400.00			0.00
TOTALS					1,400.00	0.00	0.00	0.00

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

TOTALS					38,400.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-393-06 DESC: CONTRACTED-AD FIRM RETAINER ASN:

07/26/21		47774-4779	01*275851	RAWLE MURDY ASSOCIATES, I	0.00	5,070.00	0.00	5,070.00
TOTALS					60,840.00	5,070.00	0.00	5,070.00

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

07/01/21				BUDGET BALANCE	12,392.00			0.00
07/26/21		47774-4779	01*275851	RAWLE MURDY ASSOCIATES, I	0.00	1,198.66	0.00	1,198.66
TOTALS					12,392.00	1,198.66	0.00	1,198.66

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

07/01/21				BUDGET BALANCE	34,613.00			0.00
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BC2001

BEGINNING 07/01/21 ENDING 07/31/21

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ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN: =====> CONTINUED <=====

07/06/21		070121-B	01*275495	BUSINESS CARD	0.00	434.99	0.00	434.99
07/06/21		070221-B	01*275498	BUSINESS CARD	0.00	447.42	0.00	882.41
07/09/21		070121-B	01*275495	BUSINESS CARD	0.00	0.00	3.71	878.70
07/09/21		070221-B	01*275498	BUSINESS CARD	0.00	0.00	6.02	872.68
07/26/21		23118	01*275857	SKYFI, INC	0.00	59.99	0.00	932.67
07/26/21		24260	01*275857	SKYFI, INC	0.00	59.99	0.00	992.66
TOTALS					34,613.00	1,002.39	9.73	992.66

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

07/01/21				BUDGET BALANCE	6,408.00			0.00
07/09/21		JE-220043		JOE: INVOICE #55474	0.00	155.95	0.00	155.95
TOTALS					6,408.00	155.95	0.00	155.95

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

07/01/21				BUDGET BALANCE	62,000.00			0.00
07/08/21		1128	01*275620	KEY DATA	0.00	8,500.00	0.00	8,500.00
07/08/21		117	01*275621	ZARTICO	0.00	12,500.00	0.00	21,000.00
TOTALS					62,000.00	21,000.00	0.00	21,000.00

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

07/01/21				BUDGET BALANCE	18,000.00			0.00
07/30/21		TLJ	JE-220107	JOE: TDA BUILDING RENT JU	0.00	500.00	0.00	500.00
TOTALS					18,000.00	500.00	0.00	500.00

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

07/01/21				BUDGET BALANCE	2,447.00			0.00
TOTALS					2,447.00	0.00	0.00	0.00

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

07/06/21	220016	24013	01*275427	SOUTHEAST TOURISM SOCIETY	0.00	860.00	0.00	860.00
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ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN: =====> CONTINUED <=====

07/09/21		070221-A	01*275497	BUSINESS CARD	0.00	0.00	0.70	859.30
				TOTALS	7,503.00	860.00	0.70	859.30

ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY ASN:

07/01/21				BUDGET BALANCE	5,000.00			0.00
				TOTALS	5,000.00	0.00	0.00	0.00

ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN:

				TOTALS	50,000.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:

				TOTALS	50,000.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN:

				TOTALS	8,275.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-990-00 DESC: CONTINGENCY ASN:

				TOTALS	5,000.00	0.00	0.00	0.00
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