

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
DECEMBER 31, 2021

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

December 31, 2021

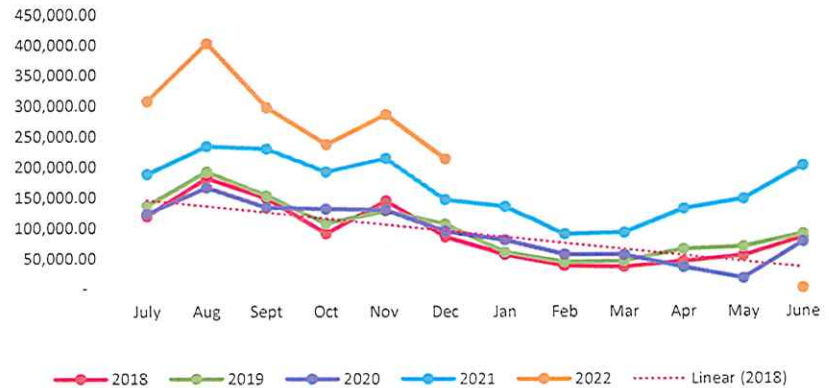
* December Room Occupancy Tax collections totaled \$212,373.15 with \$179.40 collected for penalties. The YTD collection total is \$1,431,879.55 - 104.14% of budget. The Airbnb total was \$31,934.87; the Home Away/VRBO total was \$31,465.93 and the VACASA,NC total was \$8,821.70.

* 86 accounts reported for November rentals (decrease of 20 accounts from last year). The collections were up 45.93% (\$66,894.77) from the same period in 2020.

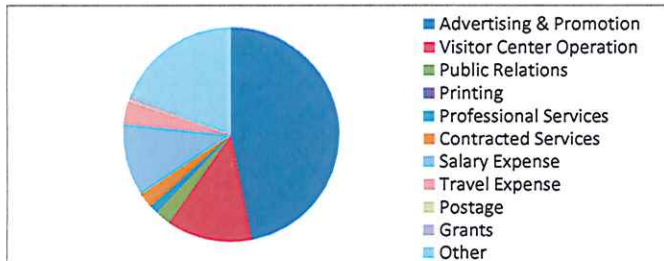
* The cash balance at December 31, 2021 is \$305,550.17 and investments total \$2,000,000.

The expenses for December were \$104,760.16. The FYTD expenses totaled \$963,601.88 with encumbrances of \$66,213.26, for a combined total of \$1,029,815.14 - 57.08% of budget.

Fiscal YTD Collections



TDA Expenses as of December 31, 2021

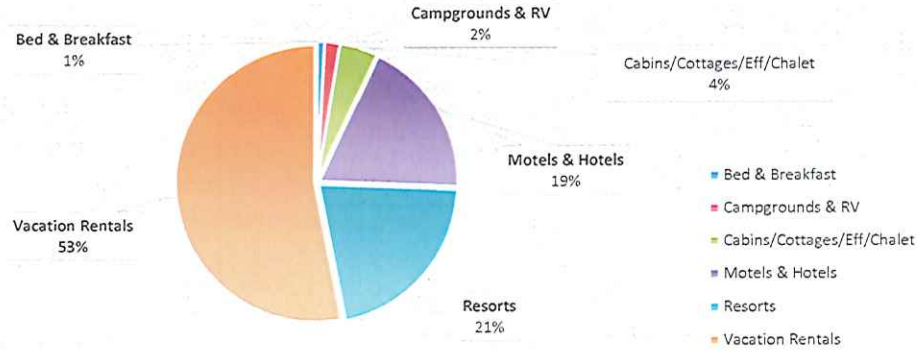


Advertising & Promotion	\$ 49,124.93
Visitor Center Operation	\$ 13,418.76
Public Relations	\$ 2,527.06
Printing	\$ -
Professional Services	\$ 1,354.17
Contracted Services	\$ 2,349.28
Salary Expense	\$ 11,593.72
Travel Expense	\$ 3,604.37
Postage	\$ 255.40
Grants	\$ 500.00
Other	\$ 20,032.47
Total	\$ 104,760.16

	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	402,414.91
Sept	148,701.72	152,650.37	133,172.02	228,972.44	296,676.95
Oct	90,329.60	106,838.84	130,912.47	191,265.61	236,495.92
Nov	144,240.73	127,342.88	129,268.34	213,445.79	285,094.57
Dec	84,754.30	106,016.63	93,829.84	145,657.78	212,552.55
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	\$ 1,740,106.07

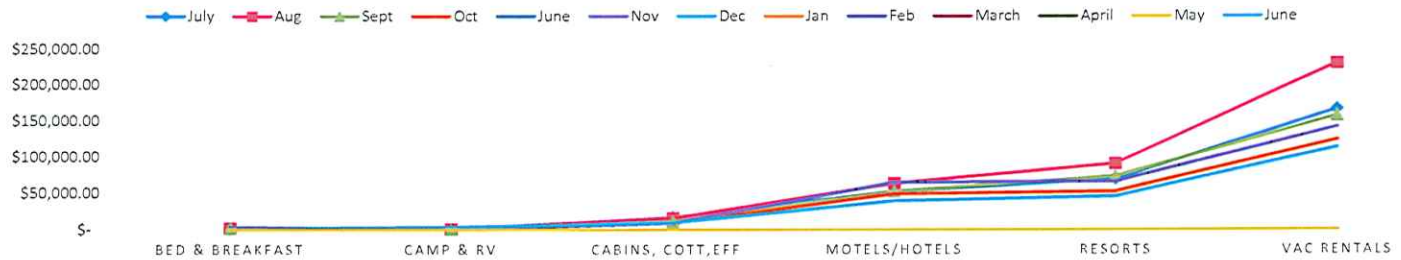


**Room Occupancy Tax Collections
12/31/21 for November Rentals**



Bed & Breakfast	\$	1,855.39
Campgrounds & RV	\$	3,608.33
Cabins/Cottages/Eff/Chalet	\$	9,321.73
Motels & Hotels	\$	39,543.81
Resorts	\$	45,357.30
Vacation Rentals	\$	112,865.99
Total	\$	212,552.55

ROOM OCCUPANCY TAX COLLECTIONS BY TYPE



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	\$ 2,065.25	\$ 985.62	\$ 15,666.72	\$ 63,217.57	\$ 90,676.33	\$ 229,803.42	\$ 402,414.91
Sept	\$ 2,012.96	\$ 799.40	\$ 11,458.61	\$ 52,387.73	\$ 73,039.18	\$ 156,979.07	\$ 296,676.95
Oct	\$ 1,680.29	\$ 793.72	\$ 8,966.93	\$ 48,967.93	\$ 52,297.59	\$ 123,789.46	\$ 236,495.92
Nov	\$ 3,537.26	\$ 987.75	\$ 9,149.35	\$ 64,458.23	\$ 65,719.24	\$ 141,242.74	\$ 285,094.57
Dec	\$ 1,855.39	\$ 3,608.33	\$ 9,321.73	\$ 39,543.81	\$ 45,357.30	\$ 112,865.99	\$ 212,552.55
Jan							\$ -
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June							\$ -
Total	\$ 12,690.93	\$ 8,018.79	\$ 71,805.28	\$ 320,708.30	\$ 396,399.58	\$ 930,483.19	\$ 1,740,106.07

% By Type	0.73%	0.46%	4.13%	18.43%	22.78%	53.47%	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	\$ 402,414.91	115	72.33%
	\$ 168,907.08	-3	
September-2020	\$ 228,972.44	116	3%
September-2021	\$ 296,676.95	93	29.57%
	\$ 67,704.51	-23	
October-2020	\$ 191,265.61	109	4%
October-2021	\$ 236,495.92	93	23.65%
	\$ 45,230.31	-16	
November-2020	\$ 213,445.79	89	1%
November-2021	\$ 285,094.57	93	33.57%
	\$ 71,648.78	4	
December-2020	\$ 145,657.78	106	-10%
December-2021	\$ 212,552.55	86	45.93%
	\$ 66,894.77	-20	
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	\$ 1,740,106.07		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 12/01/2021 - thru - 12/31/2021

Account Number	Account Description	Beginning	Debits	Credits	Ending
		Balance			Balance
		Dr (Cr)			Dr (Cr)
24-1110-000-00	CASH ON HAND	1,797,027.25	309,096.85	1,800,573.93	305,550.17
24-1130-000-00	CASH IN TIME DEPOSIT	400,000.00	1,600,000.00	0.00	2,000,000.00
24-1231-000-00	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00
24-1232-892-00	ACCTS RECEIVABLE SALES TAX	1,638.35	909.95	3.64	2,544.66
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	6.80	4.70	0.00	11.50
Total Asset		2,198,672.40	1,910,011.50	1,800,577.57	2,308,106.33
24-2100-000-00	ACCOUNTS PAYABLE	0.00	91,719.13	91,719.13	0.00
24-2200-000-00	ACCRUED VACATION PAYABLE	(205.38)	0.00	0.00	(205.38)
24-2200-175-00	FEDERAL TAX PAYABLE	0.00	1,127.20	1,127.20	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	396.00	396.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	596.15	596.15	0.00
24-2200-182-00	RETIREMENT PAYABLE	867.50	0.00	1,638.25	(770.75)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	139.43	139.43	0.00
24-2300-000-11	DUE TO GENERAL	0.00	95,275.18	95,275.18	0.00
24-2900-000-00	FUND BALANCE	(1,646,498.96)	0.00	0.00	(1,646,498.96)
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	60,057.06	107,190.23	101,034.03	66,213.26
24-2912-000-01	RESERVE FOR ENCUMBRANCES--PRIOR YEAR	(60,057.06)	101,034.03	107,190.23	(66,213.26)
24-3000-000-00	REVENUE CONTROL	(1,220,735.28)	0.00	212,555.84	(1,433,291.12)
24-4000-000-00	EXPENDITURE CONTROL	858,841.72	106,940.64	2,180.48	963,601.88
Total Liability		(2,198,672.40)	504,417.99	613,851.92	(2,308,106.33)
Total TOURISM DEVELOPMENT AUTH		0.00	2,414,429.49	2,414,429.49	0.00

COUNTY OF JACKSON
Income Statement
Report dates 07/01/2021 - thru - 12/31/2021

Account Number	Description	Adjusted Budget 07/01/2021 12/31/2021	Debits and Credits 12/01/2021 12/31/2021	Debits and Credits 07/01/2021 12/31/2021	Encumbrances 07/01/2021 12/31/2021	Balance 07/01/2021 12/31/2021	% Used
24-3230-130-00	JACKSON COUNTY TDA	1,375,000.00	212,373.15	1,431,879.55	0.00	-56,879.55	104.14
	TAX REVENUE	1,375,000.00	212,373.15	1,431,879.55	0.00	-56,879.55	104.14
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	179.40	1,843.09	0.00	3,156.91	36.86
24-3270-190-00	MARKETING AND ADVERTISIN	10,000.00	0.00	-487.74	0.00	10,487.74	-4.88
	PENALTY & INTEREST	15,000.00	179.40	1,355.35	0.00	13,644.65	9.04
24-3831-491-00	INVESTMENT EARNINGS	1,000.00	3.29	56.22	0.00	943.78	5.62
	REVENUES	1,000.00	3.29	56.22	0.00	943.78	5.62
24-3991-000-00	FUND BALANCE	413,075.00	0.00	0.00	0.00	413,075.00	0.00
	FUND BALANCE	413,075.00	0.00	0.00	0.00	413,075.00	0.00
DEPARTMENT TOTAL Revenue		1,804,075.00	212,555.84	1,433,291.12	0.00	370,783.88	79.45
24-4926-121-00	SALARIES & WAGES	140,159.00	9,615.38	65,569.48	0.00	74,589.52	46.78
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	9,500.00	3,155.61	3,233.11	0.00	6,266.89	34.03
24-4926-181-00	SOCIAL SECURITY CONTRIBU	8,690.00	596.15	4,078.45	0.00	4,611.55	46.93
24-4926-182-00	RETIREMENT EXPENSE	16,020.00	1,071.70	6,716.83	0.00	9,303.17	41.93
24-4926-183-00	HOSPITALIZATION INSURANC	19,425.00	157.06	7,443.64	0.00	11,981.36	38.32
24-4926-185-00	UNEMPLOYMENT INSURANCE	520.00	0.00	78.84	0.00	441.16	15.16
24-4926-186-00	WORKMAN'S COMPENSATION	1,330.00	14.00	230.00	0.00	1,100.00	17.29
24-4926-187-00	MEDICARE TAX	2,032.00	139.43	953.84	0.00	1,078.16	46.94
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	8,125.02	0.00	8,124.98	50.00
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,200.00	0.00	5,450.00	0.00	1,750.00	75.69
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	946.98	3,190.74	1,046.82	-737.56	121.07
24-4926-299-00	MISCELLANEOUS	20,954.00	1,899.39	6,638.25	0.00	14,315.75	31.68
24-4926-311-00	TRAVEL	35,845.00	3,604.37	20,680.57	2,190.00	12,974.43	63.80
24-4926-321-00	TELEPHONE	1,564.00	-416.70	1,217.13	0.00	346.87	77.82
24-4926-321-01	TELEPHONE-VISITOR CENTER	4,430.00	757.99	4,913.92	0.00	-483.92	110.92
24-4926-321-02	TELEPHONE-DIRECTOR	700.00	0.00	0.00	0.00	700.00	0.00
24-4926-325-00	POSTAGE	34,678.00	255.40	22,470.39	0.00	12,207.61	64.80
24-4926-331-00	UTILITIES	2,000.00	40.00	1,124.83	0.00	875.17	56.24
24-4926-341-00	PRINTING	99,741.00	0.00	19,930.37	14,529.29	65,281.34	34.55
24-4926-351-00	REPAIRS & MAINT-BUILDING	500.00	0.00	0.00	0.00	500.00	0.00

COUNTY OF JACKSON
 Income Statement
 Report dates 07/01/2021 - thru - 12/31/2021

Account Number	Description	Adjusted Budget 07/01/2021 12/31/2021	Debits and Credits 12/01/2021 12/31/2021	Debits and Credits 07/01/2021 12/31/2021	Encumbrances 07/01/2021 12/31/2021	Balance 07/01/2021 12/31/2021	% Used
24-4926-370-00	AD FIRM MEDIA	438,529.00	16,323.26	272,400.89	0.00	166,128.11	62.12
24-4926-370-01	WEBSITE SERVICE	19,200.00	1,600.00	11,200.00	0.00	8,000.00	58.33
24-4926-370-02	CREATIVE & PRODUCTION SE	100,000.00	4,442.50	104,271.45	0.00	-4,271.45	104.27
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	12,000.00	1,000.00	7,000.00	0.00	5,000.00	58.33
24-4926-370-04	E-MAIL CAMPAIGNS	7,200.00	600.00	4,075.00	0.00	3,125.00	56.60
24-4926-370-05	SEM MANAGEMENT	14,400.00	1,200.00	8,700.00	0.00	5,700.00	60.42
24-4926-370-07	SOCIAL MEDIA	0.00	0.00	700.00	0.00	-700.00	0.00
24-4926-370-09	SOCIAL MEDIA SPEND	72,000.00	4,203.13	26,834.24	45,165.76	0.00	0.00
24-4926-393-00	VISITOR CENTER OPERATION	178,421.00	13,418.76	87,766.96	0.00	90,654.04	49.19
24-4926-393-01	PUBLIC RELATIONS	86,200.00	2,527.06	41,468.85	0.00	44,731.15	48.11
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	100.00	150.00	0.00	1,250.00	10.71
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	35,295.00	0.00	25,545.00	58.01
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	12,392.00	1,281.07	7,454.64	0.00	4,937.36	60.16
24-4926-393-11	SOFTWARE,INTERNET,MISC S	53,713.00	904.97	22,774.50	906.00	30,032.50	44.09
24-4926-393-14	CONTRACTED SERVICES-HR O	6,408.00	515.95	3,455.70	0.00	2,952.30	53.93
24-4926-393-15	RESEARCH AND ANALYTICS	62,000.00	12,500.00	46,000.00	0.00	16,000.00	74.19
24-4926-412-00	BUILDING RENT	22,580.00	2,400.00	12,416.00	0.00	10,164.00	54.99
24-4926-454-00	INSURANCE	3,447.00	0.00	0.00	0.00	3,447.00	0.00
24-4926-491-00	DUES AND SUBSCRIPTIONS	7,503.00	305.00	6,350.30	0.00	1,152.70	84.64
24-4926-550-00	CAPITAL OUTLAY	16,849.00	10,844.20	20,962.96	2,375.39	-6,489.35	138.51
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	500.00	41,300.00	0.00	8,700.00	82.60
24-4926-699-02	MISCELLANEOUS DONATIONS	8,275.00	0.00	1,700.00	0.00	6,575.00	20.54
24-4926-990-00	CONTINGENCY	5,000.00	0.00	0.00	0.00	5,000.00	0.00
TOURISM DEVELOPMENT AUTHORITY		1,804,075.00	104,760.16	963,601.88	66,213.26	774,259.86	57.08
DEPARTMENT TOTAL Expense		-1,804,075.00	-104,760.16	-963,601.88	66,213.26	-774,259.86	57.08
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	107,795.68	469,689.24	66,213.26	-403,475.98	68.27

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 12/01/21 ENDING 12/31/21

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:								
12/01/21				BUDGET BALANCE	140,159.00			55,954.10
12/10/21	TLJ		JE-220610	JOE: TDA PAYROLL 12/10/21	0.00	4,807.69	0.00	60,761.79
12/23/21	TLJ		JE-220638	JOE: TDA PAYROLL 12/24/21	0.00	4,807.69	0.00	65,569.48
TOTALS					140,159.00	65,569.48	0.00	65,569.48
ACCOUNT # 24-4926-126-00 DESC: PART-TIME SALARIES ASN:								
12/01/21				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:								
12/03/21		113021	01*278531	BUSINESS CARD	0.00	120.61	0.00	198.11
12/08/21		1520	01*278523	MAGELLAN STRATEGY GROUP	0.00	3,000.00	0.00	3,198.11
12/20/21		71672	01*278883	THE SYLVA HERALD	0.00	35.00	0.00	3,233.11
TOTALS					9,500.00	3,233.11	0.00	3,233.11
ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:								
12/01/21				BUDGET BALANCE	8,690.00			3,482.30
12/10/21	TLJ		JE-220611	JOE: TDA PAYROLL 12/10/21	0.00	298.08	0.00	3,780.38
12/23/21	TLJ		JE-220639	JOE: TDA PAYROLL 12/24/21	0.00	298.07	0.00	4,078.45
TOTALS					8,690.00	4,400.97	322.52	4,078.45
ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:								
12/01/21				BUDGET BALANCE	16,020.00			5,645.13
12/10/21	TLJ		JE-220611	JOE: TDA PAYROLL 12/10/21	0.00	526.03	0.00	6,171.16
12/23/21	TLJ		JE-220639	JOE: TDA PAYROLL 12/24/21	0.00	545.67	0.00	6,716.83
TOTALS					16,020.00	7,300.10	583.27	6,716.83
ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:								
12/01/21				BUDGET BALANCE	19,425.00			7,286.58

BC2001		ACCOUNT ACTIVITY ANALYSIS				PAGE 2		
		BEGINNING 12/01/21		ENDING 12/31/21				
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-183-00					DESC: HOSPITALIZATION INSURANCE ASN: =====> CONTINUED <=====			
12/20/21		405518	01*279065	COMPANION LIFE INSURANCE	0.00	157.06	0.00	7,443.64
-								
TOTALS					19,425.00	7,443.64	0.00	7,443.64
ACCOUNT # 24-4926-185-00					DESC: UNEMPLOYMENT INSURANCE ASN:			
12/01/21				BUDGET BALANCE	520.00			78.84
-								
TOTALS					520.00	78.84	0.00	78.84
ACCOUNT # 24-4926-186-00					DESC: WORKMAN'S COMPENSATION ASN:			
12/20/21		11/23/2021	01*279059	ACCIDENT FUND INSURANCE	0.00	14.00	0.00	230.00
-								
TOTALS					1,330.00	1,560.00	1,330.00	230.00
ACCOUNT # 24-4926-187-00					DESC: MEDICARE TAX ASN:			
12/01/21				BUDGET BALANCE	2,032.00			814.41
12/10/21	TLJ		JE-220611	JOE: TDA PAYROLL 12/10/21	0.00	69.71	0.00	884.12
12/23/21	TLJ		JE-220639	JOE: TDA PAYROLL 12/24/21	0.00	69.72	0.00	953.84
-								
TOTALS					2,032.00	1,029.28	75.44	953.84
ACCOUNT # 24-4926-190-00					DESC: PROFESSIONAL SER-COUNTY ASN:			
12/01/21				BUDGET BALANCE	16,250.00			6,770.85
12/30/21	TLJ		JE-220648	JOE: TDA ADMIN COST 12/20	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 SER-AUDIT ASN:			
12/01/21				BUDGET BALANCE	7,200.00			5,450.00
-								
TOTALS					7,200.00	5,450.00	0.00	5,450.00

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BEGINNING 12/01/21 ENDING 12/31/21

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:

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

12/03/21		113021	01*278531	BUSINESS CARD	0.00	1,013.27	0.00	3,257.03
12/10/21		113021	01*278531	BUSINESS CARD	0.00	0.00	66.29	3,190.74

TOTALS					3,500.00	3,406.82	216.08	3,190.74
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ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN:

12/01/21				BUDGET BALANCE	20,954.00			4,738.86
12/03/21		113021	01*278531	BUSINESS CARD	0.00	164.99	0.00	4,903.85
12/03/21		1XWX-LTPG-	01*278604	AMAZON CAPITAL SERVICES	0.00	0.00	48.24	4,855.61
12/08/21	220360	11/17/2021	01*278402	LIVINGSTON'S PHOTO	0.00	556.40	0.00	5,412.01
12/08/21	220360	11/17/2021	01*278402	LIVINGSTON'S PHOTO	0.00	214.00	0.00	5,626.01
12/08/21		11/24/2021	01*278402	LIVINGSTON'S PHOTO	0.00	100.00	0.00	5,726.01
12/08/21		107361	01*278509	BRUCE ALAN FARMER	0.00	75.00	0.00	5,801.01
12/10/21		11/17/2021	01*278402	LIVINGSTON'S PHOTO	0.00	0.00	36.40	5,764.61
12/10/21		11/17/2021	01*278402	LIVINGSTON'S PHOTO	0.00	0.00	14.00	5,750.61
12/10/21		1XWX-LTPG-	01*278604	AMAZON CAPITAL SERVICES	0.00	3.64	0.00	5,754.25
12/20/21		21-1206	01*278987	NATIONAL COMMUNICATIONS,	0.00	239.68	0.00	5,993.93
12/20/21		45527591	01*279021	GREAT SMOKIES STORAGE	0.00	660.00	0.00	6,653.93
12/22/21		21-1206	01*278987	NATIONAL COMMUNICATIONS,	0.00	0.00	10.98	6,642.95
12/22/21		21-1206	01*278987	NATIONAL COMMUNICATIONS,	0.00	0.00	4.70	6,638.25

TOTALS					20,954.00	7,109.87	471.62	6,638.25
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ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN:

12/01/21				BUDGET BALANCE	35,845.00			17,076.20
12/03/21		112921	01*278530	BUSINESS CARD	0.00	1,918.70	0.00	18,994.90
12/13/21		222768		US TRAVEL ASSOCIATION	0.00	0.00	300.00	18,694.90
12/15/21		121021	02*8599	CALEB MICHAEL SULLIVAN	0.00	847.88	0.00	19,542.78
12/20/21		121621	02*8599	CALEB MICHAEL SULLIVAN	0.00	187.79	0.00	19,730.57

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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 <=====								
12/20/21		134841	01*279046	VISIT NC	0.00	950.00	0.00	20,680.57
TOTALS					35,845.00	21,133.92	453.35	20,680.57

ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN:								
12/01/21				BUDGET BALANCE	1,564.00			1,633.83
12/01/21		9893466641	01*278347	VERIZON WIRELESS	0.00	14.14	0.00	1,647.97
12/02/21		82564	01*278570	BALSAMWEST	0.00	486.75	0.00	2,134.72
12/10/21		222739		CASHIERS CHAMBER OF COMM	0.00	0.00	917.59	1,217.13
TOTALS					1,564.00	4,628.01	3,410.88	1,217.13

ACCOUNT # 24-4926-321-01 DESC: TELEPHONE-VISITOR CENTERS ASN:								
12/01/21				BUDGET BALANCE	4,430.00			4,155.93
12/02/21		81408	01*278568	BALSAMWEST	0.00	393.14	0.00	4,549.07
12/02/21		81409	01*278569	BALSAMWEST	0.00	364.85	0.00	4,913.92
TOTALS					4,430.00	5,302.13	388.21	4,913.92

ACCOUNT # 24-4926-321-02 DESC: TELEPHONE-DIRECTOR ASN:								
12/01/21				BUDGET BALANCE	700.00			0.00
TOTALS					700.00	0.00	0.00	0.00

ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:								
12/01/21		17VA27481	01*278358	UPS	0.00	1.08	0.00	22,216.07
12/03/21		113021	01*278531	BUSINESS CARD	0.00	17.57	0.00	22,233.64
12/10/21		113021	01*278531	BUSINESS CARD	0.00	0.00	1.02	22,232.62
12/15/21		121521	01*278974	PURCHASE POWER	0.00	65.00	0.00	22,297.62
12/21/21		3314923119	01*278891	PITNEY BOWES INC.	0.00	180.03	0.00	22,477.65
12/22/21		3314923119	01*278891	PITNEY BOWES INC.	0.00	0.00	7.26	22,470.39
TOTALS					34,678.00	22,559.90	89.51	22,470.39

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BEGINNING 12/01/21 ENDING 12/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN: =====> CONTINUED <=====

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

12/01/21				BUDGET BALANCE	2,000.00			1,084.83
12/01/21	211814		01*278367	OWENS & GATES LLC	0.00	40.00	0.00	1,124.83
TOTALS					2,000.00	1,124.83	0.00	1,124.83

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

12/01/21				BUDGET BALANCE	99,741.00			19,930.37
TOTALS					99,741.00	20,256.52	326.15	19,930.37

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:

12/20/21	49522-4953	01*279037		RAWLE MURDY ASSOCIATES, I	0.00	16,323.26	0.00	272,400.89
TOTALS					438,529.00	272,400.89	0.00	272,400.89

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

12/01/21				BUDGET BALANCE	19,200.00			9,600.00
12/20/21	49522-4953	01*279037		RAWLE MURDY ASSOCIATES, I	0.00	1,600.00	0.00	11,200.00
TOTALS					19,200.00	11,200.00	0.00	11,200.00

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

12/01/21				BUDGET BALANCE	100,000.00			99,828.95
12/20/21	49522-4953	01*279037		RAWLE MURDY ASSOCIATES, I	0.00	4,442.50	0.00	104,271.45
TOTALS					100,000.00	104,271.45	0.00	104,271.45

BC2001 BEGINNING 12/01/21 ENDING 12/31/21

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-370-02 DESC: CREATIVE & PRODUCTION SERVICES ASN: =====> CONTINUED <=====

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

12/01/21				BUDGET BALANCE	12,000.00			6,000.00
12/20/21		49522-4953	01*279037	RAWLE MURDY ASSOCIATES, I	0.00	1,000.00	0.00	7,000.00
TOTALS					12,000.00	7,000.00	0.00	7,000.00

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

12/01/21				BUDGET BALANCE	7,200.00			3,475.00
12/20/21		49522-4953	01*279037	RAWLE MURDY ASSOCIATES, I	0.00	600.00	0.00	4,075.00
TOTALS					7,200.00	4,075.00	0.00	4,075.00

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

12/01/21				BUDGET BALANCE	14,400.00			7,500.00
12/20/21		49522-4953	01*279037	RAWLE MURDY ASSOCIATES, I	0.00	1,200.00	0.00	8,700.00
TOTALS					14,400.00	8,700.00	0.00	8,700.00

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

12/01/21				BUDGET BALANCE	0.00			700.00
TOTALS					0.00	700.00	0.00	700.00

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

12/02/21		211122A	01*278400	JACKSON CO. CHAMBER OF CO	0.00	6,000.00	0.00	80,348.20
12/02/21		211122B	01*278400	JACKSON CO. CHAMBER OF CO	0.00	827.42	0.00	81,175.62
12/02/21		211122C	01*278400	JACKSON CO. CHAMBER OF CO	0.00	160.00	0.00	81,335.62
12/02/21		211122D	01*278400	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	81,524.29
12/02/21		211134A	01*278424	CASHIERS AREA CHAMBER OF	0.00	5,500.00	0.00	87,024.29
12/02/21		211134B	01*278424	CASHIERS AREA CHAMBER OF	0.00	742.67	0.00	87,766.96
TOTALS					178,421.00	87,766.96	0.00	87,766.96

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BC2001		BEGINNING 12/01/21			ENDING 12/31/21					
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE		

ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN: =====> CONTINUED <=====										
ACCOUNT # 24-4926-393-01 DESC: PUBLIC RELATIONS ASN:										
12/01/21				BUDGET BALANCE	86,200.00			38,941.79		
12/03/21		113021	01*278531	BUSINESS CARD	0.00	30.68	0.00	38,972.47		
12/08/21		61321	01*278660	LOU HAMMOND GROUP ATLANTA	0.00	2,498.06	0.00	41,470.53		
12/10/21		113021	01*278531	BUSINESS CARD	0.00	0.00	1.68	41,468.85		

TOTALS					86,200.00	41,488.26	19.41	41,468.85		
=====										
ACCOUNT # 24-4926-393-02 DESC: CONTRACTED SERVICES ASN:										
12/01/21				BUDGET BALANCE	22,000.00			9,166.65		
12/30/21		TLJ	JE-220648	JOE: TDA ADMIN COST 12/20	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:										
12/01/21				BUDGET BALANCE	1,400.00			50.00		
12/08/21		11/17/2021	01*278598	CHERYL OSBORNE	0.00	50.00	0.00	100.00		
12/21/21		12/15/2021	01*279041	CHERYL OSBORNE	0.00	50.00	0.00	150.00		

TOTALS					1,400.00	150.00	0.00	150.00		
=====										
ACCOUNT # 24-4926-393-04 DESC: CONTRACTED SERVICES-MGT ASN:										
12/01/21				BUDGET BALANCE	0.00			0.00		

TOTALS					0.00	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		
=====										
ACCOUNT # 24-4926-393-06 DESC: CONTRACTED-AD FIRM RETAINER ASN:										
12/20/21		49522-4953	01*279037	RAWLE MURDY ASSOCIATES, I	0.00	5,070.00	0.00	35,295.00		

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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-393-06 DESC: CONTRACTED-AD FIRM RETAINER ASN: =====> CONTINUED <=====

TOTALS					60,840.00	35,295.00	0.00	35,295.00
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ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN:

12/01/21				BUDGET BALANCE	12,392.00			6,173.57
12/20/21		49522-4953	01*279037	RAWLE MURDY ASSOCIATES, I	0.00	1,281.07	0.00	7,454.64

TOTALS					12,392.00	7,454.64	0.00	7,454.64
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ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:

12/01/21				BUDGET BALANCE	53,713.00			21,869.53
12/03/21		112921	01*278530	BUSINESS CARD	0.00	425.72	0.00	22,295.25
12/03/21		113021	01*278531	BUSINESS CARD	0.00	491.78	0.00	22,787.03
12/10/21		112921	01*278530	BUSINESS CARD	0.00	0.00	3.71	22,783.32
12/10/21		113021	01*278531	BUSINESS CARD	0.00	0.00	8.82	22,774.50

TOTALS					53,713.00	22,840.44	65.94	22,774.50
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ACCOUNT # 24-4926-393-14 DESC: CONTRACTED SERVICES-HR OUTSOURCING ASN:

12/01/21				BUDGET BALANCE	6,408.00			2,939.75
12/10/21		TLJ	JE-220612	JOE: INVOICE #:55485	0.00	155.95	0.00	3,095.70
12/20/21		1363	01*279060	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	3,455.70

TOTALS					6,408.00	3,611.65	155.95	3,455.70
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ACCOUNT # 24-4926-393-15 DESC: RESEARCH AND ANALYTICS ASN:

12/01/21				BUDGET BALANCE	62,000.00			33,500.00
12/08/21		119	01*278664	ZARTICO	0.00	12,500.00	0.00	46,000.00

TOTALS					62,000.00	46,000.00	0.00	46,000.00
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ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN:

12/01/21				BUDGET BALANCE	0.00			0.00
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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-399-00 DESC: CONTRACTED SERVICES ASN: =====> CONTINUED <=====

TOTALS					0.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:

12/01/21		211814	01*278367	OWENS & GATES LLC	0.00	1,900.00	0.00	11,916.00
12/30/21		TLJ	JE-220647	JOE: TDA RENT 12/2021	0.00	500.00	0.00	12,416.00

TOTALS					22,580.00	12,416.00	0.00	12,416.00
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ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:

12/01/21				BUDGET BALANCE	3,447.00			0.00
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TOTALS					3,447.00	0.00	0.00	0.00
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ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:

12/03/21		112921	01*278530	BUSINESS CARD	0.00	295.00	0.00	6,340.30
12/03/21		113021	01*278531	BUSINESS CARD	0.00	10.70	0.00	6,351.00
12/10/21		113021	01*278531	BUSINESS CARD	0.00	0.00	0.70	6,350.30

TOTALS					7,503.00	6,354.50	4.20	6,350.30
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ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY ASN:

12/01/21				BUDGET BALANCE	16,849.00			10,118.76
12/21/21	220466	21-1218	01*278987	NATIONAL COMMUNICATIONS,	0.00	11,603.29	0.00	21,722.05
12/22/21		21-1218	01*278987	NATIONAL COMMUNICATIONS,	0.00	0.00	759.09	20,962.96

TOTALS					16,849.00	23,820.94	2,857.98	20,962.96
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ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN:

12/01/21				BUDGET BALANCE	50,000.00			0.00
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TOTALS					50,000.00	0.00	0.00	0.00
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TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN: =====> CONTINUED <=====

ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:

12/20/21		AOE74DOF-0	01*279093	NATUREANDFORESTTHERAPY.EA	0.00	500.00	0.00	41,300.00
TOTALS					50,000.00	41,300.00	0.00	41,300.00

ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN:

12/01/21				BUDGET BALANCE	8,275.00			1,700.00
TOTALS					8,275.00	1,700.00	0.00	1,700.00

ACCOUNT # 24-4926-990-00 DESC: CONTINGENCY ASN:

TOTALS					5,000.00	0.00	0.00	0.00
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