

JACKSON COUNTY TOURISM
DEVELOPMENT
AUTHORITY



FINANCIAL REPORT
JANUARY 31, 2022

JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

January 31, 2022

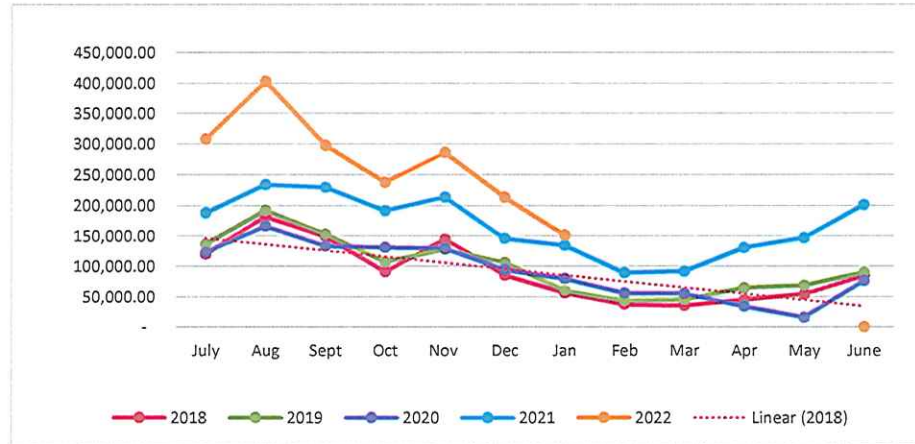
* January Room Occupancy Tax collections totaled \$150,880.78 with \$48.36 collected for penalties. The YTD collection total is \$1,582,760.33 - 71.94% of budget. The Airbnb total was \$26,931.79; the Home Away/VRBO total was \$32,901.26 and the VACASA,NC total was \$7,466.89.

* 71 accounts reported for December rentals (decrease of 25 accounts from last year). The collections were up 12.34% from the same period in 2021.

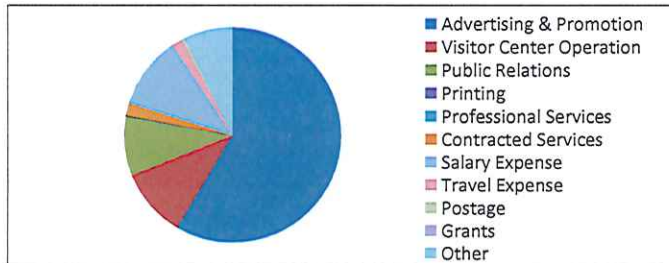
* The cash balance at January 31, 2022 is \$327,491.96 and investments total \$2,000,000.

The expenses for January were \$129,312.91. The FYTD expenses totaled \$1,092,905.79 with encumbrances of \$58,394.73, for a combined total of \$1,151,000.52 - 43.79% of budget.

Fiscal YTD Collections



TDA Expenses as of January 31, 2022

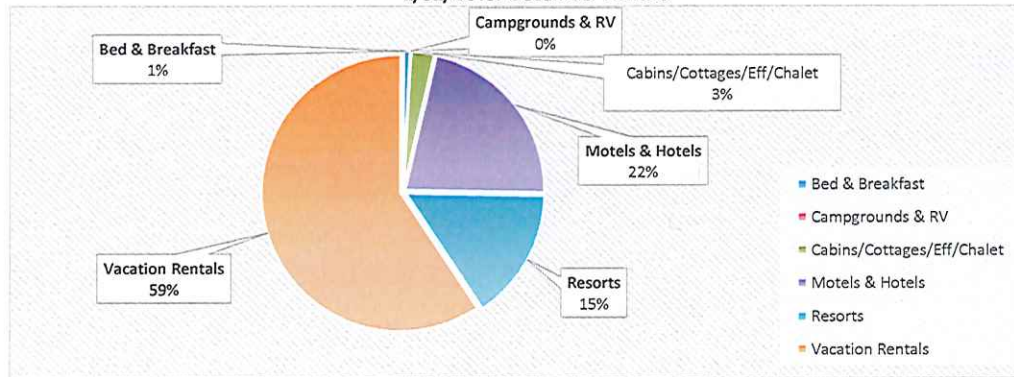


Advertising & Promotion	\$	75,658.45
Visitor Center Operation	\$	13,418.76
Public Relations	\$	11,500.00
Printing	\$	243.80
Professional Services	\$	-
Contracted Services	\$	2,409.28
Salary Expense	\$	13,998.14
Travel Expense	\$	2,096.17
Postage	\$	369.20
Grants	\$	-
Other	\$	9,619.11
	\$	129,312.91

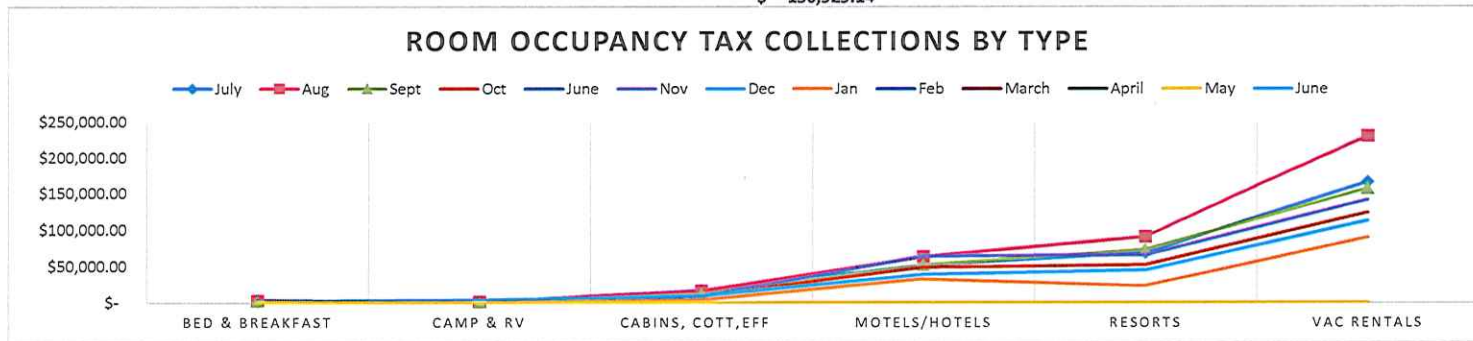
	2018	2019	2020	2021	2022
July	119,152.80	135,881.68	122,421.68	187,832.18	306,871.17
Aug	181,280.78	191,736.34	166,057.35	233,507.83	402,414.91
Sept	148,701.72	152,650.37	133,172.02	228,972.44	296,676.95
Oct	90,329.60	106,838.84	130,912.47	191,265.61	236,495.92
Nov	144,240.73	127,342.88	129,268.34	213,445.79	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	150,929.14
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	-
	<u>\$ 1,078,253.84</u>	<u>\$ 1,191,547.46</u>	<u>\$ 1,092,658.09</u>	<u>\$ 1,993,466.46</u>	<u>\$ 1,891,035.21</u>



**Room Occupancy Tax Collections
1/31/22 for December Rentals**



Bed & Breakfast	\$	1,114.51
Campgrounds & RV	\$	179.21
Cabins/Cottages/Eff/Chalet	\$	4,031.11
Motels & Hotels	\$	32,828.68
Resorts	\$	23,187.43
Vacation Rentals	\$	89,588.20
	\$	150,929.14



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	\$ 1,114.51	\$ 179.21	\$ 4,031.11	\$ 32,828.68	\$ 23,187.43	\$ 89,588.20	\$ 150,929.14
Feb							\$ -
March							\$ -
April							\$ -
May							\$ -
June							\$ -
	\$ 13,805.44	\$ 8,198.00	\$ 75,836.39	\$ 353,536.98	\$ 419,587.01	\$ 1,020,071.39	\$ 1,891,035.21
% By Type	0.73%	0.43%	4.01%	18.70%	22.19%	53.94%	100.00%



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	<u>107</u>	63.38%
	\$ 119,038.99	-6	
August-2020	\$ 233,507.83	118	9%
August-2021	\$ 402,414.91	<u>115</u>	72.33%
	\$ 168,907.08	-3	
September-2020	\$ 228,972.44	116	3%
September-2021	\$ 296,676.95	<u>93</u>	29.57%
	\$ 67,704.51	-23	
October-2020	\$ 191,265.61	109	4%
October-2021	\$ 236,495.92	<u>93</u>	23.65%
	\$ 45,230.31	-16	
November-2020	\$ 213,445.79	89	1%
November-2021	\$ 285,094.57	<u>93</u>	33.57%
	\$ 71,648.78	4	
December-2020	\$ 145,657.78	106	-10%
December-2021	\$ 212,552.55	<u>86</u>	45.93%
	\$ 66,894.77	-20	
January-2021	\$ 134,351.26	96	18%
January-2022	\$ 150,929.14	<u>71</u>	12.34%
	\$ 16,577.88	-25	
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		<u>0</u>	-100.00%
	\$ (200,754.27)	-101	
FYTD 2020	\$ 1,993,466.46		
FYTD 2021	\$ 1,891,035.21		

COUNTY OF JACKSON
 Trial Balance - Balance Sheet Accounts
 Report dates 01/01/2022 - thru - 01/31/2022

Account Number	Account Description	Beginning Balance Dr (Cr)	Debits	Credits	Ending Balance Dr (Cr)
24-1110-000-00	CASH ON HAND	305,578.58	268,556.10	246,642.72	327,491.96
24-1130-000-00	CASH IN TIME DEPOSIT	2,000,000.00	0.00	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	2,544.66	237.13	0.00	2,781.79
24-1232-893-00	ACCTS RECEIVABLE SALES TAX	11.50	0.00	0.00	11.50
Total Asset		2,308,134.74	268,793.23	246,642.72	2,330,285.25
24-2100-000-00	ACCOUNTS PAYABLE	0.00	114,295.80	114,295.80	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	1,100.68	1,100.68	0.00
24-2200-176-00	STATE TAX PAYABLE	0.00	360.00	360.00	0.00
24-2200-181-00	FICA TAX PAYABLE	0.00	596.16	596.16	0.00
24-2200-182-00	RETIREMENT PAYABLE	(770.75)	1,638.25	1,668.28	(800.78)
24-2200-187-00	MEDICARE TAX PAYABLE	0.00	139.42	139.42	0.00
24-2300-000-11	DUE TO GENERAL	0.00	117,413.88	117,413.88	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	66,213.26	113,183.09	121,001.62	58,394.73
24-2912-000-01	RESERVE FOR ENCUMBRANCES-PRIOR YEAR	(66,213.26)	121,001.62	113,183.09	(58,394.73)
24-3000-000-00	REVENUE CONTROL	(1,433,310.53)	0.00	151,433.39	(1,584,743.92)
24-4000-000-00	EXPENDITURE CONTROL	963,592.88	130,923.24	1,610.33	1,092,905.79
Total Liability		(2,308,134.74)	600,652.14	622,802.65	(2,330,285.25)
Total TOURISM DEVELOPMENT AUTH		0.00	869,445.37	869,445.37	0.00

COUNTY OF JACKSON
 Income Statement
 Report dates 07/01/2021 - thru - 01/31/2022

Account Number	Description	Adjusted Budget 07/01/2021 01/31/2022	Debits and Credits 01/01/2022 01/31/2022	Debits and Credits 07/01/2021 01/31/2022	Encumbrances 07/01/2021 01/31/2022	Balance 07/01/2021 01/31/2022	% Used
24-3230-130-00	JACKSON COUNTY TDA	2,200,000.00	150,880.78	1,582,760.33	0.00	617,239.67	71.94
	TAX REVENUE	2,200,000.00	150,880.78	1,582,760.33	0.00	617,239.67	71.94
24-3270-170-01	JACKSON TDA - PENALTY	5,000.00	48.36	1,891.45	0.00	3,108.55	37.83
24-3270-190-00	MARKETING AND ADVERTISIN	10,000.00	487.74	0.00	0.00	10,000.00	0.00
	PENALTY & INTEREST	15,000.00	536.10	1,891.45	0.00	13,108.55	12.61
24-3831-491-00	INVESTMENT EARNINGS	1,000.00	16.51	92.14	0.00	907.86	9.21
	REVENUES	1,000.00	16.51	92.14	0.00	907.86	9.21
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		2,629,075.00	151,433.39	1,584,743.92	0.00	1,044,331.08	60.28
24-4926-121-00	SALARIES & WAGES	140,159.00	9,615.39	75,184.87	0.00	64,974.13	53.64
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	67.00	3,300.11	0.00	6,199.89	34.74
24-4926-181-00	SOCIAL SECURITY CONTRIBU	8,690.00	596.16	4,674.61	0.00	4,015.39	53.79
24-4926-182-00	RETIREMENT EXPENSE	16,020.00	1,091.34	7,808.17	0.00	8,211.83	48.74
24-4926-183-00	HOSPITALIZATION INSURANC	19,425.00	2,371.52	9,815.16	0.00	9,609.84	50.53
24-4926-185-00	UNEMPLOYMENT INSURANCE	520.00	117.31	196.15	0.00	323.85	37.72
24-4926-186-00	WORKMAN'S COMPENSATION	1,330.00	0.00	230.00	0.00	1,100.00	17.29
24-4926-187-00	MEDICARE TAX	2,032.00	139.42	1,093.26	0.00	938.74	53.80
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	1,354.17	9,479.19	0.00	6,770.81	58.33
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	5,500.00	762.71	5,883.28	0.00	-383.28	106.97
24-4926-299-00	MISCELLANEOUS	20,954.00	859.74	7,497.99	0.00	13,456.01	35.78
24-4926-311-00	TRAVEL	35,845.00	2,096.17	22,776.74	0.00	13,068.26	63.54
24-4926-321-00	TELEPHONE	2,264.00	280.06	1,497.19	0.00	766.81	66.13
24-4926-321-01	TELEPHONE-VISITOR CENTER	4,430.00	750.90	5,664.82	0.00	-1,234.82	127.87
24-4926-321-02	TELEPHONE-DIRECTOR	0.00	0.00	0.00	0.00	0.00	0.00
24-4926-325-00	POSTAGE	34,678.00	369.20	22,839.59	0.00	11,838.41	65.86
24-4926-331-00	UTILITIES	2,000.00	556.54	1,681.37	0.00	318.63	84.07
24-4926-341-00	PRINTING	99,741.00	243.80	20,174.17	17,169.61	62,397.22	37.44
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 - 01/31/2022

Account Number	Description	Adjusted Budget 07/01/2021 01/31/2022	Debits and Credits 01/01/2022 01/31/2022	Debits and Credits 07/01/2021 01/31/2022	Encumbrances 07/01/2021 01/31/2022	Balance 07/01/2021 01/31/2022	% Used
24-4926-370-00	AD FIRM MEDIA	438,529.00	52,456.76	324,857.65	0.00	113,671.35	74.08
24-4926-370-01	WEBSITE SERVICE	19,200.00	1,600.00	12,800.00	0.00	6,400.00	66.67
24-4926-370-02	CREATIVE & PRODUCTION SE	100,000.00	3,536.25	107,807.70	0.00	-7,807.70	107.81
24-4926-370-03	DIGITAL CAMPAIGN REPORTI	12,000.00	1,000.00	8,000.00	0.00	4,000.00	66.67
24-4926-370-04	E-MAIL CAMPAIGNS	7,200.00	600.00	4,675.00	0.00	2,525.00	64.93
24-4926-370-05	SEM MANAGEMENT	14,400.00	1,200.00	9,900.00	0.00	4,500.00	68.75
24-4926-370-07	SOCIAL MEDIA	0.00	-700.00	0.00	0.00	0.00	0.00
24-4926-370-09	SOCIAL MEDIA SPEND	82,000.00	5,546.64	32,380.88	40,319.12	9,300.00	88.66
24-4926-393-00	VISITOR CENTER OPERATION	178,421.00	13,418.76	101,185.72	0.00	77,235.28	56.71
24-4926-393-01	PUBLIC RELATIONS	111,200.00	11,500.00	52,968.85	0.00	58,231.15	47.63
24-4926-393-02	CONTRACTED SERVICES	22,000.00	1,833.33	12,833.31	0.00	9,166.69	58.33
24-4926-393-03	CONTRACTED SERVICES-RECO	1,400.00	0.00	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	40,365.00	0.00	20,475.00	66.35
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	3,931.07	11,385.71	0.00	1,006.29	91.88
24-4926-393-11	SOFTWARE, INTERNET, MISC S	53,713.00	1,417.73	24,183.23	906.00	28,623.77	46.71
24-4926-393-14	CONTRACTED SERVICES-HR O	6,408.00	575.95	4,031.65	0.00	2,376.35	62.92
24-4926-393-15	RESEARCH AND ANALYTICS	62,000.00	0.00	46,000.00	0.00	16,000.00	74.19
24-4926-412-00	BUILDING RENT	22,580.00	1,900.00	14,316.00	0.00	8,264.00	63.40
24-4926-454-00	INSURANCE	3,447.00	200.00	200.00	0.00	3,247.00	5.80
24-4926-491-00	DUES AND SUBSCRIPTIONS	7,503.00	235.00	6,585.30	0.00	917.70	87.77
24-4926-550-00	CAPITAL OUTLAY	23,349.00	2,219.99	21,253.12	0.00	2,095.88	91.02
24-4926-550-01	CAPITAL PROJECTS	500,000.00	0.00	0.00	0.00	500,000.00	0.00
24-4926-699-00	GRANTS	50,000.00	0.00	41,300.00	0.00	8,700.00	82.60
24-4926-699-02	MISCELLANEOUS DONATIONS	8,275.00	500.00	2,200.00	0.00	6,075.00	26.59
24-4926-990-00	CONTINGENCY	336,500.00	0.00	0.00	0.00	336,500.00	0.00
TOURISM DEVELOPMENT AUTHORITY		2,629,075.00	129,312.91	1,092,905.79	58,394.73	1,477,774.48	43.79
DEPARTMENT TOTAL Expense		-2,629,075.00	-129,312.91	-1,092,905.79	58,394.73	-1,477,774.48	43.79
Fund 24 TOURISM DEVELOPMENT AUTH		0.00	22,120.48	491,838.13	58,394.73	-433,443.40	52.03

BC2001		ACCOUNT ACTIVITY ANALYSIS				PAGE 1		
		BEGINNING 01/01/22		ENDING 01/31/22				
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:								
01/01/22				BUDGET BALANCE	140,159.00			65,569.48
01/06/22	TLJ		JE-220722	JOE: TDA PAYROLL 1/7/2022	0.00	4,807.70	0.00	70,377.18
01/20/22	TLJ		JE-220743	JOE: TDA PAYROLL 1-21-22	0.00	4,807.69	0.00	75,184.87
-								
TOTALS					140,159.00	75,184.87	0.00	75,184.87
ACCOUNT # 24-4926-126-00 DESC: PART-TIME SALARIES ASN:								
01/01/22				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:								
01/03/22		122521	01*279284	BUSINESS CARD	0.00	71.69	0.00	3,304.80
01/10/22		122521	01*279284	BUSINESS CARD	0.00	0.00	4.69	3,300.11
-								
TOTALS					9,500.00	3,304.80	4.69	3,300.11
ACCOUNT # 24-4926-181-00 DESC: SOCIAL SECURITY CONTRIBUTION ASN:								
01/01/22				BUDGET BALANCE	8,690.00			4,078.45
01/06/22	TLJ		JE-220690	JOE: JCTDA PAYROLL TAXES	0.00	298.08	0.00	4,376.53
01/20/22	TLJ		JE-220744	JOE: TDA PAYROLL TAX DRAF	0.00	298.08	0.00	4,674.61
-								
TOTALS					8,690.00	4,997.13	322.52	4,674.61
ACCOUNT # 24-4926-182-00 DESC: RETIREMENT EXPENSE ASN:								
01/01/22				BUDGET BALANCE	16,020.00			6,716.83
01/06/22	TLJ		JE-220690	JOE: JCTDA PAYROLL TAXES	0.00	545.67	0.00	7,262.50
01/20/22	TLJ		JE-220744	JOE: TDA PAYROLL TAX DRAF	0.00	545.67	0.00	7,808.17
-								
TOTALS					16,020.00	8,391.44	583.27	7,808.17
ACCOUNT # 24-4926-183-00 DESC: HOSPITALIZATION INSURANCE ASN:								
01/01/22				BUDGET BALANCE	19,425.00			7,443.64

ACCOUNT ACTIVITY ANALYSIS

BC2001

BEGINNING 01/01/22 ENDING 01/31/22

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 <=====								
01/01/22		12-12-21	01*279101	BCBS OF NC	0.00	1,107.23	0.00	8,550.87
01/24/22		419823	01*279606	COMPANION LIFE INSURANCE	0.00	157.06	0.00	8,707.93
01/24/22		01/12/22	01*279413	BCBS OF NC	0.00	1,107.23	0.00	9,815.16
TOTALS					19,425.00	9,815.16	0.00	9,815.16
ACCOUNT # 24-4926-185-00 DESC: UNEMPLOYMENT INSURANCE ASN:								
01/01/22				BUDGET BALANCE	520.00			78.84
01/06/22	TLJ		JE-220690	JOE: JCTDA PAYROLL TAXES	0.00	48.08	0.00	126.92
01/20/22	TLJ		JE-220744	JOE: TDA PAYROLL TAX DRAF	0.00	69.23	0.00	196.15
TOTALS					520.00	196.15	0.00	196.15
ACCOUNT # 24-4926-186-00 DESC: WORKMAN'S COMPENSATION ASN:								
01/01/22				BUDGET BALANCE	1,330.00			230.00
TOTALS					1,330.00	1,560.00	1,330.00	230.00
ACCOUNT # 24-4926-187-00 DESC: MEDICARE TAX ASN:								
01/06/22	TLJ		JE-220690	JOE: JCTDA PAYROLL TAXES	0.00	69.72	0.00	1,023.56
01/20/22	TLJ		JE-220744	JOE: TDA PAYROLL TAX DRAF	0.00	69.70	0.00	1,093.26
TOTALS					2,032.00	1,168.70	75.44	1,093.26
ACCOUNT # 24-4926-190-00 DESC: PROFESSIONAL SER-COUNTY ASN:								
01/01/22				BUDGET BALANCE	16,250.00			8,125.02
01/31/22	TLJ		JE-220767	JOE: TDA ADMIN JAN 2022	0.00	1,354.17	0.00	9,479.19
TOTALS					16,250.00	9,479.19	0.00	9,479.19
ACCOUNT # 24-4926-191-00 DESC: PROFESSIONAL SER-AUDIT ASN:								
01/01/22				BUDGET BALANCE	7,200.00			5,450.00

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BEGINNING 01/01/22 ENDING 01/31/22

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 <=====

TOTALS					7,200.00	5,450.00	0.00	5,450.00
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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:

01/03/22		122521	01*279284	BUSINESS CARD	0.00	29.29	0.00	5,149.86
01/10/22		122521	01*279284	BUSINESS CARD	0.00	0.00	1.91	5,147.95
01/11/22		22042851	01*279414	QUILL CORPORATION	0.00	34.23	0.00	5,182.18
01/18/22		52289-1	01*279585	PANAPRINT INC.	0.00	606.00	0.00	5,788.18
01/24/22		22297430	01*279414	QUILL CORPORATION	0.00	94.43	0.00	5,882.61
01/24/22		FC7694	01*279585	PANAPRINT INC.	0.00	9.09	0.00	5,891.70
01/25/22		22042851	01*279414	QUILL CORPORATION	0.00	0.00	2.24	5,889.46
01/25/22		22297430	01*279414	QUILL CORPORATION	0.00	0.00	6.18	5,883.28

TOTALS					3,500.00	6,109.69	226.41	5,883.28
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ACCOUNT # 24-4926-299-00 DESC: MISCELLANEOUS ASN:

01/01/22				BUDGET BALANCE	20,954.00			6,638.25
01/03/22		122621	01*279285	BUSINESS CARD	0.00	84.24	0.00	6,722.49
01/10/22		JANUARY202	01*279385	SHAWNA KRYSTAL DELONG - K	0.00	200.00	0.00	6,922.49
01/10/22		122621	01*279285	BUSINESS CARD	0.00	0.00	2.24	6,920.25
01/11/22		107363	01*279499	BRUCE ALAN FARMER	0.00	75.00	0.00	6,995.25
01/11/22		176244	01*279480	CHEROKEE BOTTLED WATER	0.00	16.01	0.00	7,011.26
01/12/22			JE-220708	JOE: RECLASSIFY REVERSAL	0.00	487.74	0.00	7,499.00
01/25/22		176244	01*279480	CHEROKEE BOTTLED WATER	0.00	0.00	1.01	7,497.99

TOTALS					20,954.00	7,972.86	474.87	7,497.99
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ACCOUNT # 24-4926-311-00 DESC: TRAVEL ASN:

01/01/22				BUDGET BALANCE	35,845.00			20,680.57
01/03/22		122621	01*279285	BUSINESS CARD	0.00	736.67	0.00	21,417.24

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BEGINNING 01/01/22 ENDING 01/31/22

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 <=====								
01/10/22		122621	01*279285	BUSINESS CARD	0.00	0.00	35.50	21,381.74
01/18/22	220280	21332	01*279454	SOUTHEAST TOURISM SOCIETY	0.00	1,395.00	0.00	22,776.74
-								
TOTALS					35,845.00	23,265.59	488.85	22,776.74
ACCOUNT # 24-4926-321-00 DESC: TELEPHONE ASN:								
01/01/22				BUDGET BALANCE	1,564.00			1,217.13
01/10/22	223199			JACKSON CO CHAMBER OF COM	0.00	0.00	196.57	1,020.56
01/12/22			JE-220709	JOE: RECLASSIFY BALSAMWES	0.00	476.63	0.00	1,497.19
-								
TOTALS					1,564.00	5,104.64	3,607.45	1,497.19
ACCOUNT # 24-4926-321-01 DESC: TELEPHONE-VISITOR CENTERS ASN:								
01/01/22				BUDGET BALANCE	4,430.00			4,913.92
01/04/22	83188		01*279305	BALSAMWEST	0.00	387.19	0.00	5,301.11
01/19/22	83189		01*279538	BALSAMWEST	0.00	363.71	0.00	5,664.82
-								
TOTALS					4,430.00	6,053.03	388.21	5,664.82
ACCOUNT # 24-4926-325-00 DESC: POSTAGE ASN:								
01/01/22				BUDGET BALANCE	34,678.00			22,470.39
01/01/22	17VA27012		01*279108	UPS	0.00	18.83	0.00	22,489.22
01/03/22	122521		01*279284	BUSINESS CARD	0.00	88.17	0.00	22,577.39
01/03/22	122621		01*279285	BUSINESS CARD	0.00	263.22	0.00	22,840.61
01/10/22	122521		01*279284	BUSINESS CARD	0.00	0.00	1.02	22,839.59
-								
TOTALS					34,678.00	22,930.12	90.53	22,839.59
ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN:								
01/01/22				BUDGET BALANCE	2,000.00			1,124.83
01/01/22	211815		01*279117	OWENS & GATES LLC	0.00	40.00	0.00	1,164.83
01/10/22	01/10/2022		01*279158	DUKE ENERGY	0.00	223.85	0.00	1,388.68
01/25/22	01/25/2022		01*279401	DUKE ENERGY	0.00	292.69	0.00	1,681.37
-								
TOTALS					2,000.00	1,681.37	0.00	1,681.37

BC2001 BEGINNING 01/01/22 ENDING 01/31/22

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-331-00 DESC: UTILITIES ASN: =====> CONTINUED <=====

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

01/01/22				BUDGET BALANCE	99,741.00			19,930.37
01/03/22		122521	01*279284	BUSINESS CARD	0.00	260.87	0.00	20,191.24
01/10/22		122521	01*279284	BUSINESS CARD	0.00	0.00	17.07	20,174.17
TOTALS					99,741.00	20,517.39	343.22	20,174.17

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

01/01/22				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:

01/24/22		49716-4973	01*279570	RAWLE MURDY ASSOCIATES, I	0.00	52,456.76	0.00	324,857.65
TOTALS					438,529.00	324,857.65	0.00	324,857.65

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

01/01/22				BUDGET BALANCE	19,200.00			11,200.00
01/24/22		49716-4973	01*279570	RAWLE MURDY ASSOCIATES, I	0.00	1,600.00	0.00	12,800.00
TOTALS					19,200.00	12,800.00	0.00	12,800.00

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

01/01/22				BUDGET BALANCE	100,000.00			104,271.45
01/24/22		49716-4973	01*279570	RAWLE MURDY ASSOCIATES, I	0.00	3,536.25	0.00	107,807.70
TOTALS					100,000.00	107,807.70	0.00	107,807.70

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

01/01/22				BUDGET BALANCE	12,000.00			7,000.00
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ACCOUNT ACTIVITY ANALYSIS

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BEGINNING 01/01/22 ENDING 01/31/22

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 <=====								
01/24/22		49716-4973	01*279570	RAWLE MURDY ASSOCIATES, I	0.00	1,000.00	0.00	8,000.00
TOTALS					12,000.00	8,000.00	0.00	8,000.00

ACCOUNT # 24-4926-370-04 DESC: E-MAIL CAMPAIGNS ASN:								
01/01/22				BUDGET BALANCE	7,200.00			4,075.00
01/24/22		49716-4973	01*279570	RAWLE MURDY ASSOCIATES, I	0.00	600.00	0.00	4,675.00
TOTALS					7,200.00	4,675.00	0.00	4,675.00

ACCOUNT # 24-4926-370-05 DESC: SEM MANAGEMENT ASN:								
01/01/22				BUDGET BALANCE	14,400.00			8,700.00
01/24/22		49716-4973	01*279570	RAWLE MURDY ASSOCIATES, I	0.00	1,200.00	0.00	9,900.00
TOTALS					14,400.00	9,900.00	0.00	9,900.00

ACCOUNT # 24-4926-370-09 DESC: SOCIAL MEDIA SPEND ASN:								
01/01/22				BUDGET BALANCE	72,000.00			26,834.24
01/04/22	220056	122921	01*279288	BUSINESS CARD	0.00	4,846.64	0.00	31,680.88
01/12/22			JE-220710	JOE: RECLASSIFY SOCIAL ME	0.00	700.00	0.00	32,380.88
TOTALS					72,000.00	32,380.88	0.00	32,380.88

ACCOUNT # 24-4926-393-00 DESC: VISITOR CENTER OPERATIONS ASN:								
01/01/22				BUDGET BALANCE	178,421.00			87,766.96
01/04/22		211123A	01*279154	JACKSON CO. CHAMBER OF CO	0.00	6,000.00	0.00	93,766.96
01/04/22		211123B	01*279154	JACKSON CO. CHAMBER OF CO	0.00	827.42	0.00	94,594.38
01/04/22		211123C	01*279154	JACKSON CO. CHAMBER OF CO	0.00	160.00	0.00	94,754.38
01/04/22		211123D	01*279154	JACKSON CO. CHAMBER OF CO	0.00	188.67	0.00	94,943.05
01/04/22		211135A	01*279176	CASHIERS AREA CHAMBER OF	0.00	5,500.00	0.00	100,443.05
01/04/22		211135B	01*279176	CASHIERS AREA CHAMBER OF	0.00	742.67	0.00	101,185.72
TOTALS					178,421.00	101,185.72	0.00	101,185.72

BC2001		ACCOUNT ACTIVITY ANALYSIS			PAGE 7			
		BEGINNING 01/01/22		ENDING 01/31/22				
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:			
01/01/22				BUDGET BALANCE	86,200.00			41,468.85
01/10/22		61323	01*279373	LOU HAMMOND GROUP ATLANTA	0.00	5,750.00	0.00	47,218.85
01/25/22		61326	01*279622	LOU HAMMOND GROUP ATLANTA	0.00	5,750.00	0.00	52,968.85
-								
TOTALS					86,200.00	52,988.26	19.41	52,968.85
ACCOUNT # 24-4926-393-02				DESC: CONTRACTED SERVICES	ASN:			
01/01/22				BUDGET BALANCE	22,000.00			10,999.98
01/31/22		TLJ	JE-220767	JOE: TDA ADMIN JAN 2022	0.00	1,833.33	0.00	12,833.31
-								
TOTALS					22,000.00	12,833.31	0.00	12,833.31
ACCOUNT # 24-4926-393-03				DESC: CONTRACTED SERVICES-RECORDING	ASN:			
01/01/22				BUDGET BALANCE	1,400.00			150.00
-								
TOTALS					1,400.00	150.00	0.00	150.00
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:			
01/24/22		49716-4973	01*279570	RAWLE MURDY ASSOCIATES, I	0.00	5,070.00	0.00	40,365.00
-								
TOTALS					60,840.00	40,365.00	0.00	40,365.00
ACCOUNT # 24-4926-393-08				DESC: CONTRACTED-AD FIRM MISC	ASN:			
01/01/22				BUDGET BALANCE	12,392.00			7,454.64
01/24/22		49716-4973	01*279570	RAWLE MURDY ASSOCIATES, I	0.00	3,931.07	0.00	11,385.71

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BEGINNING 01/01/22 ENDING 01/31/22

TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
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ACCOUNT # 24-4926-393-08 DESC: CONTRACTED-AD FIRM MISC ASN: =====> CONTINUED <=====

TOTALS					12,392.00	11,385.71	0.00	11,385.71
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ACCOUNT # 24-4926-393-11 DESC: SOFTWARE,INTERNET,MISC SERVICES ASN:

01/01/22				BUDGET BALANCE	53,713.00			22,765.50
01/03/22		122521	01*279284	BUSINESS CARD	0.00	827.61	0.00	23,593.11
01/03/22		122621	01*279285	BUSINESS CARD	0.00	599.29	0.00	24,192.40
01/10/22		122521	01*279284	BUSINESS CARD	0.00	0.00	5.46	24,186.94
01/10/22		122621	01*279285	BUSINESS CARD	0.00	0.00	3.71	24,183.23

TOTALS					53,713.00	24,267.34	84.11	24,183.23
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ACCOUNT # 24-4926-393-14 DESC: CONTRACTED SERVICES-HR OUTSOURCING ASN:

01/01/22				BUDGET BALANCE	6,408.00			3,455.70
01/06/22		TLJ	JE-220721	JOE: INVOICE #:61483	0.00	215.95	0.00	3,671.65
01/24/22		1385	01*279603	CRAFT HR SOLUTIONS, LLC	0.00	360.00	0.00	4,031.65

TOTALS					6,408.00	4,187.60	155.95	4,031.65
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ACCOUNT # 24-4926-393-15 DESC: RESEARCH AND ANALYTICS ASN:

01/01/22				BUDGET BALANCE	62,000.00			46,000.00
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TOTALS					62,000.00	46,000.00	0.00	46,000.00
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ACCOUNT # 24-4926-412-00 DESC: BUILDING RENT ASN:

01/01/22		211815	01*279117	OWENS & GATES LLC	0.00	1,900.00	0.00	14,316.00
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TOTALS					22,580.00	14,316.00	0.00	14,316.00
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ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN:

01/01/22				BUDGET BALANCE	3,447.00			0.00
01/01/22		914087	01*279102	STANBERRY INSURANCE AGENC	0.00	200.00	0.00	200.00

BC2001		ACCOUNT ACTIVITY ANALYSIS			PAGE 9			
		BEGINNING	01/01/22	ENDING	01/31/22			
TRANS DATE	PO NUMBER	INVOICE NUMBER	CHECK NUMBER	TRANSACTION/ VENDOR NAME	BEGINNING BAL/BUDGET	DEBITS	CREDITS	BALANCE
ACCOUNT # 24-4926-454-00 DESC: INSURANCE ASN: =====> CONTINUED <=====								
TOTALS					3,447.00	200.00	0.00	200.00
ACCOUNT # 24-4926-491-00 DESC: DUES AND SUBSCRIPTIONS ASN:								
01/01/22				BUDGET BALANCE	7,503.00			6,350.30
01/03/22		122521	01*279284	BUSINESS CARD	0.00	10.70	0.00	6,361.00
01/03/22		122621	01*279285	BUSINESS CARD	0.00	225.00	0.00	6,586.00
01/10/22		122521	01*279284	BUSINESS CARD	0.00	0.00	0.70	6,585.30
TOTALS					7,503.00	6,590.20	4.90	6,585.30
ACCOUNT # 24-4926-550-00 DESC: CAPITAL OUTLAY ASN:								
01/01/22				BUDGET BALANCE	16,849.00			19,033.13
01/11/22	220219	22086561	01*279414	QUILL CORPORATION	0.00	2,375.39	0.00	21,408.52
01/25/22		22086561	01*279414	QUILL CORPORATION	0.00	0.00	155.40	21,253.12
TOTALS					16,849.00	26,196.33	4,943.21	21,253.12
ACCOUNT # 24-4926-550-01 DESC: CAPITAL PROJECTS ASN:								
01/01/22				BUDGET BALANCE	50,000.00			0.00
TOTALS					50,000.00	0.00	0.00	0.00
ACCOUNT # 24-4926-699-00 DESC: GRANTS ASN:								
TOTALS					50,000.00	41,300.00	0.00	41,300.00
ACCOUNT # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN:								
01/24/22		01/25/22	01*279625	MARK ELLISON	0.00	500.00	0.00	2,200.00
TOTALS					8,275.00	2,200.00	0.00	2,200.00

ACCOUNT ACTIVITY ANALYSIS

BC2001

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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 # 24-4926-699-02 DESC: MISCELLANEOUS DONATIONS ASN: =====> CONTINUED <=====

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

01/01/22				BUDGET BALANCE	5,000.00			0.00

				TOTALS	5,000.00	0.00	0.00	0.00
					=====			