

Underwood Dills & Associates

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Accountant's Compilation Report

Haywood County TDA
91 N Lakeshore Drive
Lake Junaluska, NC 28745

To the Board of Directors

Management is responsible for the accompanying financial statements of Haywood County TDA (a government authority) which comprise of the statement of net position as of December 31, 2023, and the related changes in net position budget vs actual for the one month and six months then ended in accordance with the cash basis of accounting which is a basis other than generally accepted accounting principles. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included with the financial statements. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the company's assets, liabilities and net assets, revenues and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

The supplementary information contained in the Allocation of 1% Bank Balance schedules on pages 6-10 is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information is the responsibility of management. The supplementary information was not subject to our compilation engagement. We do not express an opinion, a conclusion, nor provide any assurance on such information.

We are not independent with respect to Haywood County TDA.



Underwood Dills & Associates PC
Waynesville, NC
January 4, 2024

Haywood County Tourism Development Authority
Statement of Net Position
December 31, 2023

ASSETS

Current Assets

Checking/Savings

100001 · 1% Cash in Bank - 1st Citizens	376,637.80
100002 · 3% Cash in Bank - 1st Citizens	969,313.50
111501 · NCCMT - 9152 3% General Investment	1,631,886.38
111503 · NCCMT - 9863 1% General Investment	583,478.30

Total Checking/Savings	3,561,315.98
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Other Current Assets

119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00

Total Other Current Assets	200.00
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Total Current Assets	3,561,515.98
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Noncurrent Assets

Fixed Assets

140000 · Improvements	7,418.00
140001 · Equipment and Furniture	30,029.77
140002 · Vehicle	25,903.04
150000 · Accumulated Depreciation	(38,090.00)

Total Fixed Assets	25,260.81
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160000 · Right to Used Leased Asset	12,483.00
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Total Noncurrent Assets	37,743.81
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TOTAL ASSETS	3,599,259.79
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DEFERRED OUTFLOWS OF RESOURCES

180000 · Current Year Pension Plan Contributions	43,067.00
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170000 · Pension Deferral	125,817.00
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TOTAL DEFERRED OUTFLOWS OF RESOURCES	168,884.00
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Haywood County Tourism Development Authority
Statement of Net Position
December 31, 2023

LIABILITIES & NET POSITION

Liabilities

Current Liabilities

231700 · Payroll Liabilities

FSA Payable 90.00

NC Income Tax 904.00

NC Pension Payable 6,978.95

Total 231700 · Payroll Liabilities 7,972.95

231800 · Sales Tax Payable 97.57

Other Current Liabilities

233000 · Lease Liability-Current Portion 5,323.00

Total Current Liabilities 13,393.52

Noncurrent Liabilities

240000 · Lease Liability Noncurrent Portion 7,422.00

250000 · Net Pension Liability 246,530.00

Total Noncurrent Liabilities 253,952.00

TOTAL LIABILITIES 267,345.52

DEFERRED INFLOWS OF RESOURCES

260000 · Pension Deferrals 3,821.00

NET POSITION

Net Position as of July 1 3,056,214.68

Change in Net Position 440,762.59

TOTAL NET POSITION 3,496,977.27

Haywood County Tourism Development Authority

Changes in Net Position Budget vs Actual

	December 2023	July-December 2023	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
Occupancy Tax Revenue				
427011 · Net from Haywood County (3%)	303,471.54	1,040,668.20	2,257,125.00	46.11%
427012 · 1% Occ Tax - 28716 (Canton)	6,920.65	23,540.89	60,190.00	39.11%
427013 · 1% Occ Tax - 28721 (Clyde)	5,952.57	19,084.62	37,618.75	50.73%
427014 · 1% Occ Tax - 28745 (LJ)	9,286.40	32,775.25	67,713.75	48.4%
427015 · 1% Occ Tax - 28751 (MV)	44,630.25	150,280.69	346,092.50	43.42%
427016 · 1% Occ Tax - 28785/28786 (WV)	34,367.31	121,359.79	240,760.00	50.41%
427017 · Admin Fee	4,098.46	24,188.91	40,500.00	59.73%
Total Occupancy Tax Revenue	408,727.18	1,411,898.35	3,050,000.00	46.29%
449201 · Merchandise Sales	362.39	14,319.52	25,000.00	57.28%
449810 · Visitor Guide Ad Sales	0.00	16,285.00	35,000.00	46.53%
450100 · NC Smokies Ice Festival Weekend	6,570.00	10,935.00	25,000.00	43.74%
451890 · Miscellaneous Revenue	0.00	375.00	0.00	100.0%
483491 · Interest Earnings 3%	7,256.44	42,264.56	45,000.00	93.92%
483492 · Interest Earnings 1%	2,594.53	15,111.63	15,000.00	100.74%
483831 · Occupancy Tax Penalties 3%	838.91	4,902.92	1,500.00	326.86%
483832 · Occupancy Tax Penalties 1%	279.64	1,634.32	500.00	0.0%
Fund Balance Appropriation				
427112 · App of Fd Bal - 28716 (Canton)	0.00	0.00	12,000.00	0.0%
427113 · App of Fd Bal - 28721 (Clyde)	0.00	0.00	36,000.00	0.0%
427114 · App of Fd Bal - 28745 (LJ)	0.00	0.00	0.00	0.0%
427115 · App of Fd Bal - 28751 (MV)	0.00	0.00	90,000.00	0.0%
427116 · App of Fd Bal - 28785/86 (WV)	0.00	0.00	12,000.00	0.0%
499990 · Fund Balance TDA	0.00	0.00	253,475.00	0.0%
499995 · Fund Balance OTPF	0.00	0.00	346,131.00	0.0%
Total Fund Balance Appropriation	0.00	0.00	749,606.00	0.0%
Total Income	426,629.09	1,517,726.30	3,946,606.00	38.46%
Expense				
1 % Expenses				
1% Marketing/Adv/Promo				
549910 · Promotion - 28716 (Canton)	9,063.00	37,638.00	48,126.67	78.21%
549912 · Promotion - 28721 (Clyde)	1,500.00	8,100.00	49,079.17	16.5%
549914 · Promotion - 28745 (LJ)	0.00	19,043.96	45,142.50	42.19%
549916 · Promotion - 28751 (MV)	29,338.12	68,493.44	290,728.33	23.56%
549918 · Promotion - 28785/86 (WV)	16,517.42	33,513.89	168,506.67	19.89%
Total 1% Marketing/Adv/Promo	56,418.54	166,789.29	601,583.34	27.73%

Haywood County Tourism Development Authority

Changes in Net Position Budget vs Actual

	December 2023	July-December 2023	YTD Budget	% of Budget
1% Tourism Related				
549911 · Tourism - 28716 (Canton)	0.00	0.00	24,063.33	0.0%
549913 · Tourism - 28721 (Clyde)	0.00	8,691.00	24,539.58	35.42%
549915 · Tourism - 28745 (LJ)	0.00	0.00	22,571.25	0.0%
549917 · Tourism - 28751 (MV)	0.00	0.00	145,364.17	0.0%
549919 · Tourism - 28785/86 (WV)	0.00	2,937.15	84,253.33	3.49%
Total 1% Tourism Related	0.00	11,628.15	300,791.66	3.87%
Total 1% Expenses	56,418.54	178,417.44	902,375.00	19.77%
Wages and Benefits				
512101 · Salaries Admin-Promo	13,549.83	75,796.43	415,000.00	18.26%
512201 · Salaries Marketing- Promo	14,597.92	88,373.90	0.00	100.0%
512232 · Temporary Labor	0.00	0.00	500.00	0.0%
518601 · Worker's Comp	0.00	1,713.00	1,500.00	114.2%
512220 · FICA Taxes	2,146.44	12,552.15	33,000.00	38.04%
518301 · Health Insurance	3,255.77	19,370.24	42,000.00	46.12%
512110 · NC State Retirement	3,161.37	19,620.69	45,000.00	43.6%
Total Wages and Benefits	36,711.33	217,426.41	537,000.00	40.49%
Administration & Operations				
500000 · Admin Fee	4,098.46	24,188.91	40,500.00	0.0%
549902 · Bank Fees 3%	57.33	962.03	3,500.00	27.49%
549904 · Bank Fees 1%	30.00	347.20	0.00	100.0%
517001 · Board Member Meetings/Events	49.51	49.51	3,000.00	1.65%
543201 · Equipment Lease	520.17	3,608.14	9,000.00	40.09%
543202 · Hospitality, Gifts & Meals	28.09	562.49	2,000.00	28.13%
545101 · Insurance-Liability	3,573.00	6,236.00	10,000.00	62.36%
526001 · Office/Visitor Center Supplies	319.41	1,557.56	4,000.00	38.94%
529901 · NonExpendable Office Supplies	2.58	2,021.34	2,000.00	101.07%
532201 · Postage-Office	0.00	6,000.00	1,000.00	600.0%
519201 · Prof Svcs-Accounting & Audit	688.52	9,966.92	16,000.00	62.29%
519202 · Professional Services- Legal	0.00	450.00	2,500.00	18.0%
519300 · Professional Svcs-Managed IT	1,470.00	9,109.90	11,500.00	79.22%
519301 · Professional Svcs-Other	0.00	2,130.00	0.00	100.0%
549903 · Property Tax	0.00	91.82	300.00	30.61%
527001 · Purchases/Resale	119.92	10,605.63	20,000.00	53.03%
541301 · Rent	8,400.00	29,400.00	50,500.00	58.22%
535201 · Repair & Maintenance-Equipment	0.00	167.71	2,500.00	6.71%
535202 · Repair & Maintenance-Vehicle	0.00	103.00	2,500.00	4.12%

Haywood County Tourism Development Authority

Changes in Net Position Budget vs Actual

	December 2023	July-December 2023	YTD Budget	% of Budget
537401 · Staff Development and Education	509.66	6,982.46	18,000.00	38.79%
531202 · Travel Expense	600.86	1,444.88	4,500.00	32.11%
532101 · Telephone, Comm, and Internet	432.26	2,185.05	8,500.00	25.71%
570102 · Utilities	0.00	1,116.72	100.00	1,116.72%
532200 · Vehicle Expense	0.00	416.77	2,700.00	15.44%
599101 · Contingency	0.00	0.00	0.00	0.0%
Total Administration and Operations	20,899.77	119,704.04	214,600.00	55.78%
Capital Outlay				
551003 · Signs	0.00	0.00	1,500.00	0.0%
551004 · Office Furniture/Equipment	0.00	2,031.93	1,500.00	135.46%
551006 · Leasehold Improvements	0.00	19,778.16	30,000.00	65.93%
551007 · Other Capital	0.00	0.00	1,500.00	0.0%
Total Capital Outlay	0.00	21,810.09	34,500.00	63.22%
Marketing & Sales				
537101 · Advertising & Marketing	74,175.99	290,698.03	925,000.00	31.43%
537750 · Web Technology	0.00	5,000.00	15,000.00	33.33%
537775 · Media Relations & Influencers	0.00	2,000.00	15,000.00	13.33%
537301 · Visitor Guides	0.00	36,157.00	40,000.00	90.39%
534901 · Collateral and Other Printing	320.31	3,734.78	9,000.00	41.5%
535000 · Postage & Fulfillment	276.78	977.07	18,000.00	5.43%
549101 · Dues & Subscriptions	4,030.00	9,299.00	27,000.00	34.44%
537803 · Trade Shows and Travel	0.00	3,373.22	10,000.00	33.73%
537900 · Research	23,421.50	83,211.00	319,000.00	26.09%
537925 · Community Relations	1,238.25	1,238.25	4,000.00	30.96%
538100 · NC Smokies Ice Festival	0.00	0.00	25,000.00	0.0%
568101 · 3% Grant Promo	3,917.38	3,917.38	30,000.00	13.06%
Total Marketing & Sales	107,380.21	439,605.73	1,437,000.00	30.59%
Product Development				
568102 · 3% Grants Tourism Related	0.00	0.00	75,000.00	0.0%
537502 · Wayfinding Signage	0.00	0.00	150,000.00	0.0%
537501 · Product Development - Other	0.00	0.00	250,000.00	0.0%
568104 · OTPF	50,000.00	100,000.00	346,131.00	28.89%
Total Product Development	50,000.00	100,000.00	821,131.00	12.18%
Total Expense	271,409.85	1,076,963.71	3,946,606.00	27.29%
Change in Net Position	155,219.24	440,762.59	0.00	0.0%

SUPPLEMENTARY INFORMATION

Haywood County Tourism Development Authority
Allocation of 1% Bank Balance
December 31, 2023

Town of Canton	Tourism		Promo		<u>Total Balance</u>
	<u>Activity</u>	<u>Balance</u>	<u>Activity</u>	<u>Balance</u>	
Beginning Balance June 30, 2023	\$ -	\$ 24,362.93	\$ -	\$ 10,413.30	\$ 34,776.23
1% Occ Tax-28716 (Canton)-July	\$ 1,572.57	\$ 25,935.50	\$ 3,145.14	\$ 13,558.44	\$ 39,493.94
Crawford Strategy June 2023	\$ -	\$ 25,935.50	\$ (1,250.00)	\$ 12,308.44	\$ 38,243.94
1% Occ Tax-28716 (Canton)-August	\$ 2,010.78	\$ 27,946.28	\$ 4,021.55	\$ 16,329.99	\$ 44,276.27
1% Occ Tax-28716 (Canton)-September	\$ 1,576.02	\$ 29,522.30	\$ 3,152.03	\$ 19,482.02	\$ 49,004.32
1% Occ Tax-28716 (Canton)-October	\$ 2,293.98	\$ 31,816.28	\$ 4,587.96	\$ 24,069.98	\$ 55,886.26
September Advertising	\$ -	\$ 31,816.28	\$ (13,575.00)	\$ 10,494.98	\$ 42,311.26
Labor Day Reimbursements	\$ -	\$ 31,816.28	\$ (15,000.00)	\$ (4,505.02)	\$ 27,311.26
1% Occ Tax-28716 (Canton)-November	\$ 1,708.38	\$ 33,524.66	\$ 3,416.76	\$ (1,088.26)	\$ 32,436.40
1% Occ Tax-28716 (Canton)-December	\$ 2,306.89	\$ 35,831.55	\$ 4,613.76	\$ 3,525.50	\$ 39,357.05
Plott-Tober Fest	\$ -	\$ 35,831.55	\$ (9,063.00)	\$ (5,537.50)	\$ 30,294.05

Haywood County Tourism Development Authority
Allocation of 1% Bank Balance
December 31, 2023

Town of Clyde	Tourism		Promo		<u>Total Balance</u>
	<u>Activity</u>	<u>Balance</u>	<u>Activity</u>	<u>Balance</u>	
Beginning Balance June 30, 2023	\$ -	\$ (4,523.75)	\$ -	\$ 71,317.50	\$ 66,793.75
1% Occ Tax-28721 (Clyde)-July	\$ 1,104.44	\$ (3,419.31)	\$ 2,208.88	\$ 73,526.38	\$ 70,107.07
1% Occ Tax-28721 (Clyde)-August	\$ 1,431.22	\$ (1,988.09)	\$ 2,862.42	\$ 76,388.80	\$ 74,400.71
1% Occ Tax-28721 (Clyde)-September	\$ 1,584.91	\$ (403.18)	\$ 3,169.82	\$ 79,558.62	\$ 79,155.44
1% Occ Tax-28721 (Clyde)-October	\$ 1,391.97	\$ 988.79	\$ 2,783.94	\$ 82,342.56	\$ 83,331.35
September Advertising	\$ -	\$ 988.79	\$ (6,600.00)	\$ 75,742.56	\$ 76,731.35
HVAC Unit in Welcome Center	\$ (8,691.00)	\$ (7,702.21)	\$ -	\$ 75,742.56	\$ 68,040.35
1% Occ Tax-28721 (Clyde)-November	\$ 1,400.47	\$ (6,301.74)	\$ 2,800.94	\$ 78,543.50	\$ 72,241.76
1% Occ Tax-28721 (Clyde)-December	\$ 1,984.19	\$ (4,317.55)	\$ 3,968.38	\$ 82,511.88	\$ 78,194.33
Plott-Tober Fest	\$ -	\$ (4,317.55)	\$ (1,500.00)	\$ 81,011.88	\$ 76,694.33

Haywood County Tourism Development Authority
Allocation of 1% Bank Balance
December 31, 2023

Town of Lake Junaluska	Tourism		Promo		Total Balance
	<u>Activity</u>	<u>Balance</u>	<u>Activity</u>	<u>Balance</u>	
Beginning Balance June 30, 2023	\$ -	\$ 34,021.10	\$ -	\$ (4,144.24)	\$ 29,876.86
1% Occ Tax-28745 (Lake Junaluska)-July	\$ 1,645.70	\$ 35,666.80	\$ 3,291.41	\$ (852.83)	\$ 34,813.97
Lake Junaluska Assembly-August	\$ -	\$ 35,666.80	\$ (4,660.26)	\$ (5,513.09)	\$ 30,153.71
1% Occ Tax-28745 (Lake Junaluska)-August	\$ 3,298.57	\$ 38,965.37	\$ 6,597.14	\$ 1,084.05	\$ 40,049.42
1% Occ Tax-28745 (Lake Junaluska)-September	\$ 3,297.82	\$ 42,263.19	\$ 6,595.65	\$ 7,679.70	\$ 49,942.89
Seasonal Ads, Photo Shoot	\$ -	\$ 42,263.19	\$ (7,289.83)	\$ 389.87	\$ 42,653.06
1% Occ Tax-28745 (Lake Junaluska)-October	\$ 2,154.23	\$ 44,417.42	\$ 4,308.46	\$ 4,698.33	\$ 49,115.75
Seasonal Ads-September	\$ -	\$ 44,417.42	\$ (2,411.41)	\$ 2,286.92	\$ 46,704.34
1% Occ Tax-28745 (Lake Junaluska)-November	\$ 2,377.56	\$ 46,794.98	\$ 4,755.12	\$ 7,042.04	\$ 53,837.02
Seasonal Ads-October	\$ -	\$ 46,794.98	\$ (4,682.46)	\$ 2,359.58	\$ 49,154.56
1% Occ Tax-28745 (Lake Junaluska)-December	\$ 3,095.47	\$ 49,890.45	\$ 6,190.93	\$ 8,550.51	\$ 58,440.96

Haywood County Tourism Development Authority
Allocation of 1% Bank Balance
December 31, 2023

Town of Maggie Valley	Tourism		Promo		Total Balance
	<u>Activity</u>	<u>Balance</u>	<u>Activity</u>	<u>Balance</u>	
Beginning Balance June 30, 2023	\$ -	\$ 120,902.10	\$ -	\$ 173,436.60	\$ 294,338.70
1% Occ Tax-28751 (Maggie Valley)-July	\$ 8,010.90	\$ 128,913.00	\$ 16,021.80	\$ 189,458.40	\$ 318,371.40
June Signage	\$ -	\$ 128,913.00	\$ (1,563.00)	\$ 187,895.40	\$ 316,808.40
Crawford Strategy June 2023	\$ -	\$ 128,913.00	\$ (8,786.00)	\$ 179,109.40	\$ 308,022.40
July signage	\$ -	\$ 128,913.00	\$ (1,620.00)	\$ 177,489.40	\$ 306,402.40
Road Runner Publishing	\$ -	\$ 128,913.00	\$ (3,915.00)	\$ 173,574.40	\$ 302,487.40
1% Occ Tax-28751 (Maggie Valley)-August	\$ 12,185.07	\$ 141,098.07	\$ 24,370.14	\$ 197,944.54	\$ 339,042.61
1% Occ Tax-28751 (Maggie Valley)-September	\$ 13,775.35	\$ 154,873.42	\$ 27,550.70	\$ 225,495.24	\$ 380,368.66
Crawford Strategy July 2023	\$ -	\$ 154,873.42	\$ (5,321.43)	\$ 220,173.81	\$ 375,047.23
Crawford Strategy August 2023	\$ -	\$ 154,873.42	\$ (5,153.35)	\$ 215,020.46	\$ 369,893.88
September Signage	\$ -	\$ 154,873.42	\$ (1,011.00)	\$ 214,009.46	\$ 368,882.88
Maggie Valley Fall Days	\$ -	\$ 154,873.42	\$ (7,000.00)	\$ 207,009.46	\$ 361,882.88
1% Occ Tax-28751 (Maggie Valley)-October	\$ 10,349.76	\$ 165,223.18	\$ 20,699.52	\$ 227,708.98	\$ 392,932.16
September Signage	\$ -	\$ 165,223.18	\$ (402.00)	\$ 227,306.98	\$ 392,530.16
Crawford Strategy-September	\$ -	\$ 165,223.18	\$ (5,413.79)	\$ 221,893.19	\$ 387,116.37
1% Occ Tax-28751 (Maggie Valley)-November	\$ 11,160.05	\$ 176,383.23	\$ 22,320.10	\$ 244,213.29	\$ 420,596.52
October Signage	\$ -	\$ 176,383.23	\$ (2,011.00)	\$ 242,202.29	\$ 418,585.52
Crawford Strategy-October	\$ -	\$ 176,383.23	\$ (5,744.75)	\$ 236,457.54	\$ 412,840.77
1% Occ Tax-28751 (Maggie Valley)-December	\$ 14,953.08	\$ 191,336.31	\$ 29,906.15	\$ 266,363.69	\$ 457,700.00
November Signage	\$ -	\$ 191,336.31	\$ (1,011.00)	\$ 265,352.69	\$ 456,689.00
Smoky Mountain Bluegrass Festival	\$ -	\$ 191,336.31	\$ (8,701.42)	\$ 256,651.27	\$ 447,987.58
Crawford Strategy November 2023	\$ -	\$ 191,336.31	\$ (9,625.70)	\$ 247,025.57	\$ 438,361.88
2024 Advertising-Meredith Operations Corp	\$ -	\$ 191,336.31	\$ (10,000.00)	\$ 237,025.57	\$ 428,361.88

Haywood County Tourism Development Authority
Allocation of 1% Bank Balance
December 31, 2023

Town of Waynesville	Tourism		Promo		Total Balance
	<u>Activity</u>	<u>Balance</u>	<u>Activity</u>	<u>Balance</u>	
Beginning Balance June 30, 2023	\$ -	\$ 161,060.00	\$ -	\$ 42,051.00	\$ 203,111.00
1% Occ Tax-28785/6 (Waynesville)-July	\$ 6,898.24	\$ 167,958.24	\$ 13,796.50	\$ 55,847.50	\$ 223,805.74
Folk moot Signs	\$ (2,937.15)	\$ 165,021.09	\$ -	\$ 55,847.50	\$ 220,868.59
Crawford Strategy	\$ -	\$ 165,021.09	\$ (4,450.00)	\$ 51,397.50	\$ 216,418.59
1% Occ Tax-28785/6 (Waynesville)-August	\$ 8,736.85	\$ 173,757.94	\$ 17,473.69	\$ 68,871.19	\$ 242,629.13
1% Occ Tax-28785/6 (Waynesville)-September	\$ 10,042.27	\$ 183,800.21	\$ 20,084.53	\$ 88,955.72	\$ 272,755.93
Crawford Strategy-July 2023	\$ -	\$ 183,800.21	\$ (3,354.29)	\$ 85,601.43	\$ 269,401.64
Crawford Strategy-August 2023	\$ -	\$ 183,800.21	\$ (3,482.64)	\$ 82,118.79	\$ 265,919.00
1% Occ Tax-28785/6 (Waynesville)-October	\$ 9,419.07	\$ 193,219.28	\$ 18,838.12	\$ 100,956.91	\$ 294,176.19
Crawford Strategy-September	\$ -	\$ 193,219.28	\$ (3,366.27)	\$ 97,590.64	\$ 290,809.92
1% Occ Tax-28785/6 (Waynesville)-November	\$ 9,881.09	\$ 203,100.37	\$ 19,762.16	\$ 117,352.80	\$ 320,453.17
Apple Harvest Festival	\$ -	\$ 203,100.37	\$ (3,588.00)	\$ 113,764.80	\$ 316,865.17
Crawford Strategy-October	\$ -	\$ 203,100.37	\$ (3,205.27)	\$ 110,559.53	\$ 313,659.90
1% Occ Tax-28785/6 (Waynesville)-December	\$ 11,472.65	\$ 214,573.02	\$ 22,945.32	\$ 133,504.85	\$ 348,077.87
Crawford Strategy-November	\$ -	\$ 214,573.02	\$ (6,517.42)	\$ 126,987.43	\$ 341,560.45
2024 Advertising-Meredith Operations Corp	\$ -	\$ 214,573.02	\$ (10,000.00)	\$ 116,987.43	\$ 331,560.45