



CITY OF AMARILLO, TEXAS NOTICE OF MEETING &
AGENDA
CONVENTION AND VISITORS' BUREAU BOARD OF
DIRECTORS MEETING

REGULAR MEETING TO BE HELD ON WEDNESDAY, OCTOBER 22, 2025, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.

Please note: The ACVB Board may take items out of the order shown on the agenda. All or part of any agenda item may be discussed in an executive session at any time during a meeting, as may be necessary and allowed by state law. Votes or final decisions are made only in open Regular or Special meetings, not in a work session or executive session.

ACVB Mission: Hosting guests with "Boots on the Ground" to ensure unique experiences and lifelong memories.

- 1. Call to Order**
- 2. Consideration: Minutes from September 24, 2025**
- 3. Consideration: Quarterly Financial Report, Braley Beck**
- 4. Presentation: AI Facility Update, Trent Sisemore**
- 5. Presentation and Consideration: Arts Marketing Grants**
- 6. Public Forum**
- 7. General Announcements from Board Members**
- 8. Discussion on future meeting dates and possible agenda items.**
The next meeting date is November 19, 2025 (one week early due to Thanksgiving)
- 9. Adjournment**

Accessibility to individuals with disabilities at the Bivins Mansion is through its side entry on the south side of the building. An access ramp leading to the main entry is located at the side of the building. Parking spaces for individuals with disabilities are available in the south parking lot. The building is equipped with disability restroom facilities, and elevators that are accessible. Individuals with disabilities who require special accommodation, or a sign language interpreter must contact the City Secretary's Office 48 hours prior to meeting time by telephone (806) 378-3013 or the City TDD number at (806) 378-4229.

MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, SEPTEMBER 24, 2025, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.

ACVB Mission: Hosting guests with "Boots on the Ground" to ensure unique experiences and lifelong memories.

<u>Voting Member</u>	<u>Present</u>	<u>No. Meetings Held</u>	<u>No. Meetings Attended</u>
<u>Angela Knapp Eggers</u>	<u>Y</u>	<u>9</u>	<u>8</u>
<u>Vic Ragha</u>	<u>Y</u>	<u>9</u>	<u>5</u>
<u>Phyllis Golden</u>	<u>Y</u>	<u>9</u>	<u>6</u>
<u>Bobby Lee</u>	<u>N</u>	<u>9</u>	<u>5</u>
<u>Coco Duckworth</u>	<u>Y</u>	<u>9</u>	<u>9</u>
<u>Don Tipps</u>	<u>N</u>	<u>9</u>	<u>6</u>
<u>Jason Fenton</u>	<u>N</u>	<u>9</u>	<u>7</u>
<u>Payal Nathu</u>	<u>N</u>	<u>9</u>	<u>7</u>
<u>Al Patel</u>	<u>Y</u>	<u>9</u>	<u>8</u>
<u>Ex-Officios</u>			
<u>Beth Duke</u>	<u>Y</u>	<u>9</u>	<u>6</u>
<u>Bo Fowlkes</u>	<u>Y</u>	<u>9</u>	<u>6</u>
<u>Brady Ragland</u>	<u>Y</u>	<u>9</u>	<u>6</u>

1. Call to Order

- Coco Duckworth called the meeting to order.

2. Approval of Minutes from August 27, 2025

- *Motion to approve was made by Vic Ragha, Phyllis Golden seconded. After a board vote, the motion for the minutes was approved.*

3. Presentation and Discussion: Hotel Audit Update, Uneill Gerber – City Auditor

- After many issues with the contract with Azavar, the contract was canceled. The City of Amarillo has taken over hotel audits in house. There was discussion on the details of this process.

4. Update: FY 2025.2026 Budget

- Kashion Smith announced that the council passed the ACVB 2025-26 budget.

5. Presentation and Consideration: FY 2025.2026 Reserve Policy Amount

- ACVB's financial policies state there must be funds to cover 90 days worth of expenses in the operating account and reserves account. \$746,922 is the amount of those expenses, so the ACVB would like to set the policy number at \$750,000. The amount currently set is \$700,000.
- *Motion to approve the new 2025-26 reserve policy amount was made by Angela Knapp-Eggers, Al Patel seconded. After a board vote, this policy was approved.*

6. Presentation and Consideration: Prepaid Expense Amortization

- ACVB proposed to instate a policy for amortizing prepaid expenses over \$15,000.
- Motion to approve the Prepaid Expense Amortization Policy was made by Vic Ragha, Angela Knapp-Eggers seconded. After a board vote, this policy was approved.

7. Public Forum

- No comments were made

8. General Announcements from Board Members

- Angela Knapp-Eggers announced: congrats to Phyllis and Brady on the Tri-State Fair. Congrats to Amy on



- Miss Rodeo Texas. This will highly impact our brand, which will help to promote all our western events and attractions.
- Brady Ragland announced: a young lady in Amarillo won the first ever Tri-State Fair Ambassador scholarship (\$25,000). The program also works to connect the winner with local businesses that can help them reach their goals. The scholarship matches what the Houston and San Antonio Livestock scholarships give.
 - Sherman Bass announced: the Amarillo International Film Festival is Oct. 9-11 at Arts in the Sunset. VIP night on the 9th is sold out. There were 131 submissions, 62 films are being shown in two screening rooms. 7 foreign countries and 10 total states are represented. 3 are from this region in the student film category, and 5 other short films from the area will be represented. The full schedule for the festival is listed at <https://www.amarillofilmfestival.com>
 - Beth Duke announced: Jazztober will be happening on the lawn of the Bivins Home, every Tuesday night in October. Also, Visit Amarillo's QR code was featured in the Authentic Texas magazine.
 - Bo Fowlkes announced: the Civic Center is sponsoring the Sweet Caroline tour this Saturday night, held at the Globe News Performing Arts Center. Civic Amarillo is also sponsoring the United States Marine Corps band for a free concert on October 22.
 - Kashion Smith announced that Hoodoo Mural Festival is this weekend at Arts in the Sunset.

9. Discussion on future meeting dates and possible agenda items

The next meeting date is October 22, 2025

10. Adjournment

- Coco Duckworth adjourned the meeting.

Respectfully submitted,

Ashley Robers

Administrative Assistant

CoCo Duckworth

CVB Board President



End of Year Financial Report

Fiscal Year 2024.25
October 2024 - September 2025

Prepared by
Braley Beck

Prepared on
October 15, 2025

Summary

Quick Look:

The Amarillo Convention and Visitors Bureau demonstrated strong financial management in 2024.25, maintaining fiscal responsibility with minimal budget variances. Key points of interest:

- **Total Expenditures:** \$2.41 million - ~\$270,000 below the \$2.68 million budget
- **Net Revenue:** \$391,615.99
 - o ~\$81,000 from Interest
 - o ~\$4,700 from Film Festival - After thorough accounting, any excess will be transferred to the TALL in Tourism Foundation.
- **HOT Funds:** \$2.62 million. ~\$141,000 over budget

Overview

This report provides a summary of the Amarillo Convention and Visitors Bureau's financial performance for the fiscal year 2024.25, focusing on a comparison between actual and budgeted amounts across key spending categories. This analysis highlights the areas of alignment with the budget, as well as discrepancies that occurred throughout the year.

Revenue Performance

The total revenue for the year included a combination of HOT (Hotel Occupancy Tax) Funds, sponsorships, and merchandise sales. A key highlight:

- **HOT Funds:** Actual revenue from HOT Funds amounted to **\$2,623,924.19**, above the budgeted **\$2,483,203**, by **\$140,721.19**.
 - o \$15,000 of these funds were transferred to reserves for future website development.
- **Special Events;**
 - o **Route 66 Festival:**
 - Sponsorships:** \$72,500; Under budget by \$27,500
 - Vendor Fees:** \$12,732.23; Over budget by \$2,732.23
 - Ticket Sales:** \$2,745.27; Over budget by \$245.27
 - Program Reimbursement:** \$1,651.82; Under budget by \$1,348.18
 - Product Sales:** \$7,323.14; Over budget by \$4,323.14
 - A majority of sales were made after the festival finale at various other opportunities
 - Total Revenue:** \$96,844.46; Under budget by \$24,655.54
 - o **Film Commission/Film Festival:**
 - Sponsorships:** \$10,500
 - After a full accounting of the Film Festival, excess funds will be transferred to the TALL in Tourism Foundation
- **Other Merchandise Sales & Other Revenue:** \$1,259.13
- **Interest Income:** \$80,736.66

Total Revenue from the 2024.25 FY amounted to **\$2,317,364.44**.

Key Expense Categories

The following sections provide a breakdown of actual vs. budgeted spending across key categories:

1. Administration

- o **Actual:** \$1,213,731.79
- o **Budget:** \$1,308,777
- o **Variance:** Administration expenses were under budget by \$95,045.21 due to several line items under budget including:
 - Health
 - Salaries and wages
 - Professional Organizations
 - Professional Services
 - Insurance
 - Legal fees
- o **Fixed Assets:** An additional \$5,398.96 was spent for computer equipment and placed within fixed assets per policy

2. Advertising

- o **Actual:** \$435,353.71
- o **Budget:** \$429,586.96
- o **Variance:** Advertising expenses were within budget, with actual spending aligning closely to planned amounts.

3. Arts

- o **Actual:** \$146,662.49
- o **Budget:** \$152,000
- o **Variance:** Advertising expenses were within budget, with actual spending aligning closely to planned amounts

4. Communications

- o **Actual:** \$90,836.57
- o **Budget:** \$81,880
- o **Variance:** Over budget by \$8,956.57, primarily due to taking advantage of Content Creator opportunities and increased cost of visitor guides and visitor maps.

5. Film Commission

- o **Actual:** \$65,326.23
- o **Budget:** \$119,850
- o **Variance:** Under budget by \$55,537.32. Primarily due to timing of various film festivals and being unable to attend.

6. Route 66 Festival

- o **Actual:** \$131,549.11
- o **Budget:** \$184,474
- o **Variance:** Route 66 Festival Expenses came in at \$52,924.89 under budget. However, gross profit was under by \$20,856.08. Staff worked diligently to control costs in light of revenue not meeting expectations. The festival was budgeted to have a total revenue of -\$70,674 and had an actual revenue of -\$38,605.19

7. Sales

- o **Actual:** \$106,944.91

- o **Budget:** \$153,885
- o **Variance:** Sales expenditures were \$46,940.09 under budget. The sales team was unable to participate in all anticipated opportunities due to scheduling between various conferences and ensuring that the highest ROI was obtained from the shows that were attended.

8. Servicing

- o **Actual:** \$56,828.19
- o **Budget:** \$98,800
- o **Variance:** Servicing was under budget by \$41,971.81. Minor variances were observed in servicing, primarily due to close control of expenses and ensuring that dollars were spent with a purpose.

9. Special Projects

- o **Actual:** \$71,968.70
- o **Budget:** \$45,400
- o **Variance:** Over budget by \$26,568.70. Tourism Master Plan costs (which are expected to total ~\$100,000) were allocated to Special Projects. This was requested and approved for reserves usage. All other expenses were within budget

10. Tourism

- o **Actual:** \$89,658.02
- o **Budget:** \$108,400
- o **Variance:** Under budget by \$18,741.98. Primarily due to the costs of IPW being lower than expected.

Total Performance

In total, the Bureau maintained fiscal responsibility, with slight overspending in some categories, offset by underspending in others. The total actual expenditure was **\$2,412,637.22**, compared to the budgeted **\$2,683,052.96**, representing a balanced approach to resource allocation throughout the year.

Net revenue was **\$391,615.99**. Excluding income from interest, an additional **~\$290,480** may be available for reserves pending final audited numbers.

Conclusion

The Amarillo Convention and Visitors Bureau successfully managed its budget for the fiscal year 2024.25. Variances in actual vs. budgeted amounts were minor and largely due to strategic adjustments made during the year to accommodate evolving needs and opportunities. The overall financial health remains strong, positioning the Bureau well for future endeavors.

Statement of Financial Position

As of September 30, 2025

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Petty Cash	6.50
1010 Restricted Interest Checking Account	1,054,996.33
1020 Non-Restricted Checking	53,624.60
1030 Reserves Account	1,375,965.95
1040 Certificate of Deposit	1,000,000.00
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	264.25
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
Total Bank Accounts	3,485,034.76
Accounts Receivable	
1100 Accounts Receivable (A/R)	14,447.70
Total Accounts Receivable	14,447.70
Other Current Assets	
1060 Undeposited Funds	195.67
1070 Prepaid Expenses	6,024.24
1210 Inventory	910.16
Inventory Asset	0.00
Total Other Current Assets	7,130.07
Total Current Assets	3,506,612.53
Fixed Assets	
1300 Fixed Assets	
1310 Furniture	4,328.95
1320 Computers	4,055.80
1330 Accumulated depreciation	-17,705.32
1340 Leased Asset - ROU	180,250.00
1341 ROU Asset - Accumulated amortization	-70,317.00
Total 1300 Fixed Assets	100,612.43
Total Fixed Assets	100,612.43
TOTAL ASSETS	\$3,607,224.96

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

	Total
Accounts Payable	
2010 Accounts Payable (A/P)	52,361.82
Total Accounts Payable	52,361.82
Credit Cards	
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	29,656.98
Total 2300 Credit Card	29,656.98
Total Credit Cards	29,656.98
Other Current Liabilities	
2100 Sales Tax Payable	40.24
2200 Payroll Liabilities	6,733.04
2215 Federal Taxes (941/943/944)	-7,473.66
2225 TX Unemployment Tax	0.00
2230 Retirement - Employee Contribution	10,260.08
2233 After-tax Roth	0.00
2235 Retirement Loan	321.80
2240 Employee Benefits to Pay	
2245 Vision	4.93
Total 2240 Employee Benefits to Pay	4.93
2250 Other Payroll Liabilities	
2255 AFLAC Accident	-46.62
2260 AFLAC Cancer	12.09
2265 AFLAC Critical	23.28
2270 AFLAC Hospital	35.76
2275 AFLAC Short-Term Disability	110.40
Total 2250 Other Payroll Liabilities	134.91
Unauthorized Expense Deduction	0.00
Total 2200 Payroll Liabilities	9,981.10
2400 Other Current Liabilities	
2410 Employee Expense Reimbursements Payable	60.46
Total 2400 Other Current Liabilities	60.46
Direct Deposit Payable	0.00
Out Of Scope Agency Payable	22.74
Repayment	
ATT Maritime Charge	0.00
Total Repayment	0.00
Total Other Current Liabilities	10,104.54
Total Current Liabilities	92,123.34

	Total
Long-Term Liabilities	
2500 Long Term Liabilities	
2530 ROU Lease Liabilities - Noncurrent	82,700.00
2540 ROU Lease Liabilities - Current	22,651.00
Total 2500 Long Term Liabilities	105,351.00
Total Long-Term Liabilities	105,351.00
Total Liabilities	197,474.34
Equity	
Opening balance equity	0.00
Retained Earnings	3,018,134.63
Net Revenue	391,615.99
Total Equity	3,409,750.62
TOTAL LIABILITIES AND EQUITY	\$3,607,224.96

Statement of Activity by Class

October 2024 - September 2025

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
REVENUE											
4000 Revenues											0.00
4010 HOT Funds	2,608,924.19										2,608,924.19
4030 Donations and Grants - Individual	450.00										450.00
Total 4000 Revenues	2,609,374.19										2,609,374.19
4300 Membership Dues										3,600.00	3,600.00
4400 Special Events											0.00
4410 Sponsorships						72,500.00			500.00		73,000.00
4420 Vendor Fees						12,732.23					12,732.23
4430 Ticket Sales						2,745.27					2,745.27
4440 Program Reimbursement					2,000.00	1,651.82					3,651.82
Total 4400 Special Events					2,000.00	89,629.32			500.00		92,129.32
4500 Merchandise Sales											0.00
4510 Shipping Charges Reimbursed	170.20					42.00					212.20
4530 Product Sales	638.93					7,323.14					7,962.07
Total 4500 Merchandise Sales	809.13					7,365.14					8,174.27
4700 Temporarily Restricted Funds	15,000.00										15,000.00
Discount Income						-150.00					-150.00
Sales of Product Income	0.00					0.00					0.00
Sales of Product Revenue						0.00					0.00
Total Revenue	2,625,183.32	0.00	0.00	0.00	2,000.00	96,844.46	0.00	0.00	500.00	3,600.00	2,728,127.78
COST OF GOODS SOLD											
6230 Cost of Goods Sold Retail	210.00					3,624.95					3,834.95
Cost of Goods Sold						275.59					275.59
Total Cost of Goods Sold	210.00	0.00	0.00	0.00	0.00	3,900.54	0.00	0.00	0.00	0.00	4,110.54
GROSS PROFIT	2,624,973.32	0.00	0.00	0.00	2,000.00	92,943.92	0.00	0.00	500.00	3,600.00	2,724,017.24
EXPENDITURES											
5000 Personnel Expenses											0.00
5100 Salaries and Wages	719,779.88										719,779.88
5110 Incentives	36,100.00										36,100.00
5220 Federal Taxes (941)	57,628.72										57,628.72
5230 State Unemployment	237.12										237.12

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
5300 Workers Compensation	815.41										815.41
5400 Retirement	75,715.45										75,715.45
5500 Communications Allowance	2,400.32										2,400.32
5600 Employee Health	89,655.18										89,655.18
5610 Employee Life & Disability	9,188.29										9,188.29
5630 Employee Dental/Vision	3,788.89										3,788.89
Total 5000 Personnel Expenses	995,309.26										995,309.26
6000 Program Expenses											0.00
6010 FAM/Site Visits				22,558.82	1,491.22	22,004.65	2,449.33	45.70		12,236.90	60,786.62
6020 Community Awareness				1,190.94	893.65		757.73	584.64		1,218.08	4,645.04
6030 Professional Organizations	16,636.74	4,203.60		5,417.14				3,701.51		933.37	30,892.36
6040 IPW				4,025.47						15,656.79	19,682.26
6050 Sales Tools		52,214.55		2,251.00	14,880.00	2.07	42,277.82			543.35	112,168.79
6060 Literature				42,747.84		2,738.18			66.67	16,383.24	61,935.93
6070 Photography/Videography		300.00		7,649.00	20,798.75	2,019.60		250.00		76.11	31,093.46
6080 Trade Shows/Organizations		200.00					40,765.90			8,181.89	49,147.79
6090 Presentations							1,573.04				1,573.04
6110 Specialty Advertising		35.28		74.65	2,440.58	14,973.54	12,562.67	50,134.58		5,646.27	85,867.57
6120 Sales Calls					13,107.64		2,019.60			44.90	15,172.14
6130 Financial Assistance	3,000.00							3,431.27	30,367.42		36,798.69
6140 Transportation						3,366.00					3,366.00
6150 Consumer Shows								109.62		7,536.39	7,646.01
6160 Tour Development						8,167.14				451.54	8,618.68
6180 Education	5,959.30	294.59		1,190.53			1,625.92	3,215.86		1,256.31	13,542.51
6190 Equipment		2,085.96		204.74	332.31						2,623.01
6215 Arts Grants			146,000.00								146,000.00
6220 Advertising		357,518.00			5,731.27	51.28				10,789.00	374,089.55
6250 Association Dues and Memberships	9,948.00				3,476.67		2,912.90	350.00		1,630.00	18,317.57
6260 Software	11,686.30			2,944.46		9.00					14,639.76
6270 Research	18,878.32	664.98							37,500.00		57,043.30
6280 Misc. Meetings		24.13	191.22	471.59		1,321.72				562.51	2,571.17
6290 Special Events			471.27	110.39	1,160.59	72,266.53			4,034.61	6,195.02	84,238.41
6295 Temporary Labor						2,688.00					2,688.00

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
Total 6290 Special Events			471.27	110.39	1,160.59	74,954.53			4,034.61	6,195.02	86,926.41
6310 Ad Production		12,817.63				1,800.00					14,617.63
6500 Activity Fund		4,994.99						-4,994.99			0.00
Total 6000 Program Expenses	66,108.66	435,353.71	146,662.49	90,836.57	64,312.68	131,407.71	106,944.91	56,828.19	71,968.70	89,341.67	1,259,765.29
7000 Administrative Overhead											0.00
7100 Contractual Services											0.00
7110 Communications Billing	10,706.17										10,706.17
7120 Postage	2,983.46									316.35	3,299.81
7130 Audit Fee	17,200.00										17,200.00
7140 Rental Land & Buildings	18,276.00										18,276.00
7150 Vehicle Lease	9,294.69										9,294.69
7160 IT Services	11,858.62										11,858.62
7170 Rented Equipment	3,668.82										3,668.82
Total 7100 Contractual Services	73,987.76									316.35	74,304.11
7200 Other Charges	26.52										26.52
7210 Insurance and Bonds	8,337.00										8,337.00
7220 Mileage	6,045.16										6,045.16
7230 Legal Fees	3,002.50										3,002.50
7240 Executive Office Overhead	12,078.43										12,078.43
7250 Bank Fees/Service Charge	9,940.46					54.74					9,995.20
Total 7200 Other Charges	39,430.07					54.74					39,484.81
7300 Administrative Software	22,952.98										22,952.98
7600 Office Equipment	2,083.76				1,013.55						3,097.31
7700 Office Supplies	3,869.09										3,869.09
7800 Misc. Office Expense	9,927.31										9,927.31
Total 7000 Administrative Overhead	152,250.97				1,013.55	54.74				316.35	153,635.61
Payroll expenses											0.00
Wages											0.00
Hourly	0.00										0.00
Total Wages	0.00										0.00
Total Payroll expenses	0.00										0.00
QuickBooks Payments Fees	37.35					3.00					40.35
Square Fees	25.55					83.66					109.21
Total Expenditures	1,213,731.79	435,353.71	146,662.49	90,836.57	65,326.23	131,549.11	106,944.91	56,828.19	71,968.70	89,658.02	2,408,859.72

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
NET OPERATING REVENUE	1,411,241.53	-435,353.71	-146,662.49	-90,836.57	-63,326.23	-38,605.19	-106,944.91	-56,828.19	-71,468.70	-86,058.02	315,157.52
OTHER REVENUE											
4100 Interest Income	80,736.66										80,736.66
Total Other Revenue	80,736.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	80,736.66
OTHER EXPENDITURES											
7400 Depreciation Expense	9,000.69										9,000.69
Total Other Expenditures	9,000.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,000.69
NET OTHER REVENUE	71,735.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	71,735.97
NET REVENUE	\$1,482,977.50	\$ -435,353.71	\$ -146,662.49	\$ -90,836.57	\$ -63,326.23	\$ -38,605.19	\$ -106,944.91	\$ -56,828.19	\$ -71,468.70	\$ -86,058.02	\$386,893.49

Budget Vs. Actual Totals

October 2024 - September 2025

				Total
	Actual	Budget	over Budget	% of Budget
REVENUE				
4000 Revenues		0.00	0.00	
4010 HOT Funds	2,608,924.19	2,468,203.00	140,721.19	105.70 %
4030 Donations and Grants - Individual	450.00	450.00	0.00	100.00 %
Total 4000 Revenues	2,609,374.19	2,468,653.00	140,721.19	105.70 %
4300 Membership Dues	3,600.00		3,600.00	
4400 Special Events				
4410 Sponsorships	73,000.00	104,000.00	-31,000.00	70.19 %
4420 Vendor Fees	12,732.23	10,000.00	2,732.23	127.32 %
4430 Ticket Sales	2,745.27	2,500.00	245.27	109.81 %
4440 Program Reimbursement	3,651.82	3,000.00	651.82	121.73 %
Total 4400 Special Events	92,129.32	119,500.00	-27,370.68	77.10 %
4500 Merchandise Sales				
4510 Shipping Charges Reimbursed	212.20		212.20	
4530 Product Sales	7,962.07	3,000.00	4,962.07	265.40 %
Total 4500 Merchandise Sales	8,174.27	3,000.00	5,174.27	272.48 %
4600 In-kind Contributions		3,000.00	-3,000.00	
4700 Temporarily Restricted Funds	15,000.00	15,000.00	0.00	100.00 %
Total Revenue	2,728,277.78	2,609,153.00	119,124.78	104.57 %
COST OF GOODS SOLD				
6230 Cost of Goods Sold Retail	3,834.95	7,700.00	-3,865.05	49.80 %
Total Cost of Goods Sold	3,834.95	7,700.00	-3,865.05	49.80 %
GROSS PROFIT	2,724,442.83	2,601,453.00	122,989.83	104.73 %

EXPENDITURES

				Total
	Actual	Budget	over Budget	% of Budget
5000 Personnel Expenses				
5100 Salaries and Wages	719,779.88	729,600.00	-9,820.12	98.65 %
5110 Incentives	36,100.00	20,000.00	16,100.00	180.50 %
5220 Federal Taxes (941)	57,628.72	60,000.00	-2,371.28	96.05 %
5230 State Unemployment	237.12	6,000.00	-5,762.88	3.95 %
5240 Federal Unemployment		800.00	-800.00	
5300 Workers Compensation	815.41	2,400.00	-1,584.59	33.98 %
5400 Retirement	75,715.45	77,420.00	-1,704.55	97.80 %
5500 Communications Allowance	2,400.32	3,600.00	-1,199.68	66.68 %
5600 Employee Health	89,655.18	120,000.00	-30,344.82	74.71 %
5610 Employee Life & Disability	9,188.29	12,000.00	-2,811.71	76.57 %
5630 Employee Dental/Vision	3,788.89	6,000.00	-2,211.11	63.15 %
Total 5000 Personnel Expenses	995,309.26	1,037,820.00	-42,510.74	95.90 %
6000 Program Expenses				
6010 FAM/Site Visits	60,786.62	85,600.00	-24,813.38	71.01 %
6020 Community Awareness	4,645.04	14,115.00	-9,469.96	32.91 %
6030 Professional Organizations	30,892.36	61,200.00	-30,307.64	50.48 %
6040 IPW	19,682.26	32,550.00	-12,867.74	60.47 %
6050 Sales Tools	112,168.79	121,200.00	-9,031.21	92.55 %
6060 Literature	61,935.93	63,050.00	-1,114.07	98.23 %
6070 Photography/Videography	31,093.46	30,600.00	493.46	101.61 %
6080 Trade Shows/Organizations	49,147.79	82,375.00	-33,227.21	59.66 %
6090 Presentations	1,573.04	1,000.00	573.04	157.30 %
6110 Specialty Advertising	85,867.57	97,300.00	-11,432.43	88.25 %
6120 Sales Calls	15,172.14	43,550.00	-28,377.86	34.84 %
6130 Financial Assistance	36,798.69	49,910.00	-13,111.31	73.73 %
6140 Transportation	3,366.00	12,800.00	-9,434.00	26.30 %
6150 Consumer Shows	7,646.01	8,750.00	-1,103.99	87.38 %
6160 Tour Development	8,618.68	9,800.00	-1,181.32	87.95 %

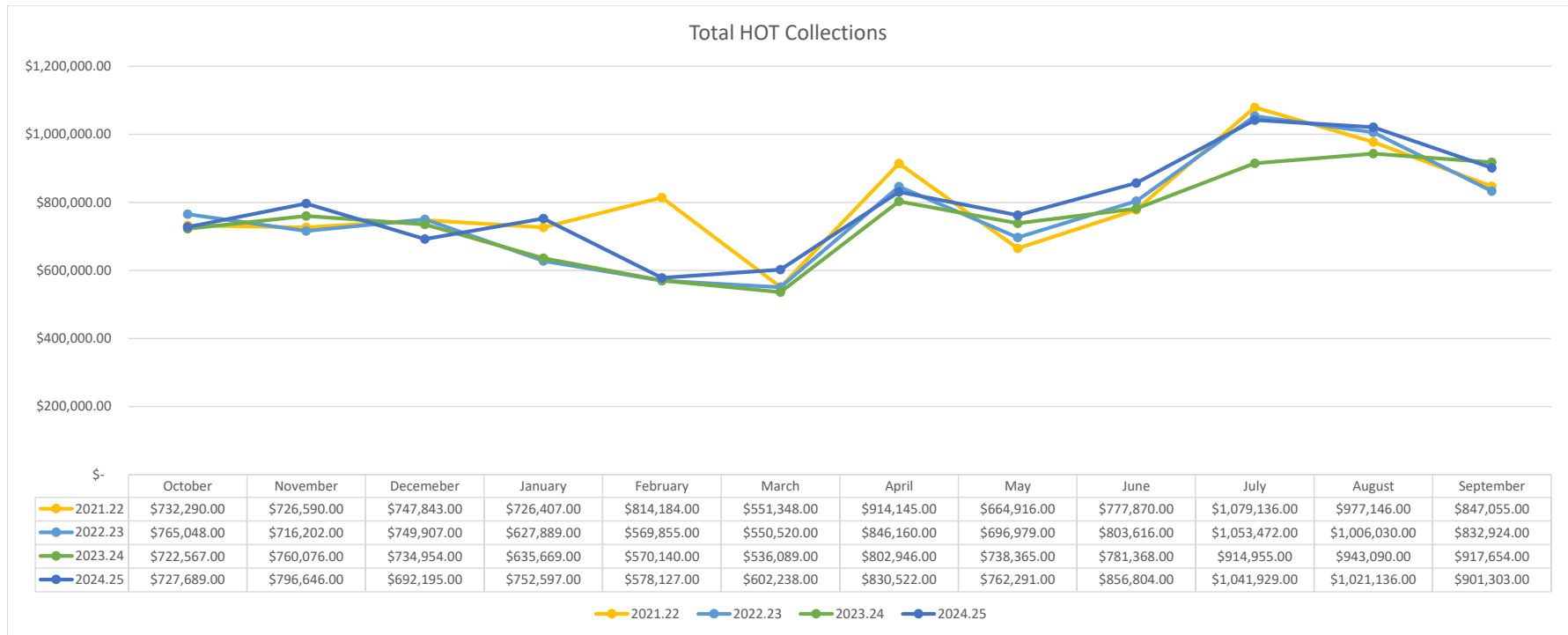
				Total
	Actual	Budget	over Budget	% of Budget
6180 Education	13,542.51	39,700.00	-26,157.49	34.11 %
6190 Equipment	2,623.01	1,100.00	1,523.01	238.46 %
6215 Arts Grants	146,000.00	150,000.00	-4,000.00	97.33 %
6220 Advertising	374,089.55	360,184.96	13,904.59	103.86 %
6250 Association Dues and Memberships	18,317.57	25,035.00	-6,717.43	73.17 %
6260 Software	14,639.76	20,876.00	-6,236.24	70.13 %
6270 Research	57,043.30	16,600.00	40,443.30	343.63 %
6280 Misc. Meetings	2,571.17	4,580.00	-2,008.83	56.14 %
6290 Special Events	84,238.41	105,910.00	-21,671.59	79.54 %
6295 Temporary Labor	2,688.00	3,000.00	-312.00	89.60 %
Total 6290 Special Events	86,926.41	108,910.00	-21,983.59	79.81 %
6310 Ad Production	14,617.63	14,100.00	517.63	103.67 %
Total 6000 Program Expenses	1,259,765.29	1,454,885.96	-195,120.67	86.59 %
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	10,706.17	11,040.00	-333.83	96.98 %
7120 Postage	3,299.81	8,100.00	-4,800.19	40.74 %
7130 Audit Fee	17,200.00	17,500.00	-300.00	98.29 %
7140 Rental Land & Buildings	18,276.00	16,800.00	1,476.00	108.79 %
7150 Vehicle Lease	9,294.69	10,800.00	-1,505.31	86.06 %
7160 IT Services	11,858.62	13,150.00	-1,291.38	90.18 %
7170 Rented Equipment	3,668.82	4,800.00	-1,131.18	76.43 %
7180 Professional Services		16,200.00	-16,200.00	
Total 7100 Contractual Services	74,304.11	98,390.00	-24,085.89	75.52 %
7200 Other Charges				
7210 Insurance and Bonds	8,337.00	15,600.00	-7,263.00	53.44 %
7220 Mileage	6,045.16	5,700.00	345.16	106.06 %
7230 Legal Fees	3,002.50	13,000.00	-9,997.50	23.10 %

				Total
	Actual	Budget	over Budget	% of Budget
7240 Executive Office Overhead	12,078.43	12,000.00	78.43	100.65 %
7250 Bank Fees/Service Charge	9,995.20	12,600.00	-2,604.80	79.33 %
Total 7200 Other Charges	39,484.81	58,900.00	-19,415.19	67.04 %
7300 Administrative Software	22,952.98	7,400.00	15,552.98	310.18 %
7600 Office Equipment	3,097.31	11,500.00	-8,402.69	26.93 %
7700 Office Supplies	3,869.09	4,857.00	-987.91	79.66 %
7800 Misc. Office Expense	9,927.31	9,300.00	627.31	106.75 %
Total 7000 Administrative Overhead	153,635.61	190,347.00	-36,711.39	80.71 %
Total Expenditures	2,408,710.16	2,683,052.96	-274,342.80	89.77 %
NET OPERATING REVENUE	315,732.67	-81,599.96	397,332.63	-386.93 %
OTHER REVENUE				
4100 Interest Income	80,736.66	81,600.00	-863.34	98.94 %
Total Other Revenue	80,736.66	81,600.00	-863.34	98.94 %
OTHER EXPENDITURES				
7400 Depreciation Expense	9,000.69		9,000.69	
Total Other Expenditures	9,000.69	0.00	9,000.69	0.00%
NET OTHER REVENUE	71,735.97	81,600.00	-9,864.03	87.91 %
NET REVENUE	\$387,468.64	\$0.04	\$387,468.60	968,671,600.00 %

Actual Hotel/Motel Tax Collections

2024.25

Month	Total Collections	HOT Rebate	Civic Center	City Total	CVB General	Bond Payment	Activity Fund	CVB Total	Grand Total	Original	Projection	Variance	% Difference
October	\$ 727,689.00	\$ 65,965.00	\$ 330,862.00	\$ 422,529.00	\$ 283,596.00	\$ 91,667.00	\$ 47,266.00	\$ 239,195.00	\$ 661,724.00		650,310.00	\$ 11,414.00	1.7%
November	\$ 796,646.00	\$ 69,498.00	\$ 363,574.00	\$ 455,241.00	\$ 311,634.86	\$ 91,667.00	\$ 51,939.14	\$ 271,907.00	\$ 727,148.00		684,068.00	\$ 43,080.00	6.1%
Decemeber	\$ 692,195.00	\$ 71,598.00	\$ 310,298.50	\$ 401,965.50	\$ 265,970.14	\$ 91,667.00	\$ 44,328.36	\$ 218,631.50	\$ 620,597.00		661,459.00	\$ (40,862.00)	-6.4%
January	\$ 752,597.00	\$ 62,368.00	\$ 345,114.50	\$ 436,781.50	\$ 295,812.43	\$ 91,667.00	\$ 49,302.07	\$ 253,447.50	\$ 690,229.00		572,102.00	\$ 118,127.00	18.7%
February	\$ 578,127.00	\$ 51,668.00	\$ 263,229.50	\$ 354,896.50	\$ 225,625.29	\$ 91,667.00	\$ 37,604.21	\$ 171,562.50	\$ 526,459.00		513,126.00	\$ 13,333.00	2.6%
March	\$ 602,238.00	\$ 54,027.00	\$ 274,105.50	\$ 365,772.50	\$ 234,947.57	\$ 91,667.00	\$ 39,157.93	\$ 182,438.50	\$ 548,211.00		482,480.00	\$ 65,731.00	12.8%
April	\$ 830,522.00	\$ 81,305.00	\$ 374,608.50	\$ 466,275.50	\$ 321,093.00	\$ 91,667.00	\$ 53,515.50	\$ 282,941.50	\$ 749,217.00		722,651.00	\$ 26,566.00	3.6%
May	\$ 762,291.00	\$ 77,231.00	\$ 342,530.00	\$ 434,197.00	\$ 293,597.14	\$ 91,667.00	\$ 48,932.86	\$ 250,863.00	\$ 685,060.00		664,529.00	\$ 20,531.00	3.0%
June	\$ 856,804.00	\$ 75,438.00	\$ 390,683.00	\$ 482,350.00	\$ 334,871.14	\$ 91,667.00	\$ 55,811.86	\$ 299,016.00	\$ 781,366.00		703,231.00	\$ 78,135.00	10.5%
July	\$ 1,041,929.00	\$ 92,212.00	\$ 474,858.50	\$ 566,525.50	\$ 407,021.57	\$ 91,667.00	\$ 67,836.93	\$ 383,191.50	\$ 949,717.00		941,529.00	\$ 8,188.00	0.9%
August	\$ 1,021,136.00	\$ 92,722.00	\$ 464,207.00	\$ 555,874.00	\$ 397,891.71	\$ 91,667.00	\$ 66,315.29	\$ 372,540.00	\$ 928,414.00		899,123.00	\$ 29,291.00	3.2%
September	\$ 901,303.00	\$ 80,280.00	\$ 410,511.50	\$ 502,178.50	\$ 351,867.00	\$ 91,667.00	\$ 58,644.50	\$ 318,844.50	\$ 821,023.00		744,417.00	\$ 76,606.00	9.8%
Total	\$ 9,563,477.00	\$ 874,312.00	\$ 4,344,582.50	\$ 5,444,586.50	\$ 3,723,927.86	\$ 1,100,004.00	\$ 620,654.64	\$ 3,244,578.50	\$ 8,689,165.00		8,239,025.00	\$ 450,140.00	5.854%



Total HOT Collections			
Month	FY 2023.24	FY 2024.25	% Change
October	\$ 722,567.00	\$ 727,689.00	1%
November	\$ 760,076.00	\$ 796,646.00	5%
Decemeber	\$ 734,954.00	\$ 692,195.00	-6%
January	\$ 635,669.00	\$ 752,597.00	18%
February	\$ 570,140.00	\$ 578,127.00	1%
March	\$ 536,089.00	\$ 602,238.00	12%
April	\$ 802,946.00	\$ 830,522.00	3%
May	\$ 738,365.00	\$ 762,291.00	3%
June	\$ 781,368.00	\$ 856,804.00	10%

ACVB HOT Collections - Debt Payment			
Month	FY 2023.24	FY 2024.25	% Change
October	\$ 192,762.14	\$ 191,929.00	0%
November	\$ 208,731.57	\$ 219,967.86	5%
Decemeber	\$ 188,674.43	\$ 174,303.14	-8%
January	\$ 154,262.71	\$ 204,145.43	32%
February	\$ 124,738.00	\$ 133,958.29	7%
March	\$ 112,693.86	\$ 143,280.57	27%
April	\$ 216,609.14	\$ 229,426.00	6%
May	\$ 192,647.71	\$ 201,930.14	5%
June	\$ 212,126.71	\$ 243,204.14	15%

July	\$	914,955.00	\$	1,041,929.00	14%
August	\$	943,090.00	\$	1,021,136.00	8%
September	\$	917,654.00	\$	901,303.00	-2%
Total	\$	3,959,495.00	\$	4,149,492.00	5%

July	\$	267,012.14	\$	315,354.57	18%
August	\$	279,285.14	\$	306,224.71	10%
September	\$	261,962.86	\$	260,200.00	-1%
Total	\$	869,168.86	\$	924,303.71	6%

