



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

**REGULAR MEETING TO BE HELD ON WEDNESDAY, SEPTEMBER 24, 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. **Approval of Minutes from August 27, 2025**
3. **Presentation and Discussion: Hotel Audit Update, Uneill Gerber - City Auditor**
4. **Update: FY 2025.2026 Budget**
5. **Presentation and Consideration: FY 2025.2026 Reserve Policy Amount**
6. **Presentation and Consideration: Prepaid Expense Amortization**

***Prepaid expenses greater than \$15,000 shall be recorded as assets and amortized over the period in which the related benefit is received, generally on a straight-line basis. Amortization begins when the benefit period starts, and any unamortized balance of a canceled prepaid expense shall be recognized immediately as an expense.***

***Department heads must notify Finance of significant prepaids, including coverage periods. The Finance Department is responsible for recording and monitoring amortization to ensure accurate and transparent financial reporting.***

7. **Public Forum**
8. **General Announcements from Board Members**
9. **Discussion on future meeting dates and possible agenda items.**  
The next meeting date is October 22, 2025
10. **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, AUGUST 27, 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>8</u>	<u>7</u>
<u>Vic Ragha</u>	<u>Y</u>	<u>8</u>	<u>4</u>
<u>Phyllis Golden</u>	<u>Y</u>	<u>8</u>	<u>5</u>
<u>Bobby Lee</u>	<u>Y</u>	<u>8</u>	<u>5</u>
<u>Coco Duckworth</u>	<u>Y</u>	<u>8</u>	<u>8</u>
<u>Don Tipps</u>	<u>Y</u>	<u>8</u>	<u>6</u>
<u>Jason Fenton</u>	<u>Y</u>	<u>8</u>	<u>6</u>
<u>Payal Nathu</u>	<u>Y</u>	<u>8</u>	<u>7</u>
<u>Al Patel</u>	<u>N</u>	<u>8</u>	<u>7</u>
<b><u>Ex-Officios</u></b>			
<u>Beth Duke</u>	<u>Y</u>	<u>8</u>	<u>5</u>
<u>Bo Fowlkes</u>	<u>Y</u>	<u>8</u>	<u>5</u>
<u>Brady Ragland</u>	<u>Y</u>	<u>8</u>	<u>5</u>

**1. Call to Order**

- Coco Duckworth called the meeting to order.

**2. Approval of Minutes from May 28, 2025**

- Motion to approve made by Angela Knapp Eggers, Bobby Lee seconded. After a board vote, the motion passed.

**3. Executive Session -Sec. 551.071 - Consult with attorney on a matter in which the attorney's duty to the governmental body under the Texas Disciplinary Rules of Professional Conduct conflicts with this chapter.**

- *Board has entered Executive Session*

**4. Executive Session-Sec. 551.074 – Discuss the appointment, employment, evaluation, reassignment, duties, discipline, dismissal of to hear a complaint against the public officer or employee.**

- Discussion: Staff salary increases
- Discussion: Executive Director Evaluation

**5. Consider and Necessary Action: Staff Salaries**

- No discussion; no action taken

**6. Presentation and Consideration: Financial Report**

- **Braley Beck presented the following:**
  - o Revenue was up 8.36% over what we budgeted for Q3
    - HOT Funds: \$51,846 over budget

- Special Events Revenue: \$1,500 (Film Festival Sponsorships and Cattle Drive Photo Contest)
- Route 66 Festival: \$22,493 in revenue
- Expenses were about 12% under budget
- 51.1% of expenses came from Program Expenses, followed by Personnel Expenses at 42.2%, and Administrative Overhead at 6.7%.
- Total HOT Collections were \$125,323 from the City's projections
- Our portion of HOT Collections were up \$51,808 over City Projections
- Over and Under Budget
- Year to the end of Q3, all departments were under budget.
- For Q3: Advertising, Communications, Special Projects, and Servicing were over budget. This is primarily because of when expenses were budgeted vs. when they were actually spent. Portions over budget in Servicing is due in part to ordering servicing items for the upcoming year with the Centennial
- The same can be said for the remaining departments that are under budget, with the exception of the Route 66 Festival
- A motion was made by Angela Knapp Eggers and seconded by Phyllis Golden to accept the Q3 financials. After a board vote, the motion passed.

#### 7. Presentation and Consideration: FY 2025.26 Budget

- 2024 Tourism Statistics from the Texas Governor's Office: Amarillo averages 6 million visitors a year. Their spending contributes to - \$1 billion direct travel spending, \$253.3 million in direct earnings (wages, salaries, and benefits), \$91.1 million in direct tax receipts, and 8.5 thousand jobs.
  - Comes from [travelstats.com/dashboard/texas](https://travelstats.com/dashboard/texas)
- Budget request for next year:
  - Revenue at \$2,646,788 (Approx. 3% up from the 2024.25 actuals – this is due to our knowledge of definite bookings from conferences, sporting events, and our estimated visitation for Route 66)
    - Other funding is conservative. Interest Income for operation account is at 2.5%, Interest Income for CD and money market is at 3.4%.
    - Total estimated revenue: \$2,798,218 (not including reserves request of \$230,967)
  - Expenses:
    - The majority of expenses are in Administration \$1,375,998 (covers staffing, operations, and organizational support)
    - Advertising follows at \$689,000 ensuring we can effectively market Amarillo as a destination
    - The remaining expenses support key initiatives in arts, film Route 66, sales, special projects, and tourism.
    - Total estimated expenses \$3,029,185.05 (estimated at \$230,967 over revenues. We are requesting the use of reserves to make up this difference).
    - Compared to last fiscal year, the largest increases can be seen in: **Advertising** which makes up 23% of our budget (increase of 60% leaning strongly into Route 66 marketing for the centennial year, and marketing to visitors as they are driving into our market to increase a planned stay), and special projects which makes up 5% of our budget (increase of 258%) to support National Route 66 initiatives, and a grant project that we've applied for (should the grant not be approved, that percentage increase will drop to 104% up).
    - Route 66 saw a 51% decrease as many of those expenses moved to our foundation budget.
  - Core operations are in balance with previous years without the reserves request; the reserves request is due to the centennial year.
    - Reserves: reserves are used for one time opportunities and emergencies. We have a policy to also always hold a quarter of our budget in the reserves at all times. \$100,000 of the reserves is committed for the Tourism Master Plan requested earlier this year (work is underway, but final billing may occur in FY 2025.26). The new request for 2026 related investments totals \$230,967. After these expenses, the projected remaining amount in our

reserves is \$2.06 million.

- Reserve usage: Events/Activations 41.7%, Infrastructure/signage 13% (pending grant approval), sales efforts 10.4%, Marketing campaigns 34.9% - all of these efforts are designed to strengthen Amarillo's position as a premiere Route 66 destination.
- Why Route 66: It is an international icon and economic engine. The goal with the Centennial is to lead the way, drive tourism, support local business, and showcasing our community to the world. This economic impact and community pride bodes well for long term benefits beyond the Centennial.
- Strategic Investments
  - Applying for NEA Our Town Grant for signage and public art
  - Increased familiarization tours and site visit budget
  - Enhanced hosting for influencers and content creators
  - Budget allocations for campaigns, conference and media buys
  - Satellite City for Route 66 Centennial National Kick Off
  - TX Route 66 Festival
- Marketing Campaigns
  - Expedia and Trip advisor
  - Route 66 Magazine
  - Social media pushes and targeted digital ad campaigns
  - Increased billboard buys
  - Texas Highways Content
  - Texas State Travel Guide back cover
  - Podcast partnership
  - Atmosphere TV spots
  - Route 66 Caravan highlights
- Signature Events
  - Tx Route 66 Festival (10 days, over 60 partners, over 20 events)
  - Hosting the Route 66 Centennial Caravan and Great Race)
  - Occunet Classic Series
  - Route 66 National Kick Off
  - Capital Christmas Tree
  - Route 66: The Main Street of America Texas premiere
- Content Creation and Media
  - Increased hosting for travel writers and content creators
  - Route 66 documentary
  - Social and video storytelling
  - Local spotlight campaigns
  - Increased collaboration with content creators/bloggers
  - Increased IPW attendee hosting
- Hosting Major Conferences (Conferences that are involved with us due to the Route 66 Centennial)
  - Texas Crime Stoppers – 30<sup>th</sup> Annual Student Conferences and 37<sup>th</sup> Annual Conference
  - Texas Municipal Clerks Association
  - American Meat Science Association
  - American Planning Association
  - Texas Downtown Association Conference
  - Korn Ferry Tour's OccuNet Classic Series
  - International Police Mountain Bike Association
- These conferences being hosted here mean thousands of delegates – filling hotels, restaurants, and attractions. This is strong proof of Route 66's power to influence meeting and convention bookings.
- These strategic initiatives will boost Amarillo's reputation for tourists, and provide a lasting economic impact through tourism. The budget request will position us to continue pushing the



momentum for the next 100 years.

- A motion was made by Jason Fenton, and seconded by Don Tipps to approve the 25-26 budget. After a board vote the motion passed.

**8. Public Forum**

- There were no comments

**9. General Announcements from Board Members**

- Phyllis Golden announced: The Tri-State Fair and Rodeo is coming up on September 12-20. Posters will be posted around public areas. They have opened the Rex Baxter building to everyone and will have many events at 5pm every day. These will be skills presentations (Skill Mills) on various topics. Following this will be entertainment, including a Karaoke Contest on Tuesday the 16<sup>th</sup>, a Fiddling Contest Thursday the 18<sup>th</sup> and a Western Swing Dance following the fiddling contest. There are cash prizes as well as gift certificates for the winners of the contests.
- Vic Ragha announced they will be closing the players club on I-40. They are working on permitting scheduling for demolition.

**10. Discussion on future meeting dates and possible agenda items.**

- The next meeting date is September 24, 2025

**11. Adjournment**

- There being no further business, Coco Duckworth adjourned the meeting.

Respectfully submitted,

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Ashley Roberts  
Administrative Assistant

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CoCo Duckworth  
CVB Board President



# August Financial Report

Fiscal Year 2024.25  
August 2025

Prepared by  
**Braley Beck**

Prepared on  
**September 17, 2025**

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# Summary

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## Quick Look:

- ACVB portion of HOT collections for August 2025 came in at \$306,224.67. This is \$6,685.33 under ACVB's projections
- Expenses came in at ~\$85,000 over budget
  - o This is primarily due to variances in the budgeted expense month vs. the actual expense
  - o We have started receiving invoices for the Tourism Master Plan (which is being paid for out of reserves)
- Expenses for the year-to-date are ~\$250,000 under budget

## Revenue and Sales:

- Total Revenues for August 2025 amounted to ~\$309,200.
- An additional ~\$6,200 of interest income was received
- Revenue for the fiscal year through August totals ~\$162,000 over budget

## Expenses and Cost Management:

- Expenses in August were over budget by ~\$85,000
- Expenses for the fiscal year through August are ~\$250,000 under budget. This is primarily due to the timing of expenses vs. the budgeted month. We anticipate that the majority of these funds will be spent.
- **Departmental Expenses Over and Under:**
  - - o Administration: Over Budget by ~\$23,000  
August has three pay periods, which were not reflected in the budget  
This has been corrected for the next FY
  - - o Advertising: Over Budget by ~\$5,600  
Due primarily to the timing of expenses vs. the budgeted month for the advertising agency.
    - o Communications: Over Budget by ~\$33,500  
Due to the timing of the visitor guide and map pad orders
    - o Film Commission: Over Budget by ~\$6,300  
Due to the timing of expenses vs. the budgeted month - *Route 66: Main Street of America* under Photography/Videography
  - - o Route 66 Festival: Under Budget by ~\$430
  - - o Received sales tax refund from Off Duty Management
    - o Sales: Under Budget by ~\$600  
Due to not attending TACVB Annual
    - o Servicing: Under Budget by ~\$1,300  
Due to not attending TACVB Annual
    - o Special Projects: Over Budget by ~\$11,267.75  
\$9,375 Due to Tourism Master Planning Expenses. These expenses were approved for reserve use in a previous meeting.  
\$1,900 Due to the timing of expenses vs the budgeted month



- o Tourism: Over Budget by ~\$8,200

Due to the timing of expenses vs. the budgeted month

**HOT Collections:**

- August's **Total** HOT collections were up 3.2% from the City's projected number. A total of \$29,291
- For August, the ACVB portion of HOT collections was up \$12,553.29 from the **City's** projections.

# Statement of Financial Position

As of August 31, 2025

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1000 Petty Cash	6.50
1010 Restricted Interest Checking Account	1,011,233.42
1020 Non-Restricted Checking	55,166.03
1030 Reserves Account	1,371,578.78
1040 Certificate of Deposit	1,000,000.00
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	-1,035.75
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
<b>Total Bank Accounts</b>	<b>3,437,126.11</b>
<b>Accounts Receivable</b>	
1100 Accounts Receivable (A/R)	855.16
<b>Total Accounts Receivable</b>	<b>855.16</b>
<b>Other Current Assets</b>	
1060 Undeposited Funds	175.67
1070 Prepaid Expenses	8,032.32
1210 Inventory	16,654.58
Inventory Asset	5,041.50
<b>Total Other Current Assets</b>	<b>29,904.07</b>
<b>Total Current Assets</b>	<b>3,467,885.34</b>
<b>Fixed Assets</b>	
<b>1300 Fixed Assets</b>	
1310 Furniture	4,328.95
1320 Computers	-1,343.16
1330 Accumulated depreciation	-17,214.43
1340 Leased Asset - ROU	180,250.00
1341 ROU Asset - Accumulated amortization	-70,317.00
<b>Total 1300 Fixed Assets</b>	<b>95,704.36</b>
<b>Total Fixed Assets</b>	<b>95,704.36</b>
<b>TOTAL ASSETS</b>	<b>\$3,563,589.70</b>

## LIABILITIES AND EQUITY

### Liabilities

#### Current Liabilities

	Total
<b>Accounts Payable</b>	
2010 Accounts Payable (A/P)	88,629.88
<b>Total Accounts Payable</b>	<b>88,629.88</b>
<b>Credit Cards</b>	
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	15,006.14
<b>Total 2300 Credit Card</b>	<b>15,006.14</b>
<b>Total Credit Cards</b>	<b>15,006.14</b>
<b>Other Current Liabilities</b>	
2100 Sales Tax Payable	-189.37
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	8,388.22
2235 Retirement Loan	321.80
2240 Employee Benefits to Pay	
2245 Vision	4.93
<b>Total 2240 Employee Benefits to Pay</b>	<b>4.93</b>
2250 Other Payroll Liabilities	
2255 AFLAC Accident	23.10
2260 AFLAC Cancer	100.65
2265 AFLAC Critical	34.92
2270 AFLAC Hospital	53.64
2275 AFLAC Short-Term Disability	165.60
<b>Total 2250 Other Payroll Liabilities</b>	<b>377.91</b>
After-tax Roth	0.00
Unauthorized Expense Deduction	0.00
<b>Total 2200 Payroll Liabilities</b>	<b>8,352.24</b>
2400 Other Current Liabilities	
2410 Employee Expense Reimbursements Payable	60.46
<b>Total 2400 Other Current Liabilities</b>	<b>60.46</b>
Direct Deposit Payable	0.00
Out Of Scope Agency Payable	227.13
Repayment	
ATT Maritime Charge	0.00
<b>Total Repayment</b>	<b>0.00</b>
<b>Total Other Current Liabilities</b>	<b>8,450.46</b>
<b>Total Current Liabilities</b>	<b>112,086.48</b>

	Total
<b>Long-Term Liabilities</b>	
2500 Long Term Liabilities	
2530 ROU Lease Liabilities - Noncurrent	82,700.00
2540 ROU Lease Liabilities - Current	22,651.00
<b>Total 2500 Long Term Liabilities</b>	<b>105,351.00</b>
<b>Total Long-Term Liabilities</b>	<b>105,351.00</b>
<b>Total Liabilities</b>	<b>217,437.48</b>
<b>Equity</b>	
Opening balance equity	2,327,131.82
Retained Earnings	711,191.46
Net Revenue	307,828.94
<b>Total Equity</b>	<b>3,346,152.22</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$3,563,589.70</b>

# Statement of Activity by Class

August 2025

	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
REVENUE										
4000 Revenues										0.00
4010 HOT Funds	306,224.67									306,224.67
Total 4000 Revenues	306,224.67									306,224.67
4400 Special Events										0.00
4420 Vendor Fees					2,351.29					2,351.29
Total 4400 Special Events					2,351.29					2,351.29
4500 Merchandise Sales										0.00
4510 Shipping Charges Reimbursed	35.00									35.00
4530 Product Sales	50.00				442.84					492.84
Total 4500 Merchandise Sales	85.00				442.84					527.84
Sales of Product Income	-4.57				107.87					103.30
Total Revenue	306,305.10	0.00	0.00	0.00	2,902.00	0.00	0.00	0.00	0.00	309,207.10
COST OF GOODS SOLD										
6230 Cost of Goods Sold Retail	28.00				87.42					115.42
Total Cost of Goods Sold	28.00	0.00	0.00	0.00	87.42	0.00	0.00	0.00	0.00	115.42
GROSS PROFIT	306,277.10	0.00	0.00	0.00	2,814.58	0.00	0.00	0.00	0.00	309,091.68
EXPENDITURES										
5000 Personnel Expenses										0.00
5100 Salaries and Wages	84,948.42									84,948.42
5220 Federal Taxes (941)	6,479.02									6,479.02
5230 State Unemployment	3.46									3.46
5300 Workers Compensation	107.24									107.24
5400 Retirement	8,421.61									8,421.61
5500 Communications Allowance	276.96									276.96
5600 Employee Health	6,315.60									6,315.60
5610 Employee Life & Disability	692.67									692.67
5630 Employee Dental/Vision	301.77									301.77
Total 5000 Personnel Expenses	107,546.75									107,546.75
6000 Program Expenses										0.00
6010 FAM/Site Visits			73.60			889.99				963.59
6020 Community Awareness			62.79	412.58					454.44	929.81

	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
6030 Professional Organizations	611.36		1,806.73						933.37	3,351.46
6050 Sales Tools		2,855.08								2,855.08
6060 Literature			34,498.09						1,781.18	36,279.27
6070 Photography/Videography				12,500.00			250.00		76.11	12,826.11
6080 Trade Shows/Organizations									1,850.00	1,850.00
6110 Specialty Advertising						38.00	70.35		1,458.53	1,566.88
6120 Sales Calls				34.67						34.67
6130 Financial Assistance	3,000.00							5,280.25		8,280.25
6150 Consumer Shows							109.62			109.62
6160 Tour Development									100.10	100.10
6180 Education	115.00									115.00
6220 Advertising		31,467.71		1,488.66					3,320.00	36,276.37
6260 Software					1.00					1.00
6270 Research		89.89						9,375.00		9,464.89
6280 Misc. Meetings			-8.93						211.65	202.72
6290 Special Events					-432.36					-432.36
6500 Activity Fund							394.16			394.16
<b>Total 6000 Program Expenses</b>	<b>3,726.36</b>	<b>34,412.68</b>	<b>36,432.28</b>	<b>14,435.91</b>	<b>-431.36</b>	<b>927.99</b>	<b>824.13</b>	<b>14,655.25</b>	<b>10,185.38</b>	<b>115,168.62</b>
7000 Administrative Overhead										0.00
7100 Contractual Services										0.00
7110 Communications Billing	754.03									754.03
7120 Postage	256.64								-1,606.18	-1,349.54
7140 Rental Land & Buildings	226.00									226.00
7150 Vehicle Lease	787.38									787.38
7160 IT Services	1,028.00									1,028.00
7170 Rented Equipment	274.09									274.09
<b>Total 7100 Contractual Services</b>	<b>3,326.14</b>								<b>-1,606.18</b>	<b>1,719.96</b>
7200 Other Charges	26.52									26.52
7220 Mileage	270.76									270.76
7240 Executive Office Overhead	1,764.58									1,764.58
7250 Bank Fees/Service Charge	762.73									762.73
<b>Total 7200 Other Charges</b>	<b>2,824.59</b>									<b>2,824.59</b>
7300 Administrative Software	361.40									361.40
7600 Office Equipment	31.73									31.73

	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
7700 Office Supplies	1,490.38									1,490.38
7800 Misc. Office Expense	1,394.85									1,394.85
Total 7000 Administrative Overhead	9,429.09								-1,606.18	7,822.91
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
Square Fees	8.54				1.37					9.91
Total Expenditures	120,710.74	34,412.68	36,432.28	14,435.91	-429.99	927.99	824.13	14,655.25	8,579.20	230,548.19
NET OPERATING REVENUE	185,566.36	-34,412.68	-36,432.28	-14,435.91	3,244.57	-927.99	-824.13	-14,655.25	-8,579.20	78,543.49
OTHER REVENUE										
4100 Interest Income	6,187.75									6,187.75
Total Other Revenue	6,187.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,187.75
OTHER EXPENDITURES										
7400 Depreciation Expense	451.17									451.17
Total Other Expenditures	451.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	451.17
NET OTHER REVENUE	5,736.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,736.58
NET REVENUE	\$191,302.94	\$ -34,412.68	\$ -36,432.28	\$ -14,435.91	\$3,244.57	\$ -927.99	\$ -824.13	\$ -14,655.25	\$ -8,579.20	\$84,280.07

# Budget Vs. Actual Totals

August 2025

				Total
	Actual	Budget	over Budget	% of Budget
<b>REVENUE</b>				
4000 Revenues		0.00	0.00	
4010 HOT Funds	306,224.67	312,910.00	-6,685.33	97.86 %
<b>Total 4000 Revenues</b>	<b>306,224.67</b>	<b>312,910.00</b>	<b>-6,685.33</b>	<b>97.86 %</b>
4400 Special Events				
4420 Vendor Fees	2,351.29	0.00	2,351.29	
<b>Total 4400 Special Events</b>	<b>2,351.29</b>	<b>0.00</b>	<b>2,351.29</b>	
4500 Merchandise Sales				
4510 Shipping Charges Reimbursed	35.00		35.00	
4530 Product Sales	492.84	0.00	492.84	
<b>Total 4500 Merchandise Sales</b>	<b>527.84</b>	<b>0.00</b>	<b>527.84</b>	
<b>Total Revenue</b>	<b>309,103.80</b>	<b>312,910.00</b>	<b>-3,806.20</b>	<b>98.78 %</b>
<b>COST OF GOODS SOLD</b>				
6230 Cost of Goods Sold Retail	115.42	0.00	115.42	
<b>Total Cost of Goods Sold</b>	<b>115.42</b>	<b>0.00</b>	<b>115.42</b>	<b>0.00%</b>
<b>GROSS PROFIT</b>	<b>308,988.38</b>	<b>312,910.00</b>	<b>-3,921.62</b>	<b>98.75 %</b>
<b>EXPENDITURES</b>				
5000 Personnel Expenses				
5100 Salaries and Wages	84,948.42	60,800.00	24,148.42	139.72 %
5220 Federal Taxes (941)	6,479.02	5,000.00	1,479.02	129.58 %
5230 State Unemployment	3.46	500.00	-496.54	0.69 %
5300 Workers Compensation	107.24	200.00	-92.76	53.62 %
5400 Retirement	8,421.61	6,120.00	2,301.61	137.61 %
5500 Communications Allowance	276.96	300.00	-23.04	92.32 %
5600 Employee Health	6,315.60	10,000.00	-3,684.40	63.16 %
5610 Employee Life & Disability	692.67	1,000.00	-307.33	69.27 %
5630 Employee Dental/Vision	301.77	500.00	-198.23	60.35 %
<b>Total 5000 Personnel Expenses</b>	<b>107,546.75</b>	<b>84,420.00</b>	<b>23,126.75</b>	<b>127.39 %</b>
6000 Program Expenses				
6010 FAM/Site Visits	963.59	2,400.00	-1,436.41	40.15 %
6020 Community Awareness	929.81	400.00	529.81	232.45 %
6030 Professional Organizations	3,351.46	2,400.00	951.46	139.64 %
6050 Sales Tools	2,855.08	950.00	1,905.08	300.53 %
6060 Literature	36,279.27	300.00	35,979.27	12,093.09 %



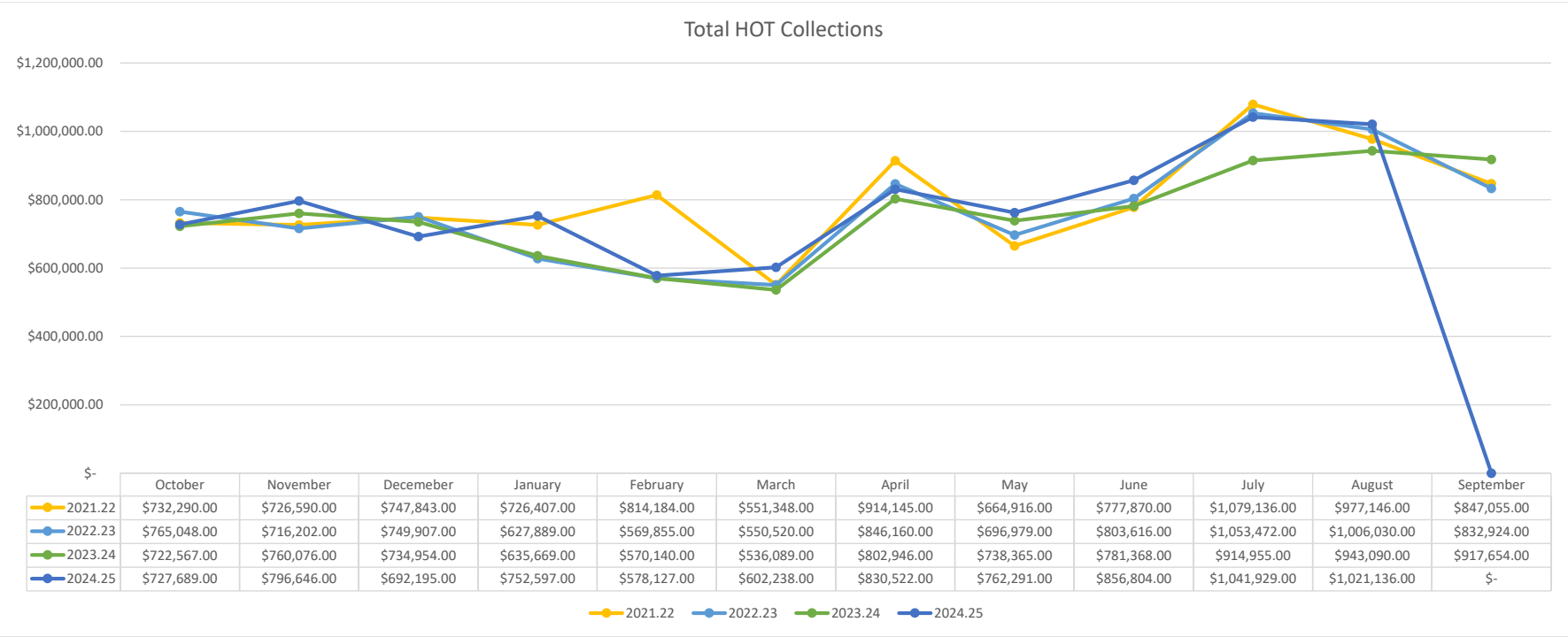
				Total
	Actual	Budget	over Budget	% of Budget
6070 Photography/Videography	12,826.11	5,000.00	7,826.11	256.52 %
6080 Trade Shows/Organizations	1,850.00	0.00	1,850.00	
6110 Specialty Advertising	1,566.88	0.00	1,566.88	
6120 Sales Calls	34.67	0.00	34.67	
6130 Financial Assistance	8,280.25	3,387.50	4,892.75	244.44 %
6150 Consumer Shows	109.62	0.00	109.62	
6160 Tour Development	100.10	150.00	-49.90	66.73 %
6180 Education	115.00	6,550.00	-6,435.00	1.76 %
6220 Advertising	36,276.37	26,890.58	9,385.79	134.90 %
6250 Association Dues and Memberships		600.00	-600.00	
6260 Software	1.00	22.00	-21.00	4.55 %
6270 Research	9,464.89	0.00	9,464.89	
6280 Misc. Meetings	202.72	120.00	82.72	168.93 %
6290 Special Events	-432.36	1,000.00	-1,432.36	-43.24 %
6500 Activity Fund	394.16		394.16	
<b>Total 6000 Program Expenses</b>	<b>115,168.62</b>	<b>50,170.08</b>	<b>64,998.54</b>	<b>229.56 %</b>
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	754.03	920.00	-165.97	81.96 %
7120 Postage	-1,349.54	675.00	-2,024.54	-199.93 %
7140 Rental Land & Buildings	226.00	1,400.00	-1,174.00	16.14 %
7150 Vehicle Lease	787.38	900.00	-112.62	87.49 %
7160 IT Services	1,028.00	1,095.83	-67.83	93.81 %
7170 Rented Equipment	274.09	400.00	-125.91	68.52 %
7180 Professional Services		1,600.00	-1,600.00	
<b>Total 7100 Contractual Services</b>	<b>1,719.96</b>	<b>6,990.83</b>	<b>-5,270.87</b>	<b>24.60 %</b>
7200 Other Charges	26.52		26.52	
7210 Insurance and Bonds		1,300.00	-1,300.00	
7220 Mileage	270.76	400.00	-129.24	67.69 %
7240 Executive Office Overhead	1,764.58	1,000.00	764.58	176.46 %
7250 Bank Fees/Service Charge	762.73	1,050.00	-287.27	72.64 %
<b>Total 7200 Other Charges</b>	<b>2,824.59</b>	<b>3,750.00</b>	<b>-925.41</b>	<b>75.32 %</b>
7300 Administrative Software	361.40	450.00	-88.60	80.31 %
7600 Office Equipment	31.73	0.00	31.73	
7700 Office Supplies	1,490.38	400.00	1,090.38	372.60 %
7800 Misc. Office Expense	1,394.85	200.00	1,194.85	697.43 %
<b>Total 7000 Administrative Overhead</b>	<b>7,822.91</b>	<b>11,790.83</b>	<b>-3,967.92</b>	<b>66.35 %</b>

	Total			
	Actual	Budget	over Budget	% of Budget
<b>Total Expenditures</b>	<b>230,538.28</b>	<b>146,380.91</b>	<b>84,157.37</b>	<b>157.49 %</b>
<b>NET OPERATING REVENUE</b>	<b>78,450.10</b>	<b>166,529.09</b>	<b>-88,078.99</b>	<b>47.11 %</b>
<b>OTHER REVENUE</b>				
4100 Interest Income	6,187.75	6,800.00	-612.25	91.00 %
<b>Total Other Revenue</b>	<b>6,187.75</b>	<b>6,800.00</b>	<b>-612.25</b>	<b>91.00 %</b>
<b>OTHER EXPENDITURES</b>				
7400 Depreciation Expense	451.17		451.17	
<b>Total Other Expenditures</b>	<b>451.17</b>	<b>0.00</b>	<b>451.17</b>	<b>0.00%</b>
<b>NET OTHER REVENUE</b>	<b>5,736.58</b>	<b>6,800.00</b>	<b>-1,063.42</b>	<b>84.36 %</b>
<b>NET REVENUE</b>	<b>\$84,186.68</b>	<b>\$173,329.09</b>	<b>\$ -89,142.41</b>	<b>48.57 %</b>

# 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			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$	744,417.00		
<b>Total</b>	<b>\$ 8,662,174.00</b>	<b>\$ 794,032.00</b>	<b>\$ 3,934,071.00</b>	<b>\$ 4,942,408.00</b>	<b>\$ 3,372,060.86</b>	<b>\$ 1,008,337.00</b>	<b>\$ 562,010.14</b>	<b>\$ 2,925,734.00</b>	<b>\$ 7,868,142.00</b>	<b>\$</b>	<b>8,239,025.00</b>	<b>\$ 373,534.00</b>	<b>5.854%</b>



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%
<b>Total</b>	\$	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%
<b>Total</b>	\$	869,168.86	\$	924,303.71	6%

