

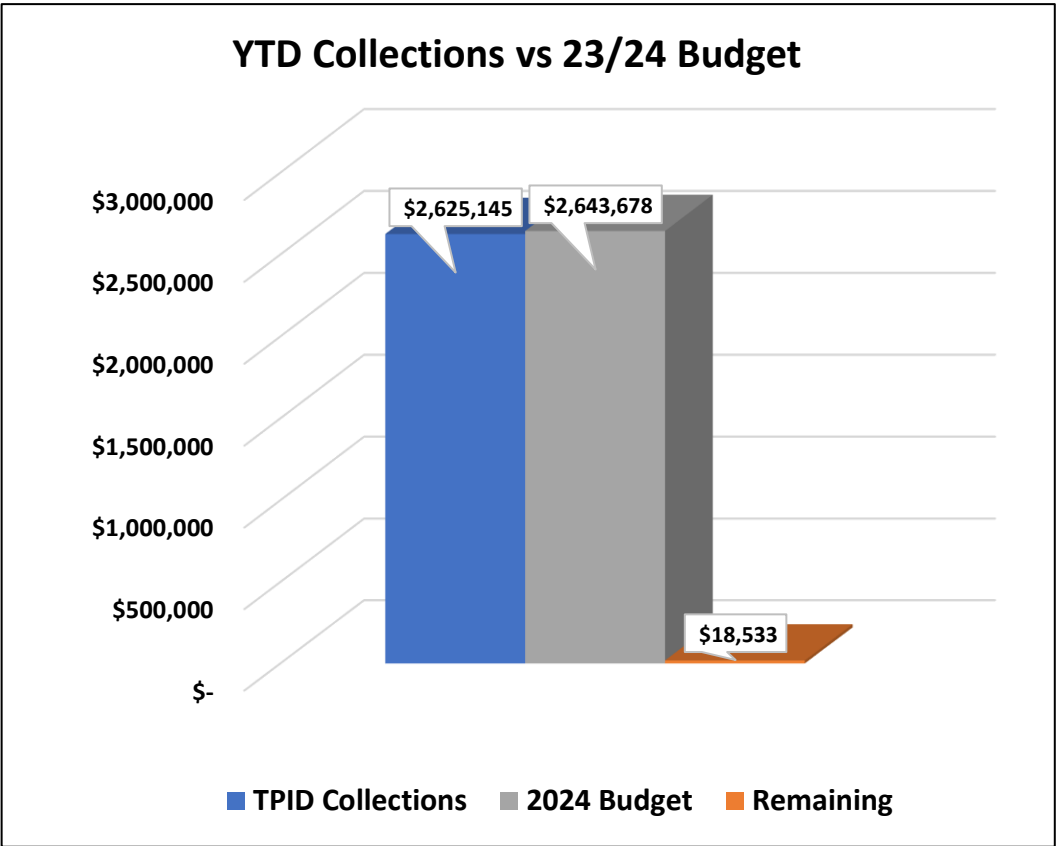
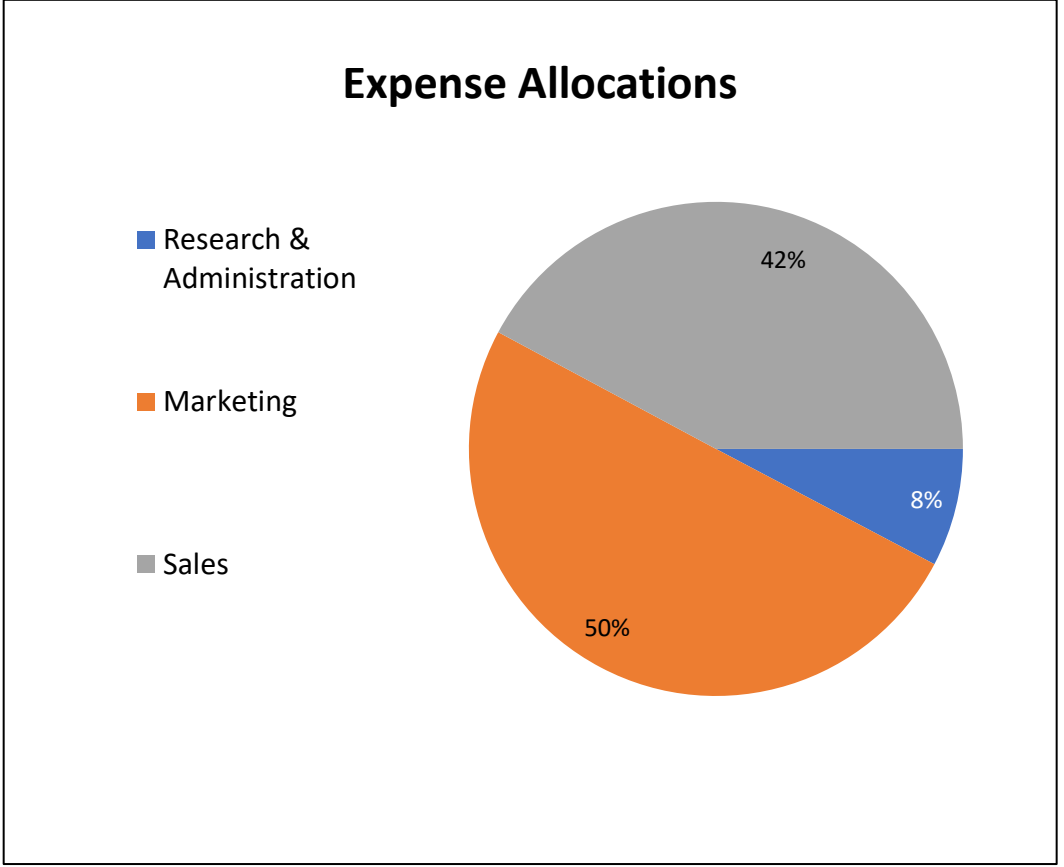
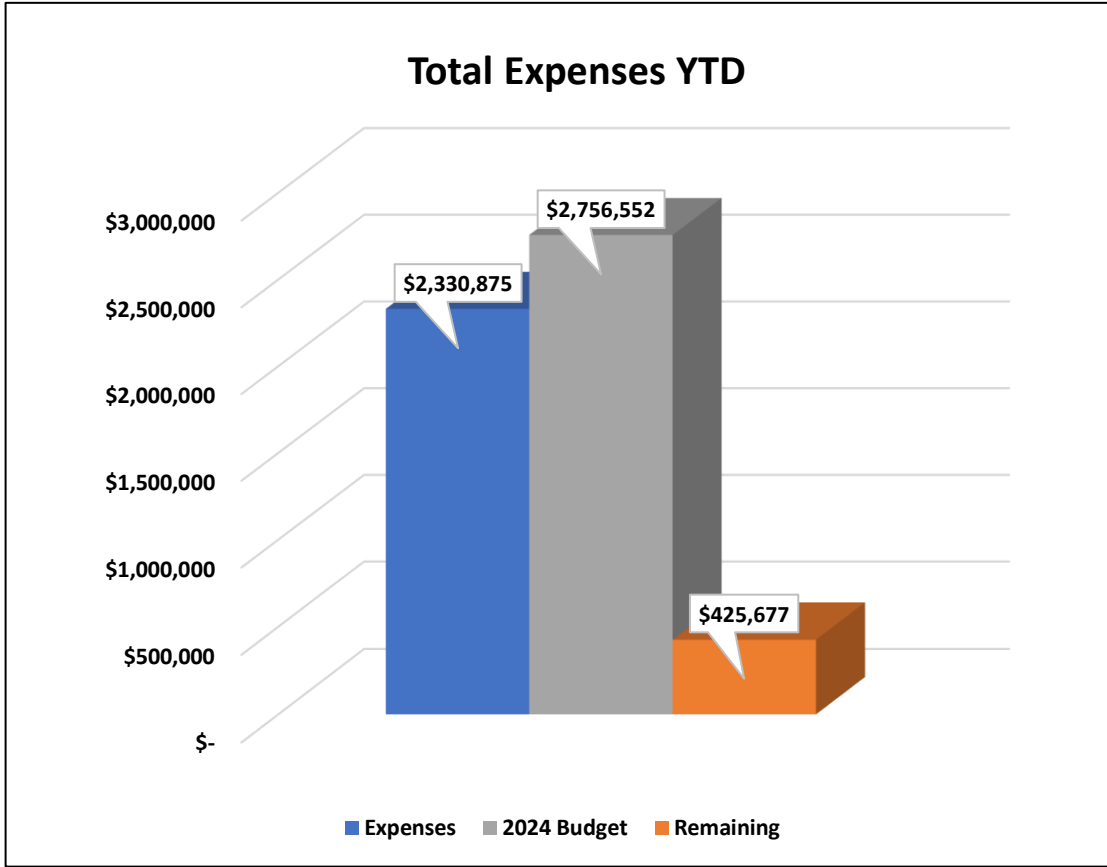
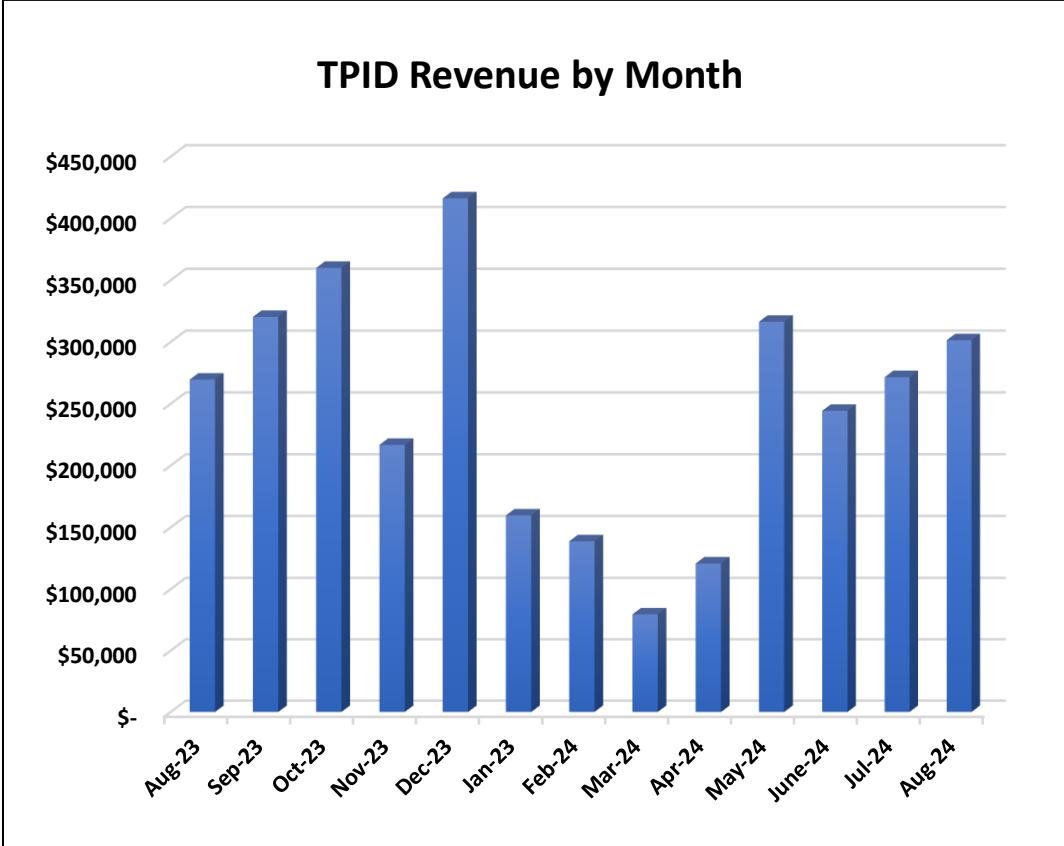
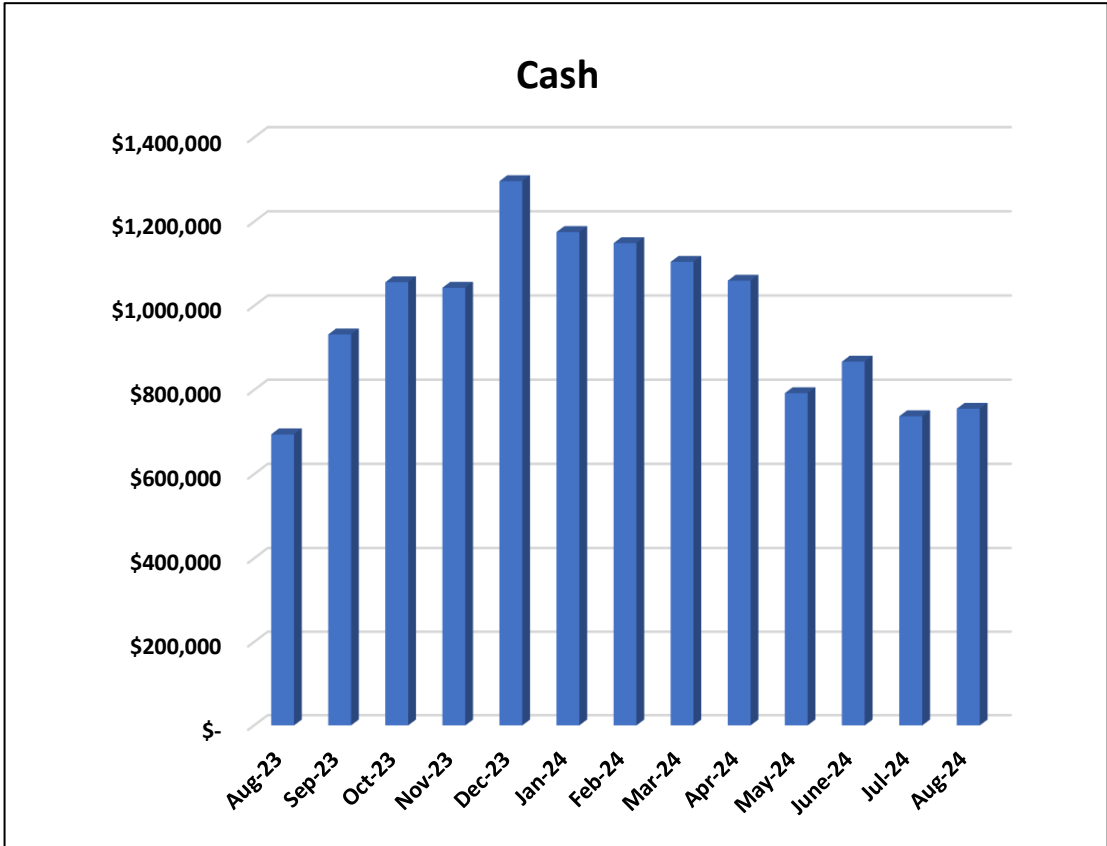


Financial Statements

For the period ending YTD August 31st, 2024

Index:

Page 1	Dashboards
Page 2	Balance Sheet
Page 3	Year to Date Statement of Activities
Page 4	Statement of Activities by Class



Corpus Christi Tourism Public Improvement District
Balance Sheet
For the Period Ending YTD August 31st, 2024 and August 31st, 2023

Note: Fiscal year is October 2023 through September 2024

	August 2024 \$	August 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
CURRENT ASSETS				
Cash - American Bank	63,574	694,621	(631,047)	-91%
MMA - American Bank	691,798	-	691,798	100%
Accounts Receivables	301,425	-	301,425	100%
OTHER ASSETS				
Prepaid Expenses	162,359	95,076	67,282	71%
7-Month CD	91,632	-	91,632	100%
FIXED ASSETS				
Furniture & Fixtures	78,890	78,890	-	0%
Less: Depreciation	(35,062)	(8,766)	(26,297)	-300%
TOTAL FIXED ASSETS	43,828	70,124	(26,297)	-38%
TOTAL ASSETS	1,354,615	859,822	494,793	58%
LIABILITIES				
CURRENT LIABILITIES				
Accounts Payable - VCC	52,976	36,097	16,879	47%
Accounts Payable	94,159	38,020	56,139	148%
TOTAL LIABILITIES	147,135	74,117	73,018	99%
NET ASSETS				
Retained Earnings	872,780	-	872,780	100%
Current Year Net Assets	334,700	785,705	(451,005)	-57%
TOTAL NET ASSETS	1,207,480	785,705	421,775	54%
TOTAL LIABILITIES & NET ASSETS	1,354,615	859,822	494,793	58%

Corpus Christi Tourism Public Improvement District
Statement of Activities
For the Period Ending YTD August 31st, 2024 and August 31st,2023

Note: Fiscal year is October 2023 through September 2024

	Aug-24		Aug-24		Over/(Under)		Aug-23		August-24 to August-23		Annual Budget		Budget Remaining	
	YTD - ACTUALS		YTD - BUDGET		VARIANCE TO BUDGET		YTD - ACTUALS		ACTUALS VARIANCE					
	\$	%	\$		\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:														
TPID Revenue	2,625,145	100.0%	2,317,304		307,841	13.3%	1,943,194	100.0%	681,951	35.1%	2,643,678	142.1%	18,533	0.7%
TOTAL REVENUES & OTHER SUPPORT:														
	2,625,145	100.0%	2,317,304		307,841	13.3%	1,943,194	100.0%	681,951	35.1%	2,643,678	100.0%	18,533	0.7%
PROGRAM EXPENSES:														
Printed Collateral Materials	1,636	0.1%	3,400		(1,764)	(51.9%)	3,121	0.2%	(1,484)	(47.6%)	3,400	0.2%	1,764	51.9%
Giveaway Promotions	24,060	0.9%	32,000		(7,940)	(24.8%)	10,500	0.5%	13,560	129.1%	33,500	1.8%	9,440	28.2%
Media Advertising														
Digital Media	792,910	30.2%	828,748		(35,838)	(4.3%)	457,253	23.5%	335,657	73.4%	908,891	48.9%	115,981	12.8%
Outdoor	15,000	0.6%	10,000		5,000	50.0%	-	-	15,000	100.0%	20,000	1.1%	5,000	25.0%
Print	5,495	0.2%	10,019		(4,524)	(45.2%)	-	-	5,495	100.0%	10,019	0.5%	4,524	45.2%
Total Media Advertising	813,405	31.0%	848,767		(35,362)	(4.2%)	457,253	23.5%	356,152	77.9%	938,910	50.5%	125,505	13.4%
Website & CRM	49,268	1.9%	41,816		7,452	17.8%	-	-	49,268	100.0%	43,172	2.3%	(6,096)	(14.1%)
Public Relations	271,939	10.4%	295,598		(23,659)	(8.0%)	144,686	7.4%	127,253	88.0%	315,733	17.0%	43,794	13.9%
Market Research	86,867	3.3%	114,531		(27,664)	(24.2%)	56,850	2.9%	30,017	52.8%	119,947	6.4%	33,080	27.6%
Marketing Projects	8,689	0.3%	26,000		(17,311)	(66.6%)	-	-	8,689	100.0%	35,750	1.9%	27,061	75.7%
Trade Shows/Missions														
Site Visits/FAM Tours	17,378	0.7%	29,000		(11,622)	(40.1%)	11,853	0.6%	5,525	46.6%	29,000	1.6%	11,622	40.1%
Trade Shows	245,849	9.4%	251,490		(5,641)	(2.2%)	144,770	7.5%	101,079	69.8%	322,250	17.3%	76,401	23.7%
Sales Missions	28,765	1.1%	35,750		(6,985)	(19.5%)	6,380	0.3%	22,386	350.9%	35,750	1.9%	6,985	19.5%
Total Trade Shows/Missions	291,992	11.1%	316,240		(24,248)	(7.7%)	163,002	8.4%	128,990	79.1%	387,000	20.8%	95,008	24.5%
Dues & Subscriptions														
Membership Dues	106,520	4.1%	114,232		(7,712)	(6.8%)	103,242	5.3%	3,279	3.2%	120,047	6.5%	13,527	11.3%
Subscriptions	3,330	0.1%	8,515		(5,185)	(60.9%)	8,283	0.4%	(4,953)	(59.8%)	12,585	0.7%	9,255	73.5%
Total Dues & Subscriptions	109,850	4.2%	122,747		(12,897)	(10.5%)	111,524	5.7%	(1,674)	(1.5%)	132,632	7.1%	22,782	17.2%
Salary Expenses														
Salaries	249,185	9.5%	248,042		1,143	0.5%	137,473	7.1%	111,712	81.3%	268,300	14.4%	19,115	7.1%
Insurance/Healthcare	19,485	0.7%	19,058		427	2.2%	14,111	0.7%	5,374	38.1%	20,791	1.1%	1,306	6.3%
Taxes & Benefits	18,684	0.7%	20,969		(2,285)	(10.9%)	8,026	0.4%	10,658	132.8%	22,876	1.2%	4,192	18.3%
401K SH	4,365	0.2%	7,639		(3,274)	(42.9%)	1,444	0.1%	2,922	202.4%	8,334	0.4%	3,968	47.6%
Total Salary Expenses	291,719	11.1%	295,708		(3,989)	(1.3%)	161,053	8.3%	130,666	81.1%	320,300	17.2%	28,581	8.9%
Contract & Professional Fees														
Accounting fees	23,796	0.9%	21,000		2,796	13.3%	6,000	0.3%	17,796	296.6%	22,000	1.2%	(1,796)	(8.2%)
Admin Board Meeting	-	-	-		-	-	1,981	0.1%	(1,981)	(100.0%)	-	-	-	-
Administrative	-	-	7,968		(7,968)	(100.0%)	2,185	0.1%	(2,185)	(100.0%)	8,692	0.5%	8,692	100.0%
Total Contract & Professional Fees	23,796	0.9%	28,968		(5,171)	(17.9%)	10,166	0.5%	13,631	134.1%	30,692	1.6%	6,896	22.5%
Bank Fees	18	0.0%	-		18	100.0%	2	0.0%	16	928.6%	-	-	(18)	-
Board Meeting Expense	37	0.0%	-		37	100.0%	-	-	37	100.0%	-	-	(37)	-
Cell Phone Stipend	3,563	0.1%	3,850		(288)	(7.5%)	1,275	0.1%	2,288	179.4%	4,200	0.2%	638	15.2%
Software	3,326	0.1%	-		3,326	100.0%	1,285	0.1%	2,041	158.8%	-	-	(3,326)	-
Office Supplies														
General Office Supplies	98	0.0%	120		(22)	(18.4%)	918	0.0%	(918)	(100.0%)	120	0.0%	22	18.4%
Uniforms	310	0.0%	2,200		(1,890)	(85.9%)	-	-	310	100.0%	2,200	0.1%	1,890	85.9%
Total Office Supplies	408	0.0%	2,320		(1,912)	(82.4%)	918	0.0%	(510)	(55.5%)	2,320	0.1%	1,912	82.4%
Staff Development														
Educational Development	9,557	0.4%	8,700		857	9.8%	7,910	0.4%	1,646	20.8%	8,700	0.5%	(857)	(9.8%)
Total Staff Development	9,557	0.4%	8,700		857	9.8%	7,910	0.4%	1,646	20.8%	8,700	0.5%	(857)	(9.8%)
Community Relations														
Sponsorships	62,405	2.4%	88,800		(26,395)	(29.7%)	-	-	62,405	100.0%	88,800	4.8%	26,395	29.7%
Grants	254,167	9.7%	212,000		42,167	19.9%	19,166	1.0%	235,001	1,226.1%	212,000	11.4%	(42,167)	(19.9%)
Total Community Relations	316,572	12.1%	300,800		15,772	5.2%	19,166	1.0%	297,406	1,551.7%	300,800	16.2%	(15,772)	(5.2%)
Sales Team General Travel	68	0.0%	1,100		(1,032)	(93.8%)	10	0.0%	58	577.6%	1,200	0.1%	1,132	94.4%
Office Expenses														
Contingency	-	-	-		-	-	-	-	-	-	52,000	2.8%	52,000	100.0%
Other Expenditures														
Depreciation/Amortization	24,105	0.9%	24,105		(0)	-	8,766	0.5%	15,340	175.0%	26,297	1.4%	2,191	8.3%
TOTAL PROGRAM EXPENSES:														
	2,330,875	88.8%	2,466,650		(135,774)	(5.5%)	1,157,489	59.6%	1,173,387	101.4%	2,756,552	148.2%	425,677	15.4%
NET OPERATING INCOME														
	294,269	11.2%	(149,346)		443,615	297.0%	785,705	40.4%	(491,436)	(62.5%)	(112,874)	(6.1%)	(407,144)	360.7%
OTHER INCOME														
Interest Income	40,431	1.5%	-		40,431	100.0%	-	-	40,431	100.0%	-	-	(40,431)	-
TOTAL OTHER INCOME														
	40,431	1.5%	-		40,431	100.0%	-	-	40,431	100.0%	-	-	(40,431)	-
CHANGE IN NET ASSETS:														
	334,700	12.7%	(149,346)		484,046	324.1%	785,705	40.4%	(451,005)	(57.4%)	(112,874)	(4.3%)	(447,575)	396.5%

Corpus Christi Tourism Public Improvement District
Statement of Activities by Class
For the Period Ending August 31st, 2024

	General	Marketing	Research and Admin.	Sales	TOTAL
REVENUES & OTHER SUPPORT:					
TPID Revenue	2,625,145				2,625,145
TOTAL REVENUES & OTHER SUPPORT:	2,625,145				2,625,145
PROGRAM EXPENSES:					
Printed Collateral Materials				1,636	1,636
Giveaway Promotions		-		24,060	24,060
Media Advertising				-	-
Digital Media	775,410			17,500	792,910
Outdoor	15,000			-	15,000
Print	5,495			-	5,495
Total Media Advertising	795,905	-	-	17,500	813,405
Website & CRM	29,492			19,776	49,268
Total Website & CRM	29,492	-	-	19,776	49,268
Public Relations	271,939			-	271,939
Market Research	-		74,167	12,700	86,867
Marketing Projects	8,166			523	8,689
Trade Shows/Missions	-			-	-
Site Visits/FAM Tours	248			17,130	17,378
Trade Shows	61,695			184,154	245,849
Sales Missions	498			28,267	28,765
Total Trade Shows/Missions	-	62,441	-	229,552	291,992
Dues & Subscriptions					
Membership Dues	-		54,654	51,867	106,520
Subscriptions	-			3,330	3,330
Total Dues & Subscriptions	-	-	54,654	55,197	109,850
Salary Expenses					
Salaries				249,185	249,185
Insurance/Healthcare				19,485	19,485
401K SH				4,365	4,365
Taxes & Benefits				18,684	18,684
Total Salary Expenses	-	-	-	291,719	291,719
Contract & Professional Fees					
Accounting fees			23,796	-	23,796
Total Contract & Professional Fees	-	-	23,796	-	23,796
Bank Fees	18			-	18
Board Meeting Expense			37	-	37
Cell Phone Stipend				3,563	3,563
Computer Expense - Software	(10)		3,336	-	3,326
Office Supplies					
General Office Supplies				98	98
Uniforms				310	310
Staff Development					
Educational Development				9,557	9,557
Total Staff Development	-	-	-	9,557	9,557
Community Relations					
Sponsorships & Grants				62,405	62,405
Grants				254,167	254,167
Total Community Relations	-	-	-	316,572	316,572
Sales Team General Travel				68	68
Office Expenses	-	-	24,105	-	24,105
TOTAL PROGRAM EXPENSES:	8	1,167,943	180,095	982,830	2,330,875
NET OPERATING INCOME	2,625,136	(1,167,943)	(180,095)	(982,830)	294,269
OTHER INCOME					
Interest Income	40,431				40,431
TOTAL OTHER INCOME	40,431	-	-	-	40,431
CHANGE IN NET ASSETS:	\$ 2,665,567	\$ (1,167,943)	\$ (180,095)	\$ (982,830)	\$ 334,700

Category % of Total Spend	44 %	7 %	38 %	89 %
Category % per Service Plan	50 %	5 %	43 %	100 %
Variance	(6)%	2 %	(5)%	(11)%