

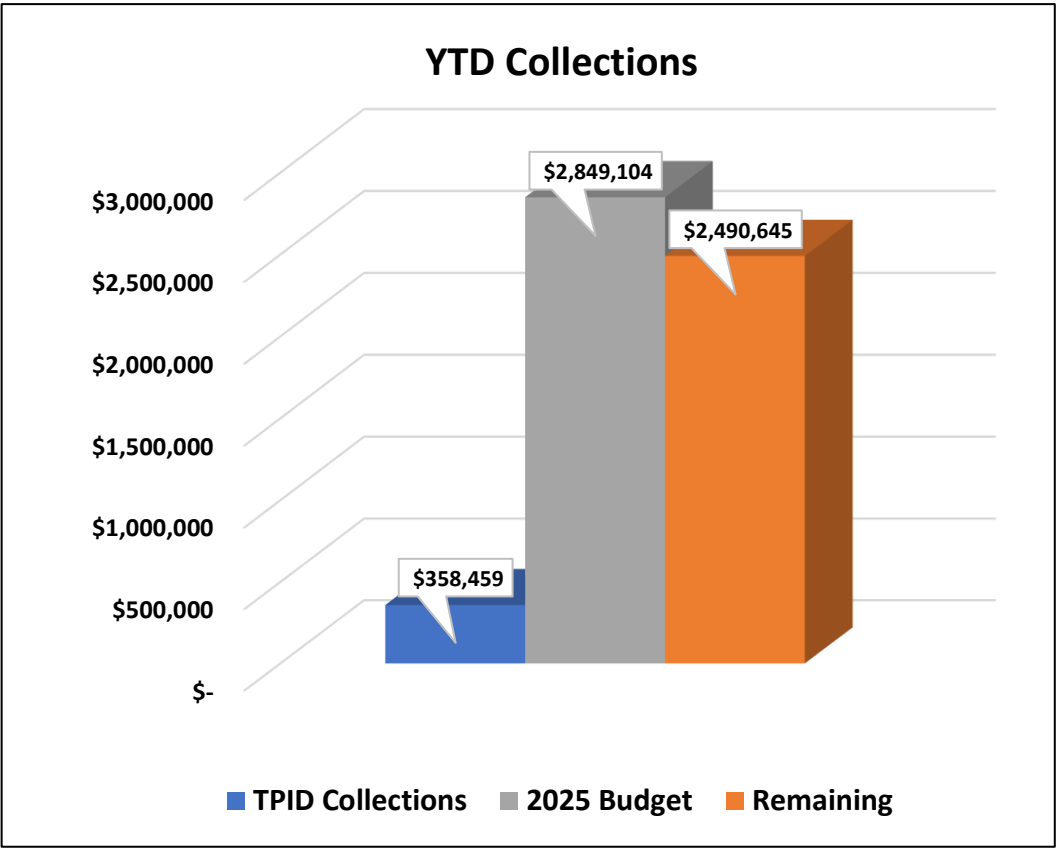
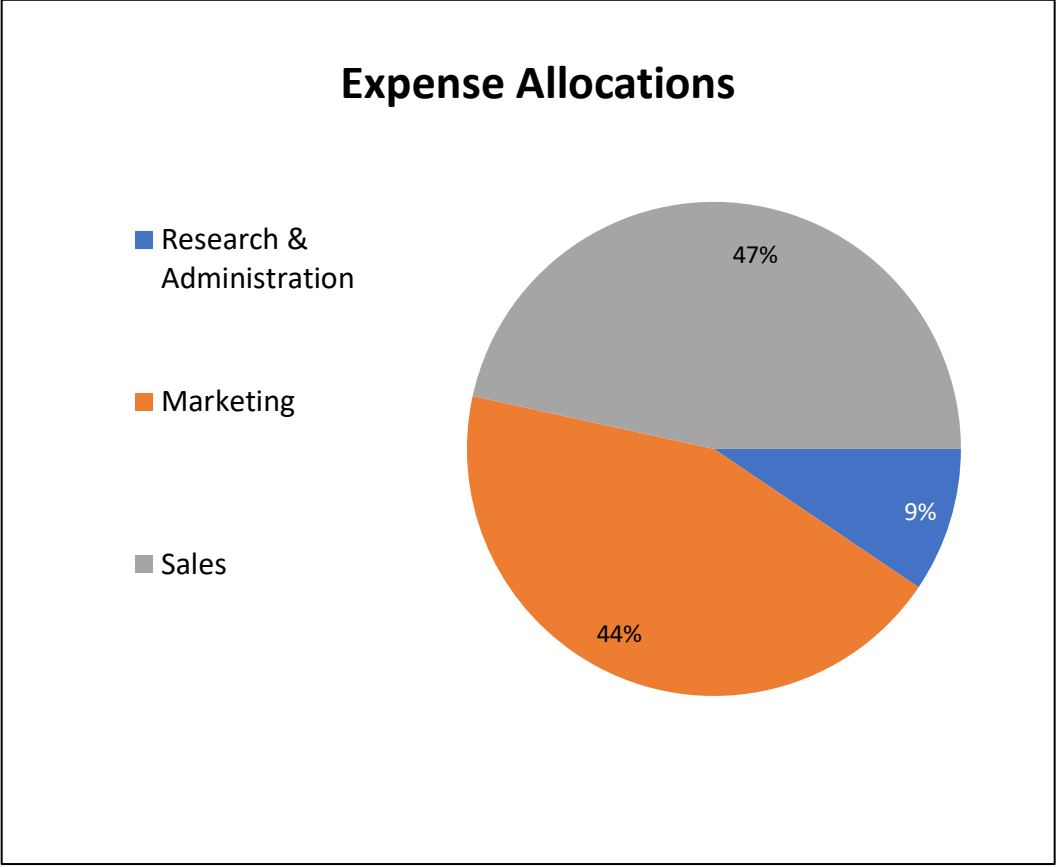
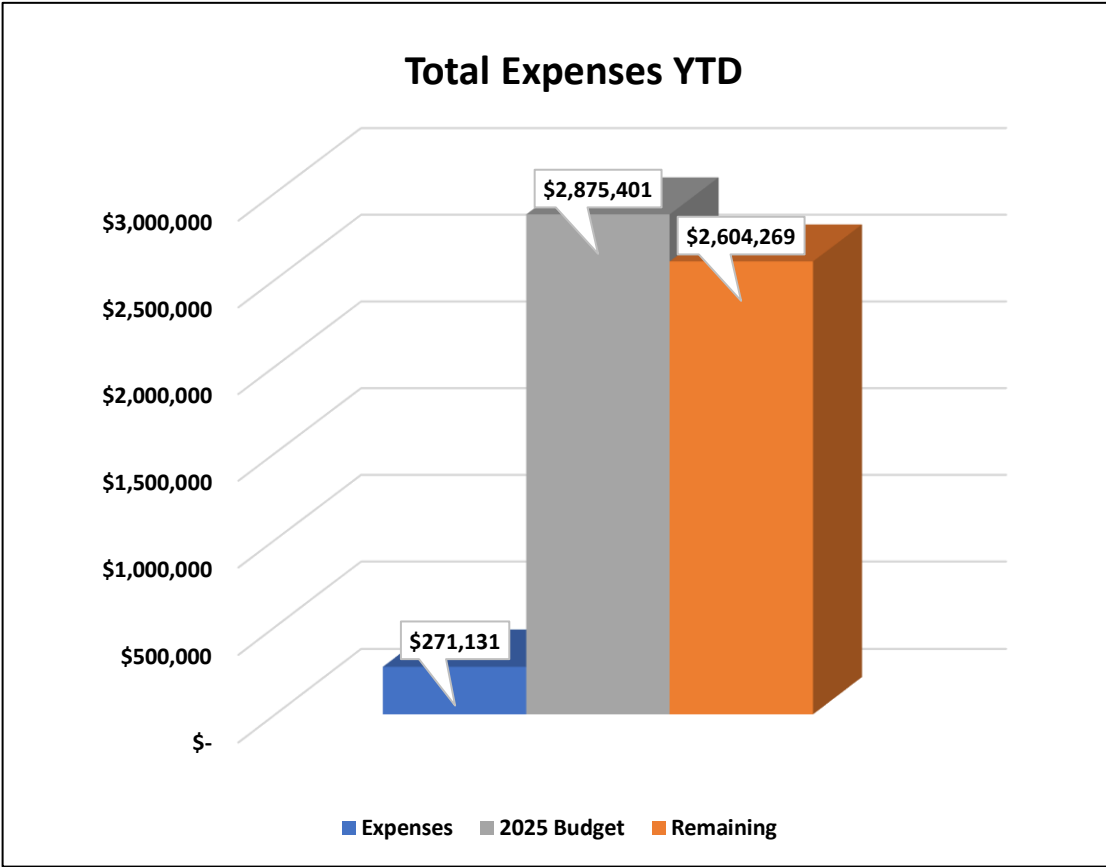
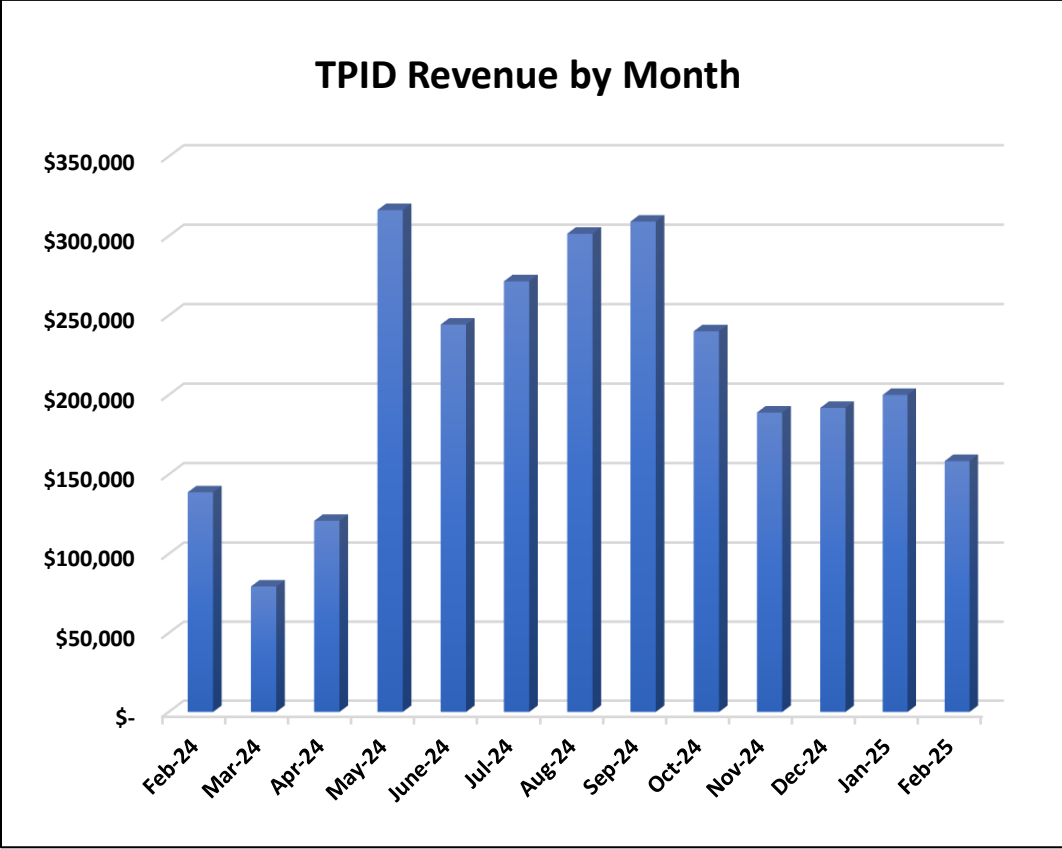
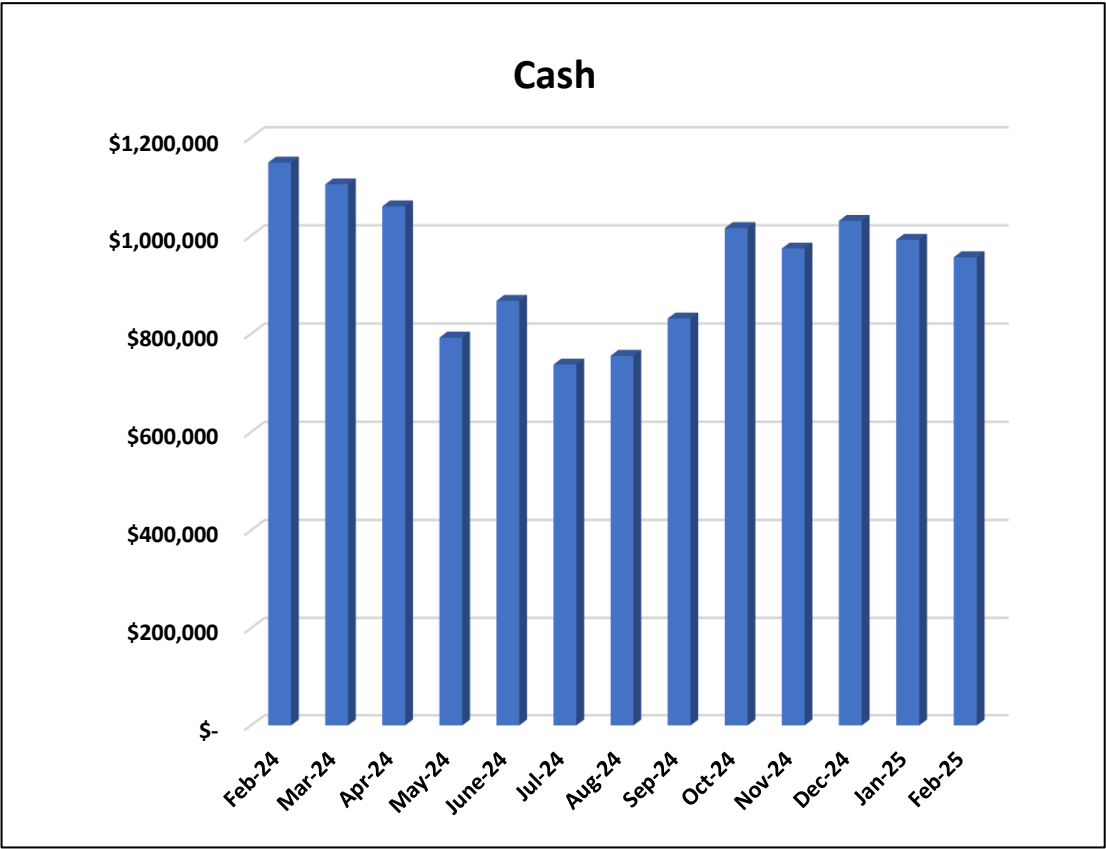


Financial Statements

For the period ending YTD February 28th, 2025

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Corpus Christi Tourism Public Improvement District
Balance Sheet
For the Period Ending YTD February 28th, 2025 and February 29th, 2024

Note: Fiscal year is January 2025 through December 2025

	February 2025 \$	February 2024 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
CURRENT ASSETS				
Cash - American Bank	35,516	60,994	(25,478)	-42%
MMA - American Bank	920,652	1,087,150	(166,497)	-15%
Bill.com Clearing	-	881	(881)	-100%
Accounts Receivables	158,440	138,732	19,708	14%
OTHER ASSETS				
Prepaid Expenses	277,664	127,347	150,317	118%
7-Month CD	92,950	89,000	3,950	4%
FIXED ASSETS				
Furniture & Fixtures	78,890	78,890	-	0%
Less: Depreciation	(48,211)	(21,914)	(26,297)	-120%
TOTAL FIXED ASSETS	30,679	56,976	(26,297)	-46%
TOTAL ASSETS	1,515,900	1,561,079	(45,178)	-3%
LIABILITIES				
CURRENT LIABILITIES				
Accounts Payable - VCC	48,657	59,907	(11,250)	-19%
Accounts Payable	36,004	61,475	(25,470)	-41%
Total Current Liabilities	84,661	121,382	(36,721)	-30%
TOTAL LIABILITIES	84,661	121,382	(36,721)	-30%
NET ASSETS				
Retained Earnings	1,335,961	1,474,664	(138,703)	-9%
Current Year Net Assets	95,278	(34,968)	130,245	372%
TOTAL NET ASSETS	1,431,239	1,439,697	(8,458)	-1%
TOTAL LIABILITIES & NET ASSETS	1,515,900	1,561,079	(45,178)	-3%

Corpus Christi Tourism Public Improvement District
Statement of Activities
For the Period Ending YTD February 28th, 2025 and February 29th,2024

Note: Fiscal year is January 2025 through December 2025

	Feb-25 YTD - ACTUALS		Feb-25 YTD - BUDGET		Over/(Under) VARIANCE TO BUDGET		Feb-24 YTD - ACTUALS		Feb-25 to Feb-24 ACTUALS VARIANCE		2025 Annual Budget		Budget Remaining	
	\$	%	\$		\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:														
TPID Revenue	358,459	100.0%	500,000		(141,541)	(28.3%)	298,436	100.0%	60,023	20.1%	2,849,104	153.1%	2,490,645	87.4%
TOTAL REVENUES & OTHER SUPPORT:	358,459	100.0%	500,000		(141,541)	(28.3%)	298,436	100.0%	60,023	20.1%	2,849,104	100.0%	2,490,645	87.4%
PROGRAM EXPENSES:														
Printed Collateral Materials	281	0.1%	300		(19)	(6.3%)	-	-	281	100.0%	1,500	0.1%	1,219	81.3%
Giveaway Promotions	2,896	0.8%	4,517		(1,621)	(35.9%)	5,028	1.7%	(2,133)	(42.4%)	31,250	1.7%	28,354	90.7%
Media Advertising														
Digital Media	42,787	11.9%	143,600		(100,813)	(70.2%)	40,285	13.5%	2,501	6.2%	870,644	46.8%	827,857	95.1%
Outdoor	-	-	20,000		(20,000)	(100.0%)	10,000	3.4%	(10,000)	(100.0%)	20,000	1.1%	20,000	100.0%
Print	-	-	10,125		(10,125)	(100.0%)	-	-	-	-	10,125	0.5%	10,125	100.0%
Total Media Advertising	42,787	11.9%	173,725		(130,938)	(75.4%)	50,285	16.8%	(7,499)	(14.9%)	900,769	48.4%	857,982	95.2%
Website & CRM	12,412	3.5%	7,857		4,555	58.0%	8,277	2.8%	4,135	50.0%	47,142	2.5%	34,730	73.7%
Public Relations	43,573	12.2%	65,913		(22,340)	(33.9%)	98,673	33.1%	(55,100)	(55.8%)	295,580	15.9%	252,007	85.3%
Market Research	9,993	2.8%	9,993		0	-	13,583	4.6%	(3,590)	(26.4%)	59,960	3.2%	49,967	83.3%
Strategic Initiatives	10,621	3.0%	4,080		6,541	160.3%	-	-	10,621	100.0%	38,230	2.1%	27,609	72.2%
Marketing Projects	-	-	-		-	-	-	-	-	-	-	-	-	-
Trade Shows/Missions	-	-	-		-	-	-	-	-	-	-	-	-	-
Site Visits/FAM Tours	4,716	1.3%	10,000		(5,284)	(52.8%)	2,600	0.9%	2,116	81.4%	34,800	1.9%	30,084	86.4%
Trade Shows	21,638	6.0%	27,000		(5,362)	(19.9%)	55,519	18.6%	(33,881)	(61.0%)	350,100	18.8%	328,462	93.8%
Sales Missions	2,746	0.8%	2,000		746	37.3%	-	-	2,746	100.0%	80,271	4.3%	77,525	96.6%
Total Trade Shows/Missions	29,101	8.1%	39,000		(9,899)	(25.4%)	58,119	19.5%	(29,018)	(49.9%)	465,171	25.0%	436,070	93.7%
Dues & Subscriptions														
Membership Dues	27,276	7.6%	23,275		4,000	17.2%	17,351	5.8%	9,925	57.2%	130,945	7.0%	103,669	79.2%
Subscriptions	1,079	0.3%	2,174		(1,095)	(50.4%)	220	0.1%	859	390.5%	13,045	0.7%	11,966	91.7%
Total Dues & Subscriptions	28,355	7.9%	25,449		2,905	11.4%	17,571	5.9%	10,784	61.4%	143,990	7.7%	115,635	80.3%
Salary Expenses														
Salaries	52,429	14.6%	51,298		1,131	2.2%	40,517	13.6%	11,913	29.4%	319,040	17.1%	266,611	83.6%
Insurance/Healthcare	2,917	0.8%	3,782		(865)	(22.9%)	3,737	1.3%	(819)	(21.9%)	22,692	1.2%	19,774	87.1%
Taxes & Benefits	4,519	1.3%	4,190		329	7.9%	4,094	1.4%	425	10.4%	25,139	1.4%	20,620	82.0%
401K SH	258	0.1%	1,063		(805)	(75.7%)	534	0.2%	(276)	(51.6%)	6,381	0.3%	6,122	96.0%
Total Salary Expenses	60,124	16.8%	60,334		(209)	(0.3%)	48,882	16.4%	11,242	23.0%	373,251	20.1%	313,127	83.9%
Contract & Professional Fees														
Accounting fees	2,463	0.7%	2,427		37	1.5%	3,000	1.0%	(537)	(17.9%)	26,560	1.4%	24,096	90.7%
Administrative	-	-	1,005		(1,005)	(100.0%)	-	-	-	-	6,027	0.3%	6,027	100.0%
Total Contract & Professional Fees	2,463	0.7%	3,431		(968)	(28.2%)	3,000	1.0%	(537)	(17.9%)	32,587	1.8%	30,123	92.4%
Bank Fees	-	-	-		-	-	-	-	-	-	-	-	-	-
Board Meeting Expense	775	0.2%	775		-	-	-	-	775	100.0%	4,650	0.2%	3,875	83.3%
Cell Phone Stipend	950	0.3%	950		-	-	700	0.2%	250	35.7%	5,700	0.3%	4,750	83.3%
Software	501	0.1%	-		501	100.0%	719	0.2%	(218)	(30.3%)	-	-	(501)	-
Office Supplies														
General Office Supplies	-	-	250		(250)	(100.0%)	38	0.0%	(38)	(100.0%)	250	0.0%	250	100.0%
Uniforms	-	-	450		(450)	(100.0%)	-	-	-	-	1,800	0.1%	1,800	100.0%
Total Office Supplies	-	-	700		(700)	(100.0%)	38	0.0%	(38)	(100.0%)	2,050	0.1%	2,050	100.0%
Staff Development														
Educational Development	5,109	1.4%	5,592		(483)	(8.6%)	1,986	0.7%	3,123	157.2%	24,492	1.3%	19,383	79.1%
Total Staff Development	5,109	1.4%	5,592		(483)	(8.6%)	1,986	0.7%	3,123	157.2%	24,492	1.3%	19,383	79.1%
Community Relations														
Sponsorships	16,583	4.6%	15,333		1,250	8.2%	6,125	2.1%	10,458	170.7%	104,500	5.6%	87,917	84.1%
Grants	-	-	10,000		(10,000)	(100.0%)	25,875	8.7%	(25,875)	(100.0%)	259,500	13.9%	259,500	100.0%
Total Community Relations	16,583	4.6%	25,333		(8,750)	(34.5%)	32,000	10.7%	(15,417)	(48.2%)	364,000	19.6%	347,417	95.4%
Sales Team General Travel	224	0.1%	300		(76)	(25.3%)	5	0.0%	219	4,382.8%	1,800	0.1%	1,576	87.5%
Office Expenses														
Contingency	-	-	-		-	-	-	-	-	-	56,982	3.1%	56,982	100.0%
Other Expenditures														
Depreciation/Amortization	4,383	1.2%	4,383		-	-	4,383	1.5%	-	-	26,297	1.4%	21,914	83.3%
TOTAL PROGRAM EXPENSES:	271,131	75.6%	432,633		(161,501)	(37.3%)	343,250	115.0%	(72,118)	(21.0%)	2,875,401	154.6%	2,604,269	90.6%
NET OPERATING INCOME	87,328	24.4%	67,367		19,960	29.6%	(44,814)	(15.0%)	132,142	294.9%	(26,296)	(1.4%)	(113,624)	432.1%
OTHER INCOME														
Interest Income	7,950	2.2%	6,500		1,450	22.3%	9,846	3.3%	(1,896)	(19.3%)	39,000	2.1%	31,050	79.6%
TOTAL OTHER INCOME	7,950	2.2%	6,500		1,450	22.3%	9,846	3.3%	(1,896)	(19.3%)	39,000	2.1%	31,050	79.6%
CHANGE IN NET ASSETS:	95,278	26.6%	73,867		21,410	29.0%	(34,968)	(11.7%)	130,245	372.5%	12,704	0.4%	(82,574)	(650.0%)

Corpus Christi Tourism Public Improvement District
Statement of Activities by Class
For the Period Ending February 28th, 2025

	General	Marketing	Research and Admin.	Sales	TOTAL
REVENUES & OTHER SUPPORT:					
TPID Revenue	358,459				358,459
TOTAL REVENUES & OTHER SUPPORT:	358,459				358,459
PROGRAM EXPENSES:					
Printed Collateral Materials				281	281
Giveaway Promotions	-	-	-	2,896	2,896
Media Advertising					
Digital Media	-	42,787	-	-	42,787
Outdoor		0		-	-
Total Media Advertising	-	42,787	-	-	42,787
Website & CRM	-	11,295	-	1,117	12,412
Total Website & CRM		11,295	-	1,117	12,412
Public Relations	-	43,573	-	-	43,573
Market Research	-	-	7,333	2,660	9,993
Strategic Initiatives	-	-	-	10,621	10,621
Marketing Projects	-	-	-	-	-
Site Visits/FAM Tours	-	-	-	4,716	4,716
Trade Shows	-	-	-	21,638	21,638
Sales Missions	-	-	-	2,746	2,746
Total Trade Shows/Missions	-	-	-	29,101	29,101
Dues & Subscriptions					
Membership Dues	-	-	10,203	17,073	27,276
Subscriptions	-	-	-	1,079	1,079
Total Dues & Subscriptions	-	-	10,203	18,152	28,355
Salary Expenses					
Salaries	-	19,500	-	32,929	52,429
Insurance/Healthcare	-	81	-	2,836	2,917
401K SH	-	-		258	258
Taxes & Benefits	-	1,783	-	2,736	4,519
Total Salary Expenses	-	21,364	-	38,760	60,124
Contract & Professional Fees					
Accounting fees	-	-	2,463	-	2,463
Total Contract & Professional Fees	-	-	2,463	-	2,463
Board Meeting Expense	-	-	775	-	775
Cell Phone Stipend	-	200	-	750	950
Computer Expense - Software	-	-	501	-	501
Uniforms		-		-	-
Staff Development					
Educational Development	-	-	-	5,109	5,109
Total Staff Development	-	-	-	5,109	5,109
Community Relations					
Sponsorships & Grants	-	-		16,583	16,583
Grants		-		-	-
Total Community Relations	-	-	-	16,583	16,583
Sales Team General Travel		-	-	224	224
Office Expenses	-	-	-	-	-
Depreciation	-	-	4,383	-	4,383
TOTAL PROGRAM EXPENSES:	-	119,219	25,658	126,254	271,131
NET OPERATING INCOME	358,459	(119,219)	(25,658)	(126,254)	87,328
OTHER INCOME					
Interest Income	7,950	-	-	-	7,950
TOTAL OTHER INCOME	7,950	-	-	-	7,950
CHANGE IN NET ASSETS:					
	\$ 366,409	\$ (119,219)	\$ (25,658)	\$ (126,254)	\$ 95,278

Category % of Total Spend	33 %	7 %	36 %	76 %
Category % per Service Plan	50 %	5 %	43 %	98 %
Variance	(17)%	2 %	(7)%	(22)%