

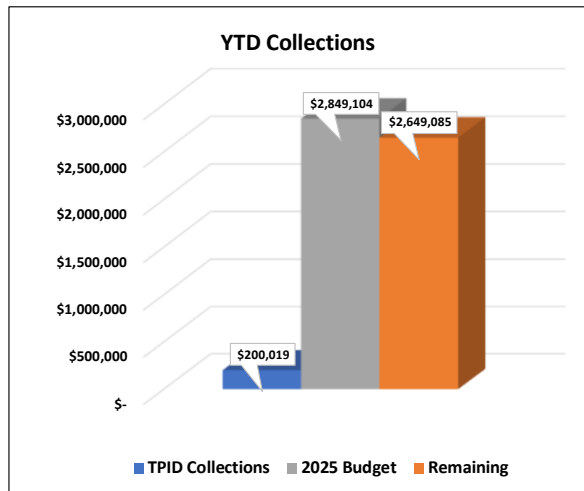
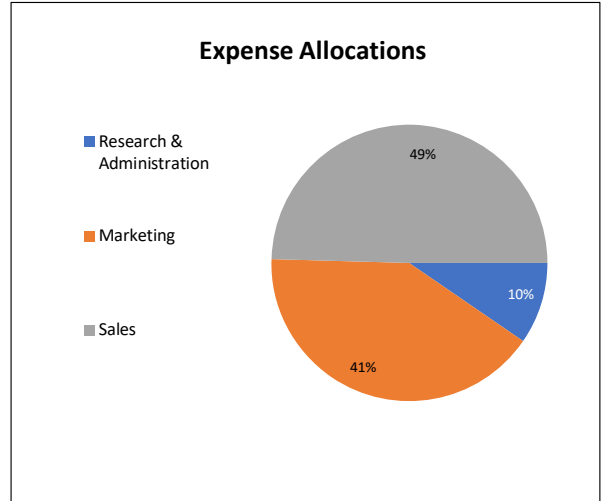
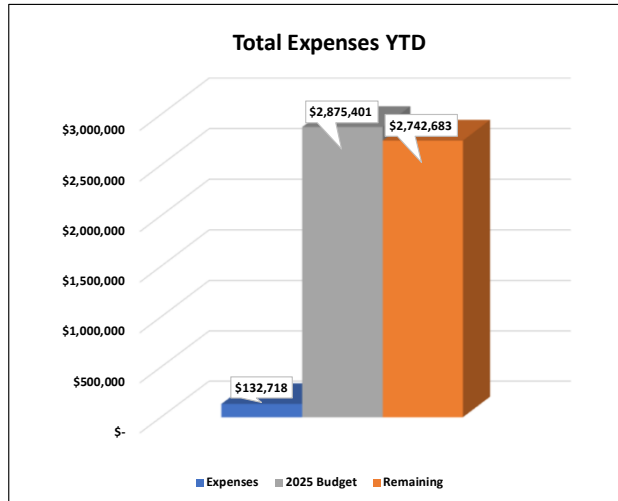
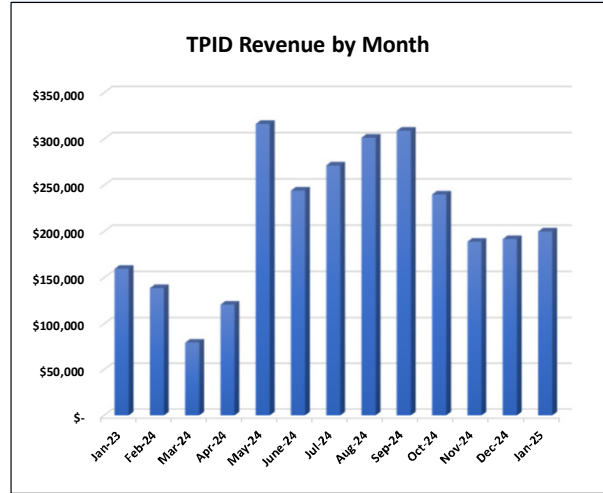
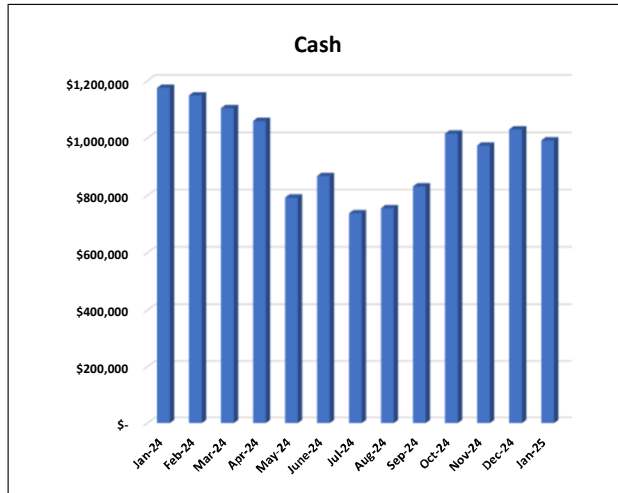


Financial Statements

For the period ending YTD January 31st, 2025

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Corpus Christi Tourism Public Improvement District
Balance Sheet
For the Period Ending YTD January 31st, 2025 and January 31st, 2024

Note: Fiscal year is January 2025 through December 2025

	January 2025 \$	January 2024 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
CURRENT ASSETS				
Cash - American Bank	40,490	90,677	(50,187)	-55%
MMA - American Bank	951,249	1,083,808	(132,560)	-12%
Bill.com Clearing	-	881	(881)	-100%
Accounts Receivables	200,019	159,704	40,316	25%
OTHER ASSETS				
Prepaid Expenses	276,067	95,157	180,910	190%
7-Month CD	92,950	89,000	3,950	4%
FIXED ASSETS				
Furniture & Fixtures	78,890	78,890	-	0%
Less: Depreciation	(46,019)	(19,723)	(26,297)	-133%
TOTAL FIXED ASSETS	32,871	59,167	(26,297)	-44%
TOTAL ASSETS	1,593,645	1,578,394	15,251	1%
LIABILITIES				
CURRENT LIABILITIES				
Accounts Payable - VCC	59,816	69,038	(9,223)	-13%
Accounts Payable	122,664	92,280	30,384	33%
Total Current Liabilities	182,479	161,318	21,161	13%
TOTAL LIABILITIES	182,479	161,318	21,161	13%
NET ASSETS				
Retained Earnings	1,339,086	1,474,664	(135,578)	-9%
Current Year Net Assets	72,080	(57,588)	129,668	225%
TOTAL NET ASSETS	1,411,166	1,417,076	(5,910)	0%
TOTAL LIABILITIES & NET ASSETS	1,593,645	1,578,394	15,251	1%

Corpus Christi Tourism Public Improvement District
Statement of Activities
For the Period Ending YTD January 31st, 2025 and January 31st,2024

Note: Fiscal year is January 2025 through December 2025

	Jan-25 YTD - ACTUALS		Jan-25 YTD - BUDGET		Over/(Under) VARIANCE TO BUDGET		Jan-24 YTD - ACTUALS		Jan-25 to Jan-24 ACTUALS VARIANCE		2025 Annual Budget		Budget Remaining	
	\$	%	\$		\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:														
TPID Revenue	200,019	100.0%	200,000		19	0.0%	159,704	100.0%	40,316	25.2%	2,849,104	153.1%	2,649,085	93.0%
TOTAL REVENUES & OTHER SUPPORT:	200,019	100.0%	200,000		19	0.0%	159,704	100.0%	40,316	25.2%	2,849,104	100.0%	2,649,085	93.0%
PROGRAM EXPENSES:														
Printed Collateral Materials	-	-	300		(300)	(100.0%)	-	-	-	-	1,500	0.1%	1,500	100.0%
Giveaway Promotions	1,509	0.8%	2,383		(875)	(36.7%)	6,423	4.0%	(4,915)	(76.5%)	31,250	1.7%	29,741	95.2%
Media Advertising														
Digital Media	15,958	8.0%	98,297		(82,339)	(83.8%)	33,802	21.2%	(17,843)	(52.8%)	870,644	46.8%	854,686	98.2%
Outdoor	-	-	-		-	-	-	-	-	-	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	15,958	8.0%	108,422		(92,464)	(85.3%)	33,802	21.2%	(17,843)	(52.8%)	900,769	48.4%	884,811	98.2%
Website & CRM	8,273	4.1%	3,928		4,345	110.6%	1,356	0.8%	6,917	510.1%	47,142	2.5%	38,869	82.5%
Public Relations	21,089	10.5%	48,497		(27,408)	(56.5%)	77,536	48.5%	(56,447)	(72.8%)	295,580	15.9%	274,491	92.9%
Market Research	4,997	2.5%	4,997		-	-	4,500	2.8%	497	11.0%	59,960	3.2%	54,963	91.7%
Strategic Initiatives	215	0.1%	2,290		(2,075)	(90.6%)	-	-	215	100.0%	38,230	2.1%	38,015	99.4%
Marketing Projects	-	-	-		-	-	-	-	-	-	-	-	-	-
Trade Shows/Missions	-	-	-		-	-	-	-	-	-	-	-	-	-
Site Visits/FAM Tours	2,811	1.4%	8,000		(5,189)	(64.9%)	1,103	0.7%	1,709	154.9%	34,800	1.9%	31,989	91.9%
Trade Shows	20,477	10.2%	27,000		(6,523)	(24.2%)	38,490	24.1%	(18,013)	(46.8%)	350,100	18.8%	329,623	94.2%
Sales Missions	506	0.3%	-		506	100.0%	-	-	506	100.0%	80,271	4.3%	79,765	99.4%
Total Trade Shows/Missions	23,795	11.9%	35,000		(11,205)	(32.0%)	39,593	24.8%	(15,798)	(39.9%)	465,171	25.0%	441,376	94.9%
Dues & Subscriptions														
Membership Dues	18,407	9.2%	12,822		5,585	43.6%	9,207	5.8%	9,201	99.9%	130,945	7.0%	112,537	85.9%
Subscriptions	313	0.2%	1,087		(775)	(71.3%)	(196)	(0.1%)	509	259.2%	13,045	0.7%	12,732	97.6%
Total Dues & Subscriptions	18,720	9.4%	13,909		4,810	34.6%	9,010	5.6%	9,709	107.8%	143,990	7.7%	125,270	87.0%
Salary Expenses														
Salaries	26,215	13.1%	25,649		565	2.2%	20,258	12.7%	5,956	29.4%	319,040	17.1%	292,825	91.8%
Insurance/Healthcare	1,443	0.7%	1,891		(448)	(23.7%)	1,868	1.2%	(426)	(22.8%)	22,692	1.2%	21,249	93.6%
Taxes & Benefits	2,343	1.2%	2,095		248	11.8%	2,167	1.4%	176	8.1%	25,139	1.4%	22,796	90.7%
401K SH	-	-	532		(532)	(100.0%)	267	0.2%	(267)	(100.0%)	6,381	0.3%	6,381	100.0%
Total Salary Expenses	30,000	15.0%	30,167		(167)	(0.6%)	24,560	15.4%	5,440	22.1%	373,251	20.1%	343,252	92.0%
Contract & Professional Fees														
Accounting fees	1,155	0.6%	1,213		(58)	(4.8%)	3,000	1.9%	(1,845)	(61.5%)	26,560	1.4%	25,405	95.7%
Administrative	-	-	503		(503)	(100.0%)	-	-	-	-	6,027	0.3%	6,027	100.0%
Total Contract & Professional Fees	1,155	0.6%	1,716		(561)	(32.7%)	3,000	1.9%	(1,845)	(61.5%)	32,587	1.8%	31,432	96.5%
Bank Fees	-	-	-		-	-	-	-	-	-	-	-	-	-
Board Meeting Expense	388	0.2%	388		-	-	-	-	388	100.0%	4,650	0.2%	4,263	91.7%
Cell Phone Stipend	475	0.2%	475		-	-	350	0.2%	125	35.7%	5,700	0.3%	5,225	91.7%
Software	251	0.1%	-		251	100.0%	357	0.2%	(107)	(29.9%)	-	-	(251)	-
Office Supplies														
General Office Supplies	-	-	-		-	-	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	-	-	450		(450)	(100.0%)	38	0.0%	(38)	(100.0%)	2,050	0.1%	2,050	100.0%
Staff Development														
Educational Development	2,373	1.2%	1,742		631	36.2%	-	-	2,373	100.0%	24,492	1.3%	22,119	90.3%
Total Staff Development	2,373	1.2%	1,742		631	36.2%	-	-	2,373	100.0%	24,492	1.3%	22,119	90.3%
Community Relations														
Sponsorships	1,167	0.6%	13,917		(12,750)	(91.6%)	-	-	1,167	100.0%	104,500	5.6%	103,333	98.9%
Grants	-	-	-		-	-	19,667	12.3%	(19,667)	(100.0%)	259,500	13.9%	259,500	100.0%
Total Community Relations	1,167	0.6%	13,917		(12,750)	(91.6%)	19,667	12.3%	(18,500)	(94.1%)	364,000	19.6%	362,833	99.7%
Sales Team General Travel	163	0.1%	150		13	8.5%	-	-	163	100.0%	1,800	0.1%	1,637	91.0%
Office Expenses														
Contingency	-	-	-		-	-	-	-	-	-	56,982	3.1%	56,982	100.0%
Other Expenditures														
Depreciation/Amortization	2,191	1.1%	2,191		-	-	2,191	1.4%	-	-	26,297	1.4%	24,105	91.7%
TOTAL PROGRAM EXPENSES:	132,718	66.4%	270,922		(138,204)	(51.0%)	222,383	139.2%	(89,666)	(40.3%)	2,875,401	154.6%	2,742,683	95.4%
NET OPERATING INCOME	67,302	33.6%	(70,922)		138,223	194.9%	(62,680)	(39.2%)	129,982	207.4%	(26,296)	(1.4%)	(93,598)	355.9%
OTHER INCOME														
Interest Income	4,778	2.4%	3,250		1,528	47.0%	5,092	3.2%	(314)	(6.2%)	39,000	2.1%	34,222	87.7%
TOTAL OTHER INCOME	4,778	2.4%	3,250		1,528	47.0%	5,092	3.2%	(314)	(6.2%)	39,000	2.1%	34,222	87.7%
CHANGE IN NET ASSETS:	72,080	36.0%	(67,672)		139,751	206.5%	(57,588)	(36.1%)	129,668	225.2%	12,704	0.4%	(59,376)	(467.4%)

Corpus Christi Tourism Public Improvement District
Statement of Activities by Class
For the Period Ending January 31st, 2025

	General	Marketing	Research and Admin.	Sales	TOTAL
REVENUES & OTHER SUPPORT:					
TPID Revenue	200,019				200,019
TOTAL REVENUES & OTHER SUPPORT:	200,019				200,019
PROGRAM EXPENSES:					
Printed Collateral Materials				-	-
Giveaway Promotions	-	-	-	1,509	1,509
Media Advertising					
Digital Media	-	15,958	-	-	15,958
Outdoor		0		-	-
Total Media Advertising	-	15,958	-	-	15,958
Website & CRM	-	6,356	-	1,917	8,273
Total Website & CRM		6,356	-	1,917	8,273
Public Relations	-	21,089	-	-	21,089
Market Research	-	-	3,667	1,330	4,997
Strategic Initiatives	-	-	-	215	215
Marketing Projects	-	-	-	-	-
Site Visits/FAM Tours	-	-	-	2,811	2,811
Trade Shows	-	-	-	20,477	20,477
Sales Missions		-	-	506	506
Total Trade Shows/Missions	-	-	-	23,795	23,795
Dues & Subscriptions					
Membership Dues	-	-	5,101	13,306	18,407
Subscriptions	-	-	-	313	313
Total Dues & Subscriptions	-	-	5,101	13,618	18,720
Salary Expenses					
Salaries	-	9,750	-	16,465	26,215
Insurance/Healthcare	-	39	-	1,404	1,443
Taxes & Benefits	-	917	-	1,426	2,343
Total Salary Expenses	-	10,705	-	19,295	30,000
Contract & Professional Fees					
Accounting fees	-	-	1,155	-	1,155
Total Contract & Professional Fees	-	-	1,155	-	1,155
Board Meeting Expense	-	-	388	-	388
Cell Phone Stipend	-	100	-	375	475
Computer Expense - Software	-	-	251	-	251
Uniforms		-		-	-
Staff Development					
Educational Development	-	-	-	2,373	2,373
Total Staff Development	-	-	-	2,373	2,373
Community Relations					
Sponsorships & Grants	-	-		1,167	1,167
Grants		-		-	-
Total Community Relations	-	-	-	1,167	1,167
Sales Team General Travel		-	-	163	163
Office Expenses	-	-	-	-	-
Depreciation	-	-	2,191	-	2,191
TOTAL PROGRAM EXPENSES:	-	54,209	12,752	65,757	132,718
NET OPERATING INCOME	200,019	(54,209)	(12,752)	(65,757)	67,302
OTHER INCOME					
Interest Income	4,778	-	-	-	4,778
TOTAL OTHER INCOME	4,778	-	-	-	4,778
CHANGE IN NET ASSETS:					
	\$ 204,797	\$ (54,209)	\$ (12,752)	\$ (65,757)	\$ 72,080

Category % of Total Spend	27 %	6 %	33 %	66 %
Category % per Service Plan	50 %	5 %	43 %	100 %
Variance	(23)%	1 %	(10)%	(34)%