

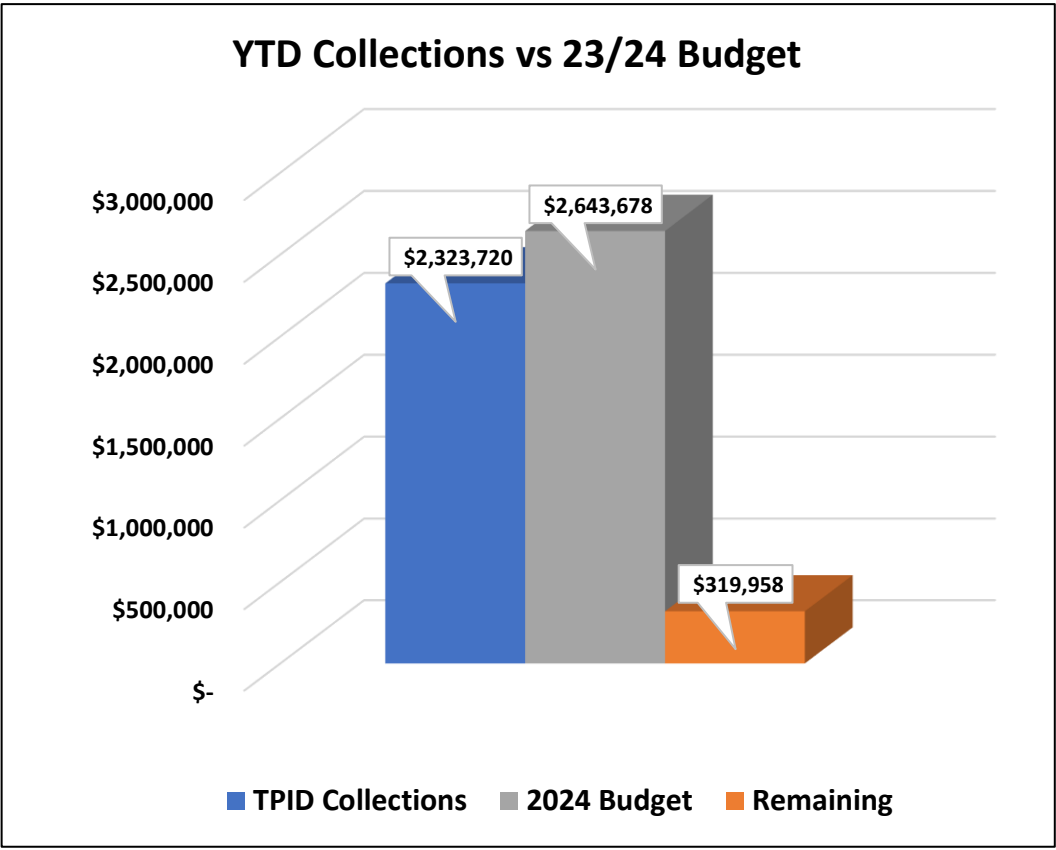
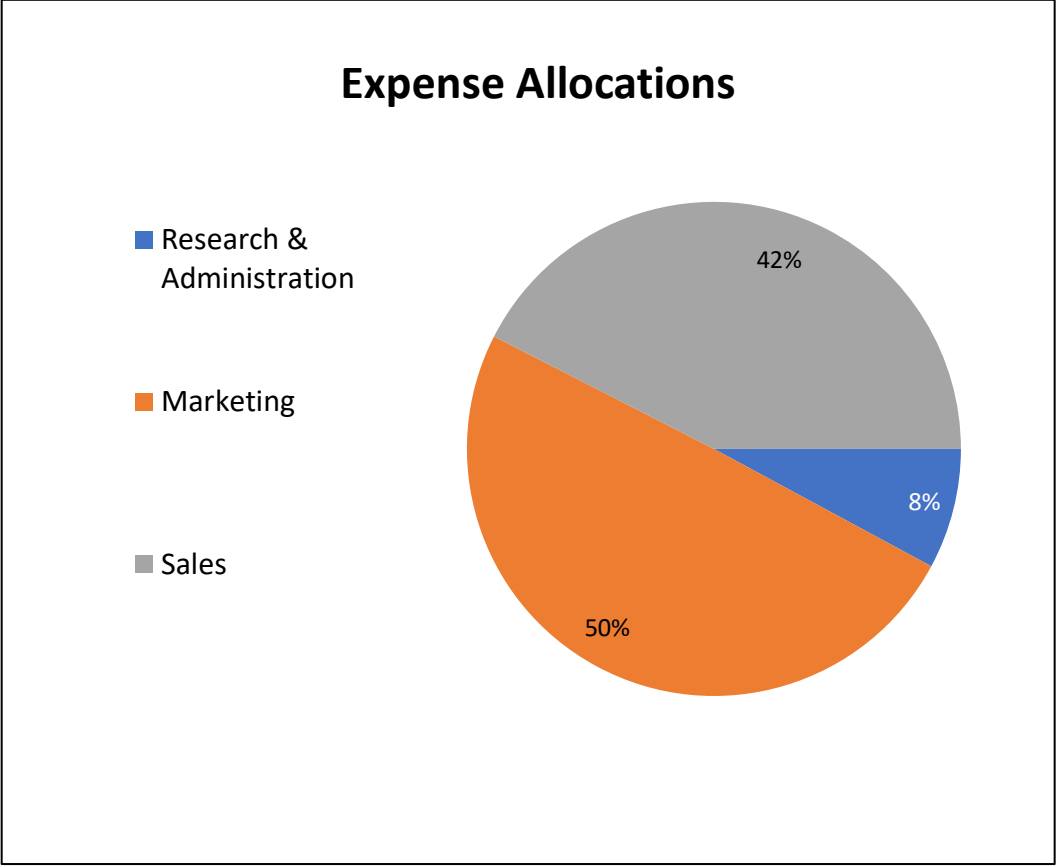
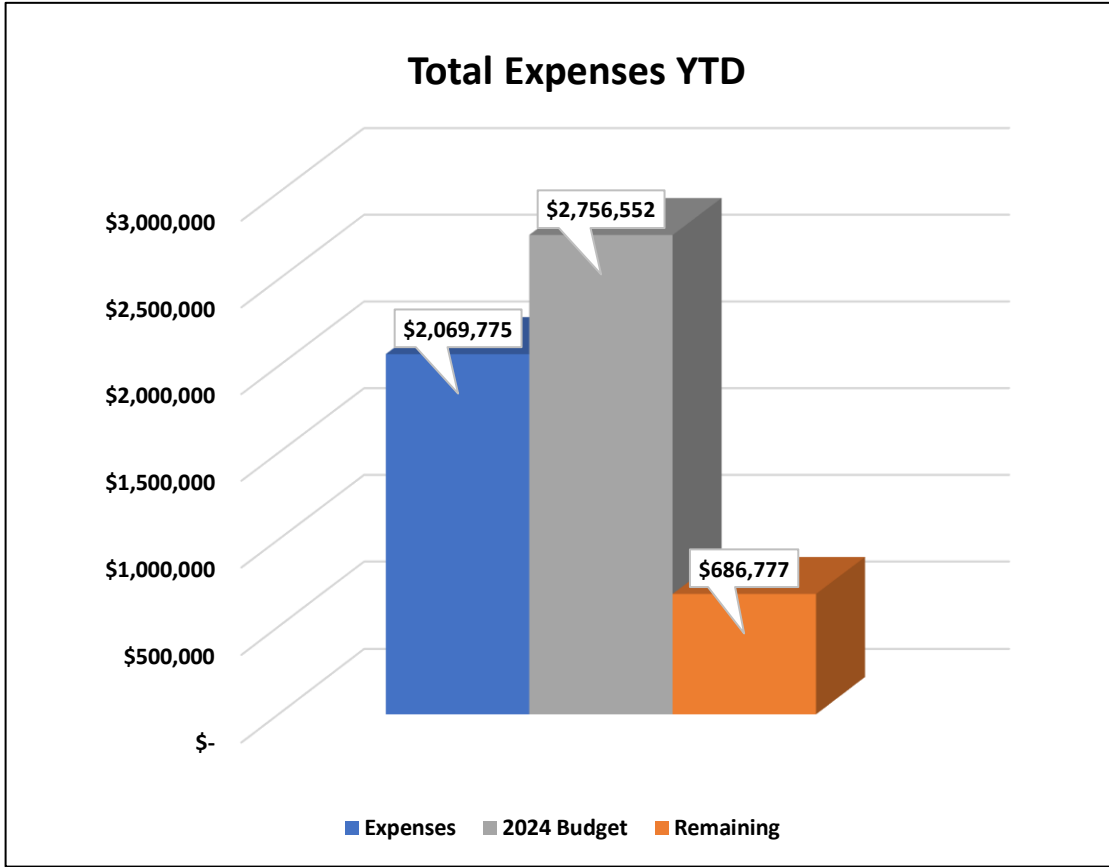
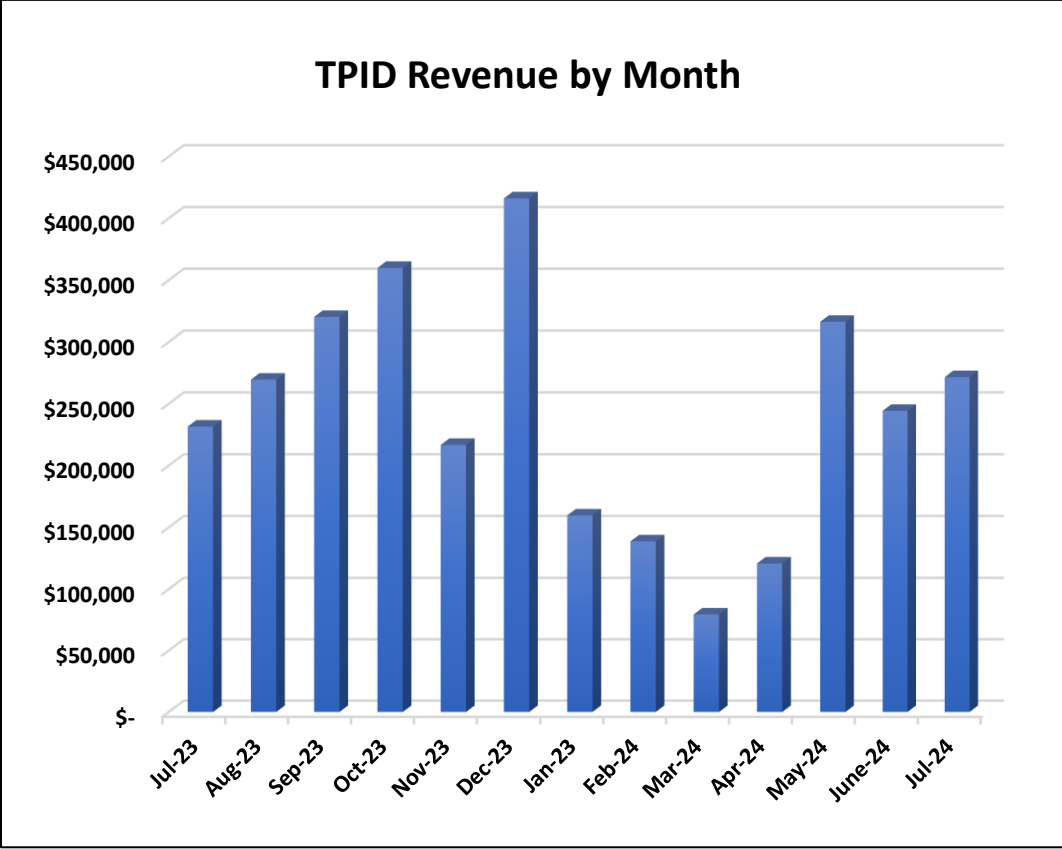
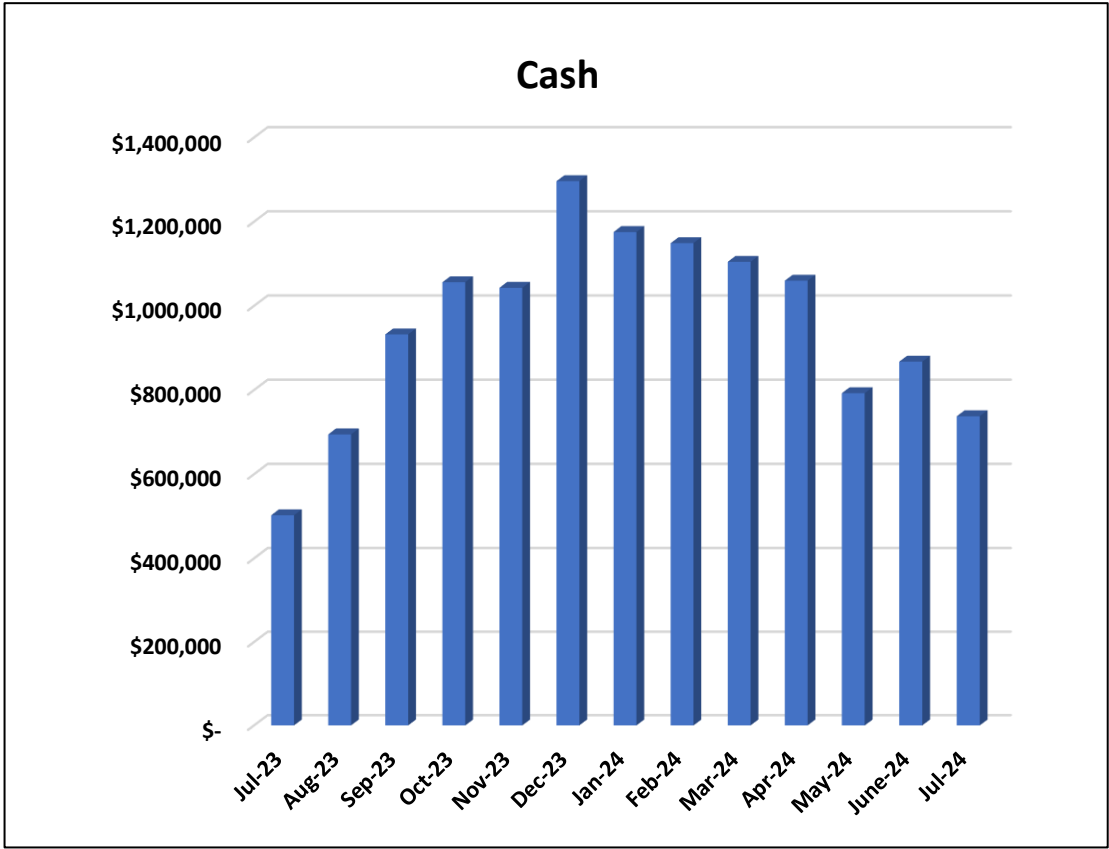


Financial Statements

For the period ending YTD July 31st, 2024

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

Note: Fiscal year is October 2023 through September 2024

	July 2024 \$	July 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
CURRENT ASSETS				
Cash - American Bank	39,179	501,425	(462,246)	-92%
MMA - American Bank	697,562	-	697,562	100%
Bill.com Clearing	881	998	(117)	-12%
Accounts Receivables	271,529	-	271,529	100%
OTHER ASSETS				
Prepaid Expenses	126,417	84,084	42,332	50%
7-Month CD	91,632	-	91,632	100%
FIXED ASSETS				
Furniture & Fixtures	78,890	78,890	-	0%
Less: Depreciation	(32,871)	(6,574)	(26,297)	-400%
TOTAL FIXED ASSETS	46,019	72,316	(26,297)	-36%
TOTAL ASSETS	1,273,218	658,823	614,395	93%
LIABILITIES				
CURRENT LIABILITIES				
Accounts Payable - VCC	29,417	24,860	4,556	18%
Accounts Payable	79,613	31,498	48,115	153%
TOTAL LIABILITIES	109,029	56,358	52,671	93%
NET ASSETS				
Retained Earnings	872,780	-	872,780	100%
Current Year Net Assets	291,409	602,465	(311,056)	-52%
TOTAL NET ASSETS	1,164,188	602,465	561,724	93%
TOTAL LIABILITIES & NET ASSETS	1,273,218	658,823	614,395	93%

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

Note: Fiscal year is October 2023 through September 2024

	Jul-24 YTD - ACTUALS		Jul-24 YTD - BUDGET		Over/(Under) VARIANCE TO BUDGET		Jul-23 YTD - ACTUALS		July-24 to July-23 ACTUALS VARIANCE		Annual Budget		Budget Remaining	
	\$	%	\$		\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:														
TPID Revenue	2,323,720	100.0%	2,051,699		272,021	13.3%	1,673,606	100.0%	650,114	38.8%	2,643,678	142.1%	319,958	12.1%
TOTAL REVENUES & OTHER SUPPORT:	2,323,720	100.0%	2,051,699		272,021	13.3%	1,673,606	100.0%	650,114	38.8%	2,643,678	100.0%	319,958	12.1%
PROGRAM EXPENSES:														
Printed Collateral Materials	1,636	0.1%	3,400		(1,764)	(51.9%)	2,307	0.1%	(671)	(29.1%)	3,400	0.2%	1,764	51.9%
Giveaway Promotions	19,249	0.8%	32,000		(12,751)	(39.8%)	7,937	0.5%	11,312	142.5%	33,500	1.8%	14,251	42.5%
Media Advertising														
Digital Media	659,977	28.4%	741,280		(81,303)	(11.0%)	429,988	25.7%	229,989	53.5%	908,891	48.9%	248,914	27.4%
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	680,472	29.3%	761,299		(80,827)	(10.6%)	429,988	25.7%	250,484	58.3%	938,910	50.5%	258,438	27.5%
Website & CRM	46,684	2.0%	40,460		6,224	15.4%	-	-	46,684	100.0%	43,172	2.3%	(3,512)	(8.1%)
Public Relations	248,398	10.7%	266,462		(18,065)	(6.8%)	121,012	7.2%	127,386	105.3%	315,733	17.0%	67,335	21.3%
Market Research	77,783	3.3%	109,114		(31,331)	(28.7%)	54,792	3.3%	22,992	42.0%	119,947	6.4%	42,164	35.2%
Marketing Projects	8,689	0.4%	24,750		(16,061)	(64.9%)	-	-	8,689	100.0%	35,750	1.9%	27,061	75.7%
Trade Shows/Missions	-	-	-		-	-	-	-	-	-	-	-	-	-
Site Visits/FAM Tours	11,671	0.5%	26,000		(14,329)	(55.1%)	11,853	0.7%	(182)	(1.5%)	29,000	1.6%	17,329	59.8%
Trade Shows	205,126	8.8%	227,990		(22,864)	(10.0%)	144,422	8.6%	60,704	42.0%	322,250	17.3%	117,124	36.3%
Sales Missions	28,765	1.2%	34,500		(5,735)	(16.6%)	5,844	0.3%	22,922	392.3%	35,750	1.9%	6,985	19.5%
Total Trade Shows/Missions	245,562	10.6%	288,490		(42,928)	(14.9%)	162,119	9.7%	83,443	51.5%	387,000	20.8%	141,438	36.5%
Dues & Subscriptions														
Membership Dues	96,300	4.1%	108,907		(12,607)	(11.6%)	99,891	6.0%	(3,591)	(3.6%)	120,047	6.5%	23,747	19.8%
Subscriptions	2,914	0.1%	8,195		(5,281)	(64.4%)	7,670	0.5%	(4,756)	(62.0%)	12,585	0.7%	9,671	76.8%
Total Dues & Subscriptions	99,214	4.3%	117,102		(17,888)	(15.3%)	107,561	6.4%	(8,347)	(7.8%)	132,632	7.1%	33,418	25.2%
Salary Expenses														
Salaries	234,018	10.1%	227,783		6,235	2.7%	122,056	7.3%	111,962	91.7%	268,300	14.4%	34,282	12.8%
Insurance/Healthcare	16,272	0.7%	17,326		(1,053)	(6.1%)	12,689	0.8%	3,583	28.2%	20,791	1.1%	4,518	21.7%
Taxes & Benefits	17,596	0.8%	19,063		(1,467)	(7.7%)	6,851	0.4%	10,745	156.8%	22,876	1.2%	5,280	23.1%
401K SH	4,365	0.2%	6,945		(2,579)	(37.1%)	1,181	0.1%	3,184	269.6%	8,334	0.4%	3,968	47.6%
Total Salary Expenses	272,251	11.7%	271,117		1,135	0.4%	142,778	8.5%	129,474	90.7%	320,300	17.2%	48,049	15.0%
Contract & Professional Fees														
Accounting fees	22,496	1.0%	20,000		2,496	12.5%	6,000	0.4%	16,496	274.9%	22,000	1.2%	(496)	(2.3%)
Admin Board Meeting	-	-	-		-	-	1,981	0.1%	(1,981)	(100.0%)	-	-	-	-
Administrative	-	-	7,243		(7,243)	(100.0%)	2,185	0.1%	(2,185)	(100.0%)	8,692	0.5%	8,692	100.0%
Total Contract & Professional Fees	22,496	1.0%	27,243		(4,747)	(17.4%)	10,166	0.6%	12,330	121.3%	30,692	1.6%	8,196	26.7%
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	3,263	0.1%	3,500		(238)	(6.8%)	1,125	0.1%	2,138	190.0%	4,200	0.2%	938	22.3%
Software	3,113	0.1%	-		3,113	100.0%	1,041	0.1%	2,072	199.1%	-	-	(3,113)	-
Office Supplies														
General Office Supplies	98	0.0%	120		(22)	(18.4%)	918	0.1%	(918)	(100.0%)	120	0.0%	22	18.4%
Uniforms	310	0.0%	2,200		(1,890)	(85.9%)	-	-	98	100.0%	2,200	0.1%	1,890	85.9%
Total Office Supplies	408	0.0%	2,320		(1,912)	(82.4%)	918	0.1%	(510)	(55.5%)	2,320	0.1%	1,912	82.4%
Staff Development														
Educational Development	8,360	0.4%	8,700		(340)	(3.9%)	7,811	0.5%	549	7.0%	8,700	0.5%	340	3.9%
Total Staff Development	8,360	0.4%	8,700		(340)	(3.9%)	7,811	0.5%	549	7.0%	8,700	0.5%	340	3.9%
Community Relations														
Sponsorships	56,022	2.4%	74,600		(18,578)	(24.9%)	210	0.0%	55,811	26,525.0%	88,800	4.8%	32,778	36.9%
Grants	254,167	10.9%	212,000		42,167	19.9%	14,791	0.9%	239,376	1,618.4%	212,000	11.4%	(42,167)	(19.9%)
Total Community Relations	310,188	13.3%	286,600		23,588	8.2%	15,001	0.9%	295,187	1,967.7%	300,800	16.2%	(9,388)	(3.1%)
Sales Team General Travel	39	0.0%	1,000		(961)	(96.1%)	10	0.0%	29	291.5%	1,200	0.1%	1,161	96.7%
Office Expenses														
Contingency	-	-	-		-	-	-	-	-	-	52,000	2.8%	52,000	100.0%
Other Expenditures														
Depreciation/Amortization	21,914	0.9%	21,914		(0)	-	6,574	0.4%	15,340	233.3%	26,297	1.4%	4,383	16.7%
TOTAL PROGRAM EXPENSES:	2,069,775	89.1%	2,265,471		(195,696)	(8.6%)	1,071,141	64.0%	998,634	93.2%	2,756,552	148.2%	686,777	24.9%
NET OPERATING INCOME	253,945	10.9%	(213,772)		467,717	218.8%	602,465	36.0%	(348,520)	(57.8%)	(112,874)	(6.1%)	(366,819)	325.0%
OTHER INCOME														
Interest Income	37,464	1.6%	-		37,464	100.0%	-	-	37,464	100.0%	-	-	(37,464)	-
TOTAL OTHER INCOME	37,464	1.6%	-		37,464	100.0%	-	-	37,464	100.0%	-	-	(37,464)	-
CHANGE IN NET ASSETS:	291,409	12.5%	(213,772)		505,181	236.3%	602,465	36.0%	(311,056)	(51.6%)	(112,874)	(4.3%)	(404,283)	358.2%

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

	General	Marketing	Research and Admin.	Sales	TOTAL
REVENUES & OTHER SUPPORT:					
TPID Revenue	2,323,720				2,323,720
TOTAL REVENUES & OTHER SUPPORT:	2,323,720				2,323,720
PROGRAM EXPENSES:					
Printed Collateral Materials				1,636	1,636
Giveaway Promotions		-		19,249	19,249
Media Advertising					
Digital Media		659,977		-	659,977
Outdoor		15,000		-	15,000
Print		5,495		-	5,495
Total Media Advertising		680,472	-	-	680,472
Website & CRM		28,136		18,548	46,684
Total Website & CRM		28,136	-	18,548	46,684
Public Relations		248,398		-	248,398
Market Research		-	65,917	11,867	77,783
Marketing Projects		8,166		523	8,689
Site Visits/FAM Tours		248		11,423	11,671
Trade Shows		61,695		143,431	205,126
Sales Missions		498		28,267	28,765
Total Trade Shows/Missions	-	62,441	-	183,121	245,562
Dues & Subscriptions					
Membership Dues		-	49,552	46,748	96,300
Subscriptions		-		2,914	2,914
Total Dues & Subscriptions	-	-	49,552	49,662	99,214
Salary Expenses					
Salaries				234,018	234,018
Insurance/Healthcare				16,272	16,272
401K SH				4,365	4,365
Taxes & Benefits				17,596	17,596
Total Salary Expenses	-	-	-	272,251	272,251
Contract & Professional Fees					
Accounting fees			22,496	-	22,496
Total Contract & Professional Fees	-	-	22,496	-	22,496
Bank Fees	18			-	18
Board Meeting Expense			37	-	37
Cell Phone Stipend				3,263	3,263
Computer Expense - Software	(10)		3,123	-	3,113
Office Supplies					
General Office Supplies				98	98
Uniforms				310	310
Staff Development					
Educational Development				8,360	8,360
Total Staff Development	-	-	-	8,360	8,360
Community Relations					
Sponsorships & Grants				56,022	56,022
Grants				254,167	254,167
Total Community Relations	-	-	-	310,188	310,188
Sales Team General Travel				39	39
Office Expenses	-	-	21,914	-	21,914
TOTAL PROGRAM EXPENSES:	8	1,027,612	163,038	879,116	2,069,775
NET OPERATING INCOME	2,323,712	(1,027,612)	(163,038)	(879,116)	253,945
OTHER INCOME					
Interest Income	37,464				37,464
TOTAL OTHER INCOME	37,464	-	-	-	37,464
CHANGE IN NET ASSETS:	\$ 2,361,176	\$ (1,027,612)	\$ (163,038)	\$ (879,116)	\$ 291,409

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