

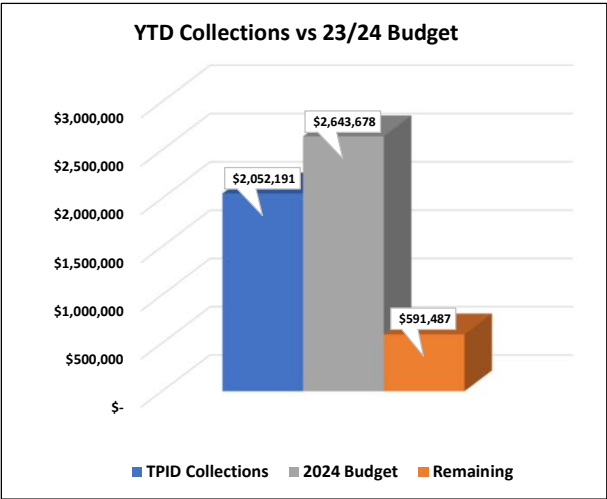
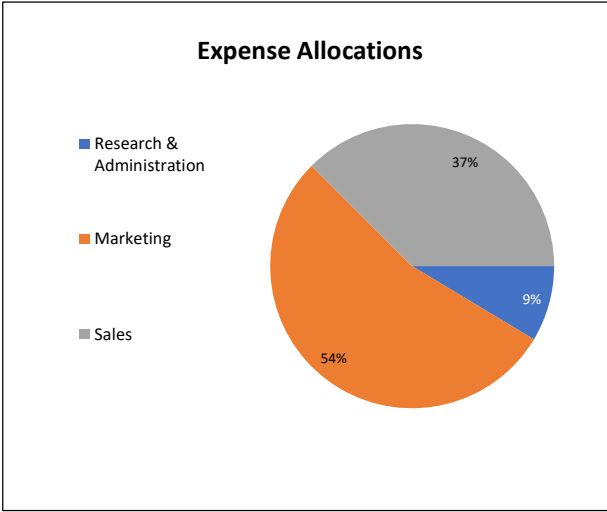
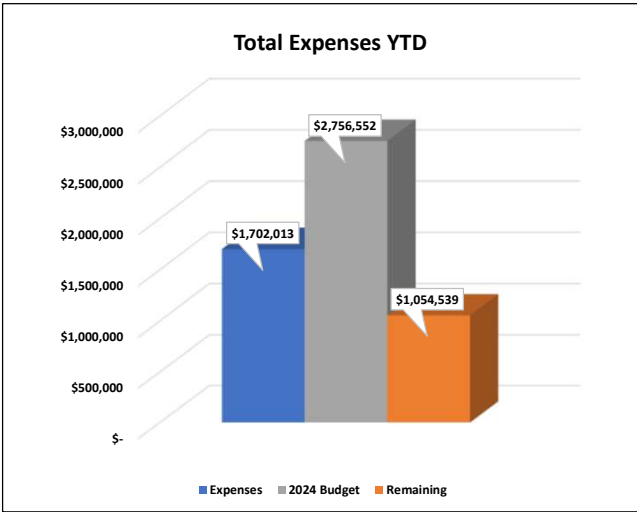
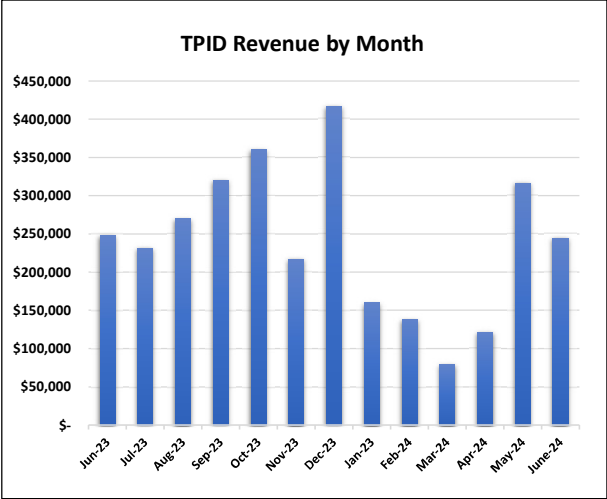
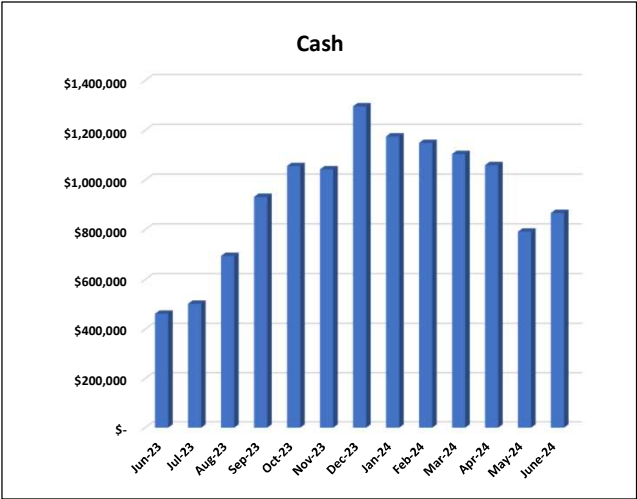


Financial Statements

For the period ending YTD June 30th, 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 June 30th, 2024 and June 30th,2023

Note: Fiscal year is October 2023 through September 2024

	June 2024 \$	June 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
CURRENT ASSETS				
Cash - American Bank	58,556	462,205	(403,649)	-87%
MMA - American Bank	807,956	-	807,956	100%
Bill.com Clearing	881	-	881	100%
Accounts Receivables	244,289	-	244,289	100%
OTHER ASSETS				
Prepaid Expenses	115,123	98,065	17,058	17%
7-Month CD	91,632	-	91,632	100%
FIXED ASSETS				
Furniture & Fixtures	78,890	78,890	-	0%
Less: Depreciation	(30,679)	(4,382)	(26,297)	-600%
TOTAL FIXED ASSETS	48,211	74,508	(26,297)	-35%
TOTAL ASSETS	1,366,647	634,778	731,870	115%
LIABILITIES				
CURRENT LIABILITIES				
Accounts Payable - VCC	44,756	36,736	8,020	22%
Accounts Payable	65,158	40,219	24,938	62%
TOTAL LIABILITIES	109,914	76,955	32,959	43%
NET ASSETS				
Retained Earnings	872,780	-	872,780	100%
Current Year Net Assets	383,954	557,823	(173,868)	-31%
TOTAL NET ASSETS	1,256,734	557,823	698,911	125%
TOTAL LIABILITIES & NET ASSETS	1,366,647	634,778	731,870	115%

Corpus Christi Tourism Public Improvement District
Statement of Activities
For the Period Ending YTD June 30th, 2024 and June 30th,2023

Note: Fiscal year is October 2023 through September 2024

	Jun-24 YTD - ACTUALS		Jun-24 YTD - BUDGET		Over/(Under) VARIANCE TO BUDGET		Jun-23 YTD - ACTUALS		June-24 to June-23 ACTUALS VARIANCE		Annual Budget		Budget Remaining	
	\$	%	\$		\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:														
TPID Revenue	2,052,191	100.0%	1,815,334		236,857	13.0%	1,442,058	100.0%	610,132	42.3%	2,643,678	142.1%	591,487	22.4%
TOTAL REVENUES & OTHER SUPPORT:	2,052,191	100.0%	1,815,334		236,857	13.0%	1,442,058	100.0%	610,132	42.3%	2,643,678	100.0%	591,487	22.4%
PROGRAM EXPENSES:														
Printed Collateral Materials	1,636	0.1%	3,200		(1,564)	(48.9%)	2,307	0.2%	(671)	(29.1%)	3,400	0.2%	1,764	51.9%
Giveaway Promotions	16,186	0.8%	32,000		(15,814)	(49.4%)	6,944	0.5%	9,242	133.1%	33,500	1.8%	17,314	51.7%
Media Advertising														
Digital Media	569,847	27.8%	613,812		(43,965)	(7.2%)	328,087	22.8%	241,760	73.7%	908,891	48.9%	339,044	37.3%
Outdoor	15,000	0.7%	10,000		5,000	50.0%	-	-	15,000	100.0%	20,000	1.1%	5,000	25.0%
Print	2,000	0.1%	3,524		(1,524)	(43.2%)	-	-	2,000	100.0%	10,019	0.5%	8,019	80.0%
Total Media Advertising	586,847	28.6%	627,336		(40,489)	(6.5%)	328,087	22.8%	258,760	78.9%	938,910	50.5%	352,063	37.5%
Website & CRM	44,100	2.1%	39,104		4,996	12.8%	-	-	44,100	100.0%	43,172	2.3%	(928)	(2.1%)
Public Relations	233,081	11.4%	240,277		(7,196)	(3.0%)	102,007	7.1%	131,074	128.5%	315,733	17.0%	82,651	26.2%
Market Research	68,700	3.3%	93,073		(24,373)	(26.2%)	26,400	1.8%	42,300	160.2%	119,947	6.4%	51,247	42.7%
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	11,282	0.5%	26,000		(14,718)	(56.6%)	11,315	0.8%	(33)	(0.3%)	29,000	1.6%	17,718	61.1%
Trade Shows	205,126	10.0%	222,490		(17,364)	(7.8%)	140,179	9.7%	64,947	46.3%	322,250	17.3%	117,124	36.3%
Sales Missions	27,947	1.4%	34,500		(6,553)	(19.0%)	5,844	0.4%	22,103	378.3%	35,750	1.9%	7,803	21.8%
Total Trade Shows/Missions	244,355	11.9%	282,990		(38,635)	(13.7%)	157,338	10.9%	87,017	55.3%	387,000	20.8%	142,645	36.9%
Dues & Subscriptions														
Membership Dues	86,976	4.2%	104,082		(17,106)	(16.4%)	91,989	6.4%	(5,013)	(5.4%)	120,047	6.5%	33,071	27.5%
Subscriptions	2,498	0.1%	7,875		(5,378)	(68.3%)	7,058	0.5%	(4,560)	(64.6%)	12,585	0.7%	10,088	80.2%
Total Dues & Subscriptions	89,474	4.4%	111,957		(22,483)	(20.1%)	99,047	6.9%	(9,573)	(9.7%)	132,632	7.1%	43,158	32.5%
Salary Expenses														
Salaries	218,851	10.7%	207,525		11,326	5.5%	106,640	7.4%	112,212	105.2%	268,300	14.4%	49,449	18.4%
Insurance/Healthcare	15,908	0.8%	15,593		315	2.0%	10,959	0.8%	4,949	45.2%	20,791	1.1%	4,883	23.5%
Taxes & Benefits	16,416	0.8%	17,157		(741)	(4.3%)	5,495	0.4%	10,921	198.7%	22,876	1.2%	6,460	28.2%
401K SH	4,365	0.2%	6,250		(1,885)	(30.2%)	919	0.1%	3,447	375.1%	8,334	0.4%	3,968	47.6%
Total Salary Expenses	255,540	12.5%	246,525		9,016	3.7%	124,013	8.6%	131,527	106.1%	320,300	17.2%	64,760	20.2%
Contract & Professional Fees														
Accounting fees	21,361	1.0%	19,000		2,361	12.4%	5,000	0.3%	16,361	327.2%	22,000	1.2%	639	2.9%
Admin Board Meeting	-	-	-		-	-	1,981	0.1%	(1,981)	(100.0%)	-	-	-	-
Administrative	-	-	6,519		(6,519)	(100.0%)	2,185	0.2%	(2,185)	(100.0%)	8,692	0.5%	8,692	100.0%
Total Contract & Professional Fees	21,361	1.0%	25,519		(4,158)	(16.3%)	9,166	0.6%	12,195	133.1%	30,692	1.6%	9,331	30.4%
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	2,963	0.1%	3,150		(188)	(6.0%)	975	0.1%	1,988	203.8%	4,200	0.2%	1,238	29.5%
Software	2,900	0.1%	-		2,900	100.0%	838	0.1%	2,062	246.0%	-	-	(2,900)	-
Office Supplies														
General Office Supplies	98	0.0%	120		(22)	(18.4%)	893	0.1%	(893)	(100.0%)	120	0.0%	22	18.4%
Uniforms	233	0.0%	1,650		(1,417)	(85.9%)	-	-	98	100.0%	2,200	0.1%	1,967	89.4%
Total Office Supplies	331	0.0%	1,770		(1,439)	(81.3%)	893	0.1%	(562)	(62.9%)	2,320	0.1%	1,989	85.7%
Staff Development														
Educational Development	7,562	0.4%	8,700		(1,138)	(13.1%)	7,711	0.5%	(150)	(1.9%)	8,700	0.5%	1,138	13.1%
Total Staff Development	7,562	0.4%	8,700		(1,138)	(13.1%)	7,711	0.5%	(150)	(1.9%)	8,700	0.5%	1,138	13.1%
Community Relations														
Sponsorships	49,355	2.4%	68,100		(18,745)	(27.5%)	210	0.0%	49,145	23,356.6%	88,800	4.8%	39,445	44.4%
Grants	49,117	2.4%	212,000		(162,883)	(76.8%)	13,916	1.0%	35,201	253.0%	212,000	11.4%	162,883	76.8%
Total Community Relations	98,472	4.8%	280,100		(181,628)	(64.8%)	14,126	1.0%	84,345	597.1%	300,800	16.2%	202,328	67.3%
Sales Team General Travel	39	0.0%	900		(861)	(95.7%)	-	-	39	100.0%	1,200	0.1%	1,161	96.7%
Office Expenses														
Contingency	-	-	-		-	-	-	-	-	-	52,000	2.8%	52,000	100.0%
Other Expenditures														
Depreciation/Amortization	19,723	1.0%	19,723		(0)	-	4,382	0.3%	15,341	350.1%	26,297	1.4%	6,574	25.0%
TOTAL PROGRAM EXPENSES:	1,702,013	82.9%	2,041,073		(339,060)	(16.6%)	884,236	61.3%	817,777	92.5%	2,756,552	148.2%	1,054,539	38.3%
NET OPERATING INCOME	350,177	17.1%	(225,739)		575,917	255.1%	557,823	38.7%	(207,645)	(37.2%)	(112,874)	(6.1%)	(463,052)	410.2%
OTHER INCOME														
Interest Income	33,777	1.6%	-		33,777	100.0%	-	-	33,777	100.0%	-	-	(33,777)	-
TOTAL OTHER INCOME	33,777	1.6%	-		33,777	100.0%	-	-	33,777	100.0%	-	-	(33,777)	-
CHANGE IN NET ASSETS:	383,954	18.7%	(225,739)		609,693	270.1%	557,823	38.7%	(173,868)	(31.2%)	(112,874)	(4.3%)	(496,828)	440.2%

Corpus Christi Tourism Public Improvement District
Statement of Activities by Class
For the Period Ending June 30th, 2024

	General	Marketing	Research and Admin.	Sales	TOTAL
REVENUES & OTHER SUPPORT:					
TPID Revenue	2,052,191				2,052,191
TOTAL REVENUES & OTHER SUPPORT:	2,052,191				2,052,191
PROGRAM EXPENSES:					
Printed Collateral Materials				1,636	1,636
Giveaway Promotions		-		16,186	16,186
Media Advertising					
Digital Media		569,847		-	569,847
Outdoor		15,000		-	15,000
Print		2,000		-	2,000
Total Media Advertising		586,847	-	-	586,847
Website & CRM		26,780		17,320	44,100
Total Website & CRM		26,780	-	17,320	44,100
Public Relations		233,081		-	233,081
Market Research		-	57,667	11,033	68,700
Marketing Projects		8,166		523	8,689
Site Visits/FAM Tours		248		11,034	11,282
Trade Shows		61,695		143,431	205,126
Sales Missions		498		27,449	27,947
Total Trade Shows/Missions	-	62,441	-	181,914	244,355
Dues & Subscriptions					
Membership Dues		-	44,597	42,379	86,976
Subscriptions		-		2,498	2,498
Total Dues & Subscriptions	-	-	44,597	44,877	89,474
Salary Expenses					
Salaries				218,851	218,851
Insurance/Healthcare				15,908	15,908
401K SH				4,365	4,365
Taxes & Benefits				16,416	16,416
Total Salary Expenses	-	-	-	255,540	255,540
Contract & Professional Fees					
Accounting fees			21,361	-	21,361
Total Contract & Professional Fees	-	-	21,361	-	21,361
Bank Fees	18			-	18
Board Meeting Expense			37	-	37
Cell Phone Stipend				2,963	2,963
Computer Expense - Software	(10)		2,909	-	2,900
Office Supplies					
General Office Supplies				98	98
Uniforms				233	233
Staff Development					
Educational Development				7,562	7,562
Total Staff Development	-	-	-	7,562	7,562
Community Relations					
Sponsorships & Grants				49,355	49,355
Grants				49,117	49,117
Total Community Relations	-	-	-	98,472	98,472
Sales Team General Travel				39	39
Office Expenses	-	-	19,723	-	19,723
TOTAL PROGRAM EXPENSES:	8	917,316	146,293	638,396	1,702,013
NET OPERATING INCOME	2,052,182	(917,316)	(146,293)	(638,396)	350,177
OTHER INCOME					
Interest Income	33,777				33,777
TOTAL OTHER INCOME	33,777	-	-	-	33,777
CHANGE IN NET ASSETS:	\$ 2,085,959	\$ (917,316)	\$ (146,293)	\$ (638,396)	\$ 383,954

Category % of Total Spend	54 %	9 %	37 %	100 %
Category % per Service Plan	50 %	5 %	43 %	100 %
Variance	4 %	4 %	(6)%	(0)%