

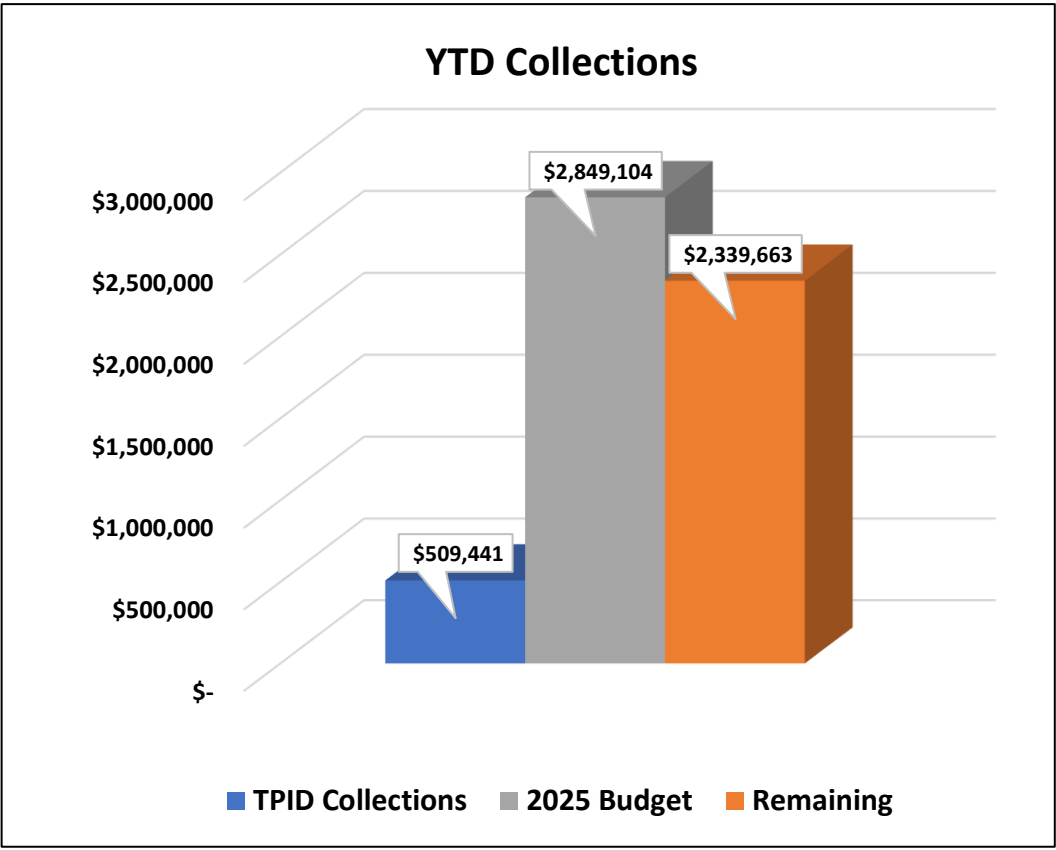
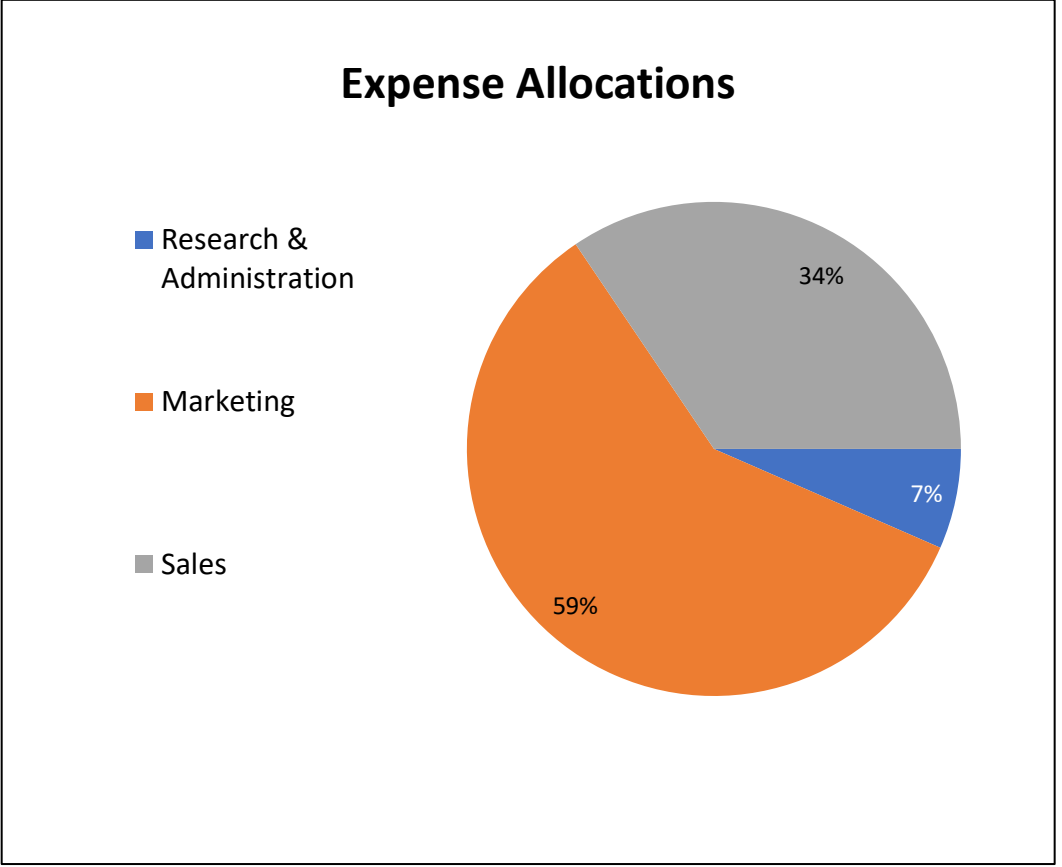
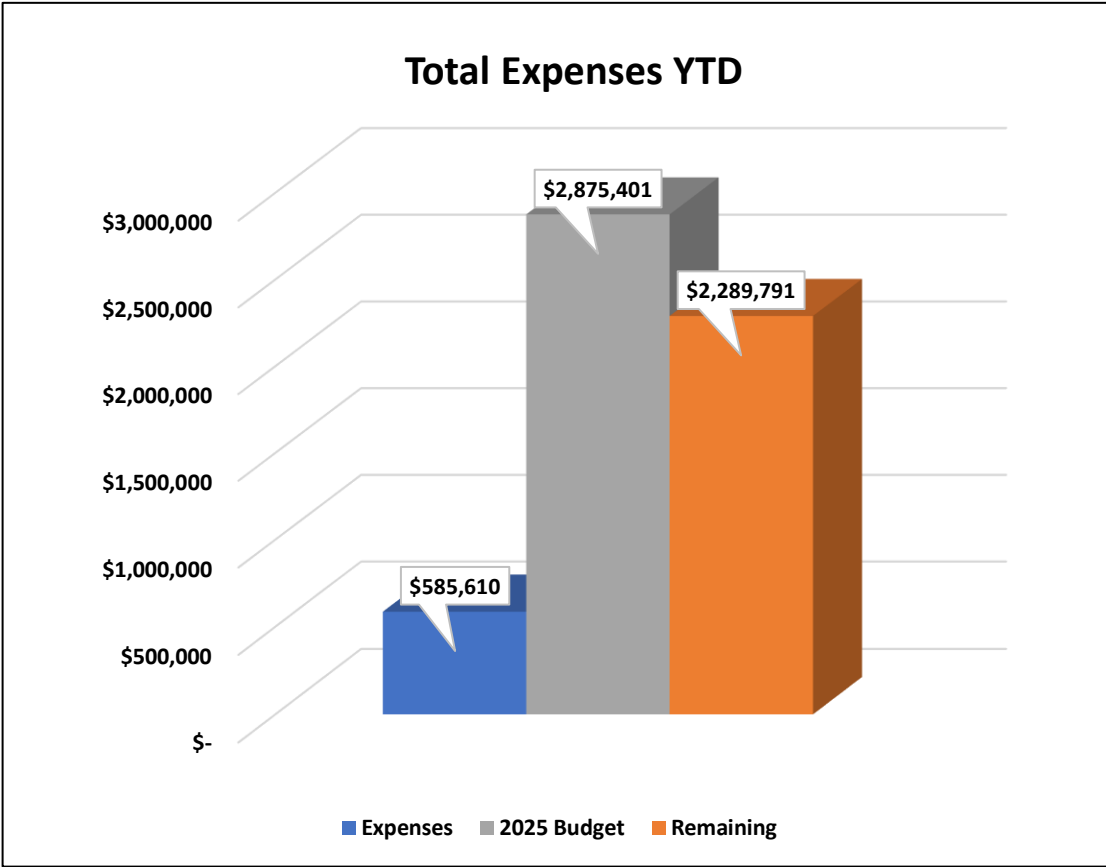
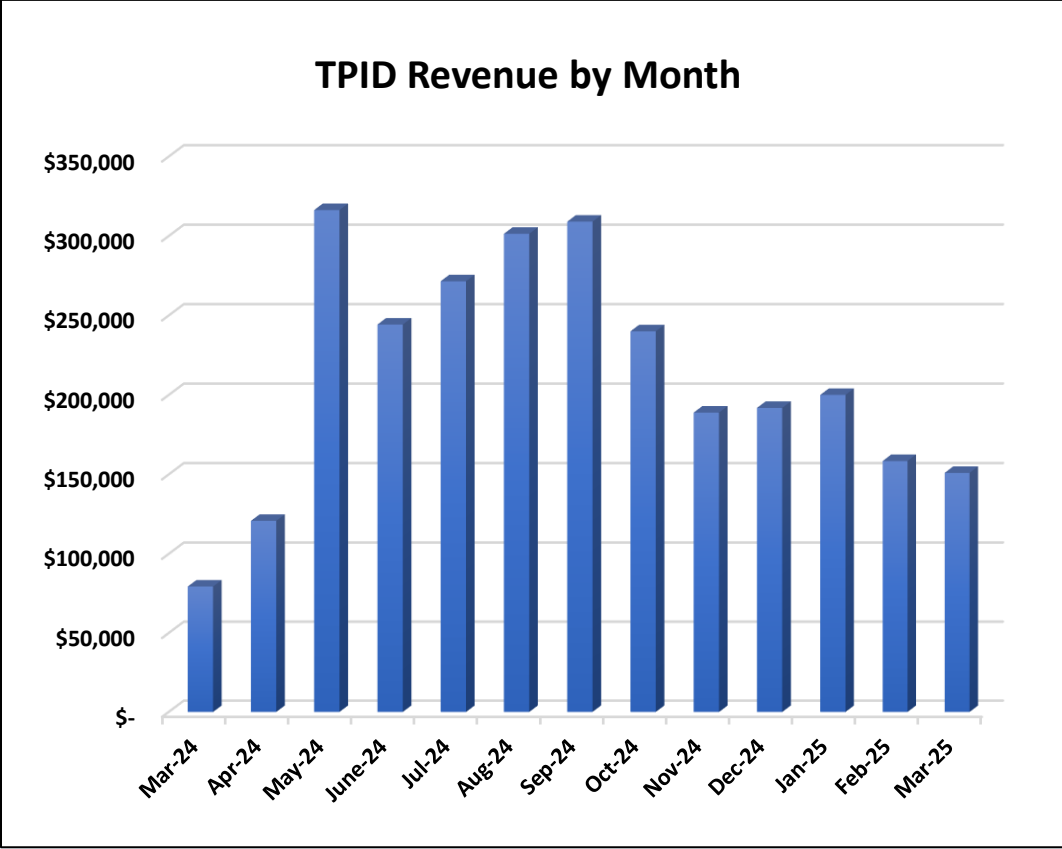
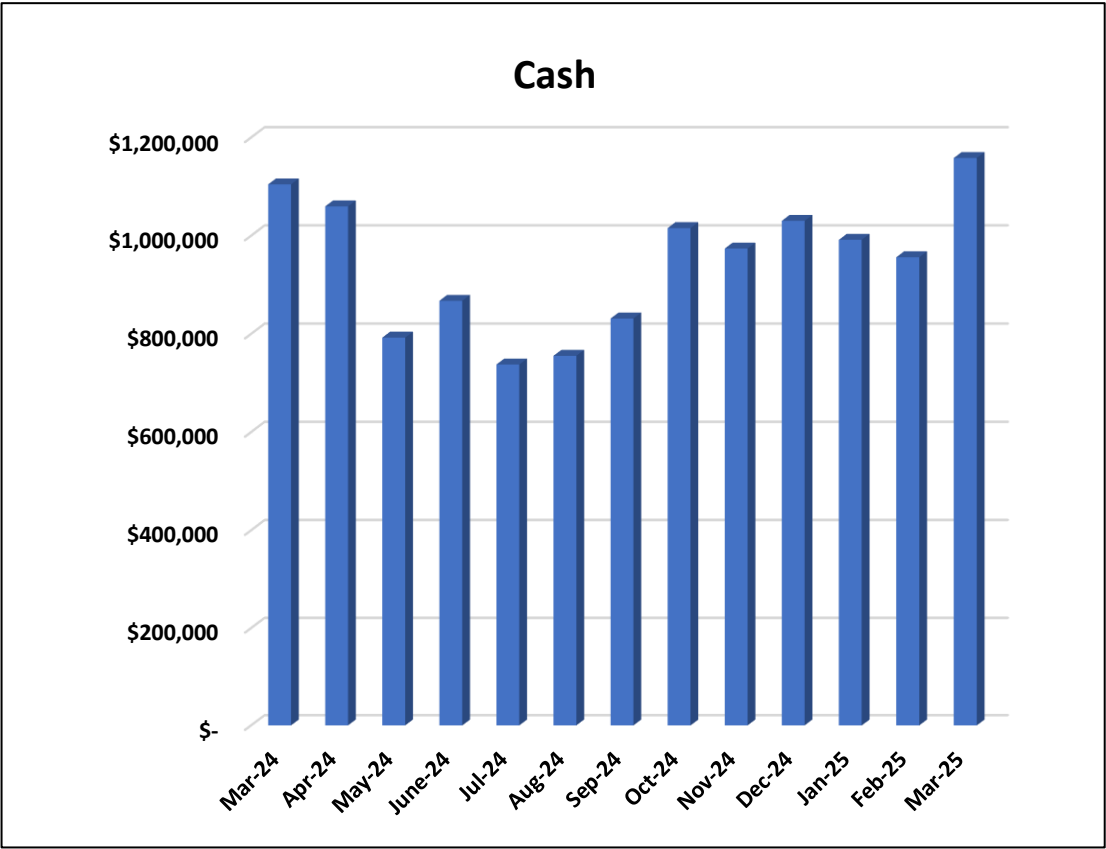


## **Financial Statements**

For the period ending YTD March 31st, 2025

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

*Note: Fiscal year is January 2025 through December 2025*

	March 2025 \$	March 2024 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
<b>ASSETS</b>				
CURRENT ASSETS				
Cash - American Bank	53,360	28,266	25,093	89%
MMA - American Bank	1,104,978	1,075,383	29,595	3%
Bill.com Clearing	-	881	(881)	-100%
Accounts Receivables	-	79,435	(79,435)	-100%
OTHER ASSETS				
Prepaid Expenses	284,253	145,178	139,076	96%
7-Month CD	92,950	89,000	3,950	4%
FIXED ASSETS				
Furniture & Fixtures	78,890	78,890	-	0%
Less: Depreciation	(50,402)	(24,105)	(26,297)	-109%
TOTAL FIXED ASSETS	28,488	54,785	(26,297)	-48%
<b>TOTAL ASSETS</b>	<b>1,564,028</b>	<b>1,472,928</b>	<b>91,100</b>	<b>6%</b>
<b>LIABILITIES</b>				
CURRENT LIABILITIES				
Accounts Payable - VCC	78,109	41,807	36,302	87%
Accounts Payable	142,276	33,048	109,228	331%
Accrued Expenses	72,262	-	72,262	100%
Total Current Liabilities	292,648	74,855	217,793	291%
<b>TOTAL LIABILITIES</b>	<b>292,648</b>	<b>74,855</b>	<b>217,793</b>	<b>291%</b>
<b>NET ASSETS</b>				
Retained Earnings	1,335,961	1,474,664	(138,703)	-9%
Current Year Net Assets	(64,581)	(76,592)	12,011	16%
<b>TOTAL NET ASSETS</b>	<b>1,271,380</b>	<b>1,398,073</b>	<b>(126,692)</b>	<b>-9%</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,564,028</b>	<b>1,472,928</b>	<b>91,100</b>	<b>6%</b>

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

*Note: Fiscal year is January 2025 through December 2025*

	Mar-25 YTD - ACTUALS		Mar-25 YTD - BUDGET		Over/(Under) VARIANCE TO BUDGET		Mar-24 YTD - ACTUALS		Mar-25 to Mar-24 ACTUALS VARIANCE		2025 Annual Budget		Budget Remaining	
	\$	%	\$		\$	%	\$	%	\$	%	\$	%	\$	%
<b>REVENUES &amp; OTHER SUPPORT:</b>														
TPID Revenue	509,441	100.0%	700,000		(190,559)	(27.2%)	377,871	100.0%	131,570	34.8%	2,849,104	153.1%	2,339,663	82.1%
<b>TOTAL REVENUES &amp; OTHER SUPPORT:</b>	<b>509,441</b>	<b>100.0%</b>	<b>700,000</b>		<b>(190,559)</b>	<b>(27.2%)</b>	<b>377,871</b>	<b>100.0%</b>	<b>131,570</b>	<b>34.8%</b>	<b>2,849,104</b>	<b>100.0%</b>	<b>2,339,663</b>	<b>82.1%</b>
<b>PROGRAM EXPENSES:</b>														
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	0.6%	6,650		(3,754)	(56.5%)	6,040	1.6%	(3,144)	(52.1%)	31,250	1.7%	28,354	90.7%
Media Advertising														
Digital Media	190,548	37.4%	267,083		(76,535)	(28.7%)	64,811	17.2%	125,737	194.0%	870,644	46.8%	680,096	78.1%
Outdoor	33,750	6.6%	20,000		13,750	68.8%	10,000	2.6%	23,750	237.5%	20,000	1.1%	(13,750)	(68.8%)
Print	-	-	10,125		(10,125)	(100.0%)	-	-	-	-	10,125	0.5%	10,125	100.0%
<b>Total Media Advertising</b>	<b>224,298</b>	<b>44.0%</b>	<b>297,208</b>		<b>(72,910)</b>	<b>(24.5%)</b>	<b>74,811</b>	<b>19.8%</b>	<b>149,487</b>	<b>199.8%</b>	<b>900,769</b>	<b>48.4%</b>	<b>676,471</b>	<b>75.1%</b>
Website & CRM	14,762	2.9%	11,785		2,977	25.3%	9,648	2.6%	5,114	53.0%	47,142	2.5%	32,380	68.7%
Public Relations	75,887	14.9%	83,330		(7,443)	(8.9%)	116,515	30.8%	(40,629)	(34.9%)	295,580	15.9%	219,693	74.3%
Market Research	14,990	2.9%	14,990		0	-	22,667	6.0%	(7,677)	(33.9%)	59,960	3.2%	44,970	75.0%
Strategic Initiatives	704	0.1%	20,120		(19,416)	(96.5%)	-	-	704	100.0%	38,230	2.1%	37,526	98.2%
Site Visits/FAM Tours	4,768	0.9%	12,000		(7,232)	(60.3%)	4,886	1.3%	(118)	(2.4%)	34,800	1.9%	30,032	86.3%
Trade Shows	45,454	8.9%	45,000		454	1.0%	62,392	16.5%	(16,938)	(27.1%)	350,100	18.8%	304,646	87.0%
Sales Missions	21,955	4.3%	36,771		(14,816)	(40.3%)	9,642	2.6%	12,313	127.7%	80,271	4.3%	58,316	72.6%
<b>Total Trade Shows/Missions</b>	<b>72,177</b>	<b>14.2%</b>	<b>93,771</b>		<b>(21,594)</b>	<b>(23.0%)</b>	<b>76,919</b>	<b>20.4%</b>	<b>(4,743)</b>	<b>(6.2%)</b>	<b>465,171</b>	<b>25.0%</b>	<b>392,994</b>	<b>84.5%</b>
Dues & Subscriptions														
Membership Dues	38,975	7.7%	34,923		4,052	11.6%	27,764	7.3%	11,211	40.4%	130,945	7.0%	91,969	70.2%
Subscriptions	1,846	0.4%	3,261		(1,416)	(43.4%)	636	0.2%	1,209	190.1%	13,045	0.7%	11,199	85.9%
<b>Total Dues &amp; Subscriptions</b>	<b>40,821</b>	<b>8.0%</b>	<b>38,185</b>		<b>2,637</b>	<b>6.9%</b>	<b>28,400</b>	<b>7.5%</b>	<b>12,421</b>	<b>43.7%</b>	<b>143,990</b>	<b>7.7%</b>	<b>103,169</b>	<b>71.7%</b>
Salary Expenses														
Salaries	78,644	15.4%	79,760		(1,116)	(1.4%)	60,775	16.1%	17,869	29.4%	319,040	17.1%	240,396	75.3%
Insurance/Healthcare	4,332	0.9%	5,673		(1,341)	(23.6%)	5,605	1.5%	(1,273)	(22.7%)	22,692	1.2%	18,360	80.9%
Taxes & Benefits	6,419	1.3%	6,285		134	2.1%	5,132	1.4%	1,287	25.1%	25,139	1.4%	18,720	74.5%
401K SH	604	0.1%	1,595		(991)	(62.1%)	801	0.2%	(197)	(24.6%)	6,381	0.3%	5,776	90.5%
<b>Total Salary Expenses</b>	<b>89,999</b>	<b>17.7%</b>	<b>93,313</b>		<b>(3,314)</b>	<b>(3.6%)</b>	<b>72,313</b>	<b>19.1%</b>	<b>17,686</b>	<b>24.5%</b>	<b>373,251</b>	<b>20.1%</b>	<b>283,253</b>	<b>75.9%</b>
Contract & Professional Fees														
Accounting fees	3,627	0.7%	15,640		(12,013)	(76.8%)	14,345	3.8%	(10,718)	(74.7%)	26,560	1.4%	22,933	86.3%
Administrative	-	-	1,507		(1,507)	(100.0%)	-	-	-	-	6,027	0.3%	6,027	100.0%
<b>Total Contract &amp; Professional Fees</b>	<b>3,627</b>	<b>0.7%</b>	<b>17,147</b>		<b>(13,520)</b>	<b>(78.8%)</b>	<b>14,345</b>	<b>3.8%</b>	<b>(10,718)</b>	<b>(74.7%)</b>	<b>32,587</b>	<b>1.8%</b>	<b>28,960</b>	<b>88.9%</b>
Bank Fees	-	-	-		-	-	-	-	-	-	-	-	-	-
Board Meeting Expense	1,163	0.2%	1,163		-	-	-	-	1,163	100.0%	4,650	0.2%	3,488	75.0%
Cell Phone Stipend	1,425	0.3%	1,425		-	-	1,050	0.3%	375	35.7%	5,700	0.3%	4,275	75.0%
Software	689	0.1%	-		689	100.0%	1,080	0.3%	(390)	(36.2%)	-	-	(689)	-
Office Supplies														
General Office Supplies	-	-	250		(250)	(100.0%)	38	0.0%	(38)	(100.0%)	250	0.0%	250	100.0%
Uniforms	187	0.0%	450		(263)	(58.5%)	200	0.1%	(13)	(6.6%)	1,800	0.1%	1,613	89.6%
<b>Total Office Supplies</b>	<b>187</b>	<b>0.0%</b>	<b>700</b>		<b>(513)</b>	<b>(73.3%)</b>	<b>238</b>	<b>0.1%</b>	<b>(51)</b>	<b>(21.5%)</b>	<b>2,050</b>	<b>0.1%</b>	<b>1,863</b>	<b>90.9%</b>
Staff Development														
Educational Development	5,907	1.2%	6,192		(285)	(4.6%)	1,986	0.5%	3,921	197.4%	24,492	1.3%	18,585	75.9%
<b>Total Staff Development</b>	<b>5,907</b>	<b>1.2%</b>	<b>6,192</b>		<b>(285)</b>	<b>(4.6%)</b>	<b>1,986</b>	<b>0.5%</b>	<b>3,921</b>	<b>197.4%</b>	<b>24,492</b>	<b>1.3%</b>	<b>18,585</b>	<b>75.9%</b>
Community Relations														
Sponsorships	21,500	4.2%	16,750		4,750	28.4%	7,375	2.0%	14,125	191.5%	104,500	5.6%	83,000	79.4%
Grants	7,500	1.5%	17,000		(9,500)	(55.9%)	29,375	7.8%	(21,875)	(74.5%)	259,500	13.9%	252,000	97.1%
<b>Total Community Relations</b>	<b>29,000</b>	<b>5.7%</b>	<b>33,750</b>		<b>(4,750)</b>	<b>(14.1%)</b>	<b>36,750</b>	<b>9.7%</b>	<b>(7,750)</b>	<b>(21.1%)</b>	<b>364,000</b>	<b>19.6%</b>	<b>335,000</b>	<b>92.0%</b>
Sales Team General Travel	224	0.0%	450		(226)	(50.2%)	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	6,574	1.3%	6,574		-	-	6,574	1.7%	-	-	26,297	1.4%	19,723	75.0%
<b>TOTAL PROGRAM EXPENSES:</b>	<b>585,610</b>	<b>115.0%</b>	<b>727,052</b>		<b>(141,443)</b>	<b>(19.5%)</b>	<b>469,341</b>	<b>124.2%</b>	<b>116,269</b>	<b>24.8%</b>	<b>2,875,401</b>	<b>154.6%</b>	<b>2,289,791</b>	<b>79.6%</b>
<b>NET OPERATING INCOME</b>	<b>(76,169)</b>	<b>(15.0%)</b>	<b>(27,052)</b>		<b>(49,117)</b>	<b>(181.6%)</b>	<b>(91,470)</b>	<b>(24.2%)</b>	<b>15,301</b>	<b>16.7%</b>	<b>(26,296)</b>	<b>(1.4%)</b>	<b>49,873</b>	<b>(189.7%)</b>
<b>OTHER INCOME</b>														
Interest Income	11,588	2.3%	9,750		1,838	18.9%	14,879	3.9%	(3,291)	(22.1%)	39,000	2.1%	27,412	70.3%
<b>TOTAL OTHER INCOME</b>	<b>11,588</b>	<b>2.3%</b>	<b>9,750</b>		<b>1,838</b>	<b>18.9%</b>	<b>14,879</b>	<b>3.9%</b>	<b>(3,291)</b>	<b>(22.1%)</b>	<b>39,000</b>	<b>2.1%</b>	<b>27,412</b>	<b>70.3%</b>
<b>CHANGE IN NET ASSETS:</b>	<b>(64,581)</b>	<b>(12.7%)</b>	<b>(17,302)</b>		<b>(47,279)</b>	<b>(273.2%)</b>	<b>(76,592)</b>	<b>(20.3%)</b>	<b>12,011</b>	<b>15.7%</b>	<b>12,704</b>	<b>0.4%</b>	<b>77,285</b>	<b>608.4%</b>

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

	General	Marketing	Research and Admin.	Sales	TOTAL
<b>REVENUES &amp; OTHER SUPPORT:</b>					
TPID Revenue	509,441				509,441
<b>TOTAL REVENUES &amp; OTHER SUPPORT:</b>	<b>509,441</b>				<b>509,441</b>
<b>PROGRAM EXPENSES:</b>					
Printed Collateral Materials				281	281
Giveaway Promotions	-	-	-	2,896	2,896
Media Advertising					
Digital Media	-	190,548	-	-	190,548
Outdoor		33,750		-	33,750
<b>Total Media Advertising</b>	<b>-</b>	<b>224,298</b>	<b>-</b>	<b>-</b>	<b>224,298</b>
Website & CRM	-	13,087	-	1,675	14,762
<b>Total Website &amp; CRM</b>		<b>13,087</b>	<b>-</b>	<b>1,675</b>	<b>14,762</b>
Public Relations	-	75,887	-	-	75,887
Market Research	-	-	11,000	3,990	14,990
Strategic Initiatives	-	-	-	704	704
Marketing Projects	-	-	-	-	-
Site Visits/FAM Tours	-	-	-	4,768	4,768
Trade Shows	-	-	-	45,454	45,454
Sales Missions		-	-	21,955	21,955
<b>Total Trade Shows/Missions</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>72,177</b>	<b>72,177</b>
Dues & Subscriptions					
Membership Dues	-	-	15,304	23,671	38,975
Subscriptions	-	-	-	1,846	1,846
<b>Total Dues &amp; Subscriptions</b>	<b>-</b>	<b>-</b>	<b>15,304</b>	<b>25,517</b>	<b>40,821</b>
Salary Expenses					
Salaries	-	29,250	-	49,394	78,644
Insurance/Healthcare	-	114	-	4,218	4,332
401K SH	-	-		604	604
Taxes & Benefits	-	2,529	-	3,891	6,419
<b>Total Salary Expenses</b>	<b>-</b>	<b>31,893</b>	<b>-</b>	<b>58,106</b>	<b>89,999</b>
Contract & Professional Fees					
Accounting fees	-	-	3,627	-	3,627
<b>Total Contract &amp; Professional Fees</b>	<b>-</b>	<b>-</b>	<b>3,627</b>	<b>-</b>	<b>3,627</b>
Board Meeting Expense	-	-	1,163	-	1,163
Cell Phone Stipend	-	300	-	1,125	1,425
Computer Expense - Software	-	-	689	-	689
Uniforms		-		187	187
Staff Development					
Educational Development	-	-	-	5,907	5,907
<b>Total Staff Development</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5,907</b>	<b>5,907</b>
Community Relations					
Sponsorships & Grants	-	-		21,500	21,500
Grants		-		7,500	7,500
<b>Total Community Relations</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>29,000</b>	<b>29,000</b>
Sales Team General Travel		-	-	224	224
Office Expenses	-	-	-	-	-
Depreciation	-	-	6,574	-	6,574
<b>TOTAL PROGRAM EXPENSES:</b>	<b>-</b>	<b>345,464</b>	<b>38,358</b>	<b>201,788</b>	<b>585,610</b>
<b>NET OPERATING INCOME</b>	<b>509,441</b>	<b>(345,464)</b>	<b>(38,358)</b>	<b>(201,788)</b>	<b>(76,169)</b>
<b>OTHER INCOME</b>					
Interest Income	11,588	-	-	-	11,588
<b>TOTAL OTHER INCOME</b>	<b>11,588</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>11,588</b>
<b>CHANGE IN NET ASSETS:</b>	<b>\$ 521,029</b>	<b>\$ (345,464)</b>	<b>\$ (38,358)</b>	<b>\$ (201,788)</b>	<b>\$ (64,581)</b>

Category % of Total Spend	68 %	8 %	40 %	116 %
Category % per Service Plan	50 %	5 %	43 %	98 %
Variance	18 %	3 %	(3)%	18 %