

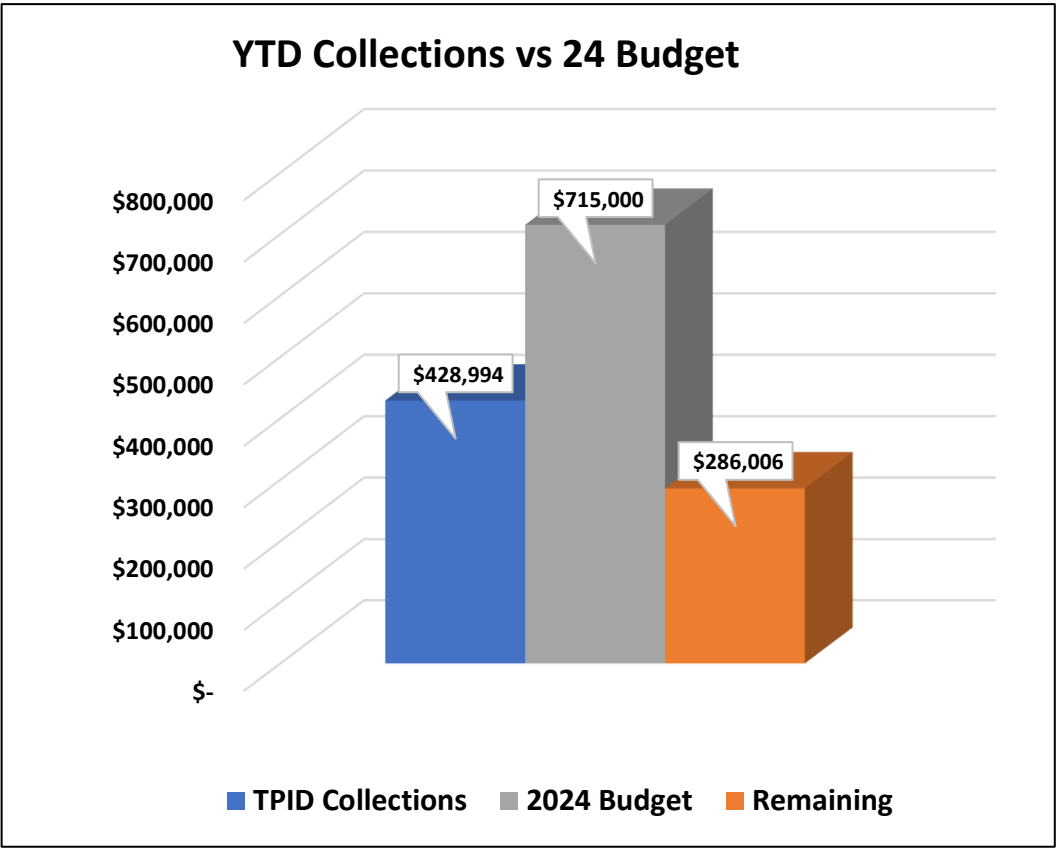
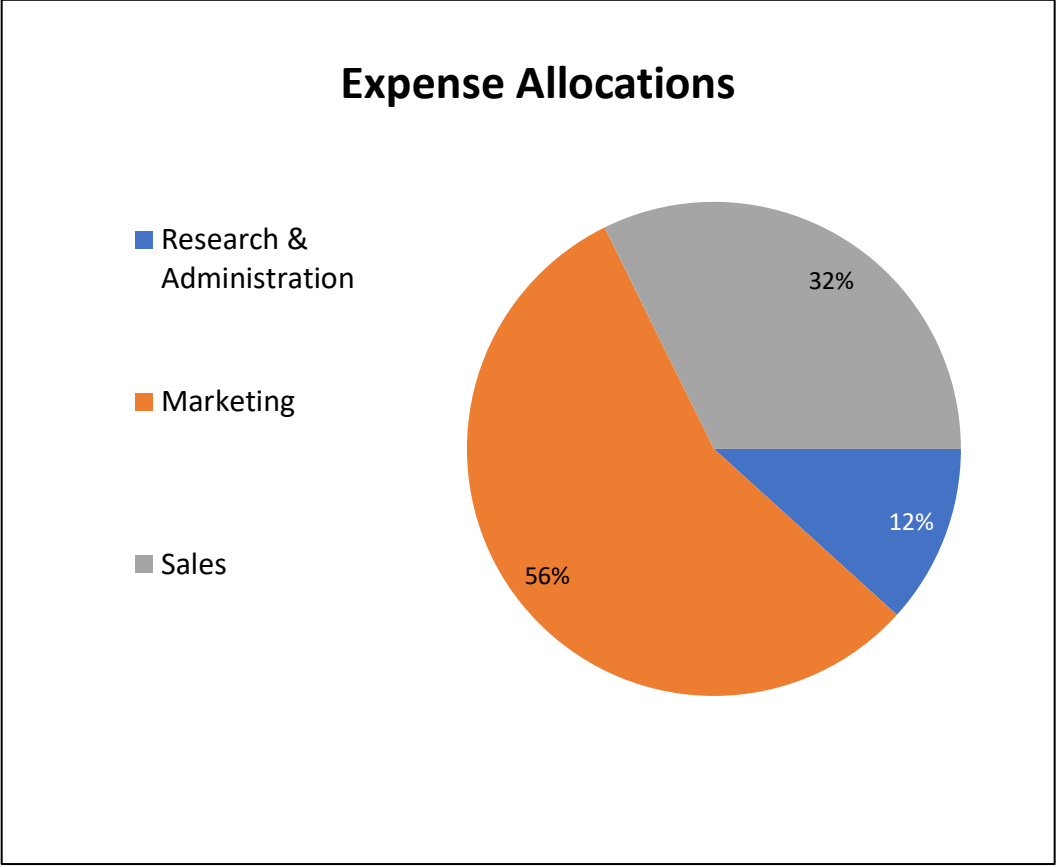
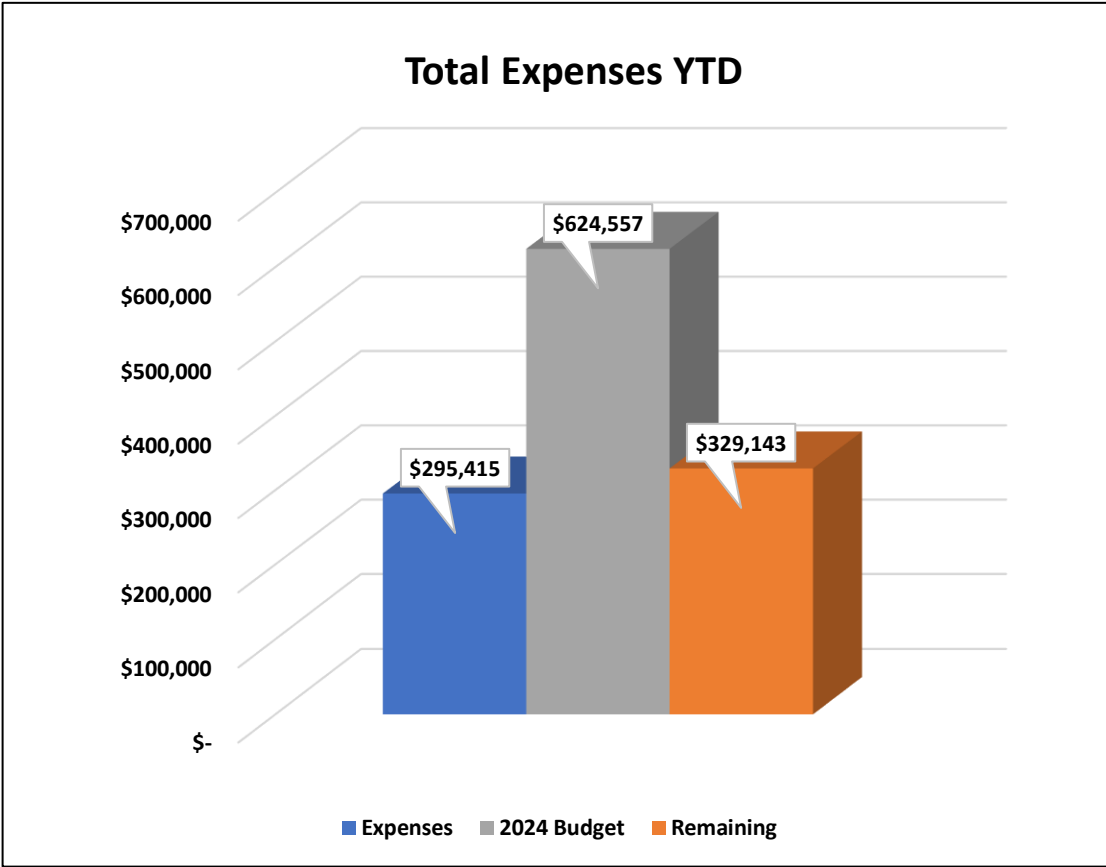
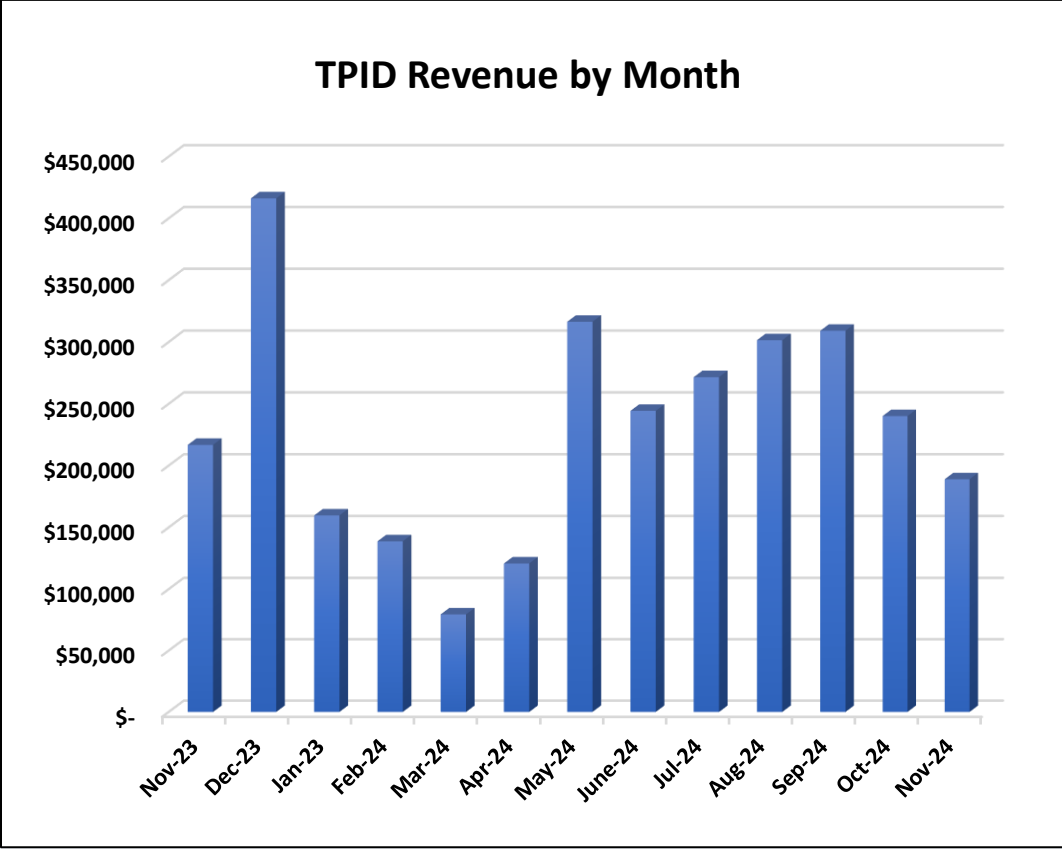
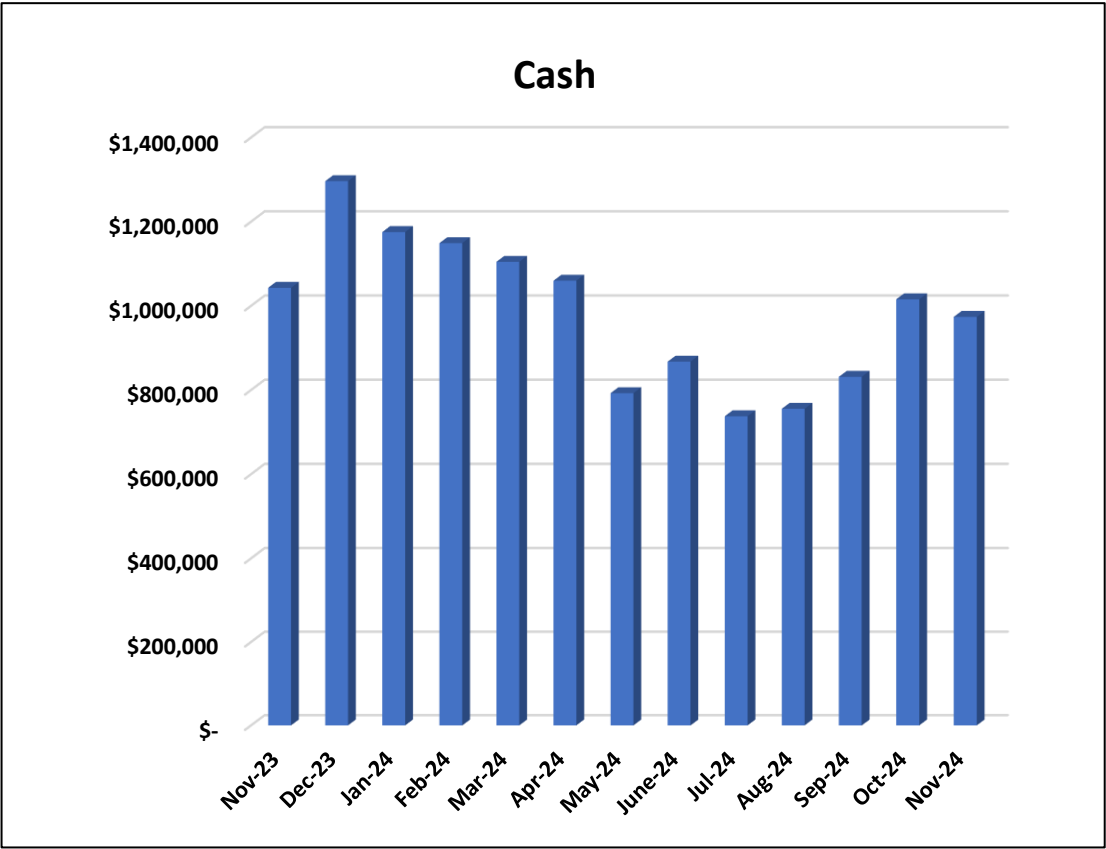


Financial Statements

For the period ending YTD November 30th, 2024

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Corpus Christi Tourism Public Improvement District
Balance Sheet
For the Period Ending YTD November 30th, 2024 and November 30th, 2023

Note: Fiscal year is October 2024 through December 2024

	November 2024 \$	November 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
CURRENT ASSETS				
Cash - American Bank	22,428	1,041,280	(1,018,853)	-98%
MMA - American Bank	951,443	-	951,443	100%
Bill.com Clearing	-	1,606	(1,606)	-100%
Accounts Receivables	188,939	-	188,939	100%
OTHER ASSETS				
Prepaid Expenses	209,647	104,958	104,689	100%
7-Month CD	91,632	89,000	2,632	3%
FIXED ASSETS				
Furniture & Fixtures	78,890	78,890	-	0%
Less: Depreciation	(41,636)	(15,340)	(26,297)	-171%
TOTAL FIXED ASSETS	37,254	63,550	(26,297)	-41%
TOTAL ASSETS	1,501,342	1,300,394	200,948	15%
LIABILITIES				
CURRENT LIABILITIES				
Accounts Payable - VCC	44,573	42,814	1,759	4%
Accounts Payable	107,464	82,542	24,922	30%
Total Current Liabilities	152,037	125,355	26,681	21%
TOTAL LIABILITIES	152,037	125,355	26,681	21%
NET ASSETS				
Retained Earnings	1,208,283	872,780	335,503	38%
Current Year Net Assets	141,023	302,259	(161,236)	-53%
TOTAL NET ASSETS	1,349,306	1,175,039	174,267	15%
TOTAL LIABILITIES & NET ASSETS	1,501,342	1,300,394	200,948	15%

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

Note: Fiscal year is October 2024 through December 2024

	Nov-24 YTD - ACTUALS		Nov-24 YTD - BUDGET	Over/(Under) VARIANCE TO BUDGET		Nov-23 YTD - ACTUALS		Nov-24 to Nov-23 ACTUALS VARIANCE		Annual Budget (Oct - Dec)		Budget Remaining	
	\$	%	\$	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:													
TPID Revenue	428,994	100.0%	530,000	(101,006)	(19.1%)	576,688	100.0%	(147,694)	(25.6%)	715,000	38.4%	286,006	40.0%
TOTAL REVENUES & OTHER SUPPORT:	428,994	100.0%	530,000	(101,006)	(19.1%)	576,688	100.0%	(147,694)	(25.6%)	715,000	100.0%	286,006	40.0%
PROGRAM EXPENSES:													
Printed Collateral Materials	410	0.1%	400	10	2.5%	-	-	410	100.0%	650	0.0%	240	36.9%
Giveaway Promotions	4,394	1.0%	6,000	(1,606)	(26.8%)	814	0.1%	3,580	439.8%	9,000	0.5%	4,606	51.2%
Media Advertising													
Digital Media	121,328	28.3%	164,333	(43,006)	(26.2%)	61,403	10.6%	59,924	97.6%	240,000	12.9%	118,672	49.4%
Outdoor	-	-	-	-	-	-	-	-	-	10,000	0.5%	10,000	100.0%
Print	-	-	2,000	(2,000)	(100.0%)	2,000	0.3%	(2,000)	(100.0%)	2,000	0.1%	2,000	100.0%
Total Media Advertising	121,328	28.3%	166,333	(45,006)	(27.1%)	63,403	11.0%	57,924	91.4%	252,000	13.5%	130,672	51.9%
Website & CRM	5,190	1.2%	24,439	(19,249)	(78.8%)	29,412	5.1%	(24,222)	(82.4%)	26,659	1.4%	21,469	80.5%
Public Relations	30,819	7.2%	37,723	(6,904)	(18.3%)	8,154	1.4%	22,666	278.0%	56,434	3.0%	25,615	45.4%
Market Research	19,160	4.5%	22,827	(3,667)	(16.1%)	10,117	1.8%	9,043	89.4%	28,740	1.5%	9,580	33.3%
Marketing Projects	5,642	1.3%	5,300	342	6.4%	-	-	5,642	100.0%	7,550	0.4%	1,908	25.3%
Trade Shows/Missions	-	-	-	-	-	3,995	0.7%	(3,995)	(100.0%)	-	-	-	-
Site Visits/FAM Tours	458	0.1%	4,100	(3,642)	(88.8%)	1,671	0.3%	(1,213)	(72.6%)	5,600	0.3%	5,142	91.8%
Trade Shows	31,432	7.3%	41,384	(9,952)	(24.0%)	20,420	3.5%	11,012	53.9%	58,551	3.1%	27,119	46.3%
Sales Missions	-	-	-	-	-	951	0.2%	(951)	(100.0%)	-	-	-	-
Total Trade Shows/Missions	31,890	7.4%	45,484	(13,594)	(29.9%)	27,037	4.7%	4,853	17.9%	64,151	3.4%	32,261	50.3%
Dues & Subscriptions													
Membership Dues	20,367	4.7%	20,383	(16)	(0.1%)	21,754	3.8%	(1,388)	(6.4%)	31,514	1.7%	11,148	35.4%
Subscriptions	1,458	0.3%	1,458	-	-	613	0.1%	845	138.0%	2,186	0.1%	729	33.3%
Total Dues & Subscriptions	21,824	5.1%	21,840	(16)	(0.1%)	22,367	3.9%	(543)	(2.4%)	33,700	1.8%	11,876	35.2%
Salary Expenses													
Salaries	32,513	7.6%	43,827	(11,314)	(25.8%)	70,517	12.2%	(38,004)	(53.9%)	65,740	3.5%	33,227	50.5%
Insurance/Healthcare	2,808	0.7%	2,812	(4)	(0.1%)	3,727	0.6%	(919)	(24.7%)	4,218	0.2%	1,410	33.4%
Taxes & Benefits	2,271	0.5%	3,381	(1,110)	(32.8%)	4,946	0.9%	(2,675)	(54.1%)	5,071	0.3%	2,800	55.2%
401K SH	-	-	-	-	-	2,400	0.4%	(2,400)	(100.0%)	-	-	-	-
Total Salary Expenses	37,591	8.8%	50,019	(12,428)	(24.8%)	81,589	14.1%	(43,998)	(53.9%)	75,029	4.0%	37,438	49.9%
Contract & Professional Fees													
Accounting fees	2,304	0.5%	2,300	4	0.2%	2,575	0.4%	(271)	(10.5%)	3,450	0.2%	1,146	33.2%
Administrative	-	-	1,449	(1,449)	(100.0%)	-	-	-	-	2,173	0.1%	2,173	100.0%
Total Contract & Professional Fees	2,304	0.5%	3,749	(1,445)	(38.5%)	2,575	0.4%	(271)	(10.5%)	5,623	0.3%	3,319	59.0%
Bank Fees	-	-	8	(8)	(100.0%)	-	-	-	-	12	0.0%	12	100.0%
Board Meeting Expense	775	0.2%	938	(163)	(17.4%)	-	-	775	100.0%	1,425	0.1%	650	45.6%
Cell Phone Stipend	863	0.2%	600	263	43.8%	700	0.1%	163	23.2%	900	0.0%	38	4.2%
Software	464	0.1%	-	464	100.0%	504	0.1%	(40)	(7.9%)	-	-	(464)	-
Office Supplies													
General Office Supplies	-	-	150	(150)	(100.0%)	60	0.0%	(60)	(100.0%)	150	0.0%	150	100.0%
Uniforms	181	0.0%	550	(369)	(67.1%)	-	-	181	100.0%	550	0.0%	369	67.1%
Total Office Supplies	181	0.0%	700	(519)	(74.2%)	60	0.0%	121	201.2%	700	0.0%	519	74.2%
Staff Development													
Educational Development	7,356	1.7%	6,947	409	5.9%	3,880	0.7%	3,476	89.6%	7,346	0.4%	(10)	(0.1%)
Total Staff Development	7,356	1.7%	6,947	409	5.9%	3,880	0.7%	3,476	89.6%	7,346	0.4%	(10)	(0.1%)
Community Relations													
Sponsorships	750	0.2%	15,100	(14,350)	(95.0%)	11,837	2.1%	(11,087)	(93.7%)	16,150	0.9%	15,400	95.4%
Grants	-	-	-	-	-	7,583	1.3%	(7,583)	(100.0%)	17,000	0.9%	17,000	100.0%
Total Community Relations	750	0.2%	15,100	(14,350)	(95.0%)	19,420	3.4%	(18,670)	(96.1%)	33,150	1.8%	32,400	97.7%
Sales Team General Travel	93	0.0%	200	(107)	(53.3%)	14	0.0%	79	560.0%	300	0.0%	207	68.9%
Office Expenses													
Contingency	-	-	-	-	-	-	-	-	-	14,613	0.8%	14,613	100.0%
Other Expenditures													
Depreciation/Amortization	4,383	1.0%	4,383	-	-	4,383	0.8%	-	-	6,574	0.4%	2,191	33.3%
TOTAL PROGRAM EXPENSES:	295,415	68.9%	412,990	(117,575)	(28.5%)	274,428	47.6%	20,986	7.6%	624,557	33.6%	329,143	52.7%
NET OPERATING INCOME	133,579	31.1%	117,010	16,569	14.2%	302,259	52.4%	(168,680)	(55.8%)	90,443	4.9%	(43,136)	(47.7%)
OTHER INCOME													
Interest Income	7,444	1.7%	8,716	(1,272)	(14.6%)	-	-	7,444	100.0%	15,674	0.8%	8,230	52.5%
TOTAL OTHER INCOME	7,444	1.7%	8,716	(1,272)	(14.6%)	-	-	7,444	100.0%	15,674	0.8%	8,230	52.5%
CHANGE IN NET ASSETS:	141,023	32.9%	125,726	15,297	12.2%	302,259	52.4%	(161,236)	(53.3%)	106,117	14.8%	(34,906)	(32.9%)

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

	General	Marketing	Research and Admin.	Sales	TOTAL
REVENUES & OTHER SUPPORT:					
TPID Revenue	428,994				428,994
TOTAL REVENUES & OTHER SUPPORT:	428,994				428,994
PROGRAM EXPENSES:					
Printed Collateral Materials				410	410
Giveaway Promotions	-	-	-	4,394	4,394
Media Advertising					
Digital Media	-	121,328	-	-	121,328
Total Media Advertising	-	121,328	-	-	121,328
Website & CRM	-	1,356	-	3,834	5,190
Total Website & CRM		1,356	-	3,834	5,190
Public Relations	-	30,819	-	-	30,819
Market Research	-	-	16,500	2,660	19,160
Marketing Projects	-	-	-	5,642	5,642
Site Visits/FAM Tours	-	-	-	458	458
Trade Shows	-	11,850	-	19,582	31,432
Total Trade Shows/Missions	-	11,850	-	20,040	31,890
Dues & Subscriptions					
Membership Dues	-	-	10,203	10,164	20,367
Subscriptions	-	-	-	1,458	1,458
Total Dues & Subscriptions	-	-	10,203	11,621	21,824
Salary Expenses					
Salaries	-	-	-	32,513	32,513
Insurance/Healthcare	-	-	-	2,808	2,808
Taxes & Benefits	-	-	-	2,271	2,271
Total Salary Expenses	-	-	-	37,591	37,591
Contract & Professional Fees					
Accounting fees	-	-	2,304	-	2,304
Total Contract & Professional Fees	-	-	2,304	-	2,304
Board Meeting Expense	-	-	775	-	775
Cell Phone Stipend	-	-	-	863	863
Computer Expense - Software	-	-	464	-	464
Uniforms		-		181	181
Staff Development					
Educational Development	-	-	-	7,356	7,356
Total Staff Development	-	-	-	7,356	7,356
Community Relations					
Sponsorships & Grants	-	-		750	750
Total Community Relations	-	-	-	750	750
Sales Team General Travel		-	-	93	93
Office Expenses	-	-	4,383	-	4,383
TOTAL PROGRAM EXPENSES:	-	165,353	34,628	95,434	295,415
NET OPERATING INCOME	428,994	(165,353)	(34,628)	(95,434)	133,579
OTHER INCOME					
Interest Income	7,444	-	-	-	7,444
TOTAL OTHER INCOME	7,444	-	-	-	7,444
CHANGE IN NET ASSETS:	\$ 436,438	\$ (165,353)	\$ (34,628)	\$ (95,434)	\$ 141,023

Category % of Total Spend	39 %	8 %	23 %	70 %
Category % per Service Plan	50 %	5 %	43 %	100 %
Variance	(11)%	3 %	(20)%	(30)%