

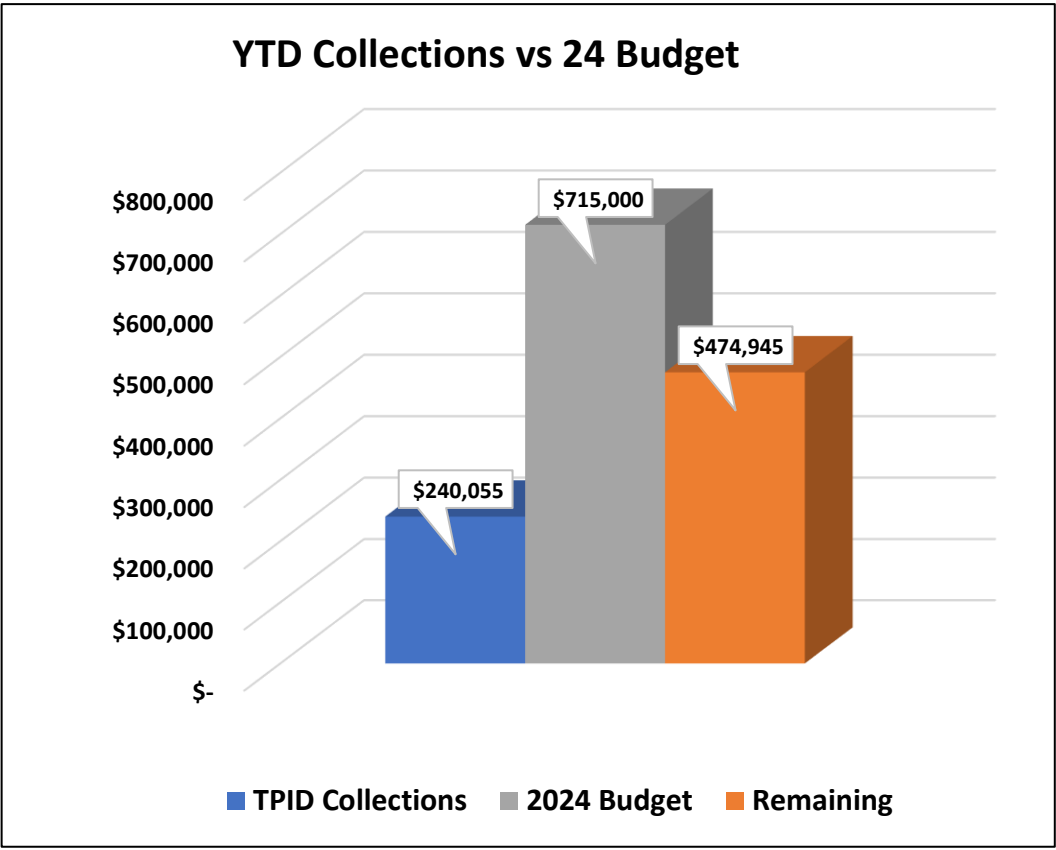
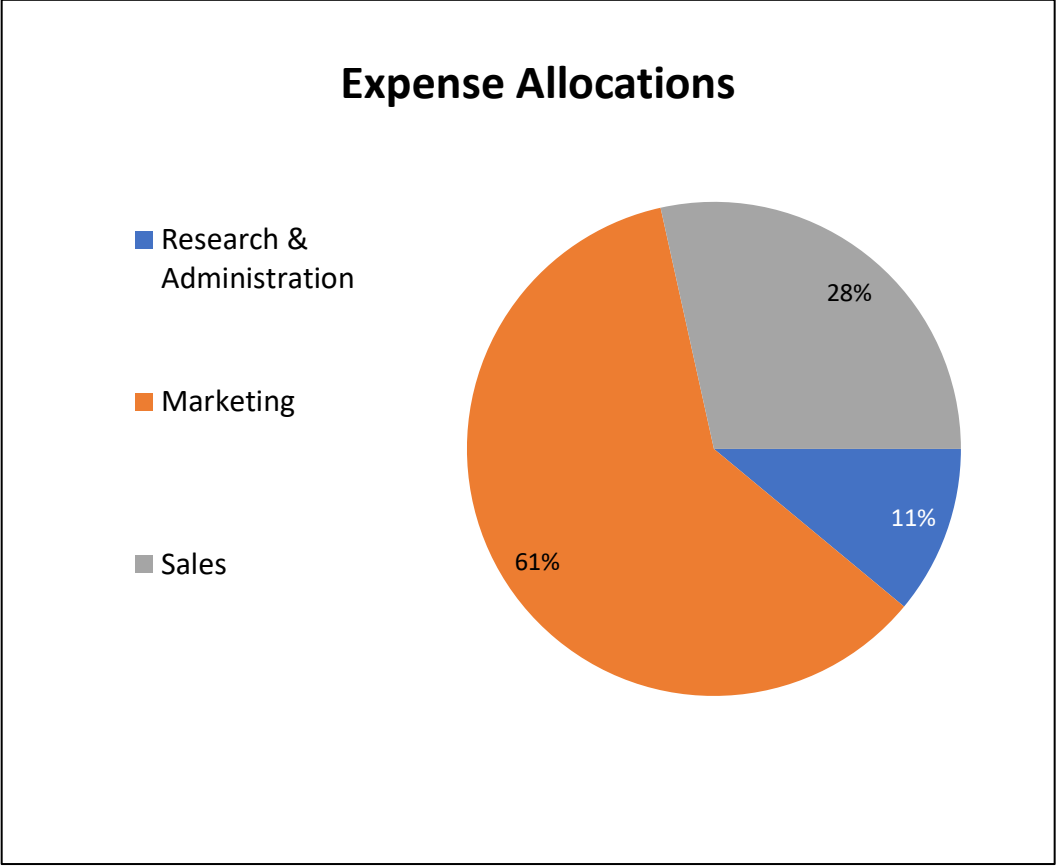
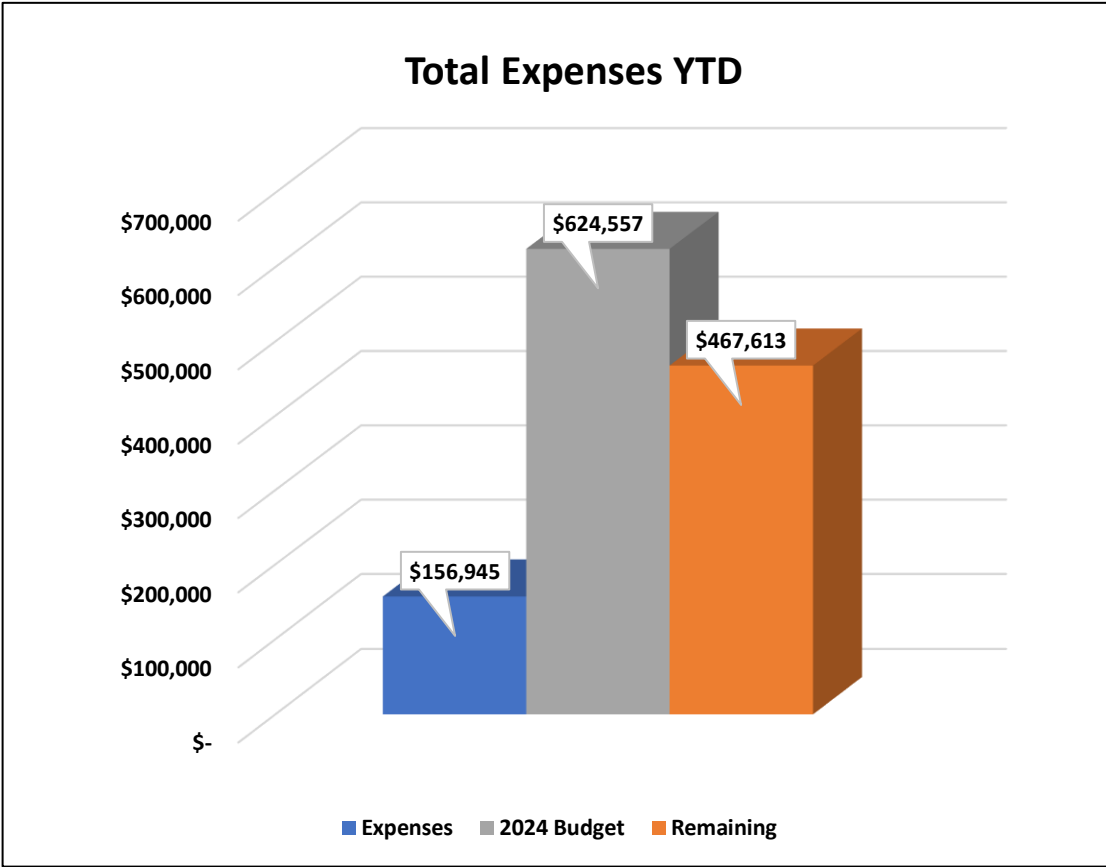
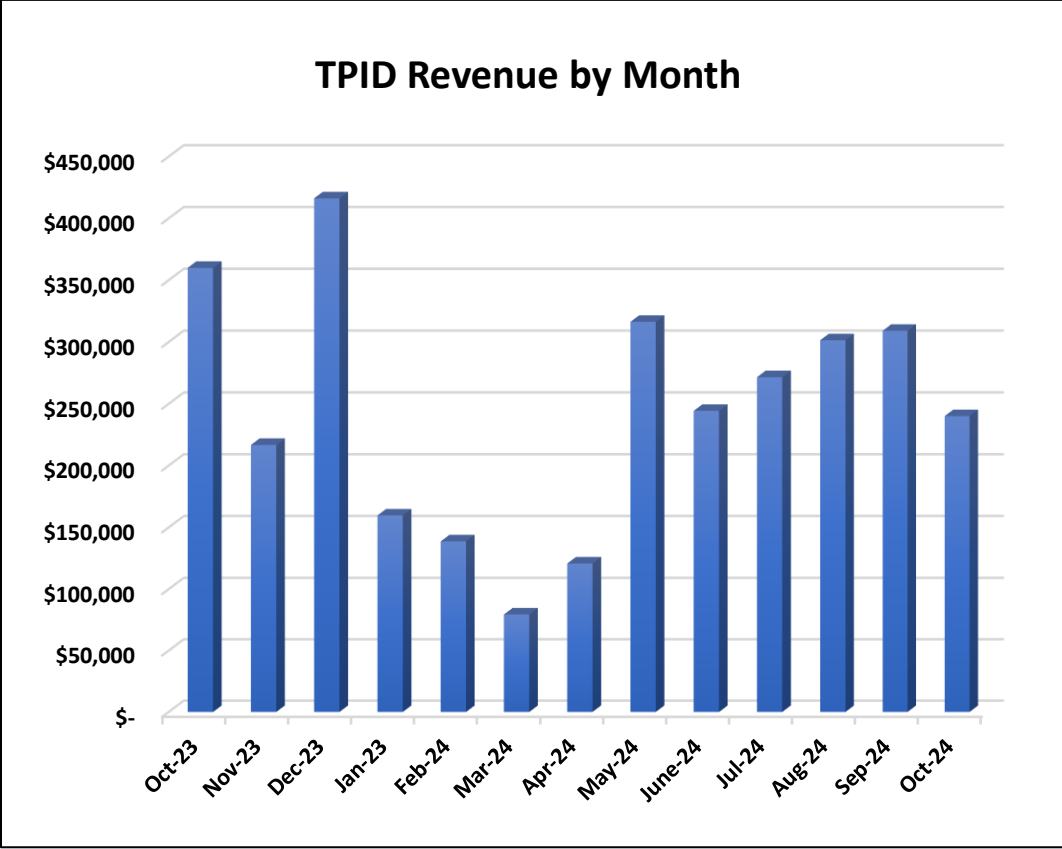
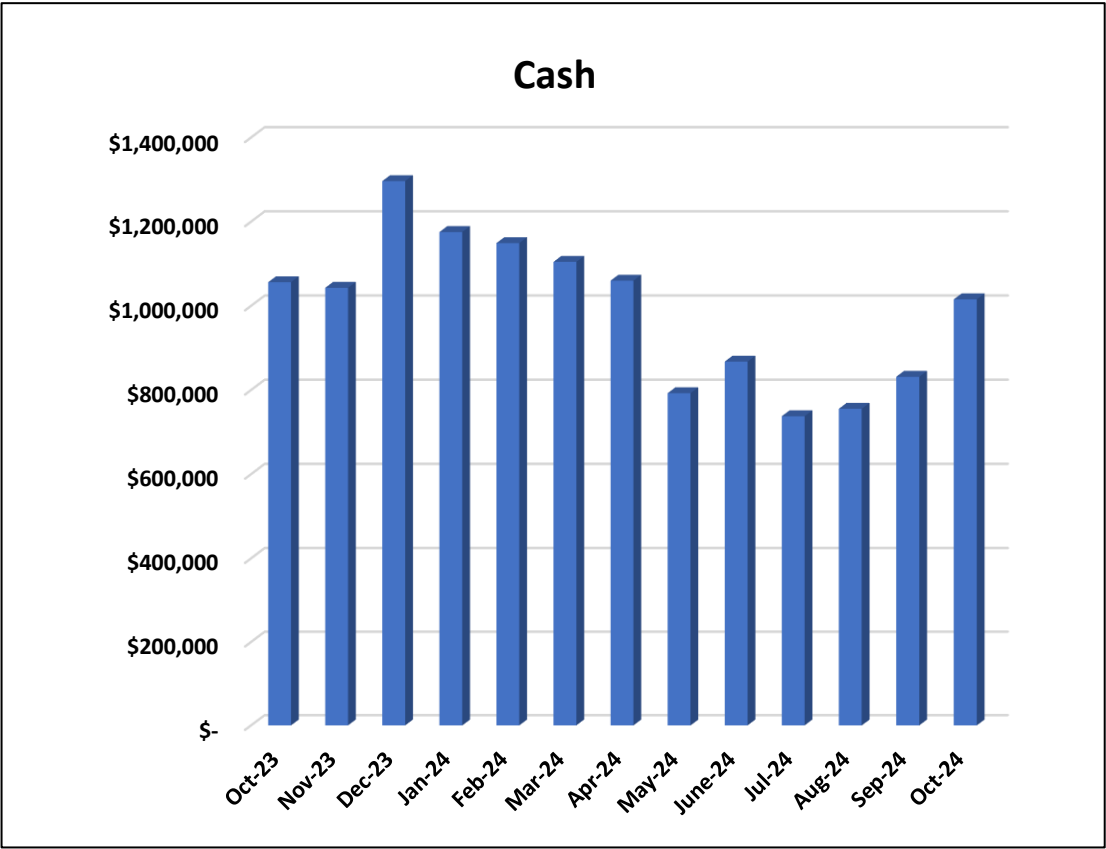


Financial Statements

For the period ending YTD October 31st, 2024

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

Note: Fiscal year is October 2024 through December 2024

	October 2024 \$	October 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
CURRENT ASSETS				
Cash - American Bank	33,225	1,054,718	(1,021,494)	-97%
MMA - American Bank	982,259	-	982,259	100%
Bill.com Clearing	-	1,450	(1,450)	-100%
Accounts Receivables	240,055	-	240,055	100%
OTHER ASSETS				
Prepaid Expenses	196,213	105,444	90,769	86%
7-Month CD	91,632	-	91,632	100%
FIXED ASSETS				
Furniture & Fixtures	78,890	78,890	-	0%
Less: Depreciation	(39,445)	(13,148)	(26,297)	-200%
TOTAL FIXED ASSETS	39,445	65,742	(26,297)	-40%
TOTAL ASSETS	1,582,828	1,227,354	355,473	29%
LIABILITIES				
CURRENT LIABILITIES				
Accounts Payable - VCC	154,376	68,104	86,272	127%
Accounts Payable	133,469	42,946	90,523	211%
Total Current Liabilities	287,845	111,050	176,795	159%
TOTAL LIABILITIES	287,845	111,050	176,795	159%
NET ASSETS				
Retained Earnings	1,208,283	872,780	335,503	38%
Current Year Net Assets	86,700	243,525	(156,824)	-64%
TOTAL NET ASSETS	1,294,983	1,116,304	178,679	16%
TOTAL LIABILITIES & NET ASSETS	1,582,828	1,227,354	355,473	29%

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

Note: Fiscal year is October 2024 through December 2024

	Oct-24 YTD - ACTUALS		Oct-24 YTD - BUDGET		Over/(Under) VARIANCE TO BUDGET		Oct-23 YTD - ACTUALS		Oct-24 to Oct-23 ACTUALS VARIANCE		Annual Budget (Oct - Dec)		Budget Remaining	
	\$	%	\$		\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:														
TPID Revenue	240,055	100.0%	315,000		(74,945)	(23.8%)	359,945	100.0%	(119,890)	(33.3%)	715,000	38.4%	474,945	66.4%
TOTAL REVENUES & OTHER SUPPORT:	240,055	100.0%	315,000		(74,945)	(23.8%)	359,945	100.0%	(119,890)	(33.3%)	715,000	100.0%	474,945	66.4%
PROGRAM EXPENSES:														
Printed Collateral Materials	-	-	400		(400)	(100.0%)	-	-	-	-	650	0.0%	650	100.0%
Giveaway Promotions	637	0.3%	3,750		(3,113)	(83.0%)	622	0.2%	15	2.4%	9,000	0.5%	8,363	92.9%
Media Advertising														
Digital Media	67,628	28.2%	75,667		(8,039)	(10.6%)	21,596	6.0%	46,032	213.2%	240,000	12.9%	172,372	71.8%
Outdoor	-	-	-		-	-	-	-	-	-	10,000	0.5%	10,000	100.0%
Print	-	-	-		-	-	-	-	-	-	2,000	0.1%	2,000	100.0%
Total Media Advertising	67,628	28.2%	75,667		(8,039)	(10.6%)	21,596	6.0%	46,032	213.2%	252,000	13.5%	184,372	73.2%
Website & CRM	3,273	1.4%	22,220		(18,947)	(85.3%)	-	-	3,273	100.0%	26,659	1.4%	23,386	87.7%
Public Relations	14,142	5.9%	17,511		(3,369)	(19.2%)	2,858	0.8%	11,284	394.8%	56,434	3.0%	42,292	74.9%
Market Research	9,580	4.0%	16,913		(7,333)	(43.4%)	4,083	1.1%	5,497	134.6%	28,740	1.5%	19,160	66.7%
Marketing Projects	5,642	2.4%	5,300		342	6.4%	-	-	5,642	100.0%	7,550	0.4%	1,908	25.3%
Trade Shows/Missions														
Site Visits/FAM Tours	234	0.1%	2,300		(2,067)	(89.8%)	60	0.0%	173	287.1%	5,600	0.3%	5,367	95.8%
Trade Shows	19,438	8.1%	26,917		(7,479)	(27.8%)	7,724	2.1%	11,714	151.7%	58,551	3.1%	39,113	66.8%
Total Trade Shows/Missions	19,672	8.2%	29,217		(9,545)	(32.7%)	7,785	2.2%	11,887	152.7%	64,151	3.4%	44,479	69.3%
Dues & Subscriptions														
Membership Dues	10,172	4.2%	10,191		(20)	(0.2%)	8,146	2.3%	2,025	24.9%	31,514	1.7%	21,342	67.7%
Subscriptions	729	0.3%	729		-	-	613	0.2%	116	19.0%	2,186	0.1%	1,458	66.7%
Total Dues & Subscriptions	10,901	4.5%	10,920		(20)	(0.2%)	8,759	2.4%	2,142	24.5%	33,700	1.8%	22,800	67.7%
Salary Expenses														
Salaries	16,256	6.8%	21,913		(5,657)	(25.8%)	50,258	14.0%	(34,002)	(67.7%)	65,740	3.5%	49,484	75.3%
Insurance/Healthcare	1,394	0.6%	1,406		(12)	(0.8%)	1,852	0.5%	(457)	(24.7%)	4,218	0.2%	2,824	66.9%
Taxes & Benefits	1,135	0.5%	1,690		(555)	(32.8%)	3,429	1.0%	(2,294)	(66.9%)	5,071	0.3%	3,936	77.6%
401K SH	-	-	-		-	-	281	0.1%	(281)	(100.0%)	-	-	-	-
Total Salary Expenses	18,786	7.8%	25,010		(6,224)	(24.9%)	55,820	15.5%	(37,034)	(66.3%)	75,029	4.0%	56,243	75.0%
Contract & Professional Fees														
Accounting fees	1,146	0.5%	1,150		(4)	(0.4%)	575	0.2%	571	99.2%	3,450	0.2%	2,304	66.8%
Administrative	-	-	724		(724)	(100.0%)	-	-	-	-	2,173	0.1%	2,173	100.0%
Total Contract & Professional Fees	1,146	0.5%	1,874		(729)	(38.9%)	575	0.2%	571	99.2%	5,623	0.3%	4,477	79.6%
Bank Fees	-	-	4		(4)	(100.0%)	-	-	-	-	12	0.0%	12	100.0%
Board Meeting Expense	388	0.2%	550		(163)	(29.6%)	-	-	388	100.0%	1,425	0.1%	1,038	72.8%
Cell Phone Stipend	300	0.1%	300		-	-	350	0.1%	(50)	(14.3%)	900	0.0%	600	66.7%
Software	213	0.1%	-		213	100.0%	297	0.1%	(84)	(28.3%)	-	-	(213)	-
Office Supplies														
General Office Supplies	-	-	150		(150)	(100.0%)	60	0.0%	(60)	(100.0%)	150	0.0%	150	100.0%
Uniforms	-	-	550		(550)	(100.0%)	-	-	-	-	550	0.0%	550	100.0%
Total Office Supplies	-	-	700		(700)	(100.0%)	60	0.0%	(60)	(100.0%)	700	0.0%	700	100.0%
Staff Development														
Educational Development	1,677	0.7%	798		879	110.2%	2,782	0.8%	(1,105)	(39.7%)	7,346	0.4%	5,669	77.2%
Team Development	-	-	-		-	-	998	0.3%	(998)	(100.0%)	-	-	-	-
Total Staff Development	1,677	0.7%	798		879	110.2%	3,780	1.1%	(2,103)	(55.6%)	7,346	0.4%	5,669	77.2%
Community Relations														
Sponsorships	750	0.3%	14,050		(13,300)	(94.7%)	1,337	0.4%	(587)	(43.9%)	16,150	0.9%	15,400	95.4%
Grants	-	-	-		-	-	6,292	1.7%	(6,292)	(100.0%)	17,000	0.9%	17,000	100.0%
Total Community Relations	750	0.3%	14,050		(13,300)	(94.7%)	7,629	2.1%	(6,879)	(90.2%)	33,150	1.8%	32,400	97.7%
Sales Team General Travel	19	0.0%	100		(81)	(80.6%)	14	0.0%	5	36.8%	300	0.0%	281	93.5%
Office Expenses														
Contingency	-	-	-		-	-	-	-	-	-	14,613	0.8%	14,613	100.0%
Other Expenditures														
Depreciation/Amortization	2,191	0.9%	2,191		-	-	2,191	0.6%	-	-	6,574	0.4%	4,383	66.7%
TOTAL PROGRAM EXPENSES:	156,945	65.4%	227,476		(70,531)	(31.0%)	116,420	32.3%	40,525	34.8%	624,557	33.6%	467,613	74.9%
NET OPERATING INCOME	83,110	34.6%	87,524		(4,414)	(5.0%)	243,525	67.7%	(160,415)	(65.9%)	90,443	4.9%	7,333	8.1%
OTHER INCOME														
Interest Income	3,591	1.5%	4,358		(767)	(17.6%)	-	-	3,591	100.0%	15,674	0.8%	12,083	77.1%
TOTAL OTHER INCOME	3,591	1.5%	4,358		(767)	(17.6%)	-	-	3,591	100.0%	15,674	0.8%	12,083	77.1%
CHANGE IN NET ASSETS:	86,700	36.1%	91,882		(5,182)	(5.6%)	243,525	67.7%	(156,824)	(64.4%)	106,117	14.8%	19,416	18.3%

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

	General	Marketing	Research and Admin.	Sales	TOTAL
REVENUES & OTHER SUPPORT:					
TPID Revenue	240,055				240,055
TOTAL REVENUES & OTHER SUPPORT:	240,055				240,055
PROGRAM EXPENSES:					
Giveaway Promotions	-	-	-	637	637
Media Advertising				-	-
Digital Media	-	67,628	-	-	67,628
Total Media Advertising	-	67,628	-	-	67,628
Website & CRM	-	1,356	-	1,917	3,273
Total Website & CRM		1,356	-	1,917	3,273
Public Relations	-	14,142	-	-	14,142
Market Research	-	-	8,250	1,330	9,580
Marketing Projects	-	-	-	5,642	5,642
Site Visits/FAM Tours	-	-	-	234	234
Trade Shows	-	11,850	-	7,588	19,438
Total Trade Shows/Missions	-	11,850	-	7,822	19,672
Dues & Subscriptions					
Membership Dues	-	-	5,101	5,070	10,172
Subscriptions	-	-	-	729	729
Total Dues & Subscriptions	-	-	5,101	5,799	10,901
Salary Expenses					
Salaries	-	-	-	16,256	16,256
Insurance/Healthcare	-	-	-	1,394	1,394
Taxes & Benefits	-	-	-	1,135	1,135
Total Salary Expenses	-	-	-	18,786	18,786
Contract & Professional Fees					
Accounting fees	-	-	1,146	-	1,146
Total Contract & Professional Fees	-	-	1,146	-	1,146
Bank Fees	-	-	-	-	-
Board Meeting Expense	-	-	388	-	388
Cell Phone Stipend	-	-	-	300	300
Computer Expense - Software	-	-	213	-	213
Staff Development					
Educational Development	-	-	-	1,677	1,677
Total Staff Development	-	-	-	1,677	1,677
Community Relations					
Sponsorships & Grants	-	-	-	750	750
Total Community Relations	-	-	-	750	750
Sales Team General Travel		-	-	19	19
Office Expenses	-	-	2,191	-	2,191
TOTAL PROGRAM EXPENSES:	-	94,976	17,289	44,680	156,945
NET OPERATING INCOME	240,055	(94,976)	(17,289)	(44,680)	83,110
OTHER INCOME					
Interest Income	3,591	-	-	-	3,591
TOTAL OTHER INCOME	3,591	-	-	-	3,591
CHANGE IN NET ASSETS:	\$ 243,645	\$ (94,976)	\$ (17,289)	\$ (44,680)	\$ 86,700

Category % of Total Spend	40 %	7 %	19 %	66 %
Category % per Service Plan	50 %	5 %	43 %	100 %
Variance	(10)%	2 %	(24)%	(34)%