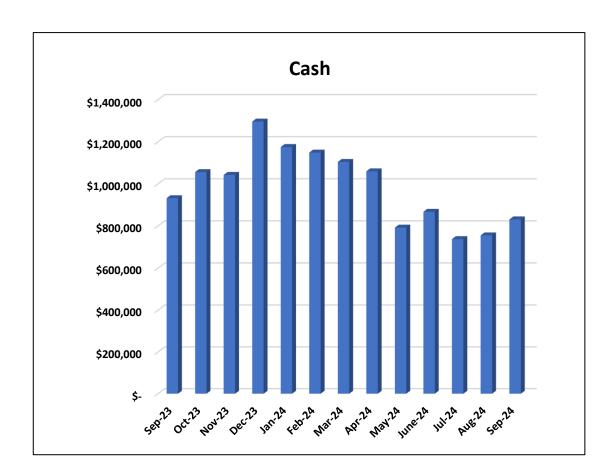


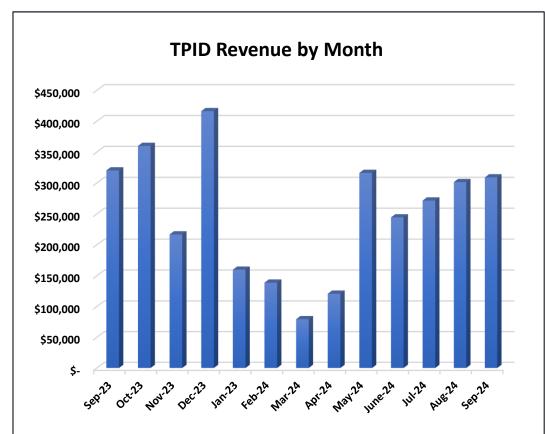
### **Financial Statements**

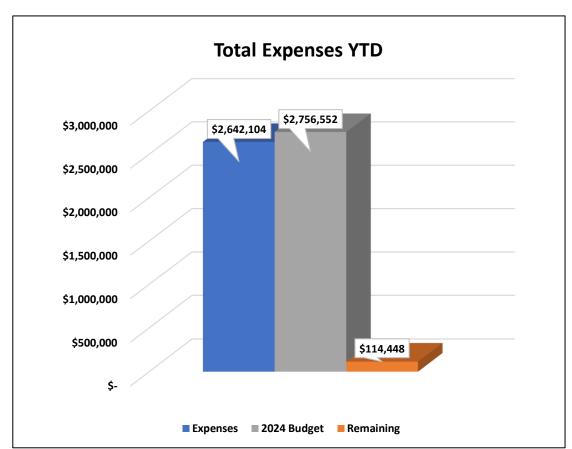
For the period ending YTD September 30th, 2024

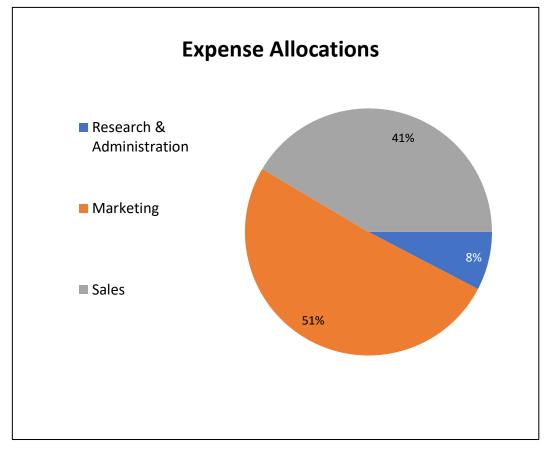
#### Index:

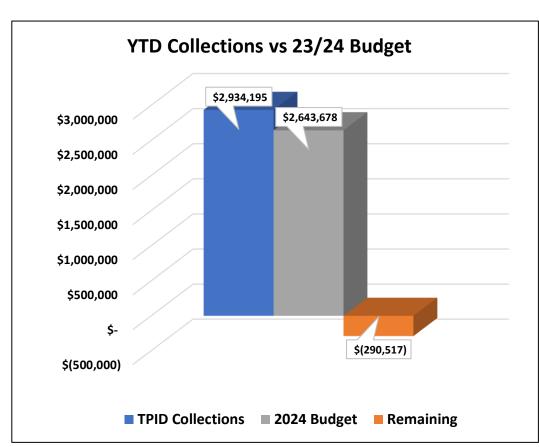
Page 1	Dashboards
Page 2	Balance Sheet
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Page 4	Statement of Activities by Class











## Corpus Christi Tourism Public Improvement District Balance Sheet

#### For the Period Ending YTD September 30th, 2024 and September 30th, 2023

Note: Fiscal year is October 2023 through September 2024

	September 2024 \$	September 2023 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %		
ASSETS	-					
CURRENT ASSETS						
Cash - American Bank	23,280	930,696	(907,416)	-97%		
MMA - American Bank	808,104	-	808,104	100%		
Bill.com Clearing	-	1,450	(1,450)	-100%		
Accounts Receivables	309,050	-	309,050	100%		
OTHER ASSETS						
Prepaid Expenses	112,181	38,861	73,320	189%		
7-Month CD	91,632	-	91,632	100%		
FIXED ASSETS						
Furniture & Fixtures	78,890	78,890	-	0%		
<u>Less:</u> Depreciation	(37,254)	(10,957)	(26,297)	-240%		
TOTAL FIXED ASSETS	41,636	67,933	(26,297)	-39%		
TOTAL ASSETS	1,385,883	1,038,939	346,944	33%		
LIABILITIES						
CURRENT LIABILITIES						
Accounts Payable - VCC	99,494	19,179	80,314	419%		
Accounts Payable	70,821	131,525	(60,704)	-46%		
Accrued Expenses	7,286	15,455	(8,170)	-53%		
Total Current Liabilities	177,600	166,160	11,441	7%		
TOTAL LIABILITIES	177,600	166,160	11,441	7%		
NET ASSETS						
Retained Earnings	872,780	-	872,780	100%		
Current Year Net Assets	335,503	872,780	(537,277)	-62%		
TOTAL NET ASSETS	1,208,283	872,780	335,503	38%		
TOTAL LIABILITIES &	1,385,883	1,038,939	346,944	33%		
NET ASSETS						

## Corpus Christi Tourism Public Improvement District Statement of Activities

#### For the Period Ending YTD September 30th, 2024 and September 30th, 2023

Note: Fiscal year is October 2023 through September 2024

	Sep-2		Sep-24	Over/(U	-	Sep-23		Sep-24 to	-	Annual Bu	dget	Budget Ren	maining
	YTD - ACT	TUALS %	YTD - BUDGET	VARIANCE TO \$	% BUDGET	YTD - ACTI	JALS %	ACTUALS V	ARIANCE %	Ś	%	\$	%
REVENUES & OTHER SUPPORT:	*		*	· ·		*		<u> </u>		*	,,	Ť	,,
TPID Revenue	2,934,195	100.0%	2,643,678	290,517	11.0%	2,263,514	100.0%	670,681	29.6%	2,643,678	142.1%	(290,517)	(11.0%)
TOTAL REVENUES &	2,334,133	100.070	2,043,070	230,317	11.070	2,203,314	100.070	070,001	23.070	2,043,070	142.170	(230,317)	(11.070)
OTHER SUPPORT:	2,934,195	100.0%	2,643,678	290,517	11.0%	2,263,514	100.0%	670,681	29.6%	2,643,678	100.0%	(290,517)	(11.0%)
PROGRAM EXPENSES:													
Printed Collateral Materials	1,636	0.1%	3,400	(1,764)	(51.9%)	3,121	0.1%	(1,484)	(47.6%)	3,400	0.2%	1,764	51.9%
Giveaway Promotions  Media Advertising	36,112	1.2%	33,500	2,612	7.8%	14,255	0.6%	21,857	153.3%	33,500	1.8%	(2,612)	(7.8%)
Digital Media	911,368	31.1%	908,891	2,477	0.3%	531,966	23.5%	379,402	71.3%	908,891	48.9%	(2,477)	(0.3%)
Outdoor Print	15,000 5,495	0.5% 0.2%	20,000 10,019	(5,000) (4,524)	(25.0%) (45.2%)	37,001	1.6%	(22,001) 5,495	(59.5%) 100.0%	20,000 10,019	1.1% 0.5%	5,000 4,524	25.0% 45.2%
Total Media Advertising	931,863	31.8%	938,910	(7,047)	(0.8%)	568,967	25.1%	362,896	63.8%	938,910	50.5%	7,047	0.8%
Website & CRM	51,852	1.8%	43,172	8,680	20.1%	450,000	-	51,852	100.0%	43,172	2.3%	(8,680)	(20.1%)
Public Relations Market Research	310,740 100,533	10.6% 3.4%	315,733 119,947	(4,993) (19,414)	(1.6%) (16.2%)	159,809 69,450	7.1% 3.1%	150,931 31,083	94.4% 44.8%	315,733 119,947	17.0% 6.4%	4,993 19,414	1.6% 16.2%
Marketing Projects	13,183	0.4%	35,750	(22,567)	(63.1%)	4,500	0.2%	8,683	193.0%	35,750	1.9%	22,567	63.1%
Trade Shows/Missions				(, ===>	(0.000)								
Site Visits/FAM Tours Trade Shows	27,217 292,760	0.9% 10.0%	29,000 322,250	(1,783) (29,490)	(6.2%) (9.2%)	14,917 182,417	0.7% 8.1%	12,299 110,344	82.5% 60.5%	29,000 322,250	1.6% 17.3%	1,783 29,490	6.1% 9.2%
Sales Missions	28,765	1.0%	35,750	(6,985)	(19.5%)	7,920	0.3%	20,845	263.2%	35,750	1.9%	6,985	19.5%
<b>Total Trade Shows/Missions</b> Dues & Subscriptions	348,742	11.9%	387,000	(38,258)	(9.9%)	205,254	9.1%	143,488	69.9%	387,000	20.8%	38,258	9.9%
Membership Dues	116,476 3,746	4.0%	120,047	(3,571)	(3.0%)	117,313	5.2%	(838)	(0.7%)	120,047	6.5%	3,571	3.0%
Subscriptions  Total Dues & Subscriptions	120,222	0.1% <b>4.1%</b>	12,585 132,632	(8,839) ( <b>12,410</b> )	(70.2%) ( <b>9.4%</b> )	12,645 <b>129,958</b>	0.6% <b>5.7%</b>	(8,899) <b>(9,736)</b>	(70.4%) ( <b>7.5%)</b>	12,585 <b>132,632</b>	<b>7.1%</b>	8,839 <b>12,410</b>	70.2% <b>9.4%</b>
Salary Expenses Salaries	281,909	9.6%	268,300	13,609	5.1%	152,890	6.8%	129,020	84.4%	268,300	14.4%	(13,609)	(5.1%)
Insurance/Healthcare	21,274	0.7%	20,791	483	2.3%	15,403	0.7%	5,871	38.1%	20,791	1.1%	(483)	(2.3%)
Taxes & Benefits	21,116	0.7%	22,876	(1,760)	(7.7%)	9,205	0.4%	11,911	129.4%	22,876	1.2%	1,760	7.7%
401K SH  Total Salary Expenses	4,365 <b>328,664</b>	0.1% <b>11.2%</b>	8,334 <b>320,300</b>	(3,968) <b>8,364</b>	(47.6%) <b>2.6%</b>	1,838 <b>179,335</b>	0.1% <b>7.9%</b>	2,528 <b>149,330</b>	137.6% <b>83.3%</b>	8,334 <b>320,300</b>	0.4% <b>17.2%</b>	3,968 <b>(8,364)</b>	47.6% (2.6%)
Contract & Professional Fees													
Accounting fees Admin Board Meeting	24,942 -	0.9%	22,000	2,942	13.4%	8,000 1,981	0.4% 0.1%	16,942 (1,981)	211.8% (100.0%)	22,000	1.2%	(2,942)	(13.4%)
Administrative	-	-	8,692	(8,692)	(100.0%)	2,185	0.1%	(2,185)	(100.0%)	8,692	0.5%	8,692	100.0%
Total Contract & Professional Fees	24,942	0.9%	30,692	(5,750)	(18.7%)	12,166	0.5%	12,776	105.0%	30,692	1.6%	5,750	18.7%
Bank Fees Board Meeting Expense	18 425	0.0% 0.0%	-	18 425	100.0% 100.0%	2	0.0%	16 425	928.6% 100.0%	-	-	(18) (425)	-
Cell Phone Stipend	3,863	0.1%	4,200	(338)	(8.0%)	1,425	0.1%	2,438	171.1%	4,200	0.2%	338	8.0%
Software	3,539	0.1%	-	3,539	100.0%	1,547	0.1%	1,992	128.8%	-	-	(3,539)	-
Office Supplies General Office Supplies	98	0.0%	120	(22)	(18.4%)	1,583	0.1%	(1,583) 98	(100.0%) 100.0%	120	0.0%	22	18.4%
Uniforms	1,385	0.0%	2,200	(815)	(37.0%)	-	-	1,385	100.0%	2,200	0.1%	815	37.0%
Total Office Supplies	1,483	0.1%	2,320	(837)	(36.1%)	1,583	0.1%	(100)	(6.3%)	2,320	0.1%	837	36.1%
Staff Development Educational Development	9,964	0.3%	8,700	1,264	14.5%	8,010	0.4%	1,954	24.4%	8,700	0.5%	(1,264)	(14.5%)
Total Staff Development	9,964	0.3%	8,700	1,264	14.5%	8,010	0.4%	1,954	24.4%	8,700	0.5%	(1,264)	(14.5%)
Community Relations													
Sponsorships Grants	73,792 254,167	2.5% 8.7%	88,800 212,000	(15,008) 42,167	(16.9%) 19.9%	20,056	- 0.9%	73,792 234,111	100.0% 1,167.3%	88,800 212,000	4.8% 11.4%	15,008 (42,167)	16.9%
Total Community Relations	327,959	11.2%	300,800	<b>27,159</b>	9.0%	20,056	0.9%	307,903	1,535.2%	300,800	16.2%	(27,159)	(19.9%) (9.0%)
Sales Team General Travel Office Expenses	68	0.0%	1,200	(1,132)	(94.4%)	339	0.0%	(272)	(80.0%)	1,200	0.1%	1,132	94.4%
Contingency	-	-	52,000	(52,000)	(100.0%)	-	-	-	-	52,000	2.8%	52,000	100.0%
Other Expenditures  Depreciation/Amortization	26,297	0.9%	26,297	(0)	_	10,957	0.5%	15,340	140.0%	26,297	1.4%	0	0.0%
TOTAL PROGRAM EXPENSES:	2,642,104	90.0%	2,756,552	(114,448)	(4.2%)	1,390,734	61.4%	1,251,370	90.0%	2,756,552	148.2%	114,448	4.2%
NET OPERATING INCOME	292,090	10.0%	(112,874)	404,965	358.8%	872,780	38.6%	(580,690)	(66.5%)	(112,874)	(6.1%)	(404,965)	358.8%
OTHER INCOME											,	, ,	
Interest Income	43,413	1.5%		43,413	100.0%	-	-	43,413	100.0%	-	-	(43,413)	-
TOTAL OTHER INCOME	43,413	1.5%		43,413	100.0%			43,413	100.0%		-	(43,413)	
CHANGE IN NET ASSETS:	335,503	11.4%	(112,874)	448,377	397.2%	872,780	38.6%	(537,277)	(61.6%)	(112,874)	(4.3%)	(448,377)	397.2%

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

REVENUES & OTHER SUPPORT:  TIPID Revenue  2.094.196  PROGRAM EXPENSES:  Printed Colateral Materials  Printed Colateral Materials  Outdoor  Print  1.000  Pri		General	Marketing	Research and Admin.	Sales	TOTAL
TOTAL REVENUES & OTHER SUPPORT:   2,934,195	REVENUES & OTHER SUPPORT:					
PROGRAM EXPENSES: Printed Collateral Materials Givenumy Promotions Givenumy Promotions Digital Media Outdoor Digital Media Outdoor 15,000 Print 5,495 Total Media Advertising 931,863 Verbielle & CEM 30,848 Verbielle & CEM 30,848 Public Rolations Market Research American Projects Total Website & CEM 30,848 Public Rolations Marketing Projects Site Vision FAM Torus FAM Site Missions FAM Torus Site Vision FAM Torus Site Missions FAM Torus Site Vision FAM Torus Site Missions	TPID Revenue	2,934,195				2,934,195
PROGRAM EXPENSES: Printed Collateral Materials Givenumy Promotions Givenumy Promotions Digital Media Outdoor Digital Media Outdoor Firet South Media Advertising Digital Media Outdoor Print South Media Advertising South Media Professional Feel Accounting Media Advertising South Media Advertisin	TOTAL REVENUES & OTHER SUPPORT:	2,934,195				2,934,195
Printer Contentral Metherials						
Printric Collaboral Materials   1,505   1,50	PROGRAM EXPENSES:					
Media Advertising					1 636	1,636
Modia Adversing			-			
Diplata Media	•				- 00,112	- 00,112
Cuidoor	_		911.368		_	911.368
Print	_				_	
Total Media Advertising Website & CRM 30,848 70tal Website & CRM 310,740 70tal Research 8100 8100 8100 8100 8100 8100 8100 810					_	
Website & CRM         30,848         21,004         51,852           Public Relations         310,740         - 310,740         51,852           Market Research         - 87,000         135,33         100,533           Marketing Projects         8,166         5,017         13,183           Trade ShowsMissions				-	_	
Total Website & CRM Public Relations Public Relations Public Relations Affacted Research Affacted Rese	_				21.004	
Public Relations				-		-
Marketing Projects						
Markating Projects   8,166   5,017   13,183			-	87,000	13.533	
Trade Shows/Missions			8 166	07,000		
Site Visits/FAM Tours			-			- 10,100
Trade Shows   61,695   231,066   292,760   Sales Missions   498   282,67   28,765   704   Trade Shows/Missions   62,441   - 268,301   348,742   268,301   348,742   268,301   348,742   268,301   348,742   268,301   348,742   268,301   268,755   266,721   116,476   27,755   27,255			248		26 969	27.217
Sales Missions						
Total Trade Shows/Missions   . 62,441   . 286,301   348,742						
Dues & Subscriptions		_				
Membership Dues			02,441		200,001	040,742
Subscriptions	•		-	59 755	56 721	116 476
Total Dues & Subscriptions   -   59,755   60,467   120,222	·			00,100		
Salary Expenses         .         281,909         281,909         281,909         1,909         1,909         1,909         1,909         1,909         1,909         281,905         4,365         4,365         4,365         4,365         4,365         4,365         4,365         4,365         4,365         4,365         4,365         4,365         4,365         4,365         4,365         4,365         4,365         4,365         42,50         281,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116         21,116	·	_	_	59.755		
Salaries	•			00,100	00,101	120,222
Insurance/Healthcare			_		281 909	281 909
A01K SH			-			
Taxes & Benefits Total Salary Expenses Contract & Professional Fees Accounting fees Accounting fees Total Contract & Professional Fees Bank Fees B						
Total Salary Expenses   -   -   328,664   328,664   Contract & Professional Fees   -   24,942   24,942   -   24,942			-			
Contract & Professional Fees						
Accounting fees					020,004	320,004
Total Contract & Professional Fees			-	24 942	_	24.942
Bank Fees   18	•	_	_	·	_	
Board Meeting Expense		18	_	24,042	_	
Cell Phone Stipend         -         3,863         3,863           Computer Expense - Software         (10)         -         3,549         -         3,539           Office Supplies         -         -         98         98           General Office Supplies         -         98         98           Uniforms         -         1,385         1,385           Staff Development         -         9,964         9,964           Educational Development         -         -         9,964         9,964           Community Relations         -         -         9,964         9,964           Community Relations         -         -         73,792         73,792           Grants         -         -         254,167         254,167           Total Community Relations         -         -         327,959         327,959           Sales Team General Travel         -         -         68         68           Office Expenses         -         -         26,297         -         26,297           TOTAL PROGRAM EXPENSES:         8         1,344,058         201,967         1,096,071         2,642,104           OTHER INCOME         43,413         -		10	_	425	_	
Computer Expense - Software Office Supplies         (10)         -         3,549         -         3,539           Office Supplies         -         -         98         98           General Office Supplies         -         98         98           Uniforms         -         1,385         1,385           Staff Development         -         9,964         9,964           Educational Development         -         -         9,964         9,964           Total Staff Development         -         -         9,964         9,964           Community Relations         -         -         73,792         73,792           Grants         -         -         327,959         327,959           Gales Team General Travel         -         -         68         68           Office Expenses         -         -         26,297         -         26,297           TOTAL PROGRAM EXPENSES:         8         1,344,058         201,967         1,096,071         2,642,104           NET OPERATING INCOME         2,934,186         (1,344,058)         (201,967)         (1,096,071)         292,090           OTHER INCOME         43,413         -         -         -         -			_	420	3 863	
Office Supplies         -         98         98           General Office Supplies         -         98         98           Uniforms         -         1,385         1,385           Staff Development         -         9,964         9,964           Educational Development         -         -         9,964         9,964           Community Relations         -         -         9,964         9,964           Community Relations         -         -         73,792         73,792           Grants         -         -         254,167         254,167           Total Community Relations         -         -         327,959         327,959           Sales Team General Travel         -         -         68         68           Office Expenses         -         -         26,297         -         26,297           TOTAL PROGRAM EXPENSES:         8         1,344,058         201,967         1,096,071         2,642,104           NET OPERATING INCOME         2,934,186         (1,344,058)         (201,967)         (1,096,071)         292,090           OTHER INCOME         43,413         -         -         -         43,413           TOTAL OTHER INCOME	•	(10)	_	3 549		
General Office Supplies		(10)		3,349		3,339
Uniforms			_		98	QR.
Staff Development         9,964						
Educational Development   9,964   9,964   7					1,000	1,555
Total Staff Development         -         -         9,964         9,964           Community Relations         Sponsorships & Grants         -         73,792         68         68         68         68         68         68         68         68         68         68         68         68         68         68         68         68         68         68         73,295         26,297         26,297         26,297         70,26,297         70,26,297         70,26,297         70,26,297         70,26,297         70,26,297         70,26,297         70,26,297         70,26,297         70,26,297         70,26,297         70,26,297	·				9 964	9 964
Community Relations         5ponsorships & Grants         73,792         8         8         68         68         68         68         68         68         68         68         68         68         68         68         68         68         68         68         72,297         -         26,297         -         26,297         -         26,297         -         26,297         -         26,297         -         26,297         -         26,297         -         26,297         -         26,297         -         26,297         -		_	_	_	<del> </del>	
Sponsorships & Grants   -		_	-	_	3,304	3,304
Carants			_		73 702	73 702
Total Community Relations						
Sales Team General Travel         -         68         68           Office Expenses         -         -         26,297         -         26,297           TOTAL PROGRAM EXPENSES:         8         1,344,058         201,967         1,096,071         2,642,104           NET OPERATING INCOME         2,934,186         (1,344,058)         (201,967)         (1,096,071)         292,090           OTHER INCOME         43,413         -         -         -         -         43,413           TOTAL OTHER INCOME         43,413         -         -         -         -         43,413		_				
Office Expenses         -         -         26,297         -         26,297           TOTAL PROGRAM EXPENSES:         8         1,344,058         201,967         1,096,071         2,642,104           NET OPERATING INCOME         2,934,186         (1,344,058)         (201,967)         (1,096,071)         292,090           OTHER INCOME         43,413         43,413         43,413           TOTAL OTHER INCOME         43,413         -         -         -         43,413			_			
TOTAL PROGRAM EXPENSES:  8 1,344,058 201,967 1,096,071 2,642,104  NET OPERATING INCOME  OTHER INCOME  Interest Income  43,413  TOTAL OTHER INCOME  43,413  43,413		_		26 207		
NET OPERATING INCOME         2,934,186         (1,344,058)         (201,967)         (1,096,071)         292,090           OTHER INCOME         43,413         43,413         43,413           TOTAL OTHER INCOME         43,413         -         -         -         43,413	•	Ω	1 344 058	·	1 096 071	
OTHER INCOME         43,413         43,413           Interest Income         43,413         -         -         -         43,413           TOTAL OTHER INCOME         43,413         -         -         -         43,413	TOTAL I NOONAMI EN ENGLO.	8	1,044,000	201,307	1,090,071	2,042,104
OTHER INCOME         43,413         43,413           Interest Income         43,413         -         -         -         43,413           TOTAL OTHER INCOME         43,413         -         -         -         43,413	NET OPERATING INCOME	2 024 106	(1 3// 059)	(201 067)	(1 006 071)	202 000
Interest Income		2,934,100	(1,344,030)	(201,907)	(1,090,071)	292,090
TOTAL OTHER INCOME 43,413 43,413		42 442				42 442
CHANGE IN NET ASSETS: \$ 2,977,599 \$ (1,344,058) \$ (201,967) \$ (1,096,071) \$ 335,503	TOTAL OTHER INCOME	43,413	-	-	_	43,413
	CHANGE IN NET ASSETS:	\$ 2,977,599	\$ (1,344,058)	\$ (201,967)	\$ (1,096,071)	\$ 335,503

46 %

50 %

(4)%

Category % of Total Spend

Variance

Page 4

Category % per Service Plan

7 %

5 %

2 %

38 %

43 %

(5)%

91 %

100 %

(9)%