

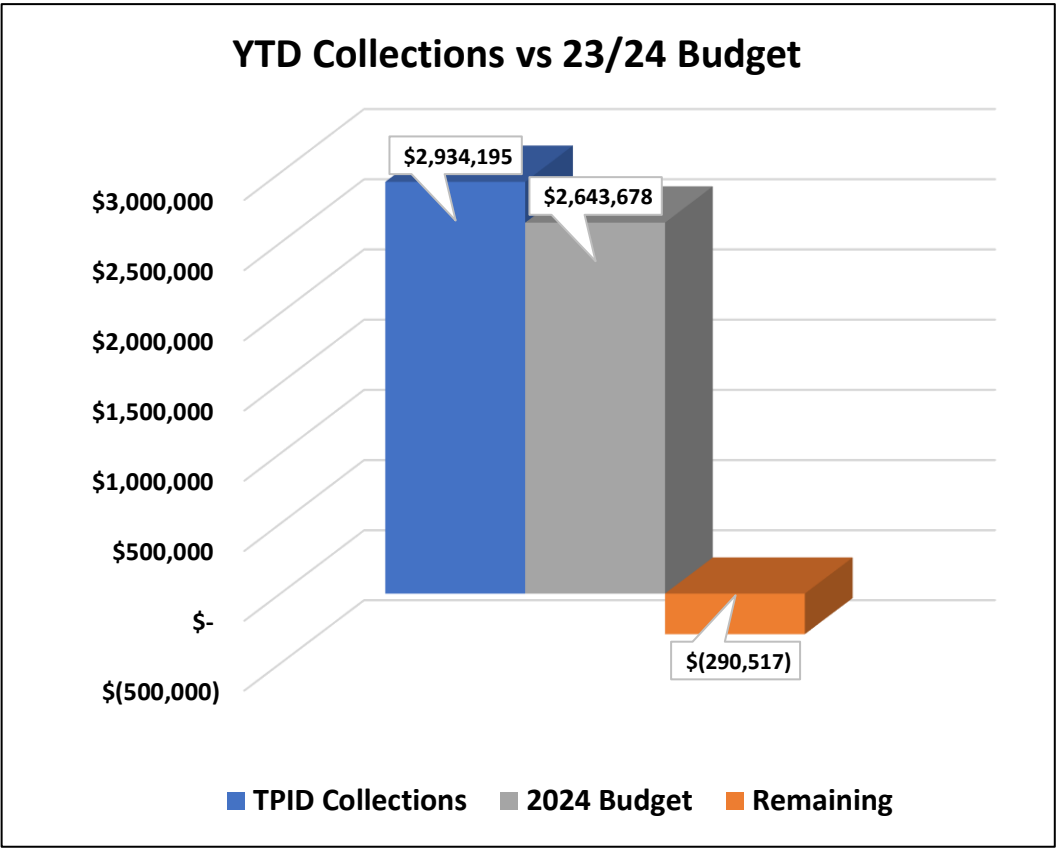
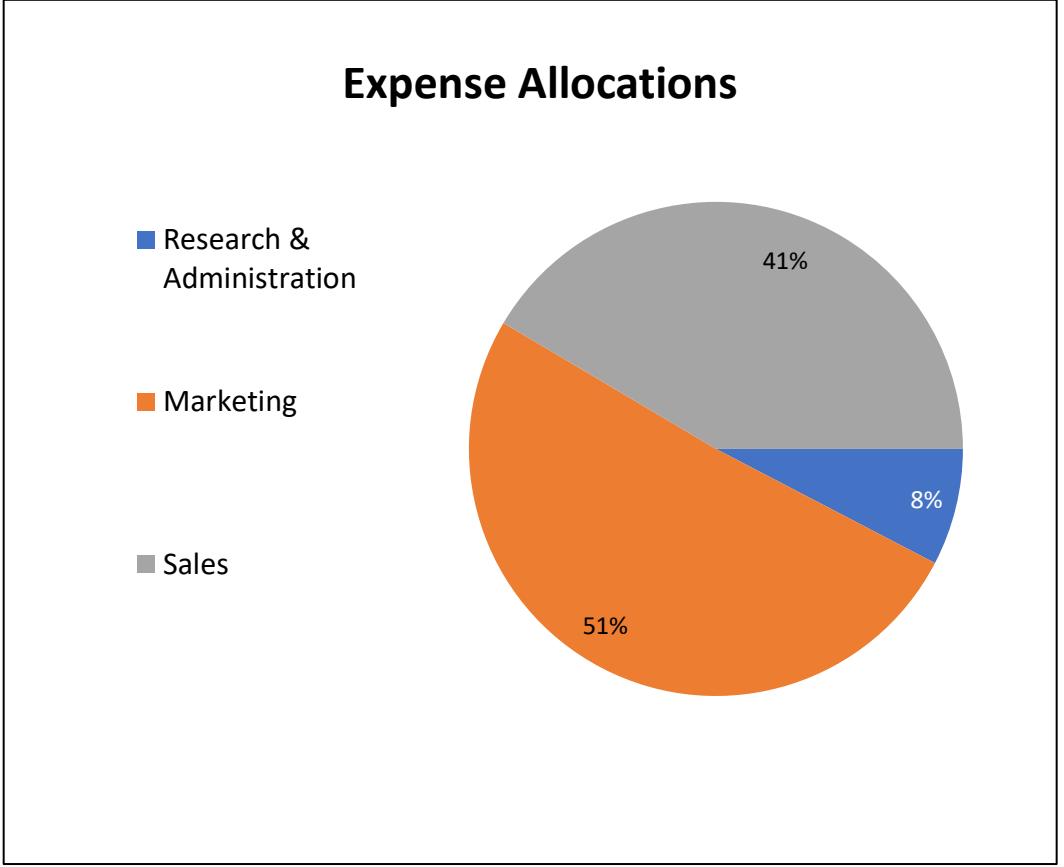
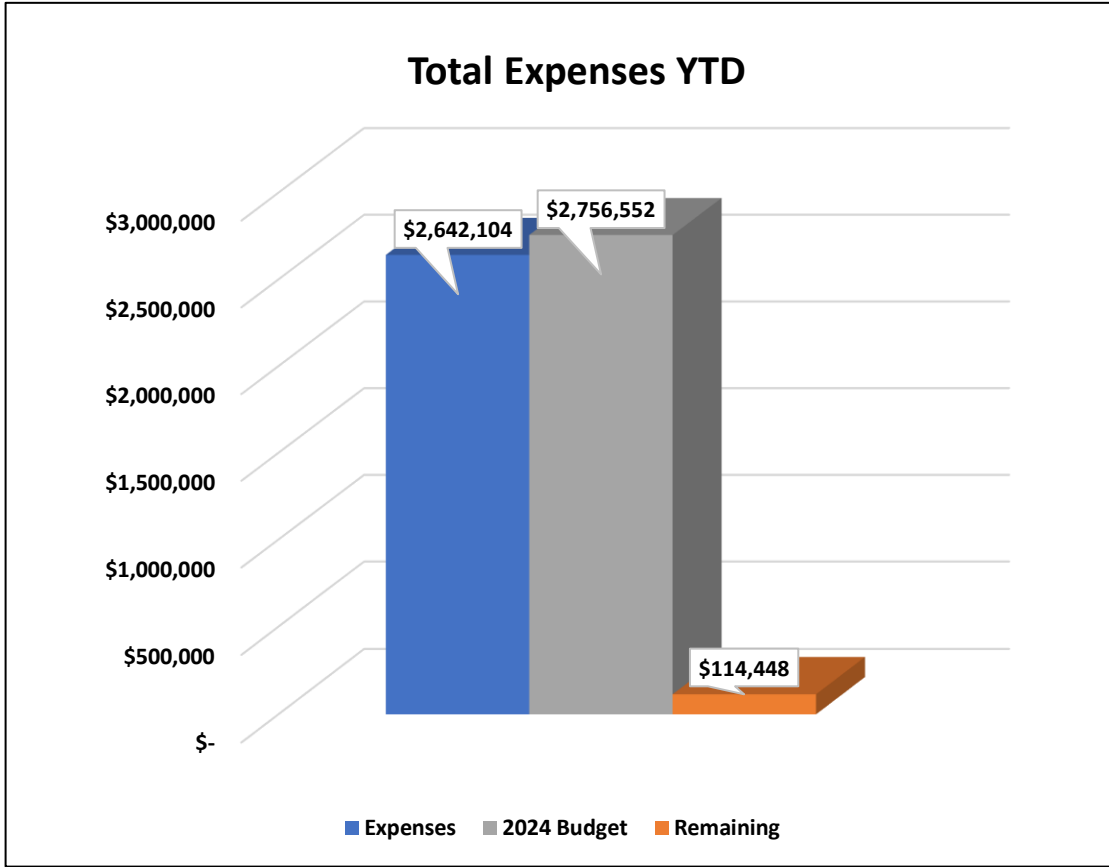
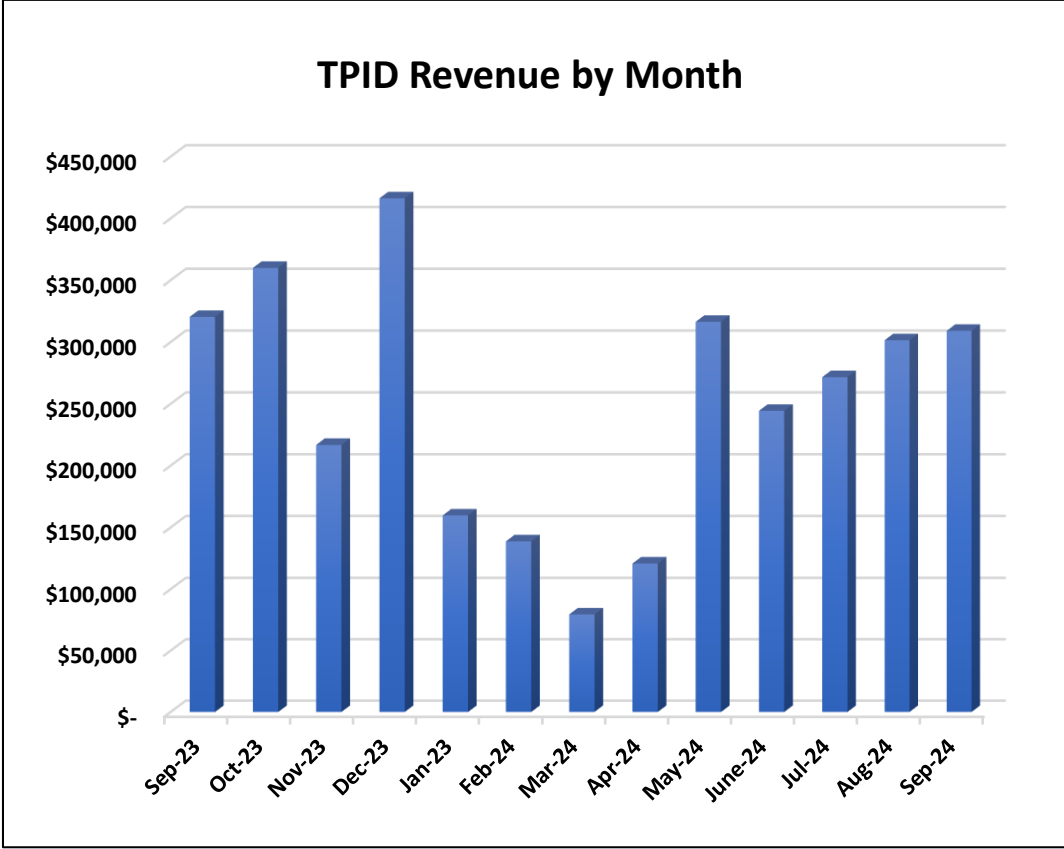
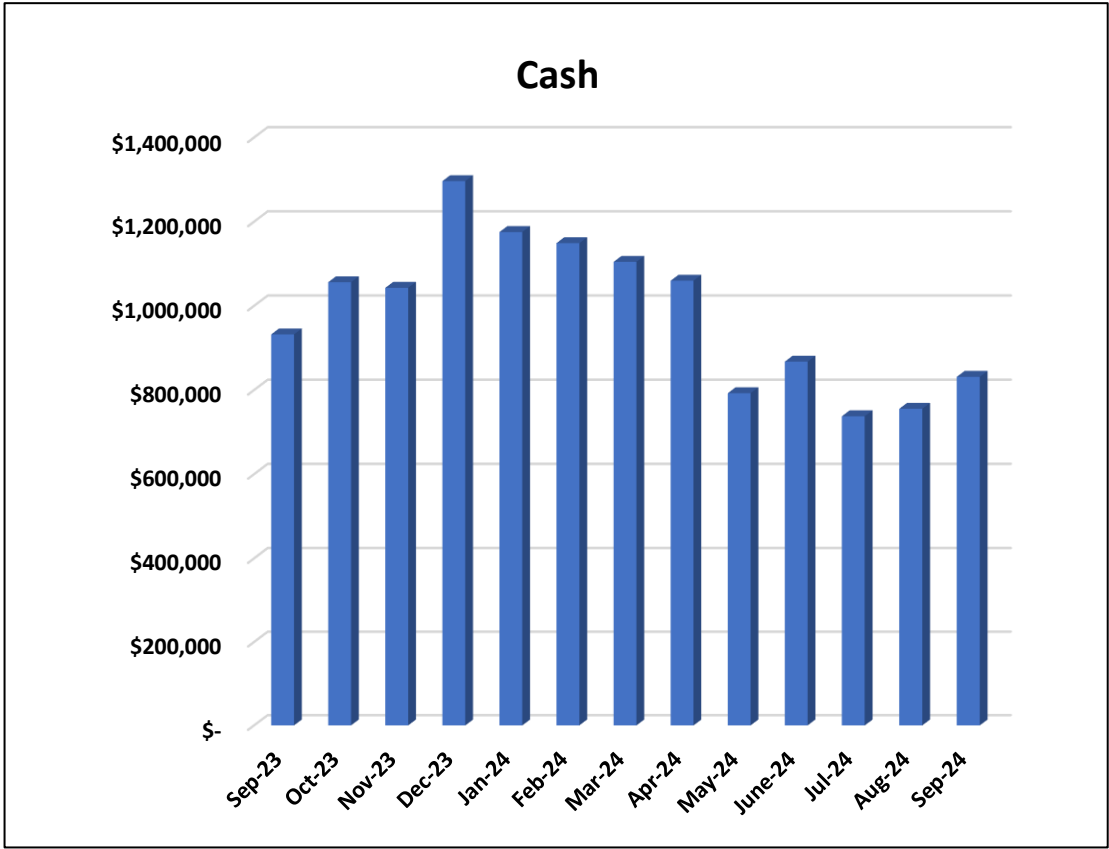


Financial Statements

For the period ending YTD September 30th, 2024

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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%
Less: 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 & NET ASSETS	1,385,883	1,038,939	346,944	33%

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-24 YTD - ACTUALS		Sep-24 YTD - BUDGET	Over/(Under) VARIANCE TO BUDGET		Sep-23 YTD - ACTUALS		Sep-24 to Sep-23 ACTUALS VARIANCE		Annual Budget		Budget Remaining	
	\$	%	\$	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:													
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 & 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	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%)
Media Advertising													
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	15,000	0.5%	20,000	(5,000)	(25.0%)	37,001	1.6%	(22,001)	(59.5%)	20,000	1.1%	5,000	25.0%
Print	5,495	0.2%	10,019	(4,524)	(45.2%)	-	-	5,495	100.0%	10,019	0.5%	4,524	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%	-	-	51,852	100.0%	43,172	2.3%	(8,680)	(20.1%)
Public Relations	310,740	10.6%	315,733	(4,993)	(1.6%)	159,809	7.1%	150,931	94.4%	315,733	17.0%	4,993	1.6%
Market Research	100,533	3.4%	119,947	(19,414)	(16.2%)	69,450	3.1%	31,083	44.8%	119,947	6.4%	19,414	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													
Site Visits/FAM Tours	27,217	0.9%	29,000	(1,783)	(6.2%)	14,917	0.7%	12,299	82.5%	29,000	1.6%	1,783	6.1%
Trade Shows	292,760	10.0%	322,250	(29,490)	(9.2%)	182,417	8.1%	110,344	60.5%	322,250	17.3%	29,490	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%
Total Trade Shows/Missions	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%
Dues & Subscriptions													
Membership Dues	116,476	4.0%	120,047	(3,571)	(3.0%)	117,313	5.2%	(838)	(0.7%)	120,047	6.5%	3,571	3.0%
Subscriptions	3,746	0.1%	12,585	(8,839)	(70.2%)	12,645	0.6%	(8,899)	(70.4%)	12,585	0.7%	8,839	70.2%
Total Dues & Subscriptions	120,222	4.1%	132,632	(12,410)	(9.4%)	129,958	5.7%	(9,736)	(7.5%)	132,632	7.1%	12,410	9.4%
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	4,365	0.1%	8,334	(3,968)	(47.6%)	1,838	0.1%	2,528	137.6%	8,334	0.4%	3,968	47.6%
Total Salary Expenses	328,664	11.2%	320,300	8,364	2.6%	179,335	7.9%	149,330	83.3%	320,300	17.2%	(8,364)	(2.6%)
Contract & Professional Fees													
Accounting fees	24,942	0.9%	22,000	2,942	13.4%	8,000	0.4%	16,942	211.8%	22,000	1.2%	(2,942)	(13.4%)
Admin Board Meeting	-	-	-	-	-	1,981	0.1%	(1,981)	(100.0%)	-	-	-	-
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	18	0.0%	-	18	100.0%	2	0.0%	16	928.6%	-	-	(18)	-
Board Meeting Expense	425	0.0%	-	425	100.0%	-	-	425	100.0%	-	-	(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)	(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	73,792	2.5%	88,800	(15,008)	(16.9%)	-	-	73,792	100.0%	88,800	4.8%	15,008	16.9%
Grants	254,167	8.7%	212,000	42,167	19.9%	20,056	0.9%	234,111	1,167.3%	212,000	11.4%	(42,167)	(19.9%)
Total Community Relations	327,959	11.2%	300,800	27,159	9.0%	20,056	0.9%	307,903	1,535.2%	300,800	16.2%	(27,159)	(9.0%)
Sales Team General Travel	68	0.0%	1,200	(1,132)	(94.4%)	339	0.0%	(272)	(80.0%)	1,200	0.1%	1,132	94.4%
Office Expenses													
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

	General	Marketing	Research and Admin.	Sales	TOTAL
REVENUES & OTHER SUPPORT:					
TPID Revenue	2,934,195				2,934,195
TOTAL REVENUES & OTHER SUPPORT:	2,934,195				2,934,195
PROGRAM EXPENSES:					
Printed Collateral Materials				1,636	1,636
Giveaway Promotions		-		36,112	36,112
Media Advertising				-	-
Digital Media		911,368		-	911,368
Outdoor		15,000		-	15,000
Print		5,495		-	5,495
Total Media Advertising		931,863	-	-	931,863
Website & CRM		30,848		21,004	51,852
Total Website & CRM		30,848	-	21,004	51,852
Public Relations		310,740		-	310,740
Market Research		-	87,000	13,533	100,533
Marketing Projects		8,166		5,017	13,183
Trade Shows/Missions		-		-	-
Site Visits/FAM Tours		248		26,969	27,217
Trade Shows		61,695		231,066	292,760
Sales Missions		498		28,267	28,765
Total Trade Shows/Missions	-	62,441	-	286,301	348,742
Dues & Subscriptions					
Membership Dues		-	59,755	56,721	116,476
Subscriptions		-		3,746	3,746
Total Dues & Subscriptions	-	-	59,755	60,467	120,222
Salary Expenses					
Salaries		-		281,909	281,909
Insurance/Healthcare		-		21,274	21,274
401K SH		-		4,365	4,365
Taxes & Benefits		-		21,116	21,116
Total Salary Expenses	-	-	-	328,664	328,664
Contract & Professional Fees					
Accounting fees		-	24,942	-	24,942
Total Contract & Professional Fees	-	-	24,942	-	24,942
Bank Fees	18	-		-	18
Board Meeting Expense		-	425	-	425
Cell Phone Stipend		-		3,863	3,863
Computer Expense - Software	(10)	-	3,549	-	3,539
Office Supplies		-			
General Office Supplies		-		98	98
Uniforms		-		1,385	1,385
Staff Development					
Educational Development				9,964	9,964
Total Staff Development	-	-	-	9,964	9,964
Community Relations					
Sponsorships & Grants		-		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					
Interest Income	43,413				43,413
TOTAL OTHER INCOME	43,413	-	-	-	43,413
CHANGE IN NET ASSETS:	\$ 2,977,599	\$ (1,344,058)	\$ (201,967)	\$ (1,096,071)	\$ 335,503

Category % of Total Spend	46 %	7 %	38 %	91 %
Category % per Service Plan	50 %	5 %	43 %	100 %
Variance	(4)%	2 %	(5)%	(9)%