



Financial Statements

For the period ending YTD December 31st, 2024

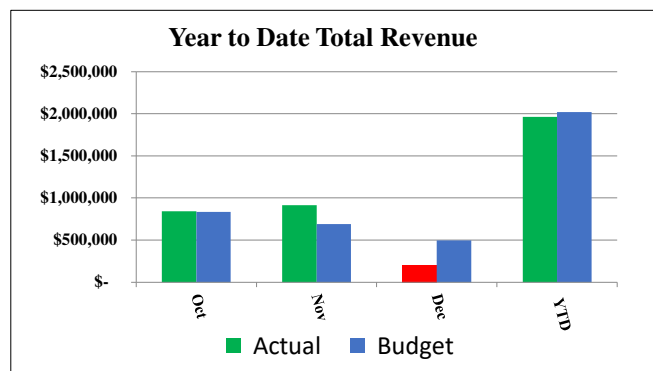
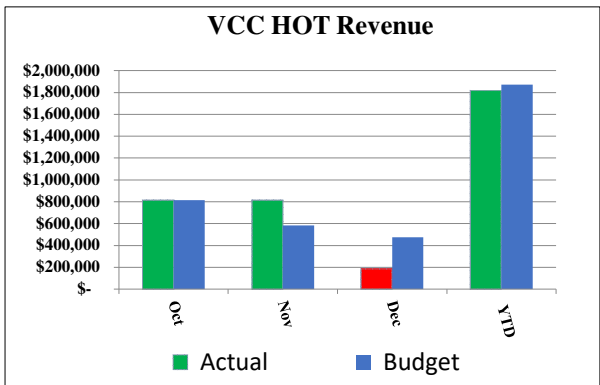
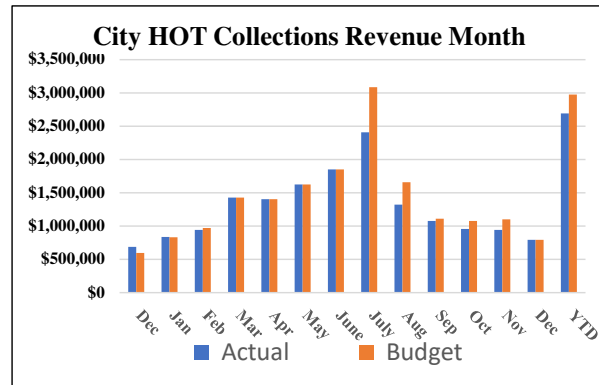
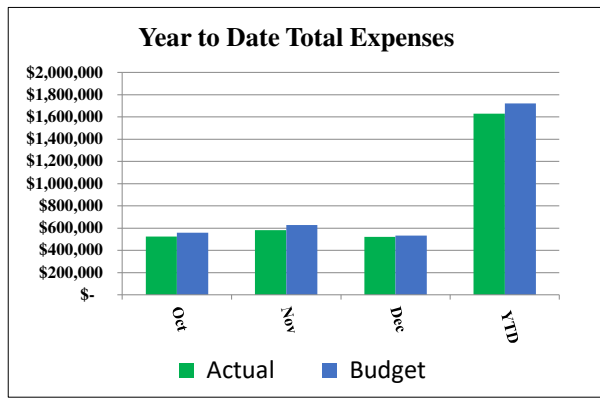
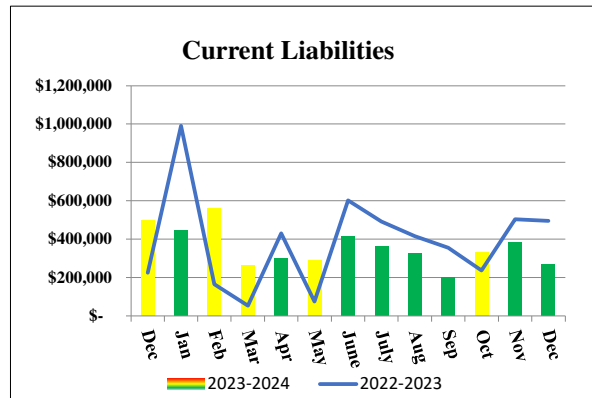
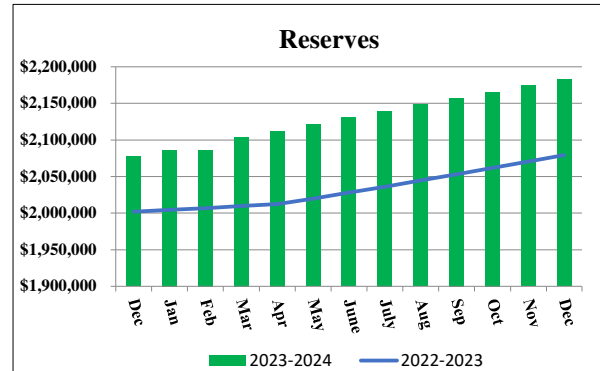
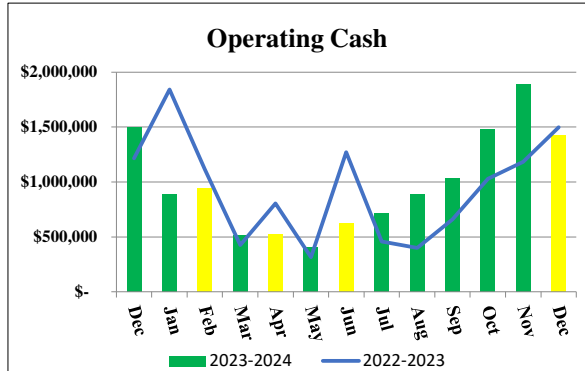
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Financial Dashboard
For the period ending YTD December 31st ,2024

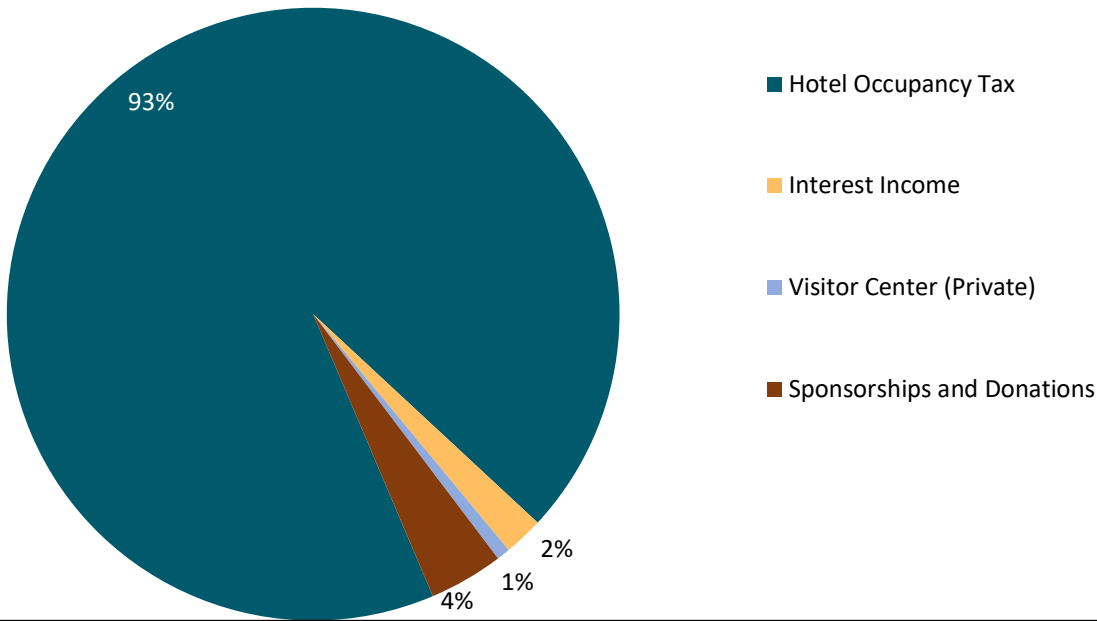
Color Code

	Significant Underperformance (over 20% budget variance)
	Underperforming Expectations (between 6 – 20% of budget)
	Operating as Expected (within 5% of budget)

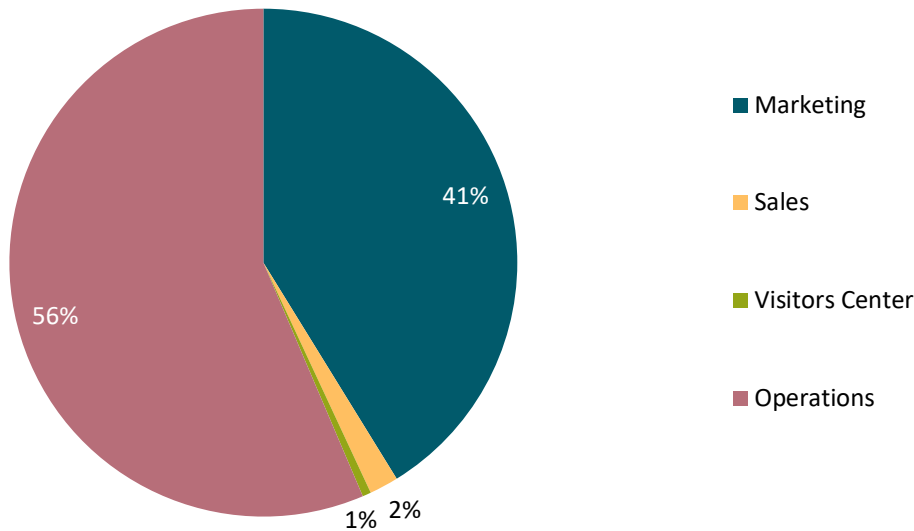


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Financial Dashboard
For the period ending YTD December 31st, 2024

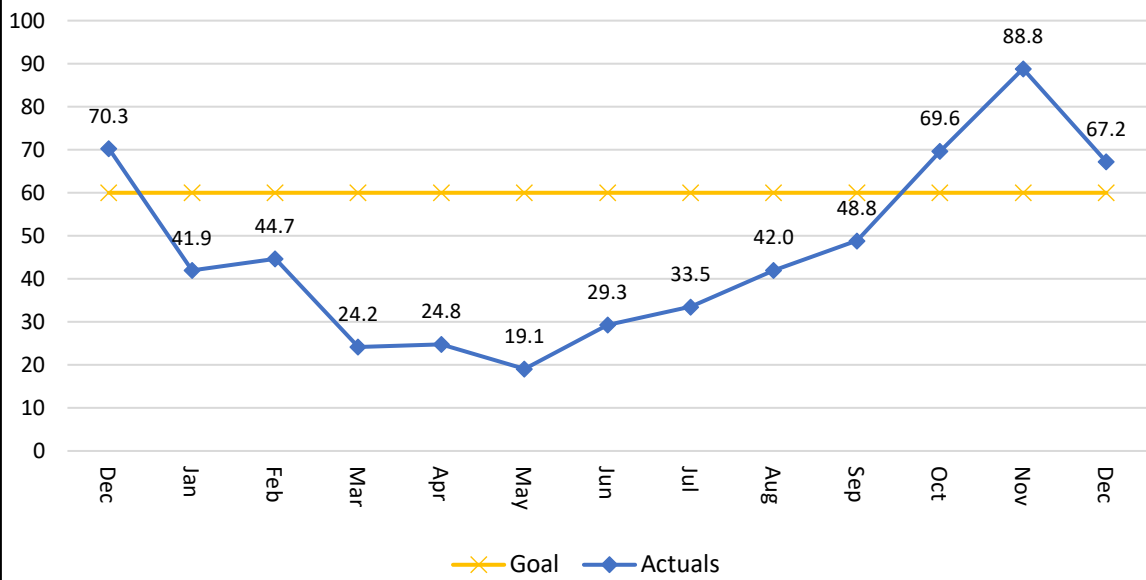
Summary of Revenue



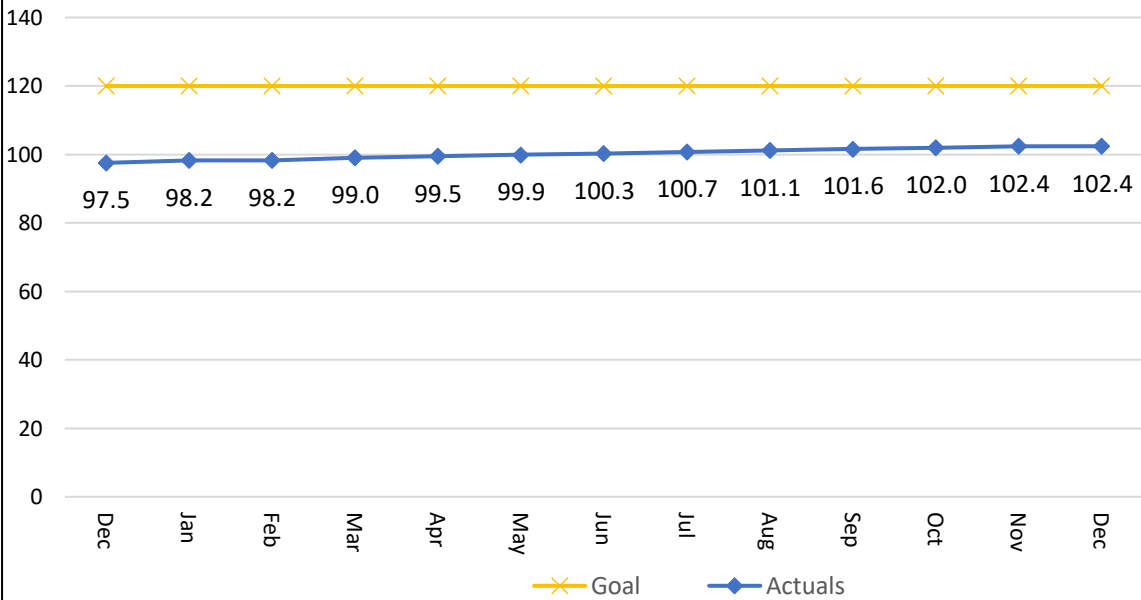
Summary of Expenses



Operating Cash Trend Line



Reserves Trend Line



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Balance Sheet
For the period ending YTD December 31st, 2024 and December 31st, 2023

Note: Fiscal year is October 2024 through December 2024

	December 2024 \$	December 2023 \$	Variance \$	Variance %
ASSETS				
CURRENT ASSETS				
Operating Cash				
Operating Public Account	202,907	526,789	(323,881)	(61.5%)
Operating Private Account	83,471	98,975	(15,504)	(15.7%)
American Bank Reserves	1,784	1,715	68	4.0%
Bill.com Money Out Clearing	2,229	1,782	447	25.1%
American Bank HOT Revenue MMA Account	1,138,784	867,991	270,793	31.2%
American Bank GIP/CEF	44,929	25,182	19,747	78%
Petty Cash	1,000	1,000	-	-
Total Operating Cash	1,475,104	1,523,434	(48,330)	(3.2%)
Investments				
American Bank Wealth Management Account	2,182,290	2,077,440	104,850	5.0%
American Bank Wealth Management Account -GIP	1,141,975	798,143	343,832	43.1%
Total Investments	3,324,265	2,875,583	448,682	15.6%
Accounts Receivable	22,145	7,925	14,220	179.4%
TPID Receivable	85,265	36,930	48,335	130.9%
Total Current Assets	4,906,779	4,443,873	462,906	10.4%
FIXED ASSETS				
Vehicle, Equipment and Leasehold Improvements	488,191	476,872	11,319	2.4%
Less: Accumulated Depreciation	(240,244)	(151,100)	(89,144)	(59.0%)
Website	85,171	85,171	-	-
Less: Accumulated Amortization	(85,171)	(81,375)	(3,796)	(4.7%)
TOTAL FIXED ASSETS	247,946	329,568	(81,622)	(24.8%)
OTHER ASSETS				
Prepaid Expenses	160,698	338,966	(178,267)	(52.6%)
ROU Asset - Operating Lease	474,555	474,555	-	-
TOTAL OTHER ASSETS	635,253	813,521	(178,267)	(21.9%)
TOTAL ASSETS	\$ 5,789,979	\$ 5,586,961	\$ 203,017	3.6%
LIABILITIES				
CURRENT LIABILITIES				
Trade Accounts Payable	226,235	333,147	(106,912)	(32.1%)
Divvy Credit Card	5,310	(5,393)	10,703	198.5%
Accrued Expenses	2,457	111,041	(108,584)	(97.8%)
Salary & Benefits Payable	35,200	55,767	(20,567)	(36.9%)
Miscellaneous Payables	863	973	(109)	(11.2%)
Total Current Liabilities	270,066	495,535	(225,469)	(45.5%)
Deferred Revenue				
Deferred Revenue - GIP	993,493	646,133	347,360	53.8%
Total Deferred Revenue	993,993	646,133	347,860	53.8%
LONG TERM LIABILITIES				
Operating Lease Liability	328,198	328,198	-	-
Current Portion - Lease Liability	153,820	153,820	-	-
Total Long term Liabilities	482,018	482,018	-	-
TOTAL LIABILITIES	\$ 1,746,076	\$ 1,623,686	\$ 122,390	7.5%
NET ASSETS				
Unrestricted Net Assets	3,710,633	3,051,170	659,462	21.6%
Current Year Net Assets	333,270	912,105	(578,835)	(63.5%)
TOTAL NET ASSETS	\$ 4,043,903	\$ 3,963,276	\$ 80,627	2.0%
TOTAL LIABILITIES & NET ASSETS	\$ 5,789,979	\$ 5,586,961	\$ 203,017	3.6%

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Trend Balance Sheet Ratios
For the period ending December 31st, 2024

	December 2023	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024
Operating Cash ¹	70.26	41.95	44.70	24.19	24.80	19.07	29.27	33.49	41.96	48.85	69.64	88.82	67.25
Current Ratio ²	8.97	8.74	6.84	12.92	11.22	11.22	8.43	9.64	11.10	18.92	12.97	11.99	18.17
Leverage ³	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reserves ⁴	97.54	98.23	98.23	99.04	99.46	99.87	100.30	100.71	101.14	101.57	101.97	102.37	102.37
Savings Indicator ⁵	0.49	0.15	0.09	0.01	0.01	0.00	0.03	0.06	0.08	0.10	0.60	0.58	0.20

1 Operating Cash = Cash/Daily Expenses. Indicates how many days a company can survive without additional cash.

2 Current Ratio = Current Assets/Current Liabilities. Measures a company's ability to repay short term debts with short term assets.
A ratio between 3 and 4 is ideal, with a high number indicating greater ability to repay short term debt.

3 Leverage = Long Term Liabilities/Total Net Assets. Indicates how assets are financed.
A lower number indicates that assets are financed through savings/net assets while a higher number indicates that assets are financed through debt and puts the company at greater risk of default on its obligations.

4 Reserves = Investments/Daily Expenses. Measures the number of days of investments a company can survive on.

5 Savings Indicator = (Revenue - Expenses) / Expenses. Expresses surplus (or deficit) of revenues over expenses.
Positive Savings Indicators allows you to add to net asssets. Negative Savings Indicator indicates that there is consumption of the net assets.

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Statement of Activities
For the Period Ending YTD December 31st, 2024

Note: Fiscal year is October 2024 through December 2024

	Dec-24 YTD - ACTUALS		Dec-24 YTD - BUDGET	Over/(Under) VARIANCE TO BUDGET		Dec-23 YTD - ACTUALS		Dec-24 to Dec-23 ACTUALS VARIANCE		Annual Budget (Oct - Dec)		Budget Remaining	
	\$	%		\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:													
Hotel Occupancy Tax	1,819,411	92.7%	1,872,549	(53,139)	(2.8%)	2,554,191	92.3%	(734,781)	(28.8%)	1,872,549	92.7%	53,139	2.8%
Interest Income	40,507	2.1%	39,600	907	2.3%	41,647	1.5%	(1,140)	(2.7%)	39,600	2.0%	(907)	(2.3%)
Visitor Center	13,683	0.7%	13,400	283	2.1%	13,427	0.5%	256	1.9%	13,400	0.7%	(283)	(2.1%)
Cooperative Revenue (Private)	7,577	0.4%	5,549	2,028	36.5%	75,058	2.7%	(67,481)	(89.9%)	5,549	0.3%	(2,028)	(36.5%)
Sponsorships and Donations (HOSPIS)	76,450	3.9%	90,000	(13,550)	(15.1%)	77,875	2.8%	(1,425)	(1.8%)	90,000	4.5%	13,550	15.1%
Miscellaneous Income	4,528	0.2%	-	4,528	100.0%	5,583	0.2%	(1,055)	(18.9%)	-	-	(4,528)	-
TOTAL REVENUES & OTHER SUPPORT:	\$ 1,962,155	100.0%	\$ 2,021,098	\$ (58,943)	(2.9%)	\$ 2,767,781	100.0%	\$ (805,626)	(29.1%)	\$ 2,021,098	100.0%	\$ 58,943	3.1%
PROGRAM EXPENSES:													
Marketing													
Printed Collateral Materials	24,350	1.2%	30,300	(5,950)	(19.6%)	35,579	1.3%	(11,229)	(31.6%)	30,300	1.5%	5,950	19.6%
Giveaway Promotions	21,417	1.1%	26,050	(4,633)	(17.8%)	7,711	0.3%	13,706	177.7%	26,050	1.3%	4,633	17.8%
Media Advertising	521,522	26.6%	528,074	(6,552)	(1.2%)	658,622	23.8%	(137,099)	(20.8%)	528,074	26.1%	6,552	1.2%
Website & Digital Assets	41,519	2.1%	45,911	(4,392)	(9.6%)	78,950	2.9%	(37,431)	(47.4%)	45,911	2.3%	4,392	9.6%
Market Research	52,542	2.7%	53,195	(654)	(1.2%)	47,227	1.7%	5,315	11.3%	53,195	2.6%	654	1.2%
Marketing Projects	9,781	0.5%	17,333	(7,552)	(43.6%)	15,125	0.5%	(5,344)	(35.3%)	17,333	0.9%	7,552	43.6%
Sales													
Trade Shows/Missions	2,962	0.2%	-	2,962	100.0%	525	0.0%	2,437	464.6%	-	-	(2,962)	-
Convention Commitments	-	-	-	-	-	(725)	(0.0%)	725	100.0%	-	-	-	-
Dues/Subscriptions	27,180	1.4%	38,528	(11,348)	(29.5%)	25,916	0.9%	1,265	4.9%	38,528	1.9%	11,348	29.5%
Visitor Center Exp	8,850	0.5%	13,175	(4,325)	(32.8%)	7,495	0.3%	1,355	18.1%	13,175	0.7%	4,325	32.8%
Private Expenses	88,150	4.5%	93,850	(5,700)	(6.1%)	149,102	5.4%	(60,951)	(40.9%)	93,850	4.6%	5,700	6.1%
Operations													
Salaries & Benefits	547,317	27.9%	561,836	(14,519)	(2.6%)	583,650	21.1%	(36,332)	(6.2%)	561,836	27.8%	14,519	2.6%
Professional Fees	112,001	5.7%	114,758	(2,757)	(2.4%)	52,782	1.9%	59,219	112.2%	114,758	5.7%	2,757	2.4%
Insurance	2,514	0.1%	3,873	(1,359)	(35.1%)	7,105	0.3%	(4,591)	(64.6%)	3,873	0.2%	1,359	35.1%
Bank Fees	1,250	0.1%	1,344	(94)	(7.0%)	1,260	0.0%	(10)	(0.8%)	1,344	0.1%	94	7.0%
Board Meeting Expense	9,451	0.5%	5,930	3,521	59.4%	2,798	0.1%	6,653	237.7%	5,930	0.3%	(3,521)	(59.4%)
Rent & Utilities	45,236	2.3%	47,714	(2,478)	(5.2%)	47,040	1.7%	(1,804)	(3.8%)	47,714	2.4%	2,478	5.2%
Computer Expense	19,350	1.0%	14,136	5,214	36.9%	6,211	0.2%	13,139	211.5%	14,136	0.7%	(5,214)	(36.9%)
Maintenance and Repair	405	0.0%	1,200	(795)	(66.3%)	709	0.0%	(304)	(42.9%)	1,200	0.1%	795	66.3%
Office Supplies	10,313	0.5%	13,550	(3,237)	(23.9%)	10,050	0.4%	263	2.6%	13,550	0.7%	3,237	23.9%
Staff Development	36,095	1.8%	49,177	(13,082)	(26.6%)	51,307	1.9%	(15,212)	(29.6%)	49,177	2.4%	13,082	26.6%
Community Relations	21,510	1.1%	33,000	(11,490)	(34.8%)	40,548	1.5%	(19,038)	(47.0%)	33,000	1.6%	11,490	34.8%
Miscellaneous Expense	204	-	-	204	100.0%	-	-	204	100.0%	-	-	(204)	-
Depreciation/Amortization	21,890	1.1%	23,750	(1,860)	(7.8%)	22,596	0.8%	(706)	(3.1%)	23,750	1.2%	1,860	7.8%
Local Meetings/Events	3,076	0.2%	4,500	(1,424)	(31.6%)	4,103	0.1%	(1,027)	(25.0%)	4,500	0.2%	1,424	31.6%
TOTAL PROGRAM EXPENSES	1,628,885	83.0%	1,721,184	(92,299)	(5.4%)	1,855,675	67.0%	(226,790)	(12.2%)	1,721,184	85.2%	92,299	5.4%
CHANGE IN NET ASSETS	\$ 333,270	17.0%	299,914	\$ 33,356	11.1%	\$ 912,105	33.0%	\$ (578,835)	(63.5%)	\$ 299,914	14.8%	\$ (33,356)	(11.1%)