



Financial Statements

For the period ending YTD February 28th, 2025

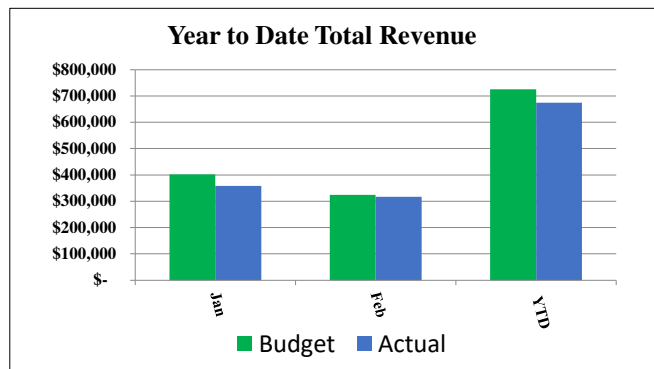
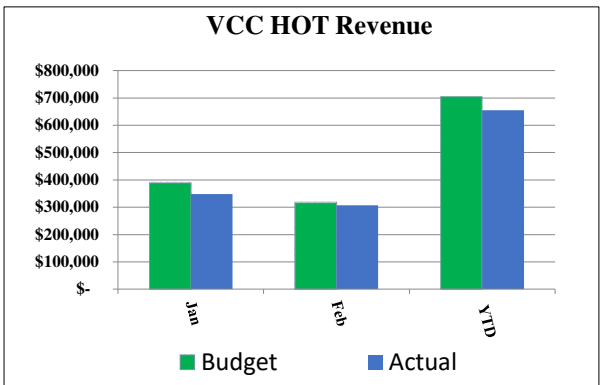
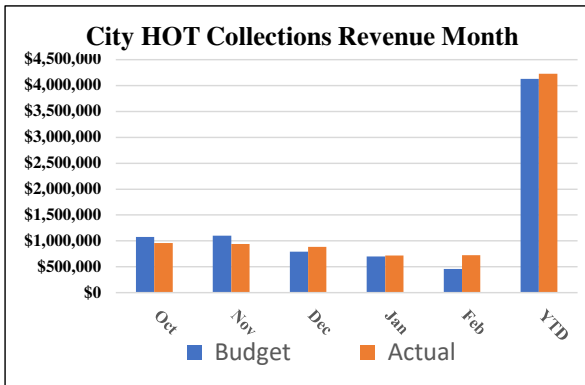
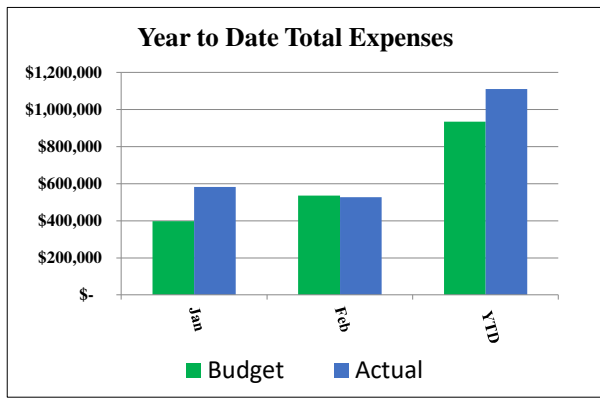
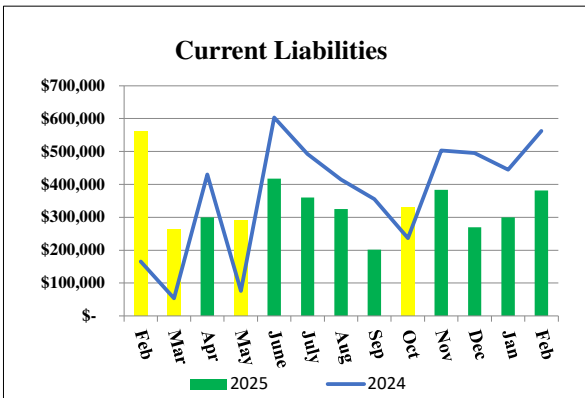
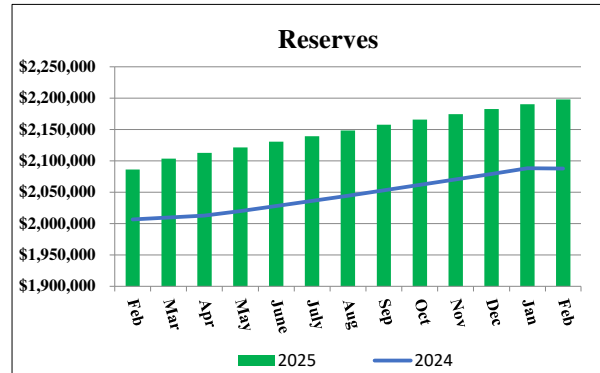
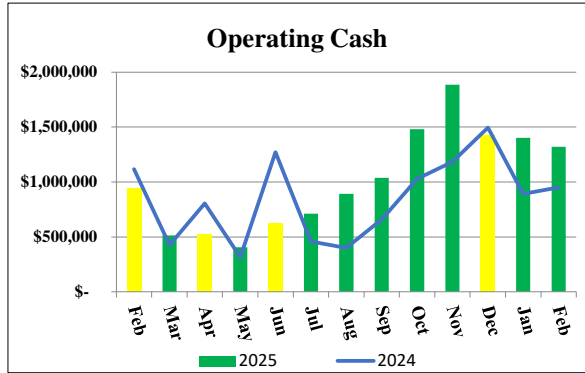
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Financial Dashboard
For the period ending YTD February 28th ,2025

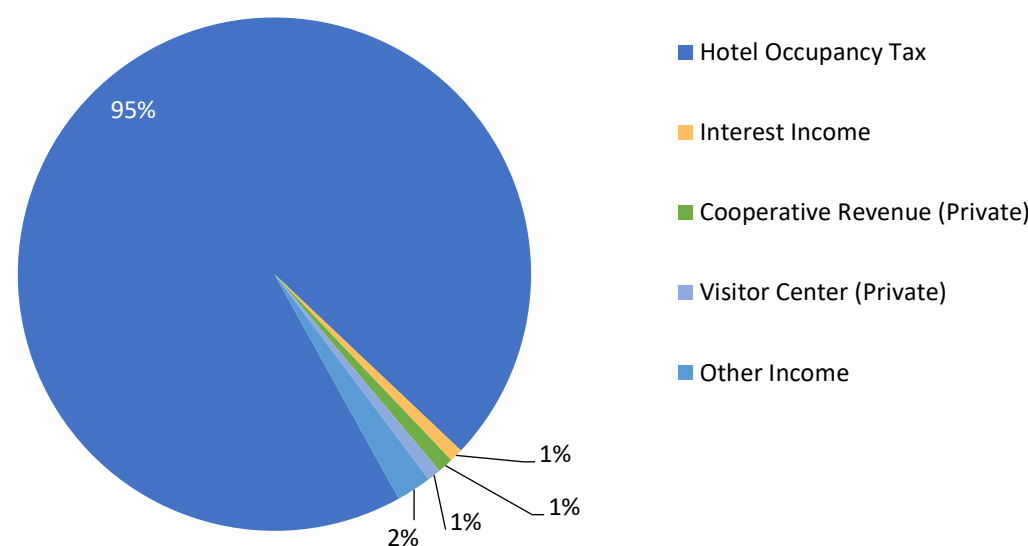
Color Code

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

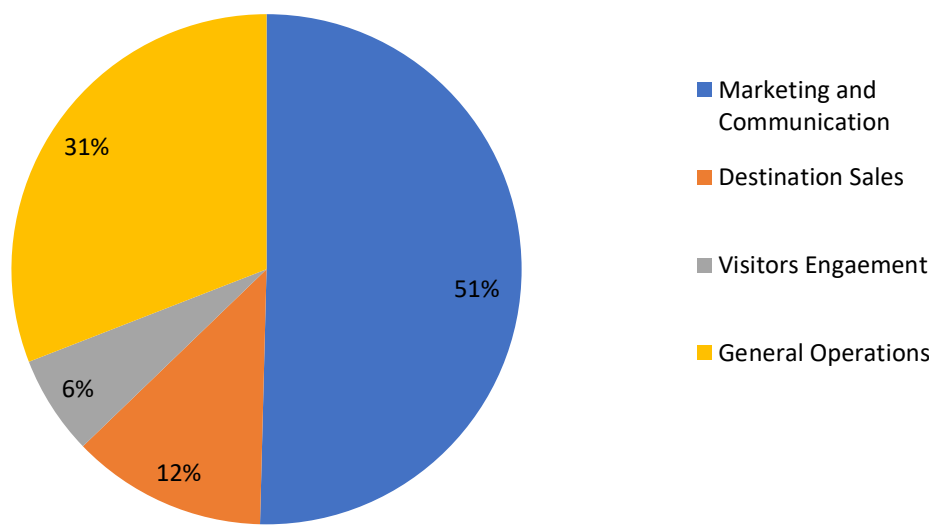


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Financial Dashboard
For the period ending YTD February 28th, 2025

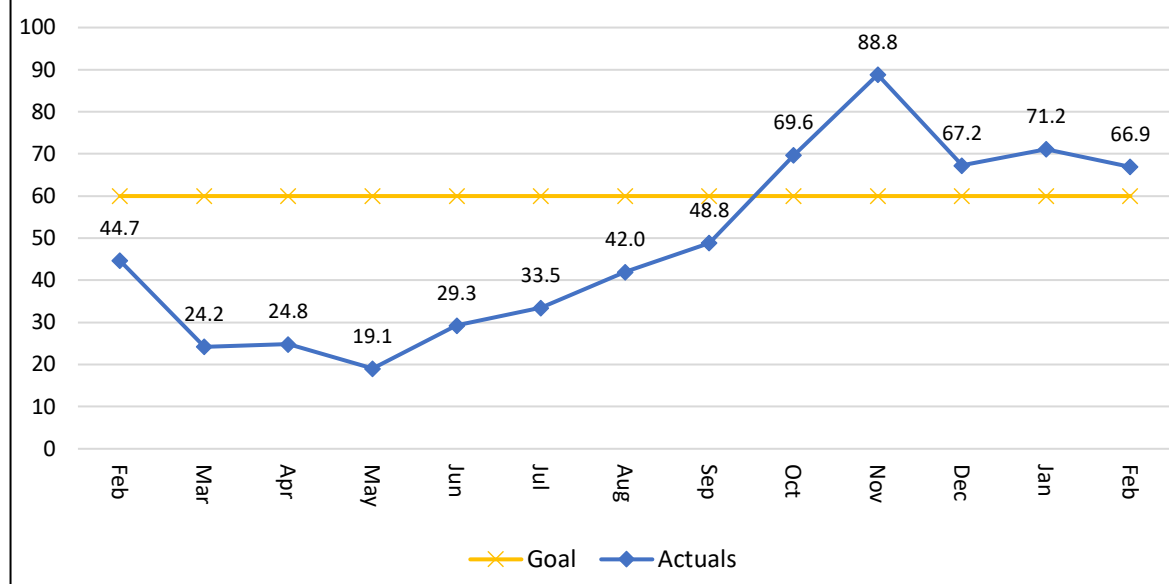
Summary of Revenue



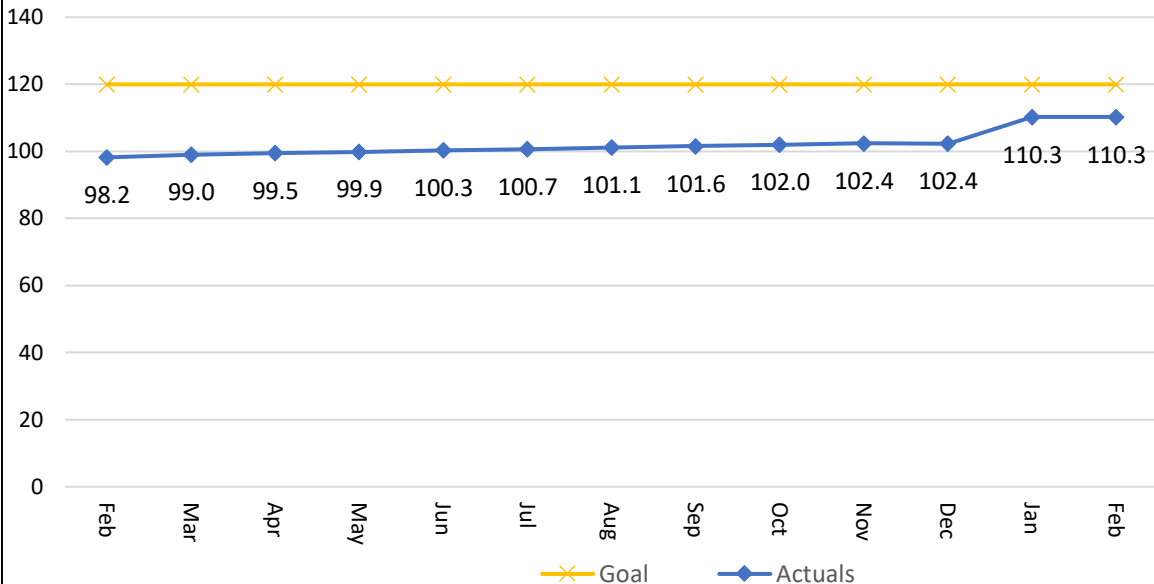
Summary of HOT Expenses - By Class



Operating Cash Trend Line



Reserves Trend Line



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Balance Sheet
For the period ending YTD February 28th, 2025 and February 29th, 2024

Note: Fiscal year is January 2025 through December 2025

	February 2025	February 2024	Variance	Variance
	\$	\$	\$	%
ASSETS				
CURRENT ASSETS				
Operating Cash				
Operating Public Account	221,950	319,141	(97,191)	(30.5%)
Operating Private Account	102,782	97,493	5,289	5.4%
American Bank Reserves	1,793	1,727	67	3.9%
Bill.com Money Out Clearing	(21)	(21)	-	-
American Bank HOT Revenue MMA Account	993,833	531,806	462,028	86.9%
American Bank GIP/CEF	69,753	19,736	50,017	253%
Petty Cash	1,000	1,000	-	-
Total Operating Cash	1,391,092	970,883	420,209	43.3%
Investments				
American Bank Wealth Management Account	2,198,043	2,086,381	111,662	5.4%
American Bank Wealth Management Account -GIP	1,054,949	714,737	340,212	47.6%
Total Investments	3,252,992	2,801,118	451,875	16.1%
Accounts Receivable	320,225	11,292	308,933	2,735.8%
TPID Receivable	48,657	59,920	(11,263)	(18.8%)
Total Current Assets	5,012,966	3,843,212	1,169,754	30.4%
FIXED ASSETS				
Vehicle, Equipment and Leasehold Improvements	489,866	476,872	12,994	2.7%
Less: Accumulated Depreciation	(255,011)	(166,335)	(88,677)	(53.3%)
Website	85,171	85,171	-	-
Less: Accumulated Amortization	(85,171)	(82,275)	(2,896)	(3.5%)
TOTAL FIXED ASSETS	234,854	313,433	(78,579)	(25.1%)
OTHER ASSETS				
Prepaid Expenses	332,104	276,133	55,972	20.3%
ROU Asset - Operating Lease	474,555	474,555	-	-
TOTAL OTHER ASSETS	806,660	750,688	55,972	7.5%
TOTAL ASSETS	\$ 6,054,480	\$ 4,907,333	\$ 1,147,147	23.4%
LIABILITIES				
CURRENT LIABILITIES				
Trade Accounts Payable	326,612	514,819	(188,208)	(36.6%)
Divvy Credit Card	17,423	(8,713)	26,137	300.0%
Accrued Expenses	1,949	21	1,927	9,056.5%
Salary & Benefits Payable	35,200	55,767	(20,567)	(36.9%)
Miscellaneous Payables	311	226	85	37.7%
Total Current Liabilities	381,495	562,120	(180,625)	(32.1%)
Deferred Revenue				
Deferred Revenue	1,000	1,250	(250)	(20.0%)
Deferred Revenue - GIP	923,875	540,299	383,576	71.0%
Total Deferred Revenue	924,875	541,549	383,326	70.8%
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	\$ 1,788,387	\$ 1,585,687	\$ 202,701	12.8%
NET ASSETS				
Unrestricted Net Assets	4,458,722	3,963,276	495,447	12.5%
Current Year Net Assets	(192,630)	(641,629)	448,999	70.0%
TOTAL NET ASSETS	\$ 4,266,093	\$ 3,321,647	\$ 944,446	28.4%
TOTAL LIABILITIES & NET ASSETS	\$ 6,054,480	\$ 4,907,333	\$ 1,147,147	23.4%

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Trend Balance Sheet Ratios
For the period ending February 28th, 2025

	February 2024	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025
Operating Cash ¹	44.70	24.19	24.80	19.07	29.27	33.49	41.96	48.85	69.64	88.82	67.25	71.15	66.93
Current Ratio ²	5.53	10.13	8.82	8.23	4.54	8.04	9.59	16.52	11.59	10.80	13.77	13.50	10.19
Reserves ⁴	98.23	99.04	99.46	99.87	100.30	100.71	101.14	101.57	101.97	102.37	102.37	110.28	110.28
Savings Indicator ⁵	0.09	0.01	0.01	0.00	0.03	0.06	0.08	0.10	0.60	0.58	0.20	0.03	-0.22

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.

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 assets. Negative Savings Indicator indicates that there is consumption of the net assets.

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Statement of Activities
For the Period Ending YTD February 28th, 2025

Note: Fiscal year is January 2025 through December 2025

	Feb-25 YTD - ACTUALS		Feb-25 YTD - BUDGET	Over/(Under) VARIANCE TO BUDGET		Feb-24 YTD - ACTUALS		Feb-25 to Feb-24 ACTUALS VARIANCE		Annual Budget (Jan - Dec)		Budget Remaining	
	\$	%		\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:													
Hotel Occupancy Tax	705,019	97.1%	655,488	49,530	7.6%	343,281	92.9%	361,737	105.4%	6,318,522	96.4%	5,613,504	88.8%
Interest Income	6,280	0.9%	8,000	(1,720)	(21.5%)	16,778	4.5%	(10,498)	(62.6%)	48,000	0.7%	41,720	86.9%
Visitor Center	6,349	0.9%	5,200	1,149	22.1%	4,745	1.3%	1,604	33.8%	57,400	0.9%	51,051	88.9%
Cooperative Revenue (Private)	7,311	1.0%	5,650	1,661	29.4%	4,401	1.2%	2,910	66.1%	50,290	0.8%	42,980	85.5%
Sponsorships and Donations (HOSPIS)	-	-	-	-	-	-	-	-	-	78,000	1.2%	78,000	100.0%
Sales	-	-	-	-	-	(50)	(0.0%)	50	100.0%	-	-	-	-
Miscellaneous Income	999	0.1%	-	999	100.0%	539	0.1%	461	85.5%	-	-	(999)	-
TOTAL REVENUES & OTHER SUPPORT:	\$ 725,957	100.0%	\$ 674,338	\$ 51,619	7.7%	\$ 369,694	100.0%	\$ 356,264	96.4%	\$ 6,552,212	100.0%	\$ 5,826,255	92.2%
PROGRAM EXPENSES:													
Marketing													
Printed Collateral Materials	667	0.1%	7,500	(6,833)	(91.1%)	4,594	1.2%	(3,927)	(85.5%)	87,050	1.3%	86,383	99.2%
Giveaway Promotions	10,808	1.5%	13,140	(2,332)	(17.7%)	20,344	5.5%	(9,537)	(46.9%)	85,320	1.3%	74,512	87.3%
Media Advertising	278,822	38.4%	383,999	(105,177)	(27.4%)	496,381	134.3%	(217,559)	(43.8%)	2,446,046	37.3%	2,167,224	88.6%
Website & Digital Assets	20,570	2.8%	38,560	(17,990)	(46.7%)	(18,952)	(5.1%)	39,522	208.5%	231,360	3.5%	210,790	91.1%
Public Relations	-	-	-	-	-	339	0.1%	(339)	(100.0%)	-	-	-	-
Market Research	35,418	4.9%	40,320	(4,902)	(12.2%)	27,868	7.5%	7,549	27.1%	244,168	3.7%	208,750	85.5%
Marketing Projects	5,276	0.7%	10,750	(5,474)	(50.9%)	2,391	0.6%	2,886	120.7%	93,750	1.4%	88,474	94.4%
Sales													
Trade Shows/Missions	-	-	-	-	-	-	-	-	-	30,000	0.5%	30,000	100.0%
Convention Commitments	-	-	-	-	-	725	0.2%	(725)	(100.0%)	-	-	-	-
Dues/Subscriptions	28,448	3.9%	24,470	3,978	16.3%	26,785	7.2%	1,664	6.2%	147,816	2.3%	119,368	80.8%
Visitor Center Exp	6,312	0.9%	6,750	(438)	(6.5%)	5,289	1.4%	1,024	19.4%	42,950	0.7%	36,638	85.3%
Private Expenses	11,678	1.6%	13,950	(2,272)	(16.3%)	(60,180)	(16.3%)	71,858	119.4%	174,650	2.7%	162,972	93.3%
Operations													
Salaries & Benefits	341,309	47.0%	369,506	(28,197)	(7.6%)	357,785	96.8%	(16,476)	(4.6%)	2,642,106	40.3%	2,300,797	87.1%
Professional Fees	85,175	11.7%	61,664	23,511	38.1%	36,164	9.8%	49,011	135.5%	263,634	4.0%	178,459	67.7%
Insurance	2,567	0.4%	2,582	(15)	(0.6%)	784	0.2%	1,783	227.4%	15,492	0.2%	12,925	83.4%
Bank Fees	709	0.1%	896	(187)	(20.9%)	427	0.1%	282	66.1%	5,376	0.1%	4,667	86.8%
Board Meeting Expense	6,911	1.0%	4,200	2,711	64.5%	207	0.1%	6,704	3,243.1%	7,700	0.1%	789	10.2%
Rent & Utilities	30,202	4.2%	30,720	(518)	(1.7%)	33,127	9.0%	(2,925)	(8.8%)	184,890	2.8%	154,688	83.7%
Computer Expense	11,149	1.5%	15,312	(4,163)	(27.2%)	12,148	3.3%	(999)	(8.2%)	91,872	1.4%	80,723	87.9%
Maintenance and Repair	4,515	0.6%	800	3,715	464.4%	4,550	1.2%	(34)	(0.8%)	9,600	0.1%	5,085	53.0%
Office Supplies	6,613	0.9%	13,020	(6,407)	(49.2%)	7,405	2.0%	(792)	(10.7%)	60,820	0.9%	54,207	89.1%
Staff Development	16,768	2.3%	26,923	(10,155)	(37.7%)	29,193	7.9%	(12,425)	(42.6%)	150,382	2.3%	133,614	88.8%
Community Relations	14,826	2.0%	26,650	(11,824)	(44.4%)	5,537	1.5%	9,289	167.8%	69,300	1.1%	54,474	78.6%
Depreciation/Amortization	14,767	2.0%	15,834	(1,067)	(6.7%)	16,135	4.4%	(1,368)	(8.5%)	95,004	1.4%	80,237	84.5%
Local Meetings/Events	1,380	0.2%	3,000	(1,620)	(54.0%)	2,279	0.6%	(899)	(39.4%)	17,250	0.3%	15,870	92.0%
TOTAL PROGRAM EXPENSES	934,890	128.8%	1,110,546	(175,656)	(15.8%)	1,011,322	273.6%	(76,433)	(7.6%)	7,196,536	109.8%	6,261,646	87.0%
NET OPERATING INCOME	(208,933)	(28.8%)	(436,208)	237,094	105.2%	(641,629)	(2,518.0%)	432,696	102.1%	(644,324)	(9.8%)	(435,391)	101.8%
Other Income	16,303	2.2%	-	16,303	100.0%	-	-	16,303	100.0%	-	-	(16,303)	-
CHANGE IN NET ASSETS	\$ (192,630)	(26.5%)	(436,208)	\$ 253,397	55.8%	\$ (641,629)	(173.6%)	\$ 448,999	70.0%	\$ (644,324)	(9.8%)	\$ (451,694)	70.1%