



Financial Statements

For the period ending YTD January 31st, 2025

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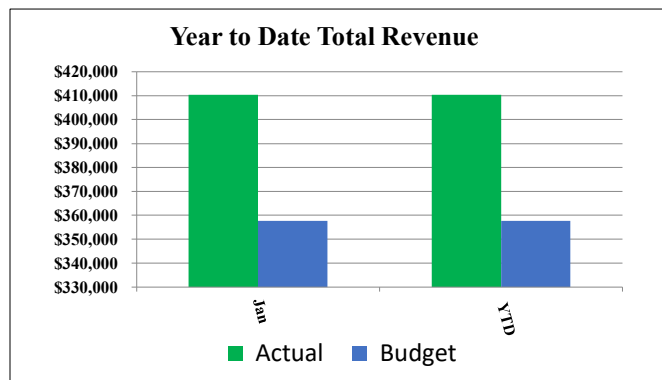
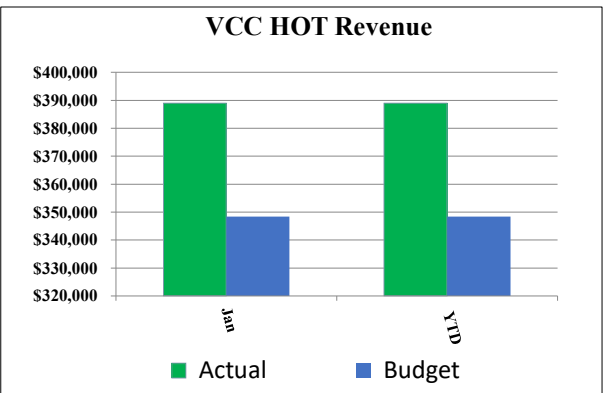
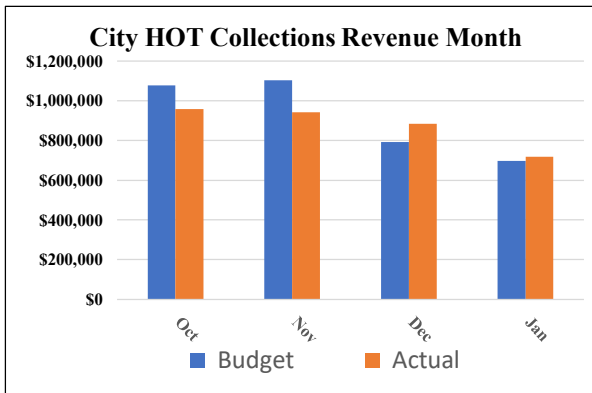
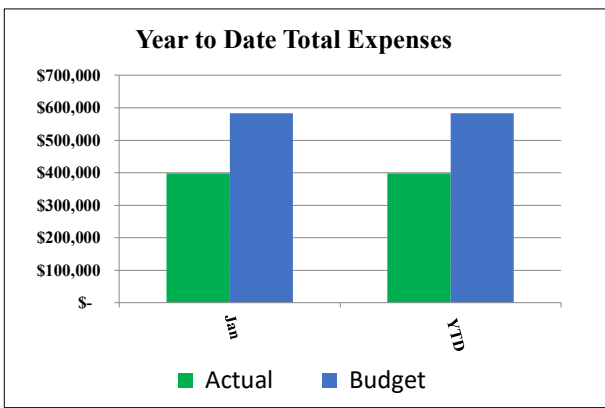
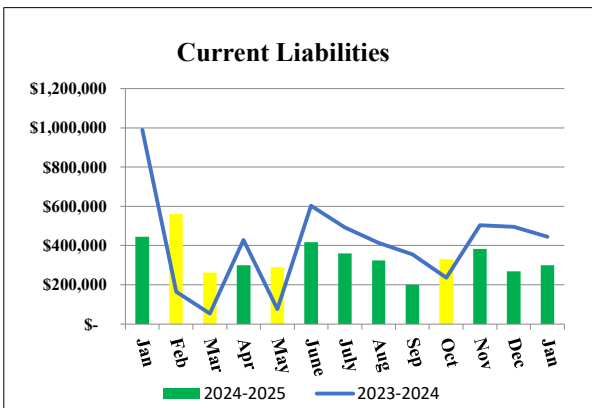
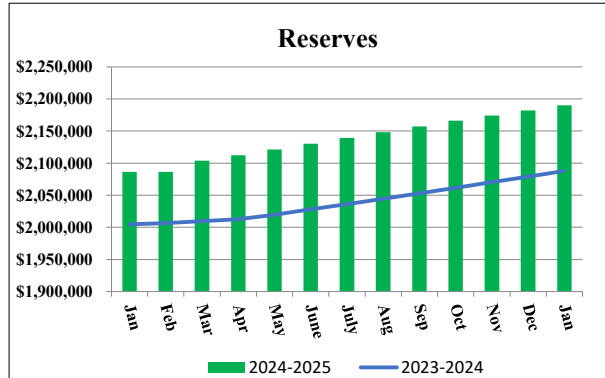
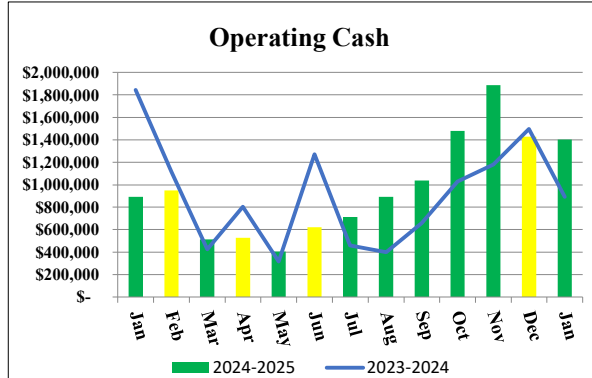
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For the period ending YTD January 31st ,2025

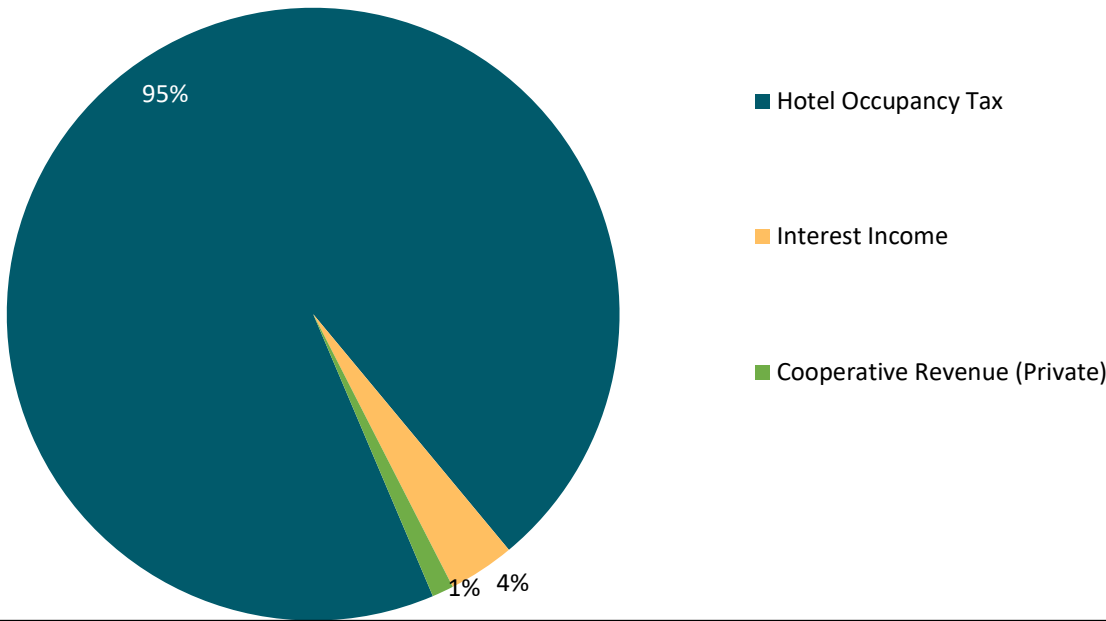
Color Code

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

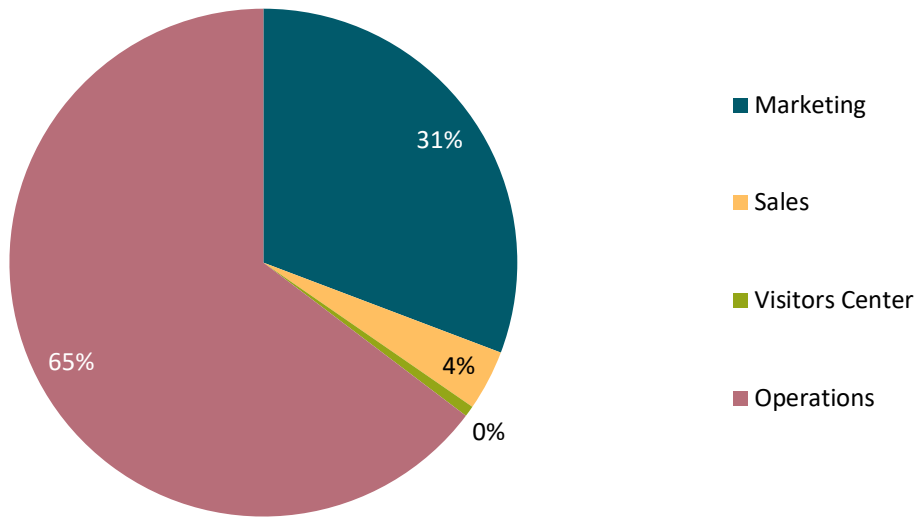


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Financial Dashboard
For the period ending YTD January 31st, 2025

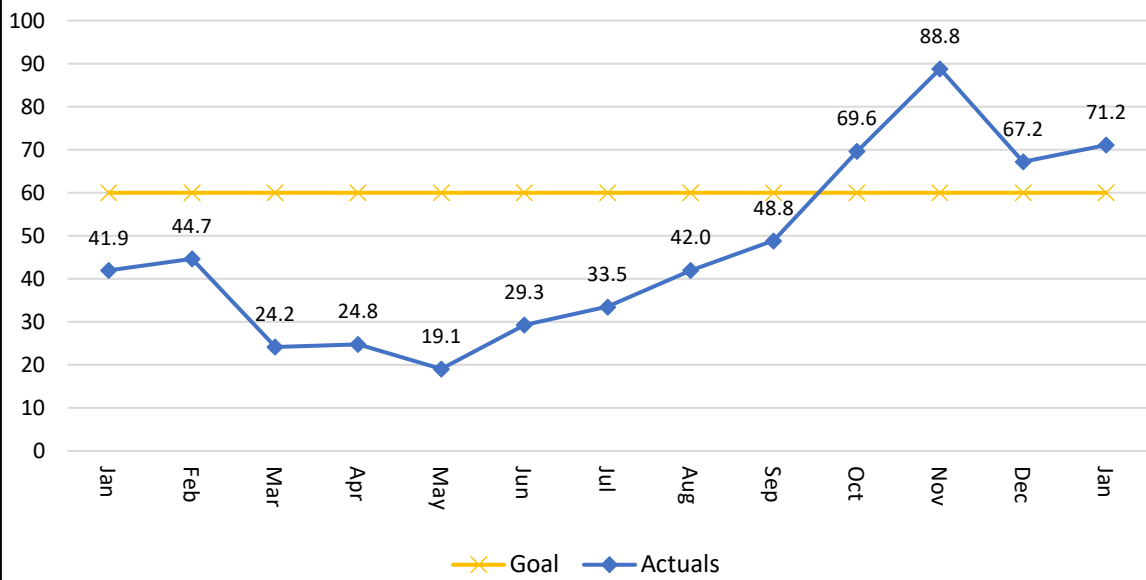
Summary of Revenue



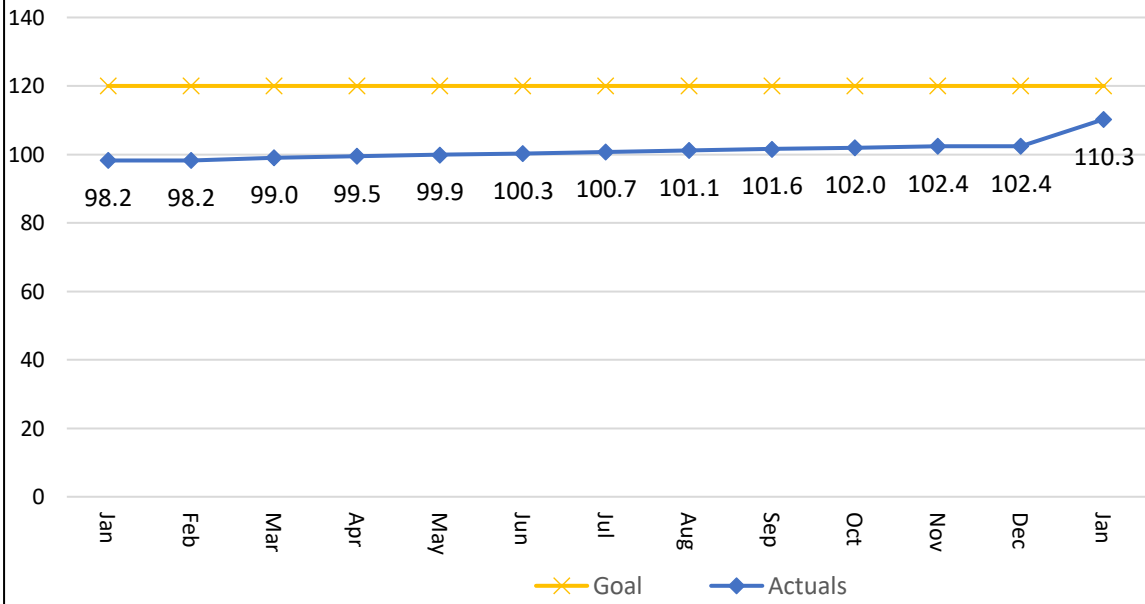
Summary of Expenses



Operating Cash Trend Line



Reserves Trend Line



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Balance Sheet
For the period ending YTD January 31st, 2025 and January 31st, 2024

Note: Fiscal year is January 2025 through December 2025

	January 2025	January 2024	Variance	Variance
	\$	\$	\$	%
ASSETS				
CURRENT ASSETS				
Operating Cash				
Operating Public Account	297,926	184,465	113,460	61.5%
Operating Private Account	99,176	96,061	3,115	3.2%
American Bank Reserves	1,789	1,721	68	3.9%
Bill.com Money Out Clearing	(21)	(746)	725	97.2%
American Bank HOT Revenue MMA Account	1,004,782	610,183	394,598	64.7%
American Bank GIP/CEF	17,905	61,169	(43,264)	(71%)
Petty Cash	1,000	1,000	-	-
Total Operating Cash	1,422,557	953,854	468,703	49.1%
Investments				
American Bank Wealth Management Account	2,190,309	2,086,381	103,928	5.0%
American Bank Wealth Management Account -GIP	1,112,029	764,737	347,292	45.4%
Total Investments	3,302,338	2,851,118	451,220	15.8%
Accounts Receivable	397,730	13,700	384,030	2,803.1%
TPID Receivable	59,816	69,038	(9,223)	(13.4%)
Total Current Assets	5,182,441	3,887,710	1,294,730	33.3%
FIXED ASSETS				
Vehicle, Equipment and Leasehold Improvements	488,191	476,872	11,319	2.4%
Less: Accumulated Depreciation	(247,604)	(159,038)	(88,566)	(55.7%)
Website	85,171	85,171	-	-
Less: Accumulated Amortization	(85,171)	(81,825)	(3,346)	(4.1%)
TOTAL FIXED ASSETS	240,586	321,179	(80,593)	(25.1%)
OTHER ASSETS				
Prepaid Expenses	283,278	269,585	13,693	5.1%
ROU Asset - Operating Lease	474,555	474,555	-	-
TOTAL OTHER ASSETS	757,833	744,140	13,693	1.8%
TOTAL ASSETS	\$ 6,180,860	\$ 4,953,030	\$ 1,227,831	24.8%
LIABILITIES				
CURRENT LIABILITIES				
Trade Accounts Payable	250,700	257,511	(6,811)	(2.6%)
Divvy Credit Card	14,212	(8,416)	22,628	268.9%
Accrued Expenses	-	140,139	(140,139)	(100.0%)
Salary & Benefits Payable	35,200	55,523	(20,323)	(36.6%)
Miscellaneous Payables	112	(15)	127	845.6%
Total Current Liabilities	300,224	444,742	(144,518)	(32.5%)
Deferred Revenue				
Deferred Revenue	1,000	1,250	(250)	(20.0%)
Deferred Revenue - GIP	927,166	608,297	318,869	52.4%
Total Deferred Revenue	928,166	609,547	318,619	52.3%
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	\$ 1,710,409	\$ 1,536,307	\$ 174,101	11.3%
NET ASSETS				
Unrestricted Net Assets	4,458,722	3,963,276	495,447	12.5%
Current Year Net Assets	11,729	(546,553)	558,283	102.1%
TOTAL NET ASSETS	\$ 4,470,452	\$ 3,416,722	\$ 1,053,729	30.8%
TOTAL LIABILITIES & NET ASSETS	\$ 6,180,860	\$ 4,953,030	\$ 1,227,831	24.8%

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Trend Balance Sheet Ratios
For the period ending January 31st, 2025

	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025
Operating Cash ¹	41.95	44.70	24.19	24.80	19.07	29.27	33.49	41.96	48.85	69.64	88.82	67.25	71.15
Current Ratio ²	8.74	6.84	12.92	11.22	11.22	8.43	9.64	11.10	18.92	12.97	11.99	18.17	17.26
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	98.23	98.23	99.04	99.46	99.87	100.30	100.71	101.14	101.57	101.97	102.37	102.37	110.28
Savings Indicator ⁵	0.15	0.09	0.01	0.01	0.00	0.03	0.06	0.08	0.10	0.60	0.58	0.20	0.03

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 January 31st, 2025

Note: Fiscal year is January 2025 through December 2025

	Jan-25 YTD - ACTUALS		Jan-25 YTD - BUDGET		Over/(Under) VARIANCE TO BUDGET		Jan-24 YTD - ACTUALS		Jan-25 to Jan-24 ACTUALS VARIANCE		Annual Budget (Jan - Dec)		Budget Remaining	
	\$	%	\$		\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:														
Hotel Occupancy Tax	388,988	94.8%	348,431		40,557	11.6%	-	-	388,988	100.0%	6,318,522	96.4%	5,929,534	93.8%
Interest Income	14,282	3.5%	4,000		10,282	257.0%	15,081	69.5%	(799)	(5.3%)	48,000	0.7%	33,718	70.2%
Visitor Center	1,964	0.5%	2,300		(336)	(14.6%)	2,067	9.5%	(103)	(5.0%)	57,400	0.9%	55,436	96.6%
Cooperative Revenue (Private)	4,651	1.1%	2,950		1,701	57.7%	4,069	18.7%	582	14.3%	50,290	0.8%	45,639	90.8%
Sponsorships and Donations (HOSPIS)	-	-	-		-	-	-	-	-	-	78,000	1.2%	78,000	100.0%
Sales	-	-	-		-	-	(50)	(0.2%)	50	100.0%	-	-	-	-
Miscellaneous Income	499	0.1%	-		499	100.0%	539	2.5%	(39)	(7.3%)	-	-	(499)	-
TOTAL REVENUES & OTHER SUPPORT:	\$ 410,384	100.0%	\$ 357,681		\$ 52,703	14.7%	\$ 21,706	100.0%	\$ 388,678	1,790.7%	\$ 6,552,212	100.0%	\$ 6,141,828	97.2%
PROGRAM EXPENSES:														
Marketing														
Printed Collateral Materials	135	0.0%	6,800		(6,665)	(98.0%)	1,386	6.4%	(1,251)	(90.3%)	87,050	1.3%	86,915	99.8%
Giveaway Promotions	3,650	0.9%	9,890		(6,240)	(63.1%)	12,041	55.5%	(8,391)	(69.7%)	85,320	1.3%	81,670	95.7%
Media Advertising	90,608	22.1%	193,333		(102,725)	(53.1%)	310,211	1,429.2%	(219,603)	(70.8%)	2,446,046	37.3%	2,355,438	96.3%
Website & Digital Assets	12,202	3.0%	19,280		(7,078)	(36.7%)	2,608	12.0%	9,594	367.8%	231,360	3.5%	219,158	94.7%
Public Relations	-	-	-		-	-	9	0.0%	(9)	(100.0%)	-	-	-	-
Market Research	14,067	3.4%	22,910		(8,843)	(38.6%)	13,570	62.5%	496	3.7%	244,168	3.7%	230,101	94.2%
Marketing Projects	1,980	0.5%	5,875		(3,895)	(66.3%)	1,311	6.0%	669	51.0%	93,750	1.4%	91,770	97.9%
Sales														
Trade Shows/Missions	-	-	-		-	-	(100)	(0.5%)	100	100.0%	30,000	0.5%	30,000	100.0%
Convention Commitments	-	-	-		-	-	725	3.3%	(725)	(100.0%)	-	-	-	-
Dues/Subscriptions	15,346	3.7%	12,235		3,111	25.4%	15,956	73.5%	(611)	(3.8%)	147,816	2.3%	132,470	89.6%
Visitor Center Exp	2,758	0.7%	3,625		(867)	(23.9%)	2,659	12.2%	99	3.7%	42,950	0.7%	40,192	93.6%
Private Expenses	4,678	1.1%	7,850		(3,172)	(40.4%)	(63,115)	(290.8%)	67,793	107.4%	174,650	2.7%	169,972	97.3%
Operations														
Salaries & Benefits	170,856	41.6%	184,753		(13,897)	(7.5%)	180,338	830.8%	(9,483)	(5.3%)	2,642,106	40.3%	2,471,250	93.5%
Professional Fees	29,005	7.1%	46,479		(17,474)	(37.6%)	27,939	128.7%	1,066	3.8%	263,634	4.0%	234,629	89.0%
Insurance	1,284	0.3%	1,291		(7)	(0.6%)	(10)	(0.0%)	1,293	13,388.0%	15,492	0.2%	14,208	91.7%
Bank Fees	575	0.1%	448		127	28.4%	417	1.9%	159	38.1%	5,376	0.1%	4,801	89.3%
Board Meeting Expense	6,288	1.5%	3,850		2,438	63.3%	207	1.0%	6,081	2,941.7%	7,700	0.1%	1,412	18.3%
Rent & Utilities	15,160	3.7%	15,360		(200)	(1.3%)	17,465	80.5%	(2,305)	(13.2%)	184,890	2.8%	169,730	91.8%
Computer Expense	5,979	1.5%	7,656		(1,677)	(21.9%)	8,552	39.4%	(2,573)	(30.1%)	91,872	1.4%	85,893	93.5%
Maintenance and Repair	2,812	0.7%	400		2,412	603.1%	3,702	17.1%	(890)	(24.0%)	9,600	0.1%	6,788	70.7%
Office Supplies	2,793	0.7%	9,385		(6,592)	(70.2%)	3,281	15.1%	(488)	(14.9%)	60,820	0.9%	58,027	95.4%
Staff Development	1,450	0.4%	9,859		(8,409)	(85.3%)	21,065	97.0%	(19,615)	(93.1%)	150,382	2.3%	148,932	99.0%
Community Relations	8,650	2.1%	12,350		(3,700)	(30.0%)	(1,750)	(8.1%)	10,400	594.3%	69,300	1.1%	60,650	87.5%
Miscellaneous Expense	-	-	-		-	-	-	-	-	-	-	-	-	-
Depreciation/Amortization	7,360	1.8%	7,917		(557)	(7.0%)	8,388	38.6%	(1,028)	(12.3%)	95,004	1.4%	87,644	92.3%
Local Meetings/Events	1,020	0.2%	1,500		(480)	(32.0%)	1,403	6.5%	(383)	(27.3%)	17,250	0.3%	16,230	94.1%
TOTAL PROGRAM EXPENSES	398,655	97.1%	583,046		(184,391)	(31.6%)	568,259	2,618.0%	(169,605)	(29.8%)	7,196,536	109.8%	6,797,881	94.5%
CHANGE IN NET ASSETS	\$ 11,729	2.9%	(225,365)		\$ 237,094	105.2%	\$ (546,553)	(2,518.0%)	\$ 558,283	102.1%	\$ (644,324)	(9.8%)	\$ (656,053)	101.8%