



Financial Statements

For the period ending YTD March 31st, 2025

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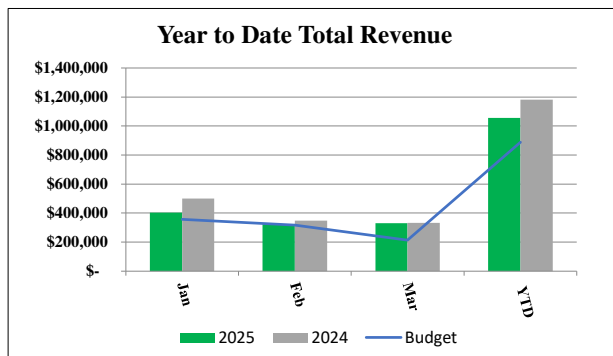
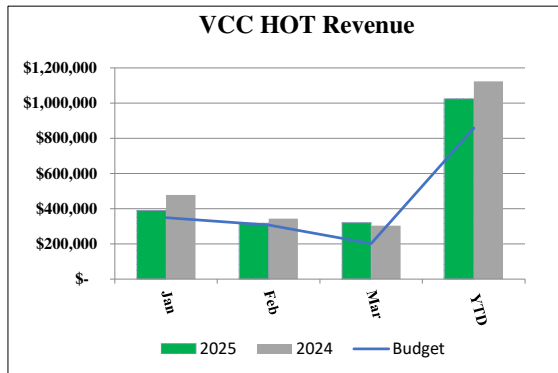
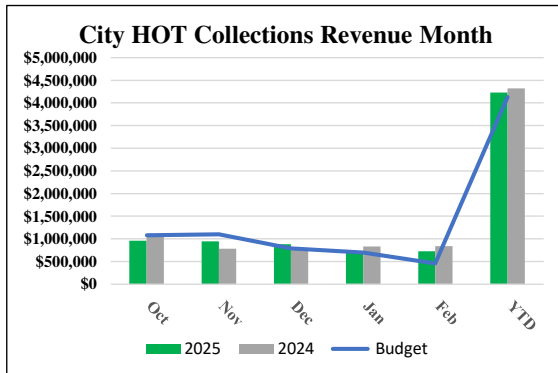
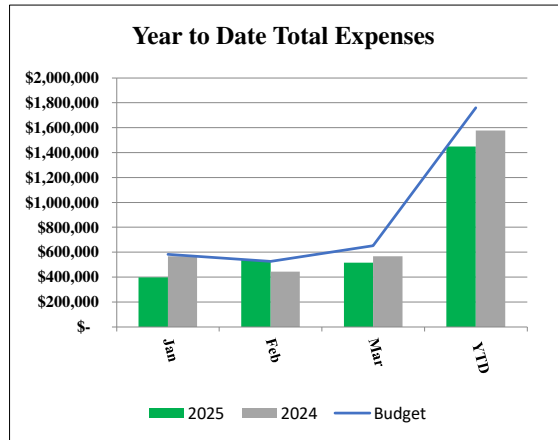
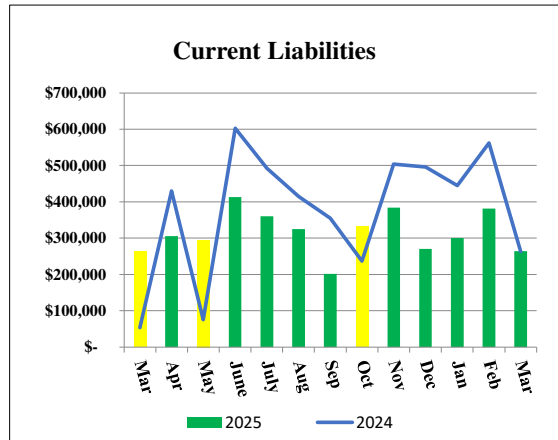
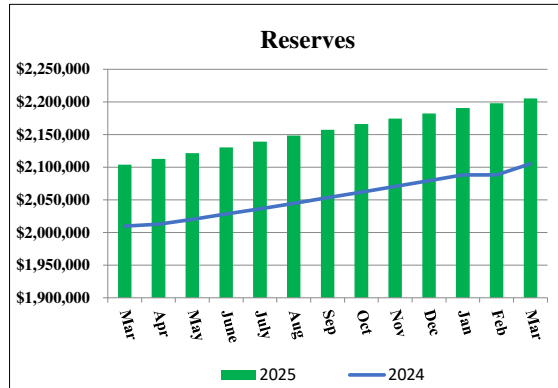
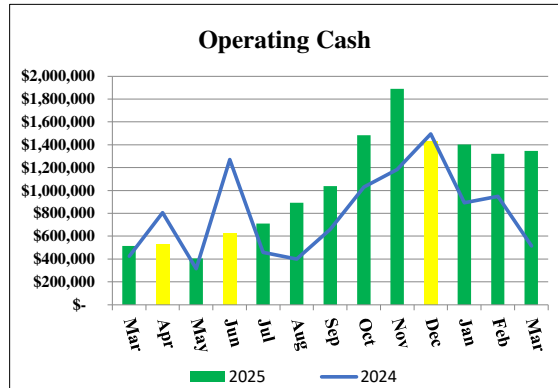
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For the period ending YTD March 31st ,2025

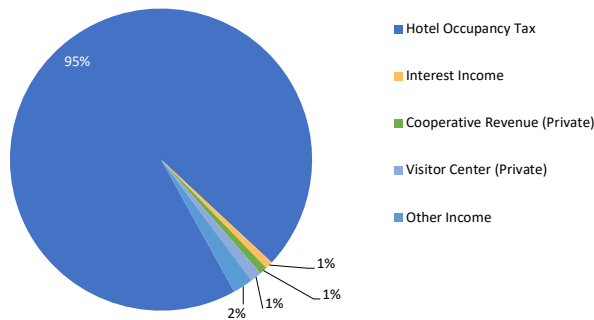
Color Code

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

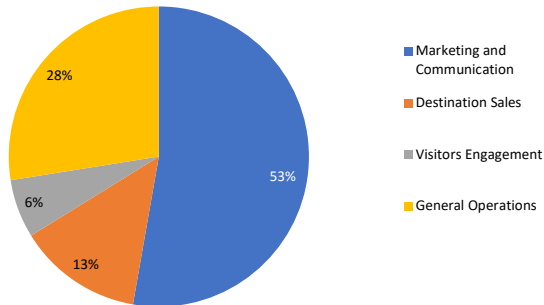


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Financial Dashboard
For the period ending YTD March 31st, 2025

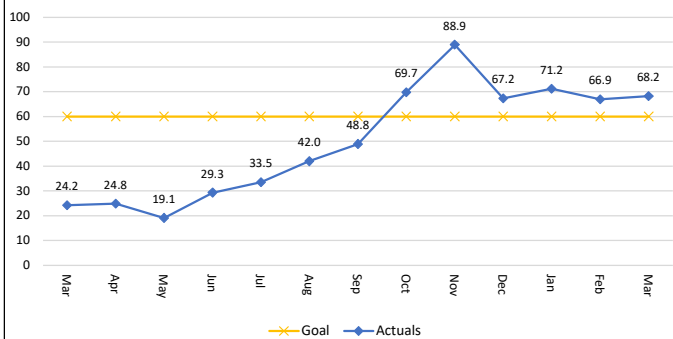
Summary of Revenue



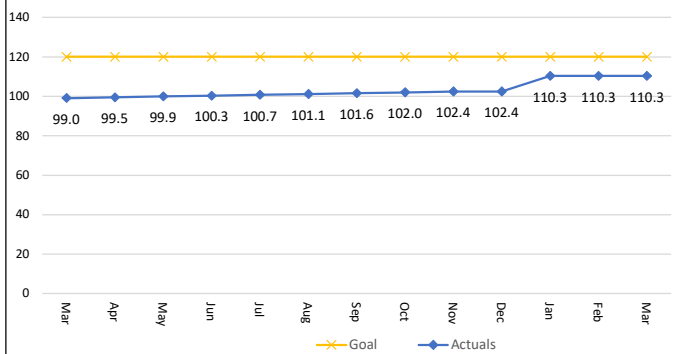
Summary of HOT Expenses - By Class



Operating Cash Trend Line



Reserves Trend Line



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

Note: Fiscal year is January 2025 through December 2025

	March 2025 \$	March 2024 \$	Variance \$	Variance %
ASSETS				
CURRENT ASSETS				
Operating Cash				
Operating Public Account	161,786	158,863	2,922	1.8%
Operating Private Account	103,564	106,152	(2,588)	(2.4%)
American Bank Reserves	1,798	1,732	66	3.8%
Bill.com Money Out Clearing	(21)	(21)	-	-
American Bank HOT Revenue MMA Account	1,078,552	247,751	830,801	335.3%
American Bank GIP/CEF	58,681	210,267	(151,586)	(72%)
Petty Cash	1,000	1,000	-	-
Total Operating Cash	1,405,360	725,745	679,616	93.6%
Investments				
American Bank Wealth Management Account	2,204,978	2,103,673	101,305	4.8%
American Bank Wealth Management Account -GIP	1,058,457	520,559	537,897	103.3%
Total Investments	3,263,434	2,624,232	639,202	24.4%
Accounts Receivable	3,623	3,375	248	7.3%
TPID Receivable	78,109	41,807	36,302	86.8%
Total Current Assets	4,750,526	3,395,158	1,355,368	39.9%
FIXED ASSETS				
Vehicle, Equipment and Leasehold Improvements	489,866	476,872	12,994	2.7%
Less: Accumulated Depreciation	(262,418)	(173,631)	(88,787)	(51.1%)
Website	85,171	85,171	-	-
Less: Accumulated Amortization	(85,171)	(82,725)	(2,446)	(3.0%)
TOTAL FIXED ASSETS	227,448	305,687	(78,239)	(25.6%)
OTHER ASSETS				
Prepaid Expenses	290,764	190,425	100,339	52.7%
ROU Asset - Operating Lease	474,555	474,555	-	-
TOTAL OTHER ASSETS	765,319	664,980	100,339	15.1%
TOTAL ASSETS	\$ 5,743,293	\$ 4,365,826	\$ 1,377,467	31.6%
LIABILITIES				
CURRENT LIABILITIES				
Trade Accounts Payable	218,261	209,743	8,518	4.1%
Divvy Credit Card	9,876	(3,365)	13,241	393.5%
Accrued Expenses	-	124	(124)	(100.0%)
Salary & Benefits Payable	35,200	55,767	(20,567)	(36.9%)
Miscellaneous Payables	634	593	40	6.8%
Total Current Liabilities	263,971	262,863	1,108	0.4%
Deferred Revenue				
Deferred Revenue	1,000	1,250	(250)	(20.0%)
Deferred Revenue Events	-	661	(661)	(100.0%)
Deferred Revenue - GIP	908,301	530,041	378,260	71.4%
Total Deferred Revenue	909,301	531,952	377,349	70.9%
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	\$ 1,655,290	\$ 1,276,833	\$ 378,457	29.6%
NET ASSETS				
Unrestricted Net Assets	4,458,722	3,963,276	495,447	12.5%
Current Year Net Assets	(370,719)	(874,282)	503,563	57.6%
TOTAL NET ASSETS	\$ 4,088,003	\$ 3,088,993	\$ 999,010	32.3%
TOTAL LIABILITIES & NET ASSETS	\$ 5,743,293	\$ 4,365,826	\$ 1,377,467	31.6%

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

	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025
Operating Cash ¹	24.19	24.80	19.07	29.27	33.49	41.96	48.85	69.75	88.92	67.25	71.15	66.93	68.21
Current Ratio ²	10.13	8.82	8.23	4.54	8.04	9.59	16.52	11.59	10.80	13.77	13.50	10.19	13.76
Reserves ³	99.04	99.46	99.87	100.30	100.71	101.14	101.57	101.97	102.37	102.37	110.28	110.28	110.28
Savings Indicator ⁴	0.01	0.01	0.00	0.03	0.06	0.08	0.10	0.60	0.58	0.20	0.03	-0.22	-0.27

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

4 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 March 31st, 2025

Note: Fiscal year is January 2025 through December 2025

	Mar-25 YTD - ACTUALS		Mar-25 YTD - BUDGET		Over/(Under) VARIANCE TO BUDGET		Mar-24 YTD - ACTUALS		Mar-25 to Mar-24 ACTUALS VARIANCE		Annual Budget (Jan - Dec)		Budget Remaining	
	\$	%	\$		\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:														
Hotel Occupancy Tax	1,023,914	97.0%	857,423		166,491	19.4%	645,801	91.8%	378,113	58.5%	6,318,522	96.4%	5,294,608	83.8%
Interest Income	8,533	0.8%	12,000		(3,467)	(28.9%)	42,445	6.0%	(33,912)	(79.9%)	48,000	0.7%	39,467	82.2%
Visitor Center	12,856	1.2%	10,800		2,056	19.0%	10,011	1.4%	2,845	28.4%	57,400	0.9%	44,544	77.6%
Cooperative Revenue (Private)	9,187	0.9%	7,500		1,687	22.5%	4,401	0.6%	4,786	108.8%	50,290	0.8%	41,103	81.7%
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:	\$ 1,055,489	100.0%	\$ 887,723		\$ 167,767	18.9%	\$ 703,147	100.0%	\$ 352,343	50.1%	\$ 6,552,212	100.0%	\$ 5,496,723	87.0%
PROGRAM EXPENSES:														
Marketing														
Printed Collateral Materials	2,584	0.2%	14,700		(12,116)	(82.4%)	6,024	0.9%	(3,440)	(57.1%)	87,050	1.3%	84,466	97.0%
Giveaway Promotions	24,267	2.3%	28,290		(4,023)	(14.2%)	23,615	3.4%	652	2.8%	85,320	1.3%	61,053	71.6%
Media Advertising	476,680	45.2%	577,289		(100,609)	(17.4%)	727,167	103.4%	(250,486)	(34.4%)	2,446,043	37.3%	1,969,362	80.5%
Website & Digital Assets	26,419	2.5%	57,830		(31,411)	(54.3%)	4,163	0.6%	22,257	534.7%	231,350	3.5%	204,931	88.6%
Public Relations	-	-	-		-	-	9	0.0%	(9)	(100.0%)	-	-	-	-
Market Research	53,268	5.0%	60,728		(7,460)	(12.3%)	43,431	6.2%	9,838	22.7%	244,166	3.7%	190,898	78.2%
Marketing Projects	6,359	0.6%	16,625		(10,266)	(61.8%)	12,087	1.7%	(5,728)	(47.4%)	93,750	1.4%	87,391	93.2%
Sales														
Trade Shows/Missions	-	-	-		-	-	(88)	(0.0%)	88	100.0%	30,000	0.5%	30,000	100.0%
Convention Commitments	-	-	-		-	-	29,065	4.1%	(29,065)	(100.0%)	-	-	-	-
Dues/Subscriptions	41,017	3.9%	36,657		4,360	11.9%	31,673	4.5%	9,344	29.5%	147,816	2.3%	106,799	72.3%
Visitor Center Exp	9,540	0.9%	11,875		(2,335)	(19.7%)	9,496	1.4%	45	0.5%	43,050	0.7%	33,510	77.8%
Private Expenses	21,407	2.0%	20,350		1,057	5.2%	(54,952)	(7.8%)	76,359	139.0%	174,600	2.7%	153,193	87.7%
Operations														
Salaries & Benefits	531,685	50.4%	623,803		(92,118)	(14.8%)	529,629	75.3%	2,056	0.4%	2,642,119	40.3%	2,110,434	79.9%
Professional Fees	99,737	9.4%	123,524		(23,787)	(19.3%)	63,579	9.0%	36,158	56.9%	263,634	4.0%	163,897	62.2%
Insurance	3,851	0.4%	3,873		(22)	(0.6%)	774	0.1%	3,076	397.2%	15,492	0.2%	11,641	75.1%
Bank Fees	990	0.1%	1,344		(354)	(26.3%)	1,260	0.2%	(270)	(21.4%)	5,376	0.1%	4,386	81.6%
Board Meeting Expense	7,641	0.7%	4,550		3,091	67.9%	372	0.1%	7,269	1,955.8%	7,700	0.1%	59	0.8%
Rent & Utilities	45,288	4.3%	46,080		(792)	(1.7%)	46,371	6.6%	(1,084)	(2.3%)	184,890	2.8%	139,602	75.5%
Computer Expense	17,277	1.6%	22,962		(5,685)	(24.8%)	17,903	2.5%	(627)	(3.5%)	91,866	1.4%	74,589	81.2%
Maintenance and Repair	5,584	0.5%	3,400		2,184	64.2%	4,850	0.7%	734	15.1%	9,600	0.1%	4,016	41.8%
Office Supplies	10,668	1.0%	16,755		(6,087)	(36.3%)	12,178	1.7%	(1,510)	(12.4%)	60,820	0.9%	50,152	82.5%
Staff Development	26,108	2.5%	34,157		(8,049)	(23.6%)	35,012	5.0%	(8,904)	(25.4%)	150,382	2.3%	124,274	82.6%
Community Relations	14,826	1.4%	28,250		(13,424)	(47.5%)	7,052	1.0%	7,774	110.2%	69,300	1.1%	54,474	78.6%
Miscellaneous Expense	200	-	-		200	100.0%	-	-	200	100.0%	-	-	(200)	-
Depreciation/Amortization	22,174	2.1%	23,748		(1,574)	(6.6%)	23,881	3.4%	(1,707)	(7.1%)	95,001	1.4%	72,827	76.7%
Local Meetings/Events	2,157	0.2%	4,600		(2,443)	(53.1%)	2,878	0.4%	(721)	(25.0%)	17,250	0.3%	15,093	87.5%
TOTAL PROGRAM EXPENSES	1,449,727	137.4%	1,761,390		(311,663)	(17.7%)	1,577,429	224.3%	(127,702)	(8.1%)	7,196,575	109.8%	5,746,847	79.9%
NET OPERATING INCOME	(394,238)	(37.4%)	(873,667)		479,429	105.2%	(874,282)	(2,518.0%)	480,044	102.1%	(644,362)	(9.8%)	(250,124)	101.8%
Other Income	23,519	2.2%	-		23,519	100.0%	-	-	23,519	100.0%	-	-	(23,519)	-
CHANGE IN NET ASSETS	\$ (370,719)	(35.1%)	(873,667)		\$ 502,948	57.6%	\$ (874,282)	(124.3%)	\$ 503,563	57.6%	\$ (644,362)	(9.8%)	\$ (273,644)	42.5%