

Advertising and Promotion Funds  
 City of Jonesboro, Arkansas  
 July 2024

|   | Prepared Foods Fund |              | 3% Hotel/Motel Fund |            | 1% Hotel/Motel Fund |            |
|---|---------------------|--------------|---------------------|------------|---------------------|------------|
|   | Monthly             | Annual       | Monthly             | Annual     | Monthly             | Annual     |
| Beginning Fund Balance                    | \$ 7,733,436        | \$ 6,842,619 | \$ 349,425          | \$ 394,252 | \$ 820,705          | \$ 651,554 |
| NET Prepared Foods                        | 574,069             | 1,320,041    |                     |            |                     |            |
| NET 3%                                    |                     |              | (39,961)            | (28,905)   |                     |            |
| NET 1%                                    |                     |              |                     |            | 27,155              | 181,623    |
| Event Net Activity - Governors Conference |                     |              | -                   | (59,096)   |                     |            |
| Event Net Activity -2024 Eclipse          |                     |              | -                   | (3,115)    |                     |            |
| Interest Earnings                         | 27,185              | 172,029      | 1,176               | 7,504      | 2,852               | 17,534     |
| Current Fund Balance                      | \$ 8,334,689        | \$ 8,334,689 | \$ 310,640          | \$ 310,640 | \$ 850,712          | \$ 850,712 |

Prepared Foods Fund

|          | Monthly    | YTD          | Monthly Tax Collections |          |         |              |
|----------|------------|--------------|-------------------------|----------|---------|--------------|
|          |            |              | January                 | February | March   | April        |
| Revenues | \$ 579,845 | \$ 3,817,265 | \$ 599,719              | 491,743  | 524,080 | 548,266      |
| Expenses | 5,777      | 2,497,225    |                         | 544,376  | 529,236 |              |
| NET      | \$ 574,069 | \$ 1,320,041 | \$ 3,237,420            |          |         | \$ 3,817,265 |

3% Hotel/Motel Fund

|          | Monthly     | YTD         | Monthly Tax Collections |          |        |            |
|----------|-------------|-------------|-------------------------|----------|--------|------------|
|          |             |             | January                 | February | March  | April      |
| Revenues | \$ 81,466   | \$ 545,053  | \$ 68,767               | 62,247   | 81,714 | 82,975     |
| Expenses | 121,427     | 573,958     |                         | 94,531   | 73,354 |            |
| NET      | \$ (39,961) | \$ (28,905) | \$ 463,587              |          |        | \$ 545,053 |

1% Hotel/Motel Fund

|          | Monthly   | YTD        | Monthly Tax Collections |          |        |            |
|----------|-----------|------------|-------------------------|----------|--------|------------|
|          |           |            | January                 | February | March  | April      |
| Revenues | \$ 27,155 | \$ 181,623 | \$ 22,922               | 20,749   | 27,030 | 27,616     |
| Expenses | -         | -          |                         | 31,509   | 24,642 |            |
| NET      | \$ 27,155 | \$ 181,623 | \$ 154,468              |          |        | \$ 181,623 |

Monthly & YTD Comparisons

|                | Monthly    |            |           |          | YTD          |              |            |          |
|----------------|------------|------------|-----------|----------|--------------|--------------|------------|----------|
|                | Current Yr | Prior Yr   | \$ Change | % Change | Current Yr   | Prior Yr     | \$ Change  | % Change |
| Prepared Foods | \$ 579,845 | \$ 517,906 | \$ 61,940 | 12%      | \$ 3,817,265 | \$ 3,655,204 | \$ 162,061 | 4%       |
| 3% Hotel/Motel | 81,466     | 84,279     | (2,813)   | -3%      | 545,053      | 564,058      | (19,005)   | -3%      |
| 1% Hotel/Motel | 27,155     | 28,094     | (939)     | -3%      | 181,623      | 188,165      | (6,542)    | -3%      |

Embassy Suites 3%

|        | January      | February     | March        | April        | May          | June         | Mid-Yr Totals |
|--------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| TOTALS | \$ 16,909.16 | \$ 17,335.81 | \$ 22,897.73 | \$ 19,570.46 | \$ 23,324.80 | \$ 21,478.30 | \$ 121,516.26 |

|        | July         | August | September | October | November | December | YTD Totals    |
|--------|--------------|--------|-----------|---------|----------|----------|---------------|
| TOTALS | \$ 22,389.08 | N/A    | N/A       | N/A     | N/A      | N/A      | \$ 143,905.34 |

Fund 80 - Hotel/Motel 3% Fund Event Current Year Activities

Governors Conference on Tourism

Sponsorship

| Sponsor                        | Description                                  | Date      | Amount           |
|--------------------------------|--|-----------|------------------|
| Jetton General Contracting     |  | 2/2/2024  | \$ 1,000         |
| Nabholz                        |  | 2/2/2024  | 1,000            |
| Simmons Bank                   |  | 2/2/2024  | 1,000            |
| Gearhead Outfitters            |  | 2/2/2024  | 1,000            |
| Jonesboro Unlimited            |  | 2/9/2024  | 1,000            |
| First Security Bank            |  | 2/16/2024 | 2,500            |
| Hytrol Conveyor                |  | 2/21/2024 | 2,500            |
| Signature Bank                 | Taste of Downtown                            | 2/21/2024 | 5,000            |
| Corinth Coca-Cola              |  | 3/12/2024 | 1,000            |
| Ritter Communications          |  | 3/18/2024 | 1,000            |
| Ace One Technology             |  | 3/18/2024 | 1,000            |
| First National Bank            | \$750 Cash & \$1,750 In-kind Conf Receptions | 3/20/2024 | 2,500            |
| Crafton Tull & Associates      |  | 3/29/2024 | 1,000            |
| <b>Total Event Sponsorship</b> |  |           | <b>\$ 21,500</b> |

Expense

| Payee                         | Description                     | Date      | Check No. | Amount           |
|-------------------------------|---------------------------------|-----------|-----------|------------------|
| Art Advertising Inc           | Banner                          | 1/22/2024 | 153659    | \$ 1,107         |
| MESH01-Mesh Credit Card       | Faulk and Borlugie              | 2/8/2024  | CC        | 69               |
| MESH01-Mesh Credit Card       | Stickers                        | 2/8/2024  | CC        | 20               |
| riri02 - Rig Rite US Inc      | Cables for Banner               | 2/8/2024  | CC        | 111              |
| Vikki McGee-Campbell          | Entertainment                   | 2/8/2024  | 154079    | 750              |
| Cline Tours Inc               | Coach Services                  | 2/22/2024 | 154155    | 17,501           |
| Security (10@\$250)           | Detail Available Upon Request   | 2/22/2024 | Various   | 2,500            |
| MESH01-Mesh Credit Card       | Easels for govcon displays      | 3/8/2024  | CC        | 99               |
| Embassy Suites Hotels         | Conference Event & Guest Rooms  | 3/8/2024  | 154430    | 29,049           |
| Royal Oaks 237 Inc            | Food                            | 3/8/2024  | 154523    | 665              |
| Urban Organics                | Food                            | 3/8/2024  | 154565    | 3,013            |
| AJ'S Club Inc                 | Food                            | 3/8/2024  | 154342    | 574              |
| Myers Family Projects         | Food                            | 3/8/2024  | 154486    | 326              |
| Project Awareness Inc         | Food                            | 3/8/2024  | 154509    | 743              |
| Le Bon Temps Roule LLC        | Food                            | 3/8/2024  | 154734    | 1,799            |
| ASU System Foundation Inc     | Concert, Hall rental, t-shirts  | 3/8/2024  | 154355    | 19,041           |
| Elizabeth Spencer             | Flowers                         | 3/8/2024  | 154429    | 300              |
| Downtown Jonesboro Alliance   | Supplies Reimbursement          | 3/8/2024  | 154426    | 253              |
| In-Kind (First National Bank) | Conference Receptions           | 3/20/2024 | N/A       | 1,750            |
| Comfort Inn Jonesboro         | Hotel Rooms for Charter Drivers | 3/22/2024 | 154670    | 927              |
| <b>Total Event Expense</b>    |                                 |           |           | <b>\$ 80,596</b> |

**Governors Conference on Tourism Net Activities \$ (59,096)**

2024 Eclipse

Sponsorship

| Sponsor                             | Description   | Date      | Amount        |
|-------------------------------------|---------------|-----------|---------------|
| Jonesboro Fraternal Order of Police | Video Contest | 2/2/2024  | \$ 250        |
| Art Advertising Inc                 | Video Contest | 2/16/2024 | 250           |
| The Solutions Group                 | Video Contest | 3/1/2024  | 250           |
| <b>Total Event Sponsorship</b>      |               |           | <b>\$ 750</b> |

T-Shirt Sales

| Business                   | Description   | Date      | Amount          |
|----------------------------|---------------|-----------|-----------------|
| Circa 1859 Inc             | T-Shirt Sales | 4/15/2024 | \$ 640          |
| Art Advertising Inc        | T-Shirt Sales | 4/26/2024 | 3,306           |
| East Arkansas Broadcasters | T-Shirt Sales | 4/26/2024 | 1,319           |
| <b>Total T-Shirt Sales</b> |               |           | <b>\$ 5,265</b> |

Expense

| Payee                        | Description                                  | Date      | Check No. | Amount   |
|------------------------------|--|-----------|-----------|----------|
| MESH01-Mesh Credit Card      | Eclipse t-shirts                             | 2/8/2024  | CC        | 136      |
| ARAD01 - Art Advertising Inc | Eclipse t-shirts                             | 3/8/2024  | 154359    | \$ 3,147 |
| ARAD01 - Art Advertising Inc | Eclipse website design                       | 4/22/2024 | 155082    | 3,760    |
| MOME02 - MOR Media           | Eclipse Ad in 2024 Spring Edition of Explore | 4/22/2024 | 155210    | 875      |
| MESH01-Mesh Credit Card      | Postage                                      | 5/8/2024  | CC        | 17       |
| MESH01-Mesh Credit Card      | Facebook Boost for Promotion                 | 5/8/2024  | CC        | 23       |
| MESH01-Mesh Credit Card      | Facebook Boost for Promotion                 | 5/8/2024  | CC        | 25       |
| MESH01-Mesh Credit Card      | Facebook Boost for Promotion                 | 5/8/2024  | CC        | 25       |
| ARAD01 - Art Advertising Inc | Eclipse t-shirts                             | 6/10/2024 | 155856    | \$ 1,123 |

Note: \$4,880.32 paid Dec 2023 for Solar Eclipse glasses

**Total Event Expense \$ 9,130**

**2024 Eclipse Net Activities \$ (3,115)**

**Fund 80 - Hotel/Motel 3% Fund Expenditure**

| <b>Grant Award</b>                |   |              |           |                   |
|-----------------------------------|---|--------------|-----------|-------------------|
| Payee                             | Description                               | Date         | Check No. | Amount            |
| <b>2023 Grant Awards</b>          |   |              |           |                   |
| Hope Foundaton                    | Brewing Hope Coffee Festival              | 1/8/2024     | 153552    | \$ 5,000          |
| NEA Baptist Charitable Foundation | Annual Duck Classic                       | 2/22/2024    | 154231    | 10,000            |
| Red Wolf Foundation               | Athletic Events held in Jonesboro (2022)  | 3/22/2024    | 154769    | 50,000            |
| City of Jonesboro/Hughey Nursery  | Update of Welcome to Jonesboro signs      | 3/27/2024    | 154829    | 15,000            |
| <b>2024 Grant Awards</b>          |   |              |           |                   |
| Midwest Cubing Association        | Red Wolf Cubing                           | 1/22/2024    | 153754    | \$ 500            |
| The Link Theatre Company          | Professional Theatre                      | 1/22/2024    | 153805    | 10,000            |
| Jonesboro Business Association    | Jonesboro Crawfish Festival               | 2/22/2024    | 153971    | 5,000             |
| Delta Symphony Orchestra          | Quarterly Program Support Payments        | 2 @ \$5,000  | Various   | 10,000            |
| Downtown Jonesboro Alliance       | Quarterly Program Support Payments        | 2 @ \$7,500  | Various   | 15,000            |
| The Foundation of Arts            | Quarterly Program Support Payments        | 2 @ \$23,750 | Various   | 47,500            |
| Hispanic Community Services       | Quarterly Program Support Payments        | 2 @ \$3,750  | Various   | 7,500             |
| University Heights Lions Club     | Pickle Ball Tournament                    | 2/22/2024    | 154300    | 2,500             |
| Jets Aquatics Club                | Spring/Summer Events                      | 3/22/2024    | 154720    | 25,000            |
| Disc Side of Heaven               | The Jonesboro Open - Disc Golf Pro Tour   | 3/22/2024    | 154691    | 25,000            |
| KLEK                              | Juneteenth Celebration                    | 3/22/2024    | 154732    | 10,000            |
| LGS Entertainment                 | Nerds Assemble/Schools out for the Summer | 3/22/2024    | 154736    | 5,000             |
| ASU Club Softball                 | Softball Tournaments & Camps              | 4/8/2024     | 154855    | 10,000            |
| Friends of the Library            | NEA Game Fest                             | 4/8/2024     | 154922    | 1,000             |
| Center Stage Productions          | 2024 Cup Season                           | 5/8/2024     | 155366    | 2,500             |
| Hijinx                            | Hijinx Open                               | 7/22/2024    | 156633    | 40,000            |
| Ozark Foundation                  | 2024 Arkansas Traveler                    | 7/22/2024    | 156681    | 10,000            |
| <b>Total Grant Award Expense</b>  |   |              |           | <b>\$ 306,500</b> |

| <b>Administrative Expense</b>       |                                      |      |           |                  |
|-------------------------------------|--------------------------------------|------|-----------|------------------|
| Payee                               | Description                          | Date | Check No. | Amount           |
| Christy Appleton                    | Administrative                       | YTD  | Check     | \$ 7,000         |
| Craig Rickert                       | Salary+Stipend Expense (50%)         | YTD  | ACH       | 33,788           |
| US Gov. & State of Arkansas         | FICA (Employer) & Unemployment Taxes | YTD  | ACH       | 2,938            |
| Young Investments                   | Office Space                         | YTD  | Check     | 3,900            |
| Travel & Exp Reimb                  | Detail Available Upon Request        | YTD  | Check     | 3,304            |
| Insurance & Licenses                | Detail Available Upon Request        | YTD  | Check     | 210              |
| Professional Services               | Detail Available Upon Request        | YTD  | Check     | 60               |
| Advertising & Promotion             | Detail Available Upon Request        | YTD  | Check     | 18,319           |
| Supplies                            | Detail Available Upon Request        | YTD  | Check     | 1,298            |
| Office Supplies                     | Detail Available Upon Request        | YTD  | Check     | 834              |
| Website Hosting/Maint & Design      | Detail Available Upon Request        | YTD  | Check     | 12,255           |
| <b>Total Administrative Expense</b> |                                      |      |           | <b>\$ 83,906</b> |

| <b>Other</b>                |                               |      |           |                   |
|-----------------------------|-------------------------------|------|-----------|-------------------|
| Payee                       | Description                   | Date | Check No. | Amount            |
| JHP/Embassy Suites          | 2023 Reimbursements (Q4)      | Jan  | Check     | \$ 62,036         |
| JHP/Embassy Suites          | 2024 Reimbursements (Q1 - Q3) | YTD  | Check     | 121,516           |
| <b>Total Other Expense</b>  |                               |      |           | <b>\$ 183,552</b> |
| <b>Total 3% H/M Expense</b> |                               |      |           | <b>\$ 573,958</b> |

**Fund 82 - Prepared Foods Fund Expenditure**

| <b>Sports Complex Project</b>      |                            |           |           |                     |
|------------------------------------|----------------------------|-----------|-----------|---------------------|
| <b>Professional Services</b>       |                            |           |           |                     |
| Payee                              | Description                | Date      | Check No. | Amount              |
| Eastern Sports Management          | Design Consultation        | 2/22/2024 | 154178    | \$ 31,136           |
| Mark Nichols                       | Traffic Impact Study - 40% | YTD       | Check     | 8,320               |
| Waddell Cole & Jones PA            | Legal Services             | YTD       | Check     | 4,627               |
| Crafton Tull & Associates          | Design Services            | YTD       | Check     | 1,311,822           |
| <b>Total Professional Services</b> |                            |           |           | <b>\$ 1,355,905</b> |

| <b>Land Acquisition</b>       |                              |          |           |                     |
|-------------------------------|------------------------------|----------|-----------|---------------------|
| Payee                         | Description                  | Date     | Check No. | Amount              |
| Professional Title Services   | Land Acquisition-Race Street | 4/2/2024 | 154837    | \$ 1,102,105        |
| <b>Total Land Acquisition</b> |                              |          |           | <b>\$ 1,102,105</b> |

**Total Sports Complex Project Expense \$ 2,458,010**

| <b>Administrative Expense</b>       |                                      |      |           |                  |
|-------------------------------------|--------------------------------------|------|-----------|------------------|
| Payee                               | Description                          | Date | Check No. | Amount           |
| Craig Rickert                       | Salary+Stipend Expense (50%)         | YTD  | ACH       | \$ 33,788        |
| US Gov. & State of Arkansas         | FICA (Employer) & Unemployment Taxes | YTD  | ACH       | 2,585            |
| Travel & Exp Reimb                  | Detail Available Upon Request        | YTD  | Check     | 711              |
| Advertising & Promotion             | Detail Available Upon Request        | YTD  | Check     | 130              |
| Maintenance Bldg & Grounds          | Detail Available Upon Request        | YTD  | Check     | 2,000            |
| <b>Total Administrative Expense</b> |                                      |      |           | <b>\$ 39,214</b> |

**Total Prepared Foods Expense \$ 2,497,225**