

Advertising and Promotion Fund
City of Jonesboro, Arkansas
December 2023

	Prepared Foods		3% Hotel/Motel		1% Hotel/Motel	
	Monthly	Annual	Monthly	Annual	Monthly	Annual
Beginning Fund Balance	\$ 6,340,735	\$ 5,306,108	\$ 595,567	\$ 502,791	\$ 625,424	\$ 306,103
NET Prepared Foods	479,453	1,337,255				
NET 3%			(203,111)	(129,239)		
NET 1%					23,941	326,113
Interest Earnings	22,432	199,256	1,795	20,700	2,189	19,339
Current Fund Balance	\$ 6,842,619	\$ 6,842,619	\$ 394,252	\$ 394,252	\$ 651,554	\$ 651,554

Prepared Foods Tax

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 484,556	\$ 6,198,742	\$ 556,167	458,204	521,265	561,589
Expenses	5,103	4,861,487				
NET	\$ 479,453	\$ 1,337,255				
			May	June	July	August
			520,953	519,121	517,906	492,432
			September	October	November	December
			534,293	510,850	521,407	484,556
			Total	\$ 3,137,299		\$ 6,198,742

Original 3% Hotel/Motel Tax

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 71,820	\$ 977,913	\$ 58,381	90,365	66,579	93,229
Expenses	274,931	1,107,153				
NET	\$ (203,111)	\$ (129,239)				
			May	June	July	August
			82,472	88,752	84,279	76,142
			September	October	November	December
			78,964	92,753	94,178	71,820
			Total	\$ 479,778		\$ 977,913

Additional 1% Hotel/Motel Tax

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 23,941	\$ 326,113	\$ 19,508	30,038	22,193	31,257
Expenses	-	-				
NET	\$ 23,941	\$ 326,113				
			May	June	July	August
			27,490	29,584	28,094	25,380
			September	October	November	December
			26,317	30,918	31,392	23,941
			Total	\$ 160,071		\$ 326,113

Monthly & YTD Comparisons

	Monthly				YTD			
	Current Yr	Prior Yr	\$ Change	% Change	Current Yr	Prior Yr	\$ Change	% Change
Prepared Foods	\$ 484,556	\$ 455,930	\$ 28,625	6%	\$ 6,198,742	\$ 5,265,724	\$ 933,018	18%
Original 3%	71,820	67,695	4,125	6%	977,913	988,638	(10,724)	-1%
Additional 1%	23,941	22,566	1,375	6%	326,113	303,763	22,350	7%

Embassy Suites 3%

	January	February	March	April	May	June	Mid-Yr Totals
TOTALS	\$ 15,889.08	\$ 16,999.44	\$ 17,004.51	\$ 21,846.27	\$ 20,969.56	\$ 20,642.79	\$ 113,351.65

	July	August	September	October	November	December	YTD Totals
TOTALS	\$ 19,854.99	\$ 18,170.84	\$ 20,689.76	\$ 22,366.62	\$ 21,828.90	\$ 17,840.37	\$ 234,103.13