

Advertising and Promotion Funds
City of Jonesboro, Arkansas
August 2024

	Prepared Foods Fund		3% Hotel/Motel Fund		1% Hotel/Motel Fund	
	Monthly	Annual	Monthly	Annual	Monthly	Annual
Beginning Fund Balance	\$ 8,334,689	\$ 6,842,619	\$ 310,640	\$ 394,252	\$ 850,712	\$ 651,554
NET Prepared Foods	(135,855)	1,184,186				
NET 3%			56,804	27,899		
NET 1%					26,818	208,441
Event Net Activity - Governors Conference			-	(59,096)		
Event Net Activity -2024 Eclipse			-	(3,115)		
Sponsorship			1,000	1,000		
Interest Earnings	28,202	200,230	1,125	8,630	2,953	20,488
Current Fund Balance	\$ 8,227,036	\$ 8,227,036	\$ 369,570	\$ 369,570	\$ 880,483	\$ 880,483

Prepared Foods Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	July	August
Revenues	\$ 538,616	\$ 4,355,881	\$ 599,719	491,743	\$ 579,845	538,616
Expenses	674,470	3,171,695	524,080	548,266	N/A	N/A
NET	\$ (135,855)	\$ 1,184,186	544,376	529,236	N/A	N/A
			Total	\$ 3,237,420		\$ 4,355,881

3% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	July	August
Revenues	\$ 80,454	\$ 625,507	\$ 68,767	62,247	\$ 81,466	80,454
Expenses	23,650	597,608	81,714	82,975	N/A	N/A
NET	\$ 56,804	\$ 27,899	94,531	73,354	N/A	N/A
			Total	\$ 463,587		\$ 625,507

1% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	July	August
Revenues	\$ 26,818	\$ 208,441	\$ 22,922	20,749	\$ 27,155	26,818
Expenses	-	-	27,030	27,616	N/A	N/A
NET	\$ 26,818	\$ 208,441	31,509	24,642	N/A	N/A
			Total	\$ 154,468		\$ 208,441

Monthly & YTD Comparisons

	Monthly				YTD			
	Current Yr	Prior Yr	\$ Change	% Change	Current Yr	Prior Yr	\$ Change	% Change
Prepared Foods	\$ 538,616	\$ 492,432	\$ 46,184	9%	\$ 4,355,881	\$ 4,147,636	\$ 208,245	5%
3% Hotel/Motel	80,454	76,142	4,313	6%	625,507	640,199	(14,692)	-2%
1% Hotel/Motel	26,818	25,380	1,437	6%	208,441	213,545	(5,104)	-2%

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	\$ 21,377.37	N/A	N/A	N/A	N/A	\$ 165,282.71

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
Total Event Sponsorship			\$ 21,500

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
Total Event Expense				\$ 80,596

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
Total Event Sponsorship			\$ 750

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
Total T-Shirt Sales			\$ 5,265

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

Grant Award				
Payee	Description	Date	Check No.	Amount
2023 Grant Awards				
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
2024 Grant Awards				
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
United Way	Battling for a Better Tomorrow	8/8/2024	156991	7,500
Total Grant Award Expense				\$ 314,000

Administrative Expense				
Payee	Description	Date	Check No.	Amount
Christy Appleton	Administrative	YTD	Check	\$ 8,000
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	38,327
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	3,285
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	240
Professional Services	Detail Available Upon Request	YTD	Check	8,219
Advertising & Promotion	Detail Available Upon Request	YTD	Check	19,033
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	13,616
Total Administrative Expense				\$ 100,056

Other				
Payee	Description	Date	Check No.	Amount
JHP/Embassy Suites	2023 Reimbursements (Q4)	Jan	Check	\$ 62,036
JHP/Embassy Suites	2024 Reimbursements (Q1, Q2)	YTD	Check	121,516
Total Other Expense				\$ 183,552
Total 3% H/M Expense				\$ 597,608

Fund 82 - Prepared Foods Fund Expenditure

Sports Complex Project				
Professional Services				
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	20,800
Waddell Cole & Jones PA	Legal Services	YTD	Check	4,627
Crafton Tull & Associates	Design Services	YTD	Check	1,967,403
Total Professional Services				\$ 2,023,966

Land Acquisition				
Payee	Description	Date	Check No.	Amount
Professional Title Services	Land Acquisition-Race Street	4/2/2024	154837	\$ 1,102,105
Total Land Acquisition				\$ 1,102,105
Total Sports Complex Project Expense				\$ 3,126,071

Administrative Expense				
Payee	Description	Date	Check No.	Amount
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	\$ 38,327
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	2,932
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check	1,235
Advertising & Promotion	Detail Available Upon Request	YTD	Check	130
Maintenance Bldg & Grounds	Detail Available Upon Request	YTD	Check	3,000
Total Administrative Expense				\$ 45,624

Total Prepared Foods Expense \$ 3,171,695