

Advertising and Promotion Funds  
 City of Jonesboro, Arkansas  
 June 2024

	Prepared Foods Fund		3% Hotel/Motel Fund		1% Hotel/Motel Fund	
	Monthly	Annual	Monthly	Annual	Monthly	Annual
Beginning Fund Balance	\$ 7,512,947	\$ 6,842,619	\$ 288,510	\$ 394,252	\$ 793,399	\$ 651,554
NET Prepared Foods	195,184	745,972				
NET 3%			61,010	11,055		
NET 1%					24,642	154,468
Event Net Activity - Governors Conference			-	(59,096)		
Event Net Activity -2024 Eclipse			(1,123)	(3,115)		
Interest Earnings	25,305	144,845	1,028	6,328	2,664	14,683
Current Fund Balance	\$ 7,733,436	\$ 7,733,436	\$ 349,425	\$ 349,425	\$ 820,705	\$ 820,705

Prepared Foods Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 529,236	\$ 3,237,420	\$ 599,719	491,743	524,080	548,266
Expenses	334,052	2,491,448				
NET	\$ 195,184	\$ 745,972				
			May	June	July	August
			September	October	November	December
			Total	\$ 3,237,420		\$ 3,237,420

3% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 73,354	\$ 463,587	\$ 68,767	62,247	81,714	82,975
Expenses	12,344	452,532				
NET	\$ 61,010	\$ 11,055				
			May	June	July	August
			September	October	November	December
			Total	\$ 463,587		\$ 463,587

1% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 24,642	\$ 154,468	\$ 22,922	20,749	27,030	27,616
Expenses	-	-				
NET	\$ 24,642	\$ 154,468				
			May	June	July	August
			September	October	November	December
			Total	\$ 154,468		\$ 154,468

Monthly & YTD Comparisons

	Monthly				YTD			
	Current Yr	Prior Yr	\$ Change	% Change	Current Yr	Prior Yr	\$ Change	% Change
Prepared Foods	\$ 529,236	\$ 519,121	\$ 10,116	2%	\$ 3,237,420	\$ 3,137,299	\$ 100,121	3%
3% Hotel/Motel	73,354	88,752	(15,398)	-17%	463,587	479,778	(16,191)	-3%
1% Hotel/Motel	24,642	29,584	(4,942)	-17%	154,468	160,071	(5,603)	-4%

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	N/A	N/A	N/A	N/A	N/A	N/A	\$ 121,516.26

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>				
<b>Payee</b>	<b>Description</b>	<b>Date</b>	<b>Check No.</b>	<b>Amount</b>
<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
<b>Total Grant Award Expense</b>				<b>\$ 256,500</b>

<b>Administrative Expense</b>				
<b>Payee</b>	<b>Description</b>	<b>Date</b>	<b>Check No.</b>	<b>Amount</b>
Christy Appleton	Administrative	YTD	Check	\$ 6,000
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	29,250
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	2,591
Young Investments	Office Space	YTD	Check	3,900
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check	3,271
Insurance & Licenses	Detail Available Upon Request	YTD	Check	180
Professional Services	Detail Available Upon Request	YTD	Check	52
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	830
Website Hosting/Maint & Design	Detail Available Upon Request	YTD	Check	11,162
<b>Total Administrative Expense</b>				<b>\$ 76,853</b>

<b>Other</b>				
<b>Payee</b>	<b>Description</b>	<b>Date</b>	<b>Check No.</b>	<b>Amount</b>
JHP/Embassy Suites	2023 Reimbursements (Q4)	Jan	Check	62,036
JHP/Embassy Suites	2024 Reimbursements (Q1 - Q3)	YTD	Check	57,143
<b>Total Other Expense</b>				<b>\$ 119,179</b>
<b>Total 3% H/M Expense</b>				<b>\$ 452,532</b>

**Fund 82 - Prepared Foods Fund Expenditure**

<b>Sports Complex Project</b>				
<b>Payee</b>	<b>Description</b>	<b>Date</b>	<b>Check No.</b>	<b>Amount</b>
<b>Professional Services</b>				
Eastern Sports Management	Design Consultation	2/22/2024	154178	\$ 31,136
Mark Nichols	Traffic Impact Study - 40%	3/8/2024	154477	8,320
Waddell Cole & Jones PA	Legal Services	4/22/2024	155284	4,309
Crafton Tull & Associates	Design Services	YTD	Checks	1,311,822
<b>Land Acquisition</b>				
Professional Title Services	Land Acquisition-Race Street	4/2/2024	154837	\$ 1,102,105
<b>Total Sports Complex Project Expense</b>				<b>\$ 2,457,692</b>

<b>Administrative Expense</b>				
<b>Payee</b>	<b>Description</b>	<b>Date</b>	<b>Check No.</b>	<b>Amount</b>
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	\$ 29,250
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	2,238
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check	138
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>\$ 33,756</b>

**Total Prepared Foods Expense \$ 2,491,448**