Advertising and Promotion Funds

City of Jonesboro, Arkansas May 2024

Prepared Foods Fund			3% Hotel/Motel Fund			1% Hotel/Motel Fund					
	Monthly		Annual		Monthly		Annual	1	Monthly		Annual
\$	7,213,698	\$	6,842,619	\$	247,190	\$	394,252	\$	759,235	\$	651,554
	274,022		550,788								
					40,475		(49,954)				
									31,509		129,826
					-		(59,096)				
					(90)		(1,992)				
	25,227		119,540		935		5,301		2,655		12,019
\$	7,512,947	\$	7,512,947	\$	288,510	\$	288,510	\$	793,399	\$	793,399
	\$	Monthly \$ 7,213,698 274,022 25,227	Monthly \$ 7,213,698 \$ 274,022 25,227	Monthly Annual \$ 7,213,698 \$ 6,842,619 274,022 550,788 25,227 119,540	Monthly Annual \$ 7,213,698 \$ 6,842,619 \$ 274,022 550,788 \$ 25,227 119,540 \$	Monthly Annual Monthly \$ 7,213,698 \$ 6,842,619 \$ 247,190 274,022 550,788 40,475 25,227 119,540 935	Monthly Annual Monthly \$ 7,213,698 \$ 6,842,619 \$ 247,190 \$ 274,022 550,788 40,475 40,475 25,227 119,540 935 935	Monthly Annual Monthly Annual \$ 7,213,698 \$ 6,842,619 \$ 247,190 \$ 394,252 274,022 550,788 40,475 (49,954) 40,475 (59,096) (1,992) 25,227 119,540 935 5,301	Monthly Annual Monthly Annual I \$ 7,213,698 \$ 6,842,619 \$ 247,190 \$ 394,252 \$ 274,022 550,788 40,475 (49,954) - - - (59,096) - (59,096) 25,227 119,540 935 5,301 -	Monthly Annual Monthly Annual Monthly \$ 7,213,698 \$ 6,842,619 \$ 247,190 \$ 394,252 \$ 759,235 274,022 550,788 - - - 40,475 (49,954) - - 31,509 - - (59,096) - - 25,227 119,540 935 5,301 2,655	Monthly Annual Monthly Annual Monthly \$ 7,213,698 \$ 6,842,619 \$ 247,190 \$ 394,252 \$ 759,235 \$ 274,022 550,788 40,475 (49,954) 31,509 31,509 - - (59,096) 119,540 25,227 2,655 119,540

Prepared Foods Fund					Monthly Ta	x Collections	
	1	Monthly	YTD	January	\$ 599,719	July	N/A
Revenues	\$	544,376	\$ 2,708,184	February	491,743	August	N/A
Expenses		270,354	2,157,396	March	524,080	September	N/A
NET	\$	274,022	\$ 550,788	April	548,266	October	N/A
				May	544,376	November	N/A
				June	N/A	December	N/A
				Total	\$ 2,708,184		\$ 2,708,184
3% Hotel/Motel Fund					Monthly Ta	x Collections	
	ſ	Monthly	YTD	January	\$ 68,767	July	N/A
Revenues	\$	94,531	\$ 390,233	February	62,247	August	N/A
Expenses		54,056	440,188	March	81,714	September	N/A
NET	\$	40,475	\$ (49,954)	April	82,975	October	N/A
				May	94,531	November	N/A
				June	N/A	December	N/A
				Total	\$ 390,233		\$ 390,233
1% Hotel/Motel Fund					Monthly Ta	x Collections	
	ſ	Monthly	YTD	January	\$ 22,922	July	N/A
Revenues	\$	31,509	\$ 129,826	February	20,749	August	N/A
Expenses		-	-	March	27,030	September	N/A
NET	\$	31,509	\$ 129,826	April	27,616	October	N/A
				May	31,509	November	N/A
				June	 N/A	December	 N/A
				Total	\$ 129,826		\$ 129,826

Monthly & YTD Comparisons

	Monthly					YTD								
		Current Yr		Prior Yr	\$	Change	% Change		Current Yr		Prior Yr		\$ Change	% Change
Prepared Foods	\$	544,376	\$	520,953 \$	\$	23,424	4%	\$	2,708,184	\$	2,618,178	\$	90,005	3%
3% Hotel/Motel		94,531		82,472		12,059	15%		390,233	\$	391,027		(793)	0%
1% Hotel/Motel		31,509		27,490		4,019	15%		129,826	\$	130,486		(661)	-1%

Embassy Suites 3%

	January	February	March	April	May	June	Mid-Yr Totals	
TOTALS	\$ 16,909.1	.6 \$ 17,335.81	\$ 22,897.73	\$ 19,570.46	\$ 23,324.80	N/A	\$ 100,037.96	
							-	
	July	August	September	October	November	December	YTD Totals	
TOTALS	N/A	N/A	N/A	N/A	N/A	N/A	\$ 100,037.96	

Advertising and Promotion Funds City of Jonesboro, Arkansas May 2024

In-Kind (First National Bank)

Comfort Inn Jonesboro

Sponsorship					
Sponsor	Description	Date		Amou	nt
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 E	vent Sponsorship	\$	21,500
Expense					
Рауее	Description	Date	Check No.	Amou	nt
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
ACI I Custom Foundation Inc.	Concert, Hall rental, t-shirts	3/8/2024	154355		19,041
ASU System Foundation Inc		-, -,			
,	Flowers	3/8/2024	154429		300
ASU System Foundation Inc Elizabeth Spencer Downtown Jonesboro Alliance					

Hotel Rooms for Charter Drivers 3/22/2024 154670 927 Total Event Expense \$ 80,596

3/20/2024

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

N/A

1,750

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 B	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
Note: \$4,880.32 paid Dec 2023 for Sola	ar Eclipse glasses				
			tal Event Expense		8,007

Conference Receptions

2024 Eclipse Net Activities \$ (1,992) Advertising and Promotion Funds City of Jonesboro, Arkansas May 2024

Fund 80 - Hotel/Motel 3% Fund Expenditure

	Fund 80 - Hotel/Motel 3% Fund Expen	diture			
Grant Award					
Payee	Description	Date	Check No.	Amo	ount
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
			nt Award Expense	\$	256,500
Administrative Expense				Ŧ	,
Payee	Description	Date	Check No.	Amo	ount
Christy Appleton	Administrative	YTD	Check	\$	5,000
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH		24,712
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH		2,244
The Solutions Group	Website Hosting/Maint & Design	YTD	Check		5,350
Young Investments	Office Space	YTD	Check		3,900
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check		2,667
Insurance & Licenses	Detail Available Upon Request	YTD	Check		150
Professional Services	Detail Available Upon Request	YTD	Check		44
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		826
			istrative Expense	\$	64,509
Other			•		
Payee	Description	Date	Check No.	Amo	ount
JHP/Embassy Suites	2023 Reimbursements (Q4)	Jan	Check		62,036
JHP/Embassy Suites	2024 Reimbursements (Q1 - Q3)	YTD	Check		57,143
		Tot	tal Other Expense	\$	119,179
		Total	3% H/M Expense	Ś	440,188
					,
Sports Complex Project	Fund 82 - Prepared Foods Fund Expend	aiture			
Payee	Description	Date	Check No.	Amo	ount
Professional Services		- 410			
Eastern Sports Management	Design Consultation	2/22/2024	154178	\$	31,136
Mark Nichols	Traffic Impact Study - 40%	3/8/2024	154477	ڔ	8,320
Waddell Cole & Jones PA	Legal Services	4/22/2024	155284		4,309
Crafton Tull & Associates	Design Services	YTD	Checks		983,656
Land Acquisition	Land Appuisition Dags Church	4/2/2024	454007	ć	1 102 105
Professional Title Services	Land Acquisition-Race Street	4/2/2024	154837	\$	1,102,105
Administrativa Evnanca	To	otal Sports Complex	x Project Expense	Ş	2,129,526

Payee	Description	Date	Check No.	Αποι	int
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	\$	24,712
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH		1,890
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		1,000
		Total Adm	inistrative Expen	se \$	27,870

Total Prepared Foods Expense \$ 2,157,396