

Advertising and Promotion Funds
City of Jonesboro, Arkansas
October 2024

	Prepared Foods Fund		3% Hotel/Motel Fund		1% Hotel/Motel Fund	
	Monthly	Annual	Monthly	Annual	Monthly	Annual
Beginning Fund Balance	\$ 8,767,415	\$ 6,842,619	\$ 376,196	\$ 394,252	\$ 909,839	\$ 651,554
NET Prepared Foods	539,055	2,237,067				
NET 3%			(35,849)	(2,444)		
NET 1%					26,609	261,589
Event Net Activity - Governors Conference			-	(59,096)		
Event Net Activity -2024 Eclipse			-	(3,115)		
Sponsorship			-	1,000		
Interest Earnings	26,887	253,670	1,086	10,836	2,765	26,069
Current Fund Balance	\$ 9,333,356	\$ 9,333,356	\$ 341,433	\$ 341,433	\$ 939,213	\$ 939,213

Prepared Foods Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 560,574	\$ 5,436,159	\$ 599,719	491,743	524,080	548,266
Expenses	21,519	3,199,092				
NET	\$ 539,055	\$ 2,237,067				
			July	August	September	October
			\$ 579,845	538,616	519,704	560,574
			November	December		
			N/A	N/A		
			Total	\$ 3,237,420		\$ 5,436,159

3% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 79,828	\$ 784,951	\$ 68,767	62,247	81,714	82,975
Expenses	115,677	787,395				
NET	\$ (35,849)	\$ (2,444)				
			July	August	September	October
			\$ 81,466	80,454	79,616	79,828
			November	December		
			N/A	N/A		
			Total	\$ 463,587		\$ 784,951

1% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 26,609	\$ 261,589	\$ 22,922	20,749	27,030	27,616
Expenses	-	-				
NET	\$ 26,609	\$ 261,589				
			July	August	September	October
			\$ 27,155	26,818	26,540	26,609
			November	December		
			N/A	N/A		
			Total	\$ 154,468		\$ 261,589

Monthly & YTD Comparisons

	Monthly				YTD			
	Current Yr	Prior Yr	\$ Change	% Change	Current Yr	Prior Yr	\$ Change	% Change
Prepared Foods	\$ 560,574	\$ 510,850	\$ 49,723	10%	\$ 5,436,159	\$ 5,192,779	\$ 243,380	5%
3% Hotel/Motel	79,828	92,753	(12,925)	-14%	784,951	811,916	(26,965)	-3%
1% Hotel/Motel	26,609	30,918	(4,309)	-14%	261,589	270,780	(9,191)	-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	\$ 21,377.37	\$ 22,579.70	\$ 19,292.06	N/A	N/A	\$ 207,154.47

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	3 @ \$5,000	Various	15,000
Downtown Jonesboro Alliance	Quarterly Program Support Payments	3 @ \$7,500	Various	22,500
The Foundation of Arts	Quarterly Program Support Payments	3 @ \$23,750	Various	71,250
Hispanic Community Services	Quarterly Program Support Payments	3 @ \$3,750	Various	11,250
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
NEA Children's Museum	Feasibility Study	9/23/2024	157570	10,000
Red Wolf Renaissance Fair	Community Partnership	9/9/2024	157335	250
Red Wolf Foundation	County Judges Association - Facility Rental	9/9/2024	157334	2,000
Christmas Attractions LLC	Christmas in the Park	10/8/2024	157740	10,000
Jbr Softball Assoc/Koehn Contracting	Tournament Support/Field 10 Reno	YTD	Various	33,445
Total Grant Award Expense				\$ 409,695

Administrative Expense				
Payee	Description	Date	Check No.	Amount
Christy Appleton	Administrative	YTD	Check	\$ 10,000
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	47,404
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	3,980
Young Investments	Office Space	YTD	Check	7,800
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check	3,352
Insurance & Licenses	Detail Available Upon Request	YTD	Check	300
Professional Services	Detail Available Upon Request	YTD	Check	8,235
Advertising & Promotion	Detail Available Upon Request	YTD	Check	28,709
Supplies	Detail Available Upon Request	YTD	Check	1,537
Office Supplies	Detail Available Upon Request	YTD	Check	869
Website Hosting/Maint & Design	Detail Available Upon Request	YTD	Check	15,616
Total Administrative Expense				\$ 127,801

Other				
Payee	Description	Date	Check No.	Amount
JHP/Embassy Suites	2023 Reimbursements (Q4)	Jan	Check	\$ 62,036
JHP/Embassy Suites	2024 Reimbursements (Q1, Q2, Q3)	YTD	Check	187,862
Total Other Expense				\$ 249,898
Total 3% H/M Expense				\$ 787,395

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	4,866
Womack Phelps Puryear Mayfield ...	Legal Services	9/9/2024	157385	300
Crafton Tull & Associates	Design Services	YTD	Check	1,967,403
Victus Advisors	Feasibility Study	YTD	Check	16,633
Total Professional Services				\$ 2,041,138

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				\$ 3,143,243

Administrative Expense				
Payee	Description	Date	Check No.	Amount
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	\$ 47,404
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	3,626
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check	1,689
Advertising & Promotion	Detail Available Upon Request	YTD	Check	130
Maintenance Bldg & Grounds	Detail Available Upon Request	YTD	Check	3,000
Total Administrative Expense				\$ 55,849

Total Prepared Foods Expense \$ 3,199,092