

Advertising and Promotion Funds  
 City of Jonesboro, Arkansas  
 September 2024

	Prepared Foods Fund		3% Hotel/Motel Fund		1% Hotel/Motel Fund	
	Monthly	Annual	Monthly	Annual	Monthly	Annual
Beginning Fund Balance	\$ 8,227,036	\$ 6,842,619	\$ 369,570	\$ 394,252	\$ 880,483	\$ 651,554
NET Prepared Foods	514,273	1,698,459				
NET 3%			6,602	34,501		
NET 1%					26,540	234,980
Event Net Activity - Governors Conference			-	(59,096)		
Event Net Activity -2024 Eclipse			-	(3,115)		
Sponsorship			-	1,000		
Interest Earnings	26,552	226,783	1,120	9,748	2,817	23,305
Current Fund Balance	\$ 8,767,861	\$ 8,767,861	\$ 377,291	\$ 377,291	\$ 909,839	\$ 909,839

Prepared Foods Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 519,704	\$ 4,875,585	\$ 599,719	491,743	524,080	548,266
Expenses	5,431	3,177,126		544,376	529,236	
NET	\$ 514,273	\$ 1,698,459				
			Total	\$ 3,237,420		\$ 4,875,585

3% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 79,616	\$ 705,123	\$ 68,767	62,247	81,714	82,975
Expenses	73,014	670,622		94,531	73,354	
NET	\$ 6,602	\$ 34,501				
			Total	\$ 463,587		\$ 705,123

1% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 26,540	\$ 234,980	\$ 22,922	20,749	27,030	27,616
Expenses	-	-		31,509	24,642	
NET	\$ 26,540	\$ 234,980				
			Total	\$ 154,468		\$ 234,980

Monthly & YTD Comparisons

	Monthly				YTD			
	Current Yr	Prior Yr	\$ Change	% Change	Current Yr	Prior Yr	\$ Change	% Change
Prepared Foods	\$ 519,704	\$ 534,293	\$ (14,588)	-3%	\$ 4,875,585	\$ 4,681,929	\$ 193,656	4%
3% Hotel/Motel	79,616	78,964	652	1%	705,123	719,163	(14,040)	-2%
1% Hotel/Motel	26,540	26,317	222	1%	234,980	239,862	(4,882)	-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	\$ 22,579.70	N/A	N/A	N/A	\$ 187,862.41

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

Grant Award				
Payee	Description	Date	Check No.	Amount
<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	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
<b>Total Grant Award Expense</b>				<b>\$ 366,250</b>

Administrative Expense				
Payee	Description	Date	Check No.	Amount
Christy Appleton	Administrative	YTD	Check	\$ 9,000
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	42,865
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	3,633
Young Investments	Office Space	YTD	Check	7,800
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check	3,329
Insurance & Licenses	Detail Available Upon Request	YTD	Check	270
Professional Services	Detail Available Upon Request	YTD	Check	8,227
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	834
Website Hosting/Maint & Design	Detail Available Upon Request	YTD	Check	14,616
<b>Total Administrative Expense</b>				<b>\$ 120,820</b>

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
<b>Total Other Expense</b>				<b>\$ 183,552</b>
<b>Total 3% H/M Expense</b>				<b>\$ 670,622</b>

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
<b>Total Professional Services</b>				<b>\$ 2,024,505</b>

Land Acquisition				
Payee	Description	Date	Check No.	Amount
Professional Title Services	Land Acquisition-Race Street	4/2/2024	154837	\$ 1,102,105
<b>Total Land Acquisition</b>				<b>\$ 1,102,105</b>
<b>Total Sports Complex Project Expense</b>				<b>\$ 3,126,610</b>

Administrative Expense				
Payee	Description	Date	Check No.	Amount
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	\$ 42,865
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	3,279
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check	1,242
Advertising & Promotion	Detail Available Upon Request	YTD	Check	130
Maintenance Bldg & Grounds	Detail Available Upon Request	YTD	Check	3,000
<b>Total Administrative Expense</b>				<b>\$ 50,517</b>
<b>Total Prepared Foods Expense</b>				<b>\$ 3,177,126</b>