

**Advertising and Promotion Funds**  
**City of Jonesboro, Arkansas**  
**December 2024**

	Prepared Foods Fund		3% Hotel/Motel Fund		1% Hotel/Motel Fund	
	Monthly	Annual	Monthly	Annual	Monthly	Annual
<b>Beginning Fund Balance</b>	\$ 9,903,159	\$ 6,842,619	\$ 361,474	\$ 394,252	\$ 968,160	\$ 651,554
<b>NET Prepared Foods</b>	(167,933)	2,612,748				
<b>NET 3%</b>			(103,009)	(85,884)		
<b>NET 1%</b>					(925,517)	(637,594)
Event Net Activity - Governors Conference			-	(59,096)		
Event Net Activity -2024 Eclipse			-	(3,115)		
Event Net Activity -2025 Jonesboro Gravel			(16,000)	(16,000)		
Sponsorship			(56)	444		
Interest Earnings	26,693	306,552	937	12,745	2,647	31,329
<b>Current Fund Balance</b>	\$ 9,761,919	\$ 9,761,919	\$ 243,346	\$ 243,346	\$ 45,289	\$ 45,289

**Prepared Foods Fund**

	Monthly	YTD	Monthly Tax Collections			
			January	February	July	August
Revenues	\$ 499,203	\$ 6,504,280	\$ 599,719	491,743	\$ 579,845	538,616
Expenses	667,136	3,891,532	524,080	548,266	519,704	560,574
<b>NET</b>	\$ (167,933)	\$ 2,612,748	544,376	529,236	568,918	499,203
			<b>Total</b>	<b>\$ 3,237,420</b>		<b>\$ 6,504,280</b>

**3% Hotel/Motel Fund**

	Monthly	YTD	Monthly Tax Collections			
			January	February	July	August
Revenues	\$ 73,448	\$ 936,513	\$ 68,767	62,247	\$ 81,466	80,454
Expenses	176,457	1,022,397	81,714	82,975	79,616	79,828
<b>NET</b>	\$ (103,009)	\$ (85,884)	94,531	73,354	78,114	73,448
			<b>Total</b>	<b>\$ 463,587</b>		<b>\$ 936,513</b>

**1% Hotel/Motel Fund**

	Monthly	YTD	Monthly Tax Collections			
			January	February	July	August
Revenues	\$ 24,483	\$ 312,406	\$ 22,922	20,749	\$ 27,155	26,818
Exp - JMC Soccer Turf Project	950,000	950,000	27,030	27,616	26,540	26,609
<b>NET</b>	\$ (925,517)	\$ (637,594)	31,509	24,642	26,334	24,483
			<b>Total</b>	<b>\$ 154,468</b>		<b>\$ 312,406</b>

**Monthly & YTD Comparisons**

	Monthly				YTD			
	Current Yr	Prior Yr	\$ Change	% Change	Current Yr	Prior Yr	\$ Change	% Change
<b>Prepared Foods</b>	\$ 499,203	\$ 484,556	\$ 14,647	3%	\$ 6,504,280	\$ 6,198,742	\$ 305,538	5%
<b>3% Hotel/Motel</b>	73,448	71,820	1,628	2%	936,513	977,913	(41,401)	-4%
<b>1% Hotel/Motel</b>	24,483	23,941	542	2%	312,406	326,113	(13,707)	-4%

**Embassy Suites 3%**

	January	February	March	April	May	June	Mid-Yr Totals
<b>TOTALS</b>	\$ 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
<b>TOTALS</b>	\$ 22,389.08	\$ 21,377.37	\$ 22,579.70	\$ 19,292.06	\$ 23,112.65	\$ 18,703.19	\$ 248,970.31

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				
<b>Total Event Expense</b>				<b>\$ 9,130</b>

**2024 Eclipse Net Activities \$ (3,115)**

2025 Jonesboro Gravel

Expense

Payee	Description	Date	Check No.	Amount
All Sports Productions Inc	Brand Dev, Adv & Promotion	12/23/2024	158909	16,000
<b>Total Event Expense</b>				<b>\$ 16,000</b>

**2025 Jonesboro Gravel Net Activities \$ (16,000)**

**Fund 80 - Hotel/Motel 3% Fund Expenditure**

<b>Grant Award</b>					
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	4 @ \$5,000	Various		20,000
Downtown Jonesboro Alliance	Quarterly Program Support Payments	4 @ \$7,500	Various		30,000
The Foundation of Arts	Quarterly Program Support Payments	4 @ \$23,750	Various		95,000
Hispanic Community Services	Quarterly Program Support Payments	4 @ \$3,750	Various		15,000
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 Renovation	YTD	Various		35,000
Parish Automotive LLC DBA DNW	Regional Duck Call Contest	11/8/2024	158396		3,000
St. Bernards Womens Advisory Board	Pink Warrior Event	11/22/2024	158662		5,000
Jonesboro City Stars Booster Club	Jonesboro Christmas Parade	11/22/2024	158597		500
AR Recreation & Park Assoc	AR Rec & Parks Annual Convention	12/9/2024	158732		5,000
Jonesboro City Stars Booster Club	Youth Sports League & Tournaments	12/9/2024	158811		35,000
Downtown Jonesboro Alliance	JoyFest	12/23/2024	158980		15,000
Downtown Jonesboro BBQ Fest	Annual BBQ Fest	12/31/2024	Transfer		100,000
Jonesboro Police DARE	Dare To Be A Champion	12/31/2024	Transfer		10,000
				<b>Total Grant Award Expense</b>	<b>\$ 624,750</b>

<b>Administrative Expense</b>					
Payee	Description	Date	Check No.	Amount	
Christy Appleton	Administrative	YTD	Check	\$	12,000
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH		58,500
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH		4,829
Young Investments	Office Space	YTD	Check		7,800
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check		3,780
Insurance & Licenses	Detail Available Upon Request	YTD	Check		445
Professional Services	Detail Available Upon Request	YTD	Check		10,105
Advertising & Promotion	Detail Available Upon Request	YTD	Check		29,599
Supplies	Detail Available Upon Request	YTD	Check		1,537
Office Supplies	Detail Available Upon Request	YTD	Check		1,154
Website Hosting/Maint & Design	Detail Available Upon Request	YTD	Check		18,001
				<b>Total Administrative Expense</b>	<b>\$ 147,749</b>

<b>Other</b>					
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
				<b>Total Other Expense</b>	<b>\$ 249,898</b>
				<b>Total 3% H/M Expense</b>	<b>\$ 1,022,397</b>

**Fund 82 - Prepared Foods Fund Expenditure**

<b>Sports Complex Project</b>					
<b>Professional Services</b>					
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		7,795
Womack Phelps Puryear Mayfield ...	Legal Services	9/9/2024	157385		300
Crafton Tull & Associates	Design Services	YTD	Check		2,625,873
Victus Advisors	Feasibility Study	YTD	Check		33,267
Associated Engineering LLC	Minor Plat	12/23/2024	158926		850
				<b>Total Professional Services</b>	<b>\$ 2,720,021</b>

<b>Land Acquisition</b>					
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>\$ 3,822,126</b>

<b>Administrative Expense</b>					
Payee	Description	Date	Check No.	Amount	
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	\$	58,500
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH		4,475
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check		2,076
Advertising & Promotion	Detail Available Upon Request	YTD	Check		130
Maintenance Bldg & Grounds	Detail Available Upon Request	YTD	Check		4,225
				<b>Total Administrative Expense</b>	<b>\$ 69,406</b>

**Total Prepared Foods Expense \$ 3,891,532**