

Advertising and Promotion Funds
City of Jonesboro, Arkansas
February 2025

	Prepared Foods Fund		3% Hotel/Motel Fund		1% Hotel/Motel Fund	
	Monthly	Annual	Monthly	Annual	Monthly	Annual
Beginning Fund Balance	\$ 10,354,633	\$ 9,761,919	\$ 229,770	\$ 243,346	\$ 72,626	\$ 45,289
NET Prepared Foods	511,201	1,078,217				
NET 3%			(77,706)	(91,926)		
NET 1%					20,264	46,344
Event Net Activity -2025 Jonesboro Gravel			-	-		
Interest Earnings	24,588	50,286	408	1,052	186	1,442
Current Fund Balance	\$ 10,890,421	\$ 10,890,421	\$ 152,472	\$ 152,472	\$ 93,075	\$ 93,075

Prepared Foods Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 529,880	\$ 1,118,415	\$ 588,535	529,880	N/A	N/A
Expenses	18,679	40,198	N/A	N/A	N/A	N/A
NET	\$ 511,201	\$ 1,078,217	N/A	N/A	N/A	N/A
			May	June	July	August
			N/A	N/A	N/A	N/A
			September	October	November	December
			N/A	N/A	N/A	N/A
			December			
			N/A			
			Total	\$ 1,118,415		\$ 1,118,415

3% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 60,792	\$ 139,033	\$ 78,240	60,792	N/A	N/A
Expenses	138,498	230,958	N/A	N/A	N/A	N/A
NET	\$ (77,706)	\$ (91,926)	N/A	N/A	N/A	N/A
			May	June	July	August
			N/A	N/A	N/A	N/A
			September	October	November	December
			N/A	N/A	N/A	N/A
			December			
			N/A			
			Total	\$ 139,033		\$ 139,033

1% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 20,264	\$ 46,344	\$ 26,080	20,264	N/A	N/A
Exp - JMC Soccer Turf Project	-	-	N/A	N/A	N/A	N/A
NET	\$ 20,264	\$ 46,344	N/A	N/A	N/A	N/A
			May	June	July	August
			N/A	N/A	N/A	N/A
			September	October	November	December
			N/A	N/A	N/A	N/A
			December			
			N/A			
			Total	\$ 46,344		\$ 46,344

Monthly & YTD Comparisons

	Monthly				YTD			
	Current Yr	Prior Yr	\$ Change	% Change	Current Yr	Prior Yr	\$ Change	% Change
Prepared Foods	\$ 529,880	\$ 491,743	\$ 38,137	8%	\$ 1,118,415	\$ 1,091,462	\$ 26,953	2%
3% Hotel/Motel	60,792	62,247	(1,455)	-2%	139,033	131,014	8,019	6%
1% Hotel/Motel	20,264	20,749	(485)	-2%	46,344	43,671	2,673	6%

Embassy Suites 3%

	January	February	March	April	May	June	Mid-Yr Totals
TOTALS	\$ 16,168.87	\$ 15,365.13	N/A	N/A	N/A	N/A	\$ 31,534.00

	July	August	September	October	November	December	YTD Totals
TOTALS	N/A	N/A	N/A	N/A	N/A	N/A	\$ 31,534.00

Fund 80 - Hotel/Motel 3% Fund Expenditure

Grant Award				
Payee	Description	Date	Check No.	Amount
2024 Grant Awards				
Martin Luther King Commission	MLK Day Parade	1/8/2025	159299	\$ 2,500
Red Wolf Foundation	Athletic Events held in Jonesboro (2024)	2/10/2025	159660	50,000
Crowley's Ridge Cruisers	Annual Car Show	2/10/2025	159580	4,000
NEA Baptist Charitable Foundation	Annual Duck Classic	2/10/2025	159644	10,000
2025 Grant Awards				
Miss Greater Jbr Scholarship Org	Scholarship Pageant	1/8/2025	159300	\$ 2,500
ASU Club Softball	Softball Tournaments and Camps	2/10/2025	159543	10,000
Jets Aquatic Club	Spring Swim Clinic	2/10/2025	159620	25,000
Jonesboro Firefighters Local 3718	Firefighters L3718 Pickle Ball Tournament	2/10/2025	159624	1,000
Delta Symphony Orchestra	Annual Program Support-Qtr 1	2/24/2025	159775	3,750
The Foundation of Arts	Annual Program Support-Qtr 1	2/24/2025	159786	15,000
Downtown Jonesboro Alliance	Annual Program Support-Qtr 1	2/24/2025	159779	6,250
Hispanic Community Services	Annual Program Support-Qtr 1	2/24/2025	159798	3,000
Total Grant Award Expense				\$ 133,000
Administrative Expense				
Payee	Description	Date	Check No.	Amount
Christy Appleton	Administrative	YTD	Check	\$ 2,000
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	9,077
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	694
Young Investments	Office Space	YTD	Check	3,900
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check	614
Insurance & Licenses	Detail Available Upon Request	YTD	Check	120
Professional Services	Detail Available Upon Request	YTD	Check	15,020
Advertising & Promotion	Detail Available Upon Request	YTD	Check	913
Supplies	Detail Available Upon Request	YTD	Check	0
Office Supplies	Detail Available Upon Request	YTD	Check	0
Website Hosting/Maint & Design	Detail Available Upon Request	YTD	Check	2,485
A&P Misc Event Sponsorship	Detail Available Upon Request	YTD	Check	2,027
Total Administrative Expense				\$ 36,850
Other				
Payee	Description	Date	Check No.	Amount
JHP/Embassy Suites	2024 Reimbursements (Q4)	1/22/2025	159417	\$ 61,108
Total Other Expense				\$ 61,108
Total 3% H/M Expense				\$ 230,958

Fund 82 - Prepared Foods Fund Expenditure

Sports Complex Project				
Professional Services				
Payee	Description	Date	Check No.	Amount
Victus Advisors	Feasibility Study	1/8/2025	159292	16,633
Sports Facilities Advisory LLC	Facility Advisory Services	2/10/2025	159678	13,500
Total Professional Services				\$ 30,133
Total Sports Complex Project Expense				\$ 30,133
Administrative Expense				
Payee	Description	Date	Check No.	Amount
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	\$ 9,077
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	694
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check	293
Advertising & Promotion	Detail Available Upon Request	YTD	Check	0
Maintenance Bldg & Grounds	Detail Available Upon Request	YTD	Check	0
Total Administrative Expense				\$ 10,065
Total Prepared Foods Expense				\$ 40,198

	\$ 271,156
Sponsorship	\$ -
Exp Event	\$ -
	\$ 271,156