

**Advertising and Promotion Funds**  
**City of Jonesboro, Arkansas**  
**March 2025**

	Prepared Foods Fund		3% Hotel/Motel Fund		1% Hotel/Motel Fund	
	Monthly	Annual	Monthly	Annual	Monthly	Annual
<b>Beginning Fund Balance</b>	\$ 10,890,421	\$ 9,761,919	\$ 152,472	\$ 243,346	\$ 93,075	\$ 45,289
<b>NET Prepared Foods</b>	479,350	1,557,566				
<b>NET 3%</b>			23,854	(68,071)		
<b>NET 1%</b>					22,126	68,470
<b>Event Net Activity -2025 Jonesboro Gravel</b>			-	-		
<b>Website Ad Sales</b>			400	400		
<b>Interest Earnings</b>	28,616	78,902	418	1,469	264	1,706
<b>Current Fund Balance</b>	\$ 11,398,387	\$ 11,398,387	\$ 177,144	\$ 177,144	\$ 115,465	\$ 115,465

**Prepared Foods Fund**

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 503,652	\$ 1,622,067	\$ 588,535	529,880	503,652	N/A
Expenses	24,303	64,501	N/A	N/A	N/A	N/A
<b>NET</b>	<b>\$ 479,350</b>	<b>\$ 1,557,566</b>	<b>\$ 1,622,067</b>			<b>\$ 1,622,067</b>

**3% Hotel/Motel Fund**

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 66,377	\$ 205,410	\$ 78,240	60,792	66,377	N/A
Expenses	42,523	273,481	N/A	N/A	N/A	N/A
<b>NET</b>	<b>\$ 23,854</b>	<b>\$ (68,071)</b>	<b>\$ 205,410</b>			<b>\$ 205,410</b>

**1% Hotel/Motel Fund**

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 22,126	\$ 68,470	\$ 26,080	20,264	22,126	N/A
Exp - JMC Soccer Turf Project	-	-	N/A	N/A	N/A	N/A
<b>NET</b>	<b>\$ 22,126</b>	<b>\$ 68,470</b>	<b>\$ 68,470</b>			<b>\$ 68,470</b>

**Monthly & YTD Comparisons**

	Monthly				YTD			
	Current Yr	Prior Yr	\$ Change	% Change	Current Yr	Prior Yr	\$ Change	% Change
<b>Prepared Foods</b>	\$ 503,652	\$ 524,080	\$ (20,427)	-4%	\$ 1,622,067	\$ 1,615,541	\$ 6,525	0%
<b>3% Hotel/Motel</b>	66,377	81,714	(15,336)	-19%	205,410	212,727	(7,318)	-3%
<b>1% Hotel/Motel</b>	22,126	27,030	(4,904)	-18%	68,470	70,701	(2,231)	-3%

**Embassy Suites 3%**

	January	February	March	April	May	June	Mid-Yr Totals
<b>TOTALS</b>	\$ 16,168.87	\$ 15,365.13	\$ 17,777.31	N/A	N/A	N/A	\$ 49,311.31

	July	August	September	October	November	December	YTD Totals
<b>TOTALS</b>	N/A	N/A	N/A	N/A	N/A	N/A	\$ 49,311.31

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

<b>Grant Award</b>				
<b>Payee</b>	<b>Description</b>	<b>Date</b>	<b>Check No.</b>	<b>Amount</b>
<b>2024 Grant Awards</b>				
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
<b>2025 Grant Awards</b>				
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
Phi Beta Sigma (Alumni Chapter)	PBS/Zeta Phi Beta State Meeting	3/10/2025	160029	2,500
Disc Side of Heaven	The Jonesboro Open - Disc Golf Pro Tour	3/10/2025	159980	10,000
Jonesboro Business Association	Jonesboro Crawfish Festival	3/24/2025	160211	2,500
Jonesboro University Heights Lions Club	Pickle Ball Tournament	3/24/2025	160301	1,000
Northside Jonesboro Reunion	2025 Reunion	3/24/2025	160243	2,500
Missouri Arkansas Kiwanis International	2025 Conference	3/24/2025	160231	500
Arkansas Interscholastic Cycling League	NICA Arkansas Regional Race	3/24/2025	160110	15,000
<b>Total Grant Award Expense</b>				<b>\$ 167,000</b>

<b>Administrative Expense</b>				
<b>Payee</b>	<b>Description</b>	<b>Date</b>	<b>Check No.</b>	<b>Amount</b>
Christy Appleton	Administrative	YTD	Check	\$ 3,000
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	13,615
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	1,042
Young Investments	Office Space	YTD	Check	3,900
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check	1,947
Insurance & Licenses	Detail Available Upon Request	YTD	Check	180
Professional Services	Detail Available Upon Request	YTD	Check	15,030
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	3,720
A&P Misc Event Sponsorship	Detail Available Upon Request	YTD	Check	2,027
<b>Total Administrative Expense</b>				<b>\$ 45,373</b>

<b>Other</b>				
<b>Payee</b>	<b>Description</b>	<b>Date</b>	<b>Check No.</b>	<b>Amount</b>
JHP/Embassy Suites	2024 Reimbursements (Q4)	1/22/2025	159417	\$ 61,108
JHP/Embassy Suites	2025 Reimbursements (Q1, Q2, Q3)	YTD	Check	
<b>Total Other Expense</b>				<b>\$ 61,108</b>
<b>Total 3% H/M Expense</b>				<b>\$ 273,481</b>

**Fund 82 - Prepared Foods Fund Expenditure**

<b>Sports Complex Project</b>				
<b>Professional Services</b>				
<b>Payee</b>	<b>Description</b>	<b>Date</b>	<b>Check No.</b>	<b>Amount</b>
Victus Advisors	Feasibility Study	1/8/2025	159292	16,633
Waddell Cole & Jones PA	Legal Services	YTD	Check	2,338
Sports Facilities Advisory LLC	Facility Advisory Services	YTD	Check	27,000
Artents	Sports Complex Groundbreaking Event	3/24/2025	160112	\$ 1,553
<b>Total Professional Services</b>				<b>\$ 47,524</b>

**Total Sports Complex Project Expense \$ 47,524**

<b>Administrative Expense</b>				
<b>Payee</b>	<b>Description</b>	<b>Date</b>	<b>Check No.</b>	<b>Amount</b>
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	\$ 13,615
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH	1,042
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check	325
Dues & Subscriptions	Detail Available Upon Request	YTD	Check	1,995
<b>Total Administrative Expense</b>				<b>\$ 16,977</b>
<b>Total Prepared Foods Expense</b>				<b>\$ 64,501</b>