

**CITY OF MONROE  
CONVENTION & VISITORS BUREAU AUTHORITY  
FEBRUARY 13, 2025 – 9:00 A.M.**

**AGENDA**

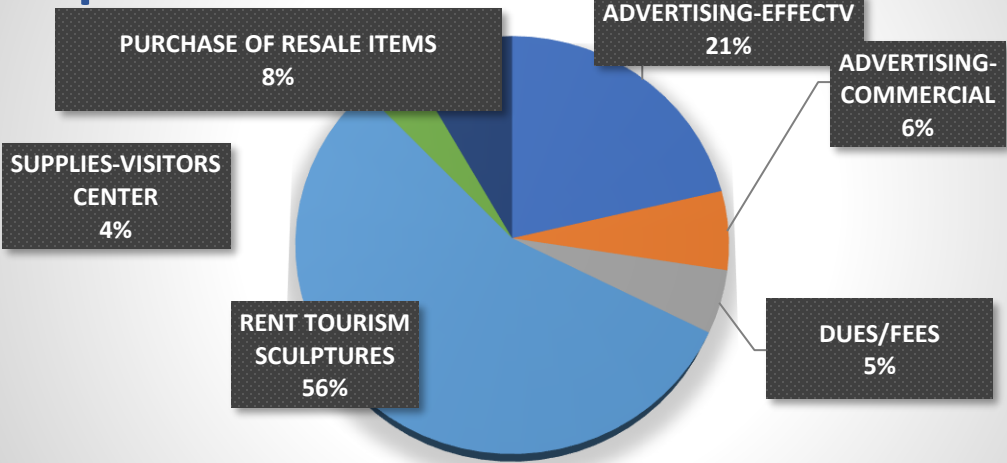
- I. CALL TO ORDER**
  - 1. Roll Call**
  - 2. Approval of Financial Statements**
    - a. December Financials**
  
- II. CHAIRMAN UPDATE**
  
- III. DIRECTOR UPDATE**
  
- IV. OLD BUSINESS**
  
- V. NEW BUSINESS**
  
- VI. ANNOUNCEMENTS**
  - 1. Next Meeting – March 13, 2025 at 9:00 am at City Hall**
  
- VII. ADJOURN**

# CONVENTION & VISITORS BUREAU

Preliminary December 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	3,227	95,801
Expense	43,840	59,771
<u>Profit/(Loss)</u>	<u>(40,613)</u>	<u>36,031</u>

## CVB Expenses





Monroe, GA

# CVB Income Statement

## Account Summary

For Fiscal: 2024 Period Ending: 12/31/2024

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	75,000.00	75,000.00	2,497.37	95,071.67	-20,071.67
<a href="#">003-7540-347900</a>	RETAIL SALES REVENUE	0.00	0.00	729.63	729.63	-729.63
	<b>Revenue Total:</b>	<b>75,000.00</b>	<b>75,000.00</b>	<b>3,227.00</b>	<b>95,801.30</b>	
<b>Expense</b>						
<a href="#">003-7540-522324</a>	RENT TOURISM SCULPTURES	0.00	33,100.00	33,100.00	33,100.00	0.00
<a href="#">003-7540-523300</a>	ADVERTISING - EFFECTV	12,000.00	12,000.00	2,005.00	12,755.25	-755.25
<a href="#">003-7540-523313</a>	ADVERTISING - DIRECT MAIL	10,000.00	10,000.00	0.00	0.00	10,000.00
<a href="#">003-7540-523314</a>	ADVERTISING - MAGAZINES	5,000.00	5,000.00	400.00	400.00	4,600.00
<a href="#">003-7540-523315</a>	ADVERTISING - COMMERCIAL	5,000.00	5,000.00	0.00	3,250.00	1,750.00
<a href="#">003-7540-523400</a>	PRINTING	1,000.00	1,000.00	0.00	0.00	1,000.00
<a href="#">003-7540-523600</a>	DUES/FEES	500.00	2,830.00	2,381.84	2,933.99	-103.99
<a href="#">003-7540-531100</a>	OFFICE SUPPLIES & EXPENSES	2,000.00	2,000.00	0.00	0.00	2,000.00
<a href="#">003-7540-531122</a>	SUPPLIES-VISITORS CENTER	0.00	0.00	1,003.76	2,381.76	-2,381.76
<a href="#">003-7540-531590</a>	PURCHASE OF RESALE ITEMS	0.00	0.00	4,949.68	4,949.68	-4,949.68
<a href="#">003-7540-579001</a>	CONTINGENCIES	39,500.00	4,070.00	0.00	0.00	4,070.00
	<b>Expense Total:</b>	<b>75,000.00</b>	<b>75,000.00</b>	<b>43,840.28</b>	<b>59,770.68</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>-40,613.28</b>	<b>36,030.62</b>	



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# Trial Balance Account Summary

Date Range: 12/01/2024 - 12/31/2024

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
<b>Fund: 003 - CONVENTION &amp; VISTORS BUREAU</b>						
<b>Asset</b>						
<a href="#">003-111117</a>	CVB SYNOVUS	174,598.71	729.63	43,840.28	-43,110.65	131,488.06
<a href="#">003-111901</a>	ACCOUNTS RECEIVABLE - MISC	21,061.96	23,559.33	21,061.96	2,497.37	23,559.33
<b>Equity</b>						
<a href="#">003-135400</a>	FUND BALANCE-ASSIGNED	-119,016.77	0.00	0.00	0.00	-119,016.77
<b>Revenue</b>						
<a href="#">003-7540-314100</a>	HOTEL/MOTEL TAX	-92,574.30	21,061.96	23,559.33	-2,497.37	-95,071.67
<a href="#">003-7540-347900</a>	RETAIL SALES REVENUE	0.00	0.00	729.63	-729.63	-729.63
<b>Expense</b>						
<a href="#">003-7540-522324</a>	RENT TOURISM SCULPTURES	0.00	33,100.00	0.00	33,100.00	33,100.00
<a href="#">003-7540-523300</a>	ADVERTISING - EFFECTV	10,750.25	2,005.00	0.00	2,005.00	12,755.25
<a href="#">003-7540-523314</a>	ADVERTISING - MAGAZINES	0.00	400.00	0.00	400.00	400.00
<a href="#">003-7540-523315</a>	ADVERTISING - COMMERCIAL	3,250.00	0.00	0.00	0.00	3,250.00
<a href="#">003-7540-523600</a>	DUES/FEES	552.15	2,381.84	0.00	2,381.84	2,933.99
<a href="#">003-7540-531122</a>	SUPPLIES-VISITORS CENTER	1,378.00	1,003.76	0.00	1,003.76	2,381.76
<a href="#">003-7540-531590</a>	PURCHASE OF RESALE ITEMS	0.00	4,949.68	0.00	4,949.68	4,949.68
<b>Fund 003 Total:</b>		<b>0.00</b>	<b>89,191.20</b>	<b>89,191.20</b>	<b>0.00</b>	<b>0.00</b>
<b>Report Total:</b>		<b>0.00</b>	<b>89,191.20</b>	<b>89,191.20</b>	<b>0.00</b>	<b>0.00</b>