

Redondo Beach Travel and Tourism Financials (9.1.24-8.31.25)

Savings Account				
9/1/2024	Balance from 9/1/19-8/31/20 (to activate RBTT Account 1/22/2019)	\$100.00		
		Total Savings	\$100.00	
Checking Account				
			Contingency	Admin & Ops
			3%	10%
				Sales & Marketing
				87%
9/1/2024	Balance from 9/1/23-8/31/24 Period	\$1,269,688.49	\$93,068.89	\$195,405.66
	Expense Balance from 9/1/23-8/31/24 Period	(\$759,950.94)	\$0.00	(\$10,241.96)
	Carryover Balance from 23-24 Fiscal Year	\$509,737.55	\$93,068.89	\$185,163.70
10/4/2024	Deposit for July Disbursement	\$8,958.82	\$268.76	\$895.88
10/22/2024	Deposit for July balance/Aug 2024 Disbursement	\$142,411.35	\$4,272.34	\$14,241.14
12/5/2024	Deposit for September 2024 Disbursement	\$65,161.24	\$1,954.84	\$6,516.12
1/16/2025	Deposit for Oct 2024 Disbursement	\$58,936.07	\$1,768.08	\$5,893.61
1/29/2025	Deposit for Nov 2024 Disbursement	\$37,643.63	\$1,129.31	\$3,764.36
2/28/2025	Deposit for Dec 2024 Disbursement	\$62,910.65	\$1,887.32	\$6,291.07
		\$885,759.31	\$104,349.54	\$222,765.88
3/18/2025	Reallocation from Admin & Ops to S&M (\$80K) for \$55K Expedia and \$25 PSM Digital Marketing			(\$80,000.00)
		\$885,759.31	\$104,349.54	\$142,765.88
3/24/2025	Deposit for January 2025 Disbursement	\$59,706.53	\$1,791.20	\$5,970.65
		\$945,465.84	\$106,140.74	\$148,736.53
6/17/2025	Reallocation from Admin & Ops to S&M (\$100K) due to delay in Disbursements from the City			(\$100,000.00)
		\$945,465.84	\$106,140.74	\$48,736.53
7/16/2025	Deposit for 7/23 Disbursement	\$60,967.91	\$1,829.04	\$6,096.79
8/15/2025	Deposit for Feb-May Disbursements (est \$49,768.80 Feb/\$68,494.61 Mar/\$53,396.85 Apr/\$65,980.73 May)	\$163,197.80	\$4,895.93	\$16,319.78
			\$0.00	\$0.00
			\$0.00	\$0.00
Deposit Balance		\$1,169,631.55	\$112,865.71	\$71,153.10
			Contingency	Admin & Ops
EXPENSES				Sales & Marketing
9/13/2024	Check #1180 Paolucci Salling Martin Sept Integ Svcs Fee			(\$19,167.00)
9/18/2024	Intuit QB Fee for Sept 2024			(\$65.00)
10/15/2024	Check #1181 Paolucci Salling Martin. 11 invoices			(\$145,417.00)
	Domain renewal \$250. Google AdWords 3mo \$22.5K, Pmax 3mo \$13.5K, Demand Gen \$13.5K, Dig B/O \$15K			
	Dig B/O CTV \$19.5K, Tik Tok \$9K, FB Dig B/O \$13.5K, FB retargeting \$7.5K, FB Geo \$12K, Oct Integ Svc \$19,167			
10/16/2024	Intuit QB Fee for October 2024			(\$65.00)
11/5/2024	Check #1182 Paolucci Salling Martin Nov 2024 Integ Svcs Fee			(\$19,167.00)
11/15/2024	Intuit QB Fee November 2024			(\$65.00)
11/21/2024	United States Liability Insurance Co (12/24-12/25) ACH			(\$2,038.00)
12/4/2024	Check #1183 Paolucci Salling Martin Dec 2024 Integ Svcs Fees			(\$19,167.00)
12/4/2024	RBTT In person meeting at Portofino Hotel on 9.17.24			(\$533.82)
12/18/2024	Intuit QB Fee December 2024			(\$65.00)
1/3/2025	Check #1184 Paolucci Salling Martin Inv #40911-21 & #40974 (12inv), Dig Buyouts, Jan 2025 Integ Svc Fee			(\$152,767.00)
1/9/2025	Fahmia for 2023 Tax Return and State of the Info update, ACH			(\$900.00)
1/16/2025	Intuit QB fee January 2025			(\$65.00)
2/4/2025	Check #1185 Paolucci Salling Martin Inv #41143 & #41172. Dig BO Q1 Exp \$33K, Feb '25 Integ Svc Fee			(\$52,167.00)
2/18/2025	Intuit QB fee for February 2025			(\$65.00)
3/4/2025	Check #1186 Paolucci Salling Martin Inv #41243, 41365, 41415, 41471. Infl Campgn, Integ Svcs Fee, Meta			(\$49,967.00)
3/18/2025	Intuit QB Fee for March 2025			(\$65.00)

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