

	A	B	C
1	2016 CVB BUDGET - APPROVED. FINAL. 11/18/2015	2016 Actual	2016 Budget:
2	Carryover from previous year	\$47,425.44	
3	Lodging Revenues	\$147,354.07	\$214,000
4	Guidebook Ad Profits	\$4,091.05	\$5,041
5	EMT Grants	\$6,358.00	\$7,600
6	Total Budget Available	\$205,228.56	\$226,641
7		2016 Proposed	2016 Proposed
8	RESERVES		\$7,000
9	OPERATIONS	\$51,827.89	\$79,300
10	General Office	\$4,387.58	\$6,200
11	Postage	\$353.11	\$300
12	Printing	\$103.07	\$300
13	Supplies		\$300
14	Telephone	\$629.88	\$1,200
15	Meeting Expense/Annual Meeting	\$3,196.52	\$3,500
16	Misc. (bank charges, etc.)	\$105.00	\$600
17	Legal	\$0.00	\$2,500
18	Legal Counsel		\$1,000
19	Accounting Audit		\$1,500
20	Administration	\$47,440.31	\$70,600
21	Contract Services: Marketing Director and sub-contractors: Graphic Design, Photography, Videography, social media, admin, etc.	\$47,023.63	\$70,000
22	Training & Development (EMT Conference, etc.)	\$416.68	\$600
23	MARKETING MATERIALS	\$11,818.67	\$14,590
24	Website	\$2,127.00	\$2,840
25	Content Maintenance/Hosting	\$1,000.00	\$2,000
26	SEO	\$350.00	
27	Email Hosting info@DiscoverStillwater.com	\$237.00	\$300
28	Events Calendar Maintenance Fee	\$540.00	\$540
29	Visitor Guides	\$6,899.36	\$8,950
30	Fulfillment - LGI & Postage	\$4,749.88	\$7,000
31	MOA/Airport Distribution	\$875.00	\$1,050
32	Acrylic Displays for Guidebooks	\$423.41	\$300
33	Envelopes	\$851.07	\$600
34	Signage	\$608.22	\$800
35	Downtown IBA Maps		\$300
36	Welcome window decals	\$608.22	\$500
37	Printed/Promotional Materials	\$2,184.09	\$2,000
38	Lodging Tear-Off Maps	\$350.00	\$200
39	Pens		\$500

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7		2016 Proposed	2016 Proposed
40	Tote Bags	\$543.45	\$500
41	Mugs	\$489.64	\$500
42	Misc (Business Card, notes)	\$801.00	\$300
43	GRANT CO-OP SPONSORSHIPS	\$34,000.00	\$43,500
44	Ice Cream Social	\$500.00	\$500
45	Crusin on the Croix	\$1,500.00	\$1,500
46	Sculpture Tour	\$2,500.00	
47	Run Stillwater Half Marathon	\$1,000.00	\$1,000
48	Run Stillwater Log Run	\$500.00	\$500
49	Summer Tuesdays	\$1,500.00	\$1,500
50	Harvest Fest	\$8,100.00	\$9,000
51	Hometown for the Holidays		\$9,000
52	Paint the town Red Valentines Carriage Rides	\$2,500.00	\$2,500
53	Art Reach St. Croix	\$2,500.00	\$2,500
54	Lumberjack Days	\$5,000.00	\$5,000
55	National Gondola Event		\$2,000
56	MN Ironman Bicycle Ride	\$900.00	\$1,000
57	North Star Bicycle Festival & Grand Prix	\$1,000.00	\$1,000
58	Sticks in Stillwater Mite Hockey Tournament	\$6,500.00	\$6,500
59	GROUP TRAVEL MARKET- Advertising	\$0.00	\$600
60	ABA (Am. Bus.Assoc.) Convention Directory		\$600
61	MEETINGS/COPORATE EVENTS MARKET - Advertising	\$6,369.47	\$5,800
62	Fam Trips	\$624.61	\$700
63	Linked In	\$394.22	\$300
64	New Idea	\$5,050.64	\$500
65	MN Meetings & Events		\$4,000
66	Meetings Flier	\$300.00	\$300
67	WEDDINGS MARKET - Advertising	\$5,741.00	\$7,555
68	The Knot - Featured Online Storefront www.Theknot.com	\$5,460.00	\$5,460
69	Twin Cities Wedding Association - Wedding Fairs	\$281.00	\$1,895
70	Wedding Fair Expenses (Table, linens,electricity etc.)		\$200
71	VACATION TRAVELER MARKET- Advertising	\$50,982.38	\$79,608
72	Explore Minnesota Metro CVB Group Membership/Campaign	\$8,750.00	\$8,750
74	Photography Contest	\$281.01	\$1,000
75	Enewsletter/MailChimp	\$1,050.00	\$2,200
76	Sweepstakes	\$138.62	\$1,300
77	Digital Media	\$15,958.12	\$27,250
78	Ad Words - SEM/Digital Content Creation/Activiation	\$4,469.00	\$10,000

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7		2016 Proposed	2016 Proposed
79	Sponsored Content & Story Creation	\$2,000.00	\$2,000
80	Retargeting Advertising/Digital Display Banners	\$4,608.26	\$7,100
81	Social Media/Digital Misc.	\$3,936.86	\$6,000
82	AAA Online MN Getaway Sweepstakes	\$500.00	\$1,000
83	Area Ski Resorts	\$69.00	\$800
84	Explore Minnesota.com	\$375.00	\$350
85	Tourism Guidebooks/Directories (Print/online)	\$11,890.00	\$16,665
86	SCVRTA Membership & Directory Add	\$150.00	\$1,425
87	EMT 2015 Minnesota Travel Guide	\$3,380.00	\$3,440
88	Minnesota B&B		\$1,000
89	2015 MN Biking Guide (Peddle MN)		\$2,450
90	EMT MPIs/St. Paul Official Guide	\$5,500.00	\$5,500
91	MN Bike/Hike (HaveFunBiking.com)	\$2,200.00	\$2,200
92	Toast to the Valley	\$660.00	\$650
93	Print	\$3,445.00	\$7,093
94	Road Runner Motorcycle Magazine		\$450
95	Lavender (LGBT) Community Connections		\$910
96	AAA Living Magazine/Web - OnlyinMN Map - IA & WI	\$2,024.00	\$3,576
97	AAA Living Magazine/Web - OnlyinMN Map - MN & Metro	\$1,024.00	\$1,000
98	AAA Living Magazine/Web - Biking - MN & Metro	\$397.00	\$1,157
99	TV	\$5,000.00	\$9,000
100	Comcast Spotlight Cable TV- MN	\$5,000.00	\$6,000
101	MN Traveler TV Program		\$3,000
102	Radio	\$3,000.00	\$6,000
103	Media Bridge Advertising/Cities 97	\$3,000.00	\$6,000
104	Direct Marketing	\$0.00	\$350
105	Explore Minnesota Brochure Mailing Program		\$350
106	Billboards/Signage/Out of Home		\$0
107	Final Allocated Budget	\$160,739.41	\$238,303
108	Difference	\$44,489.15	-\$11,662