

STILLWATER AND OAK PARK HEIGHTS CVB

02/08/16

Balance Sheet

Accrual Basis

As of February 8, 2016

	Feb 8, 16
ASSETS	
Current Assets	
Checking/Savings	
Debit Card Account	5,284.25
Reserve Funds	21,000.00
Central Bank	5,065.44
Total Checking/Savings	31,349.69
Total Current Assets	31,349.69
TOTAL ASSETS	<u>31,349.69</u>
LIABILITIES & EQUITY	
Equity	
32000 · Unrestricted Net Assets	68,425.44
Net Income	-37,075.75
Total Equity	31,349.69
TOTAL LIABILITIES & EQUITY	<u>31,349.69</u>

	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		\$214,000
4	Guidebook Ad Profits	\$3,616.05	\$5,041
5	EMT Grants		\$7,600
6	Total Budget Available	\$51,041.49	\$226,641
7		2016 Proposed	2016 Proposed
8	RESERVES		\$7,000
9	OPERATIONS	\$12,592	\$79,300
10	General Office	\$282.53	\$6,200
11	Postage	\$109.83	\$300
12	Printing	\$57.83	\$300
13	Supplies		\$300
14	Telephone	\$77.37	\$1,200
15	Meeting Expense/Annual Meeting	\$27.50	\$3,500
16	Misc. (bank charges, etc.)	\$10.00	\$600
17	Legal	\$0.00	\$2,500
18	Legal Counsel		\$1,000
19	Accounting Audit		\$1,500
20	Administration	\$12,309.56	\$70,600
21	Contract Services: Marketing Director and sub-contractors: Graphic Design, Photography, Videography, social media, admin, etc.	\$12,166.58	\$70,000
22	Training & Development (EMT Conference, etc.)	\$142.98	\$600
23	MARKETING MATERIALS	\$1,792.55	\$14,590
24	Website	\$350.00	\$2,840
25	Content Maintenance/Hosting	\$350.00	\$2,000
26	Email Hosting info@DiscoverStillwater.com		\$300
27	Events Calendar Maintenance Fee		\$540
28	Visitor Guides	\$1,442.55	\$8,950
29	Fulfillment - LGI & Postage	\$567.55	\$7,000
30	MOA/Airport Distribution	\$875.00	\$1,050

	A	B	C
7		2016 Proposed	2016 Proposed
31	Acrylic Displays for Guidebooks		\$300
32	Envelopes		\$600
33	Signage	\$0.00	\$800
34	Downtown IBA Maps		\$300
35	Welcome window decals		\$500
36	Printed/Promotional Materials	\$0.00	\$2,000
37	Lodging Tear-Off Maps		\$200
38	Pens		\$500
39	Tote Bags		\$500
40	Mugs		\$500
41	Misc (Business Card, notes)		\$300
42	GRANT CO-OP SPONSORSHIPS	\$3,750.00	\$43,500
43	Ice Cream Social	\$500.00	\$500
44	Crusin on the Croix		\$1,500
45	Run Stillwater Half Marathon		\$1,000
46	Run Stillwater Log Run		\$500
47	Summer Tuesdays		\$1,500
48	Harvest Fest		\$9,000
49	Hometown for the Holidays		\$9,000
50	Paint the town Red Valentines Carriage Rides		\$2,500
51	Art Reach St. Croix		\$2,500
52	Lumberjack Days		\$5,000
53	National Gondola Event		\$2,000
54	MN Ironman Bicycle Ride		\$1,000
55	North Star Bicycle Festival & Grand Prix		\$1,000
56	Sticks in Stillwater Mite Hockey Tournament	\$3,250.00	\$6,500
57	GROUP TRAVEL MARKET- Advertising	\$0.00	\$600
58	ABA (Am. Bus.Assoc.) Convention Directory		\$600
59	MEETINGS/COPORATE EVENTS MARKET - Advertising	\$4,325.00	\$5,800
60	Fam Trips		\$700
61	Linked In		\$300

	A	B	C
7		2016 Proposed	2016 Proposed
62	MSAE Association	\$4,325.00	\$500
63	MN Meetings & Events		\$4,000
64	Meetings Flier		\$300
65	WEDDINGS MARKET - Advertising	\$3,011.00	\$7,555
66	The Knot - Featured Online Storefront www.Theknot.com	\$2,730.00	\$5,460
67	Twin Cities Wedding Association - Wedding Fairs	\$281.00	\$1,895
68	Wedding Fair Expenses (Table, linens,electricity etc.)		\$200
69	VACATION TRAVELER MARKET- Advertising	\$15,587.53	\$79,608
70	Explore Minnesota Metro CVB Group Membership/Campaign	\$8,750.00	\$8,750
72	Photography Contest	\$73.39	\$1,000
73	Enewsletter/MailChimp	\$150.00	\$2,200
74	Sweepstakes		\$1,300
75	Digital Media	\$1,190.75	\$27,250
76	Ad Words - SEM/Digital Content Creation/Activation	\$392.09	\$10,000
77	Sponsored Content & Story Creation		\$2,000
78	Retargeting Advertising/Digital Display Banners	\$729.66	\$7,100
79	Social Media/Digital Misc.		\$6,000
80	AAA Online MN Getaway Sweepstakes		\$1,000
81	Area Ski Resorts	\$69.00	\$800
82	Explore Minnesota.com		\$350
83	Tourism Guidebooks/Directories (Print/online)	\$2,200.00	\$16,665
84	SCVRTA Membership & Directory Add		\$1,425
85	EMT 2015 Minnesota Travel Guide		\$3,440
86	Minnesota B&B		\$1,000
87	2015 MN Biking Guide (Peddle MN)		\$2,450
88	EMT MPIs/St. Paul Official Guide		\$5,500

2015 CVB Budget		Actual 12/31/2015	2015 Budget:
Carryover from previous year		\$26,390.49	\$3,500
Lodging Revenues		\$220,749.10	\$200,000
Guidebook Ad Profits		\$9,321.90	\$8,900
EMT Grants		\$7,154.44	\$8,000
Total Budget Available		\$263,615.93	\$220,400
RESERVES		\$7,000.00	\$7,000
OPERATIONS		\$63,340.15	\$68,400
General Office		\$2,752.15	\$5,400
	Postage	\$227.65	\$600
	Printing	\$392.83	\$300
	Supplies	\$29.98	\$500
	Telephone	\$1,039.35	\$1,200
	Meeting Expense	\$480.23	\$2,000
	Bank Charges	\$39.00	
	Misc (Business Card, notes	\$436.72	\$300
	Misc.	\$106.39	\$500
Legal		\$0.00	\$2,500
	Legal Counsel		\$1,000
	Accounting Audit		\$1,500
Administration		\$60,588.00	\$60,500
	Marketing Director, Assistance & Graphic Design	\$60,000.00	\$60,000
	Training & Development (EMT Conference, etc.)	\$588.00	\$500
MARKETING MATERIALS		\$15,507.31	\$14,247
Website		\$3,544.15	\$3,240
	Content Maintenance/Design	\$2,193.00	\$2,000
	Website/Email Hosting	\$188.00	\$200
	Events Calendar Maintenance Fee	\$810.00	\$540
	SEO Analysis	\$353.15	\$500
Guidebooks		\$10,335.34	\$8,187
	Fulfillment - LGI & Postage	\$7,079.76	\$5,500
	MOA/Airport Distribution	\$425.00	\$1,050
	Acrylic Displays for Guidebooks	\$4.55	\$300
	Other	\$1,489.28	
	Envelopes	\$1,336.75	\$1,337
General Office Materials			
Signage		\$908.27	\$1,220
	Banner Hanging Fee (Linner Electric)		\$520

Downtown IBA Maps			\$300
Welcome window decals		\$908.27	\$400
Printed/Promotional Materials		\$719.55	\$1,600
Lodging Tear-Off Maps		\$175.00	\$300
Pens		\$462.92	\$400
Tote Bags & Coffee Mug		\$81.63	\$400
Coasters for Downtown Bars/Restaurants			\$500
GRANT CO-OP SPONSORSHIPS		\$42,900.00	\$42,900
Ice Cream Social		\$500.00	\$500
Crusin on the Croix		\$1,500.00	\$1,500
Run -Stillwater Half Marathon		\$1,000.00	\$1,000
Log Run		\$500.00	\$500
Run - Lift Bridge		\$500.00	\$500
Three Rivers Wine Tour - Spring into Stillwater		\$2,500.00	\$2,500
Summer Tuesdays		\$1,500.00	\$1,500
Harvest Fest		\$10,000.00	\$10,000
Hometown for the Holidays		\$10,000.00	\$10,000
Paint the town Red Valentines Carriage Rides		\$1,900.00	\$1,900
Art Reach St. Croix/St. Croix Splash		\$5,000.00	\$5,000
Log Jam		\$8,000.00	\$8,000
GROUP TRAVEL MARKET- Advertising		\$6,885.00	\$6,545
EMT MN Group Travel Planner & CVB Directory		\$2,010.00	\$2,270
Iteneraries Midwest Magazine & Mailer		\$1,475.00	\$1,475
Group Travel Brochure & Lead List Mailing		\$1,000.00	\$1,000
ABA (Am. Bus.Assoc.) Convention Directory		\$1,200.00	\$600
Group Tour Magazine		\$1,200.00	\$1,200
MEETINGS/COPORATE EVENTS MARKET - Advertising		\$4,102.75	\$5,000
Fam Trips		\$1,127.78	\$1,200
Linked In		\$299.97	\$500
NEW IDEA TBD.		\$2,675.00	\$3,000
Meetings Flier			\$300
WEDDINGS MARKET - Advertising		\$11,553.10	\$9,466
The Knot - Featured Online Storefront www.Theknot.com		\$5,200.00	\$5,250
Twin Cities Wedding Association - Wedding Fairs (includes \$600 membership and lead list at each show \$285 value)		\$5,867.10	\$3,285
Wedding Fair Expenses (Table, linens,electricity etc.)		\$486.00	\$531
Wedding Flier			\$400
VACATION TRAVELER MARKET- Advertising		\$64,902.18	\$65,389

PR		\$3,323.41	\$4,500
	Photography Contest	\$788.24	\$1,000
	Enewsletter (Constant Contact)	\$2,195.00	\$2,500
	Sweepstakes	\$340.17	\$1,000
Digital Media		\$15,984.77	\$17,840
	<i>Ad Words- Google & Bing</i>	\$3,100.00	\$6,000
	Mobile Phone Targeted Ad with Ad Taxi	\$1,440.00	\$1,140
	Social Media/Digital Misc.	\$7,024.82	\$6,000
	Area Ski Resorts		\$900
	Tablet Targeted Ads with Ad Taxi	\$800.00	\$800
	AAA Online MN Getaway Sweepstakes	\$1,100.00	\$1,000
	Explore Minnesota.com	\$350.00	\$350
	Pre-roll Video with Ad Taxi	\$369.95	\$350
	Retargeting Advertising	\$1,000.00	\$500
	Solo Email - WI	\$800.00	\$800
Tourism Guidebooks/Directories (Print/online)		\$19,455.00	\$17,215
	SCVRTA Membership & Directory Add	\$2,700.00	\$1,425
	EMT 2015 Minnesota Travel Guide	\$3,380.00	\$3,340
	EMT Metro Group Membership	\$4,000.00	\$4,000
	2015 MN Biking Guide (Peddle MN)	\$2,400.00	\$2,450
	EMT MPLs/St. Paul Official Guide	\$4,000.00	\$4,000
	Minnesota Bed and Breakfast Guide	\$975.00	
	MN Bike/Hike (HaveFunBiking.com)	\$2,000.00	\$2,000
Print		\$5,344.00	\$5,334
	Lavender (LGBT) Community Connections	\$910.00	\$900
	AAA Living Magazine/Web - OnlyinMN Map - IA, ND, SD	\$2,042.00	\$2,296
	AAA Living Magazine/Web - OnlyinMN Map - MN	\$1,288.00	\$1,000
	AAA Living Magazine/Web - Biking	\$1,104.00	\$1,138
TV		\$14,675.00	\$14,500
	Comcast Spotlight Cable TV- MN	\$6,175.00	\$6,000
	MN Traveler TV Program	\$8,500.00	\$8,500
Radio		\$6,120.00	\$6,000
	KS95/MyTalk/IBA Co-op	\$6,120.00	\$6,000
		\$0.00	\$0
		\$0.00	\$0
	OUT FLOW	\$216,190.49	\$218,947
	Difference	\$47,425.44	\$1,453