

2015 CVB Budget		Actual 06/16/2015	2015 Budget:
Carryover from previous year		\$26,390.49	\$3,500
Lodging Revenues		\$80,083.99	\$200,000
Guidebook Ad Profits		\$9,321.90	\$8,900
EMT Grants		\$7,154.44	\$8,000
<b>Total Budget Available</b>		<b>\$122,950.82</b>	<b>\$220,400</b>
<b>RESERVES</b>			<b>\$7,000</b>
<b>OPERATIONS</b>		<b>\$31,729.83</b>	<b>\$68,400</b>
<b>General Office</b>		<b>\$1,430.83</b>	<b>\$5,400</b>
	Postage	\$115.39	\$600
	Printing	\$59.37	\$300
	Supplies	\$29.98	\$500
	Telephone	\$570.23	\$1,200
	Meeting Expense	\$123.75	\$2,000
	Misc (Business Card, notes	\$436.72	\$300
	Misc.	\$95.39	\$500
<b>Legal</b>		<b>\$0.00</b>	<b>\$2,500</b>
	Legal Counsel		\$1,000
	Accounting Audit		\$1,500
<b>Administration</b>		<b>\$30,299.00</b>	<b>\$60,500</b>
	Marketing Director, Assistance & Graphic Design	\$30,000.00	\$60,000
	Training & Development (EMT Conference, etc.)	\$299.00	\$500
<b>MARKETING MATERIALS</b>		<b>\$10,363.70</b>	<b>\$14,247</b>
<b>Website</b>		<b>\$2,943.00</b>	<b>\$3,240</b>
	Content Maintenance/Design	\$2,113.00	\$2,000
	Website/Email Hosting	\$20.00	\$200
	Events Calendar Maintenance Fee	\$810.00	\$540
	SEO Analysis		\$500
<b>Guidebooks</b>		<b>\$6,556.23</b>	<b>\$8,187</b>
	Fulfillment - LGI & Postage	\$4,789.93	\$5,500
	MOA/Airport Distribution	\$425.00	\$1,050
	Acrylic Displays for Guidebooks	\$4.55	\$300
	Envelopes	\$1,336.75	\$1,337
<b>General Office Materials</b>			
<b>Signage</b>		<b>\$782.84</b>	<b>\$1,220</b>
	Banner Hanging Fee (Linner Electric)		\$520
	Downtown IBA Maps		\$300

Welcome window decals		\$782.84	\$400
<b>Printed/Promotional Materials</b>		<b>\$81.63</b>	<b>\$1,600</b>
Lodging Tear-Off Maps			\$300
Pens			\$400
Tote Bags & Coffee Mug		\$81.63	\$400
Coasters for Downtown Bars/Restaurants			\$500
<b>GRANT CO-OP SPONSORSHIPS</b>		<b>\$20,900.00</b>	<b>\$42,900</b>
Ice Cream Social		\$500.00	\$500
Crusin on the Croix		\$1,500.00	\$1,500
Run -Stillwater Half Marathon			\$1,000
Log Run			\$500
Run - Lift Bridge			\$500
Three Rivers Wine Tour - Spring into Stillwater		\$2,500.00	\$2,500
Summer Tuesdays		\$1,500.00	\$1,500
Harvest Fest			\$10,000
Hometown for the Holidays			\$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
<b>GROUP TRAVEL MARKET- Advertising</b>		<b>\$3,810.00</b>	<b>\$6,545</b>
EMT MN Group Travel Planner & CVB Directory		\$2,010.00	\$2,270
Iteneraries Midwest Magazine & Mailer			\$1,475
Group Travel Brochure & Lead List Mailing			\$1,000
ABA (Am. Bus.Assoc.) Convention Directory		\$600.00	\$600
Group Tour Magazine		\$1,200.00	\$1,200
<b>MEETINGS/COPORATE EVENTS MARKET - Advertising</b>		<b>\$0.00</b>	<b>\$5,000</b>
Fam Trips			\$1,200
Linked In			\$500
NEW IDEA TBD.			\$3,000
Meetings Flier			\$300
<b>WEDDINGS MARKET - Advertising</b>		<b>\$7,117.60</b>	<b>\$9,466</b>
The Knot - Featured Online Storefront www.Theknot.com		\$1,832.00	\$5,250
Twin Cities Wedding Association - Wedding Fairs (includes \$600 membership and lead list at each show \$285 value)		\$5,108.60	\$3,285
Wedding Fair Expenses (Table, linens,electricity etc.)		\$177.00	\$531
Wedding Flier			\$400
<b>VACATION TRAVELER MARKET- Advertising</b>		<b>\$41,911.11</b>	<b>\$65,389</b>
<b>PR</b>		<b>\$1,145.00</b>	<b>\$4,500</b>

Photography Contest			\$1,000
Enewsletter (Constant Contact)		\$1,145.00	\$2,500
Sweepstakes			\$1,000
<b>Digital Media</b>		<b>\$6,630.11</b>	<b>\$17,840</b>
<i>Ad Words- Google &amp; Bing</i>		\$3,100.00	\$6,000
Mobile Phone Targeted Ad with Ad Tax		\$720.00	\$1,140
Social Media/Digital Misc.		\$1,490.16	\$6,000
Area Ski Resorts			\$900
Tablet Targeted Ads with Ad Tax		\$400.00	\$800
AAA Online MN Getaway Sweepstakes		\$550.00	\$1,000
Explore Minnesota.com		\$350.00	\$350
Pre-roll Video with Ad Tax		\$19.95	\$350
Retargeting Advertising			\$500
Solo Email - WI			\$800
<b>Tourism Guidebooks/Directories (Print/online)</b>		<b>\$13,675.00</b>	<b>\$17,215</b>
SCVRTA Membership & Directory Add		\$1,275.00	\$1,425
EMT 2015 Minnesota Travel Guide			\$3,340
EMT Metro Group Membership		\$4,000.00	\$4,000
<a href="#">2015 MN Biking Guide (Peddle MN)</a>		\$2,400.00	\$2,450
<i>EMT MPLs/St. Paul Official Guide</i>		\$4,000.00	\$4,000
MN Bike/Hike (HaveFunBiking.com)		\$2,000.00	\$2,000
<b>Print</b>		<b>\$2,786.00</b>	<b>\$5,334</b>
Lavender (LGBT) Community Connections			\$900
<a href="#">AAA Living Magazine/Web - OnlyinMN Map - IA, ND, SD</a>		\$1,762.00	\$2,296
<a href="#">AAA Living Magazine/Web - OnlyinMN Map - MN</a>		\$1,024.00	\$1,000
<a href="#">AAA Living Magazine/Web - Biking</a>			\$1,138
<b>TV</b>		<b>\$14,675.00</b>	<b>\$14,500</b>
<i>Comcast Spotlight Cable TV- MN</i>		\$6,175.00	\$6,000
<a href="#">MN Traveler TV Program</a>		\$8,500.00	\$8,500
<b>Radio</b>		<b>\$3,000.00</b>	<b>\$6,000</b>
<i>KS95/MyTalk/IBA Co-op</i>		\$3,000.00	\$6,000
		<b>\$0.00</b>	<b>\$0</b>
		<b>\$0.00</b>	<b>\$0</b>
<b>OUT FLOW</b>		<b>\$115,832.24</b>	<b>\$218,947</b>
<b>Difference</b>		<b>\$7,118.58</b>	<b>\$1,453</b>