

2017 CVB BUDGET -		2017 Budget:		ACTUAL Nov 3rd , 2017
Carryover from previous year		\$20,000	\$	69,164.22
Reserves		\$28,000	\$	28,000.00
Lodging Revenues		\$226,708	\$	157,283.56
Visitor's Guide Ad Profits		\$9,000		
EMT Grants		\$7,600	\$	7,183.00
<b>Total Income Available</b>		<b>\$291,308</b>	<b>\$</b>	<b>261,630.78</b>
		2017 Proposed		2017 Proposed
<b>RESERVES</b>		<b>\$0</b>	<b>\$</b>	<b>-</b>
<b>OPERATIONS</b>		<b>\$84,600</b>	<b>\$</b>	<b>77,498.60</b>
<b>General Office</b>		<b>\$6,500</b>	<b>\$</b>	<b>8,251.02</b>
	Postage (non-visitor guide)	\$300	\$	368.28
	Printing & Supplies	\$600	\$	565.58
	Telephone	\$1,200	\$	876.28
	Meeting Expense/Annual Meeting	\$4,000	\$	3,486.84
	Misc. (bank charges, etc.)	\$400	\$	2,954.04
<b>Legal</b>		<b>\$2,500</b>	<b>\$</b>	<b>-</b>
	Legal Counsel	\$1,000		
	Accounting Audit	\$1,500		
<b>Administration</b>		<b>\$75,600</b>	<b>\$</b>	<b>69,247.58</b>
	Contract Services: Marketing Director and sub-contractors	\$75,000	\$	68,750.00
	Training & Development (EMT Conference, etc.)	\$600	\$	497.58
<b>MARKETING MATERIALS</b>		<b>\$24,190</b>	<b>\$</b>	<b>19,092.93</b>
<b>Website</b>		<b>\$5,540</b>	<b>\$</b>	<b>930.00</b>
	Maintenance/Hosting/Security/DesignContent Edits	\$4,000	\$	390.00
	Email Hosting info@DiscoverStillwater.com	\$1,000		
	Events Calendar Maintenance Fee	\$540	\$	540.00
<b>Visitor Guides Fulfillment</b>		<b>\$9,950</b>	<b>\$</b>	<b>8,065.06</b>
	Fulfillment - LGI, Postage, Assembly	\$8,500	\$	8,024.06
	EMT MOA/Airport Distribution	\$1,050		
	EMT Brochure Mailing programs	\$400	\$	41.00
<b>Signage</b>		<b>\$2,000</b>	<b>\$</b>	<b>1,991.00</b>
	<i>Downtown Maps/Historic Info</i>	\$2,000	\$	1,991.00
<b>Photography</b>		<b>\$4,000</b>	<b>\$</b>	<b>2,575.00</b>
<b>Printed/Promotional Materials</b>		<b>\$2,700</b>	<b>\$</b>	<b>5,531.87</b>
	Canopy	\$1,500	\$	2,948.36
	Misc. Promo Items	\$1,200	\$	2,583.51

	2017 Proposed	2017 Proposed
<b>GRANT CO-OP SPONSORSHIPS</b>	<b>\$46,000</b>	<b>\$ 30,750.00</b>
Crusin on the Croix	\$1,500	\$ 1,500.00
Summer Tuesdays	\$1,500	\$ 750.00
Harvest Fest	\$7,500	\$ 3,750.00
Hometown for the Holidays	\$7,500	\$ 3,750.00
Carriage Rides	\$6,500	\$ 3,250.00
Art Reach St. Croix	\$2,500	\$ 1,250.00
Lumberjack Days	\$7,000	\$ 7,000.00
River City Sculpture Tour	\$5,000	\$ 2,500.00
Ice Castles	\$6,500	\$ 6,500.00
Ice Cream Social	\$500	\$ 500.00
<b>GROUP TRAVEL MARKET- Advertising</b>	<b>\$600</b>	<b>\$ 600.00</b>
ABA (Am. Bus.Assoc.) Convention Directory for EMT	\$600	\$ 600.00
<b>MEETINGS/COPORATE EVENTS MARKET - Advertising</b>	<b>\$11,420</b>	<b>\$ 12,775.00</b>
Direct Marketing, Partner TBD	\$3,000	\$ 3,000.00
Associations North Membership	\$325	\$ 1,165.00
MN Meetings & Events Magazine	\$2,195	\$ 2,520.00
MeetingPages.com	\$3,900	\$ 3,900.00
Social Media	\$500	
Meetings Video	\$1,500	\$ 2,190.00
<b>WEDDINGS MARKET - Advertising</b>	<b>\$12,191</b>	<b>\$ 10,906.54</b>
<i>The Knot</i>	\$5,591	\$ 6,685.11
Wedding Fairs	\$6,000	\$ 3,163.43
Weddings Video		\$ 1,058.00
Social Media	\$600	
<b>VACATION TRAVELER MARKET- Advertising</b>	<b>\$111,701</b>	<b>\$ 110,988.78</b>
<b>Explore Minnesota Metro CVB Group Membership/Campaign</b>	<b>\$5,000</b>	<b>\$ 4,500.00</b>
<b>Public Relations</b>	<b>\$6,700</b>	<b>\$ 6,680.56</b>
Photography Contest	\$1,700	\$ 960.56
Enewsletter/MailChimp	\$2,000	\$ 2,023.00
Sweepstakes	\$1,000	\$ 797.00
New Bridge Opening Celebration	\$2,000	\$ 2,900.00
<b>Digital Media</b>	<b>\$35,200</b>	<b>\$ 42,672.22</b>
Google SEO/Ad Words	\$3,600	\$ 11,155.67
Google Network Digital Banner Ads	\$8,400	\$ 10,180.00

	2017 Proposed	2017 Proposed
Native Content Articles	\$5,000 \$	5,000.00
Retargeting	\$6,000 \$	4,915.54
Social Media/Digital Misc.	\$7,000 \$	8,409.71
Facebook Sweepstakes with EMT/TwinCities.com	\$2,000 \$	2,601.30
Explore Minnesota.com	\$3,200 \$	410.00
<b>Tourism Guidebooks/Directories (Print/online)</b>	<b>\$12,415 \$</b>	<b>18,805.00</b>
SCVRTA Membership & Directory Add	\$1,425 \$	150.00
EMT 2017 Minnesota Travel Guide	\$3,440 \$	4,780.00
2017 MN Biking Guide (Peddle MN)	\$2,050 \$	2,775.00
EMT MPIs/St. Paul Official Guide	\$5,500 \$	11,100.00
<b>Print</b>	<b>\$5,886 \$</b>	<b>10,331.00</b>
Horizon Media	\$4,800 \$	4,800.00
Misc Print	\$	4,445.00
AAA #OnlyinMN Map	\$1,086 \$	1,086.00
<b>TV</b>	<b>\$30,000 \$</b>	<b>25,000.00</b>
Hockey Day MN Sponsorship	\$25,000 \$	25,000.00
Comcast Spotlight	\$5,000 \$	-
<b>Radio</b>	<b>\$6,000 \$</b>	<b>3,000.00</b>
Cities 97 Radio	\$3,000 \$	3,000.00
Pandora	\$3,000	
<b>Direct Marketing</b>	<b>\$2,500 \$</b>	<b>-</b>
Prime Net Direct Mail Marketing	\$2,500	
<b>Billboards/Signage/Out of Home</b>	<b>\$4,000 \$</b>	<b>-</b>
Clear Channel Digital Outdoor Billboards	\$4,000	
<b>Discretionary Fund</b>	<b>\$4,000</b>	
<b>Final Allocated Budget</b>	<b>\$290,702 \$</b>	<b>262,611.85</b>
<b>Difference</b>	<b>-\$606 \$</b>	<b>981.07</b>