

STILLWATER AND OAK PARK HEIGHTS CVB
Profit & Loss Budget vs. Actual YTD \$ & %
January 1 through August 7, 2018

	Jan 1 - Aug 7, 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
LODGING TAX INCOME				
Lodging Tax OPH	11,432.30	0.00	11,432.30	100.0%
Lodging Tax Stillwater	77,656.19	0.00	77,656.19	100.0%
LODGING TAX INCOME - Other	0.00	266,000.00	-266,000.00	0.0%
Total LODGING TAX INCOME	89,088.49	266,000.00	-176,911.51	33.5%
VISITOR GUIDE PROFITS	9,000.00	9,000.00	0.00	100.0%
EMT GRANT MONEY	7,403.00	7,000.00	403.00	105.8%
Total Income	105,491.49	282,000.00	-176,508.51	37.4%
Expense				
1200 · ADMINISTRATION				
1100 · Operations /General Office				
1105 · Meeting Expense	420.10	1,000.00	-579.90	42.0%
1106 · Misc.	1,035.00	400.00	635.00	258.8%
1101 · Postage, Mailing Service	172.83	350.00	-177.17	49.4%
1102 · Printing and supplies	797.73	600.00	197.73	133.0%
1108 · Storage Rental	920.00	2,400.00	-1,480.00	38.3%
1104 · Telephone/Email/Internet	1,967.86	2,200.00	-232.14	89.4%
1110 · Travel	222.00	0.00	222.00	100.0%
1111 · Tourism Mixer	0.00	3,000.00	-3,000.00	0.0%
Total 1100 · Operations /General Office	5,535.52	9,950.00	-4,414.48	55.6%
Contract Services				
1205 · Training / Development / Member	1,383.78	1,800.00	-416.22	76.9%
1201 · Marketing Contractors	51,333.28	77,000.00	-25,666.72	66.7%
1203 · Legal Fees	0.00	1,000.00	-1,000.00	0.0%
1204 · Accounting Fees	252.52	1,500.00	-1,247.48	16.8%
Total Contract Services	52,969.58	81,300.00	-28,330.42	65.2%
Total 1200 · ADMINISTRATION	58,505.10	91,250.00	-32,744.90	64.1%
MARKETING				
Internet and Website				
1310 · Website				
1311 · Content Maintenance / Design	388.00	4,510.00	-4,122.00	8.6%
1314 · Events Calendar Fee	540.00	1,540.00	-1,000.00	35.1%
Total 1310 · Website	928.00	6,050.00	-5,122.00	15.3%
Total Internet and Website	928.00	6,050.00	-5,122.00	15.3%
1320 · Stillwater Visitor's Guide				
1321 · Postage Fulfillment	6,746.04	8,000.00	-1,253.96	84.3%
1322 · MOA / Airport Distribution	0.00	1,050.00	-1,050.00	0.0%
1323 · Main Street Racks	726.48	0.00	726.48	100.0%
1325 · EMT Brochure Mailing programs	22.00	400.00	-378.00	5.5%
Total 1320 · Stillwater Visitor's Guide	7,494.52	9,450.00	-1,955.48	79.3%
1335 · Signage				
1336 · Street Banner	0.00	700.00	-700.00	0.0%
1337 · Downtown Kiosks	0.00	700.00	-700.00	0.0%
Total 1335 · Signage	0.00	1,400.00	-1,400.00	0.0%
1340 · Printed / Promotional Materials				
1348 · Misc. Promo Items	359.97	500.00	-140.03	72.0%

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Total 1340 · Printed / Promotional Materials	359.97	500.00	-140.03	72.0%
1346 · Photography / Videography	7,983.06	20,000.00	-12,016.94	39.9%
1350 · CO-OP's / GRANTS				
1357 · Summer Tuesdays	750.00	1,500.00	-750.00	50.0%
1358 · Harvest Fest	0.00	7,500.00	-7,500.00	0.0%
1359 · Hometown for the Holidays	0.00	7,500.00	-7,500.00	0.0%
1360 · Carriage Rides	3,400.00	6,800.00	-3,400.00	50.0%
1361 · Art Reach	2,500.00	5,000.00	-2,500.00	50.0%
1362 · Lumberjack Days	3,750.00	7,500.00	-3,750.00	50.0%
1364 · Rivertown Art Festival	0.00	7,500.00	-7,500.00	0.0%
1363 · Sticks of Stillwater	2,000.00	2,000.00	0.00	100.0%
Total 1350 · CO-OP's / GRANTS	12,400.00	45,300.00	-32,900.00	27.4%
1380 · Meetings / Coporate Events Mark				
1386 · Assoc. North Membership	460.00	1,000.00	-540.00	46.0%
1383 · MN Meetings and events mag	40.00	0.00	40.00	100.0%
1387 · Meeting Pages.com	3,900.00	3,900.00	0.00	100.0%
1389 · Meeting Video	1,770.00	2,250.00	-480.00	78.7%
1381 · Meeting Fam Trip	600.00	2,500.00	-1,900.00	24.0%
MPI Meetings	2,000.00	0.00	2,000.00	100.0%
Total 1380 · Meetings / Coporate Events Mark	8,770.00	9,650.00	-880.00	90.9%
1390 · Weddings				
1397 · Google Ads - Wedding	0.00	1,000.00	-1,000.00	0.0%
1391 · The Knot Online & Magazine	3,218.04	6,436.00	-3,217.96	50.0%
1393 · Wedding Fair	5,287.52	6,000.00	-712.48	88.1%
1396 · Social Media	0.00	1,000.00	-1,000.00	0.0%
1394 · Wedding Flier	337.39	0.00	337.39	100.0%
Total 1390 · Weddings	8,842.95	14,436.00	-5,593.05	61.3%
1400 · Vacation Traveler Marketing				
1404 · Explore MN Metro CVB Group Memb	8,750.00	8,750.00	0.00	100.0%
1410 · Digital Media				
1403 · Sweepstakes	780.00	1,500.00	-720.00	52.0%
1402 · Enewsletter	1,584.00	2,700.00	-1,116.00	58.7%
1406 · Digital Media Misc	739.24	0.00	739.24	100.0%
1401 · Photo Contest	138.00	1,000.00	-862.00	13.8%
1421A · Youtube.com	2,500.00	2,500.00	0.00	100.0%
1411 · Google / Bing Ad Words Display	7,917.00	12,000.00	-4,083.00	66.0%
1425 · Influencers/Media	672.42	1,500.00	-827.58	44.8%
1426 · Content Marketing	5,501.67	2,500.00	3,001.67	220.1%
1419 · Retargeting Advertising	15.75	0.00	15.75	100.0%
1413 · SocialMedia / Digital Misc	7,991.06	15,500.00	-7,508.94	51.6%
1424 · Facebook Sweepstakes EMT & TC	284.44	0.00	284.44	100.0%
1417 · Explore Minnesota .com	0.00	2,760.00	-2,760.00	0.0%
Total 1410 · Digital Media	28,123.58	41,960.00	-13,836.42	67.0%
1430 · Tourism Guidebooks/Dir (Pt & On				
1435 · Mpls/St. Paul Guide	0.00	5,600.00	-5,600.00	0.0%
1434 · EMT Biking Guide	0.00	1,000.00	-1,000.00	0.0%
1432 · EMT Guidebook	0.00	4,600.00	-4,600.00	0.0%
1431 · SCRTA Guide	1,425.00	1,450.00	-25.00	98.3%
Total 1430 · Tourism Guidebooks/Dir (Pt & On	1,425.00	12,650.00	-11,225.00	11.3%
1440 · Print				
1454 · MSP Magazine	0.00	2,790.00	-2,790.00	0.0%
1445 · Misc. Printed	1,269.00	2,500.00	-1,231.00	50.8%
1447 · Theater Programs	0.00	875.00	-875.00	0.0%
1449 · AAA #onlyinmn Map	747.00	1,494.00	-747.00	50.0%
1441 · Midwest Living	4,000.00	4,000.00	0.00	100.0%

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1457 · MN Monthly	1,350.00	2,000.00	-650.00	67.5%
Total 1440 · Print	7,366.00	13,659.00	-6,293.00	53.9%
1450 · TV				
1453 · OTT - Digital TV	3,000.00	10,000.00	-7,000.00	30.0%
1451 · Comcast Spotlight	1,475.00	0.00	1,475.00	100.0%
Total 1450 · TV	4,475.00	10,000.00	-5,525.00	44.8%
Total 1400 · Vacation Traveler Marketing	50,139.58	87,019.00	-36,879.42	57.6%
1470 · Direct Marketing M				
1471 · Prime Net Direct Mail Marketing	2,857.49	3,000.00	-142.51	95.2%
Total 1470 · Direct Marketing M	2,857.49	3,000.00	-142.51	95.2%
1490 · Out of Home				
1491 · Monument	0.00	3,500.00	-3,500.00	0.0%
1408 · Billboard	4,000.00	4,445.00	-445.00	90.0%
Total 1490 · Out of Home	4,000.00	7,945.00	-3,945.00	50.3%
MARKETING - Other	2,790.00	0.00	2,790.00	100.0%
Total MARKETING	106,565.57	204,750.00	-98,184.43	52.0%
Total Expense	165,070.67	296,000.00	-130,929.33	55.8%
Net Ordinary Income	-59,579.18	-14,000.00	-45,579.18	425.6%
Net Income	-59,579.18	-14,000.00	-45,579.18	425.6%