

Stillwater/Oak Park Heights Convention & Visitor Bureau. Lodging Tax Revenue Summary.
Updated: 9/6/2018

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Change from Year Prior	
Stillwater	\$ 23,670	\$ 25,052	\$ 20,852	\$ 24,920	\$ 27,039	\$ 25,091	\$ 29,421	\$ 29,616	\$ 30,879	\$ 33,441	\$ 38,469		
Oak Park H	\$ 4,316	\$ 4,893	\$ 3,910	\$ 5,520	\$ 4,548	\$ 5,071	\$ 4,853	\$ 5,077	\$ 4,667	\$ 5,201	\$ 5,112		
	\$ 27,986	\$ 29,945	\$ 24,762	\$ 30,440	\$ 31,587	\$ 30,162	\$ 34,274	\$ 34,693	\$ 35,546	\$ 38,642	\$ 43,580	13%	1st Qtr: Jan/Feb/Mar
Stillwater	\$ 41,572	\$ 33,054	\$ 36,407	\$ 36,131	\$ 38,442	\$ 42,815	\$ 45,518	\$ 51,227	\$ 54,682	\$55,662	\$57,196		
Oak Park H	\$ 7,199	\$ 7,371	\$ 6,307	\$ 7,855	\$ 7,574	\$ 8,860	\$ 8,987	\$ 9,313	\$ 7,849	\$ 8,958	\$9,297		
	\$ 48,771	\$ 40,425	\$ 42,714	\$ 43,986	\$ 46,016	\$ 51,675	\$ 54,505	\$ 60,540	\$ 62,531	\$ 64,620	\$ 66,494	3%	2nd qtr:Apr/May/June
Stillwater	\$ 55,764	\$ 41,929	\$ 48,220	\$ 53,376	\$ 52,554	\$ 59,423	\$ 61,787	\$ 69,321	\$ 73,549	\$ 73,649			
Oak Park H	\$ 3,273	\$ 8,787	\$ 9,757	\$ 11,021	\$ 10,191	\$ 11,228	\$ 11,675	\$ 10,805	\$ 10,948	\$ 12,306			
	\$ 59,037	\$ 50,716	\$ 57,977	\$ 64,397	\$ 62,745	\$ 70,651	\$ 73,462	\$ 80,126	\$ 84,497	\$ 85,954			3rdQtr:July/Aug/Sept
Stillwater	\$ 31,427	\$ 24,282	\$ 20,164	\$ 28,778	\$ 32,024	\$ 33,410	\$ 37,967	\$ 42,025	\$ 46,943	\$ 39,188			
Oak Prk H	\$ 6,499	\$ 4,919	\$ 6,045	\$ 6,560	\$ 6,383	\$ 6,629	\$ 7,424	\$ 6,480	\$ 7,079	\$ 6,321			
	\$ 37,926	\$ 29,201	\$ 26,209	\$ 35,338	\$ 38,407	\$ 40,039	\$ 45,391	\$ 48,505	\$ 54,022	\$ 45,509			4th Qtr:Oct/Nov/Dec
	\$ 173,720	\$ 150,287	\$ 151,662	\$ 174,161	\$ 178,755	\$ 192,527	\$ 207,632	\$ 223,864	\$ 236,596	\$ 234,725	\$ 110,074	6.60%	YTD
Stillwater: Total Collections	\$ 152,433	\$ 124,317	\$ 125,643	\$ 143,205	\$ 150,059	\$ 160,739	\$ 174,693	\$ 192,189	\$ 206,053	\$ 201,940	\$ 95,665		
OPH: Total Collections	\$ 21,287	\$ 25,970	\$ 26,019	\$ 30,956	\$ 28,696	\$ 31,788	\$ 32,940	\$ 31,675	\$ 30,543	\$ 32,786	\$ 14,409		
\$ Change From Yr Prior		\$ (23,433)	\$ 1,375	\$ 22,499	\$ 4,594	\$ 13,772	\$ 15,105	\$ 16,232	\$ 12,732	\$ (1,871)			
% Change from Yr Prior		-13%	1%	15%	3%	8%	8%	8%	6%	-1%			

Total %Increase Since Inception

*4th Quarter 2016: 4 new VRBOs from OPH now reporting and OPH is now taking their 5%.
 Website data starts at 2011.

STILLWATER AND OAK PARK HEIGHTS CVB
Profit & Loss Budget vs. Actual YTD \$ & %

January 1 through September 4, 2018

	<u>Jan 1 - Sep 4, 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
LODGING TAX INCOME				
Lodging Tax OPH	20,729.66	0.00	20,729.66	100.0%
Lodging Tax Stillwater	134,852.56	0.00	134,852.56	100.0%
LODGING TAX INCOME - Other	0.00	266,000.00	-266,000.00	0.0%
Total LODGING TAX INCOME	<u>155,582.22</u>	<u>266,000.00</u>	<u>-110,417.78</u>	<u>58.49%</u>
VISITOR GUIDE PROFITS	9,000.00	9,000.00	0.00	100.0%
EMT GRANT MONEY	7,403.00	7,000.00	403.00	105.76%
Total Income	<u>171,985.22</u>	<u>282,000.00</u>	<u>-110,014.78</u>	<u>60.99%</u>
Expense				
1200 - ADMINISTRATION				
1100 - Operations /General Office				
1105 - Meeting Expense	424.33	1,000.00	-575.67	42.43%
1106 - Misc.	1,045.00	400.00	645.00	261.25%
1101 - Postage, Mailing Service	190.82	350.00	-159.18	54.52%
1102 - Printing and supplies	916.00	600.00	316.00	152.67%
1108 - Storage Rental	1,035.00	2,400.00	-1,365.00	43.13%
1104 - Telephone/Email/Internet	1,999.85	2,200.00	-200.15	90.9%
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	<u>5,833.00</u>	<u>9,950.00</u>	<u>-4,117.00</u>	<u>58.62%</u>
Contract Services				
1205 - Training / Development / Member	1,383.78	1,800.00	-416.22	76.88%
1201 - Marketing Contractors	57,749.94	77,000.00	-19,250.06	75.0%
1203 - Legal Fees	0.00	1,000.00	-1,000.00	0.0%
1204 - Accounting Fees	382.52	1,500.00	-1,117.48	25.5%
Total Contract Services	<u>59,516.24</u>	<u>81,300.00</u>	<u>-21,783.76</u>	<u>73.21%</u>
Total 1200 - ADMINISTRATION	<u>65,349.24</u>	<u>91,250.00</u>	<u>-25,900.76</u>	<u>71.62%</u>
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	35.07%
Total 1310 - Website	<u>928.00</u>	<u>6,050.00</u>	<u>-5,122.00</u>	<u>15.34%</u>
Total Internet and Website	<u>928.00</u>	<u>6,050.00</u>	<u>-5,122.00</u>	<u>15.34%</u>
1320 - Stillwater Visitor's Guide				
1321 - Postage Fullfillment	6,798.84	8,000.00	-1,201.16	84.99%
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	<u>7,547.32</u>	<u>9,450.00</u>	<u>-1,902.68</u>	<u>79.87%</u>
1335 - Signage				
1336 - Street Banner	0.00	700.00	-700.00	0.0%

**STILLWATER AND OAK PARK HEIGHTS CVB
Profit & Loss Budget vs. Actual YTD \$ & %**

January 1 through September 4, 2018

	<u>Jan 1 - Sep 4, 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
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	71.99%
1340 · Printed / Promotional Materials - Other	150.00	0.00	150.00	100.0%
Total 1340 · Printed / Promotional Materials	509.97	500.00	9.97	101.99%
1346 · Photography / Videography	12,215.09	20,000.00	-7,784.91	61.08%
1350 · CO-OP's / GRANTS				
1357 · Summer Tuesdays	750.00	1,500.00	-750.00	50.0%
1358 · Harvest Fest	3,750.00	7,500.00	-3,750.00	50.0%
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	3,750.00	7,500.00	-3,750.00	50.0%
1363 · Sticks of Stillwater	2,000.00	2,000.00	0.00	100.0%
Total 1350 · CO-OP's / GRANTS	19,900.00	45,300.00	-25,400.00	43.93%
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	78.67%
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	90.88%
1390 · Weddings				
1397 · Google Ads - Wedding	0.00	1,000.00	-1,000.00	0.0%
1391 · The Knot Online & Magazine	6,436.08	6,436.00	0.08	100.0%
1393 · Wedding Fair	5,287.52	6,000.00	-712.48	88.13%
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	12,060.99	14,436.00	-2,375.01	83.55%
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	1,030.00	1,500.00	-470.00	68.67%
1402 · Enewsletter	1,824.00	2,700.00	-876.00	67.56%
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	65.98%
1425 · Influencers/Media	751.04	1,500.00	-748.96	50.07%
1426 · Content Marketing	5,501.67	2,500.00	3,001.67	220.07%
1419 · Retargeting Advertising	15.75	0.00	15.75	100.0%
1413 · SocialMedia / Digital Misc	8,019.09	15,500.00	-7,480.91	51.74%

STILLWATER AND OAK PARK HEIGHTS CVB
Profit & Loss Budget vs. Actual YTD \$ & %

January 1 through September 4, 2018

	<u>Jan 1 - Sep 4, 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
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	28,720.23	41,960.00	-13,239.77	68.45%
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	4,780.00	4,600.00	180.00	103.91%
1431 · SCRTA Guide	1,425.00	1,450.00	-25.00	98.28%
Total 1430 · Tourism Guidebooks/Dir (Pt & On	6,205.00	12,650.00	-6,445.00	49.05%
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	50.76%
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%
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	53.93%
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	44.75%
Total 1400 · Vacation Traveler Marketing	55,516.23	87,019.00	-31,502.77	63.8%
1470 · Direct Marketing M				
1471 · Prime Net Direct Mail Marketing	2,857.49	3,000.00	-142.51	95.25%
Total 1470 · Direct Marketing M	2,857.49	3,000.00	-142.51	95.25%
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	89.99%
Total 1490 · Out of Home	4,000.00	7,945.00	-3,945.00	50.35%
MARKETING - Other	2,790.00	0.00	2,790.00	100.0%
Total MARKETING	127,095.09	204,750.00	-77,654.91	62.07%
Total Expense	192,444.33	296,000.00	-103,555.67	65.02%
Net Ordinary Income	-20,459.11	-14,000.00	-6,459.11	146.14%
Net Income	-20,459.11	-14,000.00	-6,459.11	146.14%

STILLWATER AND OAK PARK HEIGHTS CVB

Balance Sheet

As of September 4, 2018

Sep 4, 18

ASSETS

Current Assets

Checking/Savings

Debit Card Account

4,912.51

MIDWEST ONE

26,514.90

Total Checking/Savings

31,427.41

Total Current Assets

31,427.41

TOTAL ASSETS

31,427.41

LIABILITIES & EQUITY

Equity

32000 · Unrestricted Net Assets

51,886.52

Net Income

-20,459.11

Total Equity

31,427.41

TOTAL LIABILITIES & EQUITY

31,427.41

STILLWATER AND OAK PARK HEIGHTS CVB
Checks Written

Accrual Basis

August 8 through September 4, 2018

Type	Date	Num	Name	Memo	Split	Debit	Credit	Balance
Debit Card Account								
Check	08/10/2018		MARA MI	video	1346 · Photography / Videography		15.00	-15.00
Check	08/13/2018		Dock Cafe	video	1346 · Photography / Videography		181.72	-196.72
Check	08/13/2018		LORA	ice photo contest	1403 · Sweepstakes		250.00	-446.72
Check	08/15/2018		LOLO	video models	1340 · Printed / Promotional Materials		90.00	-536.72
Check	08/15/2018		MAILCHIMP		1402 · Enewsletter		240.00	-776.72
Check	08/15/2018		TIN BINS	star trib	1105 · Meeting Expense		4.23	-780.95
Check	08/16/2018		MARX	video models	1340 · Printed / Promotional Materials		60.00	-840.95
Check	08/17/2018		OFFICE MAX		1102 · Printing and supplies		70.66	-911.61
Check	08/20/2018		Spee-Dee		1102 · Printing and supplies		47.61	-959.22
Check	08/27/2018		TRANSFER		MIDWEST ONE	4,500.00		3,540.78
Check	08/27/2018		STILLWATER TROLLEY	Blogger Bacherlorette	1425 · Influencers/Media		28.62	3,512.16
Check	08/27/2018		STAMPS.COM		1101 · Postage, Mailing Service		17.99	3,494.17
Check	08/31/2018		SERVICE CHARGE		1106 · Misc.		5.00	3,489.17
Check	08/31/2018		FACEBOOK		1413 · SocialMedia / Digital Misc		28.03	3,461.14
Check	09/02/2018		GOOGLE		1104 · Telephone/Email/Internet		15.00	3,446.14
Check	09/04/2018		ACTION RENTAL		1108 · Storage Rental		115.00	3,331.14
Total Debit Card Account						4,500.00	1,168.86	3,331.14
MIDWEST ONE								
Deposit	08/21/2018		DEPOSIT	Deposit	Lodging Tax OPH	9,297.36		9,297.36
Deposit	08/25/2018		DEPOSIT	Deposit	Lodging Tax Stillwater	57,196.37		66,493.73
Check	08/27/2018		TRANSFER		Debit Card Account		4,500.00	61,993.73
Check	08/31/2018		SERVICE CHARGE		1106 · Misc.		5.00	61,988.73
Check	09/04/2018	2635	KNOT - WEDDING PAGES	Invoice #: 696194	1391 · The Knot Online & Magazine		3,218.04	58,770.69
Check	09/04/2018	2636	FRESH AVENUE		1201 · Marketing Contractors		6,416.66	52,354.03
Check	09/04/2018	2637	EXPLORE MINNESOTA TOURISM	INV: 8162018	1432 · EMT Guidebook		4,780.00	47,574.03
Check	09/04/2018	2638	GREATER STILLWATER CHAMBER ...	Invoice #: 103540	1364 · Rivertown Art Festival		3,750.00	43,824.03
Check	09/04/2018	2639	STORY BOARD FILMS	INVOICE # DS-3 & DS-4	-SPLIT-		4,035.31	39,788.72
Check	09/04/2018	2640	ESR	INV: 0177343	1321 · Postage Fulfillment		52.80	39,735.92
Check	09/04/2018	2641	VITAL SYSTEMS INC	Invoice #50574	1204 · Accounting Fees		130.00	39,605.92
Check	09/04/2018	2642	EyeSpy Photography	Invoice #2018941	1425 · Influencers/Media		50.00	39,555.92
Check	09/04/2018	2643	SUMMER TUESDAY INC.	SPONSORSHIP 2018	1358 · Harvest Fest		3,750.00	35,805.92
Total MIDWEST ONE						66,493.73	30,687.81	35,805.92
TOTAL						70,993.73	31,856.67	39,137.06