

**STILLWATER AND OAK PARK HEIGHTS CVB**  
**Profit & Loss Budget vs. Actual YTD**  
 January 1 through October 8, 2018

	<u>Jan 1 - Oct 8, 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>LODGING TAX INCOME</b>				
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%
<b>LODGING TAX INCOME - Other</b>	<u>0.00</u>	<u>266,000.00</u>	<u>-266,000.00</u>	<u>0.0%</u>
<b>Total LODGING TAX INCOME</b>	<u>155,582.22</u>	<u>266,000.00</u>	<u>-110,417.78</u>	<u>58.49%</u>
<b>VISITOR GUIDE PROFITS</b>	9,000.00	9,000.00	0.00	100.0%
<b>EMT GRANT MONEY</b>	<u>7,403.00</u>	<u>7,000.00</u>	<u>403.00</u>	<u>105.76%</u>
<b>Total Income</b>	<u>171,985.22</u>	<u>282,000.00</u>	<u>-110,014.78</u>	<u>60.99%</u>
<b>Expense</b>				
<b>1200 · ADMINISTRATION</b>				
<b>1100 · Operations /General Office</b>				
1105 · Meeting Expense	504.95	1,000.00	-495.05	50.5%
1106 · Misc.	1,073.17	400.00	673.17	268.29%
1101 · Postage, Mailing Service	217.72	350.00	-132.28	62.21%
1102 · Printing and supplies	925.75	600.00	325.75	154.29%
1108 · Storage Rental	1,150.00	2,400.00	-1,250.00	47.92%
1104 · Telephone/Email/Internet	2,174.03	2,200.00	-25.97	98.82%
1110 · Travel	341.63	0.00	341.63	100.0%
1111 · Tourism Mixer	<u>0.00</u>	<u>3,000.00</u>	<u>-3,000.00</u>	<u>0.0%</u>
<b>Total 1100 · Operations /General Office</b>	<u>6,387.25</u>	<u>9,950.00</u>	<u>-3,562.75</u>	<u>64.19%</u>
<b>Contract Services</b>				
1205 · Training / Development / Member	1,383.78	1,800.00	-416.22	76.88%
1201 · Marketing Contractors	64,166.60	77,000.00	-12,833.40	83.33%
1203 · Legal Fees	0.00	1,000.00	-1,000.00	0.0%
1204 · Accounting Fees	<u>465.02</u>	<u>1,500.00</u>	<u>-1,034.98</u>	<u>31.0%</u>
<b>Total Contract Services</b>	<u>66,015.40</u>	<u>81,300.00</u>	<u>-15,284.60</u>	<u>81.2%</u>
<b>Total 1200 · ADMINISTRATION</b>	<u>72,402.65</u>	<u>91,250.00</u>	<u>-18,847.35</u>	<u>79.35%</u>
<b>MARKETING</b>				
<b>Internet and Website</b>				
<b>1310 · Website</b>				
1311 · Content Maintenance / Design	388.00	4,510.00	-4,122.00	8.6%
1314 · Events Calendar Fee	<u>540.00</u>	<u>1,540.00</u>	<u>-1,000.00</u>	<u>35.07%</u>
<b>Total 1310 · Website</b>	<u>928.00</u>	<u>6,050.00</u>	<u>-5,122.00</u>	<u>15.34%</u>
<b>Total Internet and Website</b>	<u>928.00</u>	<u>6,050.00</u>	<u>-5,122.00</u>	<u>15.34%</u>
<b>1320 · Stillwater Visitor's Guide</b>				
1321 · Postage Fullfillment	7,080.13	8,000.00	-919.87	88.5%
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	<u>22.00</u>	<u>400.00</u>	<u>-378.00</u>	<u>5.5%</u>
<b>Total 1320 · Stillwater Visitor's Guide</b>	<u>7,828.61</u>	<u>9,450.00</u>	<u>-1,621.39</u>	<u>82.84%</u>
<b>1335 · Signage</b>				
1336 · Street Banner	0.00	700.00	-700.00	0.0%

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	<u>Jan 1 - Oct 8, 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
1337 · Downtown Kiosks	0.00	700.00	-700.00	0.0%
<b>Total 1335 · Signage</b>	<b>0.00</b>	<b>1,400.00</b>	<b>-1,400.00</b>	<b>0.0%</b>
<b>1340 · Printed / Promotional Materials</b>				
1348 · Misc. Promo Items	359.97	500.00	-140.03	71.99%
1340 · Printed / Promotional Materials - Othe	150.00	0.00	150.00	100.0%
<b>Total 1340 · Printed / Promotional Materials</b>	<b>509.97</b>	<b>500.00</b>	<b>9.97</b>	<b>101.99%</b>
1346 · Photography / Videography	14,067.59	20,000.00	-5,932.41	70.34%
<b>1350 · CO-OP's / GRANTS</b>				
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%
<b>Total 1350 · CO-OP's / GRANTS</b>	<b>19,900.00</b>	<b>45,300.00</b>	<b>-25,400.00</b>	<b>43.93%</b>
<b>1380 · Meetings / Coporate Events Mark</b>				
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%
<b>Total 1380 · Meetings / Coporate Events Mark</b>	<b>8,770.00</b>	<b>9,650.00</b>	<b>-880.00</b>	<b>90.88%</b>
<b>1390 · Weddings</b>				
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%
1392 · TC Bridal Tradeshows	146.00	0.00	146.00	100.0%
1394 · Wedding Flier	337.39	0.00	337.39	100.0%
<b>Total 1390 · Weddings</b>	<b>12,206.99</b>	<b>14,436.00</b>	<b>-2,229.01</b>	<b>84.56%</b>
<b>1400 · Vacation Traveler Marketing</b>				
1404 · Explore MN Metro CVB Group Memb	8,750.00	8,750.00	0.00	100.0%
<b>1410 · Digital Media</b>				
1403 · Sweepstakes	1,168.00	1,500.00	-332.00	77.87%
1402 · Enewsletter	2,064.00	2,700.00	-636.00	76.44%
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	1,063.10	1,500.00	-436.90	70.87%
1426 · Content Marketing	5,501.67	2,500.00	3,001.67	220.07%

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1419 · Retargeting Advertising	15.75	0.00	15.75	100.0%
1413 · SocialMedia / Digital Misc	8,282.21	15,500.00	-7,217.79	53.43%
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%
<b>Total 1410 · Digital Media</b>	<b>29,673.41</b>	<b>41,960.00</b>	<b>-12,286.59</b>	<b>70.72%</b>
<b>1430 · Tourism Guidebooks/Dir (Pt &amp; On</b>				
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%
<b>Total 1430 · Tourism Guidebooks/Dir (Pt &amp; O</b>	<b>6,205.00</b>	<b>12,650.00</b>	<b>-6,445.00</b>	<b>49.05%</b>
<b>1440 · Print</b>				
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%
<b>Total 1440 · Print</b>	<b>7,366.00</b>	<b>13,659.00</b>	<b>-6,293.00</b>	<b>53.93%</b>
<b>1450 · TV</b>				
1453 · OTT - Digital TV	8,000.00	10,000.00	-2,000.00	80.0%
1451 · Comcast Spotlight	1,475.00	0.00	1,475.00	100.0%
<b>Total 1450 · TV</b>	<b>9,475.00</b>	<b>10,000.00</b>	<b>-525.00</b>	<b>94.75%</b>
<b>Total 1400 · Vacation Traveler Marketing</b>	<b>61,469.41</b>	<b>87,019.00</b>	<b>-25,549.59</b>	<b>70.64%</b>
<b>1470 · Direct Marketing M</b>				
1471 · Prime Net Direct Mail Marketing	2,857.49	3,000.00	-142.51	95.25%
<b>Total 1470 · Direct Marketing M</b>	<b>2,857.49</b>	<b>3,000.00</b>	<b>-142.51</b>	<b>95.25%</b>
<b>1490 · Out of Home</b>				
1491 · Monument	0.00	3,500.00	-3,500.00	0.0%
1408 · Billboard	4,000.00	4,445.00	-445.00	89.99%
<b>Total 1490 · Out of Home</b>	<b>4,000.00</b>	<b>7,945.00</b>	<b>-3,945.00</b>	<b>50.35%</b>
<b>MARKETING - Other</b>	<b>2,790.00</b>	<b>0.00</b>	<b>2,790.00</b>	<b>100.0%</b>
<b>Total MARKETING</b>	<b>135,328.06</b>	<b>204,750.00</b>	<b>-69,421.94</b>	<b>66.09%</b>
<b>Total Expense</b>	<b>207,730.71</b>	<b>296,000.00</b>	<b>-88,269.29</b>	<b>70.18%</b>
<b>Net Ordinary Income</b>	<b>-35,745.49</b>	<b>-14,000.00</b>	<b>-21,745.49</b>	<b>255.33%</b>
<b>Net Income</b>	<b>-35,745.49</b>	<b>-14,000.00</b>	<b>-21,745.49</b>	<b>255.33%</b>

STILLWATER AND OAK PARK HEIGHTS CVB

Balance Sheet

As of October 8, 2018

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Oct 8, 18

ASSETS

Current Assets

Checking/Savings

Debit Card Account

3,187.91

MIDWEST ONE

12,953.12

Total Checking/Savings

16,141.03

Total Current Assets

16,141.03

TOTAL ASSETS

16,141.03

LIABILITIES & EQUITY

Equity

32000 · Unrestricted Net Assets

51,886.52

Net Income

-35,745.49

Total Equity

16,141.03

TOTAL LIABILITIES & EQUITY

16,141.03

STILLWATER AND OAK PARK HEIGHTS CVB  
Checks Written

September 5 through October 8, 2018

Type	Date	Num	Name	Memo	Split	Debit	Credit	Balance
<b>Debit Card Account</b>								
Check	09/05/2018		MARA MI	props for video	1346 · Photography / Videography		4.29	-4.29
Check	09/06/2018		WISHPOND TECHNOLOGIES		1403 · Sweepstakes		69.00	-73.29
Check	09/07/2018		AAMODTS HOT AIR BALLOON	VIDEOGRAPHER	1346 · Photography / Videography		120.00	-193.29
Check	09/07/2018		PARKING		1110 · Travel		3.00	-196.29
Check	09/10/2018		Spee-Dee		1101 · Postage, Mailing Service		26.90	-223.19
Check	09/12/2018		GOOGLE		1105 · Meeting Expense		19.99	-243.18
Check	09/14/2018		CANDYLAND	CVB BARD MTG	1105 · Meeting Expense		12.75	-255.93
Check	09/14/2018		OFFICE MAX		1102 · Printing and supplies		9.04	-264.97
Check	09/14/2018		STARBUCKS		1105 · Meeting Expense		11.14	-276.11
Check	09/14/2018		NORTHERN VINEYARDS	CVB BOARD MTG	1105 · Meeting Expense		16.99	-293.10
Check	09/17/2018		CHILKOOT CAFE	VENDOR MTG KIOSKS	1106 · Misc.		18.17	-311.27
Check	09/17/2018		WEDDINGFAIR		1392 · TC Bridal Tradeshows		146.00	-457.27
Check	09/17/2018		MAILCHIMP		1402 · Enewsletter		240.00	-697.27
Check	09/17/2018		LORA	BACHLORETTE	1425 · Influencers/Media		312.06	-1,009.33
Check	09/21/2018		REVIVAL COFFEE & DELI STILLWA...	VG AD JOINT BLDG	1105 · Meeting Expense		11.50	-1,020.83
Check	09/26/2018		US POSTAL SERVICE		1321 · Postage Fulfillment		200.00	-1,220.83
Check	09/26/2018		STAMPS.COM		1321 · Postage Fulfillment		17.99	-1,238.82
Check	09/28/2018		SERVICE CHARGE		1106 · Misc.		5.00	-1,243.82
Check	09/28/2018		CARIBBEAN SMOKEHOUSE		1413 · SocialMedia / Digital Misc		41.68	-1,285.50
Check	09/28/2018		SALTY TART	MEETING W/PRINTER	1105 · Meeting Expense		8.25	-1,293.75
Check	10/01/2018		FACEBOOK		1413 · SocialMedia / Digital Misc		221.44	-1,515.19
Check	10/02/2018		GOOGLE		1104 · Telephone/Email/Internet		15.00	-1,530.19
Check	10/04/2018		ACTION RENTAL		1108 · Storage Rental		115.00	-1,645.19
Check	10/05/2018		US POSTAL SERVICE		1321 · Postage Fulfillment		9.70	-1,654.89
Check	10/05/2018		OFFICE MAX		1102 · Printing and supplies		0.71	-1,655.60
Check	10/06/2018		WISHPOND TECHNOLOGIES		1403 · Sweepstakes		69.00	-1,724.60
Total Debit Card Account						0.00	1,724.60	-1,724.60
<b>MIDWEST ONE</b>								
Check	09/05/2018	2644	CENTURY LINK	651-351-1717	1104 · Telephone/Email/Internet		75.34	-75.34
Check	09/28/2018		SERVICE CHARGE		1106 · Misc.		5.00	-80.34
Check	10/08/2018	2645	EyeSpy Photography	Invoice #133	1346 · Photography / Videography		225.71	-306.05
Check	10/08/2018	2646	MEDIA BRIDGE ADVERTISING	INV: 7712	1453 · OTT - Digital TV		5,000.00	-5,306.05
Check	10/08/2018	2647	FRESH AVENUE		-SPLIT-		6,533.29	-11,839.34
Check	10/08/2018	2648	STORY BOARD FILMS	INVOICE # DS-5	1346 · Photography / Videography		1,502.50	-13,341.84
Check	10/08/2018	2649	VITAL SYSTEMS INC	Invoice #50769	1204 · Accounting Fees		82.50	-13,424.34
Check	10/08/2018	2650	ESR	INV: 0178570	1321 · Postage Fulfillment		53.60	-13,477.94
Check	10/08/2018	2651	CENTURY LINK	651-351-1717	1104 · Telephone/Email/Internet		83.84	-13,561.78
Total MIDWEST ONE						0.00	13,561.78	-13,561.78
<b>TOTAL</b>						<b>0.00</b>	<b>15,286.38</b>	<b>-15,286.38</b>