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STILLWATER AND OAK PARK HEIGHTS CVB

12/06/18

Balance Sheet

Accrual Basis

As of December 8, 2018

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Dec 8, 18

ASSETS

Current Assets

Checking/Savings

Debit Card Account

6,166.84

MIDWEST ONE

49,910.75

Total Checking/Savings

56,077.59

Total Current Assets

56,077.59

TOTAL ASSETS

56,077.59

LIABILITIES & EQUITY

Equity

32000 · Unrestricted Net Assets

51,886.52

Net Income

4,191.07

Total Equity

56,077.59

TOTAL LIABILITIES & EQUITY

56,077.59

STILLWATER AND OAK PARK HEIGHTS CVB  
Checks Written

Accrual Basis

November 6 through December 8, 2018

Type	Date	Num	Name	Memo	Split	Debit	Credit	Balance
<b>Debit Card Account</b>								
Check	11/06/2018		WISHPOND TECHNOLOGIES		1403 · Sweepstakes		69.00	-69.00
Check	11/07/2018		Jimmy John's		1105 · Meeting Expense		17.23	-86.23
Check	11/09/2018		BAYPORT PRINTING HOUSE INC	Shop Small Posters	1102 · Printing and supplies		40.00	-126.23
Check	11/15/2018		OFFICE MAX		1102 · Printing and supplies		17.35	-143.58
Check	11/15/2018		MAILCHIMP		1402 · Enewsletter		250.00	-393.58
Check	11/16/2018		LOWELL INN	CVB Meeting	1105 · Meeting Expense		177.31	-570.89
Deposit	11/19/2018		DEPOSIT	Deposit	Lodging Tax OPH	11,126.22		10,555.33
Check	11/19/2018		OFFICE MAX		1102 · Printing and supplies		3.63	10,551.70
Check	11/19/2018		OFFICE MAX		1102 · Printing and supplies		64.74	10,486.96
Check	11/21/2018		TRANSFER		MIDWEST ONE		9,000.00	1,486.96
Check	11/23/2018		MSPVacations - Explore MN - Meet M...	2019 MOA Brochure	1322 · MOA / Airport Distribution		550.00	936.96
Check	11/26/2018		STAMPS.COM		1101 · Postage, Mailing Service		17.99	918.97
Check	11/27/2018		TRANSFER		MIDWEST ONE	3,000.00		3,918.97
Deposit	11/28/2018		FRESH AVENUE		1201 · Marketing Contractors	500.00		4,418.97
Check	11/29/2018		TWIN CITY WEDDING ASSOCIATION	2019	1393 · Wedding Fair		1,395.00	3,023.97
Check	11/29/2018		LAVENDER MEDIA INC	Lavender	1472 · Lavender		437.68	2,586.29
Check	11/30/2018		OFFICE MAX		1102 · Printing and supplies		8.81	2,577.48
Check	11/30/2018		SERVICE CHARGE		1106 · Misc.		5.00	2,572.48
Check	12/03/2018		GOOGLE		1104 · Telephone/Email/Internet		15.00	2,557.48
Check	12/03/2018		FACEBOOK		1413 · SocialMedia / Digital Misc		63.40	2,494.08
Check	12/03/2018		ACTION RENTAL		1108 · Storage Rental		115.00	2,379.08
Check	12/04/2018		ADOBE	Software	1104 · Telephone/Email/Internet		16.06	2,363.02
Check	12/05/2018		REVE	Videographer	1105 · Meeting Expense		30.71	2,332.31
Check	12/05/2018		WISHPOND TECHNOLOGIES		1403 · Sweepstakes		69.00	2,263.31
Total Debit Card Account						14,626.22	12,362.91	2,263.31
<b>MIDWEST ONE</b>								
Check	11/09/2018		Compuchecks.com	Checkstock	1102 · Printing and supplies		68.14	-68.14
Check	11/21/2018		TRANSFER		Debit Card Account	9,000.00		8,931.86
Deposit	11/23/2018		CITY OF STILLWATER	Deposit	Lodging Tax Stillwater	89,184.15		98,116.01
Check	11/27/2018		TRANSFER		Debit Card Account		3,000.00	95,116.01
Check	11/30/2018		SERVICE CHARGE		1106 · Misc.		5.00	95,111.01
Check	12/06/2018	2668	VITAL SYSTEMS INC	Invoice #51271	1204 · Accounting Fees		57.20	95,053.81
Check	12/06/2018	2669	MINNESOTA TOURISM GROWTH C...		1109 · MN Tourism Growth Coalition		500.00	94,553.81
Check	12/06/2018	2670	TIGER OAKS PUBLICATIONS	Invoice - 2018-210759	1383 · MN Meetings and events mag		2,100.00	92,453.81
Check	12/06/2018	2671	FRESH AVENUE		-SPLIT-		6,916.66	85,537.15
Check	12/06/2018	2672	ART REACH ST CROIX		1381 · Art Reach		2,500.00	83,037.15
Check	12/06/2018	2673	GREENSPRING MEDIA GROUP	invoice #: 2018-32332	1457 · MN Monthly		750.00	82,287.15
Check	12/06/2018	2674	POST BULLETIN	Invoice #: 093018167815	1445 · Misc. Printed		385.00	81,902.15
Check	12/06/2018	2675	VIP's VIEW MN - ST CROIX VALL GR...	INVOICE #: 2316	1374 · ABA Convention Directory		450.00	81,452.15
Check	12/06/2018	2676	LEO NEUMAN	INVOICE 18343	1204 · Accounting Fees		750.00	80,702.15
Check	12/06/2018	2677	H & A MEDIA GROUP	Invoice #: 0918LPAA34570	1449 · AAA #onlyinmn Map		506.00	80,196.15
Check	12/06/2018	2678	HOOR MEDIA	Invoice #9-18-AAA1070	1449 · AAA #onlyinmn Map		241.00	79,955.15
Check	12/06/2018	2679	ALLEY CAT - SCOTT TUSKA	INVOICE #380	1389 · Meeting Video		330.00	79,625.15
Check	12/06/2018	2680	ESR	INV: 0180480	1321 · Postage Fulfillment		29.12	79,596.03
Check	12/06/2018	2681	CENTURY LINK	651-351-1717	1104 · Telephone/Email/Internet		79.09	79,516.94
Check	12/07/2018	2684	SUMMER TUESDAY INC.	SPONSORSHIP 2018	1358 · Harvest Fest		3,750.00	75,766.94
Check	12/07/2018	2685	SUMMER TUESDAY INC.	SPONSORSHIP 2018	1357 · Summer Tuesdays		750.00	75,016.94
Check	12/07/2018	2686	MAINSTREET STILLWATER IBA	2018 SPONSORSHIP	1359 · Hometown for the Holidays		3,750.00	71,266.94
Check	12/07/2018	2687	MAINSTREET STILLWATER IBA	2018 SPONSORSHIP	1360 · Carriage Rides		3,400.00	67,866.94
Total MIDWEST ONE						98,184.15	30,317.21	67,866.94
<b>TOTAL</b>						<b>112,810.37</b>	<b>42,680.12</b>	<b>70,130.25</b>

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

January 1 through December 8, 2018

Includes only 3 qtrs of revenue

	<u>Jan 1 - Dec 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	31,855.88	0.00	31,855.88	100.0%
Lodging Tax Stillwater	224,036.71	0.00	224,036.71	100.0%
LODGING TAX INCOME - Other	0.00	266,000.00	-266,000.00	0.0%
<b>Total LODGING TAX INCOME</b>	<u>255,892.59</u>	<u>266,000.00</u>	<u>-10,107.41</u>	<u>96.2%</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%
<b>Total Income</b>	<u>272,295.59</u>	<u>282,000.00</u>	<u>-9,704.41</u>	<u>96.56%</u>
<b>Expense</b>				
<b>1200 · ADMINISTRATION</b>				
<b>1100 · Operations /General Office</b>				
1105 · Meeting Expense	730.20	1,000.00	-269.80	73.02%
1106 · Misc.	593.17	400.00	193.17	148.29%
1109 · MN Tourism Growth Coalition	1,000.00	0.00	1,000.00	100.0%
1101 · Postage, Mailing Service	887.40	350.00	537.40	253.54%
1102 · Printing and supplies	1,248.53	600.00	648.53	208.09%
1108 · Storage Rental	1,380.00	2,400.00	-1,020.00	57.5%
1104 · Telephone/Email/Internet	2,378.27	2,200.00	178.27	108.1%
1110 · Travel	341.63	0.00	341.63	100.0%
1111 · Tourism Mixer	3,000.00	3,000.00	0.00	100.0%
<b>Total 1100 · Operations /General Office</b>	<u>11,559.20</u>	<u>9,950.00</u>	<u>1,609.20</u>	<u>116.17%</u>
<b>Contract Services</b>				
1205 · Training / Development / Member	1,383.78	1,800.00	-416.22	76.88%
1201 · Marketing Contractors	76,999.92	77,000.00	-0.08	100.0%
1203 · Legal Fees	0.00	1,000.00	-1,000.00	0.0%
1204 · Accounting Fees	1,402.22	1,500.00	-97.78	93.48%
<b>Total Contract Services</b>	<u>79,785.92</u>	<u>81,300.00</u>	<u>-1,514.08</u>	<u>98.14%</u>
<b>Total 1200 · ADMINISTRATION</b>	<u>91,345.12</u>	<u>91,250.00</u>	<u>95.12</u>	<u>100.1%</u>
<b>MARKETING</b>				
<b>Internet and Website</b>				
1402 · Enewsletter	2,554.00	2,700.00	-146.00	94.59%
1310 · Website				
1311 · Content Maintenance / Design	1,584.00	4,510.00	-2,926.00	35.12%
1314 · Events Calendar Fee	540.00	1,540.00	-1,000.00	35.07%
<b>Total 1310 · Website</b>	<u>2,124.00</u>	<u>6,050.00</u>	<u>-3,926.00</u>	<u>35.11%</u>
<b>Total Internet and Website</b>	<u>4,678.00</u>	<u>8,750.00</u>	<u>-4,072.00</u>	<u>53.46%</u>
<b>1320 · Stillwater Visitor's Guide</b>				
1321 · Postage Fullfillment	7,146.11	8,000.00	-853.89	89.33%
1322 · MOA / Airport Distribution	550.00	1,050.00	-500.00	52.38%
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%
<b>Total 1320 · Stillwater Visitor's Guide</b>	<u>8,444.59</u>	<u>9,450.00</u>	<u>-1,005.41</u>	<u>89.36%</u>

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

January 1 through December 8, 2018

Includes only 3 qtrs of revenue

	Jan 1 - Dec 8, 18	Budget	\$ Over Budget	% of Budget
<b>1335 · Signage</b>				
1336 · Street Banner	0.00	700.00	-700.00	0.0%
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 - Other	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>
<b>1346 · Photography / Videography</b>	<b>15,197.56</b>	<b>20,000.00</b>	<b>-4,802.44</b>	<b>75.99%</b>
<b>1350 · CO-OP's / GRANTS</b>				
1357 · Summer Tuesdays	1,500.00	1,500.00	0.00	100.0%
1358 · Harvest Fest	7,500.00	7,500.00	0.00	100.0%
1359 · Hometown for the Holidays	7,500.00	7,500.00	0.00	100.0%
1360 · Carriage Rides	6,800.00	6,800.00	0.00	100.0%
1361 · Art Reach	5,000.00	5,000.00	0.00	100.0%
1362 · Lumberjack Days	7,500.00	7,500.00	0.00	100.0%
1364 · Rivertown Art Festival	7,500.00	7,500.00	0.00	100.0%
1363 · Sticks of Stillwater	2,000.00	2,000.00	0.00	100.0%
<b>Total 1350 · CO-OP's / GRANTS</b>	<b>45,300.00</b>	<b>45,300.00</b>	<b>0.00</b>	<b>100.0%</b>
<b>1370 · Groups</b>				
1374 · ABA Convention Directory	450.00	0.00	450.00	100.0%
<b>Total 1370 · Groups</b>	<b>450.00</b>	<b>0.00</b>	<b>450.00</b>	<b>100.0%</b>
<b>1380 · Meetings / Coporate Events Mark</b>				
1386 · Assoc. North Membership	460.00	1,000.00	-540.00	46.0%
1386a · MPI Meetings	2,127.38	0.00	2,127.38	100.0%
1383 · MN Meetings and events mag	2,140.00	0.00	2,140.00	100.0%
1387 · Meeting Pages.com	3,900.00	3,900.00	0.00	100.0%
1389 · Meeting Video	2,100.00	2,250.00	-150.00	93.33%
1381 · Meeting Fam Trip	600.00	2,500.00	-1,900.00	24.0%
<b>Total 1380 · Meetings / Coporate Events Mark</b>	<b>11,327.38</b>	<b>9,650.00</b>	<b>1,677.38</b>	<b>117.38%</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	6,872.01	6,000.00	872.01	114.53%
1396 · Social Media	0.00	1,000.00	-1,000.00	0.0%
1394 · Wedding Flier	337.39	0.00	337.39	100.0%
<b>Total 1390 · Weddings</b>	<b>13,645.48</b>	<b>14,436.00</b>	<b>-790.52</b>	<b>94.52%</b>
<b>1400 · Vacation Traveler Marketing</b>				
1404 · Explore MN Metro CVB Group Memb	8,750.00	8,750.00	0.00	100.0%
1410 · Digital Media				
1403 · Sweepstakes	1,416.13	1,500.00	-83.87	94.41%
1406 · Digital Media Misc	739.24	0.00	739.24	100.0%
1401 · Photo Contest	738.00	1,000.00	-262.00	73.8%
1421A · Youtube.com	2,500.00	2,500.00	0.00	100.0%

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

January 1 through December 8, 2018

Includes only 3 qtrs of revenue

	Jan 1 - Dec 8, 18	Budget	\$ Over Budget	% of Budget
1411 · Google / Bing Ad Words Display	8,917.00	12,000.00	-3,083.00	74.31%
1425 · Influencers/Media	1,143.88	1,500.00	-356.12	76.26%
1423 · Native Content Articles	6,418.67	2,500.00	3,918.67	256.75%
1419 · Retargeting Advertising	15.75	0.00	15.75	100.0%
1413 · SocialMedia / Digital Misc	10,270.14	15,500.00	-5,229.86	66.26%
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>32,443.25</b>	<b>39,260.00</b>	<b>-6,816.75</b>	<b>82.64%</b>
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%
<b>Total 1430 · Tourism Guidebooks/Dir (Pt &amp; On</b>	<b>6,205.00</b>	<b>12,650.00</b>	<b>-6,445.00</b>	<b>49.05%</b>
1440 · Print				
1454 · MSP Magazine	2,790.00	2,790.00	0.00	100.0%
1445 · Misc. Printed	1,654.00	2,500.00	-846.00	66.16%
1447 · Theater Programs	0.00	875.00	-875.00	0.0%
1449 · AAA #onlyinmn Map	1,494.00	1,494.00	0.00	100.0%
1441 · Midwest Living	4,000.00	4,000.00	0.00	100.0%
1457 · MN Monthly	2,100.00	2,000.00	100.00	105.0%
<b>Total 1440 · Print</b>	<b>12,038.00</b>	<b>13,659.00</b>	<b>-1,621.00</b>	<b>88.13%</b>
1450 · TV				
1453 · OTT - Digital TV	9,000.00	10,000.00	-1,000.00	90.0%
1451 · Comcast Spotlight	1,475.00	0.00	1,475.00	100.0%
<b>Total 1450 · TV</b>	<b>10,475.00</b>	<b>10,000.00</b>	<b>475.00</b>	<b>104.75%</b>
<b>Total 1400 · Vacation Traveler Marketing</b>	<b>69,911.25</b>	<b>84,319.00</b>	<b>-14,407.75</b>	<b>82.91%</b>
1470 · Direct Marketing M				
1472 · Lavender	437.68	0.00	437.68	100.0%
1471 · Prime Net Direct Mail Marketing	2,857.49	3,000.00	-142.51	95.25%
<b>Total 1470 · Direct Marketing M</b>	<b>3,295.17</b>	<b>3,000.00</b>	<b>295.17</b>	<b>109.84%</b>
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%
<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>Total MARKETING</b>	<b>176,759.40</b>	<b>204,750.00</b>	<b>-27,990.60</b>	<b>86.33%</b>
<b>Total Expense</b>	<b>268,104.52</b>	<b>296,000.00</b>	<b>-27,895.48</b>	<b>90.58%</b>
<b>Net Ordinary Income</b>	<b>4,191.07</b>	<b>-14,000.00</b>	<b>18,191.07</b>	<b>-29.94%</b>
<b>Net Income</b>	<b>4,191.07</b>	<b>-14,000.00</b>	<b>18,191.07</b>	<b>-29.94%</b>