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STILLWATER AND OAK PARK HEIGHTS CVB

02/08/19

Balance Sheet

Accrual Basis

As of February 8, 2019

Feb 8, 19

ASSETS

Current Assets

Checking/Savings

Debit Card Account

5,075.97

MIDWEST ONE

-13,259.31

Total Checking/Savings

-8,183.34

Total Current Assets

-8,183.34

TOTAL ASSETS

-8,183.34

LIABILITIES & EQUITY

Equity

32000 · Unrestricted Net Assets

41,604.27

Net Income

-49,787.61

Total Equity

-8,183.34

TOTAL LIABILITIES & EQUITY

-8,183.34

STILLWATER AND OAK PARK HEIGHTS CVB
Checks Written

Accrual Basis

January 6 through February 6, 2019

Type	Date	Num	Name	Memo	Split	Debit	Credit	Balance
Debit Card Account								
Check	01/07/2019		OFFICE MAX		1102 · Printing and supplies		0.82	-0.82
Check	01/07/2019		ADOBE	Software	1104 · Telephone/Email/Internet		16.06	-16.88
Check	01/07/2019		WISHPOND TECHNOLOGIES		1403 · Sweepstakes		69.00	-85.88
Check	01/08/2019		CHILKOOT CAFE	Social Media	1105 · Meeting Expense		5.62	-91.50
Check	01/09/2019		TRANSFER		MIDWEST ONE	1,500.00		1,408.50
Check	01/11/2019		KAPWING PRO PLAN		1346 · Photography / Videography		20.00	1,388.50
Check	01/14/2019		PORTSIDE	LIVE MUSIC BLOG	1413 · SocialMedia / Digital Misc		35.00	1,353.50
Check	01/15/2019		MAILCHIMP		1402 · Enewsletter		250.00	1,103.50
Check	01/15/2019		Explore Minnesota Tourism	EMT CONF	1205 · Training / Development / Me...		349.00	754.50
Check	01/16/2019		MICHAELS STORES	ARCHIVE STORAGE SUPP...	1102 · Printing and supplies		129.02	625.48
Check	01/18/2019		WAM CREATIVE		1311 · Content Maintenance / Design		160.00	465.48
Check	01/18/2019		WAM CREATIVE		1311 · Content Maintenance / Design		510.00	-44.52
Check	01/22/2019		STARBUCKS	JEN LIVE MUSIC BLOG	1105 · Meeting Expense		2.62	-47.14
Check	01/22/2019		CHURCH LOT	WEDDING FAIR PARKING	1393 · Wedding Fair		10.25	-57.39
Check	01/22/2019		KELBER CATERING	WEDDING FAIR	1393 · Wedding Fair		15.54	-72.93
Check	01/22/2019		SMART CITY	WEDDING FAIR	1393 · Wedding Fair		19.95	-92.88
Check	01/22/2019		LAVENDER MEDIA INC	Lavender	1472 · Lavender		437.68	-500.56
Check	01/25/2019		TILTED TIKI	LIVE MUSIC BLOG	1413 · SocialMedia / Digital Misc		36.05	-569.61
Check	01/27/2019		LORA		1105 · Meeting Expense		8.03	-574.64
Check	01/28/2019		STAMPS.COM		1321 · Postage Fulfillment		17.99	-592.63
Deposit	01/30/2019		MICHAELS STORES	ARCHIVE STORAGE SUPP...	1102 · Printing and supplies	21.43		-571.20
Check	01/30/2019		MICHAELS STORES	ARCHIVE STORAGE SUPP...	1102 · Printing and supplies		35.98	-607.18
Check	01/30/2019		POSTMASTER	postage	1321 · Postage Fulfillment		401.80	-1,008.98
Check	01/31/2019		SERVICE CHARGE		1106 · Misc.		5.00	-1,013.98
Check	02/01/2019		FACEBOOK		1413 · SocialMedia / Digital Misc		184.37	-1,198.35
Check	02/02/2019		WATER STREET INN	LIVE MUSIC BLOG	1413 · SocialMedia / Digital Misc		29.00	-1,227.35
Check	02/02/2019		CANDYLAND	LIVE MUSIC BLOG	1348 · Misc. Promo Items		36.12	-1,263.47
Check	02/02/2019		LORA	ROOM FOR WRITER	1423 · Native Content Articles		53.96	-1,317.43
Check	02/02/2019		GOOGLE		1104 · Telephone/Email/Internet		15.00	-1,332.43
Check	02/02/2019		ACTION RENTAL		1108 · Storage Rental		115.00	-1,447.43
Deposit	02/04/2019		TRANSFER	Deposit	MIDWEST ONE	3,000.00		1,552.57
Total Debit Card Account						4,521.43	2,968.86	1,552.57
MIDWEST ONE								
Check	01/09/2019		TRANSFER		Debit Card Account		1,500.00	-1,500.00
Check	01/31/2019		SERVICE CHARGE		1106 · Misc.		5.00	-1,505.00
Check	02/04/2019	2709	STORY BOARD FILMS	INVOICE # DS-7	1346 · Photography / Videography		3,520.00	-5,025.00
Check	02/04/2019	2710	RISE	INVOICE #: INT21878	1321 · Postage Fulfillment		7.84	-5,032.84
Check	02/04/2019	2711	RISE	INVOICE #: INT21729	1321 · Postage Fulfillment		24.64	-5,057.48
Check	02/04/2019	2712	GREENSPRING MEDIA GROUP	invoice #: 2019CI -1980	1458 · Where Magazine	4,500.00		-9,557.48
Check	02/04/2019	2713	WASHINGTON COUNTY HISTORICA...		1351 · Ice Cream Social	250.00		-9,807.48
Check	02/04/2019	2714	LA CROSSE GRAPHICS INC	INVOICE #: 100093	1321 · Postage Fulfillment		22.67	-9,830.15
Check	02/04/2019	2715	HEROIC PRODUCTIONS	QUOTE 19-0198	1393 · Wedding Fair		40.00	-9,870.15
Check	02/04/2019	2716	Event Potential	Invoice #: 12119 (2/2 of Grant)	1367 · Bonspiel	3,750.00		-13,620.15
Check	02/04/2019	2717	BILL POHLMANN		1346 · Photography / Videography		50.00	-13,670.15
Check	02/04/2019	2718	MEREDITH CORP.	INVOICE #:20074593	1441 · Midwest Living	2,995.00		-16,665.15
Check	02/04/2019	2719	FRESH AVENUE		-SPLIT-	6,471.46		-23,136.61
Check	02/04/2019	2720	MADDEN MEDIA	201711281	-SPLIT-	2,542.00		-25,678.61
Check	02/04/2019	2721	ASSOCIATION NORTH / MSAE	INVOICE - 200005568	1386 · Assoc. North Membership		660.00	-26,338.61
Check	02/04/2019	2722	CENTURY LINK	651-351-1717	1104 · Telephone/Email/Internet		84.07	-26,422.68
Deposit	02/04/2019		TRANSFER	Deposit	Debit Card Account		3,000.00	-29,422.68
Total MIDWEST ONE						0.00	29,422.68	-29,422.68
TOTAL						4,521.43	32,391.54	-27,870.11

STILLWATER AND OAK PARK HEIGHTS CVB
Profit & Loss Budget vs. Actual YTD \$ & %
January 1 through February 8, 2019

	<u>Jan 1 - Feb 8, 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
LODGING TAX INCOME	0.00	289,000.00	-289,000.00	0.0%
VISITOR GUIDE PROFITS	925.00	5,000.00	-4,075.00	18.5%
EMT GRANT MONEY	0.00	7,000.00	-7,000.00	0.0%
Total Income	<u>925.00</u>	<u>301,000.00</u>	<u>-300,075.00</u>	<u>0.31%</u>
Expense				
1000 · Reserve - Misc	0.00	4,000.00	-4,000.00	0.0%
1001 · Discretionary Funds	0.00	4,000.00	-4,000.00	0.0%
1200 · ADMINISTRATION				
1100 · Operations /General Office				
1105 · Meeting Expense	74.00	800.00	-726.00	9.25%
1106 · Misc.	10.00	1,000.00	-990.00	1.0%
1109 · MN Tourism Growth Coalition	0.00	500.00	-500.00	0.0%
1101 · Postage, Mailing Service	0.00	900.00	-900.00	0.0%
1102 · Printing and supplies	144.39	1,000.00	-855.61	14.44%
1108 · Storage Rental	230.00	1,380.00	-1,150.00	16.67%
1104 · Telephone/Email/Internet	214.22	3,000.00	-2,785.78	7.14%
1110 · Travel	0.00	500.00	-500.00	0.0%
1111 · Tourism Mixer	0.00	3,000.00	-3,000.00	0.0%
Total 1100 · Operations /General Office	<u>672.61</u>	<u>12,080.00</u>	<u>-11,407.39</u>	<u>5.57%</u>
Contract Services				
1205 · Training / Development / Member	349.00	1,500.00	-1,151.00	23.27%
1201 · Marketing Contractors	12,888.12	77,000.00	-64,111.88	16.74%
1203 · Legal Fees	0.00	1,000.00	-1,000.00	0.0%
1204 · Accounting Fees	143.29	2,000.00	-1,856.71	7.17%
Total Contract Services	<u>13,380.41</u>	<u>81,500.00</u>	<u>-68,119.59</u>	<u>16.42%</u>
Total 1200 · ADMINISTRATION	<u>14,053.02</u>	<u>93,580.00</u>	<u>-79,526.98</u>	<u>15.02%</u>
MARKETING				
Internet and Website				
1402 · Enewsletter	250.00	3,000.00	-2,750.00	8.33%
1310 · Website				
1311 · Content Maintenance / Design	670.00	10,000.00	-9,330.00	6.7%
1314 · Events Calendar Fee	0.00	1,540.00	-1,540.00	0.0%
Total 1310 · Website	<u>670.00</u>	<u>11,540.00</u>	<u>-10,870.00</u>	<u>5.81%</u>
Total Internet and Website	<u>920.00</u>	<u>14,540.00</u>	<u>-13,620.00</u>	<u>6.33%</u>
1320 · Stillwater Visitor's Guide				
1321 · Postage Fullfillment	780.22	9,000.00	-8,219.78	8.67%
1322 · MOA / Airport Distribution	0.00	1,100.00	-1,100.00	0.0%
1323 · Main Street Racks	0.00	500.00	-500.00	0.0%
1325 · EMT Brochure Mailing programs	0.00	400.00	-400.00	0.0%
Total 1320 · Stillwater Visitor's Guide	<u>780.22</u>	<u>11,000.00</u>	<u>-10,219.78</u>	<u>7.09%</u>
1335 · Signage				
1336 · Street Banner	0.00	1,000.00	-1,000.00	0.0%

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	<u>Jan 1 - Feb 8, 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total 1335 · Signage	0.00	1,000.00	-1,000.00	0.0%
1340 · Printed / Promotional Materials				
1348 · Misc. Promo Items	36.12	0.00	36.12	100.0%
1340 · Printed / Promotional Materials - Other	0.00	500.00	-500.00	0.0%
Total 1340 · Printed / Promotional Materials	36.12	500.00	-463.88	7.22%
1346 · Photography / Videography	3,590.00	10,000.00	-6,410.00	35.9%
1350 · CO-OP's / GRANTS				
1367 · Bonspiel	7,500.00	0.00	7,500.00	100.0%
1351 · Ice Cream Social	500.00	0.00	500.00	100.0%
1350 · CO-OP's / GRANTS - Other	0.00	45,000.00	-45,000.00	0.0%
Total 1350 · CO-OP's / GRANTS	8,000.00	45,000.00	-37,000.00	17.78%
1380 · Meetings / Coporate Events Mark				
1386 · Assoc. North Membership	660.00	1,500.00	-840.00	44.0%
1389 · Meeting Video	0.00	2,500.00	-2,500.00	0.0%
1381 · Meeting Fam Trip	0.00	3,000.00	-3,000.00	0.0%
Total 1380 · Meetings / Coporate Events Mark	660.00	7,000.00	-6,340.00	9.43%
1390 · Weddings				
1397 · Google Ads - Wedding	0.00	1,000.00	-1,000.00	0.0%
1391 · The Knot Online & Magazine	330.05	6,600.00	-6,269.95	5.0%
1393 · Wedding Fair	85.74	1,740.00	-1,654.26	4.93%
1398 · MN Bride.com	0.00	3,000.00	-3,000.00	0.0%
1396 · Social Media	0.00	2,000.00	-2,000.00	0.0%
Total 1390 · Weddings	415.79	14,340.00	-13,924.21	2.9%
1400 · Vacation Traveler Marketing				
1404 · Explore MN Metro CVB Group Memb	8,750.00	8,750.00	0.00	100.0%
1410 · Digital Media				
1401 · Photo Contest	0.00	1,000.00	-1,000.00	0.0%
1421A · Youtube.com	0.00	2,500.00	-2,500.00	0.0%
1411 · Google / Bing Ad Words Display	0.00	16,000.00	-16,000.00	0.0%
1425 · Influencers/Media	0.00	2,000.00	-2,000.00	0.0%
1423 · Native Content Articles	970.96	12,000.00	-11,029.04	8.09%
1419 · Retargeting Advertising	0.00	5,000.00	-5,000.00	0.0%
1417 · Explore Minnesota .com	0.00	2,010.00	-2,010.00	0.0%
1426 · Search Engine Optimization	1,000.00	2,000.00	-1,000.00	50.0%
1413 · SocialMedia / Digital Misc	1,387.14	12,250.00	-10,862.86	11.32%
1403 · Sweepstakes	69.00	1,500.00	-1,431.00	4.6%
Total 1410 · Digital Media	3,427.10	56,260.00	-52,832.90	6.09%
1430 · Tourism Guidebooks/Dir (Pt & On				
1432 · EMT Guidebook	0.00	4,780.00	-4,780.00	0.0%
1434 · MN Biking Guide	0.00	3,150.00	-3,150.00	0.0%
1435 · Mpls/St. Paul Guide	0.00	4,500.00	-4,500.00	0.0%
1431 · SCRTA Guide	0.00	1,725.00	-1,725.00	0.0%
1438 · Where Twin Cities	0.00	3,200.00	-3,200.00	0.0%
Total 1430 · Tourism Guidebooks/Dir (Pt & On	0.00	17,355.00	-17,355.00	0.0%

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	<u>Jan 1 - Feb 8, 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
1440 · Print				
1454 · MSP Magazine	0.00	10,000.00	-10,000.00	0.0%
1449 · AAA #onlyinmn Map	0.00	1,494.00	-1,494.00	0.0%
1441 · Midwest Living	2,995.00	2,995.00	0.00	100.0%
1457 · MN Monthly	0.00	3,575.00	-3,575.00	0.0%
1458 · Where Magazine	5,300.00	0.00	5,300.00	100.0%
Total 1440 · Print	8,295.00	18,064.00	-9,769.00	45.92%
1450 · TV				
1453 · OTT - Digital TV	0.00	2,500.00	-2,500.00	0.0%
1451 · Comcast Spotlight	0.00	5,000.00	-5,000.00	0.0%
Total 1450 · TV	0.00	7,500.00	-7,500.00	0.0%
Total 1400 · Vacation Traveler Marketing	20,472.10	107,929.00	-87,456.90	18.97%
1470 · Direct Marketing M				
1472 · Lavender	1,785.36	8,332.00	-6,546.64	21.43%
Total 1470 · Direct Marketing M	1,785.36	8,332.00	-6,546.64	21.43%
1490 · Out of Home				
1408 · Billboard	0.00	2,095.00	-2,095.00	0.0%
Total 1490 · Out of Home	0.00	2,095.00	-2,095.00	0.0%
Total MARKETING	36,659.59	221,736.00	-185,076.41	16.53%
Total Expense	50,712.61	323,316.00	-272,603.39	15.69%
Net Ordinary Income	-49,787.61	-22,316.00	-27,471.61	223.1%
Net Income	-49,787.61	-22,316.00	-27,471.61	223.1%