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03/04/19

Accrual Basis

STILLWATER AND OAK PARK HEIGHTS CVB

Balance Sheet

As of March 4, 2019

	Mar 4, 19
ASSETS	
Current Assets	
Checking/Savings	
Debit Card Account	2,690.43
MIDWEST ONE	27,256.66
Total Checking/Savings	29,947.09
Total Current Assets	29,947.09
TOTAL ASSETS	<u>29,947.09</u>
LIABILITIES & EQUITY	
Equity	
32000 · Unrestricted Net Assets	37,630.73
Net Income	-7,683.64
Total Equity	29,947.09
TOTAL LIABILITIES & EQUITY	<u>29,947.09</u>

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Accrual Basis

STILLWATER AND OAK PARK HEIGHTS CVB

Checks Written

February 7 through March 4, 2019

Type	Date	Num	Name	Memo	Split	Debit	Credit	Balance
Debit Card Account								
Check	02/07/2019		WISHPOND TECHNOLOGIES		1403 · Sweepstakes		69.00	-69.00
Check	02/07/2019		CAP CITY	EMT CONF PARKING	1110 · Travel		8.50	-77.50
Check	02/08/2019		LORA	ROOM FOR WRITER	1423 · Native Content Articles		53.96	-131.46
Check	02/08/2019		OFFICE MAX		1102 · Printing and supplies		61.09	-192.55
Deposit	02/11/2019		LORA	ROOM FOR WRITER	1423 · Native Content Articles	53.96		-138.59
Check	02/11/2019		LORA	360 tour	1106 · Misc.		8.11	-146.70
Check	02/11/2019		UPS STORE		1321 · Postage Fulfillment		134.00	-280.70
Check	02/14/2019		OFFICE MAX		1102 · Printing and supplies		4.18	-284.88
Check	02/15/2019		MAILCHIMP		1402 · Enewsletter		250.00	-534.88
Check	02/19/2019		OFFICE MAX		1102 · Printing and supplies		70.66	-605.54
Check	02/20/2019		WAM CREATIVE		1311 · Content Maintenance / Design		160.00	-765.54
Check	02/21/2019		Explore Minnesota Tourism		1417 · Explore Minnesota .com		470.00	-1,235.54
Check	02/21/2019		LAVENDER MEDIA INC	Lavender	1472 · Lavender		437.68	-1,673.22
Check	02/26/2019		STAMPS.COM		1101 · Postage, Mailing Service		17.99	-1,691.21
Check	02/28/2019		US POSTAL SERVICE		1321 · Postage Fulfillment		416.80	-2,108.01
Check	02/28/2019		WAM CREATIVE		1311 · Content Maintenance / Design		40.00	-2,148.01
Check	03/01/2019		FACEBOOK		1413 · SocialMedia / Digital Misc		52.91	-2,200.92
Check	03/01/2019		GOOGLE		1104 · Telephone/Email/Internet		15.00	-2,215.92
Check	03/02/2019		ADOBE	Software	1104 · Telephone/Email/Internet		16.06	-2,231.98
Check	03/03/2019		ACTION RENTAL		1108 · Storage Rental		115.00	-2,346.98
Total Debit Card Account						53.96	2,400.94	-2,346.98
MIDWEST ONE								
Deposit	02/08/2019			Deposit	EMT GRANT MONEY	7,000.00		7,000.00
Check	02/08/2019	2723	VITAL SYSTEMS INC	Invoice #51680	1204 · Accounting Fees		160.17	6,839.83
Deposit	02/22/2019		CITY OF STILLWATER	Deposit	Lodging Tax Stillwater	52,200.16		59,039.99
Check	03/04/2019	2724	KNOT - WEDDING PAGES	Invoice #: 863695	1391 · The Knot Online & Magazine		2,970.00	56,069.99
Check	03/04/2019	2725	VITAL SYSTEMS INC	Invoice #51910	1204 · Accounting Fees		75.00	55,994.99
Check	03/04/2019	2726	RISE	INVOICE #: INT22254	1321 · Postage Fulfillment		28.48	55,966.51
Check	03/04/2019	2727	FRESH AVENUE		-SPLIT-		6,463.06	49,503.45
Check	03/04/2019	2728	EyeSpy Photography	Invoice #201903	1348 · Misc. Promo Items		60.00	49,443.45
Check	03/04/2019	2729	ST CROIX VALLEY REGIONAL TOURISM ...		1431 · SCRTA Guide		1,725.00	47,718.45
Check	03/04/2019	2730	MADDEN MEDIA	201901164	-SPLIT-		1,961.50	45,756.95
Check	03/04/2019	2731	GREENSPRING MEDIA GROUP	invoice #: 2019-34647	1434 · MN Biking Guide		3,150.00	42,606.95
Check	03/04/2019	2732	Orange142	Invoice #:7320	1453 · OTT - Digital TV		1,090.98	41,515.97
Check	03/04/2019	2733	GREENSPRING MEDIA GROUP	invoice #: 2019-34734	1457 · MN Monthly		1,000.00	40,515.97
Total MIDWEST ONE						59,200.16	18,684.19	40,515.97
TOTAL						59,254.12	21,085.13	38,168.99

STILLWATER AND OAK PARK HEIGHTS CVB
Profit & Loss Budget vs. Actual YTD \$ & %
January 1 through March 4, 2019

	<u>Jan 1 - Mar 4, 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
LODGING TAX INCOME				
Lodging Tax Stillwater	52,200.16	0.00	52,200.16	100.0%
LODGING TAX INCOME - Other	0.00	289,000.00	-289,000.00	0.0%
Total LODGING TAX INCOME	<u>52,200.16</u>	<u>289,000.00</u>	<u>-236,799.84</u>	<u>18.06%</u>
VISITOR GUIDE PROFITS	4,898.54	5,000.00	-101.46	97.97%
EMT GRANT MONEY	7,000.00	7,000.00	0.00	100.0%
Total Income	<u>64,098.70</u>	<u>301,000.00</u>	<u>-236,901.30</u>	<u>21.3%</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.	18.11	1,000.00	-981.89	1.81%
1109 · MN Tourism Growth Coalition	0.00	500.00	-500.00	0.0%
1101 · Postage, Mailing Service	17.99	900.00	-882.01	2.0%
1102 · Printing and supplies	280.32	1,000.00	-719.68	28.03%
1108 · Storage Rental	345.00	1,380.00	-1,035.00	25.0%
1104 · Telephone/Email/Internet	261.34	3,000.00	-2,738.66	8.71%
1110 · Travel	31.00	500.00	-469.00	6.2%
1111 · Tourism Mixer	0.00	3,000.00	-3,000.00	0.0%
Total 1100 · Operations /General Office	<u>1,027.76</u>	<u>12,080.00</u>	<u>-11,052.24</u>	<u>8.51%</u>
Contract Services				
1205 · Training / Development / Member	349.00	1,500.00	-1,151.00	23.27%
1201 · Marketing Contractors	19,351.18	77,000.00	-57,648.82	25.13%
1203 · Legal Fees	0.00	1,000.00	-1,000.00	0.0%
1204 · Accounting Fees	378.46	2,000.00	-1,621.54	18.92%
Total Contract Services	<u>20,078.64</u>	<u>81,500.00</u>	<u>-61,421.36</u>	<u>24.64%</u>
Total 1200 · ADMINISTRATION	<u>21,106.40</u>	<u>93,580.00</u>	<u>-72,473.60</u>	<u>22.55%</u>
MARKETING				
Internet and Website				
1402 · Enewsletter	500.00	3,000.00	-2,500.00	16.67%
1310 · Website				
1311 · Content Maintenance / Design	870.00	10,000.00	-9,130.00	8.7%
1314 · Events Calendar Fee	0.00	1,540.00	-1,540.00	0.0%
Total 1310 · Website	<u>870.00</u>	<u>11,540.00</u>	<u>-10,670.00</u>	<u>7.54%</u>
Total Internet and Website	<u>1,370.00</u>	<u>14,540.00</u>	<u>-13,170.00</u>	<u>9.42%</u>
1320 · Stillwater Visitor's Guide				
1321 · Postage Fullfillment	1,359.50	9,000.00	-7,640.50	15.11%
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%

STILLWATER AND OAK PARK HEIGHTS CVB Profit & Loss Budget vs. Actual YTD \$ & % January 1 through March 4, 2019

	Jan 1 - Mar 4, 19	Budget	\$ Over Budget	% of Budget
Total 1320 · Stillwater Visitor's Guide	1,359.50	11,000.00	-9,640.50	12.36%
1335 · Signage				
1336 · Street Banner	0.00	1,000.00	-1,000.00	0.0%
Total 1335 · Signage	0.00	1,000.00	-1,000.00	0.0%
1340 · Printed / Promotional Materials				
1348 · Misc. Promo Items	96.12	0.00	96.12	100.0%
1340 · Printed / Promotional Materials - Other	0.00	500.00	-500.00	0.0%
Total 1340 · Printed / Promotional Materials	96.12	500.00	-403.88	19.22%
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	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	3,300.05	6,600.00	-3,299.95	50.0%
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	3,385.79	14,340.00	-10,954.21	23.61%
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	1,361.50	16,000.00	-14,638.50	8.51%
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	470.00	2,010.00	-1,540.00	23.38%
1426 · Search Engine Optimization	1,600.00	2,000.00	-400.00	80.0%
1413 · SocialMedia / Digital Misc	1,440.05	12,250.00	-10,809.95	11.76%
1403 · Sweepstakes	138.00	1,500.00	-1,362.00	9.2%
Total 1410 · Digital Media	5,980.51	56,260.00	-50,279.49	10.63%
1430 · Tourism Guidebooks/Dir (Pt & On				
1432 · EMT Guidebook	0.00	4,780.00	-4,780.00	0.0%
1434 · MN Biking Guide	3,150.00	3,150.00	0.00	100.0%
1435 · Mpls/St. Paul Guide	0.00	4,500.00	-4,500.00	0.0%

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January 1 through March 4, 2019

	<u>Jan 1 - Mar 4, 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
1431 · SCRTA Guide	1,725.00	1,725.00	0.00	100.0%
1438 · Where Twin Cities	0.00	3,200.00	-3,200.00	0.0%
Total 1430 · Tourism Guidebooks/Dir (Pt & On	4,875.00	17,355.00	-12,480.00	28.09%
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	1,000.00	3,575.00	-2,575.00	27.97%
1458 · Where Magazine	5,300.00	0.00	5,300.00	100.0%
Total 1440 · Print	9,295.00	18,064.00	-8,769.00	51.46%
1450 · TV				
1453 · OTT - Digital TV	1,090.98	2,500.00	-1,409.02	43.64%
1451 · Comcast Spotlight	0.00	5,000.00	-5,000.00	0.0%
Total 1450 · TV	1,090.98	7,500.00	-6,409.02	14.55%
Total 1400 · Vacation Traveler Marketing	29,991.49	107,929.00	-77,937.51	27.79%
1470 · Direct Marketing M				
1472 · Lavender	2,223.04	8,332.00	-6,108.96	26.68%
Total 1470 · Direct Marketing M	2,223.04	8,332.00	-6,108.96	26.68%
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	50,675.94	221,736.00	-171,060.06	22.85%
Total Expense	71,782.34	323,316.00	-251,533.66	22.2%
Net Ordinary Income	-7,683.64	-22,316.00	14,632.36	34.43%
Net Income	-7,683.64	-22,316.00	14,632.36	34.43%