

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

	<u>Jan 1 - Oct 4, 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
LODGING TAX INCOME				
Lodging Tax OPH	19,230.08	0.00	19,230.08	100.0%
Lodging Tax Stillwater	175,097.46	0.00	175,097.46	100.0%
LODGING TAX INCOME - Other	0.00	289,000.00	-289,000.00	0.0%
Total LODGING TAX INCOME	<u>194,327.54</u>	<u>289,000.00</u>	<u>-94,672.46</u>	<u>67.24%</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>206,226.08</u>	<u>301,000.00</u>	<u>-94,773.92</u>	<u>68.51%</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	498.25	800.00	-301.75	62.28%
1106 · Misc.	156.31	1,000.00	-843.69	15.63%
1109 · MN Tourism Growth Coalition	0.00	500.00	-500.00	0.0%
1101 · Postage, Mailing Service	126.85	1,000.00	-873.15	12.69%
1102 · Printing and supplies	724.37	1,000.00	-275.63	72.44%
1108 · Storage Rental	1,150.00	1,380.00	-230.00	83.33%
1104 · Telephone/Email/Internet	2,072.14	3,000.00	-927.86	69.07%
1110 · Travel	31.75	500.00	-468.25	6.35%
1111 · Tourism Mixer	3,089.00	3,000.00	89.00	102.97%
Total 1100 · Operations /General Office	<u>7,848.67</u>	<u>12,180.00</u>	<u>-4,331.33</u>	<u>64.44%</u>
Contract Services				
1205 · Training / Development / Member	1,049.38	1,500.00	-450.62	69.96%
1201 · Marketing Contractors	64,642.10	77,000.00	-12,357.90	83.95%
1203 · Legal Fees	0.00	1,000.00	-1,000.00	0.0%
1204 · Accounting Fees	961.46	2,000.00	-1,038.54	48.07%
Total Contract Services	<u>66,652.94</u>	<u>81,500.00</u>	<u>-14,847.06</u>	<u>81.78%</u>
Total 1200 · ADMINISTRATION	<u>74,501.61</u>	<u>93,680.00</u>	<u>-19,178.39</u>	<u>79.53%</u>
MARKETING				
Internet and Website				
1402 · Enewsletter	2,250.00	3,000.00	-750.00	75.0%
1310 · Website				
1311 · Content Maintenance / Design	1,661.50	10,000.00	-8,338.50	16.62%
1314 · Events Calendar Fee	1,540.00	1,540.00	0.00	100.0%
Total 1310 · Website	<u>3,201.50</u>	<u>11,540.00</u>	<u>-8,338.50</u>	<u>27.74%</u>
Total Internet and Website	<u>5,451.50</u>	<u>14,540.00</u>	<u>-9,088.50</u>	<u>37.49%</u>
1320 · Stillwater Visitor's Guide				
1321 · Postage Fullfillment				
1324 · Evelopes for GB	831.42	0.00	831.42	100.0%
1321 · Postage Fullfillment - Other	6,090.66	9,000.00	-2,909.34	67.67%

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Total 1321 · Postage Fulfillment	6,922.08	9,000.00	-2,077.92	76.91%
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	6,922.08	11,000.00	-4,077.92	62.93%
1335 · Signage				
1336 · Downtown Signage/Kiosks	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	2,561.59	500.00	2,061.59	512.32%
1346 · Photography / Videography	7,467.46	10,000.00	-2,532.54	74.68%
1350 · CO-OP's / GRANTS				
1367 · Bonspiel	7,500.00	7,500.00	0.00	100.0%
1360 · Carriage Rides	0.00	3,500.00	-3,500.00	0.0%
1352 · Cruisin on Croix	1,500.00	1,500.00	0.00	100.0%
1358 · Harvest Fest	0.00	7,500.00	-7,500.00	0.0%
1359 · Hometown for the Holidays	0.00	7,500.00	-7,500.00	0.0%
1351 · Ice Cream Social	500.00	500.00	0.00	100.0%
1362 · Lumberjack Days	7,500.00	7,500.00	0.00	100.0%
1364 · Rivertown Art Festival	3,750.00	7,500.00	-3,750.00	50.0%
1363 · Sticks of Stillwater	1,000.00	1,000.00	0.00	100.0%
1369 · St Croix Crossing Half Marathon	0.00	500.00	-500.00	0.0%
1357 · Summer Tuesdays	0.00	500.00	-500.00	0.0%
Total 1350 · CO-OP's / GRANTS	21,750.00	45,000.00	-23,250.00	48.33%
1380 · Meetings / Coporate Events Mark				
1386 · Assoc. North	854.00	1,500.00	-646.00	56.93%
1386a · MPI Meetings	979.00	0.00	979.00	100.0%
1389 · Meeting Video / 360 Tours	870.00	2,500.00	-1,630.00	34.8%
1381 · Meeting Fam Trip	2,098.42	3,000.00	-901.58	69.95%
1382 · Meetings Linkedin	64.26	0.00	64.26	100.0%
Total 1380 · Meetings / Coporate Events Mark	4,865.68	7,000.00	-2,134.32	69.51%
1390 · Weddings				
1397 · Google Ads - Wedding	0.00	1,000.00	-1,000.00	0.0%
1391 · The Knot Online & Magazine	6,600.10	6,600.00	0.10	100.0%
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	31.50	2,000.00	-1,968.50	1.58%
Total 1390 · Weddings	6,717.34	14,340.00	-7,622.66	46.84%
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	573.19	1,000.00	-426.81	57.32%
1421A · Youtube.com	2,500.00	2,500.00	0.00	100.0%
1411 · Google / Bing Ad Words Display	8,299.05	15,650.00	-7,350.95	53.03%
1425 · Influencers/Media	710.53	2,000.00	-1,289.47	35.53%

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1423 · Native Content Articles	11,170.57	5,550.00	5,620.57	201.27%
1419 · Retargeting Advertising	4,210.40	5,000.00	-789.60	84.21%
1417 · Explore Minnesota .com	470.00	2,010.00	-1,540.00	23.38%
1426 · Search Engine Optimization	7,150.04	2,000.00	5,150.04	357.5%
1413 · SocialMedia / Digital Misc	12,886.27	16,100.00	-3,213.73	80.04%
1403 · Sweepstakes	1,231.32	1,500.00	-268.68	82.09%
1418 · Pre-roll video with ad taxi	789.60	0.00	789.60	100.0%
Total 1410 · Digital Media	49,990.97	53,310.00	-3,319.03	93.77%
1430 · Tourism Guidebooks/Dir (Pt & On				
1432 · EMT Guidebook	4,780.00	4,780.00	0.00	100.0%
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%
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%
1436 · MN HIKE / BIKE GUIDE MAP	950.00	0.00	950.00	100.0%
Total 1430 · Tourism Guidebooks/Dir (Pt & On	10,605.00	17,355.00	-6,750.00	61.11%
1440 · Print				
1454 · MSP Magazine	10,000.00	10,000.00	0.00	100.0%
1449 · AAA #onlyinmn Map	1,494.00	1,494.00	0.00	100.0%
1441 · Midwest Living	2,995.00	2,995.00	0.00	100.0%
1457 · MN Monthly	2,575.00	3,575.00	-1,000.00	72.03%
1458 · Where Magazine	6,900.00	0.00	6,900.00	100.0%
Total 1440 · Print	23,964.00	18,064.00	5,900.00	132.66%
1450 · TV				
1453 · OTT - Digital TV	2,000.00	2,000.00	0.00	100.0%
1451 · Comcast Spotlight	5,000.00	5,000.00	0.00	100.0%
Total 1450 · TV	7,000.00	7,000.00	0.00	100.0%
Total 1400 · Vacation Traveler Marketing	100,309.97	104,479.00	-4,169.03	96.01%
1470 · Direct Marketing M				
1472 · Lavender	7,324.53	8,332.00	-1,007.47	87.91%
Total 1470 · Direct Marketing M	7,324.53	8,332.00	-1,007.47	87.91%
1490 · Out of Home				
1408 · Billboard	0.00	2,250.00	-2,250.00	0.0%
Total 1490 · Out of Home	0.00	2,250.00	-2,250.00	0.0%
Total MARKETING	163,370.15	218,441.00	-55,070.85	74.79%
Total Expense	237,871.76	320,121.00	-82,249.24	74.31%
Net Ordinary Income	-31,645.68	-19,121.00	-12,524.68	165.5%
Net Income	-31,645.68	-19,121.00	-12,524.68	165.5%