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STILLWATER AND OAK PARK HEIGHTS CVB

11/05/19

Balance Sheet

Accrual Basis

As of November 5, 2019

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Nov 5, 19

<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Debit Card Account	3,160.03
MIDWEST ONE	-18,555.18
Total Checking/Savings	-15,395.15
Total Current Assets	-15,395.15
<b>TOTAL ASSETS</b>	<b>-15,395.15</b>
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<b>LIABILITIES &amp; EQUITY</b>	
Equity	
32000 · Unrestricted Net Assets	37,630.73
Net Income	-53,025.88
Total Equity	-15,395.15
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>-15,395.15</b>
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**STILLWATER AND OAK PARK HEIGHTS CVB**  
**Profit & Loss Budget vs. Actual YTD \$ & %**  
January 1 through November 5, 2019

	<u>Jan 1 - Nov 5, 19</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	19,230.08	0.00	19,230.08	100.0%
Lodging Tax Stillwater	175,097.46	0.00	175,097.46	100.0%
<b>LODGING TAX INCOME - Other</b>	<u>0.00</u>	<u>289,000.00</u>	<u>-289,000.00</u>	<u>0.0%</u>
<b>Total LODGING TAX INCOME</b>	<u>194,327.54</u>	<u>289,000.00</u>	<u>-94,672.46</u>	<u>67.24%</u>
<b>VISITOR GUIDE PROFITS</b>	4,898.54	5,000.00	-101.46	97.97%
<b>EMT GRANT MONEY</b>	<u>14,000.00</u>	<u>7,000.00</u>	<u>7,000.00</u>	<u>200.0%</u>
<b>Total Income</b>	<u>213,226.08</u>	<u>301,000.00</u>	<u>-87,773.92</u>	<u>70.84%</u>
<b>Expense</b>				
<b>1000 · Reserve - Misc</b>	0.00	4,000.00	-4,000.00	0.0%
<b>1001 · Discretionary Funds</b>	0.00	4,000.00	-4,000.00	0.0%
<b>1200 · ADMINISTRATION</b>				
<b>1100 · Operations /General Office</b>				
1105 · Meeting Expense	526.21	800.00	-273.79	65.78%
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	255.24	1,000.00	-744.76	25.52%
1102 · Printing and supplies	821.99	1,000.00	-178.01	82.2%
1108 · Storage Rental	1,265.00	1,380.00	-115.00	91.67%
1104 · Telephone/Email/Internet	2,331.92	3,000.00	-668.08	77.73%
1110 · Travel	31.75	500.00	-468.25	6.35%
1111 · Tourism Mixer	3,089.00	3,000.00	89.00	102.97%
<b>Total 1100 · Operations /General Office</b>	<u>8,477.42</u>	<u>12,180.00</u>	<u>-3,702.58</u>	<u>69.6%</u>
<b>Contract Services</b>				
1205 · Training / Development / Member	1,049.38	1,500.00	-450.62	69.96%
1201 · Marketing Contractors	71,058.76	77,000.00	-5,941.24	92.28%
1203 · Legal Fees	0.00	1,000.00	-1,000.00	0.0%
1204 · Accounting Fees	1,051.46	2,000.00	-948.54	52.57%
<b>Total Contract Services</b>	<u>73,159.60</u>	<u>81,500.00</u>	<u>-8,340.40</u>	<u>89.77%</u>
<b>Total 1200 · ADMINISTRATION</b>	<u>81,637.02</u>	<u>93,680.00</u>	<u>-12,042.98</u>	<u>87.15%</u>
<b>MARKETING</b>				
<b>Internet and Website</b>				
1402 · Enewsletter	2,519.00	3,000.00	-481.00	83.97%
<b>1310 · Website</b>				
1311 · Content Maintenance / Design	2,871.50	10,000.00	-7,128.50	28.72%
1314 · Events Calendar Fee	1,540.00	1,540.00	0.00	100.0%
<b>Total 1310 · Website</b>	<u>4,411.50</u>	<u>11,540.00</u>	<u>-7,128.50</u>	<u>38.23%</u>
<b>Total Internet and Website</b>	<u>6,930.50</u>	<u>14,540.00</u>	<u>-7,609.50</u>	<u>47.67%</u>
<b>1320 · Stillwater Visitor's Guide</b>				
<b>1321 · Postage Fullfillment</b>				
1324 · Envelopes for GB	831.42	0.00	831.42	100.0%
1321 · Postage Fullfillment - Other	6,641.46	9,000.00	-2,358.54	73.79%

**STILLWATER AND OAK PARK HEIGHTS CVB**  
**Profit & Loss Budget vs. Actual YTD \$ & %**  
January 1 through November 5, 2019

	<u>Jan 1 - Nov 5, 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Total 1321 · Postage Fullfillment</b>	7,472.88	9,000.00	-1,527.12	83.03%
1322 · MOA / Airport Distribution	550.00	1,100.00	-550.00	50.0%
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%
<b>Total 1320 · Stillwater Visitor's Guide</b>	8,022.88	11,000.00	-2,977.12	72.94%
<b>1335 · Signage</b>				
1336 · Downtown Signage/Kiosks	0.00	1,000.00	-1,000.00	0.0%
<b>Total 1335 · Signage</b>	0.00	1,000.00	-1,000.00	0.0%
<b>1340 · Printed / Promotional Materials</b>	2,561.59	500.00	2,061.59	512.32%
1346 · Photography / Videography	7,617.46	10,000.00	-2,382.54	76.18%
<b>1350 · CO-OP's / GRANTS</b>				
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	7,500.00	7,500.00	0.00	100.0%
1353 · Run Stillwater	500.00	0.00	500.00	100.0%
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	8,000.00	500.00	7,500.00	1,600.0%
<b>Total 1350 · CO-OP's / GRANTS</b>	34,000.00	45,000.00	-11,000.00	75.56%
<b>1380 · Meetings / Coporate Events Mark</b>				
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%
<b>Total 1380 · Meetings / Coporate Events Mark</b>	4,865.68	7,000.00	-2,134.32	69.51%
<b>1390 · Weddings</b>				
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%
<b>Total 1390 · Weddings</b>	6,717.34	14,340.00	-7,622.66	46.84%
<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>				
1401 · Photo Contest	1,173.19	1,000.00	173.19	117.32%
1421A · Youtube.com	2,500.00	2,500.00	0.00	100.0%
1411 · Google / Bing Ad Words Display	9,686.56	15,650.00	-5,963.44	61.9%

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January 1 through November 5, 2019

	<u>Jan 1 - Nov 5, 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
1425 · Influencers/Media	710.53	2,000.00	-1,289.47	35.53%
1423 · Native Content Articles	12,303.86	5,550.00	6,753.86	221.69%
1419 · Retargeting Advertising	4,210.40	5,000.00	-789.60	84.21%
1424 · Facebook Sweepstakes EMT & TC	25.00	0.00	25.00	100.0%
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	13,698.78	16,100.00	-2,401.22	85.09%
1403 · Sweepstakes	1,300.32	1,500.00	-199.68	86.69%
1418 · Pre-roll video with ad taxi	789.60	0.00	789.60	100.0%
<b>Total 1410 · Digital Media</b>	<b>54,018.28</b>	<b>53,310.00</b>	<b>708.28</b>	<b>101.33%</b>
<b>1430 · Tourism Guidebooks/Dir (Pt &amp; On</b>				
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%
<b>Total 1430 · Tourism Guidebooks/Dir (Pt &amp; On</b>	<b>10,605.00</b>	<b>17,355.00</b>	<b>-6,750.00</b>	<b>61.11%</b>
<b>1440 · Print</b>				
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	3,575.00	3,575.00	0.00	100.0%
1458 · Where Magazine	7,700.00	0.00	7,700.00	100.0%
<b>Total 1440 · Print</b>	<b>25,764.00</b>	<b>18,064.00</b>	<b>7,700.00</b>	<b>142.63%</b>
<b>1450 · TV</b>				
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%
<b>Total 1450 · TV</b>	<b>7,000.00</b>	<b>7,000.00</b>	<b>0.00</b>	<b>100.0%</b>
<b>Total 1400 · Vacation Traveler Marketing</b>	<b>106,137.28</b>	<b>104,479.00</b>	<b>1,658.28</b>	<b>101.59%</b>
<b>1470 · Direct Marketing M</b>				
1472 · Lavender	7,762.21	8,332.00	-569.79	93.16%
<b>Total 1470 · Direct Marketing M</b>	<b>7,762.21</b>	<b>8,332.00</b>	<b>-569.79</b>	<b>93.16%</b>
<b>1490 · Out of Home</b>				
1408 · Billboard	0.00	2,250.00	-2,250.00	0.0%
<b>Total 1490 · Out of Home</b>	<b>0.00</b>	<b>2,250.00</b>	<b>-2,250.00</b>	<b>0.0%</b>
<b>Total MARKETING</b>	<b>184,614.94</b>	<b>218,441.00</b>	<b>-33,826.06</b>	<b>84.52%</b>
<b>Total Expense</b>	<b>266,251.96</b>	<b>320,121.00</b>	<b>-53,869.04</b>	<b>83.17%</b>
<b>Net Ordinary Income</b>	<b>-53,025.88</b>	<b>-19,121.00</b>	<b>-33,904.88</b>	<b>277.32%</b>
<b>Net Income</b>	<b>-53,025.88</b>	<b>-19,121.00</b>	<b>-33,904.88</b>	<b>277.32%</b>

9:20 AM

11/05/19

Accrual Basis

STILLWATER AND OAK PARK HEIGHTS CVB

Checks Written

October 5 through November 5, 2019

Type	Date	Num	Name	Memo	Split	Debit	Credit	Balance
<b>Debit Card Account</b>								
Check	10/07/2019		WISHPOND TECHNOLOGIES		1403 · Sweepstakes		69.00	-69.00
Check	10/08/2019		US POSTAL SERVICE		1101 · Postage, Mailing Service		100.00	-169.00
Check	10/10/2019		OFFICE MAX		1102 · Printing and supplies		73.95	-242.95
Check	10/10/2019		OFFICE MAX		1102 · Printing and supplies		6.01	-248.96
Check	10/14/2019		MAILCHIMP		1402 · Enewsletter		269.00	-517.96
Check	10/16/2019		Explore Minnesota Tourism		1322 · MOA / Airport Distribution		550.00	-1,067.96
Check	10/20/2019		LAVENDER MEDIA INC	Lavender	1472 · Lavender		437.68	-1,505.64
Check	10/22/2019		US POSTAL SERVICE		1321 · Postage Fullfillment		100.00	-1,605.64
Check	10/22/2019		US POSTAL SERVICE		1321 · Postage Fullfillment		426.80	-2,032.44
Check	10/24/2019		US POSTAL SERVICE		1101 · Postage, Mailing Service		10.40	-2,042.84
Deposit	10/25/2019		DEPOSIT	Deposit	EMT GRANT MONEY	7,000.00		4,957.16
Check	10/25/2019		OFFICE MAX		1102 · Printing and supplies		10.14	4,947.02
Check	10/25/2019		WP ENGINE		1311 · Content Maintenance / Design		1,150.00	3,797.02
Check	10/27/2019		WAM CREATIVE		1311 · Content Maintenance / Design		60.00	3,737.02
Check	10/28/2019		STAMPS.COM		1101 · Postage, Mailing Service		17.99	3,719.03
Check	10/30/2019		LINDSAY NICOLE		1346 · Photography / Videography		150.00	3,569.03
Check	10/31/2019		FACEBOOK		1424 · Facebook Sweepstakes EM...		25.00	3,544.03
Check	11/01/2019		GOOGLE		1104 · Telephone/Email/Internet		180.00	3,364.03
Check	11/02/2019		OFFICE MAX		1102 · Printing and supplies		7.52	3,356.51
Check	11/04/2019		TRANSFER		MIDWEST ONE		2,000.00	1,356.51
Check	11/04/2019		ACTION RENTAL		1108 · Storage Rental		115.00	1,241.51
Check	11/05/2019		TRANSFER		MIDWEST ONE		3,500.00	-2,258.49
Total Debit Card Account						7,000.00	9,258.49	-2,258.49
<b>MIDWEST ONE</b>								
Check	11/04/2019		TRANSFER		Debit Card Account	2,000.00		2,000.00
Check	11/05/2019	2828	ALEX EDER		1105 · Meeting Expense		27.96	1,972.04
Check	11/05/2019	2829	GREENSPRING MEDIA GROUP	Invoices See Below	-SPLIT-		1,800.00	172.04
Check	11/05/2019	2830	GREATER STILLWATER CHAMBER...	Invoice #: LAST HALF	1364 · Rivertown Art Festival		3,750.00	-3,577.96
Check	11/05/2019	2831	CENTURY LINK	651-351-1717	1104 · Telephone/Email/Internet		79.78	-3,657.74
Check	11/05/2019	2832	SUMMER TUESDAY INC.	SPONSORSHIP 2019	-SPLIT-		8,000.00	-11,657.74
Check	11/05/2019	2833	RISE	INVOICE #: INT25028	1321 · Postage Fullfillment		24.00	-11,681.74
Check	11/05/2019	2834	MADDEN MEDIA	see invoices below	-SPLIT-		3,333.31	-15,015.05
Check	11/05/2019	2835	FRESH AVENUE	VOID: INVOICE NOVEMBER ...	1201 · Marketing Contractors	0.00		-15,015.05
Check	11/05/2019	2836	VITAL SYSTEMS INC	Invoice #53961	1204 · Accounting Fees		90.00	-15,105.05
Check	11/05/2019	2837	RUN STILLWATER INC.		1353 · Run Stillwater		500.00	-15,605.05
Check	11/05/2019	2838	BILL DONOVAN	3RD PLACE PHOTO CONTE...	1401 · Photo Contest		100.00	-15,705.05
Check	11/05/2019	2839	KELLEY BRENNER	PHOTO CONTEST WINNER	-SPLIT-		325.00	-16,030.05
Deposit	11/05/2019	2354	KELLEY BRENNER	PHOTO CONTEST WINNER	1401 · Photo Contest	25.00		-16,005.05
Check	11/05/2019	2840	RICK SCHMOLKE	2ND PLACE PHOTO CONTE...	1401 · Photo Contest		200.00	-16,205.05
Check	11/05/2019	2841	FRESH AVENUE	INVOICE NOVEMBER 2019	1201 · Marketing Contractors		1,416.66	-17,621.71
Check	11/05/2019	2842	FRESH AVENUE	INVOICE NOVEMBER 2019	1201 · Marketing Contractors		5,000.00	-22,621.71
Check	11/05/2019		TRANSFER		Debit Card Account	3,500.00		-19,121.71
Total MIDWEST ONE						5,525.00	24,646.71	-19,121.71
<b>TOTAL</b>						<b>12,525.00</b>	<b>33,905.20</b>	<b>-21,380.20</b>