

Stillwater/Oak Park Heights Convention & Visitor Bureau. Lodging Tax Revenue Summary.  
 Updated:8/20/2019 highest qtr on record

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change from Year Prior	AVERAGE
Stillwater	\$ 23,670	\$ 25,052	\$ 20,852	\$ 24,920	\$ 27,039	\$ 25,091	\$ 29,421	\$ 29,616	\$ 30,879	\$ 33,441	\$ 38,469	\$ 41,716		
Oak Park H	\$ 4,316	\$ 4,893	\$ 3,910	\$ 5,520	\$ 4,548	\$ 5,071	\$ 4,853	\$ 5,077	\$ 4,667	\$ 5,201	\$ 5,112	\$ 4,701		
	\$ 27,986	\$ 29,945	\$ 24,762	\$ 30,440	\$ 31,587	\$ 30,162	\$ 34,274	\$ 34,693	\$ 35,546	\$ 38,642	\$ 43,580	\$ 46,416	7%	1st Qtr: Jan/Feb/Mar Program to Date Change
		7%	-17%	23%	4%	-5%	14%	1%	2%	9%	13%	7%	66%	\$34,003 5%
Stillwater	\$ 41,572	\$ 33,054	\$ 36,407	\$ 36,131	\$ 38,442	\$ 42,815	\$ 45,518	\$ 51,227	\$ 54,682	\$ 55,662	\$ 57,196	\$ 81,181		
Oak Park H	\$ 7,199	\$ 7,371	\$ 6,307	\$ 7,855	\$ 7,574	\$ 8,860	\$ 8,987	\$ 9,313	\$ 7,849	\$ 8,958	\$ 9,297	\$ 8,256		
	\$ 48,771	\$ 40,425	\$ 42,714	\$ 43,986	\$ 46,016	\$ 51,675	\$ 54,505	\$ 60,540	\$ 62,531	\$ 64,620	\$ 66,494	\$ 89,437	35%	2nd qtr:Apr/May/June Program to Date Change
		-17%	6%	3%	5%	12%	5%	11%	3%	3%	3%	35%	83%	\$55,976 6%
												\$ 22,943		
Stillwater	\$ 55,764	\$ 41,929	\$ 48,220	\$ 53,376	\$ 52,554	\$ 59,423	\$ 61,787	\$ 69,321	\$ 73,549	\$ 73,649	\$ 89,184	\$ 115,321		
Oak Park H	\$ 3,273	\$ 8,787	\$ 9,757	\$ 11,021	\$ 10,191	\$ 11,228	\$ 11,675	\$ 10,805	\$ 10,948	\$ 12,306	\$ 11,126	\$ 11,243		
	\$ 59,037	\$ 50,716	\$ 57,977	\$ 64,397	\$ 62,745	\$ 70,651	\$ 73,462	\$ 80,126	\$ 84,497	\$ 85,954	\$ 100,310	\$ 126,564	26%	3rdQtr:July/Aug/Sept Program to Date Change
		-14%	14%	11%	-3%	13%	4%	9%	5%	2%	17%	26%	114%	\$76,370 8%
												\$ 26,253		
Stillwater	\$ 31,427	\$ 24,282	\$ 20,164	\$ 28,778	\$ 32,024	\$ 33,410	\$ 37,967	\$ 42,025	\$ 46,943	\$ 39,188	\$ 52,200			
Oak Prk H	\$ 6,499	\$ 4,919	\$ 6,045	\$ 6,560	\$ 6,383	\$ 6,629	\$ 7,424	\$ 6,480	\$ 7,079	\$ 6,321	\$ 6,273			
	\$ 37,926	\$ 29,201	\$ 26,209	\$ 35,338	\$ 38,407	\$ 40,039	\$ 45,391	\$ 48,505	\$ 54,022	\$ 45,509	\$ 58,473			4th Qtr:Oct/Nov/Dec Program to Date Change
		-23%	-10%	35%	9%	4%	13%	7%	11%	-16%	28%		54%	\$41,729 6%
	\$ 173,720	\$ 150,287	\$ 151,662	\$ 174,161	\$ 178,755	\$ 192,527	\$ 207,632	\$ 223,864	\$ 236,596	\$ 234,725	\$ 268,858	\$ 262,417	55%	YTD \$199,344
Stillwater: Total Collections	\$ 152,433	\$ 124,317	\$ 125,643	\$ 143,205	\$ 150,059	\$ 160,739	\$ 174,693	\$ 192,189	\$ 206,053	\$ 201,940	\$ 237,049			\$ 169,847
OPH: Total Collections	\$ 21,287	\$ 25,970	\$ 26,019	\$ 30,956	\$ 28,696	\$ 31,788	\$ 32,940	\$ 31,675	\$ 30,543	\$ 32,786	\$ 31,808			\$ 29,497
\$ Change From Yr Prior	\$ (23,433)	\$ 1,375	\$ 22,499	\$ 4,594	\$ 13,772	\$ 15,105	\$ 16,232	\$ 12,732	\$ (1,871)	\$ 34,133				\$ 9,514
% Change from Yr Prior	-13%	1%	15%	3%	8%	8%	8%	6%	-1%	15%				5%
													Total %Increase Since Inception	55%
														\$ 95,138

Notes:

Website data starts 2011

\*4th Quarter 2016: 4 new VRBOs from OPH now reporting and OPH is now taking their 5%.

\*3rd Qtr 2018 Lora Hotel (40 rooms) now reporting as well as VRBOs

\*1st Qtr 2019 now includes hotel crosby (55 rooms), Polar Vortex, Snowiest Fed on Record, Ice Castles last minute cancel.

\*2nd qtr 2019 includes previous months payment for Comfort Inn

29%

STILLWATER AND OAK PARK HEIGHTS CVB

Balance Sheet

As of December 3, 2019

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Dec 3, 19

ASSETS

Current Assets

Checking/Savings

Debit Card Account

4,850.94

MIDWEST ONE

79,052.47

Total Checking/Savings

83,903.41

Total Current Assets

83,903.41

TOTAL ASSETS

83,903.41

LIABILITIES & EQUITY

Equity

32000 · Unrestricted Net Assets

37,630.73

Net Income

46,272.68

Total Equity

83,903.41

TOTAL LIABILITIES & EQUITY

83,903.41

**STILLWATER AND OAK PARK HEIGHTS CVB**  
**Profit & Loss Budget vs. Actual YTD \$ & %**  
January 1 through December 3, 2019

	<u>Jan 1 - Dec 3, 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	30,472.88	0.00	30,472.88	100.0%
Lodging Tax Stillwater	290,418.31	0.00	290,418.31	100.0%
LODGING TAX INCOME - Other	0.00	289,000.00	-289,000.00	0.0%
<b>Total LODGING TAX INCOME</b>	<u>320,891.19</u>	<u>289,000.00</u>	<u>31,891.19</u>	<u>111.04%</u>
<b>VISITOR GUIDE PROFITS</b>	4,898.54	5,000.00	-101.46	97.97%
<b>EMT GRANT MONEY</b>	14,000.00	7,000.00	7,000.00	200.0%
<b>Total Income</b>	<u>339,789.73</u>	<u>301,000.00</u>	<u>38,789.73</u>	<u>112.89%</u>
<b>Expense</b>				
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%
<b>1200 · ADMINISTRATION</b>				
1100 · Operations /General Office				
1105 · Meeting Expense	535.04	800.00	-264.96	66.88%
1106 · Misc.	173.75	1,000.00	-826.25	17.38%
1109 · MN Tourism Growth Coalition	0.00	500.00	-500.00	0.0%
1101 · Postage, Mailing Service	273.23	1,000.00	-726.77	27.32%
1102 · Printing and supplies	891.06	1,000.00	-108.94	89.11%
1108 · Storage Rental	1,265.00	1,380.00	-115.00	91.67%
1104 · Telephone/Email/Internet	2,267.70	3,000.00	-732.30	75.59%
1110 · Travel	36.75	500.00	-463.25	7.35%
1111 · Tourism Mixer	3,089.00	3,000.00	89.00	102.97%
<b>Total 1100 · Operations /General Office</b>	<u>8,531.53</u>	<u>12,180.00</u>	<u>-3,648.47</u>	<u>70.05%</u>
Contract Services				
1205 · Training / Development / Member	1,049.38	1,500.00	-450.62	69.96%
1201 · Marketing Contractors	77,475.42	77,000.00	475.42	100.62%
1203 · Legal Fees	0.00	1,000.00	-1,000.00	0.0%
1204 · Accounting Fees	1,154.46	2,000.00	-845.54	57.72%
<b>Total Contract Services</b>	<u>79,679.26</u>	<u>81,500.00</u>	<u>-1,820.74</u>	<u>97.77%</u>
<b>Total 1200 · ADMINISTRATION</b>	<u>88,210.79</u>	<u>93,680.00</u>	<u>-5,469.21</u>	<u>94.16%</u>
<b>MARKETING</b>				
Internet and Website				
1402 · Enewsletter	2,788.00	3,000.00	-212.00	92.93%
1310 · Website				
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>7,199.50</u>	<u>14,540.00</u>	<u>-7,340.50</u>	<u>49.52%</u>
1320 · Stillwater Visitor's Guide				
1321 · Postage Fullfillment				
1324 · Envelopes for GB	831.42	0.00	831.42	100.0%
1321 · Postage Fullfillment - Other	7,096.31	9,000.00	-1,903.69	78.85%

**STILLWATER AND OAK PARK HEIGHTS CVB**  
**Profit & Loss Budget vs. Actual YTD \$ & %**  
January 1 through December 3, 2019

	<u>Jan 1 - Dec 3, 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Total 1321 · Postage Fullfillment</b>	7,927.73	9,000.00	-1,072.27	88.09%
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>	8,477.73	11,000.00	-2,522.27	77.07%
<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	7,737.42	10,000.00	-2,262.58	77.37%
<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	7,500.00	7,500.00	0.00	100.0%
1359 · Hometown for the Holidays	3,250.00	7,500.00	-4,250.00	43.33%
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%
1357 · Summer Tuesdays	500.00	500.00	0.00	100.0%
<b>Total 1350 · CO-OP's / GRANTS</b>	37,250.00	44,500.00	-7,250.00	83.71%
<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%
1383 · MN Meetings and events mag	3,000.00	0.00	3,000.00	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>	7,865.68	7,000.00	865.68	112.37%
<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	16,624.11	16,650.00	-25.89	99.85%

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1425 · Influencers/Media	710.53	2,000.00	-1,289.47	35.53%
1423 · Native Content Articles	13,437.15	13,600.00	-162.85	98.8%
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	1,600.00	2,000.00	-400.00	80.0%
1413 · SocialMedia / Digital Misc	14,561.29	9,750.00	4,811.29	149.35%
1403 · Sweepstakes	1,369.32	1,500.00	-130.68	91.29%
1418 · Pre-roll video with ad taxi	789.60	0.00	789.60	100.0%
<b>Total 1410 · Digital Media</b>	<b>57,470.59</b>	<b>56,010.00</b>	<b>1,460.59</b>	<b>102.61%</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	4,500.00	4,500.00	0.00	100.0%
1431 · SCRTA Guide	1,725.00	1,725.00	0.00	100.0%
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>15,105.00</b>	<b>14,155.00</b>	<b>950.00</b>	<b>106.71%</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	3,200.00	3,200.00	0.00	100.0%
<b>Total 1440 · Print</b>	<b>21,264.00</b>	<b>21,264.00</b>	<b>0.00</b>	<b>100.0%</b>
<b>1450 · TV</b>				
1453 · OTT - Digital TV	5,000.00	2,000.00	3,000.00	250.0%
1451 · Comcast Spotlight	5,000.00	5,000.00	0.00	100.0%
1450 · TV - Other	2,000.00	0.00	2,000.00	100.0%
<b>Total 1450 · TV</b>	<b>12,000.00</b>	<b>7,000.00</b>	<b>5,000.00</b>	<b>171.43%</b>
<b>Total 1400 · Vacation Traveler Marketing</b>	<b>114,589.59</b>	<b>107,179.00</b>	<b>7,410.59</b>	<b>106.91%</b>
<b>1470 · Direct Marketing M</b>				
1472 · Lavender	12,907.41	8,332.00	4,575.41	154.91%
<b>Total 1470 · Direct Marketing M</b>	<b>12,907.41</b>	<b>8,332.00</b>	<b>4,575.41</b>	<b>154.91%</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>205,306.26</b>	<b>220,641.00</b>	<b>-15,334.74</b>	<b>93.05%</b>
<b>Total Expense</b>	<b>293,517.05</b>	<b>322,321.00</b>	<b>-28,803.95</b>	<b>91.06%</b>
<b>Net Ordinary Income</b>	<b>46,272.68</b>	<b>-21,321.00</b>	<b>67,593.68</b>	<b>-217.03%</b>
<b>Net Income</b>	<b>46,272.68</b>	<b>-21,321.00</b>	<b>67,593.68</b>	<b>-217.03%</b>

11:18 AM

12/03/19

Accrual Basis

STILLWATER AND OAK PARK HEIGHTS CVB

Checks Written

November 6 through December 3, 2019

Type	Date	Num	Name	Memo	Split	Debit	Credit	Balance
<b>Debit Card Account</b>								
Check	11/06/2019		WISHPOND TECHNOLOGIES		1403 · Sweepstakes		69.00	-69.00
Check	11/07/2019		OFFICE MAX		1102 · Printing and supplies		9.66	-78.66
Check	11/08/2019		PARKING		1110 · Travel		5.00	-83.66
Check	11/12/2019		US POSTAL SERVICE		1321 · Postage Fulfillment		416.80	-500.46
Check	11/15/2019		CHILKOOT CAFE	Social Media	1105 · Meeting Expense		8.83	-509.29
Check	11/15/2019		OFFICE MAX		1102 · Printing and supplies		42.62	-551.91
Check	11/15/2019		MAILCHIMP		1402 · Enewsletter		269.00	-820.91
Check	11/17/2019		PORTSIDE		1106 · Misc.		17.44	-838.35
Check	11/20/2019		OFFICE MAX		1102 · Printing and supplies		16.79	-855.14
Check	11/21/2019		LAVENDER MEDIA INC	Lavender	1472 · Lavender		910.00	-1,765.14
Check	11/22/2019		TRANSFER		MIDWEST ONE	3,500.00		1,734.86
Check	11/27/2019		STAMPS.COM		1101 · Postage, Mailing Service		17.99	1,716.87
Check	11/28/2019		SMUGMUG		1346 · Photography / Videography		119.96	1,596.91
Check	11/28/2019		FACEBOOK		1413 · SocialMedia / Digital Misc		50.00	1,546.91
Check	11/28/2019		GOOGLE		1104 · Telephone/Email/Internet		18.00	1,528.91
Total Debit Card Account						3,500.00	1,971.09	1,528.91
<b>MIDWEST ONE</b>								
Check	11/08/2019	2843	HOTEL CROSBY	REIMBURSED EXPENSES	1105 · Meeting Expense		27.96	-27.96
Deposit	11/14/2019		DEPOSIT	Deposit	Lodging Tax OPH	11,242.80		11,214.84
Check	11/22/2019		TRANSFER		Debit Card Account		3,500.00	7,714.84
Deposit	11/22/2019		DEPOSIT	Deposit	Lodging Tax Stillwater	115,320.85		123,035.69
Check	12/03/2019	2844	KARE	ORDER #: 1884049	1450 · TV		2,000.00	121,035.69
Check	12/03/2019	2845	LAVENDER MEDIA INC	CONTRACT: 30602	1472 · Lavender		4,235.20	116,800.49
Check	12/03/2019	2846	FRESH AVENUE	INVOICE DECEMBER 2019	1201 · Marketing Contractors		6,416.66	110,383.83
Check	12/03/2019	2847	VITAL SYSTEMS INC	Invoice #54156	1204 · Accounting Fees		103.00	110,280.83
Check	12/03/2019	2848	RISE	INVOICE #: INT25247	1321 · Postage Fulfillment		20.32	110,260.51
Check	12/03/2019	2849	LA CROSSE GRAPHICS INC	INVOICE #: SEE BELOW	1321 · Postage Fulfillment		17.73	110,242.78
Check	12/03/2019	2850	TIGER OAKS PUBLICATIONS	Invoice - 2019-213811	1383 · MN Meetings and events mag		3,000.00	107,242.78
Check	12/03/2019	2851	MAINSTREET STILLWATER IBA	2019 SPONSORSHIP 1/2	1359 · Hometown for the Holidays		3,250.00	103,992.78
Check	12/03/2019	2852	CENTURY LINK	651-351-1717	1104 · Telephone/Email/Internet		79.78	103,913.00
Check	12/03/2019	2853	KARE	ORDER #: 1885223	1453 · OTT - Digital TV		3,000.00	100,913.00
Check	12/03/2019	2854	MADDEN MEDIA	see invoices below	-SPLIT-		3,333.31	97,579.69
Total MIDWEST ONE						126,563.65	28,983.96	97,579.69
<b>TOTAL</b>						<b>130,063.65</b>	<b>30,955.05</b>	<b>99,108.60</b>