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01/05/22

Accrual Basis

STILLWATER AND OAK PARK HEIGHTS CVB

Balance Sheet

As of December 31, 2021

	<u>Dec 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
Debit Card Account	1,763.15
MIDWEST ONE	284,442.43
Total Checking/Savings	<u>286,205.58</u>
Total Current Assets	<u>286,205.58</u>
TOTAL ASSETS	<u>286,205.58</u>
LIABILITIES & EQUITY	
Equity	
32000 · Unrestricted Net Assets	190,855.95
Net Income	95,349.63
Total Equity	<u>286,205.58</u>
TOTAL LIABILITIES & EQUITY	<u>286,205.58</u>

STILLWATER AND OAK PARK HEIGHTS CVB
Profit & Loss Budget vs. Actual YTD \$ & %
January through December 2021

	<u>Jan - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
GRANT FUNDS - COVID	22,500.00	45,000.00	-22,500.00	50.0%
LODGING TAX INCOME				
Lodging Tax OPH	30,885.98			
Lodging Tax Stillwater	359,271.29			
LODGING TAX INCOME - Other	0.00	351,162.00	-351,162.00	0.0%
Total LODGING TAX INCOME	<u>390,157.27</u>	<u>351,162.00</u>	<u>38,995.27</u>	<u>111.11%</u>
VISITOR GUIDE PROFITS	10,400.90	0.00	10,400.90	100.0%
EMT GRANT MONEY	0.00	17,500.00	-17,500.00	0.0%
Total Income	<u>423,058.17</u>	<u>413,662.00</u>	<u>9,396.17</u>	<u>102.27%</u>
Expense				
1001 · Discretionary Funds	0.00	2,000.00	-2,000.00	0.0%
1200 · ADMINISTRATION				
1100 · Operations /General Office				
1105 · Meeting Expense	417.39	500.00	-82.61	83.48%
1106 · Misc.	0.00	250.00	-250.00	0.0%
1109 · MN Tourism Growth Coalition	500.00	500.00	0.00	100.0%
1101 · Postage, Mailing Service	796.94	500.00	296.94	159.39%
1102 · Printing and supplies	2,017.86	800.00	1,217.86	252.23%
1108 · Storage Rental	1,380.00	1,380.00	0.00	100.0%
1104 · Telephone/Email/Internet	3,291.90	3,000.00	291.90	109.73%
1112 · MACVB Membership	570.00	570.00	0.00	100.0%
Total 1100 · Operations /General Office	<u>8,974.09</u>	<u>7,500.00</u>	<u>1,474.09</u>	<u>119.66%</u>
Contract Services				
1206 · Strategic Plan	2,500.00	2,500.00	0.00	100.0%
1205 · Training / Development / Member	540.73	400.00	140.73	135.18%
1201 · Marketing Contractors	82,014.79	81,000.00	1,014.79	101.25%
1203 · Legal Fees	2,000.00	1,000.00	1,000.00	200.0%
1204 · Accounting Fees	1,187.57	1,100.00	87.57	107.96%
Total Contract Services	<u>88,243.09</u>	<u>86,000.00</u>	<u>2,243.09</u>	<u>102.61%</u>
Total 1200 · ADMINISTRATION	<u>97,217.18</u>	<u>93,500.00</u>	<u>3,717.18</u>	<u>103.98%</u>
MARKETING				
Internet and Website				
1402 · Enewsletter	3,360.00	3,360.00	0.00	100.0%
1310 · Website				
1311 · Content Maintenance / Design	38,468.38	33,000.00	5,468.38	116.57%
1314 · Events Calendar Fee	1,540.00	1,540.00	0.00	100.0%
Total 1310 · Website	<u>40,008.38</u>	<u>34,540.00</u>	<u>5,468.38</u>	<u>115.83%</u>
Total Internet and Website	<u>43,368.38</u>	<u>37,900.00</u>	<u>5,468.38</u>	<u>114.43%</u>
1320 · Stillwater Visitor's Guide				
1321 · Postage Fullfillment	6,302.88	8,000.00	-1,697.12	78.79%
1322 · MOA / Airport Distribution	1,100.00	1,100.00	0.00	100.0%
1325 · EMT Brochure Mailing programs	800.00	400.00	400.00	200.0%

STILLWATER AND OAK PARK HEIGHTS CVB
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January through December 2021

	<u>Jan - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total 1320 · Stillwater Visitor's Guide	8,202.88	9,500.00	-1,297.12	86.35%
1335 · Signage				
1336 · Downtown Signage/Kiosks	2,100.00	500.00	1,600.00	420.0%
1335 · Signage - Other	0.00	3,800.00	-3,800.00	0.0%
Total 1335 · Signage	<u>2,100.00</u>	<u>4,300.00</u>	<u>-2,200.00</u>	<u>48.84%</u>
1340 · Printed / Promotional Materials	3,855.85	3,000.00	855.85	128.53%
1346 · Photography / Videography	11,983.18	11,000.00	983.18	108.94%
1350 · CO-OP's / GRANTS				
1359 · Hometown for the Holidays	13,000.00	13,000.00	0.00	100.0%
1379 · Lighting Lift Bridge	21,931.25	22,000.00	-68.75	99.69%
1368 · World Snow Sculpting Event	25,000.00	25,000.00	0.00	100.0%
Total 1350 · CO-OP's / GRANTS	<u>59,931.25</u>	<u>60,000.00</u>	<u>-68.75</u>	<u>99.89%</u>
1380 · Meetings / Coporate Events Mark				
1388 · Social Media	142.71			
Total 1380 · Meetings / Coporate Events Mark	<u>142.71</u>			
1400 · Vacation Traveler Marketing				
1500 · Public Relations	10,372.12	15,000.00	-4,627.88	69.15%
1404 · Explore MN Metro CVB Group Memb	4,000.00	4,000.00	0.00	100.0%
1410 · Digital Media				
1501 · Digital Display/Pragmatic	18,000.01	18,750.00	-749.99	96.0%
1438 · Kare11.com Takeover EMT Coop	0.00	500.00	-500.00	0.0%
1406 · Digital Media Misc/MN Ice Explo	2,250.00	1,750.00	500.00	128.57%
1401 · Photo Contest	600.00	800.00	-200.00	75.0%
1421A · Youtube.com	3,150.00	2,000.00	1,150.00	157.5%
1411 · Google SEM	9,999.77	10,000.00	-0.23	100.0%
1425 · Influencers/Media	5,008.97	5,000.00	8.97	100.18%
1417 · Explore Minnesota .com	1,200.00	1,200.00	0.00	100.0%
1413 · SocialMedia / FB/Insta	11,285.59	11,500.00	-214.41	98.14%
1403 · Sweepstakes	2,219.24	1,000.00	1,219.24	221.92%
1420 · Email advertising	2,066.66	450.00	1,616.66	459.26%
Total 1410 · Digital Media	<u>55,780.24</u>	<u>52,950.00</u>	<u>2,830.24</u>	<u>105.35%</u>
1430 · Tourism Guidebooks/Dir (Pt & On				
1432 · EMT Guidebook	4,600.00	4,600.00	0.00	100.0%
1434 · MN Biking Guide	3,500.00	3,500.00	0.00	100.0%
Total 1430 · Tourism Guidebooks/Dir (Pt & On	<u>8,100.00</u>	<u>8,100.00</u>	<u>0.00</u>	<u>100.0%</u>
1440 · Print				
1464 · Lake & Co Mag.	2,600.00	2,600.00	0.00	100.0%
1463 · Artful Living Magazine	748.75	750.00	-1.25	99.83%
1462 · Tiger Oak Community Lifestyle	3,124.00	3,124.00	0.00	100.0%
1449 · AAA #onlyinmn Map	2,132.00	2,132.00	0.00	100.0%
Total 1440 · Print	<u>8,604.75</u>	<u>8,606.00</u>	<u>-1.25</u>	<u>99.99%</u>
1450 · TV				
1503 · Broadcast	14,050.00	11,800.00	2,250.00	119.07%
Total 1450 · TV	<u>14,050.00</u>	<u>11,800.00</u>	<u>2,250.00</u>	<u>119.07%</u>

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 January through December 2021

	<u>Jan - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total 1400 · Vacation Traveler Marketing	100,907.11	100,456.00	451.11	100.45%
1460 · Radio Ads	0.00	21,000.00	-21,000.00	0.0%
Total MARKETING	<u>230,491.36</u>	<u>247,156.00</u>	<u>-16,664.64</u>	<u>93.26%</u>
Total Expense	<u>327,708.54</u>	<u>342,656.00</u>	<u>-14,947.46</u>	<u>95.64%</u>
Net Ordinary Income	<u>95,349.63</u>	<u>71,006.00</u>	<u>24,343.63</u>	<u>134.28%</u>
Net Income	<u>95,349.63</u>	<u>71,006.00</u>	<u>24,343.63</u>	<u>134.28%</u>

STILLWATER AND OAK PARK HEIGHTS CVB

01/05/22

Balance Sheet

Accrual Basis

As of January 5, 2022

	<u>Jan 5, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
Debit Card Account	5,012.35
MIDWEST ONE	269,032.46
Total Checking/Savings	<u>274,044.81</u>
Total Current Assets	<u>274,044.81</u>
TOTAL ASSETS	<u>274,044.81</u>
LIABILITIES & EQUITY	
Equity	
32000 · Unrestricted Net Assets	286,205.58
Net Income	-12,160.77
Total Equity	<u>274,044.81</u>
TOTAL LIABILITIES & EQUITY	<u>274,044.81</u>

STILLWATER AND OAK PARK HEIGHTS CVB
Profit & Loss Budget vs. Actual YTD \$ & %
January 1 - 5, 2022

	<u>Jan 1 - 5, 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Expense				
1001 · Discretionary Funds	0.00	3,677.42	-3,677.42	0.0%
1200 · ADMINISTRATION				
1100 · Operations /General Office				
1104 · Telephone/Email/Internet	114.00	0.00	114.00	100.0%
Total 1100 · Operations /General Office	114.00	0.00	114.00	100.0%
Contract Services				
1201 · Marketing Contractors	9,253.99	0.00	9,253.99	100.0%
Total Contract Services	9,253.99	0.00	9,253.99	100.0%
1200 · ADMINISTRATION - Other	0.00	18,387.10	-18,387.10	0.0%
Total 1200 · ADMINISTRATION	9,367.99	18,387.10	-9,019.11	50.95%
MARKETING				
1350 · CO-OP's / GRANTS	0.00	11,032.26	-11,032.26	0.0%
1380 · Meetings / Coporate Events Mark	0.00	11,032.26	-11,032.26	0.0%
1400 · Vacation Traveler Marketing				
1404 · Explore MN Metro CVB Group Memb	0.00	483.87	-483.87	0.0%
1410 · Digital Media				
1501 · Digital Display/Pragmatic	0.00	1,935.48	-1,935.48	0.0%
1406 · Digital Media Misc/MN Ice Explo	1,750.00	0.00	1,750.00	100.0%
1411 · Google SEM	0.00	1,612.90	-1,612.90	0.0%
1425 · Influencers/Media	159.98	0.00	159.98	100.0%
1413 · SocialMedia / FB/Insta	557.80	241.94	315.86	230.55%
1420 · Email advertising	0.00	64.52	-64.52	0.0%
1410 · Digital Media - Other	0.00	1,612.90	-1,612.90	0.0%
Total 1410 · Digital Media	2,467.78	5,467.74	-2,999.96	45.13%
1430 · Tourism Guidebooks/Dir (Pt & On				
1432 · EMT Guidebook	0.00	741.94	-741.94	0.0%
1431 · SCRTA Guide	325.00	0.00	325.00	100.0%
Total 1430 · Tourism Guidebooks/Dir (Pt & On	325.00	741.94	-416.94	43.8%
1440 · Print				
1449 · AAA #onlyinmn Map	0.00	237.10	-237.10	0.0%
Total 1440 · Print	0.00	237.10	-237.10	0.0%
1400 · Vacation Traveler Marketing - Other	0.00	14,709.68	-14,709.68	0.0%
Total 1400 · Vacation Traveler Marketing	2,792.78	21,640.33	-18,847.55	12.91%
1460 · Radio Ads	0.00	3,260.48	-3,260.48	0.0%
MARKETING - Other	0.00	4,518.55	-4,518.55	0.0%
Total MARKETING	2,792.78	51,483.88	-48,691.10	5.43%
Total Expense	12,160.77	73,548.40	-61,387.63	16.53%
Net Ordinary Income	-12,160.77	-73,548.40	61,387.63	16.53%
Net Income	-12,160.77	-73,548.40	61,387.63	16.53%