

STILLWATER AND OAK PARK HEIGHTS CVB

02/07/22

Balance Sheet

Accrual Basis

As of February 8, 2022

	<u>Feb 8, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
Debit Card Account	4,587.70
MIDWEST ONE	205,535.65
Total Checking/Savings	<u>210,123.35</u>
Total Current Assets	<u>210,123.35</u>
TOTAL ASSETS	<u>210,123.35</u>
LIABILITIES & EQUITY	
Equity	
32000 · Unrestricted Net Assets	265,855.58
Net Income	-55,732.23
Total Equity	<u>210,123.35</u>
TOTAL LIABILITIES & EQUITY	<u>210,123.35</u>

STILLWATER AND OAK PARK HEIGHTS CVB
Profit & Loss Budget vs. Actual YTD \$ & %
January 1 through February 8, 2022

	<u>Jan 1 - Feb 8, 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Expense				
1001 · Discretionary Funds	0.00	22,800.00	-22,800.00	0.0%
1200 · ADMINISTRATION				
1100 · Operations /General Office				
1101 · Postage, Mailing Service	23.14	0.00	23.14	100.0%
1102 · Printing and supplies	288.62	0.00	288.62	100.0%
1108 · Storage Rental	230.00	0.00	230.00	100.0%
1104 · Telephone/Email/Internet	229.99	0.00	229.99	100.0%
1112 · MACVB Membership	570.00	0.00	570.00	100.0%
Total 1100 · Operations /General Office	<u>1,341.75</u>	<u>0.00</u>	<u>1,341.75</u>	<u>100.0%</u>
Contract Services				
1201 · Marketing Contractors	16,003.99	0.00	16,003.99	100.0%
Total Contract Services	<u>16,003.99</u>	<u>0.00</u>	<u>16,003.99</u>	<u>100.0%</u>
1200 · ADMINISTRATION - Other	0.00	114,000.00	-114,000.00	0.0%
Total 1200 · ADMINISTRATION	<u>17,345.74</u>	<u>114,000.00</u>	<u>-96,654.26</u>	<u>15.22%</u>
MARKETING				
Internet and Website				
1402 · Enewsletter	280.00	0.00	280.00	100.0%
1310 · Website				
1311 · Content Maintenance / Design	500.00	0.00	500.00	100.0%
1310 · Website - Other	670.92	0.00	670.92	100.0%
Total 1310 · Website	<u>1,170.92</u>	<u>0.00</u>	<u>1,170.92</u>	<u>100.0%</u>
Total Internet and Website	<u>1,450.92</u>	<u>0.00</u>	<u>1,450.92</u>	<u>100.0%</u>
1320 · Stillwater Visitor's Guide				
1321 · Postage Fullfillment	846.74	0.00	846.74	100.0%
Total 1320 · Stillwater Visitor's Guide	<u>846.74</u>	<u>0.00</u>	<u>846.74</u>	<u>100.0%</u>
1350 · CO-OP's / GRANTS				
1360 · Carriage Rides	2,800.00	0.00	2,800.00	100.0%
1350 · CO-OP's / GRANTS - Other	0.00	68,400.00	-68,400.00	0.0%
Total 1350 · CO-OP's / GRANTS	<u>2,800.00</u>	<u>68,400.00</u>	<u>-65,600.00</u>	<u>4.09%</u>
1380 · Meetings / Coporate Events Mark	2,130.00	68,400.00	-66,270.00	3.11%
1400 · Vacation Traveler Marketing				
1500 · Public Relations	5,012.00	0.00	5,012.00	100.0%
1404 · Explore MN Metro CVB Group Memb	3,000.00	3,000.00	0.00	100.0%
1410 · Digital Media				
1501 · Digital Display/Pragmatic	0.00	12,000.00	-12,000.00	0.0%
1406 · Digital Media Misc/MN Ice Explo	2,500.00	0.00	2,500.00	100.0%
1411 · Google SEM	3,120.00	10,000.00	-6,880.00	31.2%
1425 · Influencers/Media	3,115.79	0.00	3,115.79	100.0%
1413 · SocialMedia / FB/Insta	12,578.04	1,500.00	11,078.04	838.54%
1403 · Sweepstakes	138.00	0.00	138.00	100.0%
1420 · Email advertising	400.00	400.00	0.00	100.0%
1410 · Digital Media - Other	0.00	10,000.00	-10,000.00	0.0%

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	<u>Jan 1 - Feb 8, 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total 1410 · Digital Media	21,851.83	33,900.00	-12,048.17	64.46%
1430 · Tourism Guidebooks/Dir (Pt & On				
1432 · EMT Guidebook	0.00	4,600.00	-4,600.00	0.0%
1431 · SCRTA Guide	325.00	0.00	325.00	100.0%
Total 1430 · Tourism Guidebooks/Dir (Pt & On	325.00	4,600.00	-4,275.00	7.07%
1440 · Print				
1449 · AAA #onlyinmn Map	970.00	1,470.00	-500.00	65.99%
Total 1440 · Print	970.00	1,470.00	-500.00	65.99%
1400 · Vacation Traveler Marketing - Other	0.00	91,200.00	-91,200.00	0.0%
Total 1400 · Vacation Traveler Marketing	31,158.83	134,170.00	-103,011.17	23.22%
1460 · Radio Ads	0.00	20,215.00	-20,215.00	0.0%
MARKETING - Other	0.00	28,015.00	-28,015.00	0.0%
Total MARKETING	38,386.49	319,200.00	-280,813.51	12.03%
Total Expense	55,732.23	456,000.00	-400,267.77	12.22%
Net Ordinary Income	-55,732.23	-456,000.00	400,267.77	12.22%
Net Income	-55,732.23	-456,000.00	400,267.77	12.22%