Shakopee Chamber of Commerce (CVB)

Profit & Loss Budget Overview

January through December 2020

	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	TOTAL Jan - Dec 20
Ordinary Income/Expense													
Income													
400-000 · Lodging Tax	30,575.84	31,023.32	38,093.44	39,212.79	41,323.79	52,460.34	52,509.88	53,393.49	45,707.00	41,127.95	32,262.42	30,202.80	487,893.06
400-001 · Grant Income	7,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,000.00
400-002 · Visitor Guide Sales	18,363.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18,363.00
400-003 · Website Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
400-004 · Events Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
400-005 · Miscellaneous Income	25.00	25.00	25.00	25.00	100.00	100.00	100.00	100.00	100.00	25.00	25.00	25.00	675.00
400-080 · Non Budgeted Mktg. Campaigns	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Income	55,963.84	31,048.32	38,118.44	39,237.79	41,423.79	52,560.34	52,609.88	53,493.49	45,807.00	41,152.95	32,287.42	30,227.80	513,931.06
Cost of Goods Sold													
500-000 · Visitor Guide Expense													
500-001 · Printing	29,178.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	29,178.00
500-002 · Shipping Direct ship to TIC's	1,750.00	0.00	0.00	0.00	0.00	1,750.00	0.00	0.00	1,750.00	0.00	1,750.00	0.00	7,000.00
500-003 · Creative Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-004 · Airport & MOA Display	550.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	550.00
500-000 · Visitor Guide Expense - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 500-000 · Visitor Guide Expense	31,478.00	0.00	0.00	0.00	0.00	1,750.00	0.00	0.00	1,750.00	0.00	1,750.00	0.00	36,728.00
510-000 · Cooperative Marketing Part													
510-001 · Metro Tourism	4,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,500.00
510-002 · Minneapolis South	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
510-000 · Cooperative Marketing Part - Other	1,500.00	0.00	0.00	2,500.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,500.00
Total 510-000 · Cooperative Marketing Part	6,000.00	0.00	0.00	2,500.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11,000.00
520-000 · Marketing Campaigns													
520-020 · Orange 142	0.00	0.00	0.00	5,500.00	5,500.00	5,500.00	5,500.00	5,500.00	5,500.00	0.00	0.00	0.00	33,000.00
520-021 · Orange 142 PPC	0.00	0.00	0.00	0.00	2,500.00	3,000.00	3,000.00	3,000.00	3,000.00	2,500.00	0.00	0.00	17,000.00
520-040 · AAA Coop Sweepstakes Run Cost	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
520-060 · Tradeshows	0.00	0.00	600.00	1,195.00	0.00	100.00	0.00	0.00	0.00	100.00	0.00	0.00	1,995.00
520-090 · MN Getaways	0.00	0.00	2,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
520-100 · aRes Annual	4,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,500.00
520-110 · MN Snowmobiling Run Cost	213.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	213.00
520-111 · MN Snowmobiling Creative Cost	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
520-120 · Star Tribune Run Cost	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
520-121 · Star Tribune Creative	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
520-140 · MailChimp	189.00	189.00	189.00	189.00	189.00	189.00	189.00	189.00	189.00	189.00	189.00	189.00	2,268.00
520-141 · CrowdRiff	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
520-150 · Star Tribune Radius (digital)	0.00	0.00	0.00	4,000.00	4,000.00	5,000.00	5,000.00	5,000.00	6,000.00	5,000.00	4,000.00	0.00	38,000.00
520-180 · Social Media Marketing	500.00	500.00	500.00	500.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	500.00	500.00	500.00	8,500.00
520-190 · Creative Costs Other	3,100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	4,200.00
520-200 · Website Database & Development	1,125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	2,500.00
520-210 · Discretionary	1,050.00	1,050.00	1,050.00	2,050.00	3,050.00	4,050.00	4,050.00	5,050.00	5,050.00	2,050.00	1,050.00	1,050.00	30,600.00
520-212 · Public Relations	0.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00
520-215 · Travel & Lodging	0.00	300.00	250.00	1,000.00	200.00	1,100.00	900.00	0.00	0.00	200.00	200.00	0.00	4,150.00
520-217 · Dues & Subscriptions	795.00	1,000.00	795.00	0.00	0.00	0.00	0.00	0.00	0.00	475.00	500.00	0.00	3,565.00
520-220 · MediaOne	0.00	0.00	0.00	5,000.00	5,000.00	6,000.00	6,000.00	6,000.00	5,000.00	5,000.00	0.00	0.00	38,000.00
520-230 · Rhythm on the Rails	0.00	0.00	0.00	1,000.00	3,000.00	3,000.00	3,000.00	0.00	0.00	0.00	0.00	0.00	10,000.00
520-000 · Marketing Campaigns - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 520-000 · Marketing Campaigns	11,472.00	3,264.00	5,859.00	20,659.00	24,664.00	29,164.00	28,864.00	25,964.00	25,964.00	16,239.00	6,664.00	1,964.00	200,741.00
530-000 · Events													
530-001 · Events	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
530-000 · Events - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 530-000 · Events	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total COGS	48,950.00	3,264.00	5,859.00	23,159.00	27,164.00	30,914.00	28,864.00	25,964.00	27,714.00	16,239.00	8,414.00	1,964.00	248,469.00
Gross Profit	7,013.84	27,784.32	32,259.44	16,078.79	14,259.79	21,646.34	23,745.88	27,529.49	18,093.00	24,913.95	23,873.42	28,263.80	265,462.06
Expense													
600-000 · Operational Expenses													
601-000 · Accounting & Audit Fees	8,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,000.00
602-000 · Auto Expense	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	120.00	1,220.00
604-000 · Bank Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
607-000 · Gross Wages & Salaries	12,943.36	12,943.36	12,943.36	12,943.36	12,943.36	12,943.36	12,943.36	12,943.36	12,934.36	12,943.36	12,943.36	12,943.36	155,311.32
610-000 · Printing & Stationery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
611-000 · Meals & Entertainment	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00
612-000 · Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
614-000 · Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
615-000 · Postage	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00
617-000 · Professional Development	0.00	309.00	0.00	0.00	0.00	1,300.00	995.00	0.00	0.00	0.00	0.00	0.00	2,604.00
619-000 · Strategic Planning	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
620-000 · Telephone-Cell plans	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00
624-000 · Shared Services Expense	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	54,000.00
650-200 · Health Insurance	735.00	735.00	735.00	735.00	735.00	735.00	735.00	735.00	735.00	735.00	735.00	735.00	8,820.00
650-300 · Payroll Taxes	1,083.00	1,083.00	1,083.00	1,083.00	1,083.00	1,083.00	1,083.00	1,083.00	1,083.00	1,083.00	1,083.00	1,083.00	12,996.00
650-400 · Retirement	388.00	388.00	388.00	388.00	388.00	388.00	388.00	388.00	388.00	388.00	388.00	388.00	4,656.00
655-000 · Insurance Liability & D&O	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
660-000 · Legal Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
670-000 · Worker's Comp Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
600-000 · Operational Expenses - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 600-000 · Operational Expenses	27,899.36	20,208.36	19,899.36	19,899.36	19,899.36	21,199.36	20,894.36	19,899.36	19,890.36	19,899.36	19,899.36	19,919.36	249,407.32
Total Expense	27,899.36	20,208.36	19,899.36	19,899.36	19,899.36	21,199.36	20,894.36	19,899.36	19,890.36	19,899.36	19,899.36	19,919.36	249,407.32
Net Ordinary Income	-20,885.52	7,575.96	12,360.08	-3,820.57	-5,639.57	446.98	2,851.52	7,630.13	-1,797.36	5,014.59	3,974.06	8,344.44	16,054.74
Other Income/Expense													
Other Income													
700-000 · Interest Income	0.64	0.58	0.72	0.63	0.64	0.70	0.64	0.65	0.70	0.72	0.62	2.95	10.19
Total Other Income	0.64	0.58	0.72	0.63	0.64	0.70	0.64	0.65	0.70	0.72	0.62	2.95	10.19
Other Expense													
Capital Building Fund Reimb	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Other Income	0.64	0.58	0.72	0.63	0.64	0.70	0.64	0.65	0.70	0.72	0.62	2.95	10.19
Net Income	**-20,884.88**	**7,576.54**	**12,360.80**	**-3,819.94**	**-5,638.93**	**447.68**	**2,852.16**	**7,630.78**	**-1,796.66**	**5,015.31**	**3,974.68**	**8,347.39**	**16,064.93**