

Visit Stillwater OK, Inc.
Income Statement
For the Fiscal Years ending 06/30/2015, 2016, 2017 and 2018

| | FY15 | FY16 | FY17 | FY18 | |
|--------------------------------|------------|------------|------------|-------------|-------------------------|
| Private Funds | | | | | |
| Contract Services | 2,000.00 | 25,962.01 | 1,000.00 | 0.00 | |
| Merchandise Sales | 2,503.68 | 540.27 | 641.19 | 2,645.77 | |
| Less: Cost of Goods Sold | -1,251.84 | -270.14 | -320.60 | -1,322.89 | Assumed 100% markup |
| Net Merchandise Sales | 1,251.84 | 270.13 | 320.59 | 1,322.88 | |
| Ice Rink | | | | | |
| Sponsorships | | | 500.00 | 51,750.00 | |
| Private Party Sales | | | | 1,535.21 | |
| Ticket Sales | | | | 73,449.30 | |
| Merchandise Sales | | | | 157.15 | |
| Gross Sales | 0.00 | 0.00 | 500.00 | 126,891.66 | |
| Less: Cost of Goods Sold | | | -14,353.36 | -168,610.42 | |
| Net Ice Rink Proceeds | | | -13,853.36 | -41,718.76 | |
| Visitor Guide Ad Sales | 22,400.00 | 33,400.00 | 35,045.00 | 29,369.98 | |
| Less: Cost of Goods Sold | -27,408.11 | -26,245.72 | -30,411.49 | -40,363.40 | |
| Net Visitor Guide Sales | -5,008.11 | 7,154.28 | 4,633.51 | -10,993.42 | |
| Promotional Partnership | | | 6,775.00 | 10,504.98 | |
| Sales Tax Discount | 0.44 | 0.33 | 0.07 | | |
| Sub Total | -1,755.83 | 33,386.75 | -1,124.19 | -40,884.32 | -10,377.59 |
| Public Funds | | | | | |
| City of Stillwater Hotel Rm Tx | 545,000.00 | 839,259.00 | 882,606.00 | 900,000.00 | |
| Ice Rink Sponsorships | | | | 45,000.00 | |
| Visitor Development Inc Grants | | | 39,000.00 | | |
| Sub Total | 545,000.00 | 839,259.00 | 921,606.00 | 945,000.00 | 3,250,865.00 |
| Total Revenue | 543,244.17 | 872,645.75 | 920,481.81 | 904,115.68 | |
| PC Personnel Costs | | | | | |
| PC Personnel Costs | 124,829.23 | 294,489.53 | 352,398.69 | 400,568.21 | Includes Bonus payments |
| PC Personnel Trng/Recruit | 1,378.67 | 621.62 | 0.00 | 0.00 | |
| Mkt Sales/Mktg/Promotion | 3,576.03 | 38,575.37 | 22,795.13 | 2,405.05 | |
| Tvl Res/ED/Leader DV/Travel | 11,964.27 | 26,397.08 | 23,501.62 | 13,416.14 | |
| Mkt Trade Show Prep-Booth | 724.00 | 7,602.39 | 2,860.82 | 1,740.65 | |
| Mkt Fam Tours/Site Visits | 0.00 | 5,828.54 | 9,002.81 | 2,902.14 | |
| Mkt Out Sales Lead/Sales Mgt | 53,393.40 | 36,155.93 | 12,395.00 | 5,200.00 | |
| Mkt Local Vist Dev Incent Gr | 0.00 | 5,938.00 | 39,862.50 | 48,647.41 | |
| Mkt Event Hosting | 0.00 | 1,600.00 | 1,889.57 | 100.00 | |
| Mkt Events/Indus Sales/Mkt | 29.70 | 12,001.85 | 5,234.42 | 2,673.69 | |
| Mkt Adv-TV, Print, Radio, BB | 61,294.40 | 115,099.42 | 90,909.87 | 65,832.39 | |
| Mkt Advertising/Online | 14,529.00 | 39,449.63 | 63,078.48 | 67,159.79 | |
| Mkt Website | 2,611.96 | 9,239.48 | 1,007.46 | 15,783.50 | |
| Mkt Ap | 0.00 | 6,900.00 | 6,900.00 | 0.00 | |
| Mkt Printed Marketing Coll | 0.00 | 6,332.63 | 1,050.59 | 7,099.24 | |
| Mkt Mdse-Giveaways-Resales | 3,826.86 | 11,287.61 | 3,338.72 | 8,495.14 | |
| Mkt Research | 372.35 | 17,483.34 | 48,938.60 | 11,873.65 | |
| OH Fulfill/Post/Stamps/Dist | 0.00 | 15,983.23 | 14,159.12 | 1,910.67 | |
| Air FlyStillwaterOK.com | 0.00 | 8,885.05 | 4,527.13 | 40.57 | |
| OH Simpleview CRM/CMS/Inhous | 0.00 | 20,229.78 | 51,500.25 | 57,117.50 | |
| OH Accounting & Legal Fees | 5,086.95 | 6,535.00 | 8,930.00 | 5,110.00 | |
| OH Dues and Subscriptions | 2,068.88 | 4,390.38 | 9,556.88 | 5,105.26 | |
| OH Insurance | 7,790.02 | 5,796.41 | 10,823.20 | 10,154.00 | |
| OH Data Processing/Info Tech | 5,124.96 | 2,507.59 | 10,826.70 | 9,428.90 | |
| OH Rent/Occupancy | 36,000.00 | 72,000.00 | 72,000.00 | 65,000.00 | |
| OH Electric, Water, Sewer, T | 4,653.85 | 8,720.65 | 10,747.95 | 9,468.58 | |
| OH Natural Gas | 406.67 | 472.09 | 692.62 | 1,477.04 | |
| OH Cable Service | 0.00 | 0.00 | 65.00 | 0.00 | |
| OH Bank Fees/CC Fees | 11,040.74 | 667.93 | 701.99 | 1,148.90 | |
| OH Telecomm (Phone/Cell) | 2,040.96 | 4,460.89 | 5,228.33 | 3,892.83 | |
| OH Postage | 147.00 | 1,822.58 | 1,589.66 | 1,283.76 | |
| OH Photocopying | 3,954.11 | 7,527.31 | 9,371.55 | 7,575.54 | |
| OH Maintenance Contracts | 3,272.53 | 9,753.10 | 9,318.11 | 9,421.14 | |
| Tvl Mileage/Tolls | 2,779.07 | 4,357.68 | 3,960.05 | 2,837.62 | |
| OH Office Supplies | 954.31 | 10,820.77 | 3,418.98 | 5,310.40 | |
| Mkt Community Outreach | 0.00 | 0.00 | 0.00 | 710.86 | |
| OH Depreciation | 82.00 | 486.00 | 2,363.00 | 0.00 | |
| | 363,931.92 | 820,418.86 | 914,944.80 | 850,890.57 | |
| Net Income | 179,312.25 | 52,226.89 | 5,537.01 | 53,225.11 | |