



Dashboard Report December 2019



[Link to Detailed Reports](#)

Account Balances

Checking Accounts	\$ 387,843.30
Money Market Accounts	\$ 352,257.09
Agency Accounts	<u>\$ 41,498.46</u>
Total Accounts	\$ 781,604.15

TLT Fund

Beginning	\$748,023.08
Income	\$ 275,625.00
Expense	<u>\$ 58,582.89</u>
Balance	\$748,023.08

Non-TLT Fund

Beginning	\$ 52,275.65
Income	\$ 381.80
Expense	<u>\$ 4,710.00</u>
Balance	\$ 47,947.45

Grants Funds

Beginning	\$ 15,928.10
Income	\$ 0.00
Expense	<u>\$ 0.00</u>
Balance	\$ 15,928.10

Top 5 Expenses December

- OPB \$ 5,556.00
Monthly Contract
- Coates Kokes \$ 5,164.59
Monthly Retainer
- Cardwell Creative \$ 4,471.00
Monthly Contracts
- Media America \$ 3,200.00
Print Placement – Business Oregon
- Google \$ 3,000.00
Video Marketing Clicks

July-December TLT Expenses



Noteworthy Numbers December 31, 2019

Accounts Payable
\$6,482.28

Accounts Receivable
\$11,052.07
(Rockaway check received 01/03/2020)

Operations

- Professional Services
- Membership Dues
- Liability Insurance
- Rent
- Meetings
- Training & Development
- Other

Investment

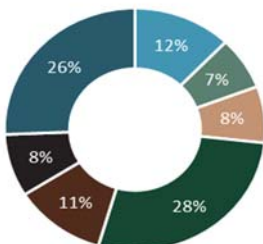
- Production
- Destination Messaging
- IT & Website
- Fulfillment
- Creative Marketing Services
- Other

Relationship

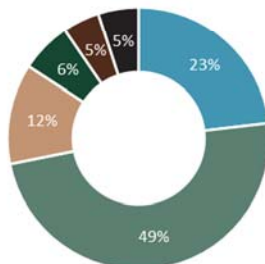
- Community Investment
- Production
- Destination Messaging
- Promos & Giveaways
- Public Relations
- Event Hosting
- Creative Marketing Services
- Other

Responsibility

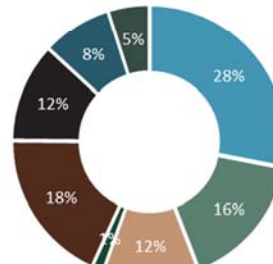
- Wayfinding
- North Coast Tourism Management Network
- Research & Studies
- Production
- Destination Messaging
- Other



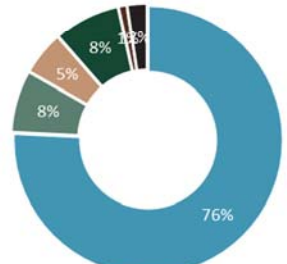
\$177,868.47



\$187,001.22



\$140,027.41



\$134,453.58

Tillamook Coast Visitors Association

Balance Sheet

As of December 31, 2019

	Dec 31, 19
ASSETS	
Current Assets	
Checking/Savings	
TLC Money Market Checking	245,064.21
TLC Share Account	5.00
Umpqua Agency Checking	41,498.46
Umpqua Money Market	150,025.81
US Bank Checking	132,707.82
US Bank Money Market	202,231.28
US Bank Second Check Account	10,071.57
Total Checking/Savings	781,604.15
Other Current Assets	
Prepaid Services	1,066.00
Total Other Current Assets	1,066.00
Total Current Assets	782,670.15
Fixed Assets	
Furniture and Equipment	
Equipment	26,450.00
Furniture	21,639.91
Total Furniture and Equipment	48,089.91
Total Fixed Assets	48,089.91
Other Assets	
Intangible Assets	
North Coast Food Trail Website	27,280.00
Visit Tillamook Website	99,177.50
Total Intangible Assets	126,457.50
Total Other Assets	126,457.50
TOTAL ASSETS	957,217.56
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	2,233.85
Total Accounts Payable	2,233.85
Credit Cards	
US Bank Credit Card	
Nan Devlin Credit Card	6,109.36
Total US Bank Credit Card	6,109.36
Total Credit Cards	6,109.36
Total Current Liabilities	8,343.21
Total Liabilities	8,343.21
Equity	
Temp. Restricted Net Assets	
Agency	41,570.03
Grants	15,928.10
Transient Lodging Tax	668,881.36
Total Temp. Restricted Net Assets	726,379.49
Unrestricted	
Non-TLT Funds	47,947.45
Total Unrestricted	47,947.45

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01/08/20

Cash Basis

Tillamook Coast Visitors Association

Balance Sheet

As of December 31, 2019

	Dec 31, 19
Unrestricted Net Assets	17,487.29
Net Income	157,060.12
Total Equity	948,874.35
TOTAL LIABILITIES & EQUITY	957,217.56

Tillamook Coast Visitors Association
Profit & Loss Budget vs. Actual
July through December 2019

	Jul - Dec 19	Budget	\$ Over Budget	% of Budget
Income				
Advertising Revenue	13,065.00	13,000.00	65.00	100.5%
Annual Dinner	1,850.00	5,000.00	-3,150.00	37.0%
Book Sales	1,108.72	1,500.00	-391.28	73.9%
Credit Card Rewards	150.00	750.00	-600.00	20.0%
Food Festival	11,837.72	22,000.00	-10,162.28	53.8%
Grant Income	4,500.00	4,500.00	0.00	100.0%
Interest Income	2,321.30	2,400.00	-78.70	96.7%
Marketing Contract				
Marketing Contract PY Payment	58,107.29	58,107.29	0.00	100.0%
Marketing Contract - Other	529.20	4,200.00	-3,670.80	12.6%
Total Marketing Contract	58,636.49	62,307.29	-3,670.80	94.1%
Miscellaneous Income				
Quilt Trail	840.00			
Miscellaneous Income - Other	2,005.00	2,005.00	0.00	100.0%
Total Miscellaneous Income	2,845.00	2,005.00	840.00	141.9%
North Coast Food Trail	50.00			
Transient Lodging Tax	797,284.24	797,284.00	0.24	100.0%
Total Income	893,648.47	910,746.29	-17,097.82	98.1%
Gross Profit	893,648.47	910,746.29	-17,097.82	98.1%
Expense				
DESTINATION MANAGEMENT				
Community Investment	49,507.89	53,000.00	-3,492.11	93.4%
Creative Marketing Services	24,950.80	18,900.00	6,050.80	132.0%
Destination Messaging	115,260.82	94,104.00	21,156.82	122.5%
Event Hosting	41,476.94	31,000.00	10,476.94	133.8%
FAM/Site Visits/Tours	3,599.65	5,000.00	-1,400.35	72.0%
Fulfillment	12,814.33	13,150.00	-335.67	97.4%
IT & Website	33,084.15	31,784.00	1,300.15	104.1%
Other Contractors	0.00	1,000.00	-1,000.00	0.0%
Production	79,271.56	86,667.00	-7,395.44	91.5%
Promos & Giveaways	5,566.32	5,000.00	566.32	111.3%
Public Relations	27,590.42	30,210.00	-2,619.58	91.3%
Reimbursed Vendor Expenses	1,563.93	2,000.00	-436.07	78.2%
Research & Studies	7,560.00	14,400.00	-6,840.00	52.5%
Wayfinding	101,893.00	129,485.00	-27,592.00	78.7%
Total DESTINATION MANAGEMENT	504,139.81	515,700.00	-11,560.19	97.8%
OPERATIONS	33,103.98	37,676.50	-4,572.52	87.9%
PERSONNEL	151,024.58	146,905.00	4,119.58	102.8%
Total Expense	688,268.37	700,281.50	-12,013.13	98.3%
Net Income	205,380.10	210,464.79	-5,084.69	97.6%

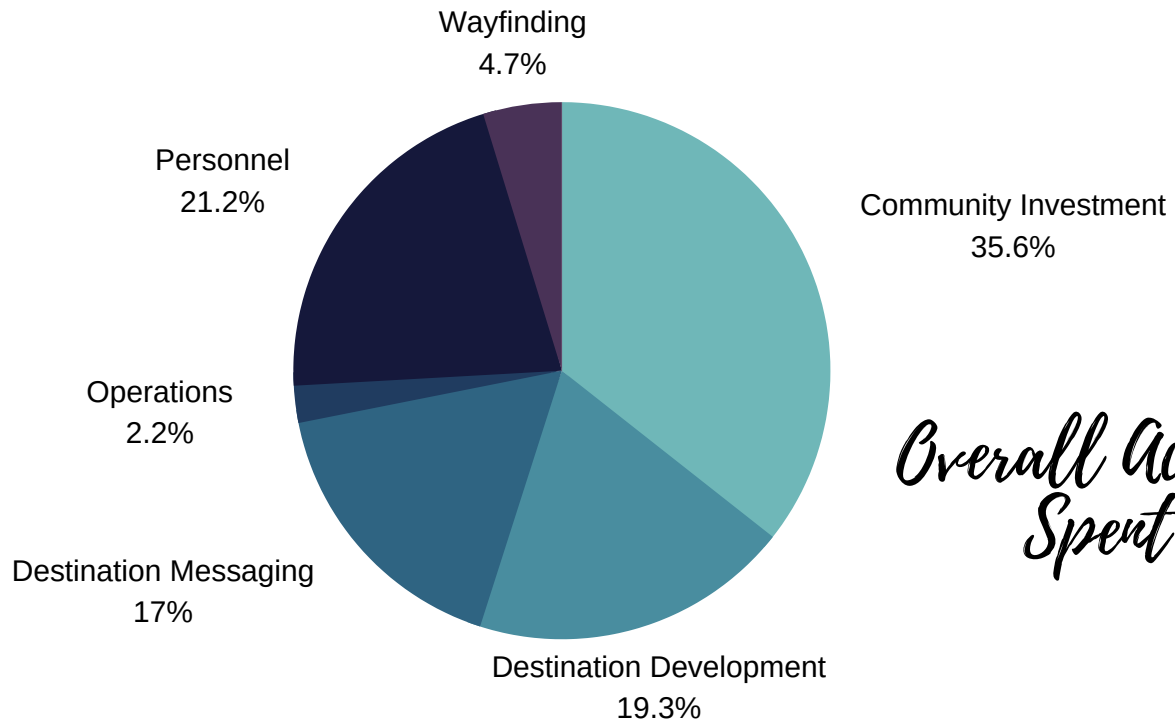
FINANCIAL REPORT



February
2020



FINANCIAL COMMENTS



Income Comments

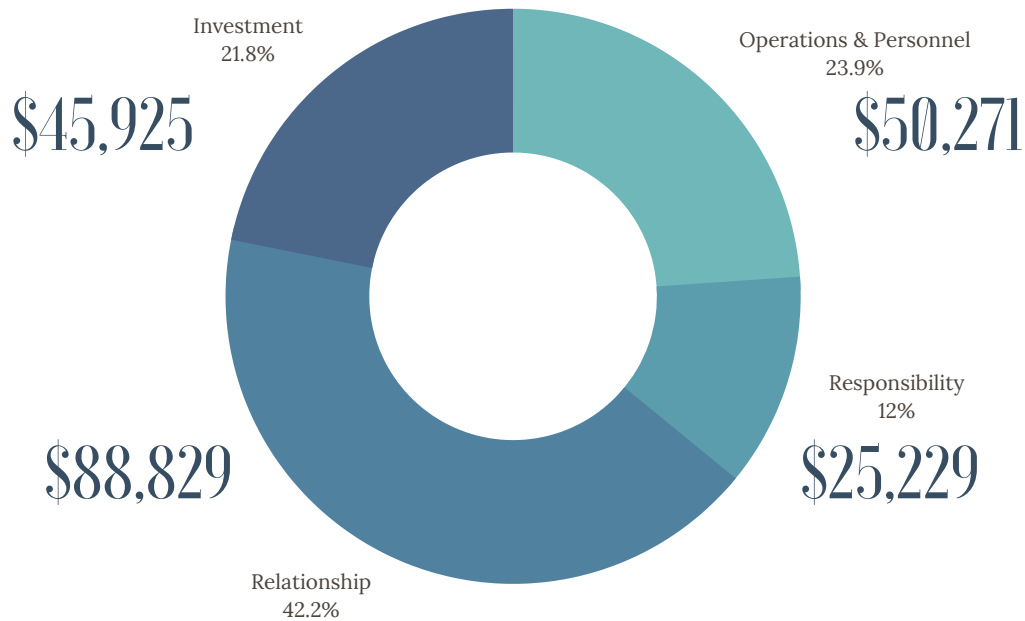
- Received \$275,625 from the County. This is the second of 4 payments under the current funding agreement.
- Sent out North Coast Food Trail participant invoices. Income should show up in March. Fee is \$50 per participant.
- Invoiced Travel Oregon to reimburse \$2,000 of expenses for the North Coast Food Trail rebrand project.

Expense Comments

- **Community Investment:** 33% of annual budget has been spent in this category. (Current budget is 16.67% complete.)
 - The National Certified Interpretive Guide training took place in February as planned. The overall category is still under-budget for the total budget.
 - 2019 grants were completed and new grant funds were issued as well, making the overall grant budget line item 57% of the annual budget spent.
 - Public Affairs is at 37% of budget for the year because of a new opportunity to place a 'Care for the Coast' ad in the new Tillamook Living magazine.
- **Destination Development:**
 - Other contractors is over budget at the end of February, but it is a reimbursable expense by the North Coast Tourism Management Network.
 - Public relations - media outreach had a payment in January for a contract that ended in December.

TLT SPENT BY CATEGORY

JANUARY - FEBRUARY



All 20 employees at Garibaldi Portside Bistro took part in TCVA sponsored and led Guest Service Gold training. Their establishment now qualifies as a Guest Service Gold property.

Training Report



32 participants in a grant-writing class led by Nan Devlin held at the Pine Grove center in Manzanita.



12 participants took part in a four day National Certified Interpretive Guide training held at the Tillamook County Fairgrounds. Julie and Nan attended and plan to become certified trainers.

64

COMMUNITY
MEMBERS
TRAINED IN
FEBRUARY

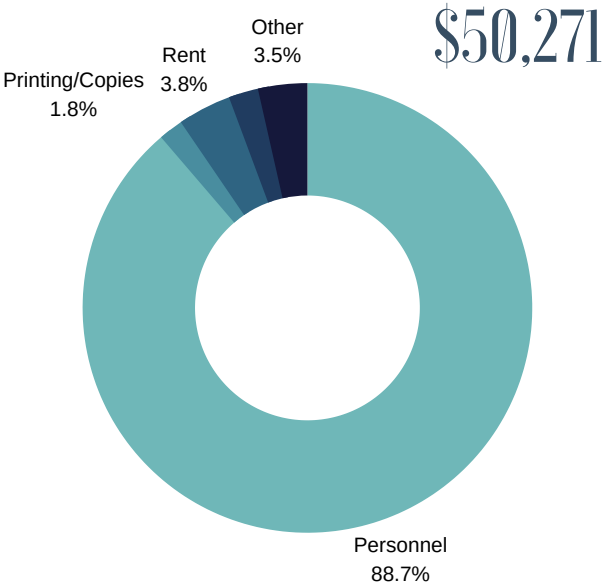
NAN



BUG



OPERATIONS & PERSONNEL



RETURN ON RESPONSIBILITY

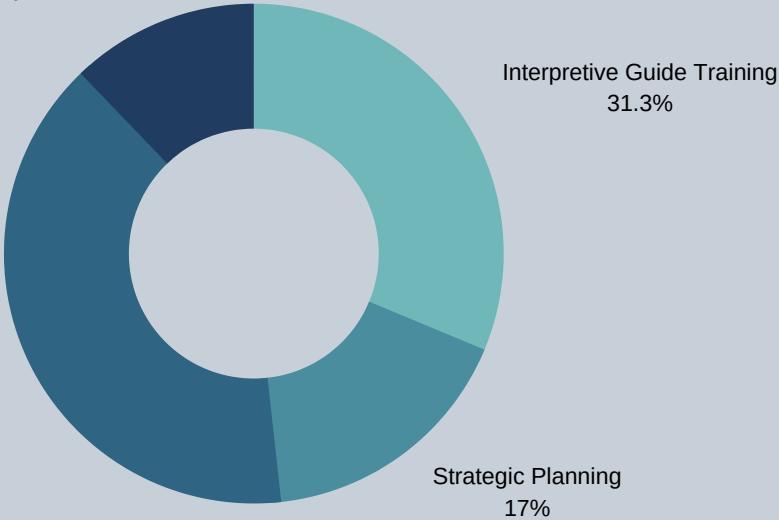


Highlights

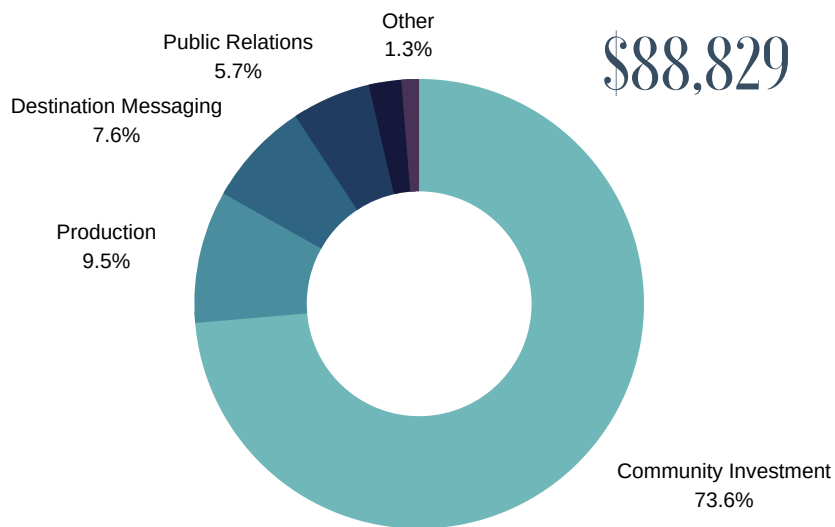
- Care for the Coast campaign:
Print & social media \$3,074
- Tsunami signage for Neskowin
& Pacific City \$9,982
- 12 people participated in the
National Association for
Interpretation Guide training.
The 4 day certification course
was sponsored by TCVA. \$7,893



Care for the Coast Messaging
12.2%



RETURN ON RELATIONSHIP

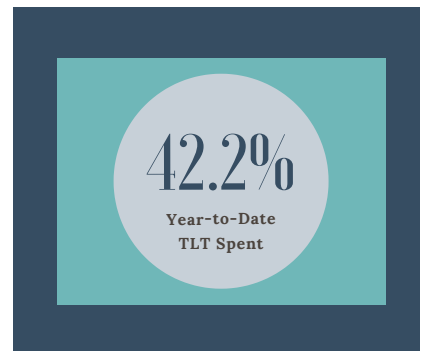


\$57,116.50 issued in Marketing & Promotions Grants



Check out our New Branding

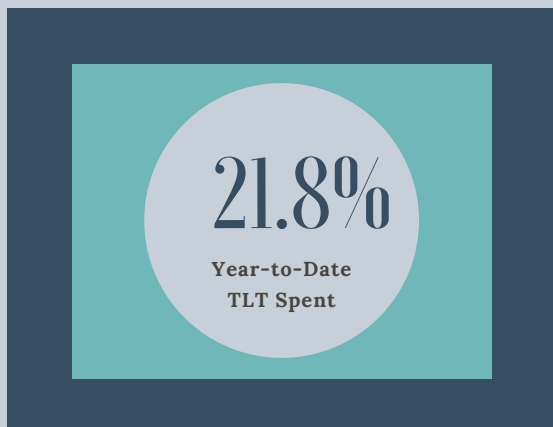
<https://northcoastfoodtrail.com/>



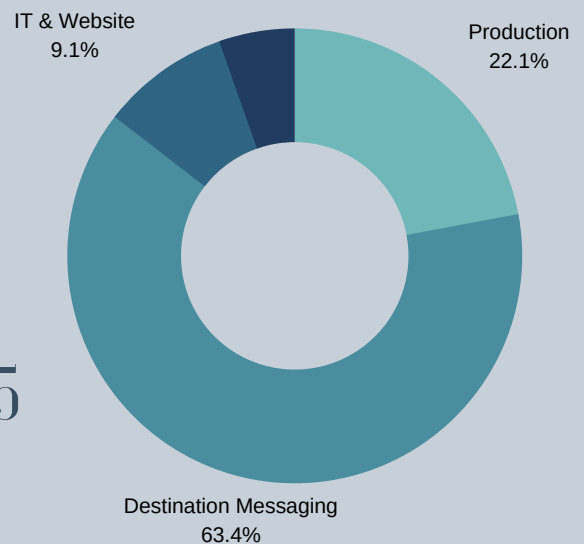
Sponsorships



RETURN ON INVESTMENT



\$45,925

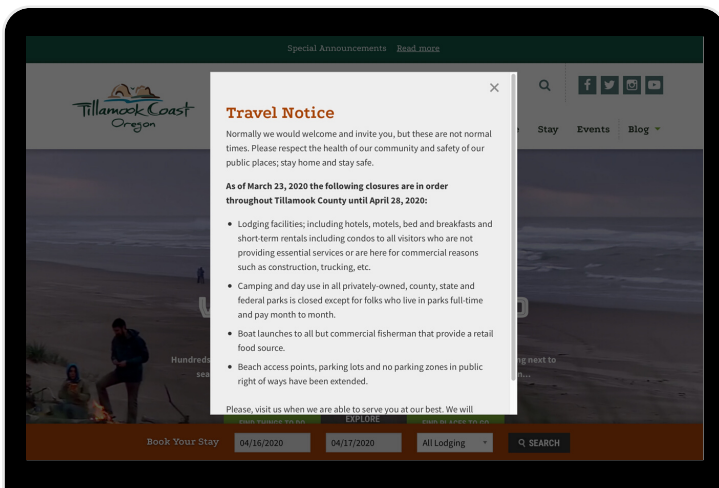


FINANCIAL REPORT



Visit Tillamook Coast

MARCH 2020



Travel Advisory

Account Balances		
Checking Accounts	\$	144,193.25
Money Market Accounts	\$	578,501.89
Agency Account	\$	63,411.03
Balance	\$	786,106.17
<i>Change from Prior Month</i>	↓ \$	<i>(64,304.41)</i>

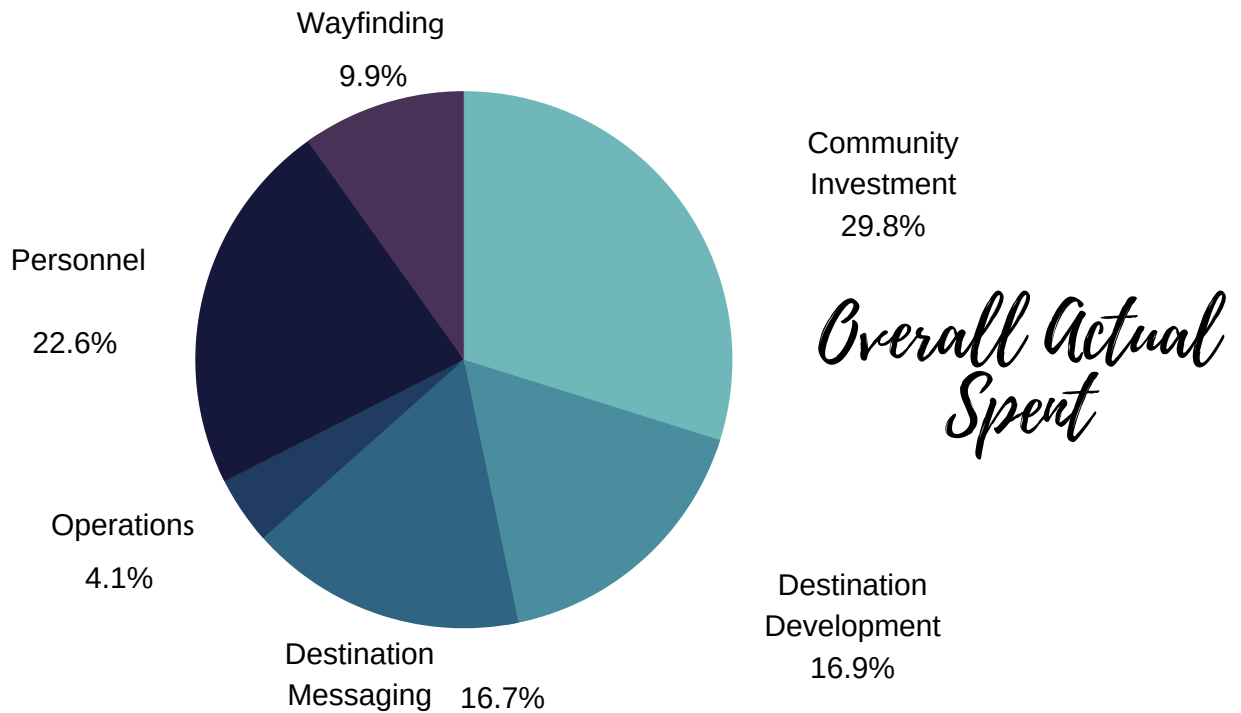
TLT		
Beginning Balance	\$	739,160.77
Income	\$	-
Expense	\$	92,727.53
Balance	\$	646,433.24
<i>Change from Prior Month</i>	↓ \$	<i>(92,727.53)</i>

Non-TLT		
Beginning Balance	\$	49,525.31
Income	\$	3,354.85
Expense	\$	823.32
Balance	\$	52,056.84
<i>Change from Prior Month</i>	↑ \$	<i>2,531.53</i>

Grant Fund		
Beginning Balance	\$	15,928.10
Income	\$	-
Expense	\$	3,397.40
Balance	\$	12,530.70
<i>Change from Prior Month</i>	↓ \$	<i>(3,397.40)</i>

Other Balances (Accrual Reporting)		
Accounts Receivable	\$	3,950.00
Total	\$	3,950.00
<i>Change from Prior Month</i>	↓ \$	<i>(9,768.26)</i>
Accounts Payable	\$	11,145.28
Payroll Liabilities	\$	1,523.51
Total	\$	12,668.79
<i>Change from Prior Month</i>	↑ \$	<i>5,159.63</i>

[LINK TO DETAILED REPORTS](#)



Income Comments

- Received \$900 from North Coast Food Trail participants. Considering the COVID-19 pandemic, we will hold off on sending follow up billing for a few months.
- The City of Rockaway still wishes to maintain the marketing contract in place with Tillamook Coast Visitors Association. We will continue to handle their marketing efforts and are reimbursed for the expenses on a monthly basis.

Expense Comments

- **Community Investment:**
 - The Committee & Community meetings category shows being over-budget due to a reimbursable expense through the North Coast Tourism Management Network.
 - We have issued \$64,591 in Grants January-March.
 - We are currently partnering with Tillamook Chamber of Commerce to sponsor the local #tillamooktakeout campaign to support local restaurants.
- **Destination Messaging:**
 - March finances reflect payment from some February destination messaging along with a some from March. Most campaigns have been put on hold for the month of April including OPB TV and radio and Google Ad Words. We are continuing to sponsor Grant's Getaways and will work with Grant to promote stewardship messaging and responsible travel once operations are back in place.

BALANCE SHEET

Cash Basis

As of March 31, 2020

	Mar 31, 20	Feb 29, 20	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
TLC Money Market Checking	245,286.55	245,234.48	52.07
TLC Share Account	5.00	5.00	0.00
Umpqua Agency Checking	63,411.03	40,911.03	22,500.00
Umpqua Money Market	200,056.27	100,048.38	100,007.89
US Bank Checking	134,121.68	321,220.68	-187,099.00
US Bank Money Market	133,154.07	132,903.37	250.70
US Bank Second Check Account	10,071.57	10,071.57	0.00
Total Checking/Savings	786,106.17	850,394.51	-64,288.34
Accounts Receivable			
Accounts Receivable	-50.00	0.00	-50.00
Total Accounts Receivable	-50.00	0.00	-50.00
Other Current Assets			
Prepaid Services	1,066.00	1,066.00	0.00
Undeposited Funds	50.00	0.00	50.00
Total Other Current Assets	1,116.00	1,066.00	50.00
Total Current Assets	787,172.17	851,460.51	-64,288.34
Fixed Assets			
Furniture and Equipment			
Accumulated Depreciation	-14,872.00	-14,872.00	0.00
Equipment	26,450.00	26,450.00	0.00
Furniture	21,639.91	21,639.91	0.00
Total Furniture and Equipment	33,217.91	33,217.91	0.00
Total Fixed Assets	33,217.91	33,217.91	0.00
Other Assets			
Intangible Assets			
Accumulated Amortization	-42,154.00	-42,154.00	0.00
North Coast Food Trail Website	27,280.00	27,280.00	0.00
Visit Tillamook Website	99,177.50	99,177.50	0.00
Total Intangible Assets	84,303.50	84,303.50	0.00
Total Other Assets	84,303.50	84,303.50	0.00
TOTAL ASSETS	904,693.58	968,981.92	-64,288.34
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
Accounts Payable	0.00	4,833.73	-4,833.73
Total Accounts Payable	0.00	4,833.73	-4,833.73
Credit Cards			
US Bank Credit Card			
Amy Blackburn Credit Card	429.14	0.00	429.14
Julie Hurliman Credit Card	1,956.09	0.00	1,956.09
Nan Devlin Credit Card	8,760.05	0.00	8,760.05
Total US Bank Credit Card	11,145.28	0.00	11,145.28
Total Credit Cards	11,145.28	0.00	11,145.28
Other Current Liabilities			
Payroll Liabilities	1,523.51	1,030.00	493.51
Total Other Current Liabilities	1,523.51	1,030.00	493.51
Total Current Liabilities	12,668.79	5,863.73	6,805.06
Total Liabilities	12,668.79	5,863.73	6,805.06
Equity			
Temp. Restricted Net Assets			
Agency	63,411.03	40,911.03	22,500.00
Grants	12,530.70	15,928.10	-3,397.40
Transient Lodging Tax	646,433.24	739,160.77	-92,727.53
Total Temp. Restricted Net Assets	722,374.97	795,999.90	-73,624.93
Unrestricted			
Non-TLT Funds	52,056.84	49,525.31	2,531.53
Total Unrestricted	52,056.84	49,525.31	2,531.53
Unrestricted Net Assets	139,407.55	45,814.15	93,593.40
Net Income	-21,814.57	71,778.83	-93,593.40
Total Equity	892,024.79	963,118.19	-71,093.40
TOTAL LIABILITIES & EQUITY	904,693.58	968,981.92	-64,288.34

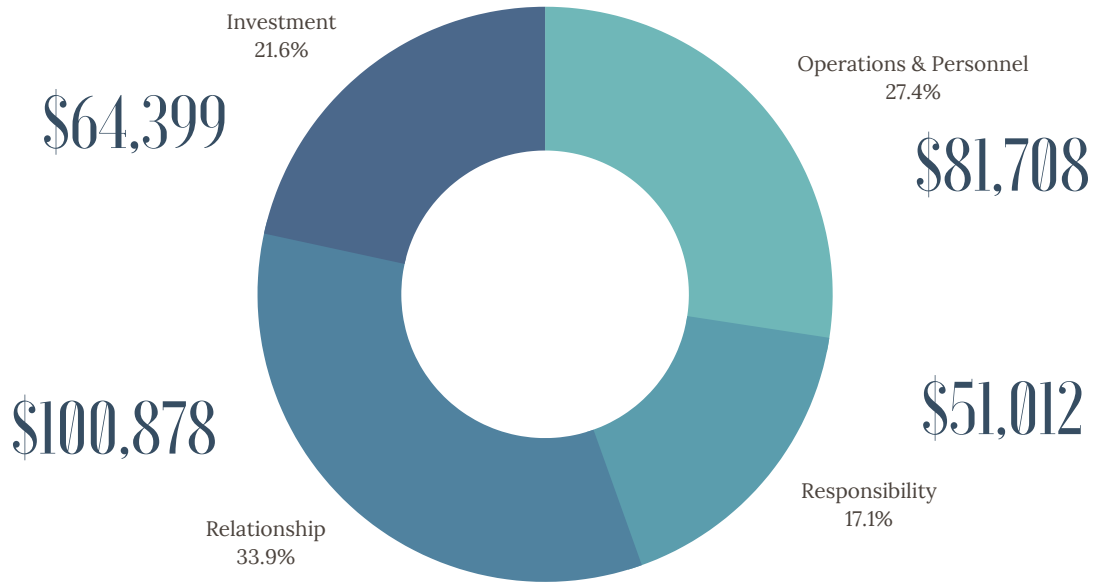
BUDGET VS. ACTUAL

	TOTAL				
	Mar 20	Jan - Mar 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense					
Income					
Book Sales	50.00	200.00	3,000.00	-2,800.00	6.67%
Interest Income	310.66	1,097.15	4,200.00	-3,102.85	26.12%
Marketing Contract	2,094.19	3,139.42	7,000.00	-3,860.58	44.85%
North Coast Food Trail	900.00	5,900.00	15,000.00	-9,100.00	39.33%
Transient Lodging Tax	0.00	275,625.00	1,407,624.00	-1,131,999.00	19.58%
Total Income	3,354.85	285,961.57	1,468,174.00	-1,182,212.43	19.48%
Gross Profit	3,354.85	285,961.57	1,468,174.00	-1,182,212.43	19.48%
Expense					
COMMUNITY INVESTMENT					
Committee & Community Meetings	2,999.75	3,591.53	3,400.00	191.53	105.63%
Community Programs	0.00	0.00	15,000.00	-15,000.00	0.0%
Community Training Programs	3,332.50	14,585.88	15,000.00	-414.12	97.24%
Event Hosting	1,947.10	2,088.65	50,000.00	-47,911.35	4.18%
Grants	7,475.30	64,591.80	100,000.00	-35,408.20	64.59%
Public Affairs	0.00	1,105.00	3,000.00	-1,895.00	36.83%
Sponsorships	1,000.00	5,750.00	30,750.00	-25,000.00	18.7%
Stakeholder Outreach	0.00	0.00	0.00	0.00	0.0%
Stakeholder Promo Items	0.00	126.20	2,000.00	-1,873.80	6.31%
Technical Assistance	0.00	0.00	5,000.00	-5,000.00	0.0%
Total COMMUNITY INVESTMENT	16,754.65	91,839.06	224,150.00	-132,310.94	40.97%
DESTINATION DEVELOPMENT					
Creative Marketing Services	2,050.00	6,050.00	40,000.00	-33,950.00	15.13%
FAM/Site Visits/Tours	0.00	0.00	6,000.00	-6,000.00	0.0%
IT & Website	-331.62	5,278.09	64,300.00	-59,021.91	8.21%
Other Contractors	2,750.00	5,000.00	3,000.00	2,000.00	166.67%
Production	6,237.50	25,218.79	172,400.00	-147,181.21	14.63%
Promos & Giveaways	585.25	1,131.14	8,000.00	-6,868.86	14.14%
Public Relations-Media Outreach	0.00	5,040.95	10,000.00	-4,959.05	50.41%
Reimbursed Vendor Expenses	0.00	0.00	2,000.00	-2,000.00	0.0%
Research & Studies	0.00	4,280.00	4,500.00	-220.00	95.11%
Total DESTINATION DEVELOPMENT	11,291.13	51,998.97	310,200.00	-258,201.03	16.76%
DESTINATION MESSAGING					
E-Newsletter	600.00	1,200.00	7,200.00	-6,000.00	16.67%
Fulfillment	1,960.40	3,743.67	26,300.00	-22,556.33	14.23%
Online/Web Placement	1,145.07	7,707.12	45,000.00	-37,292.88	17.13%
Print Placement	7,742.50	14,544.49	65,000.00	-50,455.51	22.38%
Radio Placement	2,096.00	9,208.00	33,000.00	-23,792.00	27.9%
Television Placement	5,000.00	15,000.00	60,000.00	-45,000.00	25.0%
DESTINATION MESSAGING - Other	-2,875.00	0.00			
Total DESTINATION MESSAGING	15,668.97	51,403.28	236,500.00	-185,096.72	21.74%
OPERATIONS					
Total OPERATIONS	7,885.52	12,606.43	101,403.00	-88,796.57	12.43%
PERSONNEL	24,907.98	69,506.40	320,227.00	-250,720.60	21.71%
WAYFINDING					
Wayfinding Planning	2,125.00	2,125.00	143,436.00	-141,311.00	1.48%
Wayfinding Signage	18,315.00	28,297.00	250,000.00	-221,703.00	11.32%
Total WAYFINDING	20,440.00	30,422.00	393,436.00	-363,014.00	7.73%
Total Expense	96,948.25	307,776.14	1,585,916.00	-1,278,139.86	19.41%
Net Income	-93,593.40	-21,814.57	-117,742.00	95,927.43	18.53%

25% of Year Complete

TLT SPENT BY CATEGORY

JANUARY - MARCH



15 employees from The Creamery's visitor center are scheduled to take the online Guest Service Gold training during the closure.

Training Report



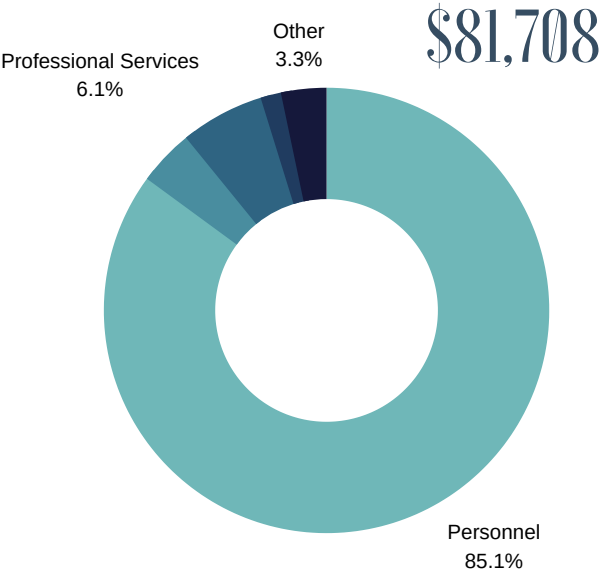
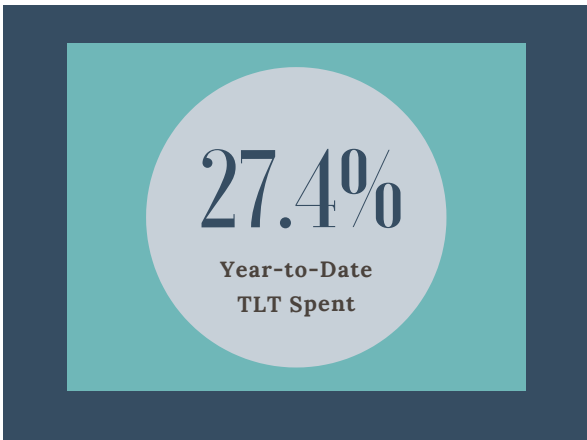
8 employees from Werner Beef & Brew are also going to take the online Guest Service Gold training!



Both owners from the La Tea Da Tea Room are scheduled to take the online Guest Service Gold training in April.



OPERATIONS & PERSONNEL

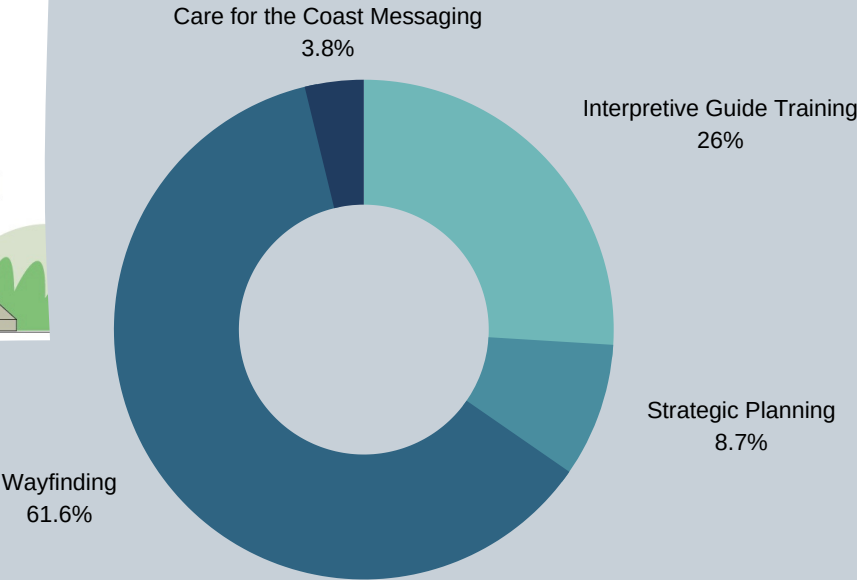


RETURN ON RESPONSIBILITY

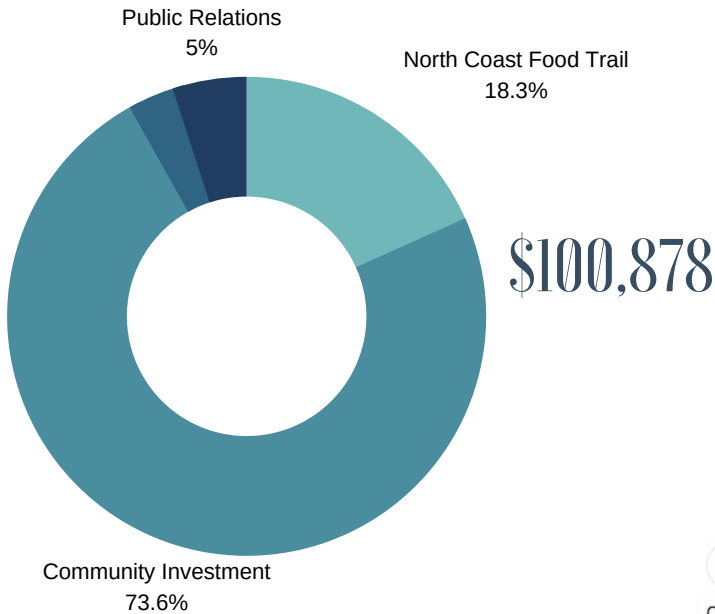
Highlights

- Care for the Coast campaign: Print & social media \$1,879
- Completed Nehalem Wayfinding planning for Phase II Design-Intent drawings & Graphic Production \$18,315

\$51,012



RETURN ON RELATIONSHIP



\$64,591.80 issued in Marketing & Promotions Grants
Year-to-Date



*Supporting
Local
Restaurants*

Tillamook Area Chamber of Commerce
Admin · Yesterday at 11:35 AM

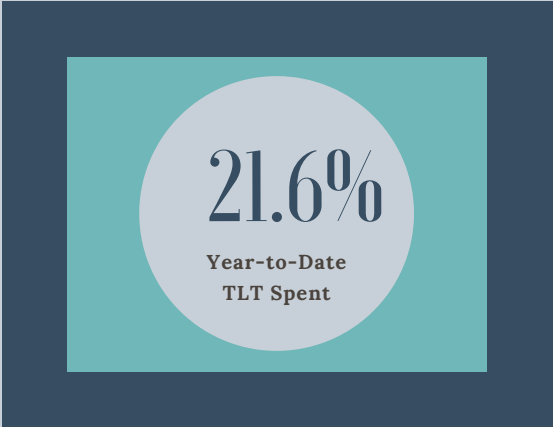
Congratulations everyone, you guys smashed this past weeks 100 post challenge to release \$500 to Senior Meals on Wheels! Stay tuned for next weeks challenge - can you all do it again?

A huge shout out to Visit Tillamook Coast for sponsoring these giveaways! All the more reason to welcome visitors back with open arms when the time is right!

#tillamookchamber #buildingcommunity #tillamooktakeout



RETURN ON INVESTMENT



\$64,399

