

Visitor Promotion Committee Meeting
Thursday January 21, 2021
at 8:00 a.m.
Online - or in person

A G E N D A (proposed)

1. Review December 2020 VPC meeting minutes

2. Financials – December 2020

1. Disbursements
2. Income & Expense Report
3. Profit & Loss Budget Performance
4. Balance Sheet
5. Lodging Tax Report

3. Action/Discussion

Review bylaws - attached existing bylaws with recommendations

CVB grant request - attached for discussion.

4. Reports

Sports Council - Attached report
GGI
GILCA

5. Ex Officio Reports - Hall County Board of Supervisors – Pam Lancaster

6. Other Business

Next meeting Thursday, February 18, 2021

phone : 382-4400 e-mail : director@visitgrandisland.com

Visitor Promotion Committee Meeting Minutes

Thursday December, 17, 2020

at 8:06 a.m.

1. Review November 2020 VPC meeting minutes - motion to place on file: Willey second: Mueller
- Swanson asked for an addition of attendance of all committee members minus Todd. - All AYE
2. Financials – November 2020 motion to place on file: Swanson second: Willey

1. Disbursements - Mellema said we still have rent showing up on disbursements twice, but he is only getting one check a month. Willey asked how we fix this, Mueller said we need to stop making it a payable and it will correct our problem in Quickbooks. Swanson asked if this is why the balance sheet is off, and Mueller said yes. Mellema said next month we will start to see income and payments for the Flyway crane migration grant. We have a spreadsheet of expenses, but the money from each partner has to run through our office. Half of the money is coming from the State. The two expenses we have now are from Maly Marketing and they are handling our social media. Swanson asked, beyond the spreadsheet, that there is a summary so someone can look back and the board doesn't have to question why we spent \$30,000. Mueller asked if there was a real expense to us. Mellema said there will be one expense as we have to pay for our partner expense in the grant and we can't pay ourselves. Mueller wants to make a line for the grant in Quickbooks so it all goes and comes out of that one line item and can be easily tracked. We will also have to do the same thing if our grant from the GGI is approved.

2. Income & Expense Report -

3. Profit & Loss Budget Performance - Mellema said on the income side we are hitting our yearly goals. If you look compared to last year, our income is down but our budget was adjusted accordingly. We hope to see events come spring. Mellema said P&L shows the budget a little bit better. They were late on pulling out the Stuhr \$10,000. Our bottom line is the same but they just didn't pull the money out in July/August like a normal year. Swanson asked why it didn't happen, Mellema doesn't know why they were late. He was going over numbers with the County and they noticed they were different. So Mellema will add it to his calendar to possibly talk to them. Swanson asked if we can talk to Pam and see if we can add this money to our marketing budget and Mellema said he has talked to Stuhr already and they are ok with

that.

4. Balance Sheet - Mellema said we already discussed the negatives on there. We have money when the calendar flips. If we forget to make a transfer it automatically withdrawals, so we never actually have a negative balance in the bank account. We want to maintain our reserve at \$100,000 and we are currently well above that. But we might have to tap into it eventually depending on how the winter goes.

5. Lodging Tax Report - Mellema does hope that the numbers for this spring and summer will be better. Crane migration is limited on booking tours but we are still encouraging taking tours on your own. Private tours are still booking. Sporting events are still moving forward. Large events are starting with filling out the form with the CDC, because if it doesn't get approved there's no point of planning. SkillsUSA will turn into a one day skills event if it happens. 4-H Shooting will make their decision by April 1. The Home Show was displaced because of the livestock show and they have moved to the last weekend in March. Heartland Hoops is still up in the air. Cheer & Dance is approved, most likely to be a four day event with hopefully the same number of participants. Attendance will most likely kill that event. As for rodeo, Dianne has a call scheduled, that may move back to April. AKC dog show is still on board and shouldn't have a problem.

McCloud asked if the mask mandate is in place until February 23. Mueller asked if restrictions are uplifted if things will help, but Willey said the problem is the 6ft rule. DeLaet asked how soon we could get STR report back, it's a matter of calling and getting it back and paying for the yearly subscription. Swanson asked how we anticipate the casino impacting us long term. We hope to have a casino up in 18-24 months. McCloud said Lincoln's plan is to have parking ramps, 200 room hotels, it will be a destination type of casino. We also have the opportunity with all the other buildings that we have on Fonner Park. McCloud said Lincoln plans to have the whole casino done and ready to go before they open the doors. A casino will be an important game changer in the tourism world.

All AYE

3. Action/Discussion

GICVB officer team - Proposed slate - Proposed from the committee was to move Mueller to new Chair, DeLaete to former chair, Willey as vice chair, and Swanson as treasure. Motion to approve the slate: McCloud second: McCoy All AYE

Form committee to review bylaws - attached existing bylaws - Mellema sent a copy of existing bylaws. We are currently set up with an executive committee and a VPC. What needs to happen is a committee needs to form to update the document, Swanson had previously asked if we can do zoom which would need to be clarified in the bylaws for example. If we make a change we have to let it sit for a month and then vote on it.

Swanson motioned the executive committee to review the bylaws. Swanson said there isn't anything in the bylaws that says we can't do that. Willey suggested once the pandemic is gone we get rid of the hybrid option. The key is if you're not present you are not allowed to vote, you become an observer. McCloud suggested looking at the bylaws if we can restrict people from attending. Swanson said our meetings are public, we can be open to zoom since we open to the public. Mueller suggested an addition to instead of exclusively. Willey suggested everyone reads the bylaws and bring comments as it would benefit everyone. Swanson withdraws his motion about the executive committee. Mellema said it should take half an hour to an hour to review. He will also give the group his recommendations. Swanson said if we are making huge changes we need to go to an attorney. Willey asked for the next meeting to show the group attendance from this last year.

CVB grant request - attached for discussion. - Mellema said the group had questions about multiple grants and he has answers for them now. The CVB's marketing grant was entered for three grants and they have now all been submitted. The CVB grant is to get a unified branding for the city of Grand Island that identifies us as an end destination. The CVB wants to hire an agency to create creative designs that are cohesive for Grand Island. Ultimately the goal is to put more people into hotel rooms. We already mentioned that pleasure tourism is going to be important so we need to correct messaging for such. Willey asked Mellema to explain the \$25,000, which is the social media blitz, travel guide, they may only give us \$10,000 or \$19,000. Fonner and Stuhr are both committing money to this grant and they will be a part of identifying the branding. Grow Grand Island money would go toward the advertising buys. State money has to be 100 miles away but we can put our money wherever we want. We expect the images that come from it to last 3-5 years. Swanson asked if Mellema had looked at some of the past rebranding efforts for the cities. Mellema said this is tourism based and not a rebranding effort of the whole city. Swanson would like background on the past rebranding efforts so we can make sure we are sustainable and what our plan is. Mellema said it is a tourism based message but he hopes it resonates with business and they say 'yes that's who we are.' We have to develop messages that only Grand Island can say, it's all right here is something that any city can say. Swanson suggested visiting with Mike Olsen, as he was a part of the all right here. Hastings recently did a rebranding effort but you're not

aware of it.

Swanson asked to see the bid from these marketing firms. Mellema said we have Firespring, Ideabank, Tally, and an individual person. Willey asked if the bid designates where the money goes, and Mellema said it does. Mueller asked if the new grant information can go out to everyone on the grant review committee so everyone can fully review the grants. Willey said that group needs to decide if we move forward with these grants. Willey asked if we have the rest of the information requested for the grant committee. Swanson wants to know where other funding sources are for the Chamber groups, and Mellema said there is none. Mueller just wants the groups to check the boxes so that we know they are correctly spending the money. Mellema talked to Bill Ogg about giving money to Asarkben. There are sections such as, facilities, hotels, set up, judges fees so it would be a direct underwriting for one or two of these sections. Our Economic Impact will be coming at the beginning of the new year. Swanson asked why the grant went through Gilca and not just Askarben. Mellema said it was easier, but Willey said Askbaren is still wishy washy. Omaha Aksarben is a non profit but the cattle show is just a name currently. GILCA owns Askarben in legal documents. The State Fair is planning to do Aksarben unless there is a reason to restructure it. Mellema suggested having the State Fair right the grant next year instead of GILCA. There was concern of just writing a check for salaries and not just core underpinnings. Swanson said that every year they need to update the AIN/Equine Storage instead of using old grants and including updated invoices. The committee wants them to put in the effort for a new grant instead of just assuming they get the money. Mueller wants more clarity for outside auditors on the grant requests. Willey suggested that in our bylaws we are supposed to only have one grant per entity. Swanson asked who owns the equine storage building, McCloud said GILCA owns all of the stalls inside. Mueller said it sets a precedent for the future. Mueller suggested that GILCA needs to put together their one request for the marketing and the building storage. Swanson asked where we rent horse stalls now, different shows rent differently they're normally \$25-\$35 a night. A show pays Fonner to set up stalls and they collect the stall money. Willey suggested that if we are paying for the equine storage building just keep paying on normal terms. Table action on the grants for the time being.

Contingency plan - Mellema had a spreadsheet with the passwords. Currently he is changing passwords and moving them all to Dashlane, everyone's accounts are accessible under this account. Paul has way more accounts and has all been under Dashlane. We have a nas drive and that goes to the cloud and that's a service that we pay for. All VPC documents are on google drive

and protected from our new password software. All employees and our board chair will have access to the password to get all passwords. Swanson wants a list of day to day things that everyone in the office does so that all bills are paid, taxes, GILCA. Swanson would like a book that all board members have access to. Mellema can create a list of what we need to get done (punch list) and make sure that everything is getting done. Willey wants to know if there's a check and balance for all the passwords. Swanson wants to know if there is a two step or one step process for EFT. Mellema said for a thief to do something here it would take 30 days. Mueller said the transparency and the scope is so small here in the CVB it isn't a problem. McCloud said he believes that it's Mellema's responsibility to take over these things in case he is sick or no longer here. Mellema will create a responsibility list that we get done in a day/month if something does happen. Mueller thinks we should modify an older list so we don't spend too much time.

Heartland Event Center -

4. Reports

GGI - they are holding an annual retreat in January and the grant that was discussed earlier will be discussed then. They are working on signs for the entry to town, 281 and east side of south locust. These are monument style welcome to grand island signs. Mueller asked if there would be a minor grant to help pay for this land lease on South Locust. Swanson suggested a fund to set aside for something like this. Mellema said we do pay for signs on the interstate, so if this committee approved it we could pay the land rental. Once these are done there are two more signs proposed by the airport and by the turn off by jackrabbit.

GILCA - meets this afternoon, Bill Ogg has names to interview for a leader for GILCA and livestock superintendent for the State Fair. They would have a right hand person to help assist. At this point interviews would happen late december beginning of january and that will involve people from GILCA/Fonner and not just The State Fair. Willey has been sitting in on the meetings to help with facility rentals. Swanson wants a financial statement at the end of the fiscal year. Swanson would like Mellema to request a P&L from GILCA as well.

5. Ex Officio Reports - Hall County Board of Supervisors – Pam Lancaster 6. Other Business

Motion: Mueller second: Willey

Next meeting Thursday, January , 2020

phone : 382-4400 e-mail : director@visitgrandisland.com

Hall County CVB, Inc.
Check Detail
December 2020

| Num | Date | Name | Memo | Account | Original Amount |
|------|------------|-----------------------------------|-------------------------|---------------------------------|-----------------|
| eft | 12/15/2020 | City of Grand Island (EFT) | util | Home Federal Bank-Ckng 80003400 | -245.17 |
| EFT | 12/31/2020 | ACCE Policy Trust (EFT) | insurance | Home Federal Bank-Ckng 80003400 | -89.99 |
| EFT | 12/31/2020 | City of Grand Island (EFT) | unti | Home Federal Bank-Ckng 80003400 | -267.59 |
| EFT | 12/31/2020 | Edward Jones (EFT) | retirement | Home Federal Bank-Ckng 80003400 | -451.13 |
| EFT | 12/31/2020 | Encova (EFT) | insurance | Home Federal Bank-Ckng 80003400 | -59.60 |
| EFT | 12/31/2020 | Wells Fargo Vendor Fin Serv (EFT) | copy machine | Home Federal Bank-Ckng 80003400 | -127.02 |
| EFT | 12/31/2020 | Edward Jones (EFT) | retirement | Home Federal Bank-Ckng 80003400 | -451.13 |
| 9245 | 12/31/2020 | American Bus Association | | Home Federal Bank-Ckng 80003400 | -475.00 |
| 9246 | 12/31/2020 | Brad Mellema | Phone | Home Federal Bank-Ckng 80003400 | -81.52 |
| 9247 | 12/31/2020 | Cardmember Service | split | Home Federal Bank-Ckng 80003400 | -602.51 |
| 9249 | 12/31/2020 | Maly Marketing | Crane Marketing | Home Federal Bank-Ckng 80003400 | -3,250.00 |
| 9250 | 12/31/2020 | Officenet | supplies | Home Federal Bank-Ckng 80003400 | -67.35 |
| 9251 | 12/31/2020 | Paul Nielsen | Phone | Home Federal Bank-Ckng 80003400 | -50.00 |
| 9252 | 12/31/2020 | Snoack Studios | crane marketing | Home Federal Bank-Ckng 80003400 | -1,000.00 |
| 9253 | 12/31/2020 | Zandra Carlini | Phone | Home Federal Bank-Ckng 80003400 | -50.00 |
| 9254 | 12/31/2020 | Copycat Printing | banners for ball torney | Home Federal Bank-Ckng 80003400 | -197.39 |

| | Type | Date | Num | Memo | Account | Amount |
|--------|-------------|------------|------|-----------------------------------|---------------------------|---------------|
| Dec 20 | | | | credit card charges | | |
| | Credit Card | 12/30/2020 | 0104 | Google | Elan Card member services | 30.00 |
| | Credit Card | 12/30/2020 | 8835 | USPS | Elan Card member services | 8.70 |
| | Credit Card | 12/30/2020 | 9118 | HyVee | Elan Card member services | 11.60 |
| | Credit Card | 12/30/2020 | 9660 | HyVee | Elan Card member services | 6.20 |
| | Credit Card | 12/30/2020 | 0138 | USPS | Elan Card member services | 100.00 |
| | Credit Card | 12/30/2020 | 0010 | Douglas Bookkeeping Service, Inc. | Elan Card member services | 250.00 |
| | Credit Card | 12/30/2020 | 7857 | City of Grand Island | Elan Card member services | 48.30 |
| | Credit Card | 12/30/2020 | 7931 | City of Grand Island | Elan Card member services | 17.94 |
| | Credit Card | 12/30/2020 | 2159 | HyVee | Elan Card member services | 55.00 |
| | Credit Card | 12/30/2020 | 2904 | Verizon | Elan Card member services | 58.66 |
| | Credit Card | 12/30/2020 | 5946 | Zoom.us | Elan Card member services | 16.11 |
| Dec 20 | | | | | | <u>602.51</u> |

Hall County CVB, Inc.

Income & Expense Statement

December 2020

| | Dec 20 | Dec 19 | Jul - Dec 20 |
|---|------------------|------------------|-------------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| 41000 General Income | | | |
| 41006-100 Visitor Promotion Tax | 32,933.65 | 61,809.24 | 145,195.86 |
| 41036-100 Interest | 80.83 | 155.29 | 467.30 |
| 41038-100 Intl Visitors Council | 14,000.00 | 0.00 | 14,600.00 |
| Total 41000 General Income | 47,014.48 | 61,964.53 | 160,263.16 |
| 44000 Promotions Income | | | |
| Convention Services | | | |
| 44030-440 Partner Reimbursement | 0.00 | 0.00 | 1,950.00 |
| Total Convention Services | 0.00 | 0.00 | 1,950.00 |
| Total 44000 Promotions Income | 0.00 | 0.00 | 1,950.00 |
| Total Income | 47,014.48 | 61,964.53 | 162,213.16 |
| Gross Profit | 47,014.48 | 61,964.53 | 162,213.16 |
| Expense | | | |
| 71000 Personnel Expenses | | | |
| 71002-100 Salaries - Admin | 13,347.62 | 16,847.62 | 75,022.38 |
| 71030-100 Workers Comp | 0.00 | 68.02 | 562.00 |
| 71050-100 Life/LTD | 89.99 | 89.99 | 539.94 |
| Flex Plan | | | |
| 71045-100 Flex Plan | 104.03 | 2,166.64 | 6,754.73 |
| 71046-100 Administration | 0.00 | 0.00 | 655.00 |
| Total Flex Plan | 104.03 | 2,166.64 | 7,409.73 |
| Retirement | | | |
| 71040-100 Retirement | 400.44 | 400.44 | 2,250.73 |
| Total Retirement | 400.44 | 400.44 | 2,250.73 |
| Taxes | | | |
| 71020-100 Taxes-FICA | 827.56 | 1,071.29 | 4,651.41 |
| 71026-100 Taxes-MDCR | 193.54 | 244.30 | 1,087.83 |
| Total Taxes | 1,021.10 | 1,315.59 | 5,739.24 |
| Total 71000 Personnel Expenses | 14,963.18 | 20,888.30 | 91,524.02 |
| 72000 Operational Expense | | | |
| 72020-200 Equipment | | | |
| 72020-2 · Software | 46.11 | 30.00 | 2,927.93 |
| 72020-3 · Support | 0.00 | 0.00 | 42.95 |
| Total 72020-200 Equipment | 46.11 | 30.00 | 2,970.88 |
| 72023-200 Insurance/P & L | -27.40 | 62.78 | 1,042.00 |
| 72025-200 Bank Expense | 10.00 | 10.00 | 116.38 |
| 72028-200 Financial / Acct Svcs | 250.00 | 615.00 | 8,615.00 |
| 72052-200 Membership Dues | 475.00 | 210.00 | 1,225.00 |
| 72054-200 Outreach/Support | 0.00 | 200.38 | 0.00 |
| 72060-200 Off Maint/Furnishings | 0.00 | 258.00 | 187.72 |
| 72062-200 Photocopies | 194.37 | 189.31 | 1,176.82 |
| 72064-200 Phone | 240.18 | 399.46 | 1,493.06 |
| 72066-200 Postage | 181.50 | 298.74 | 618.30 |
| 72074-200 Rent | 1,800.00 | 1,800.00 | 10,800.00 |

Hall County CVB, Inc.
Income & Expense Statement
December 2020

| | Dec 20 | Dec 19 | Jul - Dec 20 |
|--|-----------|-----------|--------------|
| 72077-200 Research | | | |
| 72077.1-200 Economic Study | 0.00 | 2,500.00 | 0.00 |
| Total 72077-200 Research | 0.00 | 2,500.00 | 0.00 |
| | | | |
| 72078-200 Supplies | 0.00 | 91.91 | 91.83 |
| 72080-200 Travel | | | |
| 72080F-200 Travel-Mileage Reimb | 0.00 | 309.95 | 25.00 |
| 72080C-200 Travel-Meals | 0.00 | 103.62 | 190.25 |
| 72080B-200 Travel-Lodging | 0.00 | 0.00 | 382.05 |
| 72080-200 Travel - Other | 0.00 | 28.25 | 0.00 |
| Total 72080-200 Travel | 0.00 | 441.82 | 597.30 |
| | | | |
| 72082-200 Utilities | 512.76 | 347.25 | 1,202.57 |
| Promotions/Marketing | | | |
| Advertising | | | |
| 73002-300 I-80 signs | 0.00 | 0.00 | 2,150.00 |
| 73055-300 On-Line | 0.00 | 1,686.00 | 0.00 |
| 73060-300 Print | 3,034.17 | 7,426.64 | 8,638.96 |
| 73062-300 Professional Svc | 1,000.00 | 0.00 | 1,000.00 |
| 73064-300 Promo Opps | 0.00 | 0.00 | 341.77 |
| 73090-300 Web Site | 0.00 | 0.00 | 1,962.51 |
| Total Advertising | 4,034.17 | 9,112.64 | 14,093.24 |
| | | | |
| 75010-500 Bid/Incentives | 0.00 | 8,500.00 | 3,350.00 |
| 74312-460 Distribution | 66.24 | 0.00 | 66.24 |
| 74466-400 Content Production | 0.00 | 0.00 | 5.10 |
| 74475-400 Hosp./Promo. Items | 0.00 | 163.79 | 0.00 |
| Total Promotions/Marketing | 4,100.41 | 17,776.43 | 17,514.58 |
| | | | |
| Total 72000 Operational Expense | 7,782.93 | 25,231.08 | 47,651.44 |
| | | | |
| Total Expense | 22,746.11 | 46,119.38 | 139,175.46 |
| | | | |
| Net Ordinary Income | 24,268.37 | 15,845.15 | 23,037.70 |
| | | | |
| Net Income | 24,268.37 | 15,845.15 | 23,037.70 |

Hall County CVB, Inc.
Profit & Loss Budget Performance
December 2020

| | Dec 20 | Budget | Jul - Dec 20 | YTD Budget | Annual Budget |
|---------------------------------------|-----------|-----------|--------------|------------|---------------|
| Ordinary Income/Expense | | | | | |
| Income | | | | | |
| 41000 General Income | | | | | |
| 41006-100 Visitor Promotion Tax | 32,933.65 | 23,000.00 | 145,195.86 | 112,000.00 | 238,000.00 |
| 41036-100 Interest | 80.83 | 25.00 | 467.30 | 275.00 | 550.00 |
| 41038-100 Intl Visitors Council | 14,000.00 | 200.00 | 14,600.00 | 1,200.00 | 2,000.00 |
| Grants | | | | | |
| 41030-100 Grant Reimbursement | 0.00 | | 0.00 | 10,000.00 | 30,000.00 |
| Total Grants | 0.00 | | 0.00 | 10,000.00 | 30,000.00 |
| Total 41000 General Income | 47,014.48 | 23,225.00 | 160,263.16 | 123,475.00 | 270,550.00 |
| 44000 Promotions Income | | | | | |
| Convention Services | | | | | |
| 44030-440 Partner Reimbursement | 0.00 | | 1,950.00 | 500.00 | 1,000.00 |
| Total Convention Services | 0.00 | | 1,950.00 | 500.00 | 1,000.00 |
| Trade & Travel Shows | | | | | |
| 44030-480 Partner Reimbursement | 0.00 | | 0.00 | 750.00 | 750.00 |
| Total Trade & Travel Shows | 0.00 | | 0.00 | 750.00 | 750.00 |
| Total 44000 Promotions Income | 0.00 | | 1,950.00 | 1,250.00 | 1,750.00 |
| Total Income | 47,014.48 | 23,225.00 | 162,213.16 | 124,725.00 | 272,300.00 |
| Gross Profit | 47,014.48 | 23,225.00 | 162,213.16 | 124,725.00 | 272,300.00 |
| Expense | | | | | |
| Ask My Accountant | 0.00 | | 0.00 | 0.00 | 0.00 |
| 71000 Personnel Expenses | | | | | |
| 75076-004 Group Sales | 0.00 | | 0.00 | 500.00 | 1,000.00 |
| 71002-100 Salaries - Admin | 13,347.62 | 14,500.00 | 75,022.38 | 87,000.00 | 174,000.00 |
| 71030-100 Workers Comp | 0.00 | 65.00 | 562.00 | 390.00 | 780.00 |
| 71050-100 Life/LTD | 89.99 | 89.99 | 539.94 | 539.94 | 1,079.88 |
| Flex Plan | | | | | |
| 71045-100 Flex Plan | 104.03 | 1,625.00 | 6,754.73 | 9,750.00 | 19,500.00 |
| 71046-100 Admininstration | 0.00 | | 655.00 | | 792.86 |
| Total Flex Plan | 104.03 | 1,625.00 | 7,409.73 | 9,750.00 | 20,292.86 |
| Retirement | | | | | |
| 71040-100 Retirement | 400.44 | 400.44 | 2,250.73 | 2,402.64 | 4,805.28 |
| Total Retirement | 400.44 | 400.44 | 2,250.73 | 2,402.64 | 4,805.28 |
| Taxes | | | | | |
| 71020-100 Taxes-FICA | 827.56 | 1,000.00 | 4,651.41 | 6,000.00 | 12,000.00 |
| 71022-100 Taxes-FUTA | 0.00 | | 0.00 | | 256.96 |
| 71024-100 Taxes-SUTA | 0.00 | | 0.00 | 31.91 | 137.38 |
| 71026-100 Taxes-MDCR | 193.54 | 244.30 | 1,087.83 | 1,483.37 | 2,765.70 |
| Total Taxes | 1,021.10 | 1,244.30 | 5,739.24 | 7,515.28 | 15,160.04 |
| Total 71000 Personnel Expenses | 14,963.18 | 17,924.73 | 91,524.02 | 108,097.86 | 217,118.06 |
| 72000 Operational Expense | | | | | |
| 72020-200 Equipment | | | | | |
| 72020-1 · Repair | 0.00 | | 0.00 | | 500.00 |
| 72020-2 · Software | 46.11 | 1,000.00 | 2,927.93 | 2,000.00 | 4,750.00 |

Hall County CVB, Inc.
Profit & Loss Budget Performance
December 2020

| | Dec 20 | Budget | Jul - Dec 20 | YTD Budget | Annual Budget |
|--|-----------------|-----------------|------------------|------------------|------------------|
| 72020-3 · Support | 0.00 | | 42.95 | 500.00 | 850.00 |
| Total 72020-200 Equipment | 46.11 | 1,000.00 | 2,970.88 | 2,500.00 | 6,100.00 |
| 72023-200 Insurance/P & L | -27.40 | 62.78 | 1,042.00 | 1,082.42 | 1,333.54 |
| 72025-200 Bank Expense | 10.00 | 10.00 | 116.38 | 60.00 | 120.00 |
| 72028-200 Financial / Acct Svcs | | | | | |
| 72028-1 · Software | 0.00 | | 0.00 | 2,000.00 | 3,500.00 |
| 72028-200 Financial / Acct Svcs - Other | 250.00 | 1,000.00 | 8,615.00 | 6,000.00 | 12,000.00 |
| Total 72028-200 Financial / Acct Svcs | 250.00 | 1,000.00 | 8,615.00 | 8,000.00 | 15,500.00 |
| 72052-200 Membership Dues | 475.00 | 200.00 | 1,225.00 | 1,000.00 | 1,000.00 |
| 72054-200 Outreach/Support | 0.00 | 300.00 | 0.00 | 2,200.00 | 4,000.00 |
| 72060-200 Off Maint/Furnishings | 0.00 | 0.00 | 187.72 | 0.00 | 0.00 |
| 72062-200 Photocopies | 194.37 | 125.00 | 1,176.82 | 750.00 | 1,500.00 |
| 72064-200 Phone | 240.18 | 205.00 | 1,493.06 | 1,270.00 | 2,500.00 |
| 72066-200 Postage | 181.50 | 50.00 | 618.30 | 300.00 | 600.00 |
| 72070-200 Prof Development | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 72074-200 Rent | 1,800.00 | 1,800.00 | 10,800.00 | 10,800.00 | 21,600.00 |
| 72077-200 Research | | | | | |
| 72077.1-200 Economic Study | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 72077-200 Research - Other | 0.00 | | 0.00 | | 0.00 |
| Total 72077-200 Research | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 72078-200 Supplies | 0.00 | 50.00 | 91.83 | 300.00 | 500.00 |
| 72080-200 Travel | | | | | |
| 72080F-200 Travel-Mileage Reimb | 0.00 | 225.00 | 25.00 | 1,350.00 | 2,700.00 |
| 72080D-200 Travel-Car Rental | 0.00 | 50.00 | 0.00 | 300.00 | 600.00 |
| 72080C-200 Travel-Meals | 0.00 | 25.00 | 190.25 | 150.00 | 300.00 |
| 72080B-200 Travel-Lodging | 0.00 | 0.00 | 382.05 | 100.00 | 400.00 |
| 72080A-200 Travel-Fuel | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 72080-200 Travel - Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total 72080-200 Travel | 0.00 | 300.00 | 597.30 | 1,900.00 | 4,000.00 |
| 72082-200 Utilities | 512.76 | 200.00 | 1,202.57 | 1,250.00 | 2,500.00 |
| Promotions/Marketing | | | | | |
| Advertising | | | | | |
| 73002-300 I-80 signs | 0.00 | | 2,150.00 | 2,150.00 | 2,150.00 |
| 73055-300 On-Line | 0.00 | 800.00 | 0.00 | 4,800.00 | 9,600.00 |
| 73060-300 Print | | | | | |
| 73061-300 Postage Marketing | 0.00 | | 0.00 | 250.00 | 250.00 |
| 73060-300 Print - Other | 3,034.17 | 1,500.00 | 8,638.96 | 9,500.00 | 18,500.00 |
| Total 73060-300 Print | 3,034.17 | 1,500.00 | 8,638.96 | 9,750.00 | 18,750.00 |
| 73062-300 Professional Svc | 1,000.00 | | 1,000.00 | 610.00 | 610.00 |
| 73064-300 Promo Opps | 0.00 | | 341.77 | | 2,500.00 |
| 73072-300 Radio / TV | 0.00 | 400.00 | 0.00 | 2,400.00 | 4,800.00 |
| 73090-300 Web Site | 0.00 | 150.00 | 1,962.51 | 900.00 | 1,800.00 |
| Total Advertising | 4,034.17 | 2,850.00 | 14,093.24 | 20,610.00 | 40,210.00 |
| 75010-500 Bid/Incentives | 0.00 | 4,000.00 | 3,350.00 | 24,000.00 | 50,000.00 |
| 74312-460 Distribution | 66.24 | | 66.24 | | 500.00 |
| 74466-400 Content Production | 0.00 | 250.00 | 5.10 | 1,000.00 | 2,000.00 |
| 74475-400 Hosp./Promo. Items | 0.00 | 125.00 | 0.00 | 750.00 | 1,500.00 |
| Trade Shows & Events | | | | | |
| 74504-480 Auto Rental | 0.00 | 2,000.00 | 0.00 | 2,000.00 | 4,500.00 |
| 74580-480 Booth Space | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

Hall County CVB, Inc.
Profit & Loss Budget Performance
December 2020

| | Dec 20 | Budget | Jul - Dec 20 | YTD Budget | Annual Budget |
|-----------------------------------|---------------|---------------|----------------|----------------|-----------------|
| 74582-480 Travel & Meals | 0.00 | 500.00 | 0.00 | 500.00 | 500.00 |
| Total Trade Shows & Events | 0.00 | 2,500.00 | 0.00 | 2,500.00 | 5,000.00 |
| Total Promotions/Marketing | 4,100.41 | 9,725.00 | 17,514.58 | 48,860.00 | 99,210.00 |
| 72000 Operational Expense - Other | 0.00 | | 0.00 | | 0.00 |
| Total 72000 Operational Expense | 7,782.93 | 15,027.78 | 47,651.44 | 80,272.42 | 160,463.54 |
| Total Expense | 22,746.11 | 32,952.51 | 139,175.46 | 188,370.28 | 377,581.60 |
| Net Ordinary Income | 24,268.37 | -9,727.51 | 23,037.70 | -63,645.28 | -105,281.60 |
| Net Income | 24,268.37 | -9,727.51 | 23,037.70 | -63,645.28 | -105,281.60 |

Hall County CVB, Inc.
Balance Sheet
As of December 31, 2020

| | <u>Dec 31, 20</u> |
|---|--------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Home Federal Bank-Ckng 80003400 | |
| HRA Restricted TASC Plan | 3,005.27 |
| Home Federal Bank-Ckng 80003400 - Other | <u>-1,396.08</u> |
| Total Home Federal Bank-Ckng 80003400 | 1,609.19 |
| Home Federal Bank-M M 605417 | <u>220,354.92</u> |
| Total Checking/Savings | <u>221,964.11</u> |
| Total Current Assets | <u>221,964.11</u> |
| TOTAL ASSETS | <u><u>221,964.11</u></u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Other Current Liabilities | |
| 21009-022 Simple IRA Retirement | 451.32 |
| 2100 · Payroll Liabilities | |
| 21025-015 FICA/MDCR/FWH | 1,967.10 |
| 21027-015 SUTA | 15.47 |
| 21028-015 SWH | <u>1,354.32</u> |
| Total 2100 · Payroll Liabilities | <u>3,336.89</u> |
| Total Other Current Liabilities | <u>3,788.21</u> |
| Total Current Liabilities | <u>3,788.21</u> |
| Total Liabilities | 3,788.21 |
| Equity | |
| 3900 · Retained Earnings | 195,138.20 |
| Net Income | <u>23,037.70</u> |
| Total Equity | <u>218,175.90</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>221,964.11</u></u> |

Visitor Promotion Fund
Hall County Convention and Visitors
Bureau.

| MONTH | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|-----------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------------------|-----------------------------|
| January | \$19,561.00 | \$20,011.00 | \$21,291.00 | \$25,729.00 | \$26,788.00 | \$22,613.00 | \$24,345.00 | \$21,713.00 | \$24,249.00 | \$18,000.00 Apr Deposit |
| February | \$25,232.00 | \$21,313.00 | \$24,145.00 | \$26,911.00 | \$24,118.00 | \$26,627.00 | \$26,246.00 | \$25,913.00 | \$31,496.00 | \$20,000.00 May Deposit |
| March | \$37,422.00 | \$33,684.00 | \$38,746.00 | \$40,940.00 | \$36,665.00 | \$39,949.00 | \$42,187.00 | \$40,251.00 | \$20,561.00 | \$35,000.00 June Deposit |
| April | \$26,531.00 | \$33,564.00 | \$28,350.00 | \$35,080.00 | \$32,766.00 | \$36,830.00 | \$35,214.00 | \$32,793.00 | \$9,635.00 | |
| May | \$36,019.00 | \$34,829.00 | \$42,225.00 | \$40,161.00 | \$39,835.00 | \$41,606.00 | \$39,024.00 | \$48,426.00 | \$10,321.00 | |
| June | \$48,651.00 | \$40,508.00 | \$50,059.00 | \$61,031.00 | \$56,402.00 | \$69,225.00 | \$71,964.00 | \$62,677.00 | \$20,182.00 | |
| July | \$51,462.00 | \$50,475.00 | \$48,211.00 | \$54,682.00 | \$64,393.00 | \$43,164.00 | \$53,455.00 | \$60,552.00 | \$31,854.00 | |
| August | \$43,229.00 | \$49,953.00 | \$53,228.00 | \$47,353.00 | \$43,819.00 | \$66,541.00 | \$56,679.00 | \$58,489.00 | \$29,661.00 | |
| September | \$47,247.00 | \$46,663.00 | \$46,000.00 | \$57,017.00 | \$57,018.00 | \$60,922.00 | \$53,154.00 | \$61,607.00 | \$37,933.00 | |
| October | \$33,481.07 | \$29,908.00 | \$36,032.00 | \$30,338.00 | \$32,899.00 | \$35,083.00 | \$37,047.00 | \$39,393.00 | \$28,508.00 | |
| November | \$25,641.63 | \$26,083.00 | \$24,943.00 | \$28,904.00 | \$25,629.00 | \$27,725.00 | \$26,880.00 | \$42,526.00 | \$18,974.00 | |
| December | \$21,111.00 | \$20,383.00 | \$23,862.00 | \$19,292.00 | \$23,017.00 | \$23,866.00 | \$23,012.00 | \$29,111.00 | \$20,000.00 Feb Deposit | |
| | | | | | | | | | \$20,000.00 Mar Deposit | |
| 12 Month | \$415,587.70 | \$407,374.00 | \$437,092.00 | \$467,438.00 | \$463,349.00 | \$494,151.00 | \$489,207.00 | \$523,451.00 | \$283,374.00 | |

CHANGE 12.25% -1.90% 7.29% 6.94% -0.08% 6.75% -0.01% 6.99%

July & Aug 2011 - Receipts given to bureau are \$5000 less than collected due to co giving \$10,000 to Stuhr Museum

July & Aug 2012 - Receipts given to bureau are \$5000 less than collected due to co giving \$10,000 to Stuhr Museum

July & Aug 2013 - Reciepts given to bureau are \$5000 less due to \$10,000 Stuhr commitment

September 2014 - Reciepts given to the bureau are \$10,000 less due to county Stuhr committment

July & Aug 2015 - Reciepts given to the bureau are \$5,000 less due to Hall County Stuhr commitment

July & Aug 2016 - Reciepts given to the bureau are \$5,000 less due to Hall County Stuhr commitment

Aug & Sept 2017 - Receipts are \$5000 less than collected due to County Stuhr Museum commitment

July & Sept 2018 - Receipts are \$5000 less each month due to Hall County Stuhr Commitment

July & August 2019 - Receipts are \$5000 less each month due to Hall County Stuhr Commitment

July & August 2020 - Receipts are \$5000 less each month due to Hall County Stuhr Commitment

July and Aug 2021 -

Sports Council Update January 18, 2020

Firecracker 5k/10k Fun Run - Do we want to move forward with this event? Run railside would like to take this date if we don't plan to move forward.

State Fair Marathon/Railside Run- The State Fair Marathon is set for August and plans to run.

NSAA - Contact made regarding 2021 March basketball finals. They may split out of Lincoln if Covid guidelines can not be met.

Heartland Public Shooting Park - Shoot Clays Combine is set for this summer.

Below is the link to the calendar of events for the HPSP.

<https://www.giparks.com/facilities/heartland-public-shooting-park/park-calendar/-curm-7/-cury-2020>

Fonner Park - USA Wrestling has committed to March 20-21, 2021.

NAIA Championships - Currently in discussion with Hastings College about bidding Men's Volleyball. My last discussion with BJ, Hastings College AD, was that they might be more comfortable waiting until the next bid cycle so they can get more competition under their belts.

National Horseshoe Pitchers: We presented a bid to the group in March. They did ask us to bid again in the future. All of their nationals have been pushed back a year due to COVID.

Conferences:

TEAMS - TEAMS was held virtually this year. Some contacts were made, but the conference is difficult via Zoom. We go to Sports Nebraska. It is being held in Atlantic City, September 27-30.

Sports ETA- like TEAMS but on a smaller scale and Grand Island can talk individually with groups versus as a state. We would have to become members. \$795 for membership. Registration is \$1,595. Symposium is April 26-29, 2021 in Birmingham Alabama.

Sports Relationship Conference - Is being held in Colorado Springs October 11-14, 2021. Last year Sports NE offered to pay for one person's registration and the city covered travel/food. Registration cost is \$1,595.

Sports Nebraska Trip to Colorado Springs - We were planning to visit NGB's in Colorado Springs last August. That will be tabled because of COVID. The date has not been established yet, especially with next year being an olympic year.

| | Dianne Willey | Mike Swanson | Nathan DeLaet | Angela Mueller | Brock Burney | Gene McCloud | Todd McCoy |
|------------------|----------------------|---------------------|----------------------|-----------------------|---------------------|---------------------|-------------------|
| January | X | X | X | X | X | X | X |
| Febuary | GONE | X | X | X | X | X | GONE |
| March | X | X | X | X | X | X | X |
| April | X | X | X | X | X | X | X |
| May | X | X | X | X | X | X | X |
| June | X | X | X | X | GONE | X | X |
| July | X | X | X | X | GONE | X | GONE |
| August | X | X | X | X | GONE | GONE | GONE |
| September | X | X | X | X | X | GONE | X |
| October | X | X | X | X | X | X | X |
| November | X | X | X | X | X | X | GONE |
| December | X | X | X | X | GONE | X | X |

FLYWAY Grant partnership 2020 - 2021 financials

| Business Revenue | Check # | Income | Expense | Date paid |
|---------------------|----------|-------------|---------|------------|
| Central Platte NRD | 57022 | \$500.00 | | 12/30/20 |
| Central Platte NRD | 57026 | \$750.00 | | 12/30/20 |
| Crane Cabin Retreat | | \$500.00 | | |
| Crane Trust | 48919278 | \$2,500.00 | | 12/8/20 |
| Dusty Trails | 2143 | \$2,500.00 | | 12/7/20 |
| Game & Parks | | \$2,500.00 | | |
| Grand Island CVB | | \$3,000.00 | | |
| Hastings CVB | 202266 | \$3,000.00 | | 12/30/20 |
| Kearney CVB | 6231 | \$3,000.00 | | 12/30/20 |
| North Platte CVB | 205370 | \$3,000.00 | | 12/30/20 |
| PRRIP | 3225 | \$500.00 | | 12/7/20 |
| PRRIP | 3224 | \$1,000.00 | | 12/7/20 |
| Rowe Sanctuary | | \$2,500.00 | | |
| Twin River NRD | 11447 | \$750.00 | | 12/14/20 |
| RWBJV | | \$1,000.00 | | 01/11/2021 |
| Sub Total | | \$27,000.00 | | |

| | | | | |
|---|--|-------------|--|-----------|
| GRANT Revenue | | | | |
| Nebraska Environmental Trust Pie Grant max \$3K | | \$3,000.00 | | can match |
| Nebr Tourism Commission grant 100% match 27k+3k = 30k | | \$30,000.00 | | |
| Sub Total | | \$33,000.00 | | |

Total available revenue for project **\$60,000.00**

| Expense - current | Check # | \$ Due | Date Paid |
|--|------------|------------|-----------|
| Maly \$1,000 web programming, \$1,500 Digital campaign set up. | 9238 | \$2,500.00 | Nov 2020 |
| Maly \$1,000 Web programming, \$750 Camp Mgmnt, \$1,500 Ad spend | 9249 | \$3,250.00 | Dec 2020 |
| Maly \$750 Digital campaign \$1,500 Ad spend | in process | \$2,250.00 | |
| Snoak Design, \$1,000 brochure design | 9252 | \$1,000.00 | Dec 2020 |
| Total spending to date | | \$9,000.00 | |

| | | | |
|--|------------------|-------------------|--|
| 2021 program/grant Budget | | | |
| 2021 Hosting and maintenance Flyway site - \$55/ month x 12 | | \$660.00 | |
| 2020 Current website updates | | \$2,000.00 | |
| 2021 Printing and graphic design of brochure three year supply | \$3000 PIE grant | \$8,500.00 | |
| 2021 Digital Campaign - \$1,500 Set-up, \$750 Monthly x 3 months | | \$3,750.00 | |
| 2021 digital ad spend - Up to \$1500/ Month for 3 Months (\$4,500 total) | | \$4,500.00 | |
| Proposed additional grant spend | | \$19,410.00 | |
| 2022 Mailing program development - firespring proposal | | \$5,100.00 | |
| 2022 Logo Development - firespring proposal | | \$1,450.00 | |
| 2022 printing for community brochure and mailing envelopes | | \$2,500.00 | |
| 2022 website development - Firespring proposal | | \$8,699.00 | |
| 2022 media blitz, tourism guide, digital guide, photo shoot, web build | | new grant - Sarah | |
| 2022 postage | | \$17,749.00 | |
| 2022 digital spend | | | |
| Total | | | |

| | |
|------------------------|-------------|
| Partnership spend 2021 | \$15,578.50 |
| State Grant spend 2021 | \$18,578.50 |
| PIE grant | \$3,000.00 |

Grand Island City Wide Events (1/4/2021)

This is the most current information we have at this time, please discard all previous calendars.

2021:

| | |
|--|---|
| January 9-24 | The Nebraskan Livestock Show - cancelled |
| January 16-17 | Hoops Mania - cancelled |
| February 6 | RMN Wrestling |
| February 13 | Heartland Hoops Classic |
| February 17-20 | Nebraska State Cheer & Dance, 4 day event Friday- Cheer, Saturday -Dance |
| TBD | Fonner Park Live Horse Racing |
| March 5-6 | UNL Block & Bridle Prospect Show |
| TBD | Just for Kix |
| Spring Migration of the Sandhill Cranes March to early April Crane Trust open year round | |
| March 12-13 | Rodeo Grand Island - cancelled |
| | Potential new date of April 16 -17 |
| March 20-21 | USA FolkStyle Wrestling |
| March 20-21 | USA FolkStyles Duals |
| March 17-21 | Alpaca Owners Association National Show |
| April 8-10 | SkillsUSA - cancelled - virtual |
| April 29-May 1 | Cornhusker National Jr/Sr High School trap shoot |
| May 1 | Stuhr Museum Railroad Town Open |
| May 21-23 | Fire School |
| May 26-29 | Great Plains United Methodist Conference |
| May 29-31 | Platte Valley Cutters LLC horse show |
| May 28-30 | Pandemic Zombie Shoot |
| | Island Oasis open Memorial Day weekend |
| June 12-19 | American Boer Goat National Show |
| June 16-20 | Nebraska Trap Association Senior Shoot |
| June 17-19 | NE Truck Driving Championships |
| June 20-25 | National 4-H Shooting Sports Championships |
| June 26-July2 | American Simmental Assoc. Junior National |
| July 3-9 | North American Limousin Junior National Show |
| July 10-17 | American Angus Association Junior National Show |
| July 11-15 | 4-H Horse Show |
| July 21-25 | Hall County Fair |
| July 23-25 | Boy Scout Merit Badge University |
| | Island Oasis closes before State Fair begins |
| August 27-Sept. 6 | Nebraska State Fair |
| September 14-16 | Husker Harvest Days |
| September 23-26 | Aksarben Livestock Show |
| September 24-26 | Junk Jaunt |
| September 30-Oct. 3 | Platte Valley Boer-nanza |
| October 2 | Harvest of Harmony Parade |
| October 19-21 | Nebraska State Tourism Conference - Grand Island |
| December 17-18 | AGR Prospect Show |
| December 17-18 | Flatwater Fracas |

2022:

| | |
|--|--|
| January 15-16 | (tentative) Hoops Mania |
| February 5 | RMN Wrestling |
| February 12 | Heartland Hoops Classic |
| February 18-19 | Nebraska State Cheer & Dance , Friday- All Dance, Saturday - All Cheer Fonner Park Live Horse Racing |
| March 4-5 | UNL Block & Bridle Prospect Show |
| TBD | Just for Kix |
| Spring Migration of the Sandhill Cranes March to early April Crane Trust open year round | |
| March 11-12 | Rodeo Grand Island |
| March 19-20 | USA FolkStyle Wrestling |
| March 20 | USA FolkStyles Duals |
| April 7-9 | SkillsUSA |
| May 5-7(tentative) | Cornhusker National Jr/Sr High School Shoot Stuhr Museum Railroad Town Open May 1 Official Tourism Week May |
| May 20-22 | Fire School |
| May 27-28 | (tentative) Pandemic Zombie Shoot Island Oasis open Memorial Day weekend |
| June 2-4 | NE Truck Driving Championships |
| June 11-18 | American Boer Goat National Show |
| June 22-24 | Nebraska Trap Association Senior Shoot |
| June 18-25 | American International Charolais Association Junior National |
| June 26-July 1 | (tentative) American Shorthorn Association Junior Nationals |
| June 26- July 1 | National 4-H Shooting Sports Championships |
| July 2-8 | (tentative) American Hereford Association Junior National |
| July 10-14 | 4-H Horse Show |
| July 20-24 | Hall County Fair |
| July 22-24 | Boy Scout Merit Badge University Island Oasis closes before State Fair begins |
| August 26- Sept. 5 | Nebraska State Fair |
| September 13-15 | Husker Harvest Days Aksarben Livestock Show & Purple Ribbon Sale September |
| September 24-25 | Junk Jaunt September 24-25 |
| October 1 (tentative) | Harvest of Harmony Parade |
| December 16-17 | Flatwater Fracas December December 16-17 |
| December 16-17 | AGR Prospect Show |

2023:

| | |
|-----------------------|---|
| February 11 | (tentative) Hoops Mania |
| February 4 | RMN Wrestling |
| February 17-18 | (tentative) Nebraska State Cheer & Dance |
| March 3-4 | UNL Block & Bridle "Big Red" Prospect Show |
| May 19-20 | Fire School |

| | |
|-------------------|---|
| June 1-3 | NE Truck Driving Championships |
| June 3-10 | (tentative) American Boer Goat Association National Show |
| June 11-18 | Red Power Roundup - antique tractor show at Fonner Park |
| June 17-22 | American Maine-Anjou/Chianina Association Junior National |
| June 25-July 1 | (tentative) Red Angus Junior National |
| June 23-30 | National 4-H Shooting Sports |
| July 16-20 | 4-H Horse Show |
| July 19-23 | Hall County Fair |
| August 25-Sept. 4 | Nebraska State Fair |
| September 12-14 | Husker Harvest Days |
| December 15-16 | AGR Prospect Show |

DINING COUPONS THINGS TO DO MAPS & MORE



Grand Island
Tourism




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