

CITY OF ASTORIA

Budget Committee

SUPPLEMENTAL INFORMATION

APRIL 18, 2018

City of Astoria Budget Committee

- Astoria Downtown Historic District Association (ADHDA) Reporting
- Clatsop Economic Development Resources (CEDR) Reporting
- Lower Columbia Tourism Committee (LCTC) and Astoria – Warrenton Chamber of Commerce Visitor Center Reporting
- Arts and Cultural Programs to Promote Tourism Grant Recommendations
 - Please note a binder of information provided to Arts and Cultural Sub-Committee members is available but not included
- Community Organization Grant Recommendations
 - Please note a binder of information provided to Community Organization Sub-Committee members is available but not included

ASTORIA
DOWNTOWN
HISTORIC DISTRICT
ASSOCIATION
(ADHDA)

ADHDA Bi-Annual Report

ENCOURAGING COMMUNITY INVOLVEMENT AND INVESTMENT IN PRESERVING HISTORIC DOWNTOWN ASTORIA WHILE PROMOTING ITS HEALTH AND FUTURE.

Historic Preservation

Merwyn Building

- Purchase, renovate, and return to use with 40 apartment units
 - Building has been purchased by IHI
 - Conditional Use Permit has been approved
 - First round of major funding applications are due mid-April

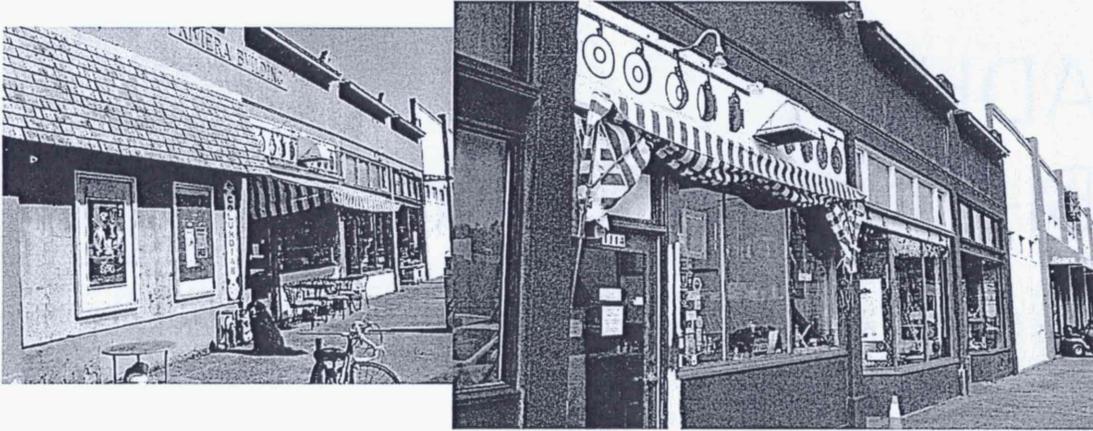
Riviera Building

- Exterior Renovation

Including:

- Full stucco replacement and painting,
- Restoration of windows on south and west facades,
- Recreation of Columbian Café awning
- Uncover and replacing store front windows of the Voodoo Room.
- Made possible by partnership with owners, Uriah Hulsey and Jeanine Fairchild, Oregon Main Street, The Kinsman Foundation, and the City of Astoria.

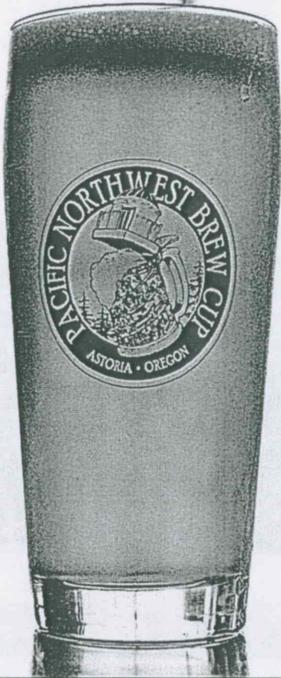
Riviera Building – External Renovation



Riviera Building – External Renovation



Riviera Building – External Renovation



16th Annual Pacific Northwest Brew Cup

- 3,500 attendees, 42 taps, 16 bands, 4 food trucks, tons of fun!





Promoting & Supporting Our Businesses

- Downtown Lighting & Shop Plaid Campaign
- Schedule Santa to be at the Liberty Theater for five Saturdays



Promoting & Supporting Our Businesses

- 2nd Saturday Art Walk promotes 12-21 galleries each month
- NEDTalk introducing Retail Cluster Analysis in October 2017



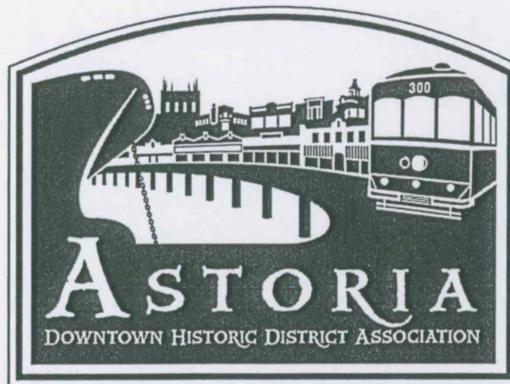
Beautification Efforts



- Planted 300 daffodil bulbs
- 35 sets of planters watered twice a week
- Two dozen historic glass tiles replaced with a 50% matching grant from ADHDA



Thank you for your support.





Astoria Downtown Historic District Association

*Encouraging community involvement and investment in preserving
the character of historic downtown Astoria while promoting its health and future.*

P.O. Box 261 · No. 1-12th Street, Suite 114 · Astoria, OR 97103

Phone: (503) 791-7940 · Email: office@astoriadowntown.com · Web: www.astoriadowntown.com

ADHDA Reporting: July - December 2017

The volunteers, Board of Directors, partners and staff of ADHDA continue to thrive, building vitality and community in Astoria.

Visually, we're very excited to have the exterior rehabilitation of the Riviera nearly complete. Work included historic window repair and replacement, including the uncovering the store front windows in the Voodoo Room, complete stucco replacement, exterior paint, and repair to emergency doors. Our original Main Street Building Revitalization Grant was matched by the owners of the building, and we secured an additional \$4,500 from the Kinsman Foundation to ensure the project could be completed.

ADHDA continues to work with Innovative Housing, Inc. to develop the Merwyn Hotel into 40 workforce and affordable housing units. We continue to search for way to promote the creation of more housing, and sit on the Homelessness Solutions Taskforce.

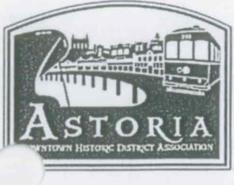
Across downtown, the Design Committee replaced or installed 27 historic glass tiles, and planted 300 daffodils. Efforts are currently underway for our Spring 2018 Love Your Streets event to weed, refurbish, plant, and clean the 35 sets of downtown planters that ADHDA volunteers maintain.

Watering the planters during the summer and early fall was managed in partnership with The Liberty Theater, and we were proud to be able to support their on-going work for their efforts watering. ADHDA also partnered with The Liberty Theater to engage in new marketing ideas, and to host our well-attended Downtown Lighting ceremony to kick-off the holidays. The Promo Committee engaged a Santa to be available at the theater each Saturday in December, a downtown shopping spree raffle, and the Shop Plaid campaign to educate local about and encourage local shopping.

To ensure our district continues its revitalization, the Business Development Committee focuses on retaining, growing, and recruiting businesses. This fall we hosted over 40 attendees at our NEDTalk introducing the findings of the 2017 Retail Cluster Analysis. Two further talks on creating strategies around those findings will take place in the first half of 2018.

The 16th Annual Pacific Northwest Brew Cup was a resounding success bringing in well over 3,500 beer and music lovers to Downtown Astoria. This event is our largest fundraiser and helps us maintain our programing and staff.

ADHDA continues to strive to improve the economic health and vitality of Downtown Astoria and build organizational capacity via the principals of the Main Street approach. To ensure we are focused, impactful, and growing, ADHDA undertook two facilitated strategic planning sessions for our Board of Directors and invited Sheri Stuart of Oregon Main Street to meet with



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each of our committees to evaluate impact and next-steps with each of our committees. Our Board of Directors also re-structured our membership to take place annually in October. We represent all businesses, residents, and property owners in downtown, and have a dues-paying membership of over 75 businesses and half a dozen residents.

The projects and programs of 2017 could not have been completed without the dedication of the Board, the Committee Chairs and their members, and the support of the City and the community of volunteers. On behalf of ADHDA, thank you!

Astoria Downtown Historic District Association
Promote Astoria Funds
July - December, 2017

		<u>Total</u>
Expenses		
Art Walk Advertising Expense		1,589.42
Holiday & Promotions Advertising Expense		510.37
Cluster Analysis Expenses		282.93
Downtown Planters		5,000.00
Brew Cup Event Expenses		
	Music	6,711.33
	Marketing	2,463.75
Holiday Event Expenses		942.20
Total Expenses	\$	17,500.00

Monday, Mar 12, 2018 10:48:36 AM GMT-7 - Cash Basis



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ADHDA Reporting: Jan. to June 2017

The Astoria Downtown Historic District Association continues to lead community building and revitalization efforts with on-going programs and new projects.

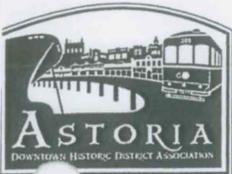
In March of this year, ADHDA applied for and received full awards for two Oregon Main Street Building Revitalization Grants totaling \$153,000. Astoria was one of only two cities in the state to receive two awards.

The Riviera Building, housing the Columbian Theater, was awarded \$53,362 and undertook exterior renovations in May. The project includes window replacement and restoration, including uncovering the picture windows previously covered by plywood on the south façade. Mansard roofs and the awning over the Columbian Theater will be repaired. The stucco will be replaced and repainted as well. The City of Astoria is also a partner on this project, funding the assistance of John Goodenberger to ensure work is done to historic preservation standards set by the Secretary of the Interior. Additional funding of \$4,500 was secured from the Kinsman Foundation to assist in covering unexpected costs related to unknowns going into the project.

Another grant in the amount of \$100,000 was awarded to the Merwyn Building Project, in partnership with Innovative Housing, Inc (IHI). ADHDA introduced the Merwyn Building, formerly the Waldorf Hotel, to IHI in the fall of 2016 in hopes that this specialty housing developer could rehabilitate this landmark building after thirty years of vacancy. At this point, IHI has invested earnest money in the property with plans to take ownership in January 2018. Their intent is to rehabilitate the building into forty apartment units, 36 of which will be affordable housing. Construction costs of the project are projected between \$4-6 million, with a significant amount of local labor called on for the project. The grant award is currently slated to fund part of the west wall replacement, and provide for the recreation of the historic glass canopy at the entry way.

The Design Committee continues their downtown beautification efforts. This spring the committee also planted nearly one hundred plants into the thirty-five planters downtown. ADHDA was also able to partner with The Liberty Theater to get volunteer watering done twice a week during the summer months. We have also replaced 27 historic glass tiles covering half of the cost and all of the labor.

Throughout the first half the year the Business Development committee met over four special sessions to finalize the Retail Cluster Analysis of Downtown Astoria. Major findings were presented at a NEDTalk at Clatsop Community College on October 2.



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Community Outreach Officer

After ADHDA entered into an agreement with the City of Astoria to hire a part-time Community Outreach Officer in the summer of 2016, we have been seeking to hire that position. The turn of 2016-2017 was a period of transition for ADHDA with the hiring of their new Executive Director, Sarah Lu Heath.

In the early spring of 2017, ADHDA advertised the open position and interviewed three candidates. An offer was made and accepted to Theresa Fattori. Theresa accepted, was trained, and worked for approximately five weeks. By early May, this employee was no longer regularly showing up for work and was terminated during her probationary period.

Further outreach for a replacement took place, including using WorkSource Oregon. Two more candidates were interviewed, but both declined the position.

\$7,484.89 remained in the original disbursement of funds at this time. We feel that the hourly wage and challenging working conditions inhibit hiring for this position. We are researching alternatives and working with the City of Astoria to find a solution to our on-going parking enforcement issues.

Astoria Downtown Historic District Association
Promote Astoria Funds
January - June, 2017

Expenses	Total
Art Walk Advertising Expense	1,255.16
Biz Dev Cmte Expenses, welcome wagon materials	877.50
Cluster Analysis	1,560.00
Historic Glass Sidewalk Tiles	660.00
Downtown Planters - watering, plants, fertilizer etc	5,598.34
Volunteer Appreciation Night	857.95
Brew Cup Event Expenses - Marketing	1,750.50
Jane Barnes Event Expenses	1,098.41
Shore Style Wedding Faire	3,842.14
 Total, Promote Astoria Funding	 17,500.00

Monday, Oct 30, 2017 11:58:43 AM GMT-7 - Cash Basis

Astoria Downtown Historic District Association
Parking Enforcement Funds

January-June 2017

Received by ADHDA	\$	8,500.00
Payroll Expended	\$	792.00
Associated Taxes	\$	71.01
Advertising for position	\$	147.50
Funds Remaining with ADHDA	\$	7,489.49



CITY OF ASTORIA
FOUNDED 1811 – INCORPORATED 1856

POLICE DEPARTMENT

MEMORANDUM

DATE: JANUARY 12, 2018

TO: BRETT ESTES, CITY MANAGER

FROM: GEOFF SPALDING, CHIEF OF POLICE

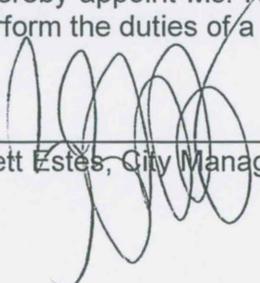
SUBJECT: **COMMUNITY OUTREACH OFFICER/PARKING
CONTROL OFFICER**

The Downtown Association has hired Ronni Harris as their Community Outreach Officer (COO). Ms. Harris will perform the duties of a Parking Control Officer as part of the role of a Community Outreach Officer. In order for her to enforce parking regulations, she will need to be provided with legal authority to do so. Astoria City Code § 6.135 provides the authority for the City Manager to appoint special officers. I am requesting that you appoint Ms. Harris as a Parking Control Officer giving her the authority to issue citations for violations of parking and non-moving traffic violations as defined in Chapter 6 of the Astoria City Code or pertinent sections of the Oregon Revised Statutes, incorporated by Reference into the City code.

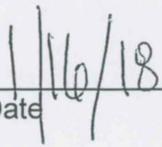
The police department will issue Ms. Harris the appropriate attire and an identification card that identifies her as a Parking Control Officer and indicates her authority. I will also generate an appointment document that specifies the ordinances she has the authority to enforce.

City Manager Affirmation

I hereby appoint Ms. Ronni Harris as a Special Officer and grant the authority to her to perform the duties of a Parking Control Officer per Astoria City Code § 6.135.



Brett Estes, City Manager



Date

CLATSOP
ECONOMIC
DEVELOPMENT
RESOURCES
(CEDR)



Mission:

Deliver business-driven economic development services to create, grow and retain Clatsop County Businesses.

Vision Statement: Thriving communities and quality jobs for Clatsop County residents.

CEDR's Core Priorities: 2018-2020

- Strengthen traded sector and large employer business growth.
- Attract business relocation
- Support small and mid-tier business growth and entrepreneurial development.
- Workforce development
- Organizational growth



Clatsop Community College

Small Business Development Center Results. 2017 performance recap:

- Counseling Clients:153 (FREE AND CONFIDENTIAL)
- Counseling Hours: 1035
- Long Term Client: 56 (5+Hours of advising)
- Training Events: 39
- Training Attendees: 318
- Total Jobs Created & Retained: 61
- Capital Formation: \$1,848,200
- Business Starts: 13

Program Description:



The Clatsop WORKS program was developed to provide local youth, ages 16 and up, with exposure to professional paid internship opportunities in Clatsop County, with the goals of community building, economic development, promoting local opportunities and retaining local talent.

This program strives to:

- Prepare interns to be workforce ready upon graduation, with job application, career readiness and technical skills
- Build a stronger local workforce through development, training and retention of local talent
- Community building and economic development
- Build industry and education partnerships

For more information please contact Clatsop WORKS Coordinator Anna Stamper at 503-338-2507 or astamper@clatsopcc.edu.

For more information about CEDR or our CCC SBDC free and confidential business advising , Small Business Management cohort, or workshops please email sbdc@clatsopcc.edu or call 503-338-2402.

Susan Brooks

From: Clatsop Economic Development Resources <sbdc@clatsopcc.edu>
Sent: Wednesday, March 07, 2018 6:06 AM
To: Susan Brooks
Subject: CEDR & CCC SBDC Director 2017 Report

Clatsop County 2017 Business Report



I am very pleased to share the 2017 results with the business community of our region.

I am asked on an ongoing basis the difference between CEDR (Clatsop Economic Development Resources) and the CCC SBDC (Clatsop Community College Small Business Development Center). The great news is both organizations serve to support the business community in Clatsop County. I am honored to wear both "hats" as the Director in this county for the two organizations. We are the "one stop" for business. CEDR is the "umbrella" organization, with the CCC SBDC a key and critical component.

The CCC SBDC provides FREE and CONFIDENTIAL advising through the funding received from the Small Business Administration (SBA) and Business Oregon (OBDD), as well as out "host" institution, Clatsop Community College.

We are part of the Oregon Small Business Development Center Network (OSBDCN), and are one of nineteen SBDC centers in the state of Oregon, with 17 affiliated with community colleges and two with universities.

Clatsop Community College Small Business Development Center Results. 2017 performance recap:

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153 (FREE AND CONFIDENTIAL)
Counseling Hours: 1035
Long Term Client: 56 (5+ Hours of advising)
Training Events: 39
Training Attendees: 318
Total Jobs Created & Retained: 61.
Capital Formation: \$1,848,200
Business Starts: 13

-David Reid continues as the lead advisor for the CCC SBDC. Walt Postlewait, Executive

Vice-President for Craft 3, is the CCC SBDC Small Business Management Program Manager. Bill Musemeche and Sally Lemond are part-time advisers. Mark Redwine continues to facilitate the SBM Financial sessions. Herme Ochoa joined us in the fall to serve as the Latino advisor, and Jessica Newhall came on board as a part-time advisor in October, specializing in the Small Business Management Program. Tammy Lambert continues as the office manager and our "glue" of the CEDR/CCC South County and CCC SBDC operation.

We have such a great team, with all staff continuing to serve our clients and the business community with passion and skill!

Please check out the new statewide SBDC website at bizcenter.org to learn more about our Center and client testimonials, statewide programs offered, a staff directory, and upcoming workshops and registration links.

[SBDC Website](#)

CEDR Highlights of 2017:

-CEDR and the local WorkSource Oregon office spearheaded the Clatsop County High School Career & Job Fair at the Clatsop County Fairgrounds in February with 68 employers participating, and over 600 students.

For 2018, the Clatsop Job & Career Fair was held on February 28th. Six high schools participated this year, with 650 students! We had 83 employers, the largest ever! The event was delayed a week because of snow and ice, but the results were very positive, and we were so pleased to host it at our beautiful Patriot Hall at the Lexington Campus of Clatsop Community College!

-CEDR Awards Event March 2017. CEDR county-wide business awards event was held at the Seaside Convention Center with over 180 business and community leaders in attendance. Ten awards were given out to businesses from throughout Clatsop County. 2018 event will be held on Wednesday, March 21nd, at Patriot Hall at CCC in Astoria from 5:30-7:30 PM. Plan to attend this once a year event celebrating business success in Clatsop County. RSVP to sbdc@clatsopcc.edu or call 503-338-2402 to reserve your space!

-Fishing/Seafood Processing. The FIRST EVER Clatsop Commercial Fisheries Tour was held on May 31st, and had 110 attendees, with several stops along the waterfront, emphasizing the continued importance of this industry in our county, over 20% of our local economy. Many volunteers worked together to make this happen, under the leadership and organization of Amanda Gladics from OSU Extension Sea Grant Program. 2018 tour planning is already underway!

-CFEDC (Clatsop Forestry Economic Development Committee). I serve as Chairman of this committee. We updated the County Commissioners at the June commission meeting the importance of this sector in our regional economy, representing 30% of the Clatsop County Economy. The 27th annual leader's tour was held on September 12th with one of the largest participation of citizens and leaders in its history. The theme was "Forest Management, Stream Buffers and Stream Protection"

-Clatsop WORKS Internship Program. After 18 months of meetings and steering committee meetings, I am VERY excited to announce the hiring of our Clatsop WORKS Coordinator; Anna Stamper, who will join us on March 12th, and will coordinate the

Summer 2018 PAID Internship Program for our high school and CCC students, and several other initiatives in 2018. This will be a game changer for our local economy, connecting K-12, CCC and area businesses. Special thanks to Astoria School Superintendent Craig Hoppes, ESD STEM Coordinator Myronda Schiding, and Hampton Mills Cliff Tuttle for their vision, and partnership as we navigated this new position. And to all the School Districts in Clatsop County, CCC and the NW ESD for funding this position! Stay tuned for much more to come here!

-OSU ECAN Committee. (Extension Citizens Advisory Committee.)

I am honored to represent Clatsop County as a member of the OSU Extension Citizens Advisory Committee and serve on the steering committee representing the entire Oregon Coast. And honored to serve as the Citizen Representative for the State of Oregon for OSU Extension at a national conference in Washington DC in April of this year. I will give a full report upon my return.

-CEDR Private Sector Membership Initiative. 72 private sector partners. This continues to grow. We appreciate the business community financial support here, which directly funds the FREE and CONFIDENTIAL support provided by the Clatsop Community College Small Business Development Center and the many workshops, as well as the CCC SBDC Small Business Management program.

-CEDR is an active advisory member of the Astoria-Warrenton Chamber of Commerce Board, a member of the Seaside Chamber of Commerce, Cannon Beach Chamber, ADHDA, SDDA, and attends the WMM (Wednesday Morning Meetings) meetings in Cannon Beach.

In summary,

Please let me know if there are any questions, concerns, or opportunities that you have to discuss with me. We have a great team working together here, and we thank everyone for their ongoing support of CEDR and the CCC SBDC!

Sincerely yours.

Kevin Leahy

Executive Director: CEDR/CCC SBDC

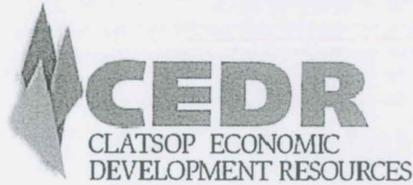
Email: k Leahy@clatsopcc.edu

Direct: 503-338-2342

Visit our CEDR Website clatsoped.com or the SBDC website at bizcenter.org

From: Clatsop Economic Development Resources <sbdc@clatsopcc.edu>
ent: Thursday, August 17, 2017 6:05 AM
To: Susan Brooks
Subject: CEDR Director Summer 2017 Update

Summer 2017 CEDR/CCC SBDC Director Report



We have had a very busy Summer at *YOUR* CEDR & Clatsop Community College Small Business Development Center organization! And Fall is just around the corner, with several important activities to note. I will cover a few of them in this update.

**Clatsop Economic Development Resources & CCC SBDC
August 17, 2017**



Staff Photo L-R: Tammy Lambert (CCC Office Manager South County, CEDR & CCC SBDC), David Reid, (SBDC Lead Advisor) Kevin Leahy (Executive Director), Walt Postlewait (Small Business Management Program Manager), Mark Redwine (Small Business Management Program Advisor). Not shown: Bill Musemeche & Sally Lemond, PT SBDC Advisors, and Hermenegildo Ochoa, our new Latino Advisor.



-Kevin has been attending several meetings representing the business community of Clatsop County in the Northwest Regional STEM partnership, a group of cross-sector collaborators developing exposure opportunities for our students in Science, Technology, Engineering and Math, and exposure to the ARTS

We are initiating an Internship Program with the Five Clatsop County High Schools and Regional ESD to have paid work experience programs with local employers that will give work experience and also showcase career opportunities for our youth. Employers are invited to participate in an all day training workshop on Wednesday, September 27th. Limited to 20 businesses.
Watch for a separate email with more details.



Clatsop
Community
College

Sincerely yours,
Kevin Leahy
Executive Director: CEDR/CCL SBDC
Email: k Leahy@clatsopcc.edu
Direct: 503-338-2342
Visit our CEDR Website clatsoped.com

STAY CONNECTED:



Clatsop Economic Development Resources,

ASTORIA WARRENTON
CHAMBER OF COMMERCE
AND LOWER COLUMBIA
TOURISM COMMITTEE

MAXWELL

PR + ENGAGEMENT

ASTORIA • WARRENTON
Pure Character



Astoria-Warrenton Area Chamber of Commerce
Media Coverage
July 2017 – December 2017

Media/ Blogger Coverage July 2017 – December 2017

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
7.1.17	<i>Sunset Magazine</i>	Rolling with it	An article on road tripping the West Coast includes a stop at Astoria	Print	1,256,509	Misc.
7.1.17	<i>O, The Oprah Magazine</i>	The U.S. of yum	An article on the best places to eat in each state includes the Bowpicker	Print	2,400,000	Misc.
7.1.17	<i>Washington Trails Magazine</i>	Long Beach	An article on exploring Southwest Washington includes a trip to Astoria	Print	15,000	Visit
7.1.17	<i>San Diego Magazine</i>	Road Trip: Exploring the new Oregon trail	An article about exploring Oregon cities besides Portland includes Astoria, calling it a "sensory wonder"	Print	47,130	Coordinated
7.10.17	Portland Monthly	Oregon's new coastal ale trail	An article on breweries along Highway 101 includes Reach Break Brewing	Link	145,750	Pitch
7.11.17	OregonLive	The 12 most iconic landmarks on the Oregon coast	An article on the Oregon Coast's top landmarks includes the Column, Peter Iredale and Astoria-Megler Bridge	Link	2,425,570	Relationship
7.12.17	PostcardstoSeattle.com	What to do in the charming town of Astoria	A blog post on visiting Astoria recommends the Fisherman's Suites, Bumble Bee Cannery Museum, Peter Iredale, Astoria-Megler Bridge, Oregon Film Museum and more	Link	7,950	Visit
7.12.17	OutdoorHub.com	8 travel tips for visiting the lower 48's largest salmon fishery	An article lists eight tips for fishing tourism in Astoria	Link	31,590	Misc.
7.14.17	ThisBeautifulDay.com	Travel guide: weekend in Astoria, Oregon	A blog post recaps an overnight stay in Warrenton and visit to Astoria, recommending Doe + Arrow, Fort George, Buoy Beer, Astoria Column, Bowpicker, Uptown Café and more	Link	16,400	Visit
7.18.17	Willamette Week	Astoria is the best place in Oregon for A weekend bender	A controversial article comments on Astoria as a town to visit for a booze-fueled weekend	Link	690,722	Misc.
7.18.17	Willamette Week	The Oregon Coast ain't like California. That's why we love it	An article mentions a new brewery in Astoria (Reach Break) and links to the bender article	Link	690,722	Relationship

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
7.19.17	PureWow.com	15 of the most unique wedding venues in the US	An article recommends Astoria's Alderbrook Station as a unique wedding venue	Link	1,026,692	Misc.
7.19.17	KATU.com	Summer Guide: Oregon Coast spots you don't want to miss this summer	An article recommends Astoria as a place you don't want to miss, with places to go kayaking, scuba diving, hiking and more	Link	573,520	Misc.
7.21.17	San Diego Magazine	Road Trip: Exploring the new Oregon trail	An article about exploring Oregon cities besides Portland includes Astoria, calling it a "sensory wonder"	Link	62,546	Coordinated
7.30.17	East Bay Times	Columbia River Cruise: From brewpubs to zip lines	An article portrays a traveler's visit aboard the American Empress and a stop in Astoria, mentioning Wet Dog Café and Buoy Beer	Link	615,969	Misc.
8.1.17	Portland Monthly	Oregon's new coastal ale trail	An article spotlighting breweries along Highway 101 includes Reach Break Brewing	Print	53,910	Pitch
8.2.17	Prowdr.com	The blossoming of Gaystoria	An article recommends Astoria as an inclusive LGBTQ destination for both Portland and Seattle residents	Link	300	Coordinated
8.9.17	HometownLife.com	Oregon's country-to-coast tasting trail	An article calls Astoria 'little SF' and shares photos and descriptions from Buoy Beer, Liberty Theatre, Reach Break Brewing, Frite & Scoop and more	Link	76,500	Misc.
8.18.17	HollywoodLife.com	'Stranger Things': 5 films from the 80s for fans who can't wait for season 2 to premiere	An article previewing <i>Stranger Things</i> season two lists coming-of-age films including <i>The Goonies</i> and notes Astoria	Link	2,880,000	Misc.
8.19.17	GoodStuffNW.com	Quick Trip: Astoria and back	A blogger recommends Astoria for a day or overnight trip and stay at Cannery Pier Hotel & Spa	Link	750	Relationship
8.20.17	MatadorNetwork.com	10 movies that immortalize Portland	An article lists <i>The Goonies</i> based in Astoria, as iconic Oregon-made movie	Link	1,725,000	Misc.
8.21.17	National Geographic Traveller (UK)	Ask the experts: The pacific coast highway	An article about the Pacific Coast Highway recommends a stop in Astoria	Link	51,270	Misc.
8.22.17	TheFederalist.com	Three movies to watch while you wait for more <i>Stranger Things</i>	An article lists <i>The Goonies</i> as a movie to watch in anticipation for season two of <i>Stranger Things</i> and notes Astoria as the filming location	Link	1,432,868	Misc.

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
8.23.17	1889 Washington's Magazine	Historical Astoria	An article positions Astoria as an outpost of history and links historical significance to Astoria's many sites including the CRMM, Astoria Riverwalk and the Cannery Pier Hotel & Spa	Print	230,000	Misc.
8.23.17	TheRichest.com	Where are they now: the cast of <i>The Goonies</i>	An article revisits the cast of <i>The Goonies</i> is now mentions Astoria as the filming location	Link	3,585,000	Misc.
8.31.17	Draft Magazine	Where to drink beer in September	A list of monthly beer festivals details the Pacific Northwest Brew Cup	Link	105,000	Pitch
8.31.17	Northwest Travel & Life	A user's guide to the Oregon Coast	A humorous article that describes cities on the Oregon Coast includes Astoria, noting its "attractions tend to appeal to hipsters looking for small city grit as well as to a more mature crowd interested in arts and history"	Link	6,900	Relationship
9.6.17	CNBC.com	6 top up-and-coming small towns across America	A roundup of 6 up-and-coming small towns across the country names Astoria as a "romantic escape, complete with captivating scenery, enchanting sunset beach walks and even a taste of history"	Link	18,347,289	Misc.
9.9.17	New Zealand Herald	Five places to visit beyond Oregon's hipster capital	An article listing Astoria as number one place to visit beyond Portland highlights <i>The Goonies</i> , 'cool hipster stores, an amazing bridge, urban winery and brewery,' and so on	Link	3,930,000	Misc.
9.14.17	GoErie.com	Ron Leonardi: Scenery, culture make western travel special	An article highlights the Columbia River Maritime Museum, Oregon Film Museum, Astoria Column among other notable family-friendly attractions in Astoria	Link	240,510	Misc.
9.14.17	1889 Washington's Magazine	Experience the bridge between history and today	A feature story describes the unique relationship between Astoria's past and its wealth of adventures readily available today noting, the Riverwalk, Astoria Trolley, Columbia River Maritime Museum among other must-visit sites	Link	230,000	Misc.
9.19.17	Tripping.com	Top 9 things to do in Astoria with the kids	An article showcases the Columbia River Maritime Museum, Oregon Film Museum, Astoria Column among other notable family-friendly attractions in Astoria	Link	715,500	Misc.
9.29.17	Vancouver Sun	Oregon road trip – Take the slow road	An article positions Astoria as a great place to explore the beauty of Oregon, noting the Cannery Pier Hotel & Spa and the views of the Columbia River	Link	822,000	Coordinated

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
10.1.17	<i>Northwest Travel & Life</i>	A user's guide to the Oregon Coast	An article positions Astoria as a place that appeals to a crowd interested in arts and history and highlights <i>The Goonies</i> , Columbia River Maritime Museum and more	Print	6,900	Relationship
10.1.17	<i>Willamette Week</i>	Four haunted hikes around Oregon	An article features Fort Stevens Loop Hike in its roundup of haunted Oregon hikes noting pit stops at the military museum, 1906 shipwreck, and Battery Russell	Print	328,810	Misc.
10.10.17	<i>Willamette Week</i>	Four haunted hikes around Oregon	An article features Fort Stevens Loop Hike in its roundup of haunted Oregon hikes noting pit stops at the military museum, 1906 shipwreck, and Battery Russell	Link	700,00	Misc.
10.13.17	KPTV- Fox 12 Oregon	Andy's Adventures: Riding around Astoria	Fox12 Oregon features Andy Carson on the Astoria Ferry to discuss future plans for charter, cocktail cruises and eventually a floating museum at Pier 39	Link	663,053	Misc.
10.13.17	KPTV- Fox 12 Oregon	Andy's Adventures: Riding around Astoria	Fox12 Oregon features Andy Carson on the Astoria Ferry to discuss future plans for charter, cocktail cruises and eventually a floating museum at Pier 39	Broadcast	N/A	Misc.
10.13.17	JBRish.com	Exploring Astoria, Oregon – part 1	A blog post about a hiking excursion along the coast of Oregon with stops in Astoria where they were able to discover the shops and sights noting the Garden of Surging Waves, Heritage Square and more	Link	600	Misc
10.15.17	OregonLive	20 great birdwatching spots around Oregon	An article features Fort Steven State Park in a roundup of 20 great birdwatching spots around Oregon	Link	11,846,101	Relationship
10.15.17	<i>The Oregonian</i>	20 great birdwatching spots around Oregon	An article features Fort Steven State Park in a roundup of 20 great birdwatching spots around Oregon	Print	122,064	Relationship
10.26.17	JBRish.com	Exploring Astoria, Oregon – part 2	A blog post about picture-worthy spots in Astoria noting the American Empress, the waterfront, the view below the Megler Bridge and more	Link	600	Misc.
10.30.17	Coastal Living	10 beach towns you can actually afford to buy a house in (+ listings we love)	An article features Astoria in a roundup of 10 affordable beach towns to buy property while mentioning Astoria's outdoor recreation, mountains, fishing and craft beer	Link	863,102	Misc.

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
11.8.17	TravelPulse.com	The best rivers to cruise in America	An article mentions "The Lewis and Clark Experience" with the American Express taking guests along the Columbia and Snake Rivers with pit stops in Astoria	Link	698,359	Misc.
11.7.17	JBRish.com	Exploring Astoria, Oregon – part 3	A blog post highlights the nooks and crannies of Astoria noting the Flavel House and Museum, Liberty Theatre, the unique waterfront and more	Link	600	Misc.
11.11.17	OregonLive	Oregon's 12 most endangered places for 2018	An article includes Astoria Ferry Tourist No. 2 noting it as "the last remaining ferry from Astoria's once-popular service across the mouth of the Columbia River...[and it is] in dire need of a new deck, electrical system and engine"	Link	11,846,101	Misc.
11.13.17	The Seattle Times	Shipwreck sunset: Oregon coast's treasure lets visitors reach back in time	An article highlights Astoria's Peter Iredale shipwreck in an article about the uniqueness of sunsets and shipwrecks allowing visitors to travel back in time	Link	11,512,364	Misc.
11.22.17	JamieKing.com	A mini escape: Astoria, Oregon	Yoga influencer wrote about her experience escaping to Astoria and using her visit as a way to relax and recharge with mentions of Carruthers, Astoria Coffeehouse, Astoria Column, Fort Clatsop and more	Link	20,000	Pitch, Visit
11.27.17	ThatOregonLife.com	This little fishin' boat on the coast has fish & chips to die for	An article highlights Bowpicker Fish & Chips as some of the best fresh-caught and locally sourced fish and chips	Link	127,500	Misc.
11.29.17	OnlyinYourState.com	The amazing glass-bottomed restaurant in Oregon will bring out the adventurer in you	An article highlights Buoy Beer Company's unique dining experience unlike anywhere else in Oregon	Link	120,700	Misc.
11.30.17	VacationIdea.com	Things to do in Astoria: Clatsop County Historical Society	An article notes the social and cultural history of Clatsop County, detailing The Flavel House, the Heritage Museum and more	Link	707,523	Misc.
11.30.17	1859 Oregon's Magazine	The eight greatest tours for the Oregon lover	A feature story highlights tours around Oregon and encourages readers to visit the Columbia River Maritime Museum, Fort Stevens and more	Link	30,465	Misc.
12.4.17	Sunset Magazine	7 winter nature escapes	A feature includes Astoria in a roundup of the best winter nature escapes and notes its riverfront, beach walks and stretches of sand with towering dunes	Link	2,097,882	Misc.

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
12.3.17	OnlyinYourState.com	You'll want to visit these 13 houses in Oregon for their incredible pasts	A roundup of historic Oregon homes includes the Flavel House and notes its inclusion in <i>The Goonies</i>	Link	3,621,000	Misc.
12.4.17	Thrillist.com	All 50 states, ranked by their beer	A countdown of the best beer states ranks Oregon as #1 and highlights Astoria and Cannon Beach as essential stops for beer lovers	Link	11,520,668	Misc.
12.6.17	Tripping.com	10 best road trips everyone should take in Oregon	A roundup of the best road tripping spots around Oregon notes the scenic coastal town of Astoria with mentions of the Astoria Column, Fort Columbia State Park and more	Link	715,500	Misc.
12.8.17	OregonLive	The fascinating history and strange slot machine connection of the 1923 Mediterranean mansion near Washington Park	A feature story highlighting Oregon's old historic buildings mentions Astoria's City Hall as a part of the Astoria Downtown Historic District	Link	11,846,101	Misc.
12.10.17	Vogue	The best way to experience the Oregon coast	A feature highlights Astoria as one of the stopping points to make the most of your own coastal journey and mentions the Astoria Column, Pier 39, Cannery Pier Hotel & Spa and more	Link	6,599,310	Misc.
12.13.17	OnlyinYourState.com	The 10 best little food towns in Oregon you need to explore before they get too popular	An article ranks Astoria as #2 in a roundup of best little food towns, noting Bowpicker and Bridgewater Bistro	Link	3,621,000	Misc.
12.15.17	The Seattle Times Pacific NW Magazine	Astoria, Oregon: the city where gritty meets pretty	A feature about preserving the history of Astoria's past while embracing the future highlights notable tourist attractions such as the Astoria Column, Fort George Brewery, Liberty Theatre and more	Link	11,512,364	Influenced
12.18.17	ThisWaytoParadise.com	Things to do on the Oregon Coast (all the best stops and beaches)	An article mentions Warrenton's beaches as a great place to start when exploring the Oregon Coast and notes it as a great place to enjoy a picnic, build a bonfire and more	Link	13,500	Misc.
12.19.17	Oyster.com	The top travel destinations for 2018	A roundup includes Oregon in a list of top travel destinations for 2018 and encourages readers to begin their road trip in Astoria	Link	1,551,975	Misc.
12.19.17	<i>The Oregonian</i>	Roadside attractions	A list of best roadside attractions includes the shipwreck of Peter Iredale	Link	122,064	Misc.

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
12.22.17	OnlyinYourState.com	10 enchanting Oregon towns that feel like you've fallen into a snow globe	A roundup includes Astoria in a list of enchanting Oregon towns getting in the holiday spirit	Link	3,621,000	Misc.
12.26.17	The Oregonian	First day hikes are back: 22 trails to start the new year on foot	An article mentions a hiking tour at Sunset Beach State Recreation Site	Link	11,846,101	Misc.
12.26.17	TravelWireNews.com	The top travel destinations for 2018	An article reposted from Oyster.com includes Oregon in a list of top travel destinations for 2018 and encourages readers to begin their road trip in Astoria	Link	16,500	Misc.
12.26.17	AtlanticBroadband.com	The top travel destinations for 2018	An article reposted from Oyster.com includes Oregon in a list of top travel destinations for 2018 and encourages readers to begin their road trip in Astoria	Link	420,523	Misc.
12.27.17	TheDailyWorld.com	Fort Clatsop holiday happenings	An article features holiday events taking place at Lewis and Clark National Historical Park	Link	99,960	Misc.
12.28.17	NewsFromTheTrail.com	Why the Oregon Coast is totally a winter destination	A feature highlights must-visit attractions on the Oregon Coast with mentions of the Oregon Film Museum, Buoy Beer Company and FisherPoets Gathering	Link	24,000	Misc.
12.29.17	TripSavvy.com	The best winter destination vacations in Oregon	A feature mentions Astoria in a roundup of the best winter destinations in Oregon	Link	699,000	Misc.

Social Media Coverage

Date	Channel	Profile	Description	Link	Reach	Initiative
11.17.18	Instagram	Jamiekingfit	An Instagram post depicts a visit to Astoria Warrenton, tagging @travelastoriawarrenton	Link	18,991	Pitch, Visit
11.17.18	Twitter	Jamiekingfit	A Twitter post re-shares an image from Instagram depicting a visit to Astoria Warrenton	Link	23,287	Pitch, Visit
11.17.18	Facebook	Jamie King Fit	A Facebook post re-shares an image from Instagram depicting a visit to Astoria Warrenton	Link	355	Pitch, Visit
11.17.18	Instagram	Abbiethvizla	An Instagram post depicts a visit to the Columbia River Maritime museum and tags @travelastoriawarrenton	Link	1,423	Pitch, Visit
11.17.17	Instagram	Abbiethvizla	An Instagram post depicts a visit to Astoria Column, tagging @travelastoriawarrenton	Link	1,423	Pitch, Visit
11.17.17	Instagram	Burgerpdx	An Instagram post of a burger at Carruthers and tags @travelastoriawarrenton	Link	235	Pitch, Visit
11.18.17	Instagram	Jamiekingfit	An Instagram post depicts a visit to Astoria's waterfront and tags @travelastoriawarrenton	Link	18,991	Pitch, Visit
11.18.17	Facebook	Jamie King Fit	A Facebook post re-shares an image from Instagram depicting an outdoor run in Astoria	Link	355	Pitch, Visit
11.18.17	Twitter	Jamiekingfit	A Twitter post re-shares an image from Instagram depicting an outdoor run in Astoria	Link	23,287	Pitch, Visit
11.19.17	Instagram	Jamiekingfit	An Instagram post depicts an outdoor run, tagging @travelastoriawarrenton	Link	18,991	Pitch, Visit
11.19.17	Instagram	Jwkeating	An Instagram post depicts a visit to Street 14 Café, tagging @travelastoriawarrenton	Link	76,245	Pitch, Visit
11.19.17	Instagram	Jwkeating	An Instagram post features a visit to Fort Stevens State Park, tagging @travelastoriawarrenton	Link	76,245	Pitch, Visit
11.19.17	Instagram	Pdxfoodlove	An Instagram post depicts the blogger's stay at Hotel Elliot, tagging @travelastoriawarrenton	Link	6,234	Pitch, Visit
11.20.17	Instagram	Jwkeating	An Instagram post features a visit to Fort Stevens Historical Museum, tagging @travelastoriawarrenton	Link	76,245	Pitch, Visit
11.21.17	Instagram	Jamiekingfit	An Instagram depicts a visit to Astoria Column, tagging @travelastoriawarrenton	Link	19,019	Pitch, Visit
11.21.17	Facebook	Jamie King Fit	Facebook post re-shares an image from Instagram depicting a visit to the Astoria Column	Link	355	Pitch, Visit
11.21.17	Twitter	Jamiekingfit	A Twitter post re-shares a post from Instagram depicting a visit to the Astoria Column	Link	23,391	Pitch, Visit
11.22.17	Instagram	Jamiekingfit	An Instagram post features an image of Fort Clatsop, tagging @travelastoriawarrenton	Link	19,019	Pitch, Visit

11.22.17	Facebook	Jamie King Fit	A Facebook post re-shares a post from Instagram depicting a visit to Fort Clatsop	Link	354	Pitch, Visit
11.22.17	Twitter	Jamiekingfit	A Twitter post re-shares a post from Instagram of a visit to Fort Clatsop	Link	23,290	Pitch, Visit
11.22.17	Facebook	Jamie King Fit	A Facebook post re-shares a blog post about this influencer's visit to Astoria Warrenton	Link	365	Pitch, Visit
11.22.17	Twitter	Jamiekingfit	A Twitter post re-shares a blog post about this influencer's visit to Astoria Warrenton	Link	23,286	Pitch, Visit
11.22.17	Instagram	Jamiekingfit	An Instagram post re-shares a blog post about this influencer's visit to Astoria Warrenton, tagging @travelastoriawarrenton	Link	19,019	Pitch, Visit
11.22.17	Instagram	Jwkeating	An Instagram post depicts a visit to the Columbia River Maritime Museum, tagging @travelastoriawarrenton	Link	76,166	Pitch, Visit
11.25.17	Instagram	Pdxfoodlove	An Instagram post depicts a visit to Street 14 Cafe, tagging @travelastoriawarrenton	Link	6,232	Pitch, Visit

Coverage Log Initiative Categories

- Pitch: the story was pitched by Maxwell PR, or the writer received a press release, media advisory or e-newsletter from Maxwell PR
- Visit: Maxwell PR or the Chamber worked with a visiting writer to secure Astoria travel arrangements, create itineraries and/or suggest Astoria and Warrenton activities
- Coordinated: Maxwell PR or the Chamber worked with the writer or editor to provide information or images to complete a story about Astoria and Warrenton
- Relationship: Although the specific story may not have been pitched by Maxwell PR, our relationship and ongoing communication with the writer may have provided background or interest in writing the story
- Misc.: Maxwell PR did not directly work with the writer to obtain this coverage; however, because we're in communication with many of these writers, we consider miscellaneous coverage to also be a good indicator of an effective program

ROOM TAX COLLECTED - updated March 2018

Fiscal Year	Budgeted Gnrl/Promo	Current Year 2017-18	YOY Difference	Previous Year 2016-17	YOY DIFFERENCE	2015-16	2014-15	2013-14	2012-13
July 14 - June 15									
Qtr Ended 9-30 July, August, September	\$ 461,215.00	\$ 775,998.00	\$ (23,205.00)	\$ 799,203.00 (*)	\$ 118,450.00	\$ 680,753.00	\$ 598,778.00	\$ 545,634.00	\$ 475,926.00
Qtr Ended 12-31 October, November, December	\$ 461,215.00	\$ 518,805.00	\$ 87,145.00	\$ 431,660.00 (*)	\$ 165,892.00	\$ 265,768.00	\$ 207,872.00	\$ 207,073.00	\$ 172,007.00
Qtr Ended 3-31 January, February, March	\$ 461,215.00			\$ 243,964.00	\$ (30,178.00)	\$ 274,142.00	\$ 227,655.00	\$ 191,917.00	\$ 167,532.00
Qtr Ended 6-30 April, May, June	\$ 461,215.00			\$ 426,935.00	\$ (19,031.00)	\$ 445,966.00	\$ 389,023.00	\$ 343,899.00	\$ 286,462.00
	\$ 1,844,860.00	\$ 1,294,803.00	\$ 63,940.00	\$ 1,901,762.00	\$ 235,133.00	\$ 1,666,629.00	\$ 1,423,328.00	\$ 1,288,523.00	\$ 1,101,927.00
Change over Previous Fiscal Y	\$ 1,844,860.00			\$ 235,133.00		\$ 243,301.00	\$ 134,805.00	\$ 186,596.00	\$ 113,690.00



Astoria-Warrenton Area Chamber of Commerce

01/17/18

Balance Sheet

Accrual Basis

As of December 31, 2017

	<u>Dec 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash on Hand	
Cash in Till-AVC	300.00
Petty Cash	100.00
Total Cash on Hand	400.00
Checking Accounts	
Columbia Bank-4432	2,892.65
Wauna Federal	17,835.70
Clatsop Community Bank - 807	2,188.89
Bank of the Pacific	1,978.30
Total Checking Accounts	24,895.54
Money Market Account	
Clatsop Community Bank	26,640.08
Columbia Bank	4,907.30
Total Money Market Account	31,547.38
Savings	
Wauna Savings	19,240.97
Total Savings	19,240.97
Total Checking/Savings	76,083.89
Accounts Receivable	
Accounts Receivable	32,601.41
Total Accounts Receivable	32,601.41
Other Current Assets	
Prepaid Expenses	1,396.50
Inventory Asset	36,193.59
Undeposited Funds	25,904.90
Total Other Current Assets	63,494.99
Total Current Assets	172,180.29
Fixed Assets	
Chamber Bldg & Improvements	324,754.25
Casualty Loss-Fire	-31,852.83
Equipment & Furniture	4,731.49
Depreciation Accumulated	-278,843.00
Total Fixed Assets	18,789.91
TOTAL ASSETS	190,970.20
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	9,888.36
Total Accounts Payable	9,888.36
Credit Cards	
Cardmember Service	257.36
Total Credit Cards	257.36
Other Current Liabilities	
Clatsop County Grant	11,625.00
Payroll Liabilities	579.90

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Astoria-Warrenton Area Chamber of Commerce

01/17/18

Balance Sheet

Accrual Basis

As of December 31, 2017

	Dec 31, 17
L/P Wells Fargo Financial	331.51
Total Other Current Liabilities	12,536.41
Total Current Liabilities	22,682.13
Total Liabilities	22,682.13
Equity	
Net Assets	148,392.49
Net Income	19,895.58
Total Equity	168,288.07
TOTAL LIABILITIES & EQUITY	190,970.20

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Accrual Basis

Astoria-Warrenton Area Chamber of Commerce
Profit & Loss
July through December 2017

	<u>Jul - Dec 17</u>
Income	
Chamber Merchandise Sales	
General Merchandise	
Retail Sales	6,223.98
Postage	128.00
Cash Over & Short	29.45
Total General Merchandise	<u>6,381.43</u>
Goonie Merchandise	
Retail Goonies	22,848.50
Goonie PayPal Sales	2,000.03
Total Goonie Merchandise	<u>24,848.53</u>
On-Line Sales	<u>1,687.17</u>
Total Chamber Merchandise Sales	32,917.13
Festivals and Events Income	
Banquet Income	
Banquet Prosonter	5,000.00
Banquet Tickets	1,600.00
Raffle Tickets	100.00
Banquet Income - Other	560.00
Total Banquet Income	<u>7,260.00</u>
Crab Festival Income	
Vendor Income	
Arts & Crafts Booth Fees	14,475.00
Food Booth Fees	1,625.00
Other Booth Fees	4,475.00
Wine Booth Fees	14,050.00
Badges	105.00
Extra Electric	410.00
Insurance Fees	200.00
Parking Passes	195.00
RV Parking	1,080.00
Tables	390.00
Wine Check Pick Up	480.00
Total Vendor Income	<u>37,485.00</u>
Total Crab Festival Income	<u>37,485.00</u>
Fireworks Income	5,000.00
Goonies Income	
Goonies Event Booth Retail	785.00

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Accrual Basis

Astoria-Warrenton Area Chamber of Commerce
Profit & Loss
July through December 2017

	<u>Jul - Dec 17</u>
Goonies Sponsorship	2,080.00
Total Goonies Income	2,866.00
Great Columbia Crossing Income	
GCX-Sponsor, Presenter	11,500.00
GCX-On Line Registration	71,785.00
GCX-Registration	24,462.65
GCX-Retail	3,388.01
GCX-Tee Shirts on line	15,353.00
GCX-Tee Shirts	1,801.00
Total Great Columbia Crossing Income	128,289.66
Total Festivals and Events Income	180,900.66
LCTC-OH Exponso	5,615.37
Member Sponsors	
4-Gold Sponsorship	1,500.00
5-Silver Sponsorship	0.00
6-Bronze Sponsorship	833.00
8-Chamber Circle Coffee Sponsor	1,096.00
Total Member Sponsors	3,429.00
Miscellaneous	
Chamber Checks	2,650.00
Total Miscellaneous	2,650.00
Revenues	
City of Astoria	62,500.02
City of Warrenton	34,909.97
Donations	894.29
Interest & Dividends	11.90
Membership Dues	
Membership Renewal	28,236.00
Membership Additional Business	2,143.00
Membership Now	6,306.00
Membership Cancellations	-649.00
Total Membership Dues	36,036.00
Product Service Sales	
Equipment Rental	150.00
Membership Mailing List	50.00
Newsletter Business Card Ads	120.00
Newsletter Insert	1,163.00
Relocation Packet Insert	80.00

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 Accrual Basis

Astoria-Warrenton Area Chamber of Commerce
Profit & Loss
 July through December 2017

	Jul - Dec 17
Visitor Guido Advertisment	11,250.00
Total Product Service Sales	12,813.00
Oregon Park Passes	
Oregon Pacific Coast Pass	795.00
Oregon State Park Pass	1,580.00
Total Oregon Park Passes	2,375.00
Total Revenues	149,540.18
Total Income	375,052.34
Cost of Goods Sold	
Cost of Goods Sold	0.00
Cost - Chamber Merchandise sold	
General Merchandise	13,481.77
Goonies Merchandise	16,417.46
Goonies-PayPal Expenses	621.92
Goonies-Advertising	85.61
Total Cost - Chamber Merchandise sold	30,606.76
Cost of Goods Sold-Fest/Events	17.50
Total COGS	30,624.26
Gross Profit	344,428.08
Expense	
Administration	
Accounting & Legal	2,800.00
Advertising	873.97
Bank & Credit Card Charges	1,527.89
Computer Support	3,416.48
Copy Mach Lease Interest	94.83
Copy Machine Lease & Repairs	121.82
Rental Storage	400.00
Supplies	1,649.26
Total Administration	10,884.25
Ambassadors	0.00
Board & Staff Support	
Board & Staff Support	2,320.05
Conference-Seminars-Training	1,616.25
Dues/Subscriptions	806.50
Mileage	28.36

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 Accrual Basis

Astoria-Warrenton Area Chamber of Commerce
Profit & Loss
 July through December 2017

	Jul - Dec 17
Total Board & Staff Support	4,771.16
Expenses - Festivals/Events	
Banquet Expenses	
Bank & Credit Card Charges	49.42
Supplies	23.98
Total Banquet Expenses	73.40
Crab Fest Expense	
Advertising	1,052.18
Bank & Credit Card Fees	129.37
In Kind donation	177.00
Insurance	432.00
Volunteer Expense	128.10
Total Crab Fest Expense	1,918.65
Fireworks Expense 4th of July	
Advertising	739.00
Fireworks cost	10,000.00
Lodging	656.70
Meals	27.96
Total Fireworks Expense 4th of July	11,423.66
Goonies Expenses	
Advertising	91.41
Meals	181.22
Mileage	437.36
Volunteer Expenses	500.00
Total Goonies Expenses	1,209.99
Great Columbia Crossing	
Advertising	4,114.93
Awards	72.60
Bank & Credit Card Fees	146.93
Bibs Custom	928.49
Chips & Timing	2,568.00
Snacks	1,313.05
Clam Bucks	996.71
Clam Bucks Rebate	3,826.00
Contracted Services	1,550.00
Entertainment/Sound	600.00
First Responders	360.00
Garbage Service	247.01
Hotel Expense	755.51
Insurance	168.00

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 Accrual Basis

Astoria-Warrenton Area Chamber of Commerce
Profit & Loss
 July through December 2017

	<u>Jul - Dec 17</u>
Mileage	49.22
ODOT	4,236.03
Portable Restrooms	3,740.38
Printing	135.00
Refund \$20 for Cancellation	2,980.00
Registration Fees	8,144.13
Rental of Facility	430.00
Security	9,056.73
Shuttles	585.00
Supplies	467.67
Tents & Other Rentals	3,777.79
Volunteer Expense	<u>780.38</u>
Total Great Columbia Crossing	52,029.56
UnWined Expenses	
Advertising	99.00
Entertainment	300.00
Licenses	75.00
Volunteer Expenses	<u>18.30</u>
Total UnWined Expenses	492.30
Total Expenses - Festivals/Events	67,147.56
Member Services	
Membership Recruiting	271.95
BAH Expense	1,382.26
Chamber Circle	719.50
Membership Discounts	150.00
Product Services	
Newsletter	<u>2,886.45</u>
Total Product Services	2,886.45
Total Member Services	5,410.16
Member Sponsor	-1,028.51
Misc expense	0.00
Personnel Expenses	
Payroll Taxes	14,740.35
Wages	175,103.84
Workers Comp	<u>439.71</u>
Total Personnel Expenses	190,283.90
Physical Plant	
Insurance, Fire & Other	1,529.00
Repair & Maintenance	6,566.88
Taxes-Property	<u>6,921.06</u>

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Accrual Basis

Astoria-Warrenton Area Chamber of Commerce
Profit & Loss
July through December 2017

	Jul - Dec 17
Telephone/Broadband	2,767.14
Utilities	3,675.53
Web Support	1,114.25
Total Physical Plant	22,573.86
Property & Equipment	
Computer system/Software	1,196.25
Total Property & Equipment	1,196.25
Special Services	
Community Services	233.33
Director Discretionary Fund	250.00
Total Special Services	483.33
State Park Pass Exponso	1,514.00
Visitor Services	
Brochure & Guides	
Guide Exponso	35.70
Tourism Brochure	13,682.74
Visitor Maps	1,546.50
Brochure & Guides - Other	94.25
Total Brochure & Guides	15,359.19
Gift Baskets	244.97
Office Supplies	554.44
Postage	5,000.00
Trolley GPS	137.94
Total Visitor Services	21,296.54
Total Exponso	324,532.50
Net Income	19,895.68

Astoria-Warrenton Area Chamber of Commerce

December 2017 Report Prepared
1/16/2018

Actual Month	Actual Year to Date	Current Full Year Budget	Prior Year Month	Prior Year to Date	Prior Year Budget	Prior Full Year Actual	\$ Diff	Act YTD % of Budget
Dec '17	2017 - 2018	2017 - 2018	Dec '16	2016 - 2017	2016 - 2017	2016 - 2017		2017 - 2018

INCOME

Chamber Merchandise Sales

General Merchandise	\$ 389.25	\$ 6,381.41	\$ 12,000.00	\$ 470.65	\$ 6,983.94	\$ 12,500.00	\$ 11,836.44	\$ (602.53)	53.18%
Goonie Merchandise	\$ 1,987.00	\$ 24,848.53	\$ 50,000.00	\$ 1,264.50	\$ 26,720.02	\$ 45,000.00	\$ 47,644.59	\$ (1,871.49)	49.70%
PayPal/On-Line Sales	\$ 19.91	\$ 1,687.17	\$ 5,000.00	\$ 408.92	\$ 2,997.04	\$ -	\$ 7,460.42	\$ (1,309.87)	33.74%
Total Merchandise Sales	\$ 2,396.16	\$ 32,917.11	\$ 67,000.00	\$ 2,144.07	\$ 36,701.00	\$ 57,500.00	\$ 66,941.45	\$ (3,783.89)	49.13%

Festivals and Events Income

Annual Banquet	\$ 2,160.00	\$ 7,260.00	\$ 12,500.00	\$ 505.00	\$ 5,505.00	\$ 12,500.00	\$ 12,195.00	\$ 1,755.00	58.08%
Crab Festival Income	\$ 28,110.00	\$ 37,485.00	\$ 300,000.00	\$ 26,495.00	\$ 43,580.00	\$ 290,000.00	\$ 288,961.56	\$ (6,095.00)	12.50%
Fireworks Income	\$ -	\$ 5,000.00	\$ 5,000.00	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ -	100.00%
Goonies	\$ -	\$ 2,866.00	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ 1,560.00	\$ 2,866.00	114.64%
GCX	\$ -	\$ 128,289.66	\$ 175,000.00	\$ 70.00	\$ 151,113.73	\$ 170,000.00	\$ 160,710.28	\$ (22,824.07)	73.31%
UnWined	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ 11,000.00	\$ 9,753.00	\$ -	0.00%
Total Events Income	\$ 30,270.00	\$ 180,900.66	\$ 505,000.00	\$ 27,070.00	\$ 205,198.73	\$ 491,000.00	\$ 478,179.84	\$ (24,298.07)	35.82%

TC-OH Exponso Transfer	\$ -	\$ 5,615.37	\$ 10,000.00	\$ (188.82)	\$ 2,730.00	\$ 10,000.00	\$ 9,770.00	\$ 2,885.37	56.15%
Member Sponsors	\$ -	\$ 3,429.00	\$ 45,000.00	\$ -	\$ 3,750.00	\$ 45,000.00	\$ 40,750.00	\$ (321.00)	7.62%
Miscellaneous Income	\$ -	\$ 2,650.00	\$ -	\$ -	\$ 60.00	\$ -	\$ 60.00	\$ 2,590.00	0.00%

* Voided Chamber checks

* Misc Income Chamber Checks

Revenues

City of Astoria	\$ 10,416.67	\$ 62,500.02	\$ 125,000.00	\$ 10,416.66	\$ 62,499.96	\$ 125,000.00	\$ 124,999.92	\$ 0.06	50.00%
City of Warrenton	\$ 24,172.95	\$ 34,909.97	\$ 39,000.00	\$ 21,312.84	\$ 33,329.33	\$ 35,000.00	\$ 43,520.45	\$ 1,580.64	89.51%
Donations	\$ 45.21	\$ 894.29	\$ 2,000.00	\$ 14.80	\$ 876.51	\$ 1,800.00	\$ 1,624.09	\$ 17.78	44.71%
Interest/Dividends	\$ 5.21	\$ 11.90	\$ 1,000.00	\$ 0.93	\$ 247.18	\$ 300.00	\$ 263.25	\$ (235.28)	1.19%
Membership Dues	\$ 6,006.00	\$ 36,036.00	\$ 110,000.00	\$ 4,662.00	\$ 31,926.00	\$ 105,000.00	\$ 112,105.08	\$ 4,110.00	32.76%
Product Services	\$ 163.00	\$ 12,813.00	\$ 10,000.00	\$ 170.00	\$ 10,910.00	\$ 8,000.00	\$ 12,330.00	\$ 1,903.00	128.13%
State Park Pass	\$ 120.00	\$ 2,375.00	\$ 3,000.00	\$ 180.00	\$ 1,740.00	\$ 3,700.00	\$ 3,595.00	\$ 635.00	79.17%
State Welcome Center	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Web Sales/Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Total Revenue	\$ 40,929.04	\$ 149,540.18	\$ 290,000.00	\$ 36,757.23	\$ 141,528.98	\$ 278,800.00	\$ 298,437.79	\$ 8,011.20	51.57%

Total Income	\$ 73,595.20	\$ 375,052.32	\$ 917,000.00	\$ 65,782.48	\$ 389,968.71	\$ 882,300.00	\$ 894,139.08	\$ (14,916.39)	40.90%
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December 2017 Report Prepared
1/16/2018

Actual Month	Actual Year to Date	Current Full Year Budget	Prior Year Month	Prior Year to Date	Prior Year Budget	Prior Full Year Actual	\$ Diff	Act YTD from Prior YTD	Act YTD % of Budget
Dec '17	2017 - 2018	2017 - 2018	Dec '16	2016 - 2017	2016 - 2017	2016 - 2017			2017 - 2018

COST OF GOODS SOLD

Cost Of Merchandise Sold

	\$	\$	\$	\$	\$	\$	\$	\$	\$
General Merchandise	299.11	13,499.27	6,000.00	40.00	3,482.38	10,000.00	12,043.92	10,016.89	224.99%
Goonies	2,669.03	16,417.46	20,000.00	233.44	9,150.27	16,000.00	16,321.16	7,267.19	82.09%
On-Line Sales	90.17	707.53	2,000.00	30.00	587.21	-	1,720.54	120.32	35.38%
Total Cost of Goods Sold	3,058.31	30,624.26	28,000.00	303.44	13,219.86	26,000.00	30,085.62	17,404.40	109.37%

GROSS PROFIT

\$	70,536.89	\$	344,428.06	\$	889,000.00	\$	65,479.04	\$	376,748.85	\$	856,300.00	\$	864,053.46	\$	(32,320.79)	38.74%
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EXPENSE

Administration

	\$	\$	\$	\$	\$	\$	\$	\$	\$
Accounting & Legal	-	2,800.00	2,800.00	-	-	2,700.00	2,800.00	2,800.00	100.00%
Advertising	160.00	873.97	2,000.00	-	1,114.00	2,500.00	1,821.68	(240.03)	43.70%
Bank & Credit Card Charges	185.14	1,527.89	2,000.00	79.88	466.66	2,000.00	1,896.94	1,061.23	76.39%
Computer Support	587.00	3,416.48	3,500.00	289.00	1,728.00	5,500.00	4,541.00	1,688.48	97.61%
Copy Machine Lease	18.13	216.65	2,000.00	69.63	564.11	2,200.00	878.53	(347.46)	10.83%
Office Equipment			5,000.00	-	3,432.00	1,000.00	4,357.00	(3,432.00)	0.00%
Storage Rental	-	400.00	3,700.00	100.00	600.00	3,400.00	3,480.00	(200.00)	10.81%
Supplies	20.50	1,649.26	5,000.00	517.52	2,310.11	6,000.00	4,293.04	(660.85)	32.99%
Total Administration	970.77	10,884.25	26,000.00	1,056.03	10,214.88	25,300.00	24,068.19	669.37	41.86%

Board & Staff Support

	\$	\$	\$	\$	\$	\$	\$	\$	\$
Board & Staff Support	649.43	2,320.05	2,500.00	769.75	1,592.39	2,500.00	2,969.90	727.66	92.80%
Board Meeting	-	-	800.00	381.25	381.25	800.00	381.25	(381.25)	0.00%
Board Retreat	-	-	250.00	-	-	200.00	-	-	0.00%
Conference-Seminars-Training	-	1,616.25	2,500.00	9.90	1,123.55	2,000.00	1,409.48	492.70	64.65%
Dues & Subscriptions	492.50	806.50	2,000.00	592.50	1,006.50	2,300.00	2,021.50	(200.00)	40.33%
Insurance, D & O	-	-	1,500.00	-	-	1,500.00	1,081.00	-	0.00%
Mileage	-	28.36	1,000.00	37.80	447.71	1,000.00	779.28	(419.35)	2.84%
Total Board & Staff Support	1,141.93	4,771.16	10,550.00	1,791.20	4,551.40	10,300.00	8,642.41	219.76	45.22%

December 2017 Report Prepared
1/16/2018

Actual Month	Actual Year to Date	Current Full Year Budget	Prior Year Month	Prior Year to Date	Prior Year Budget	Prior Full Year Actual	\$ Diff	Act YTD from Prior YTD	Act YTD % of Budget
Dec '17	2017 - 2018	2017 - 2018	Dec '16	2016 - 2017	2016 - 2017	2016 - 2017			2017 - 2018

Festivals & Events

Banquet Expense	\$ 46.22	\$ 73.40	\$ 9,500.00	\$ 10.94	\$ 235.94	\$ 9,500.00	\$ 9,448.84	\$ (162.54)	0.77%
Crab Festival	\$ 753.07	\$ 1,918.65	\$ 195,000.00	\$ 1,008.80	\$ 1,793.87	\$ 185,000.00	\$ 205,918.48	\$ 124.78	0.98%
Fireworks	\$ -	\$ 11,423.66	\$ 11,000.00	\$ 25.00	\$ 10,988.69	\$ 11,000.00	\$ 10,988.69	\$ 434.97	103.85%
Goonies	\$ -	\$ 1,209.99	\$ 2,500.00			\$ 2,500.00	\$ 1,665.51	\$ 1,209.99	48.40%
Great Columbia Crossing	\$ 350.00	\$ 52,029.56	\$ 110,000.00	\$ 25,833.35	\$ 82,050.10	\$ 90,000.00	\$ 113,152.34	\$ (30,020.54)	47.30%
UnWined	\$ 75.00	\$ 492.30	\$ 10,000.00	\$ 45.00	\$ 45.00	\$ 10,000.00	\$ 9,744.05	\$ 447.30	4.92%
Total Festivals/Events	\$ 1,224.29	\$ 67,147.56	\$ 338,000.00	\$ 26,923.09	\$ 95,113.60	\$ 308,000.00	\$ 350,917.91	\$ (27,966.04)	19.87%

Member Services

Membership Recruiting	\$ -	\$ 271.95						\$ 271.95	0.00%
BAH & BBQ	\$ -	\$ 1,382.26	\$ 2,000.00	\$ -	\$ 1,737.06	\$ 2,000.00	\$ 1,837.06	\$ (354.80)	69.11%
Chamber Circle	\$ -	\$ 719.50	\$ 1,500.00	\$ -	\$ 537.00	\$ 1,500.00	\$ 1,484.00	\$ 182.50	47.97%
ChamberMaster	\$ -	\$ -	\$ 3,200.00	\$ -	\$ -	\$ 3,000.00	\$ 3,125.00	\$ -	0.00%
Education	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Meals/Entertain/Recog/Adv	\$ -	\$ -	\$ 1,000.00	\$ -	\$ 98.50	\$ 1,000.00	\$ 133.06	\$ (98.50)	0.00%
Membership Commissions/Disc	\$ 100.00	\$ 150.00	\$ 1,000.00	\$ 200.00	\$ 300.00	\$ 1,000.00	\$ 800.00	\$ (150.00)	15.00%
Membership Plaques/Decals	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Product Services	\$ -	\$ 2,886.45	\$ 10,000.00	\$ 463.16	\$ 2,899.12	\$ 15,000.00	\$ 5,794.80	\$ (12.67)	28.86%
Total Member Services	\$ 100.00	\$ 5,410.16	\$ 19,700.00	\$ 663.16	\$ 5,571.68	\$ 23,500.00	\$ 13,173.92	\$ (161.52)	27.46%

Member Sponsorship

Member Sponsorship	\$ -	\$ (1,028.51)	\$ 17,000.00	\$ (259.00)	\$ (74.00)	\$ 11,000.00	\$ 6,519.96	\$ (954.51)	-6.05%
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Personnel Expenses

Payroll Taxes	\$ 3,110.96	\$ 14,740.35	\$ 30,000.00	\$ 2,946.47	\$ 13,933.27	\$ 30,000.00	\$ 29,234.93	\$ 807.08	49.13%
Wages	\$ 38,209.25	\$ 175,103.84	\$ 345,000.00	\$ 37,003.92	\$ 169,218.80	\$ 350,000.00	\$ 338,937.12	\$ 5,885.04	50.75%
Workers Compensation	\$ -	\$ 439.71	\$ 1,000.00	\$ -	\$ 866.27	\$ 1,000.00	\$ 866.27	\$ (426.56)	43.97%
Total Personnel Expenses	\$ 41,320.21	\$ 190,283.90	\$ 376,000.00	\$ 39,950.39	\$ 184,018.34	\$ 381,000.00	\$ 369,038.32	\$ 6,265.56	50.61%

December 2017 Report Prepared
1/16/2018

Actual Month	Actual Year to Date	Current Full Year Budget	Prior Year Month	Prior Year to Date	Prior Year Budget	Prior Year Year Actual	\$Diff	Act YTD %
Dec '17	2017 - 2018	2017 - 2018	Dec '16	2016 - 2017	2016 - 2017	2016 - 2017	Act YTD from Prior YTD	of Budget

Physical Plant

Insurance, Fire & Other	\$ -	\$ 1,529.00	\$ 1,500.00	\$ -	\$ 1,411.00	\$ 1,500.00	\$ 1,411.00	\$ 118.00	101.93%
Repair & Maintenance	\$ 1,215.48	\$ 6,566.88	\$ 10,000.00	\$ 1,336.47	\$ 5,007.53	\$ 15,000.00	\$ 7,516.31	\$ 1,559.35	65.67%
Lease of Chamber Land			\$ 1.00			\$ 1.00	\$ -	\$ -	0.00%
Taxes-Property	\$ 52.59	\$ 6,921.06	\$ 6,700.00	\$ -	\$ 6,642.47	\$ 6,500.00	\$ 6,642.47	\$ 278.59	103.30%
Telephone/Broadband	\$ 465.35	\$ 2,767.14	\$ 5,500.00	\$ 454.71	\$ 2,728.47	\$ 5,400.00	\$ 5,491.83	\$ - 38.67	50.31%
Utilities	\$ 824.09	\$ 3,675.53	\$ 7,500.00	\$ 720.62	\$ 3,122.28	\$ 7,500.00	\$ 7,691.46	\$ 553.25	49.01%
Website	\$ -	\$ 1,114.25	\$ 2,000.00	\$ -	\$ 2,410.00	\$ 2,500.00	\$ 2,906.80	\$ (1,295.75)	55.71%
Building Expansion	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Total Physical Plant	\$ 2,557.51	\$ 22,573.86	\$ 33,201.00	\$ 2,511.80	\$ 21,321.75	\$ 38,401.00	\$ 31,659.87	\$ 1,252.11	67.99%

Property & Equipment

Astoria-Warrenton Kiosks	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Bldg. Improvements	\$ -	\$ -	\$ 30,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Computer System/Software	\$ -	\$ 1,195.25	\$ 2,000.00	\$ -	\$ 1,050.00	\$ 11,000.00	\$ 1,050.00	\$ 146.25	59.81%
Office Equipment	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	0.00%
Total Property & Equipment	\$ -	\$ 1,196.25	\$ 34,000.00	\$ -	\$ 1,050.00	\$ 14,000.00	\$ 1,050.00	\$ 146.25	3.52%

Special Services

Community & Services	\$ -	\$ 233.33	\$ 1,500.00	\$ 200.00	\$ 969.00	\$ 1,500.00	\$ 1,232.33	\$ (735.67)	15.56%
Director's Discretionary Fund	\$ -	\$ 250.00	\$ 2,000.00	\$ 80.00	\$ 730.00	\$ 1,000.00	\$ 1,080.00	\$ (480.00)	12.50%
Economic Development	\$ -	\$ -	\$ 1,500.00	\$ -	\$ 1,000.00	\$ 1,500.00	\$ 1,026.00	\$ (1,000.00)	0.00%
Volunteer Support/Recog	\$ -	\$ -	\$ 1,000.00	\$ 200.00	\$ 761.00	\$ 2,000.00	\$ 1,259.37	\$ (761.00)	0.00%
Total Special Services	\$ -	\$ 483.33	\$ 6,000.00	\$ 480.00	\$ 3,460.00	\$ 6,000.00	\$ 4,597.70	\$ (2,976.67)	8.06%

State Park Pass Exponso	\$ 87.00	\$ 1,514.00	\$ 2,500.00	\$ 170.00	\$ 809.00	\$ 2,500.00	\$ 2,111.00	\$ 705.00	60.56%
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December 2017 Report Prepared
1/16/2018

Actual Month	Actual Year to Date	Current Full Year Budget	Prior Year Month	Prior Year to Date	Prior Year Budget	Prior Year Actual	\$ Diff	Act YTD from Prior YTD	Act YTD % of Budget
Dec '17	2017-2018	2017-2018	Dec '16	2016-2017	2016-2017	2016-2017			

Visitors Service

Brochures, Guides & Maps	\$ -	\$ 15,359.19	\$ 10,000.00	\$ 1,484.00	\$ 13,627.95	\$ 10,000.00	\$ 13,627.95	\$ 1,731.24	153.59%
Gift Basket Expense	\$ 109.60	\$ 244.97	\$ 1,500.00	\$ -	\$ 664.62	\$ 1,500.00	\$ 1,761.68	\$ (419.65)	16.33%
Office Supplies	\$ 49.68	\$ 554.44	\$ 3,000.00	\$ 25.00	\$ 115.27	\$ 500.00	\$ 115.27	\$ 439.17	18.48%
Postage	\$ -	\$ 5,000.00	\$ 10,000.00	\$ 2,201.20	\$ 7,860.94	\$ 14,000.00	\$ 16,315.23	\$ (2,860.94)	50.00%
Trolley GPS	\$ 22.99	\$ 137.94	\$ 300.00	\$ 22.99	\$ 147.41	\$ 500.00	\$ 285.35	\$ (9.47)	45.98%
Total Visitor Services	\$ 182.27	\$ 21,296.54	\$ 24,800.00	\$ 3,733.19	\$ 22,416.19	\$ 26,500.00	\$ 32,105.48	\$ (1,119.65)	85.87%

TOTAL EXPENSES	\$ 47,583.98	\$ 324,532.50	\$ 887,751.00	\$ 77,019.86	\$ 348,452.84	\$ 846,501.00	\$ 843,884.76	\$ (23,920.34)	36.56%
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NET INCOME	\$ 22,952.91	\$ 19,895.56	\$ 74,500.00	\$ (11,540.82)	\$ 28,296.01	\$ 9,799.00	\$ 20,168.70	\$ (8,400.45)	26.71%
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Product Services Includes	Income	Expenses
Chamber Checks	\$ -	\$ -
Equipment Rental	\$ -	\$ -
Membership Labels	\$ -	\$ -
Membership Directory	\$ -	\$ -
Membership Mailing List	\$ -	\$ -
Newsletter	\$ -	\$ 101.74
Newsletter Business Card Ads	\$ -	\$ -
Newsletter Inserts	\$ 163.00	\$ -
Relocation Packet	\$ -	\$ -
Visitor Guide Advertisement	\$ -	\$ -
Waved Fees	\$ -	\$ -
Web Sales/Advertising	\$ -	\$ -
	\$ 163.00	\$ 101.74

	31-Dec-17	31-Dec-16	Difference
Chkg & Svgs	\$ 76,083.89	\$ 105,168.91	\$ (29,085.02)
A/R	\$ 32,601.41	\$ 28,160.66	\$ 4,440.75
A/P	\$ 9,888.36	\$ 17,198.32	\$ (7,309.96)

2017-2018 BUDGET

Lower Columbia Tourism Committee

updated 1.8.2018 RW

	BUDGET	ACTUAL	Remaining	2017	2017	2017	2017	2017	2017
	7/2017-6/2018	7/2017-6/2018		July	August	September	October	November	December
INCOME									
Astoria Room Tax	\$180,750.00	\$90,375.00	\$90,375.00	\$15,062.50	\$15,062.50	\$15,062.50	\$15,062.50	\$15,062.50	\$15,062.50
Warrenton Room Tax	\$45,000.00	\$40,648.60	\$4,351.40		\$12,501.99				\$28,146.61
Misc. / Reimbursements		\$0.00	\$0.00						
Carryover into current FY	\$29,000.00	\$29,000.00	\$0.00						
Total Income	\$254,750.00	\$160,023.60							

	BUDGET	Actual	Remaining	2017	2017	2017	2017	2017	2017
	7/2017-6/2018	7/2017-6/2018		July	August	September	October	November	December
EXPENSES									
OPERATIONS									
Postage/Pubns/Office Expense	\$10,000.00	\$5,000.00	\$5,000.00					\$5,000.00	
Bank/Check Charge	\$100.00	\$150.00	\$100.00						
INTEGRATED MARKETING CAMPAIGN									
Brand Refresh/Special Project 2017-2018 ROBESON	\$22,000.00	\$19,000.00			\$8,000.00	\$3,000.00	\$8,000.00		
Maxwell PR	\$75,000.00	\$41,658.91	\$33,341.59						
Media Relations	\$42,000.00	\$22,948.75		\$3,120.00	\$1,862.50	\$2,752.50	\$8,071.25	\$4,842.50	\$2,300.00
Content Dev and Promo	\$18,000.00	\$11,163.75		\$776.25	\$733.75	\$5,011.25	\$1,227.50	\$1,230.00	\$2,185.00
IMP / Strategy	\$10,000.00	\$5,272.50		\$2,127.50	\$600.00		\$2,545.00		
Conferences + training	\$5,000.00	\$2,273.41		\$396.02	\$75.00		\$242.68	\$546.55	\$1,013.16
Travel	\$95,000.00	\$10,256.00	\$84,744.00						
Content Development / Planning / Creative / Project Mgr	\$24,000.00	\$9,000.00		\$3,000.00				\$3,000.00	\$3,000.00
Production / Design / Video / Photography	\$10,000.00	\$614.00		\$75.00	\$384.00		\$155.00		
Advertising placement	\$61,000.00	\$642.00		\$642.00					
Oregon's North Coast	\$25,000.00	\$13,809.88	\$11,690.62	\$2,640.00		\$5,037.50	\$1,100.00	\$2,600.00	\$1,931.88
Website & Technology	\$12,500.00	\$3,170.00	\$9,330.00						
Cascade Web Dev (site maint/updates)	\$7,500.00	\$3,170.00			\$770.00			\$2,000.00	\$400.00
CrowdRiff - photo organization software	\$5,000.00	\$0.00							
Meeting/Planners	\$7,000.00	\$4,090.56	\$2,909.44	\$906.50	\$1,992.00	\$792.30	\$399.76		
Marketing Support/Miscellaneous	\$7,950.00	\$2,421.52	\$5,528.48						
Annual Fees, Memberships and Conferences	\$1,850.00	\$1,351.10					\$600.00		\$751.10
Marketing Support and Special Projects	\$3,100.00	\$510.23		\$112.00				\$160.23	\$238.00
Misc. / Unallocated	\$3,000.00	\$560.19				\$500.00	\$57.40		\$2.79
Total Expenses	\$254,550.00	\$98,905.87	\$152,644.13	\$13,795.27	\$14,417.26	\$17,093.55	\$22,398.59	\$19,379.28	\$11,821.93

NET \$200.00 \$61,117.73

2:58 PM

04/11/18

Accrual Basis

AWACC-LCTC
Profit & Loss
July through December 2017

	<u>Jul - Dec 17</u>
Income	
LCTC City of Astoria-TRT	90,375.00
LCTC City of Warrenton-TRT	40,648.60
Total Income	<u>131,023.60</u>
Expense	
LCTC Operations	
Administration	
Postage/Phone/Office Expense	5,000.00
Total Administration	<u>5,000.00</u>
Total LCTC Operations	5,000.00
Marketing Expenses	
Maxwell PR	41,658.41
Oregon's North Coast	13,309.38
Robeson Communications	29,256.00
Total Marketing Expenses	84,223.79
Marketing Support/Miscellaneous	2,421.52
Meeting Planners	4,090.56
Website Maintenance	3,170.00
Total Expense	<u>98,905.87</u>
Net Income	<u><u>32,117.73</u></u>

2:56 PM

04/11/18

Accrual Basis

AWACC-LCTC
Balance Sheet
As of December 31, 2017

	<u>Dec 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
LCTC Checking	67,138.11
LCTC Share Savings-TLC	5.00
Total Checking/Savings	<u>67,143.11</u>
Other Current Assets	
Undeposited Funds	28,146.61
Total Other Current Assets	<u>28,146.61</u>
Total Current Assets	<u>95,289.72</u>
TOTAL ASSETS	<u><u>95,289.72</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
LCTC Accounts Payable	6,249.57
Total Accounts Payable	<u>6,249.57</u>
Total Current Liabilities	<u>6,249.57</u>
Total Liabilities	6,249.57
Equity	
LCTC Net Assets	56,922.42
Net Income	32,117.73
Total Equity	<u>89,040.15</u>
TOTAL LIABILITIES & EQUITY	<u><u>95,289.72</u></u>

MAXWELL

PR + ENGAGEMENT

ASTORIA • WARRENTON

Pure Character



Astoria-Warrenton Area Chamber of Commerce
Media Coverage
July 2016 – June 2017

During FY 2016-2017, the Astoria-Warrenton area was featured or mentioned in 105 stories in regional and national publications, exceeding our annual objective of 50-60 media stories and blog posts.

This year, we honed in on promoting outdoor activities and off-season travel experiences, in addition to highlighting Astoria's unique character. Road trips, top attractions, vacation destinations and other travel experiences were covered in 57 articles, accounting for 54 percent of all coverage. Outdoor activities in particular were covered in 28 articles, accounting for 27 percent of total coverage. Similar to last year, Astoria and Warrenton's rich history and culinary experiences linked many of these stories together, pinpointing the area as a can't-miss destination for history buffs, outdoor adventurers and culinary connoisseurs alike. Events such as the FisherPoets Gathering, Astoria Regatta and Crab, Seafood and Wine Festival remain a main driver of coverage, accounting for 33 stories and 31 percent of coverage. Family travel and local culture were also covered. In total, 105 articles highlighted Astoria and Warrenton as a tourist destination, reaching a potential audience of more than 300 million.

In FY18, we recommend continuing to leverage Astoria's unique character to promote it as a tourist destination, enhanced by the voices of local experts and character to tell the stories of the one-of-a-kind people who live there.

Media Coverage July 2016 – June 2017

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
7.1.16	Redbook	5 amazing American road trips you've gotta take this summer	A story on five American road trips includes the Oregon Coast with a stop in Astoria, highlighting "The Goonies", Oregon Film Museum and Fort Clatsop	Link	2,196,377	Misc.
7.10.16	<i>The Oregonian</i>	Counting down our biggest state parks	A roundup of Oregon's biggest state parks includes Fort Stevens, noting, "Fort Stevens State Park now serves as a popular camping and recreation area on the Oregon coast"	Print	142,882	Misc.
7.13.16	<i>The Oregonian</i>	Astoria's landmark turns 90	A story on the Astoria Column notes its history and its 90 th anniversary	Print	142,882	Pitch
8.1.16	<i>1859 Oregon's Magazine</i>	Best places for brew pubs	A sidebar highlights the Columbia River views at Buoy Beer	Print	30,000	Relationship
8.1.16	<i>1859 Oregon's Magazine</i>	Best places to live-work-play in Oregon	A brief includes Astoria as one of the best places to live in Oregon, highlighting the creative class of people revitalizing the historical town	Print	30,000	Relationship

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
8.1.16	<i>Seattle Magazine</i>	Gourmet Getaways	A list of gourmet getaways in Oregon includes Astoria, highlighting Street 14 Coffee, Clemente's, Frite & Scoop, Fort George, Buoy Beer and Bowpicker	Print	58,984	Misc.
8.1.16	<i>Sunset Magazine</i>	River Reboot	A feature story about Astoria's river revival describes the transformation from trading post to its current cultural scene bursting with restaurants, breweries and art galleries	Print	1,262,587	Pitch, Visit
8.1.16	KOIN	Historic ferry returns to Astoria as tourist attraction	A broadcast segment details the return of Astoria's historic ferry	Broadcast	42,855	Pitch
8.2.16	KGW	Historic ferry returns to Astoria as tourist attraction	A broadcast segment details the return of Astoria's historic ferry	Broadcast	17,169	Pitch
8.2.16	KGW	Historic ferry returns to Astoria as tourist attraction	A broadcast segment is reposted online and reports on the return of Astoria's historic ferry	Link	1,561,202	Pitch
8.2.16	<i>The Wall Street Journal</i>	Historic ferry returns to Astoria as tourist attraction	A story sourced from the AP reports on the return of the historic return of the Astoria ferry	Print	1,337,483	Misc.
8.2.16	OregonLive	Historic Astoria ferry returns home after 50 years	A story reports on the return of Astoria's historic ferry and includes a photo gallery	Link	9,615,135	Pitch
8.3.16	KOIN (3 segments)	Historic ferry returns to Astoria as tourist attraction	A broadcast story reports on the return of Astoria's historic ferry	Broadcast	117,870	Pitch
8.3.16	KOIN.com	Historic ferry returns to Astoria as tourist attraction	A broadcast segment is reposted online and reports on the return of Astoria's historic ferry	Link	478,293	Pitch
8.4.16	KOIN (2 segments)	Historic ferry returns to Astoria as tourist attraction	A broadcast story reports on the return of Astoria's historic ferry	Broadcast	23,084	Pitch
8.7.16	The Register Guard	Historic ferry returns to Astoria	A story about the return of Astoria's ferry includes the perspective of the ferry builder's granddaughter	Link	88,253	Misc.
8.11.16	OregonLive	Astoria-Megler Bridge celebrating 50 years of spanning the Columbia	An online story shares the history and rededication ceremony details for the Astoria-Megler Bridge 50 th anniversary	Link	9,615,135	Pitch

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
8.12.16	<i>The Oregonian</i>	Astoria to celebrate bridge's 50 years	A story shares the history and rededication ceremony details for the Astoria-Megler Bridge 50 th anniversary	Print	142,882	Pitch
8.12.16	<i>The Oregonian</i>	Fort George & Astoria Regatta	A brief details the Astoria Regatta events	Print	142,882	Pitch
8.22.16	Willamette Week	You can now collect patches from Oregon's 53 state parks	A story lists the 53 Oregon state park collectable patches, including a Fort Stevens patch	Link	60,519	Misc.
8.27.16	Only In Your State	10 little known restaurants in Oregon are hard to find but worth the search	A roundup of lesser known Oregon restaurants includes Northwest Wild Products	Link	68,536	Misc.
9.1.16	<i>1859 Oregon's Magazine</i>	Oregon's seven edible wonders	An article features Oregon's seven edible wonders and includes Bowpicker as a top restaurant	Print	30,000	Relationship
9.7.16	Tabelog	Best places to eat fish and chips across the USA	A list of the best fish and chip restaurants across the US includes Astoria's Bowpicker, noting, "This genius restaurant runs things a little differently than your typical fish & chips joint"	Link	103,900	Misc.
9.13.16	Portland Monthly	Island farms and rickety ferry rides: adventure on the back roads to Astoria	A feature story gives readers a trip itinerary for an Oregon coast road trip that includes stops at Drina Daisy and Arc Arcade	Link	145,750	Misc.
9.15.16	Oregon Craft Beer	Pacific Northwest Brew Cup	An online article includes event details for Pacific Northwest Brew Cup	Link	10,400	Relationship
9.15.16	Portland Food Events	Ale Yeah! Astoria's Pacific NW Brew Cup 2016	An online article includes event details for Pacific Northwest Brew Cup	Link	1,800	Pitch
9.21.16	Expeditions	Astoria, Oregon	A blog post recounts a visit to Fort Clatsop to tour the historical site of the Lewis and Clark expedition and mentions a stop at the Astoria Column and the Astoria-Megler Bridge	Link	57,900	Misc.
10.1.16	<i>Portland Monthly</i>	Island farms and rickety ferry rides: adventure on the back roads to Astoria	A feature story gives readers a trip itinerary for an Oregon coast road trip that includes a lunch stop at Drina Daisy and Arc Arcade	Print	63,573	Misc.

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
10.11.16	OregonLive	'Animal House,' 'The Goonies,' 'Stand By Me' get two thumbs up in '80s movies book	An online story shares the nostalgia many Oregonians feel when watching '80s movies shot in Oregon, including "The Goonies"	Link	10,749,046	Relationship
10.14.16	OregonLive	Great Columbia Crossing canceled in Astoria	A brief details the cancellation of the Great Columbia Crossing	Link	10,749,046	Pitch
10.14.16	OregonLive	Storm forces closures on Coast, Portland area	A brief details the cancellation of the Great Columbia Crossing	Link	10,749,046	Pitch
10.14.16	The Register Guard	Great Columbia Crossing canceled, might be rescheduled	A brief details the cancellation of the Great Columbia Crossing	Link	105,903	Pitch
10.18.16	OPB	The dangerous life of a Columbia River bar pilot	An online article about the dangerous lives of Columbia River bar pilots notes that the Peacock, a vessel once used to cross the bar, is now displayed in front of the Columbia Maritime Museum	Link	471,621	Misc.
10.28.16	OregonLive	Oregon ghost stories: 31 famous haunted places	A roundup of 31 famous haunted places in Oregon includes Battery Russell at Fort Stevens, as well as the Liberty Theater	Link	10,749,046	Relationship
11.3.16	OregonLive	Readers name Oregon's top 25 breweries	A roundup of the best Oregon breweries chosen by readers includes Fort George and Buoy Beer	Link	10,749,046	Relationship
11.7.16	Angela Travels	Guided mushroom foraging hike at Fort Stevens State Park	A blog post details a Fort Stevens ranger-led mushroom foraging hike and notes the seasonality and varieties available in the area	Link	5,300	Pitch, Visit
11.16.16	New School Beer	2017 Fort George Festival of Dark Arts announced	A blog lists event details for this year's Festival of Dark Arts	Link	40,064	Misc.
11.20.16	Bend Bulletin	What's old and what's new in Astoria	An online article showcases the revitalization of Astoria since a boom and bust lumber and fish canning town, including restaurants, Museum of Whimsy, restored lodging and more	Link	118,000	Relationship
11.23.16	Portland Monthly	Want to go to Astoria's Dark Arts Festival? Get on that now	An online post shares details for the Festival of Dark Arts at Fort George	Link	145,750	Relationship

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
11.24.16	MyInforms	The top 10 prettiest river ports	A list of the world's top 10 river ports includes Astoria, noting the history and natural beauty of the area	Link	403,600	Misc.
11.29.16	Brewpublic	Fort George Brewery 2017 Festival of Dark Arts tickets go on sale today	A blog post announces the events for Festival of Dark Arts as a part of Stout Month 2017	Link	7,800	Relationship
12.1.16	<i>Alaska Airlines Magazine</i>	Great NW, Oregon: indoor attractions	An article features the Cannery Pier Hotel & Spa as a top indoor attraction in the Northwest	Print	1,885,829	Misc.
12.7.16	Thrillist	16 distilleries worth a stop on your next Oregon road trip	A roundup of Oregon distilleries worth visiting recommends Thundermuck Coffee Liquor at Astoria's Pilot House Distilling	Link	5,039,796	Relationship
12.15.16	<i>Portland Tribune</i>	Made in Oregon: from "Goonies" to "Twilight"	An article on filmmaking in Oregon references "The Goonies" and the Oregon Film Museum in Astoria	Print	120,000	Misc.
12.19.16	Oregon Bride	Shore style wedding faire	An event listing shares an overview and details about Shore Style Wedding Faire	Link	5,070	Pitch
12.23.16	Good Stuff NW	Travels with chili: overnight in Astoria	A blog post recalls a mushroom foraging experience in Fort Stevens State Park and highlights The Commodore, Clemente's, Buoy Beer and more	Link	710	Pitch, Visit
12.25.16	<i>The Oregonian</i>	Spouting Off	A story on whale watching on the Oregon coast references the Astoria-Megler Bridge	Print	121,573	Misc.
12.25.16	<i>The Oregonian</i>	Want to try out a yurt? 25 places you can	A roundup includes Fort Stevens State Park as one of the top 25 places in Oregon to rent a yurt	Print	121,573	Relationship
12.25.16	OregonLive	25 places to rent a yurt around Oregon	A roundup includes Fort Stevens State Park as one of the top 25 places in Oregon to rent a yurt	Link	10,749,046	Relationship
1.1.17	<i>Coastal Living</i>	Top Down: the ultimate road trip, Seattle to Cannon Beach	An article on coastal road trips recommends stopping at Bowpicker and the Columbia River Maritime Museum on the way down highway 101 from Seattle	Print	4,474,000	Misc.
1.15.17	Coastal Living	Road Trip: Seattle, Washington to Cannon Beach, Oregon	An article on coastal road trips recommends stopping at Bowpicker and the Columbia River Maritime Museum on the way down highway 101 from Seattle	Link	223,829	Misc.

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
1.16.17	Brewpublic	Fort George Stout Month returns in February	An article introduces this year's Stout Month, including new releases and the Festival of Dark Arts	Link	7,800	Misc.
1.17.17	FreshPints	Stout Month at Fort George starting February 1st	A blog post introduces this year's Stout Month, including new releases and the Festival of Dark Arts	Link	2,500	Misc.
1.17.17	NW Beer Guide	Astoria: Fort George releases the comprehensive Stout Month list	A blog post introduces this year's Stout Month, including new releases and the Festival of Dark Arts	Link	15,600	Misc.
1.18.17	New School Beer	2017 Fort George Stout Month events calendar	An article introduces this year's Stout Month, including new releases and the Festival of Dark Arts	Link	24,300	Misc.
1.29.17	Register Guard	Astoria's new, cool climate	An article summarizes Astoria's rich history, including Fort Clatsop, Liberty Theater and the historic waterfront	Link	75,542	Relationship
2.1.17	<i>DRAFT Magazine</i>	Where to drink beer in February	A roundup of February beer events includes Stout Month at Fort George Brewery	Link	300,000	Pitch
2.1.17	DRAFT Magazine	Where to drink beer in February	A roundup of February beer events includes Stout Month at Fort George Brewery	Link	60,310	Pitch
2.1.17	<i>Sip Northwest</i>	Happenings	A roundup of seasonal events includes the Festival of Dark Arts	Print	1,350	Pitch
2.1.17	Sip Northwest	Happenings	An online event listing includes Astoria's Festival of Dark Arts	Link	6,480	Pitch
2.1.17	<i>American Airlines</i>	Ask the waves	A feature on the FisherPoets Gathering takes up a six-page spread, including brief profiles on the FisherPoets	Print	16,000,000	Misc.
2.22.17	Sunset Magazine	12 iconic movie landmarks you can visit IRL	An online roundup of famous movie sites to visit includes Astoria as the filming location for "The Goonies"	Link	1,608,906	Misc.
2.23.17	Willamette Week	All the cool "secret" Portland-area spots people don't want you to know about	A roundup of cool places to visit near Portland includes Astoria as a must-see destination	Link	70,000	Relationship
3.1.17	<i>All About Beer</i>	Coming soon	A calendar of events for March includes the Festival of Dark Arts	Print	155,000	Pitch
3.1.17	<i>VIA Magazine</i>	Spotlight: the West's best events	A roundup of events on the West Coast includes Astoria's Crab, Seafood and Wine Festival	Print	5,635,000	Pitch

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
3.2.17	Willamette Week	Astoria's Buoy is the dockside brewpub the Oregon Coast needed	An article on Buoy Beer in the 2017 Beer Guide labels Astoria as a long-time beer destination	Link	70,000	Relationship
3.3.17	OregonLive	Bridgewater Bistro is a standout in the Astoria restaurant scene	An article on the Astoria restaurant scene highlights Bridgewater Bistro and Depot Restaurant as top places to eat	Link	10,749,046	Relationship
3.5.17	<i>The Oregonian</i>	Astoria's restaurant scene is worth a visit in the new year	An article on the Astoria restaurant scene highlights Bridgewater Bistro as a top place to eat	Print	121,573	Relationship
3.11.17	Vacationidea	25 best things to do in Astoria, Oregon	An article on visiting Astoria highlights some of its top attractions, including the Riverwalk, Garden of Surging Waves, Astoria Column and Columbia River Maritime Museum	Link	169,200	Misc.
3.19.17	Fathom	Three-day weekends from Seattle	A roundup of three-day-weekend itineraries from Seattle includes Astoria, featuring Buoy Beer, the Flavel House Museum, Street 14 Café and other top attractions	Link	83,000	Misc.
3.22.17	Flipkey by Trip Advisor	Famous Hollywood small towns you can visit right now	An article on famous Hollywood movie sites includes Astoria as a place to visit for "Goonies" fans	Link	715,000	Misc.
3.27.17	USA Today	50 states: 50 spring food festivals	An online roundup of spring food events in each state feature's the Crab, Seafood and Wine Festival as the one to attend in Oregon	Link	29,131,988	Misc.
4.1.17	<i>Northwest Travel + Life</i>	Editor's Picks	A roundup of events by the editor includes the Crab, Seafood and Wine Festival as one of the top six events of the season	Print	340,000	Pitch
4.1.17	OregonLive	25 places to rent a cabin around Oregon	A roundup of places to rent cabins in Oregon suggests Fort Stevens State Park	Link	10,749,046	Relationship
4.6.17	KATU	Visit the Oregon Film Museum to experience state's rich history of moviemaking	A broadcast segment on the Oregon Film Museum details the state's history of movie making beyond "The Goonies"	Link	359,010	Misc.
4.8.17	Oregon Beer Growler	Reach Break Brewing adds to Astoria's brewing bounty	An article features Reach Break, the 6 th brewery added to Oregon's North Coast	Link	8,500	Misc.

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
4.10.17	Matador Network	21+ spots that will inspire your next road trip to Oregon	A roundup of road trip locations in Oregon includes a stop in Astoria for people driving along the Pacific Coast Byway	Link	1,986,457	Misc.
4.14.17	Coastal Living	The best seafood dives in America	A roundup of the best dockside dives in America ranks Bowpicker as the 3 rd best location	Link	177,000	Misc.
4.16.17	<i>The Oregonian</i>	25 places to rent a cabin around Oregon	A roundup of places to rent cabins in Oregon suggests Fort Stevens State Park	Print	121,573	Relationship
4.24.17	Red Tricycle	Soar, explore and learn: discover Astoria	An article on visiting Astoria includes the Astoria Column, High Life Adventures, the Columbia Maritime Museum and a variety of lodging and dining options	Link	213,242	Pitch, Visit
4.27.17	KPTV	On the go with Joe at Astoria Warrenton Crab, Seafood & Wine Festival	A broadcast segment on Good Day Oregon features a preview to the Crab, Seafood and Wine Festival	Broadcast	155,000	Visit
4.27.17	KPTV	On the go with Joe at Astoria Warrenton Crab, Seafood & Wine Festival	An online version of a broadcast on Good Day Oregon features a preview to the Crab, Seafood and Wine Festival	Link	205,470	Visit
4.30.17	<i>The Oregonian</i>	Oregon's scenic byways	An article on Oregon's scenic byways includes a stop at Astoria along the Pacific Coast Scenic Byway	Print	121,573	Relationship
4.30.17	<i>The Oregonian</i>	Gerry's Picks: Breakfast, lunch, dinner favorites	A roundup of some of Gerry Frank's favorite restaurants includes Baked Alaska	Print	121,573	Misc.
5.1.17	<i>Coastal Living</i>	The 20 all-time best seafood dives...ever	A roundup of the best dockside dives in America ranks Bowpicker as the 3 rd best location	Print	211,524	Misc.
5.1.17	<i>VIA Magazine</i>	Viking delight in Astoria	A brief article highlights the Astoria Scandinavian Midsummer Festival	Print	5,635,000	Misc.
5.1.17	Huffington Post	Five reasons why the Astoria Crab Festival is better than the Fyre Festival	A blog post shares a writer's experience at the Astoria Crab, Seafood and Wine Festival, suggesting it as a preferable option to the Fyre Festival	Link	47,610,164	Misc.
5.1.17	ParentMap	Astoria: The rare, four-season family destination	An article on visiting Astoria highlights it as a family-friendly destination year-round	Link	75,000	Pitch

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
5.1.17	<i>Northwest Travel + Life</i>	Oregon's North Coast: now on tap	An article on the North Coast's newest breweries includes Reach Break alongside Public Coast and Pelican Brewing in Seaside	Print	340,000	Misc.
5.5.17	Only in Your State	The ultimate Oregon brewery bucket list you'll want to complete	An article on the best breweries in Oregon highlights Buoy Beer and Fort George Brewery in Astoria	Link	998,790	Misc.
5.5.17	OregonLive	Gerry Frank's picks: Cannery Pier Hotel & Spa shows off Astoria's charm and picturesque beauty	An article on Cannery Pier Hotel & Spa emphasizes its picturesque views and location while also recognizing Buoy Beer and the North Coast Craft Beer Trail	Link	10,749,046	Misc.
5.9.17	Northwest Travel + Life	Oregon's North Coast: now on tap	An article on the North Coast's newest breweries includes Reach Break alongside Public Coast and Pelican Brewing in Seaside	Link	7,380	Misc.
5.19.17	<i>The Oregonian</i>	Events: Astoria Regatta	A roundup of upcoming events highlights the Astoria Regatta, including details of the coastal celebration	Print	178,936	Misc.
5.23.17	Brewpublic	16 th Annual Pacific Northwest Brew Cup returns September 22-24, 2017	An article on the Pacific Northwest Brew Cup includes the history and details of the event	Link	7,800	Misc.
5.26.17	PDX Beer Girl	Reach Break Brewing	A blog post highlights Reach Break Brewing, Astoria's newest addition to the North Coast Craft Beer Trail	Link	1,100	Pitch, Visit
5.27.17	OregonLive	14 ideas for keeping the classical musical vibe going this summer	A roundup of classical music events happening this summer includes the Astoria Music Festival	Link	2,425,570	Misc.
6.2.17	<i>The Oregonian</i>	Summer music preview	A roundup of classical music events happening this summer includes the Astoria Music Festival	Print	178,936	Misc.
6.5.17	Los Angeles Times	One bad experience and I was ready to turn my back on the Oregon coast. But that was before James Beard taught me to love it.	An article on a writer's visit to the Oregon Coast includes the Astoria Sunday Market, Baked Alaska, Ecola State Park and Cannery Pier Hotel & Spa	Link	19,300,395	Misc.

Date	Media Outlet	Title	Description	Link	Circulation	Initiative
6.9.17	Los Angeles Times	Cannon Beach captures the best of Oregon's Coast	A guide to summer road trips includes a stop at Astoria, including, Fort Stevens, Fort Clatsop, Columbia River Maritime Museum, Astoria Column and Lewis and Clark National Historic Park	Link	19,300,395	Relationship
6.17.17	Only in Your State	11 wildly famous restaurants in Oregon that are totally worth the hullabaloo	A roundup of Oregon's most famous restaurants includes Bowpicker	Link	975,480	Misc.
6.19.17	Cheapism	20 beach vacation spots where time stands still	A slideshow of great beach vacation spots throughout the U.S. includes Astoria	Link	74,430	Misc.
6.26.17	Invaluable	The 10 most charming cities in the U.S.	A roundup of charming U.S. cities includes Astoria, mentioning the Bowpicker, Astoria Riverwalk and Street 14 Café	Link	359,970	Misc.
6.30.17	Thrillist	The best small towns to visit in Oregon this summer	A roundup of small towns in Oregon includes Astoria, recommending The Commodore, Inferno Lounge and Buoy Beer	Link	7,046,095	Relationship
6.30.17	Northwest Travel + Life	Bed and Brew: B&Bs near brewpubs in the PNW	An article on bed & breakfasts near breweries includes WindWater B&B and Buoy Beer	Link	9,180	Visit
6.30.17	<i>Northwest Travel + Life</i>	Bed and Brew: B&Bs near brewpubs in the PNW	An article on bed & breakfasts near breweries includes WindWater B&B and Buoy Beer	Print	40,000	Visit

Coverage Log Initiative Categories

- Pitch: the story was pitched by Maxwell PR, or the writer received a press release, media advisory or e-newsletter from Maxwell PR
- Visit: Maxwell PR or the Chamber worked with a visiting writer to secure Astoria travel arrangements, create itineraries and/or suggest Astoria activities
- Relationship: Although the specific story may not have been pitched by Maxwell PR, our relationship and ongoing communication with the writer may have provided background or interest in writing the story
- Misc.: Maxwell PR did not directly work with the writer to obtain this coverage; however, because we're in communication with many of these writers, we consider miscellaneous coverage to also be a good indicator of an effective program

Astoria-Warrenton Area Chamber of Commerce

June Report (7/14/2017)

Actual	Actual Year	Current Full	Prior Year	Prior Year	Prior Year	Prior Full	Proposed	\$ Diff	Act YTD %
Month	to Date	Year Budget	Month	to Date	Budget	Year Actual	Budget	Actl YTD from	of Budget
June '17	2016 - 2017	2016-2017	June '16	2015 - 2016	2015-2016	2015-2016	2017 - 2018	Prior YTD	2016-2017

INCOME

Chamber Merchandise Sales

General Merchandise	\$ 1,706.30	\$ 12,231.94	\$ 12,500.00	\$ 846.70	\$ 10,786.95	\$ 20,000.00	\$ 10,786.95	\$ 12,000.00	\$ 1,444.99	97.86%
Goonie Merchandise	\$ 8,514.00	\$ 46,971.59	\$ 45,000.00	\$ 6,411.50	\$ 52,816.70	\$ 30,000.00	\$ 52,816.70	\$ 50,000.00	\$ (5,845.11)	104.38%
PayPal/On-Line Sales	\$ 1,214.12	\$ 7,273.86	\$ -	\$ 884.00	\$ 3,762.00	\$ -	\$ 3,762.00	\$ 5,000.00	\$ 3,511.86	0.00%
Total Merchandise Sales	\$ 11,434.42	\$ 66,477.39	\$ 57,500.00	\$ 8,142.20	\$ 67,365.65	\$ 50,000.00	\$ 67,365.65	\$ 67,000.00	\$ (888.26)	115.61%

Festivals and Events Income

Annual Banquet	\$ -	\$ 12,230.00	\$ 12,500.00	\$ -	\$ 12,513.00	\$ 13,000.00	\$ 12,513.00	\$ 12,500.00	\$ (283.00)	97.84%
Crab Festival Income	\$ 105.00	\$ 288,631.56	\$ 290,000.00	\$ -	\$ 307,628.50	\$ 275,000.00	\$ 307,628.50	\$ 300,000.00	\$ (18,996.94)	99.53%
Fireworks Income	\$ -	\$ 5,000.00	\$ 5,000.00	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ -	100.00%
Goonies	\$ -	\$ 1,960.00	\$ 2,500.00	\$ 430.00	\$ 455.00	\$ 10,000.00	\$ 455.00	\$ 2,500.00	\$ 1,505.00	78.40%
GCX	\$ -	\$ 173,490.28	\$ 170,000.00	\$ -	\$ 166,247.00	\$ 168,000.00	\$ 166,247.00	\$ 175,000.00	\$ 7,243.28	102.05%
UnWined	\$ -	\$ 9,753.00	\$ 11,000.00	\$ -	\$ 10,621.00	\$ 10,000.00	\$ 10,621.00	\$ 10,000.00	\$ (868.00)	88.66%
Total Events Income	\$ 105.00	\$ 491,064.84	\$ 491,000.00	\$ 430.00	\$ 502,464.50	\$ 481,000.00	\$ 502,464.50	\$ 505,000.00	\$ (11,399.66)	100.01%

LCTC-OH Expense Transfer	\$ -	\$ 11,612.51	\$ 10,000.00	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 1,612.51	116.13%
Member Sponsors	\$ (90.00)	\$ 35,780.30	\$ 45,000.00	\$ -	\$ 46,420.00	\$ 45,000.00	\$ 46,420.00	\$ 45,000.00	\$ (10,639.70)	79.51%
Miscellaneous Income	\$ -	\$ 60.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 60.00	0.00%

Revenues

City of Astoria	\$ 10,416.66	\$ 124,999.92	\$ 125,000.00	\$ 10,416.67	\$ 125,000.04	\$ 125,000.00	\$ 125,000.04	\$ 125,000.00	\$ (0.12)	100.00%
City of Warrenton	\$ -	\$ 43,520.45	\$ 35,000.00	\$ 4,223.85	\$ 39,650.28	\$ 35,000.00	\$ 39,650.28	\$ 39,000.00	\$ 3,870.17	124.34%
Donations	\$ 278.27	\$ 13,249.09	\$ 1,800.00	\$ 156.55	\$ 1,574.36	\$ 1,500.00	\$ 1,574.36	\$ 2,000.00	\$ 11,674.73	736.06%
Interest/Dividends	\$ 9.39	\$ 27.25	\$ 300.00	\$ 7.74	\$ 212.14	\$ 300.00	\$ 212.14	\$ 1,000.00	\$ (184.89)	9.08%
Membership Dues	\$ 7,343.00	\$ 107,327.08	\$ 105,000.00	\$ 7,708.00	\$ 104,012.00	\$ 100,000.00	\$ 104,012.00	\$ 110,000.00	\$ 3,315.08	102.22%
Product Services	\$ 150.00	\$ 11,875.00	\$ 8,000.00	\$ 190.00	\$ 8,605.00	\$ 20,000.00	\$ 8,605.00	\$ 10,000.00	\$ 3,270.00	148.44%
State Park Pass	\$ 555.00	\$ 3,595.00	\$ 3,700.00	\$ 445.00	\$ 3,660.00	\$ 3,500.00	\$ 3,660.00	\$ 3,000.00	\$ (65.00)	97.16%
State Welcome Center	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Web Sales/Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Total Revenue	\$ 18,752.32	\$ 304,593.79	\$ 278,800.00	\$ 23,147.81	\$ 282,713.82	\$ 285,300.00	\$ 282,713.82	\$ 290,000.00	\$ 21,879.97	109.25%

Total Income	\$ 30,201.74	\$ 909,588.83	\$ 882,300.00	\$ 31,720.01	\$ 908,963.97	\$ 871,300.00	\$ 908,963.97	\$ 917,000.00	\$ 624.86	103.09%
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June Report (7/14/2017)

Actual	Actual Year	Current Full	Prior Year	Prior Year	Prior Year	Prior Full	Proposed	\$ Diff	Act YTD %
Month	to Date	Year Budget	Month	to Date	Budget	Year Actual	Budget	Actl YTD from	of Budget
June '17	2016 - 2017	2016-2017	June '16	2015 - 2016	20 15-2016	20 15-2016	2017 - 2018	Prior YTD	2016-2017

COST OF GOODS SOLD

Cost Of Merchandise Sold

General Merchandise	\$ (45,965.30)	\$ (39,745.22)	\$ 10,000.00	\$ 441.40	\$ 5,351.98	\$ 10,000.00	\$ 5,351.98	\$ 6,000.00	\$ (45,097.20)	-397.45%
Goonies	\$ 174.00	\$ 17,059.98	\$ 16,000.00	\$ 14,155.23	\$ 24,005.52	\$ 16,000.00	\$ 24,005.52	\$ 20,000.00	\$ (6,945.54)	106.62%
On-Line Sales	\$ 186.49	\$ 1,694.06	\$ -	\$ 78.45	\$ 870.82	\$ -	\$ 870.82	\$ 2,000.00	\$ 823.24	0.00%
Total Cost of Goods Sold	\$ (45,604.81)	\$ (20,991.18)	\$ 26,000.00	\$ 14,675.08	\$ 30,228.32	\$ 26,000.00	\$ 30,228.32	\$ 28,000.00	\$ (51,219.50)	-80.74%

GROSS PROFIT

	\$ 75,806.55	\$ 930,580.01	\$ 856,300.00	\$ 17,044.93	\$ 878,735.65	\$ 845,300.00	\$ 878,735.65	\$ 889,000.00	\$ 51,844.36	108.67%
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EXPENSE

Administration

Accounting & Legal	\$ -	\$ 2,800.00	\$ 2,700.00	\$ -	\$ 2,500.00	\$ 2,700.00	\$ 2,500.00	\$ 2,800.00	\$ 300.00	103.70%
Advertising		\$ 2,341.68	\$ 2,500.00	\$ 427.00	\$ 2,172.00	\$ 2,500.00	\$ 2,172.00	\$ 2,000.00	\$ 169.68	93.67%
Bank & Credit Card Charges	\$ 437.46	\$ 1,896.94	\$ 2,000.00	\$ 499.66	\$ 3,230.82	\$ 2,000.00	\$ 3,230.82	\$ 2,000.00	\$ (1,333.88)	94.85%
Computer Support	\$ 668.75	\$ 4,499.00	\$ 5,500.00	\$ 275.00	\$ 3,300.00	\$ 3,700.00	\$ 3,300.00	\$ 3,500.00	\$ 1,199.00	81.80%
Copy Machine Lease	\$ 29.74	\$ 854.71	\$ 2,200.00	\$ 66.77	\$ 1,246.28	\$ 2,200.00	\$ 1,246.28	\$ 2,000.00	\$ (391.57)	38.85%
Office Equipment	\$ -	\$ 4,385.00	\$ 1,000.00	\$ 163.99	\$ 10,733.97	\$ -	\$ 10,733.97	\$ 5,000.00	\$ (6,348.97)	438.50%
Storage Rental	\$ 200.00	\$ 3,480.00	\$ 3,400.00	\$ 100.00	\$ 3,715.50	\$ 3,800.00	\$ 3,715.50	\$ 3,700.00	\$ (235.50)	102.35%
Supplies	\$ 458.61	\$ 4,242.74	\$ 6,000.00	\$ 649.70	\$ 4,474.62	\$ 6,000.00	\$ 4,474.62	\$ 5,000.00	\$ (231.88)	70.71%
Total Administration	\$ 1,794.56	\$ 24,500.07	\$ 25,300.00	\$ 2,182.12	\$ 31,373.19	\$ 22,900.00	\$ 31,373.19	\$ 26,000.00	\$ (6,873.12)	96.84%

Board & Staff Support

Board & Staff Support	\$ 113.58	\$ 1,997.15	\$ 2,500.00	\$ 94.57	\$ 3,078.79	\$ 2,500.00	\$ 3,078.79	\$ 2,500.00	\$ (1,081.64)	79.89%
Board Meeting	\$ -	\$ 518.75	\$ 800.00	\$ -	\$ 695.60	\$ 1,000.00	\$ 695.60	\$ 800.00	\$ (176.85)	64.84%
Board Retreat	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 500.00	\$ -	\$ 250.00	\$ -	0.00%
Conference-Seminars-Training	\$ -	\$ 2,955.86	\$ 2,000.00	\$ -	\$ 1,303.02	\$ 4,000.00	\$ 1,303.02	\$ 2,500.00	\$ 1,652.84	147.79%
Dues & Subscriptions	\$ 400.00	\$ 1,921.50	\$ 2,300.00	\$ -	\$ 1,812.43	\$ 2,300.00	\$ 1,812.43	\$ 2,000.00	\$ 109.07	83.54%
Insurance, D & O	\$ -	\$ 1,081.00	\$ 1,500.00	\$ -	\$ 1,081.00	\$ 1,500.00	\$ 1,081.00	\$ 1,500.00	\$ -	72.07%
Mileage	\$ -	\$ 1,037.40	\$ 1,000.00	\$ 23.76	\$ 580.87	\$ 800.00	\$ 580.87	\$ 1,000.00	\$ 456.53	103.74%
Total Board & Staff Support	\$ 513.58	\$ 10,511.66	\$ 10,300.00	\$ 118.33	\$ 8,551.71	\$ 12,600.00	\$ 8,551.71	\$ 10,550.00	\$ 1,959.95	102.05%

Festivals & Events

Banquet Expense	\$ 5.14	\$ 9,073.98	\$ 9,500.00	\$ 10.00	\$ 9,377.58	\$ 11,000.00	\$ 9,377.58	\$ 9,500.00	\$ (303.60)	95.52%
Crab Festival	\$ 1,229.65	\$ 208,428.50	\$ 185,000.00	\$ 2,952.09	\$ 183,638.05	\$ 185,000.00	\$ 183,638.05	\$ 195,000.00	\$ 24,790.45	112.66%
Fireworks	\$ -	\$ 5,988.69	\$ 11,000.00	\$ -	\$ 10,994.55	\$ 11,500.00	\$ 10,994.55	\$ 11,000.00	\$ (5,005.86)	54.44%
Goonies	\$ 31.00	\$ 1,665.51	\$ 2,500.00	\$ 505.50	\$ 1,823.77	\$ 10,000.00	\$ 1,823.77	\$ 2,500.00	\$ (158.26)	66.62%
Great Columbia Crossing	\$ 658.98	\$ 112,801.72	\$ 90,000.00	\$ 632.91	\$ 93,937.31	\$ 100,000.00	\$ 93,937.31	\$ 110,000.00	\$ 18,864.41	125.34%
Unwined	\$ -	\$ 9,744.05	\$ 10,000.00	\$ -	\$ 9,509.07	\$ 7,000.00	\$ 9,509.07	\$ 10,000.00	\$ 234.98	97.44%
Total Festivals/Events	\$ 1,924.77	\$ 347,702.45	\$ 308,000.00	\$ 4,100.50	\$ 309,280.33	\$ 324,500.00	\$ 309,280.33	\$ 338,000.00	\$ 38,422.12	112.89%

Actual	Actual Year	Current Full	Prior Year	Prior Year	Prior Year	Prior Full	Proposed	\$ Diff	Act YTD %
Month	to Date	Year Budget	Month	to Date	Budget	Year Actual	Budget	Actl YTD from	of Budget
June '17	2016 - 2017	2016-2017	June '16	2015 - 2016	20 15-2016	20 15-2016	2017 - 2018	Prior YTD	2016-2017

Member Services

BAH & BBQ	\$ 50.00	\$ 1,837.06	\$ 2,000.00	\$ -	\$ 253.80	\$ 3,800.00	\$ 253.80	\$ 2,000.00	\$ 1,583.26	91.85%
Chamber Circle	\$ -	\$ 763.00	\$ 1,500.00	\$ 65.50	\$ 1,196.62	\$ 1,000.00	\$ 1,196.62	\$ 1,500.00	\$ (433.62)	50.87%
ChamberMaster	\$ -	\$ 3,125.00	\$ 3,000.00	\$ -	\$ 2,976.00	\$ 3,000.00	\$ 2,976.00	\$ 3,200.00	\$ 149.00	104.17%
Education	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ 1,000.00	\$ -	0.00%
Meals/Entertain/Recog/Adv	\$ -	\$ 98.50	\$ 1,000.00	\$ 112.42	\$ 369.02	\$ 1,000.00	\$ 369.02	\$ 1,000.00	\$ (270.52)	9.85%
Membership Commissions/Disc	\$ -	\$ 800.00	\$ 1,000.00	\$ -	\$ 850.00	\$ 1,000.00	\$ 850.00	\$ 1,000.00	\$ (50.00)	80.00%
Membership Plaques/Decals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ -	0.00%
Product Services	\$ 444.80	\$ 5,579.80	\$ 15,000.00	\$ 462.75	\$ 10,948.45	\$ 10,000.00	\$ 10,948.45	\$ 10,000.00	\$ (5,368.65)	37.20%
Total Member Services	\$ 494.80	\$ 12,237.92	\$ 23,500.00	\$ 640.67	\$ 16,593.89	\$ 21,800.00	\$ 16,593.89	\$ 19,700.00	\$ (4,355.97)	52.08%

Member Sponsorship	\$ -	\$ (24.00)	\$ 11,000.00	\$ -	\$ 17,806.22	\$ 10,000.00	\$ 17,806.22	\$ 17,000.00	\$ (17,830.22)	-0.22%
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Personnel Expenses

Payroll Taxes	\$ 3,259.10	\$ 29,234.93	\$ 30,000.00	\$ 3,502.34	\$ 31,274.44	\$ 29,000.00	\$ 31,274.44	\$ 30,000.00	\$ (2,039.51)	97.45%
Wages	\$ 37,788.70	\$ 338,937.12	\$ 350,000.00	\$ 39,991.44	\$ 358,494.18	\$ 334,000.00	\$ 358,494.18	\$ 345,000.00	\$ (19,557.06)	96.84%
Workers Compensation	\$ -	\$ 630.27	\$ 1,000.00	\$ -	\$ 797.35	\$ 1,000.00	\$ 797.35	\$ 1,000.00	\$ (167.08)	63.03%
Total Personnel Expenses	\$ 41,047.80	\$ 368,802.32	\$ 381,000.00	\$ 43,493.78	\$ 390,565.97	\$ 364,000.00	\$ 390,565.97	\$ 376,000.00	\$ (21,763.65)	96.80%

Physical Plant

Insurance, Fire & Other	\$ -	\$ 1,411.00	\$ 1,500.00	\$ -	\$ 1,377.00	\$ 1,500.00	\$ 1,377.00	\$ 1,500.00	\$ 34.00	94.07%
Repair & Maintenance	\$ 240.00	\$ 7,227.70	\$ 15,000.00	\$ 896.93	\$ 8,389.61	\$ 20,000.00	\$ 8,389.61	\$ 10,000.00	\$ (1,161.91)	48.18%
Lease of Chamber Land	\$ -	\$ -	\$ 1.00	\$ 50.00	\$ 50.00	\$ 1.00	\$ 50.00	\$ 1.00	\$ (50.00)	0.00%
Taxes-Property	\$ -	\$ 6,642.47	\$ 6,500.00	\$ -	\$ 6,295.88	\$ 6,500.00	\$ 6,295.88	\$ 6,700.00	\$ 346.59	102.19%
Telephone/Broadband	\$ 467.70	\$ 5,491.83	\$ 5,400.00	\$ 454.78	\$ 5,426.76	\$ 4,500.00	\$ 5,426.76	\$ 5,500.00	\$ 65.07	101.70%
Utilities	\$ 998.34	\$ 7,691.46	\$ 7,500.00	\$ 1,116.48	\$ 7,830.04	\$ 7,500.00	\$ 7,830.04	\$ 7,500.00	\$ (138.58)	102.55%
Website	\$ -	\$ 2,410.00	\$ 2,500.00	\$ -	\$ 731.84	\$ 2,500.00	\$ 731.84	\$ 2,000.00	\$ 1,678.16	96.40%
Building Expansion	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Total Physical Plant	\$ 1,706.04	\$ 30,874.46	\$ 38,401.00	\$ 2,518.19	\$ 30,101.13	\$ 42,501.00	\$ 30,101.13	\$ 33,201.00	\$ 773.33	80.40%

Property & Equipment

Astoria-Warrenton Kiosks	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Bldg. Improvements	\$ -	\$ -	\$ -	\$ -	\$ 1,892.00	\$ 5,000.00	\$ 1,892.00	\$ 30,000.00	\$ (1,892.00)	0.00%
Computer System/Software	\$ -	\$ 1,050.00	\$ 11,000.00	\$ -	\$ 963.70	\$ 3,000.00	\$ 963.70	\$ 2,000.00	\$ 86.30	9.55%
Office Equipment	\$ -	\$ -	\$ 3,000.00	\$ -	\$ 269.99	\$ 3,000.00	\$ 269.99	\$ 2,000.00	\$ (269.99)	0.00%
Total Property & Equipment	\$ -	\$ 1,050.00	\$ 14,000.00	\$ -	\$ 3,125.69	\$ 11,000.00	\$ 3,125.69	\$ 34,000.00	\$ (2,075.69)	7.50%

June Report (7/14/2017)

Actual Month	Actual Year to Date	Current Full Year Budget	Prior Year Month	Prior Year to Date	Prior Year Budget	Prior Full Year Actual	Proposed Budget	\$ Diff	Actl YTD from Prior YTD	Act YTD % of Budget
June '17	2016 - 2017	2016-2017	June '16	2015 - 2016	2015-2016	2015-2016	2017 - 2018			2016-2017

Special Services

Community & Services	\$ 100.00	\$ 1,782.33	\$ 1,500.00	\$ 100.00	\$ 1,539.00	\$ 1,500.00	\$ 1,539.00	\$ 1,500.00	\$ 243.33	118.82%
Director's Discretionary Fund	\$ -	\$ 2,274.00	\$ 1,000.00	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,000.00	\$ 1,774.00	227.40%
Economic Development	\$ -	\$ 1,026.00	\$ 1,500.00	\$ -	\$ 1,251.00	\$ 1,500.00	\$ 1,251.00	\$ 1,500.00	\$ (225.00)	68.40%
Volunteer Support/Recog	\$ -	\$ 1,259.37	\$ 2,000.00	\$ -	\$ 389.40	\$ 2,000.00	\$ 389.40	\$ 1,000.00	\$ 869.97	62.97%
Total Special Services	\$ 100.00	\$ 6,341.70	\$ 6,000.00	\$ 100.00	\$ 3,679.40	\$ 5,500.00	\$ 3,679.40	\$ 6,000.00	\$ 2,662.30	105.70%

State Park Pass Expense	\$ 379.00	\$ 2,111.00	\$ 2,500.00	\$ 243.00	\$ 2,161.00	\$ 2,500.00	\$ 2,161.00	\$ 2,500.00	\$ (50.00)	84.44%
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Visitors Service

Brochures, Guides & Maps	\$ -	\$ 12,550.75	\$ 10,000.00	\$ -	\$ 2,813.00	\$ 15,000.00	\$ 2,813.00	\$ 10,000.00	\$ 9,737.75	125.51%
Gift Basket Expense	\$ 181.00	\$ 1,756.54	\$ 1,500.00	\$ 201.78	\$ 951.73	\$ 1,500.00	\$ 951.73	\$ 1,500.00	\$ 804.81	117.10%
Office Supplies	\$ 1,035.99	\$ 5,675.09	\$ 500.00	\$ -	\$ 11.55	\$ 500.00	\$ 11.55	\$ 3,000.00	\$ 5,663.54	1135.02%
Postage	\$ 1,006.65	\$ 11,315.23	\$ 14,000.00	\$ 1,051.35	\$ 14,655.13	\$ 12,000.00	\$ 14,655.13	\$ 10,000.00	\$ (3,339.90)	80.82%
Trolley GPS	\$ 22.99	\$ 285.35	\$ 500.00	\$ 6.70	\$ 139.79	\$ 500.00	\$ 139.79	\$ 300.00	\$ 145.56	57.07%
Total Visitor Services	\$ 2,246.63	\$ 31,582.96	\$ 26,500.00	\$ 1,259.83	\$ 18,571.20	\$ 29,500.00	\$ 18,571.20	\$ 24,800.00	\$ 13,011.76	119.18%

TOTAL EXPENSES	\$ 50,207.18	\$ 835,690.54	\$ 846,501.00	\$ 54,656.42	\$ 831,809.73	\$ 846,801.00	\$ 831,809.73	\$ 887,751.00	\$ 3,880.81	98.72%
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NET INCOME	\$ 25,599.37	\$ 94,889.47	\$ 9,799.00	\$ (37,611.49)	\$ 46,925.92	\$ (1,501.00)	\$ 46,925.92	\$ 74,500.00	\$ 47,963.55	968.36%
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June Report (7/14/2017)

Actual	Actual Year	Current Full	Prior Year	Prior Year	Prior Year	Prior Full	Proposed	\$ Diff	Act YTD %
Month	to Date	Year Budget	Month	to Date	Budget	Year Actual	Budget	Actl YTD from	of Budget
June '17	2016 - 2017	2016-2017	June '16	2015 - 2016	20 15-2016	20 15-2016	2017 - 2018	Prior YTD	2016-2017

Product Services Includes	Income	Expenses
Chamber Checks	\$ -	\$ -
Equipment Rental	\$ -	\$ -
Membership Labels	\$ -	\$ -
Membership Directory	\$ -	\$ -
Membership Mailing List	\$ -	\$ -
Newsletter Business Card Ads		\$ -
Newsletter Inserts	\$ 150.00	\$ 444.80
Relocation Packet	\$ -	\$ -
Visitor Guide Advertisement	\$ -	\$ -
Waved Fees	\$ -	\$ -
Web Sales/Advertising	\$ -	\$ -
	\$ 150.00	\$ 444.80

	30-Jun-17	30-Jun-16	Difference
Chkg & Svgs	\$ 97,445.72	\$ 96,363.39	\$ 1,082.33
A/R	\$ 42,817.50	\$ 60,647.67	\$ (17,830.17)
A/P	\$ 24,382.02	\$ 33,398.38	\$ (9,016.36)

AWACC-Lower Columbia Tourism Committee (LCTC)

June Report (7/18/17)	Actual	Actual Year	Current Full	Prior Year	Prior Year	Prior Year	Prior Full	\$ Diff	Act YTD %
	Month	to Date	Year Budget	Month	to Date	Budget	Year Actual	Actl YTD from	of Budget
	June '17	2016 - 2017	2016 - 2017	June '16	2015 - 2016	2015-2016	2016-2016	Prior YTD	2016 - 2017

Income

TRT- City of Astoria	\$ 15,062.50	\$ 180,750.00	\$ 180,750.00	\$ 15,062.50	\$ 180,750.00	\$ 171,000.00	\$ 180,750.00	\$ -	100.00%
TRT - City of Warrenton	\$ -	\$ 50,674.52	\$ 40,000.00	\$ 4,918.15	\$ 46,168.09	\$ 30,000.00	\$ 46,168.09	\$ 4,506.43	126.69%
Miscellaneous	\$ -	\$ -	\$ 22,000.00	\$ -	\$ -	\$ 3,500.00	\$ -	\$ -	0.00%
Coop Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Total Income	\$ 15,062.50	\$ 231,424.52	\$ 242,750.00	\$ 19,980.65	\$ 226,918.09	\$ 204,500.00	\$ 226,918.09	\$ 4,506.43	95.33%

Marketing Expenses

Administration

Postage/Phone/Office	\$ -	\$ 10,000.00	\$ 10,000.00	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	100.00%
Bank Charges	\$ -	\$ 143.14	\$ 100.00	\$ -	\$ -	\$ 100.00	\$ -	\$ 143.14	143.14%

\$ -

Maxwell PR Marketing Services	\$ 3,065.49	\$ 76,259.40	\$ 75,700.00	\$ 6,880.00	\$ 73,528.24	\$ 75,000.00	\$ 73,528.24	\$ 2,731.16	100.74%
Oregon North Coast	\$ 660.00	\$ 25,008.00	\$ 30,000.00	\$ 110.50	\$ 24,809.85	\$ 20,000.00	\$ 24,809.85		
Robeson Communication	\$ 8,425.00	\$ 99,487.40	\$ 92,000.00	\$ 10,275.00	\$ 95,591.80	\$ 92,500.00	\$ 95,591.80	\$ 3,895.60	108.14%
Marketing Support/Misc.	\$ 699.56	\$ 8,636.19	\$ 16,950.00	\$ -	\$ 4,295.79	\$ 1,900.00	\$ 4,295.79	\$ 4,340.40	50.95%
Meeting Planners		\$ 6,032.19	\$ 8,000.00	\$ -	\$ 4,225.93	\$ 3,500.00	\$ 4,225.93	\$ 1,806.26	75.40%
Website Maintenance	\$ 500.00	\$ 5,410.51	\$ 10,000.00	\$ 556.25	\$ 5,212.78	\$ 1,500.00	\$ 5,212.78	\$ 197.73	54.11%
Total Expenses	\$ 13,350.05	\$ 230,976.83	\$ 242,750.00	\$ 17,821.75	\$ 217,664.39	\$ 204,500.00	\$ 217,664.39	\$ 13,312.44	95.15%

Net Income

	\$ 1,712.45	\$ 447.69	\$ -	\$ 2,158.90	\$ 9,253.70	\$ -	\$ 9,253.70	\$ (8,806.01)	
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	2016 - 2017	2015 - 2016	Difference
Checking & Savings	\$ 59,812.91	\$ 41,412.23	\$ 18,400.68
Accounts Receivable	\$ -	\$ 15,062.50	\$ (15,062.50)
Accounts Payable	\$ 3,085.49	\$ -	\$ 3,085.49

\$ -

9:30 AM

08/31/17

Accrual Basis

AWACC-LCTC
Balance Sheet
As of June 30, 2017

	<u>Jun 30, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
LCTC Checking	59,807.91
LCTC Share Savings-TLC	5.00
Total Checking/Savings	<u>59,812.91</u>
Other Current Assets	
Undeposited Funds	195.00
Total Other Current Assets	<u>195.00</u>
Total Current Assets	<u>60,007.91</u>
TOTAL ASSETS	<u><u>60,007.91</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
LCTC Accounts Payable	3,085.49
Total Accounts Payable	<u>3,085.49</u>
Total Current Liabilities	<u>3,085.49</u>
Total Liabilities	<u>3,085.49</u>
Equity	
LCTC Net Assets	56,474.73
Net Income	447.69
Total Equity	<u>56,922.42</u>
TOTAL LIABILITIES & EQUITY	<u><u>60,007.91</u></u>

9:24 AM

08/31/17

Accrual Basis

AWACC-LCTC
Profit & Loss Detail
 June 2017

Type	Date	Num	Name	Memo	Amount
Income					
LCTC City of Astoria-TRT					
Invoice	06/30/2017	185	City of Astoria (C)	TRT for the month of June 2017	15,062.50
Total LCTC City of Astoria-TRT					15,062.50
Total Income					15,062.50
Expense					
Marketing Expenses					
Maxwell PR					
Bill	06/30/2017	2500	Maxwell PR	LCTC Brainstorming and Training	2,482.50
Bill	06/30/2017	2499	Maxwell PR	Media & Travel Expenses	582.99
Total Maxwell PR					3,065.49
Oregon's North Coast					
Bill	06/01/2017	17-122	Robeson Communic...	Expenses - 2016-17 Budget Sruplus ...	660.00
Total Oregon's North Coast					660.00
Robeson Communications					
Bill	06/01/2017	17-124	Robeson Communic...	Planning, Content Development, Cre...	3,000.00
Bill	06/01/2017	17-124	Robeson Communic...	Photography and Porduction	75.00
Bill	06/01/2017	17-124	Robeson Communic...	Content Advertising (2016 - 2017)	5,350.00
Total Robeson Communications					8,425.00
Total Marketing Expenses					12,150.49
Marketing Support/Miscellaneous					
Bill	06/04/2017	101-787	Perfect Pitch Enterp...	1/8th page ad - 2017 Editgion 101 Th...	699.00
Bill	06/08/2017	21101	AWACC	Lunch Picked up from Fred Meyer for...	74.97
Invoice	06/21/2017	184	Maxwell PR (C)	Marketing Opportunities - The Uptow...	-30.00
Invoice	06/21/2017	184	Maxwell PR (C)	Marketing Opportunities - Silver Salm...	-50.00
Invoice	06/21/2017	184	Maxwell PR (C)	Marketing Opportunities - Carruthers...	-40.00
Invoice	06/21/2017	184	Maxwell PR (C)	Marketing Opportunities - Bridgewater...	-75.00
Bill	06/21/2017	inv # 210...	AWACC	The Uptown Cafe Gift Cert	30.00
Bill	06/21/2017	inv # 210...	AWACC	Silver Salmon Grille Gift Cert	50.00
Bill	06/21/2017	inv # 210...	AWACC	Carruthers Kitchen Gift Cert	40.00
Bill	06/21/2017	inv # 210...	AWACC	Bridgewater Bistro Gift Cert	75.00
Bill	06/27/2017	June 2017	Regina Willkie	5/31/17 - Milage to Cannon Beach- 4...	25.14
Bill	06/27/2017	June 2017	Regina Willkie	6/1/17 - Milage to Portland - 200 Mil...	107.00
Bill	06/27/2017	June 2017	Regina Willkie	Receipt for Parking downtown	12.00
Bill	06/27/2017	June 2017	Regina Willkie	Receipt - Drink at coffeeship during ...	5.00
Bill	06/27/2017	June 2017	Regina Willkie	Receipt - Dinner before leaving town	6.45
Credit	06/30/2017	11850	AWACC	Two transactions for this bill see atta...	-230.00
Total Marketing Support/Miscellaneous					699.56
Website Maintenance					
Bill	06/12/2017	AW-17-1...	Cascade Web Devel...	Website Development - Quarterly Re...	250.00
Bill	06/30/2017	AW-17-3...	Cascade Web Devel...	Website Development - Quarterly Re...	250.00
Total Website Maintenance					500.00
Total Expense					13,350.05
Net Income					1,712.45

AWACC-LCTC
Profit & Loss
July 2016 through June 2017

	Jul '16 - Jun 17
Income	
LCTC City of Astoria-TRT	180,750.00
LCTC City of Warrenton-TRT	50,674.52
Total Income	231,424.52
Expense	
LCTC Operations	
Administration	
Bank Charges	143.14
Postage/Phone/Office Expense	10,000.00
Total Administration	10,143.14
Total LCTC Operations	10,143.14
Marketing Expenses	
Maxwell PR	76,259.40
Oregon's North Coast	25,008.00
Robeson Communications	99,487.40
Total Marketing Expenses	200,754.80
Marketing Support/Miscellaneous	8,636.19
Meeting Planners	6,032.19
Website Maintenance	5,410.51
Total Expense	230,976.83
Net Income	447.69

AWACC-Lower Columbia Tourism Committee (LCTC)

May Report (6/1/17)	Actual	Actual Year	Current Full	Prior Year	Prior Year	Prior Year	Prior Full	\$ Diff	Act YTD %
	Month	to Date	Year Budget	Month	to Date	Budget	Year Actual	Actl YTD from	of Budget
	May '17	2016 - 2017	2016 - 2017	May '16	2015 - 2016	2015-2016	2016-2016	Prior YTD	2016 - 2017

Income

TRT- City of Astoria	\$ 15,062.50	\$ 165,687.50	\$ 180,750.00	\$ 15,062.50	\$ 165,687.50	\$ 171,000.00	\$ 180,750.00	\$ -	91.67%
TRT - City of Warrenton	\$ 5,792.84	\$ 50,674.52	\$ 40,000.00	\$ -	\$ 41,249.94	\$ 30,000.00	\$ 46,168.09	\$ 9,424.58	126.69%
Miscellaneous	\$ -	\$ -	\$ 22,000.00	\$ -	\$ -	\$ 3,500.00	\$ -	\$ -	0.00%
Coop Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Total Income	\$ 20,855.34	\$ 216,362.02	\$ 242,750.00	\$ 15,062.50	\$ 206,937.44	\$ 204,500.00	\$ 226,918.09	\$ 9,424.58	89.13%

Marketing Expenses

Administration

Postage/Phone/Office		\$ 10,000.00	\$ 10,000.00	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	100.00%
Bank Charges	\$ -	\$ 143.14	\$ 100.00	\$ -	\$ -	\$ 100.00	\$ -	\$ 143.14	143.14%

\$ -

Maxwell PR Marketing Services	\$ 8,351.69	\$ 73,193.91	\$ 75,700.00	\$ 13,885.55	\$ 66,648.24	\$ 75,000.00	\$ 73,528.24	\$ 6,545.67	96.69%
Oregon North Coast	\$ 1,659.00	\$ 24,348.00	\$ 30,000.00	\$ -	\$ 24,699.35	\$ 20,000.00	\$ 24,809.85		
Robeson Communication	\$ 4,620.00	\$ 91,062.40	\$ 92,000.00	\$ -	\$ 85,316.80	\$ 92,500.00	\$ 95,591.80	\$ 5,745.60	98.98%
Marketing Support/Misc.	\$ 966.87	\$ 7,936.63	\$ 16,950.00	\$ 225.80	\$ 4,295.79	\$ 1,900.00	\$ 4,295.79	\$ 3,640.84	46.82%
Meeting Planners		\$ 6,032.19	\$ 8,000.00	\$ -	\$ 4,225.93	\$ 3,500.00	\$ 4,225.93	\$ 1,806.26	75.40%
Website Maintenance	\$ -	\$ 4,910.51	\$ 10,000.00	\$ -	\$ 4,656.53	\$ 1,500.00	\$ 5,212.78	\$ 253.98	49.11%
Total Expenses	\$ 15,597.56	\$ 217,626.78	\$ 242,750.00	\$ 14,111.35	\$ 199,842.64	\$ 204,500.00	\$ 217,664.39	\$ 17,784.14	89.65%
Net Income	\$ 5,257.78	\$ (1,264.76)	\$ -	\$ 951.15	\$ 7,094.80	\$ -	\$ 9,253.70	\$ (8,359.56)	

	2016 - 2017	2015 - 2016	Difference
Checking & Savings	\$ 49,228.16	\$ 45,363.33	\$ 3,864.83
Accounts Receivable	\$ 15,287.50	\$ 15,062.50	\$ 225.00
Accounts Payable	\$ 9,305.69	\$ 6,110.00	\$ 3,195.69

\$ -

AWACC-LCTC
Balance Sheet
 As of May 31, 2017

	May 31, 17
ASSETS	
Current Assets	
Checking/Savings	
LCTC Checking	49,223.16
LCTC Share Savings-TLC	5.00
Total Checking/Savings	49,228.16
Accounts Receivable	
Accounts Receivable	15,287.50
Total Accounts Receivable	15,287.50
Total Current Assets	64,515.66
TOTAL ASSETS	64,515.66
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
LCTC Accounts Payable	9,305.69
Total Accounts Payable	9,305.69
Total Current Liabilities	9,305.69
Total Liabilities	9,305.69
Equity	
LCTC Net Assets	56,474.73
Net Income	-1,264.76
Total Equity	55,209.97
TOTAL LIABILITIES & EQUITY	64,515.66

8:32 AM

08/31/17

Accrual Basis

AWACC-LCTC Profit & Loss Detail May 2017

Type	Date	Num	Name	Memo	Amount
Income					
LCTC City of Astoria-TRT					
Invoice	05/31/2017	183	City of Astoria (C)	TRT for the month of May 2017	15,062.50
Total LCTC City of Astoria-TRT					15,062.50
LCTC City of Warrenton-TRT					
Invoice	05/01/2017	182	City of Warrenton (C)	Transit Room Tax for the month of - ...	5,792.84
Total LCTC City of Warrenton-TRT					5,792.84
Total Income					20,855.34
Expense					
Marketing Expenses					
Maxwell PR					
Bill	05/31/2017	2470	Maxwell PR	Media and Blogger Relations	2,717.50
Bill	05/31/2017	2470	Maxwell PR	Content Development & Promotions	1,597.50
Bill	05/31/2017	2470	Maxwell PR	IMP Planning, Support and Reporting	645.00
Bill	05/31/2017	2470	Maxwell PR	Milage and Media Travel expenses	597.94
Bill	05/31/2017	2470	Maxwell PR	Media Database Subscription Exp	100.00
Bill	05/31/2017	2470	Maxwell PR	Visual Content Development Expenses	176.25
Bill	05/31/2017	2471	Maxwell PR	LCTC Brainstorming and Training	1,017.50
Bill	05/31/2017	2471	Maxwell PR	Expenses	1,500.00
Total Maxwell PR					8,351.69
Oregon's North Coast					
Bill	05/01/2017	17-117	Robeson Communic...	Professional Fees	0.00
Bill	05/01/2017	17-117	Robeson Communic...	Expenses	1,659.00
Total Oregon's North Coast					1,659.00
Robeson Communications					
Bill	05/01/2017	17-120	Robeson Communic...	Planning, Content Development, Cre...	3,000.00
Bill	05/01/2017	17-120	Robeson Communic...	Photography and Production	1,270.00
Bill	05/01/2017	17-120	Robeson Communic...	Content Advertising (2016 - 2017)	350.00
Total Robeson Communications					4,620.00
Total Marketing Expenses					14,630.69
Marketing Support/Miscellaneous					
Invoice	05/10/2017	181	Maxwell PR (C)	Marketing Opportunities- for purchas...	-225.00
Bill	05/10/2017	inv # 210...	AWACC	Cash Request to cover tips and smal...	125.00
Deposit	05/10/2017		Cash Sales	Expense check cashed for tips and s...	-50.00
Deposit	05/10/2017			Tips - No Receipt - Frite & Scoop, Ol...	50.00
Deposit	05/10/2017			Cash returned for deposit	-75.00
Bill	05/10/2017	inv # 210...	AWACC	Grand Hotel Salem OR - 2 rooms x 2...	554.00
Bill	05/15/2017	inv # 210...	AWACC	Baked Alaska Gift Cert - Meals for G...	100.00
Bill	05/15/2017	inv # 210...	AWACC	Buoy Beer - Meals for Guests (Charg...	50.00
Bill	05/15/2017	inv # 210...	AWACC	Fort George Brewery - Meals for Gue...	75.00
Bill	05/15/2017	inv # 210...	AWACC	Fernhill Glass - 2 ornament demos (...	80.00
Bill	05/18/2017	April Mil...	Regina Willkie	Milage to Salem - 270 Miles @ .535	144.45
Bill	05/18/2017	April Mil...	Regina Willkie	Milage - Errand and "tour guide" with...	6.42
Bill	05/18/2017	April Mil...	Regina Willkie	Lunch on the way there 5/10 Horse R...	15.00
Bill	05/18/2017	April Mil...	Regina Willkie	Dinner first night 5/10 - Bentley's	22.00
Bill	05/18/2017	inv # 210...	AWACC	OTTA - Raffle Tickets to support thei...	20.00
Bill	05/18/2017	inv # 210...	AWACC	Bid on Sient Auction for ODMO - OT...	75.00
Total Marketing Support/Miscellaneous					966.87
Total Expense					15,597.56
Net Income					5,257.78

8:46 AM

08/31/17

Accrual Basis

AWACC-LCTC
Profit & Loss
July 2016 through May 2017

	<u>Jul '16 - May 17</u>
Income	
LCTC City of Astoria-TRT	165,687.50
LCTC City of Warrenton-TRT	50,674.52
Total Income	<u>216,362.02</u>
Expense	
LCTC Operations	
Administration	
Bank Charges	143.14
Postage/Phone/Office Expense	10,000.00
Total Administration	<u>10,143.14</u>
Total LCTC Operations	10,143.14
Marketing Expenses	
Maxwell PR	73,193.91
Oregon's North Coast	24,348.00
Robeson Communications	91,062.40
Total Marketing Expenses	<u>188,604.31</u>
Marketing Support/Miscellaneous	7,936.63
Meeting Planners	6,032.19
Website Maintenance	4,910.51
Total Expense	<u>217,626.78</u>
Net Income	<u><u>-1,264.76</u></u>

AWACC-Lower Columbia Tourism Committee (LCTC)

April Report (05/01/17)

	Actual	Actual Year	Current Full	Prior Year	Prior Year	Prior Year	Prior Full	\$ Diff	Act YTD %
	Month	to Date	Year Budget	Month	to Date	Budget	Year Actual	Actl YTD from	of Budget
	April '17	2016 - 2017	2016 - 2017	April '16	2015 - 2016	2015-2016	2016-2016	Prior YTD	2016 - 2017

Income

TRT- City of Astoria	\$ 15,062.50	\$ 150,625.00	\$ 180,750.00	\$ 15,062.50	\$ 150,625.00	\$ 171,000.00	\$ 180,750.00	\$ -	83.33%
TRT - City of Warrenton		\$ 44,881.68	\$ 40,000.00	\$ -	\$ 41,249.94	\$ 30,000.00	\$ 46,168.09	\$ 3,631.74	112.20%
Miscellaneous	\$ -	\$ -	\$ 22,000.00	\$ -	\$ -	\$ 3,500.00	\$ -	\$ -	0.00%
Coop Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Total Income	\$ 15,062.50	\$ 195,506.68	\$ 242,750.00	\$ 15,062.50	\$ 191,874.94	\$ 204,500.00	\$ 226,918.09	\$ 3,631.74	80.54%

Marketing Expenses

Administration

Postage/Phone/Office		\$ 10,000.00	\$ 10,000.00	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	100.00%
Bank Charges	\$ 143.14	\$ 143.14	\$ 100.00	\$ -	\$ -	\$ 100.00	\$ -	\$ 143.14	143.14%

\$ -

Maxwell PR Marketing Services	\$ 6,285.54	\$ 64,842.22	\$ 75,700.00	\$ -	\$ 52,762.69	\$ 75,000.00	\$ 73,528.24	\$ 12,079.53	85.66%
Oregon North Coast	\$ 6,302.00	\$ 22,689.00	\$ 30,000.00	\$ 5,994.00	\$ 24,699.35	\$ 20,000.00	\$ 24,809.85		
Robeson Communication	\$ 5,999.00	\$ 86,442.40	\$ 92,000.00	\$ 23,236.65	\$ 85,316.80	\$ 92,500.00	\$ 95,591.80	\$ 1,125.60	93.96%
Marketing Support/Misc.	\$ 663.00	\$ 6,969.76	\$ 16,950.00	\$ 139.36	\$ 4,069.99	\$ 1,900.00	\$ 4,295.79	\$ 2,899.77	41.12%
Meeting Planners		\$ 6,032.19	\$ 8,000.00	\$ -	\$ 4,225.93	\$ 3,500.00	\$ 4,225.93	\$ 1,806.26	75.40%
Website Maintenance	\$ 125.00	\$ 4,910.51	\$ 10,000.00	\$ -	\$ 4,656.53	\$ 1,500.00	\$ 5,212.78	\$ 253.98	49.11%
Total Expenses	\$ 19,517.68	\$ 202,029.22	\$ 242,750.00	\$ 29,370.01	\$ 185,731.29	\$ 204,500.00	\$ 217,664.39	\$ 16,297.93	83.23%
Net Income	\$ (4,455.18)	\$ (6,522.54)	\$ -	\$ (14,307.51)	\$ 6,143.65	\$ -	\$ 9,253.70	\$ (12,666.19)	

	2016 - 2017	2015 - 2016	Difference
Checking & Savings	\$ 41,778.23	\$ 57,868.18	\$ (16,089.95)
Accounts Receivable	\$ -	\$ 15,062.50	\$ (15,062.50)
Accounts Payable	\$ 6,888.54	\$ 19,566.00	\$ (12,677.46)

\$ -

8:52 AM

08/31/17

Accrual Basis

AWACC-LCTC
Balance Sheet
As of April 30, 2017

	Apr 30, 17
ASSETS	
Current Assets	
Checking/Savings	
LCTC Checking	41,773.23
LCTC Share Savings-TLC	5.00
Total Checking/Savings	41,778.23
Other Current Assets	
Undeposited Funds	15,062.50
Total Other Current Assets	15,062.50
Total Current Assets	56,840.73
TOTAL ASSETS	56,840.73
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
LCTC Accounts Payable	6,888.54
Total Accounts Payable	6,888.54
Total Current Liabilities	6,888.54
Total Liabilities	6,888.54
Equity	
LCTC Net Assets	56,474.73
Net Income	-6,522.54
Total Equity	49,952.19
TOTAL LIABILITIES & EQUITY	56,840.73

8:55 AM

08/31/17

Accrual Basis

AWACC-LCTC
Profit & Loss Detail
April 2017

Type	Date	Num	Name	Memo	Amount
Income					
LCTC City of Astoria-TRT					
Invoice	04/30/2017	180	City of Astoria (C)	TRT for the month of April 2017	15,062.50
Total LCTC City of Astoria-TRT					15,062.50
Total Income					15,062.50
Expense					
LCTC Operations					
Administration					
Bank Charges					
Check	04/12/2017	EFT	TLC Federal Credit ...	New Checks printed 5750 - 5999	143.14
Total Bank Charges					143.14
Total Administration					143.14
Total LCTC Operations					143.14
Marketing Expenses					
Maxwell PR					
Bill	04/30/2017	2448	Maxwell PR	Media and Blogger Relations	3,412.50
Bill	04/30/2017	2448	Maxwell PR	Content Development & Promotions	2,252.50
Bill	04/30/2017	2448	Maxwell PR	IMP Planning, Support and Reporting	210.00
Bill	04/30/2017	2448	Maxwell PR	Milage and Media Travel expenses	310.54
Bill	04/30/2017	2448	Maxwell PR	Media Database Subscription Exp	100.00
Total Maxwell PR					6,285.54
Oregon's North Coast					
Bill	04/01/2017	17-112	Robeson Communic...	Professional Fees	1,350.00
Bill	04/01/2017	17-112	Robeson Communic...	Expenses	4,952.00
Total Oregon's North Coast					6,302.00
Robeson Communications					
Bill	04/01/2017	17-114	Robeson Communic...	Planning, Content Development, Cre...	3,000.00
Bill	04/01/2017	17-114	Robeson Communic...	Photography and Porduction	734.00
Bill	04/01/2017	17-114	Robeson Communic...	Content Advertising (2016 - 2017)	2,265.00
Total Robeson Communications					5,999.00
Total Marketing Expenses					18,586.54
Marketing Support/Miscellaneous					
Bill	04/01/2017	inv # 210...	AWACC	\$ to cover expenses before Crab Fest	25,000.00
Bill	04/18/2017	Gift Cards	AWACC	Fort George Gift Cert for 2 Traveling ...	30.00
Bill	04/18/2017	Gift Cards	AWACC	T.Pauls Gift Cert for 2 traveling Writers	30.00
Bill	04/30/2017	TV Prom...	AWACC	Coffee Girl Crab Fest TV Promo	19.00
Deposit	04/30/2017	6397	AWACC	\$\$\$ Returned to cover exp b4 crab	-25,000.00
Bill	04/30/2017	Our Coa...	The Daily Astorian	3/22 18V VG OC 1/8 page Vertical	584.00
Total Marketing Support/Miscellaneous					663.00
Website Maintenance					
Bill	04/10/2017	AW-17-1...	Cascade Web Devel...	Website Development - Inputting trac...	125.00
Total Website Maintenance					125.00
Total Expense					19,517.68
Net Income					-4,455.18

9:03 AM

08/31/17

Accrual Basis

AWACC-LCTC
Profit & Loss
July 2016 through April 2017

	Jul '16 - Apr 17
Income	
LCTC City of Astoria-TRT	150,625.00
LCTC City of Warrenton-TRT	44,881.68
Total Income	195,506.68
Expense	
LCTC Operations	
Administration	
Bank Charges	143.14
Postage/Phone/Office Expense	10,000.00
Total Administration	10,143.14
Total LCTC Operations	10,143.14
Marketing Expenses	
Maxwell PR	64,842.22
Oregon's North Coast	22,689.00
Robeson Communications	86,442.40
Total Marketing Expenses	173,973.62
Marketing Support/Miscellaneous	6,969.76
Meeting Planners	6,032.19
Website Maintenance	4,910.51
Total Expense	202,029.22
Net Income	-6,522.54

AWACC-Lower Columbia Tourism Committee (LCTC)

March Report (4/12/17)

	Actual	Actual Year	Current Full	Prior Year	Prior Year	Prior Year	Prior Full	\$ Diff	Act YTD %
	Month	to Date	Year Budget	Month	to Date	Budget	Year Actual	Actl YTD from	of Budget
	March '17	2016 - 2017	2016 - 2017	March '16	2015 - 2016	2015-2016	2016-2016	Prior YTD	2016 - 2017

Income

TRT- City of Astoria	\$ 15,062.50	\$ 135,562.50	\$ 180,750.00	\$ 15,062.50	\$ 165,687.50	\$ 171,000.00	\$ 180,750.00	\$ (30,125.00)	75.00%
TRT - City of Warrenton		\$ 44,881.68	\$ 40,000.00	\$ -	\$ 41,249.94	\$ 30,000.00	\$ 46,168.09	\$ 3,631.74	112.20%
Miscellaneous	\$ -	\$ -	\$ 22,000.00	\$ -	\$ -	\$ 3,500.00	\$ -	\$ -	0.00%
Coop Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Total Income	\$ 15,062.50	\$ 180,444.18	\$ 242,750.00	\$ 15,062.50	\$ 206,937.44	\$ 204,500.00	\$ 226,918.09	\$ (26,493.26)	74.33%

Marketing Expenses

Administration

Postage/Phone/Office		\$ 10,000.00	\$ 10,000.00	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	100.00%
Bank Charges	\$ -	\$ -	\$ 100.00	\$ -	\$ -	\$ 100.00	\$ -	\$ -	0.00%
					\$ -				

Maxwell PR Marketing Services	\$ 8,341.77	\$ 58,556.68	\$ 75,700.00	\$ 13,885.55	\$ 66,648.24	\$ 75,000.00	\$ 73,528.24	\$ (8,091.56)	77.35%
Oregon North Coast	\$ -	\$ 16,387.00	\$ 30,000.00	\$ -	\$ 24,699.35	\$ 20,000.00	\$ 24,809.85		
Robeson Communication	\$ 17,262.50	\$ 80,443.40	\$ 92,000.00	\$ -	\$ 62,080.15	\$ 92,500.00	\$ 95,591.80	\$ 18,363.25	87.44%
Marketing Support/Misc.	\$ 1,260.00	\$ 6,306.76	\$ 16,950.00	\$ 225.80	\$ 3,930.63	\$ 1,900.00	\$ 4,295.79	\$ 2,376.13	37.21%
Meeting Planners		\$ 6,032.19	\$ 8,000.00	\$ -	\$ 4,225.93	\$ 3,500.00	\$ 4,225.93	\$ 1,806.26	75.40%
Website Maintenance	\$ -	\$ 4,785.51	\$ 10,000.00	\$ -	\$ 4,656.53	\$ 1,500.00	\$ 5,212.78	\$ 128.98	47.86%
Total Expenses	\$ 26,864.27	\$ 182,511.54	\$ 242,750.00	\$ 14,111.35	\$ 176,240.83	\$ 204,500.00	\$ 217,664.39	\$ 6,270.71	75.18%
Net Income	\$ (11,801.77)	\$ (2,067.36)	\$ -	\$ 951.15	\$ 30,696.61	\$ -	\$ 9,253.70	\$ (32,763.97)	

	2016 - 2017	2015 - 2016	Difference
Checking & Savings	\$ 62,749.14	\$ 57,562.22	\$ 5,186.92
Accounts Receivable	\$ -	\$ 15,062.50	\$ (15,062.50)
Accounts Payable	\$ 8,341.77	\$ 4,952.53	\$ 3,389.24

\$ -

9:08 AM
04/12/17
Accrual Basis

AWACC-LCTC
Balance Sheet
As of March 31, 2017

	<u>Mar 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
LCTC Checking	62,744.14
LCTC Share Savings-TLC	5.00
Total Checking/Savings	<u>62,749.14</u>
Total Current Assets	<u>62,749.14</u>
TOTAL ASSETS	<u><u>62,749.14</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
LCTC Accounts Payable	8,341.77
Total Accounts Payable	<u>8,341.77</u>
Total Current Liabilities	<u>8,341.77</u>
Total Liabilities	8,341.77
Equity	
LCTC Net Assets	56,474.73
Net Income	-2,067.36
Total Equity	<u>54,407.37</u>
TOTAL LIABILITIES & EQUITY	<u><u>62,749.14</u></u>

9:01 AM

04/12/17

Accrual Basis

**AWACC-LCTC
Profit & Loss Detail
March 2017**

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Income								
LCTC City of Astoria-TRT								
Invoice	03/31/2017	179	City of Astoria (C)	TRT for the m...		Accounts Rece...	15,062.50	15,062.50
Total LCTC City of Astoria-TRT							<u>15,062.50</u>	<u>15,062.50</u>
Total Income							<u>15,062.50</u>	<u>15,062.50</u>
Expense								
Marketing Expenses								
Maxwell PR								
Bill	03/31/2017	2429	Maxwell PR	Media and Bl...		LCTC Account...	2,242.50	2,242.50
Bill	03/31/2017	2429	Maxwell PR	Content Devel...		LCTC Account...	2,932.50	5,175.00
Bill	03/31/2017	2429	Maxwell PR	Media Databa...		LCTC Account...	100.00	5,275.00
Bill	03/31/2017	2429	Maxwell PR	IMP Planning,...		LCTC Account...	2,895.00	8,170.00
Bill	03/31/2017	2429	Maxwell PR	Milage and M...		LCTC Account...	171.77	8,341.77
Total Maxwell PR							<u>8,341.77</u>	<u>8,341.77</u>
Robeson Communications								
Bill	03/01/2017	17-110	Robeson Communic...	Planning, Con...		LCTC Account...	3,000.00	3,000.00
Bill	03/01/2017	17-110	Robeson Communic...	Photography ...		LCTC Account...	2,097.50	5,097.50
Bill	03/01/2017	17-110	Robeson Communic...	Content Adve...		LCTC Account...	12,165.00	17,262.50
Total Robeson Communications							<u>17,262.50</u>	<u>17,262.50</u>
Total Marketing Expenses							<u>25,604.27</u>	<u>25,604.27</u>
Marketing Support/Miscellaneous								
Bill	03/01/2017	20893	AWACC	Oregon Desti...		LCTC Account...	230.00	230.00
Bill	03/06/2017	Sea Tr...	Sundial Travel Servi...	Cruise Ship M...		LCTC Account...	500.00	730.00
Bill	03/19/2017	inv # 2...	AWACC	Three Cups C...		LCTC Account...	30.00	760.00
Bill	03/29/2017	C.C.C....	AWACC	Contribution t...		LCTC Account...	500.00	1,260.00
Total Marketing Support/Miscellaneous							<u>1,260.00</u>	<u>1,260.00</u>
Total Expense							<u>26,864.27</u>	<u>26,864.27</u>
Net Income							<u><u>-11,801.77</u></u>	<u><u>-11,801.77</u></u>

9:03 AM
04/12/17
Accrual Basis

AWACC-LCTC
Profit & Loss
July 2016 through March 2017

	Jul '16 - Mar 17
Income	
LCTC City of Astoria-TRT	135,562.50
LCTC City of Warrenton-TRT	44,881.68
Total Income	180,444.18
Expense	
LCTC Operations	
Administration	
Postage/Phone/Office Expense	5,000.00
Administration - Other	5,000.00
Total Administration	10,000.00
Total LCTC Operations	10,000.00
Marketing Expenses	
Maxwell PR	58,556.68
Oregon's North Coast	16,387.00
Robeson Communications	80,443.40
Total Marketing Expenses	155,387.08
Marketing Support/Miscellaneous	6,306.76
Meeting Planners	6,032.19
Website Maintenance	4,785.51
Total Expense	182,511.54
Net Income	-2,067.36

AWACC-Lower Columbia Tourism Committee (LCTC)

Feb Report (3/2/17)

Actual	Actual Year	Current Full	Prior Year	Prior Year	Prior Year	Prior Full	\$ Diff	Act YTD %
Month	to Date	Year Budget	Month	to Date	Budget	Year Actual	Actl YTD from	of Budget
Feb '17	2016 - 2017	2016 - 2017	Feb '16	2015 - 2016	2015-2016	2016-2016	Prior YTD	2016 - 2017

Income

TRT- City of Astoria	\$ 15,062.50	\$ 120,500.00	\$ 180,750.00	\$ 15,062.50	\$ 120,500.00	\$ 171,000.00	\$ 180,750.00	\$ -	66.67%
TRT - City of Warrenton	\$ 6,073.55	\$ 44,881.68	\$ 40,000.00	\$ -	\$ 36,726.66	\$ 30,000.00	\$ 46,168.09	\$ 8,155.02	112.20%
Miscellaneous	\$ -	\$ -	\$ 22,000.00	\$ -	\$ -	\$ 3,500.00	\$ -	\$ -	0.00%
Coop Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Total Income	\$ 21,136.05	\$ 165,381.68	\$ 242,750.00	\$ 15,062.50	\$ 157,226.66	\$ 204,500.00	\$ 226,918.09	\$ 8,155.02	68.13%

Marketing Expenses

Administration

Postage/Phone/Office	\$ 5,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	100.00%
Bank Charges	\$ -	\$ -	\$ 100.00	\$ -	\$ -	\$ 100.00	\$ -	\$ -	0.00%

\$ -

Maxwell PR Marketing Services	\$ 5,163.75	\$ 50,214.91	\$ 75,700.00	\$ -	\$ 40,282.29	\$ 75,000.00	\$ 73,528.24	\$ 9,932.62	66.33%
Oregon North Coast	\$ -	\$ 16,387.00	\$ 30,000.00	\$ -	\$ 15,455.35	\$ 20,000.00	\$ 24,809.85		
Robeson Communication	\$ 11,768.95	\$ 63,180.90	\$ 92,000.00	\$ 160.90	\$ 53,406.15	\$ 92,500.00	\$ 95,591.80	\$ 9,774.75	68.67%
Marketing Support/Misc.	\$ 650.00	\$ 5,046.76	\$ 16,950.00	\$ -	\$ 3,870.63	\$ 1,900.00	\$ 4,295.79	\$ 1,176.13	29.77%
Meeting Planners		\$ 6,032.19	\$ 8,000.00	\$ 15.00	\$ 4,225.93	\$ 3,500.00	\$ 4,225.93	\$ 1,806.26	75.40%
Website Maintenance	\$ 895.00	\$ 4,785.51	\$ 10,000.00	\$ 1,270.00	\$ 4,281.53	\$ 1,500.00	\$ 5,212.78	\$ 503.98	47.86%
Total Expenses	\$ 23,477.70	\$ 155,647.27	\$ 242,750.00	\$ 1,445.90	\$ 131,521.88	\$ 204,500.00	\$ 217,664.39	\$ 24,125.39	64.12%

Net Income

	\$ (2,341.65)	\$ 9,734.41	\$ -	\$ 13,616.60	\$ 25,704.78	\$ -	\$ 9,253.70	\$ (15,970.37)	
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	2016 - 2017	2015 - 2016	Difference
Checking & Savings	\$ 56,310.39	\$ 58,358.31	\$ (2,047.92)
Accounts Receivable	\$ 21,136.05	\$ 15,062.50	\$ 6,073.55
Accounts Payable	\$ 5,163.75	\$ 500.00	\$ 4,663.75

\$ -

AWACC-LCTC
Balance Sheet
 As of February 28, 2017

	Feb 28, 17
ASSETS	
Current Assets	
Checking/Savings	
LCTC Checking	56,305.39
LCTC Share Savings-TLC	5.00
Total Checking/Savings	56,310.39
Accounts Receivable	
Accounts Receivable	21,136.05
Total Accounts Receivable	21,136.05
Other Current Assets	
Undeposited Funds	-6,073.55
Total Other Current Assets	-6,073.55
Total Current Assets	71,372.89
TOTAL ASSETS	71,372.89
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
LCTC Accounts Payable	5,163.75
Total Accounts Payable	5,163.75
Total Current Liabilities	5,163.75
Total Liabilities	5,163.75
Equity	
LCTC Net Assets	56,474.73
Net Income	9,734.41
Total Equity	66,209.14
TOTAL LIABILITIES & EQUITY	71,372.89

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03/08/17

Accrual Basis

AWACC-LCTC
Profit & Loss Detail
February 2017

Type	Date	Num	Name	Memo	Amount
Income					
LCTC City of Astoria-TRT Invoice	02/28/2017	178	City of Astoria (C)	TRT for the month of Feb 2017	15,062.50
Total LCTC City of Astoria-TRT					15,062.50
LCTC City of Warrenton-TRT Invoice	02/28/2017	177	City of Warrenton (C)	Transit Room Tax for the month of O...	6,073.55
Total LCTC City of Warrenton-TRT					6,073.55
Total Income					21,136.05
Expense					
LCTC Operations					
Administration					
Bill	02/08/2017	3rd & 4th...	AWACC	3rd & 4th Qtr OH Exp ... Jan - June ...	5,000.00
Total Administration					5,000.00
Total LCTC Operations					5,000.00
Marketing Expenses					
Maxwell PR					
Bill	02/28/2017	2401	Maxwell PR	Media and Blogger Relations	996.25
Bill	02/28/2017	2401	Maxwell PR	Content Development & Promotions	3,047.50
Bill	02/28/2017	2401	Maxwell PR	Media Database & Monitoring Expens...	100.00
Bill	02/28/2017	2401	Maxwell PR	IMP Planning, Support and Reporting	1,020.00
Total Maxwell PR					5,163.75
Robeson Communications					
Bill	02/01/2017	17-106	Robeson Communic...	Planning, Content Development, Cre...	3,000.00
Bill	02/01/2017	17-106	Robeson Communic...	Photography and Production	3,040.00
Bill	02/01/2017	17-106	Robeson Communic...	Content Advertising (2016 - 2017)	5,728.95
Total Robeson Communications					11,768.95
Total Marketing Expenses					16,932.70
Marketing Support/Miscellaneous					
Bill	02/09/2017	Petty Cash	AWACC	Petty Cash for Gift Cert - (Wine Craft...	50.00
Bill	02/17/2017	02142922	Oregon Tourism Co...	2017 Governor's Conference Registr...	300.00
Bill	02/17/2017	02142927	Oregon Tourism Co...	2017 Governor's Conference Registr...	300.00
Total Marketing Support/Miscellaneous					650.00
Website Maintenance					
Bill	02/01/2017	AW-17-0...	Cascade Web Devel...	Hosting - Hosting & Licensing: Febru...	750.00
Bill	02/01/2017	AW-17-0...	Cascade Web Devel...	Hosting - Fonts	20.00
Bill	02/14/2017	AW-17-0...	Cascade Web Devel...	Website Development - Giving dyma...	125.00
Total Website Maintenance					895.00
Total Expense					23,477.70
Net Income					-2,341.65

AWACC-LCTC
Profit & Loss
July 2016 through February 2017

	<u>Jul '16 - Feb 17</u>
Income	
LCTC City of Astoria-TRT	120,500.00
LCTC City of Warrenton-TRT	44,881.68
Total Income	<u>165,381.68</u>
Expense	
LCTC Operations	
Administration	
Postage/Phone/Office Expense	5,000.00
Administration - Other	5,000.00
Total Administration	<u>10,000.00</u>
Total LCTC Operations	10,000.00
Marketing Expenses	
Maxwell PR	50,214.91
Oregon's North Coast	16,387.00
Robeson Communications	63,180.90
Total Marketing Expenses	<u>129,782.81</u>
Marketing Support/Miscellaneous	5,046.76
Meeting Planners	6,032.19
Website Maintenance	4,785.51
Total Expense	<u>155,647.27</u>
Net Income	<u><u>9,734.41</u></u>

AWACC-Lower Columbia Tourism Committee (LCTC)

Jan Report (2/9/17)	Actual	Actual Year	Current Full	Prior Year	Prior Year	Prior Year	Prior Full	\$ Diff	Act YTD %
	Month	to Date	Year Budget	Month	to Date	Budget	Year Actual	Actl YTD from	of Budget
	Jan '17	2016 - 2017	2016 - 2017	Jan '16	2015 - 2016	2015-2016	2016-2016	Prior YTD	2016 - 2017

Income

TRT- City of Astoria	\$ 15,062.50	\$ 105,437.50	\$ 180,750.00	\$ 15,062.52	\$ 105,437.50	\$ 171,000.00	\$ 180,750.00	\$ -	58.33%
TRT - City of Warrenton	\$ -	\$ 38,808.13	\$ 40,000.00	\$ -	\$ 36,726.66	\$ 30,000.00	\$ 46,168.09	\$ 2,081.47	97.02%
Miscellaneous	\$ -	\$ -	\$ 22,000.00	\$ -	\$ -	\$ 3,500.00	\$ -	\$ -	0.00%
Coop Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Total Income	\$ 15,062.50	\$ 144,245.63	\$ 242,750.00	\$ 15,062.52	\$ 142,164.16	\$ 204,500.00	\$ 226,918.09	\$ 2,081.47	59.42%

Marketing Expenses

Administration

Postage/Phone/Office	\$ -	\$ 5,000.00	\$ 10,000.00	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ (5,000.00)	50.00%
Bank Charges	\$ -	\$ -	\$ 100.00	\$ -	\$ -	\$ 100.00	\$ -	\$ -	0.00%

\$ -

Maxwell PR Marketing Services	\$ 6,916.69	\$ 45,051.16	\$ 75,700.00	\$ 7,329.70	\$ 40,282.29	\$ 75,000.00	\$ 73,528.24	\$ 4,768.87	59.51%
Oregon North Coast	\$ 6,685.00	\$ 16,387.00	\$ 30,000.00	\$ 1,584.00	\$ 15,455.35	\$ 20,000.00	\$ 24,809.85		
Robeson Communication	\$ 17,033.25	\$ 51,411.95	\$ 92,000.00	\$ 17,725.00	\$ 53,245.25	\$ 92,500.00	\$ 95,591.80	\$ (1,833.30)	55.88%
Marketing Support/Misc.	\$ 951.99	\$ 4,396.76	\$ 16,950.00	\$ 2,190.00	\$ 3,870.63	\$ 1,900.00	\$ 4,295.79	\$ 526.13	25.94%
Meeting Planners		\$ 6,032.19	\$ 8,000.00	\$ -	\$ 4,210.93	\$ 3,500.00	\$ 4,225.93	\$ 1,821.26	75.40%
Website Maintenance	\$ 1,950.00	\$ 3,890.51	\$ 10,000.00	\$ -	\$ 3,011.53	\$ 1,500.00	\$ 5,212.78	\$ 878.98	38.91%
Total Expenses	\$ 33,536.93	\$ 132,169.57	\$ 242,750.00	\$ 28,828.70	\$ 130,075.98	\$ 204,500.00	\$ 217,664.39	\$ 2,093.59	54.45%
Net Income	\$ (18,474.43)	\$ 12,076.06	\$ -	\$ (13,766.18)	\$ 12,088.18	\$ -	\$ 9,253.70	\$ (12.12)	

	2016 - 2017	2015 - 2016	Difference
Checking & Savings	\$ 60,534.58	\$ 70,925.41	\$ (10,390.83)
Accounts Receivable	\$ 15,062.50	\$ 15,062.50	\$ -
Accounts Payable	\$ 7,046.29	\$ 26,678.70	\$ (19,632.41)

\$ -

AWACC-LCTC
Balance Sheet
As of January 31, 2017

	<u>Jan 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
LCTC Checking	60,529.58
LCTC Share Savings-TLC	5.00
Total Checking/Savings	<u>60,534.58</u>
Accounts Receivable	
Accounts Receivable	15,062.50
Total Accounts Receivable	<u>15,062.50</u>
Total Current Assets	<u>75,597.08</u>
TOTAL ASSETS	<u><u>75,597.08</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
LCTC Accounts Payable	7,046.29
Total Accounts Payable	<u>7,046.29</u>
Total Current Liabilities	<u>7,046.29</u>
Total Liabilities	7,046.29
Equity	
LCTC Net Assets	56,474.73
Net Income	12,076.06
Total Equity	<u>68,550.79</u>
TOTAL LIABILITIES & EQUITY	<u><u>75,597.08</u></u>

9:11 AM

02/09/17

Accrual Basis

AWACC-LCTC
Profit & Loss Detail
 January 2017

Type	Date	Num	Name	Memo	Amount
Income					
LCTC City of Astoria-TRT					
Invoice	01/31/2017	176	City of Astoria (C)	TRT for the month of Jan 2017	15,062.50
Total LCTC City of Astoria-TRT					15,062.50
Total Income					15,062.50
Expense					
Marketing Expenses					
Maxwell PR					
Bill	01/31/2017	2375	Maxwell PR	Media and Blogger Relations	2,022.50
Bill	01/31/2017	2375	Maxwell PR	Content Development & Promotions	4,552.50
Bill	01/31/2017	2375	Maxwell PR	Media Database & Monitoring Expens...	100.00
Bill	01/31/2017	2375	Maxwell PR	Milage and Media Travel Expenses	241.69
Total Maxwell PR					6,916.69
Oregon's North Coast					
Bill	01/04/2017	17-105	Robeson Communic...	Professional Fees	1,100.00
Bill	01/04/2017	17-105	Robeson Communic...	Expenses	5,585.00
Total Oregon's North Coast					6,685.00
Robeson Communications					
Bill	01/04/2017	17-102	Robeson Communic...	Planning, Content Development, Cre...	3,000.00
Bill	01/04/2017	17-102	Robeson Communic...	Photography and Production	1,500.00
Bill	01/04/2017	17-102	Robeson Communic...	Content Advertising (2016)	12,533.25
Total Robeson Communications					17,033.25
Total Marketing Expenses					30,634.94
Marketing Support/Miscellaneous					
Bill	01/10/2017	7/1/2016...	Oregon Destination ...	2016-2017 Membership Dues	300.00
Bill	01/18/2017	PDX Ce...	Kim Angelis	Gas, Hotel night, meal	230.00
Bill	01/18/2017	1076521...	AWACC	Deluxe Linux Hosting with cPanel ren...	131.88
Bill	01/18/2017	1076521...	AWACC	.ORG Domain Renewal - THEGOON...	60.51
Bill	01/24/2017	Travel P...	Bridgewater Bistro (V)	Travel PDX Half Day Visit Feb 8,201...	100.00
Bill	01/25/2017	Milage to...	Regina Willkie	Milage to PDX - 240 Miles @ .54	129.60
Total Marketing Support/Miscellaneous					951.99
Website Maintenance					
Bill	01/01/2017	AW-17-0...	Cascade Web Devel...	Website Development - Display even...	250.00
Bill	01/12/2017	AW-17-0...	Cascade Web Devel...	Website Development - Small Adjust...	275.00
Bill	01/12/2017	AW-17-0...	Cascade Web Devel...	Website Development - Adjustments ...	550.00
Bill	01/12/2017	AW-17-0...	Cascade Web Devel...	Rebuild the Mobile menu	875.00
Total Website Maintenance					1,950.00
Total Expense					33,536.93
Net Income					-18,474.43

9:16 AM

02/09/17

Accrual Basis

AWACC-LCTC
Profit & Loss YTD
July 2016 through January 2017

	<u>Jul '16 - Jan 17</u>
Income	
LCTC City of Astoria-TRT	105,437.50
LCTC City of Warrenton-TRT	38,808.13
Total Income	<u>144,245.63</u>
Expense	
LCTC Operations	
Administration	
Postage/Phone/Office Expense	5,000.00
Total Administration	<u>5,000.00</u>
Total LCTC Operations	5,000.00
Marketing Expenses	
Maxwell PR	45,051.16
Oregon's North Coast	16,387.00
Robeson Communications	51,411.95
Total Marketing Expenses	<u>112,850.11</u>
Marketing Support/Miscellaneous	4,396.76
Meeting Planners	6,032.19
Website Maintenance	3,890.51
Total Expense	<u>132,169.57</u>
Net Income	<u><u>12,076.06</u></u>