

Public Notice posted in accordance
RSMo.610 as amended
by: Kimberly Barfield
City Clerk

Date/Time Posted: Thursday, January 26
3 p.m.

**CITY OF PACIFIC
300 HOVEN
TOURISM COMMISSION MEETING AGENDA
TUESDAY, JANUARY 31, 2023**

3:30 p.m.

This meeting is open to the public.

The meeting will be streamed live on the City of Pacific YouTube channel:

<https://www.youtube.com/channel/UC9dxzhHQBwPulQJC1N6TSig>

1. Call to Order
2. Minutes
 - a. Approve minutes from June 7, 2022 Tourism Commission meeting
 - b. Approve minutes from November 9, 2022 combined meeting with Historical Society
3. New Business
 - a. Partnership Agreement review
 - b. Red Cedar project review
4. Old Business
5. Adjournment

The Tourism Commission will consider and act upon the Matters listed above and such others as may be presented at the Meeting and determined to be appropriate for discussion at that time.

This meeting is open to the public.

June 7, 2022* RECORD OF PROCEEDINGS

CITY OF PACIFIC
TOURISM COMMISSION
300 HOVEN DR
PACIFIC, MO 63069

MEETING

The regular meeting was called to order at 3:30 p.m. by Chairman Blakley.

Present:

Dave Roemer
Ann Trent

Trudy Nickelson
Absent: Lynn Vogt

Other City officials present: Administrator Roth, City Clerk Barfield, Community Development Director Myers.

Minutes

- a. Minutes from May 10, 2022

Director Trent had a correction of a name on the last page. This was corrected. Motion made by Ann Trent, seconded by Trudy Nickelson to approve the minutes. A voice vote was taken with an affirmative result.

New Business

- a. Fireworks

Director Trent suggested going out for bid next year for fireworks. Committee members agreed.

Public Participation

Pacific Partnership Planters - Sam Dean, Pacific Partnership, stated the Partnership had made a request for planters and plants. They would like to withdraw this request. After the last Tourism meeting, businesses in the down town area were approached about this. The businesses stepped up, and another 5 planters were purchased, totaling 10. This doubles what was done last year and they are pleased. He thanked the committee for considering the request.

Old Business

Red Cedar Update – Director Myers stated the tile is being installed and they are finishing the painting. The bar windows will be installed this week. They are about 4 weeks out on electrical parts. He received verbal authorization to proceed with construction of the parking lot. This will finish the asphalt from Wintec to the front of Red Cedar and install sidewalk. The concrete to the right of the building if you are looking at it is for a future pavilion. Right now, the concrete footing will be filled with packed rock and create a nice surface, but the pavilion is not in this construction. The electric that is being installed will be able to support larger events for the pavilion.

Partnership Request – Chairman Blakley thought that what happened with the Partnership was a great example of how people and businesses will step up if they are asked. She continued that the Partnership bought the flowers and the dirt was donated. She suggested relying on others more for ideas on how to get things done. This idea might be helpful with the fireworks also.

Adjournment

There being no further business, motion made by Director Trent, seconded by Director Roemer to adjourn. The meeting adjourned at 3:41 p.m.

Amended

CITY OF PACIFIC
MERAMEC VALLEY HISTORICAL SOCIETY & TOURISM COMMISSION MEETING
300 HOVEN DR
PACIFIC, MO 63069

November 9, 2022 RECORD OF PROCEEDINGS

The regular meeting was called to order at 5:00 p.m. by Chairman Titter.

Present for the Meramec Valley Historical Society:

Jeff Titter, Donna Graham, Wayne Winchester, Bonnie Post. Dennis Oliver arrived at 5:05 p.m.

Present for the Tourism Commission:

Jennifer Blakely, Ann Trent, Dave Roemer, Trudy Nickelson, Lynn Vogt.

Other City officials present: Alderman Nemeth, Administrator Roth, City Clerk Barfield, Community Development Director Myers, Tourism Director O'Malley.

Red Cedar Project Updates

Community Development Director Myers stated we have concrete that is done, asphalt is scheduled for the 14th, weather permitting, topsoil is delivered, landscaping is scheduled for next week. The front doors are being installed next week.

Decision items

- a. Official facility name and official facility logo

Tourism Director O'Malley started with the logo. Mr. Prior updated examples that are in the packet. Staff's recommendation has not changed. Mr. Prior stated one of the main reasons for laying it out the way he did, when you speak about a place you speak about the location last, keeping the name of the place in hierarchy. It is more natural and balanced in this concept. The larger the bottom portion is will take away from the hierarchy. There are studies that support this theory. Discussion followed regarding to include or not include Pacific, Missouri on it. Alderman Nemeth thought the original logo was the way to go. We are marketing Red Cedar and Rt. 66, and thought those needed to stand out. It is our responsibility to market Red Cedar and build the brand that does not exist now. We have to work hard to ensure that "Red Cedar Inn" is put everywhere it can be and then build the brand of what it offers. He would vote for the original idea proposed. Director Trent thought that since the Tourism Commission was paying for it and Pacific was paying for it, the word Pacific was important. Discussion followed. Director Oliver liked the original logo; originally the discussion was, on a t-shirt, was the "Pacific, Missouri" going to be legible. If not, taking Director Trent's suggestion and swapping them would be a good alternative. Director Blakely stated Exhibit 5 & 8; the font is bigger. Chairman Titter thought "Pacific, Missouri" should be included. **Motion made by Director Oliver, seconded by Director Trent, to recommend Exhibit 5 as a logo. A voice vote was taken with an affirmative result.**

Chairman Titter stated next is the name. Tourism Director O'Malley stated their recommendation remains calling it "Red Cedar Inn Visitors Center". As you see in the packet, it is presented on a piece of letterhead with the tag lines "museum & visitor's center". There are many options to review. We also included hanging signs that reference museum, visitor center, children's museum, etc., and the visitor knows there are other options as well. This gives an historic look also. Chairman Titter thought the word "museum" should be included in the title and/or along with "visitors center" on the building. Director Oliver stated many businesses have a name, but they advertise other items. He thought we could do the same thing with this. Our advertising will probably be a variety of things. Director Graham did not want the Meramec Valley Historical Society to get lost, and envisioned it being included. Tourism Director O'Malley suggested it being included on a sign. Alderman Nemeth thought our goal was to showcase and build a brand for the "Red Cedar Inn" and sometimes less is more. The brand is on top of what you do, and we have to do that. The historical society should be a part of it, but "Red Cedar Inn" needs to stand on its own. The signs on the building are amazing, but he didn't want to get caught up in using all these words. Director Blakely commented that when promoting events, that is when you can use additional wording. Chairman Titter agreed that simple is the best, but he wanted to make sure that the concept originally developed for the building, a museum and visitors center, didn't get lost in the whole scheme. This is why the word museum needs to be on the building and in the advertisement. Director Post agreed that she would like it to be simple, but sometimes it gets lost. Also, there is an Ordinance from 2019, 3125, that refers to Red Cedar being used for only a museum and welcome center. This supports that the museum is very important in this purpose. Unless there is a change in the ordinance, she doesn't understand how it cannot be included in the title. Director Blakely agreed that we could specifically market different items depending on the item. The committees discussed if there was a need to go beyond "Red Cedar Inn" if we can just add these other things onto the advertisement. It does not have to be in the name. Alderman Nemeth thought that we had a logo that we can all agree on, and the rest will come as we go with each event. Alderman Nemeth stated he had to leave the meeting. Mr. Prior stated in the spirit of logo and branding, the brand incorporates tag lines, color schemes, and fonts. The rest of the wording can be populated as you have events. He continued that if you stop off somewhere and there is a brochure rack, that is a welcome center as you go into a town. A visitors center has exhibits, with a museum proponent generally. In the hierarchy of items, it is a visitors center and within that is museum components. It feels like it's visitors center then museum. Chairman Titter stated it feels like we have talked ourselves out of a name. Committee members agreed nothing further was needed. **Motion made by Director Trent, seconded by Director Nickelson, that Red Cedar Inn for the name. A voice vote was taken with an affirmative result.**

Red Cedar Operating Plan

Tourism Director O'Malley stated this was also included in the packet. Director Roemer wanted to try to stock the snacks with local and regional items. **Motion made by Director Graham, seconded by Director Roemer to move the Operating Plan forward to the Board of Aldermen. Administrator Roth stated the purpose was a broad operating plan with authority to move forward. Once this is done, the individual committees will meet independently and focus on your general areas. This is a broad outline.**

Budget review – Administrator Roth stated we are close to completion with no change orders pending. It should close out within the next month. The Marketing Plan is next and will go through Tourism. There is a grant opportunity through ARPA Funds with a December 14th deadline. Tourism Director O'Malley stated she was still researching a few details, but she would like to continue with the Red Cedar Project, like finishing the pavilion or installing the ice cream shop.

Miscellaneous

Director Post asked about the Traveling Exhibits for December. Director Myers stated that has been pushed out, and when we are ready, we can move forward.

Adjournment

There being no further business, motion made by Director Oliver, seconded by Director Graham to adjourn. The meeting adjourned at 5:40 p.m.

Amendment to minutes: At the January 11, 2023 there was a motion to amend these minutes by Chairman Titter, seconded by Director Graham that this combined meeting was called by Mr. Roth after discussion with both committees. A voice vote was taken with an affirmative result.

Pacific Partnership - 2 Year Review

Executive Director Sam Dean | Amanda Nemeth Board President



1. 2021 Events

- a. St. Patrick's Day Parade
 - i. Expenses: \$384
 1. Flyers and Banners
 2. Trophies
 - ii. Income: \$891
 1. \$25 per float
 2. Sponsors
 - iii. Profit: \$507
 1. All profits went towards filling the new flower pots on St. Louis and 1st Street.
 2. 5 flower pots were purchased through the Partnership with help from the City Tourism Board.
 - iv. Attendance:
 1. Approx floats : 45
 2. Approx Attendance: 2000
- b. Sunset on the Rails
 - i. Expenses: \$2025
 1. Four bands @ \$500 per band
 2. Flyers
 - ii. Income: \$0
 - iii. Profit: Immeasurable
 - iv. Attendance:
 1. Created tourism and economic impact from 150-400 attendees per event within the downtown district.
 2. Brought in Route 66 Farmers Market with 10-15 vendors
 3. Allowed local food trucks to set up and sell food.
- c. Big Boy Train Event
 - i. Free event was brought to Pacific in part due to support from the Pacific Partnership.
 - ii. Promoted Pacific as a train viewing location for the historic stop
 - iii. Provided water and Kona Ice truck at the Plaza for the event
 - iv. Reached out to the Railroad with a letter and conversation of support to make this happen.
- d. Car Show
 - i. Expenses: \$10,105
 1. Awards
 2. Band
 3. Kshe
 4. Mike Bagwell Productions
 5. Marketing
 - ii. Income: \$11,933
 1. \$20 per judged car, \$10 per show car
 2. Sponsorships

Pacific Partnership - 2 Year Review

Executive Director Sam Dean | Amanda Nemeth Board President



- 3. Vendor fees
 - 4. Bar split
 - iii. Profit: \$1,827
 - 1. Into general fund for operating expenses
 - iv. Attendance:
 - 1. Over 600 cars within show and judged classifications
 - 2. Over 5,000 people in attendance
 - 3. Set up over 20 local Food and vendors
 - 4. Created tourism with evening block party and promotion of city fireworks.
- e. Iron Horse Rodeo
 - i. Expenses: \$2,332
 - 1. Marketing & promotions
 - 2. Donations to organizations that assisted in event activities
 - ii. Income: \$5,278
 - 1. Bar split
 - 2. Vendor fees
 - iii. Profit: \$2,945
 - 1. Into general fund for operating expenses
 - 2. Kids zone profit to PHS Cheerleaders for annual trip
 - iv. Attendance:
 - 1. 2,500 Friday night
 - 2. 1900 Saturday night
- f. MonsterFest
 - i. Expenses: \$8,279
 - 1. Candy \$8,000
 - 2. Promotion \$279
 - ii. Income: \$853
 - 1. Booth Fees/Donations
 - iii. Profit:
 - 1. -\$7,425
 - 2. 100% community betterment event
 - iv. Attendance:
 - 1. 5,000+ attendees created massive tourism to downtown
- g. Christmas on the Plaza and Parade
 - i. Expenses: \$9,864
 - 1. Downtown Lighting \$8,000
 - 2. Marketing/Promotion
 - 3. Decorations and candy canes
 - ii. Income: \$1,194
 - 1. Parade float entries
 - 2. Sponsorships
 - iii. Profit:
 - 1. -\$8,670

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Executive Director Sam Dean | Amanda Nemeth Board President



2. 100% community betterment event
 3. PHS Jag sold hot cocoa for fundraising effort
 - iv. Attendance:
 1. Estimated 1,000 at parade
 2. 100 per Christmas event date, three dates
- 2. 2021 Facade Grant Program**
 - a. Pacific Presbyterian Church
 - i. Payout: \$1812
 - ii. Restoration of stone facade (tuckpointing)
 - iii. Report: They would not have been able to complete the project without our facade program.
 - b. Pacific Chamber of Commerce
 - i. Payout: \$1483
 - ii. Restoration of stone facade (tuckpointing) on the front of the building
 - c. Little Ireland Coffee Shop
 - i. Payout: \$1947
 - ii. Powerwashing, repainting of the front and adding descriptive letters to the front of the building and windows.
- 3. Professional Development**
 - a. Expenses: \$847
 - i. New Directors training for Sam
 - ii. Quarterly workshops for Mainstreet Missouri
- 4. Capital Improvements throughout downtown district**
 - a. Development of Pacific Station Plaza
 - i. Worked with DG2 Designs to create redevelopment renderings
 - ii. Engaged community members and leaders for design feedback
- 5. Payroll Expenses for Executive Director**
 - a. Expenses
 - i. Payroll: \$7,362
 - ii. Taxes: \$1425
- 6. Organizational Accomplishments**
 - a. Hired Executive Director - Sam Dean
 - b. Created and executed 4-point Committees
 - c. Created Agreement with the City
 - d. Received Grant for \$25,000 from Phillips 66 Oil Company specifically for promoting safety improvements within the downtown.
 - e. Increased volunteerism throughout the community
 - f. Hired Raising Sails professional marketing agency to create and build our new website and online presence.
 - g. Wrote letter of support for Pacific Mural Project within the downtown district.
- 7. 2022 Events**
 - a. St. Patrick's Day Parade
 - i. Expenses: \$542

Pacific Partnership - 2 Year Review

Executive Director Sam Dean | Amanda Nemeth Board President



1. Flyers and Banners
2. Trophies
- ii. Income: \$1500
 1. \$25 per float
- iii. Profit: \$958
 1. All profits went towards filling new flower pots on St. Louis and 1st Street.
 2. 6 flower pots were purchased through the Partnership with help from downtown business owners
- iv. Attendance & Overview:
 1. Approx floats : 55
 2. Approx Attendance: 2500
 3. Election Year: allowed political candidates participate in parade
- b. Sunset on the Rails
 - i. Expenses: \$1850
 1. three bands @ \$500 per band, one band at \$350
 2. Flyers
 - ii. Income: \$0
 - iii. Profit: Immeasurable
 - iv. Attendance & Overview:
 1. Created tourism and economic impact from 150-400 attendees per event within the downtown district.
 2. Brought in Route 66 Farmers Market with 10-15 vendors
 3. Allowed local food trucks to set up and sell food
 4. Sunset on the Rails improved with attendance from outside communities.
 5. Expanded marketing to include social media campaigns reaching all over Missouri.
- c. Car Show
 - i. Expenses: \$22,844
 1. Volunteer T-shirts
 2. Increased number of event staff to assist with the event perimeter
 3. Added Dyno activity
 4. Added Motorcycle Show, and applicable resources
 5. Awards
 6. Added opening acts to main event band
 7. Mike Bagwell Productions
 8. Kshe
 9. Marketing
 10. Kid zone area (inflatables and games)
 - ii. Income: \$33,960
 1. \$20 per judged car, \$10 per show car
 2. Sponsorships
 3. Vendor fees

Pacific Partnership - 2 Year Review

Executive Director Sam Dean | Amanda Nemeth Board President



4. Bar split
5. Dyno proceeds
6. Kids Zone
- iii. Profit: \$11,115
 1. Into general fund for operating expenses
 2. 454% increase in profit over 2021
 3. Donated 100% KidZone profit to PHS cheerleaders for their annual trip
- iv. Attendance & Overview:
 1. Over 550 cars within show and judged classifications
 2. Over 15,000 people in attendance over the day and evening events
 3. Set up over 25 local Food and vendors
 4. Created tourism with evening block party and promotion of city fireworks.
 5. Brought in cars and tourism from all over the midwest, with an appearance from the 8 bordering states.
 6. Created and Organized a separate car show committee with increased volunteers while adding new community members and volunteers to help with our organization.
- d. Iron Horse Rodeo
 - i. Expenses: \$4,470
 1. Marketing & promotions
 2. Bands
 3. Clean Up crew donation
 4. Parking crew donation
 5. Kids zone
 - ii. Income: \$7,596
 1. Bar split
 2. Kids Zone
 3. Vendor fees
 - iii. Profit: \$3,126
 1. Into general fund for operating expenses
 2. Donation to PHS Cheerleaders for annual trip for management of kids zone
 - iv. Attendance & Overview:
 1. 2,500 Friday night
 2. 3000 Saturday night
 3. Largest turnout to date
 4. Earned award for best rodeo amongst rodeo participants in category
- e. MonsterFest
 - i. Expenses: \$10,080
 1. Candy \$8,000

Pacific Partnership - 2 Year Review

Executive Director Sam Dean | Amanda Nemeth Board President



2. Promotion
3. Band
4. Tee shirts
- ii. Income: \$6,984
 1. Booth Fees/Donations
 2. Sponsors
- iii. Profit:
 1. -\$3,096
 2. 100% community betterment event
 3. Decreased event loss by 58%, while growing event and keeping attendance free
- iv. Attendance & Overview:
 1. 8,000+ attendees created massive tourism to downtown
 2. Added food vendors during event
 3. Added band for entertainment
- f. Small Business Saturday
 1. Promoted small businesses throughout the downtown area
 2. Increased social media presence for downtown businesses
 3. Marketed Pacific as a shopping destination on city billboard
 4. Created a small business Saturday committee to increase local shopping on small business Saturday and throughout the year.
- g. Christmas on the Plaza and Parade
 - i. Expenses: \$12,201
 1. Downtown Lighting \$8,000
 2. Marketing/Promotion
 3. Decorations and candy canes
 4. Passport around town on first Saturday of December
 5. Santa and Ms. Claus for two appearances during December
 - ii. Income: \$11,475
 1. Parade float entries
 2. Sponsorships
 3. Downtown business owner lighting campaign donations
 - iii. Profit:
 1. -\$726
 2. 100% community betterment event
 3. Decreased event loss by 92%, while growing event and keeping attendance free
 - iv. Attendance & Overview:
 1. Estimated 1,000 at parade
 2. Estimated 400 participants for Candy Cane Passport event
 3. Included local small businesses to participate whilst promoting our downtown and local business participation.

Pacific Partnership - 2 Year Review

Executive Director Sam Dean | Amanda Nemeth Board President



8. 2022 Facade Grant Program

- a. Kaleidoscope Consignment
 - i. Payout: \$1462
 - ii. Visual Improvements to New Storefront Signage
- b. Cigar Vault
 - i. Payout: \$2,000
 - ii. New storefront signage and clean up
- c. Bird Song Building
 - i. Payout: \$2,000
 - ii. Prepped and painted the original iron work and exposed original glass windows on the front of the building.

9. Professional Development

- a. Expenses: \$1,500
 - i. Yearly Main Street Missouri conference attendance for Executive Director
 - ii. Quarterly workshops for Mainstreet Missouri
 - iii. Entrepreneurship and economic development trainings

10. Capital Improvements throughout downtown district

- a. Facilitated Downtown Fencing Grant Project from Phillips 66
 - i. Project cost: appx. \$26,000
 - ii. Fence portions on city property donated to City of Pacific, around commuter lot, and at Plaza
 - iii. Provided coordination & project management
 - iv. Increased safety around train tracks

11. Payroll Expenses for Executive Director

- a. Expenses
 - i. Payroll: \$28,507
 - ii. Taxes: \$2,430

12. Organizational Accomplishments

- a. Maintained Executive Director - Sam Dean
- b. Created and executed 4-point Committee approach
- c. Created advisory committee to engage prior organizational leaders
- d. Finalized design plans of Pacific Station Plaza redevelopment
- e. Maintained Agreement with the City of Pacific
- f. Increased volunteerism throughout the community by implementing volunteer management software
- g. Collaborated with Raising Sails professional marketing agency to continue building a stronger online presence
- h. Deceased event loss dramatically for two give-back events
- i. Wrote letter of support for City of Pacific's grant application for Red Cedar Inn project
- j. Wrote letter of support for Mural Project within downtown district
- k. Applied for BNSF grant for plaza redevelopment project
- l. Began work on T-Mobil Hometown grant for 2023 submission.

Pacific Partnership Actuals

Income	2020	2021	2022	2023 Budget
City of Pacific	\$37,500.00	\$46,638.64	\$50,055.00	\$50,000.00
Grants	\$2,500.00	\$24,750.00	\$6,000.00	\$20,000.00
Other Types of Income	\$5,000.00	\$100.00	\$1,423.84	
Sponsorship Funds		\$17,950.00	\$14,100.00	\$15,000.00
Car Show	\$15,000.00	\$11,933.00	\$33,959.27	\$30,000.00
Monsterfest	\$1,800.00	\$853.80	\$6,984.00	\$8,000.00
Rodeo	\$5,500.00	\$5,278.11	\$7,596.06	\$7,500.00
Christmas	\$1,000.00	\$1,193.71	\$11,475.00	\$8,000.00
Sunset on the Rails		\$0.00	\$0.00	\$2,000.00
St. Patrick's Day Parade		\$891.31	\$1,500.00	\$1,500.00
Block Party		\$3,571.83		
Total Income	\$68,300.00	\$113,160.40	\$135,115.17	\$142,000.00
Expenses	2020	2021	2022	2023 Budget
Business Expenses	\$2,275.00	\$1,634.53	\$1,829.52	\$4,350.00
Contract Services	\$500.00	\$2,950.00	\$4,100.00	\$2,500.00
Plaza up keep	\$13,650.00	\$9,614.90	\$12,524.51	\$21,500.00
General operations	\$2,000.03	\$3,850.97	\$12,231.63	\$14,980.00
Car show	\$10,000.00	\$10,105.27	\$22,843.91	\$23,000.00
Monsterfest	\$8,000.00	\$8,279.20	\$10,079.99	\$12,000.00
Rodeo	\$2,500.00	\$2,332.30	\$4,469.25	\$3,000.00
Christmas	\$6,000.00	\$9,864.00	\$12,201.02	\$12,000.00
Sunset on the Rails	\$1,500.00	\$2,025.00	\$1,850.00	\$2,500.00
St. Patrick's Day	\$0.00	\$383.94	\$542.26	\$1,900.00
Block Party		\$6,168.23		
Fascade Grants	\$1,500.00	\$1,812.50	\$6,000.00	\$20,000.00
Payroll	\$18,135.00	\$7,362.40	\$28,507.00	\$29,500.00
Payroll Taxes	\$2,250.00	\$1,425.72	\$2,430.08	\$4,000.00
Travel and Meetings		\$846.69	\$1,500.81	\$2,500.00
Capitol Improvements			\$25,738.45	
Total Expenses	\$68,310.03	\$68,655.65	\$146,848.43	\$153,730.00
Difference	-\$10.03	\$44,504.75	-\$11,733.26	-\$11,730.00
Difference in Events				
Car show	\$5,000.00	\$1,827.73	\$11,115.36	\$7,000.00
Monsterfest	-\$6,200.00	-\$7,425.40	-\$3,095.99	-\$4,000.00
Rodeo	\$3,000.00	\$2,945.81	\$3,126.81	\$4,500.00
Christmas	-\$5,000.00	-\$8,670.29	-\$726.02	-\$4,000.00
Sunset on the Rails	-\$1,500.00	-\$2,025.00	-\$1,850.00	-\$500.00
St. Patrick's Day	\$0.00	\$507.37	\$957.74	-\$400.00
Block Party		-\$6,155.23	\$13.00	\$13.00
Fascade Grants	\$1,000.00	\$22,937.50	-\$19,738.45	\$0.00

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	<u>Jan - Mar 20</u>	<u>Apr - Jun 20</u>	<u>Jul - Sep 20</u>	<u>Oct - Dec 20</u>
Ordinary Income/Expense				
Income				
47200 · Program Income				
47230 · Membership Dues	0.00	5,000.00	5,000.00	0.00
47240 · Tourism Funds Donation	0.00	12,500.00	12,500.00	12,500.00
47250 · Car Show	0.00	0.00	15,000.00	0.00
47260 · Monsterfest	0.00	0.00	0.00	1,800.00
47270 · Rodeo	0.00	0.00	0.00	5,500.00
47280 · Christmas on the Plaza	0.00	0.00	0.00	1,000.00
TBD - Grant Income	0.00	0.00	2,500.00	2,500.00
Total 47200 · Program Income	0.00	17,500.00	35,000.00	23,300.00
Total Income	0.00	17,500.00	35,000.00	23,300.00
Expense				
60900 · Business Expenses				
60930 · Membership Fees	0.00	1,150.00	0.00	0.00
60940 · Membership Expenses/Banners	0.00	750.00	750.00	0.00
60950 · Donations	375.00	375.00	375.00	375.00
Total 60900 · Business Expenses	375.00	2,275.00	1,125.00	375.00
62100 · Contract Services				
62150 · Outside Contract Services	500.00	0.00	0.00	0.00
Total 62100 · Contract Services	500.00	0.00	0.00	0.00
62800 · Pacific Station Plaza				
62830 · General Maintenance	500.00	500.00	500.00	500.00
62840 · Caboose Repairs & Maintenance	875.00	875.00	875.00	875.00
62870 · Property Insurance	0.00	7,000.00	0.00	0.00
62880 · Plaza Capital Improvements	0.00	5,000.00	5,000.00	0.00
62890 · Utilities	275.00	275.00	275.00	275.00
Total 62800 · Pacific Station Plaza	1,650.00	13,650.00	6,650.00	1,650.00
65000 · Operations				
65010 · Christmas Social	0.00	0.00	0.00	1,000.00
65020 · Postage, Mailing Service	250.00	250.00	0.00	0.00
65060 · Professional Development	624.99	624.99	624.99	625.03
65080 · Website Expense	100.00	0.00	0.00	0.00
65090 · Misc Expenses	375.00	375.00	375.00	375.00
65090 · Office Expenses	0.00	500.00	500.00	500.00
Total 65000 · Operations	1,349.99	1,249.99	999.99	2,000.03
65200 · Events				
65210 · Car Show Expenses				
65211 · Car Show T-Shirts	0.00	0.00	0.00	0.00
65212 · Car Show Advertising	0.00	0.00	0.00	0.00
65213 · Car Show Entertainment	0.00	0.00	0.00	0.00
65214 · Car Show Misc Expenses	0.00	0.00	0.00	0.00
65210 · Car Show Expenses - Other	0.00	0.00	0.00	0.00
Total 65210 · Car Show Expenses	0.00	0.00	10,000.00	0.00
65220 · Monsterfest Expenses				
65221 · Monsterfest Candy	0.00	0.00	0.00	8,000.00

AQAAARFASZ

	<u>Jan - Mar 20</u>	<u>Apr - Jun 20</u>	<u>Jul - Sep 20</u>	<u>Oct - Dec 20</u>
65220 · Monsterfest Expenses - Other	0.00	0.00	0.00	0.00
Total 65220 · Monsterfest Expenses	0.00	0.00	0.00	8,000.00
65230 · Rodeo Expenses				
65231 · Rodeo Advertising	0.00	0.00	1,500.00	0.00
65230 · Rodeo Expenses - Other	0.00	0.00	1,000.00	0.00
Total 65230 · Rodeo Expenses	0.00	0.00	2,500.00	0.00
65240 · Christmas on the Plaza Expenses	0.00	0.00	0.00	6,000.00
65250 · Sunset on the Rails				
65251 · Sunset Entertainment	0.00	1,000.00	1,500.00	0.00
Total 65250 · Sunset on the Rails	0.00	1,000.00	1,500.00	0.00
Total 65200 · Events	0.00	1,000.00	14,000.00	14,000.00
65300 · Cascade Grant Program	1,500.00	1,500.00	1,500.00	1,500.00
TBD - Executive Director Payroll	0.00	6,045.00	6,045.00	6,045.00
TBD - Executive Director Payroll Taxes	0.00	750.00	750.00	750.00
Total Expense	5,374.99	26,469.99	31,069.99	26,320.03
Net Ordinary Income	-5,374.99	-8,969.99	3,930.01	-3,020.03
Net Income	-5,374.99	-8,969.99	3,930.01	-3,020.03

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TOTAL
Jan - Dec 20

Ordinary Income/Expense

Income

47200 · Program Income	
47230 · Membership Dues	10,000.00
47240 · Tourism Funds Donation	37,500.00
47250 · Car Show	15,000.00
47260 · Monsterfest	1,800.00
47270 · Rodeo	5,500.00
47280 · Christmas on the Plaza	1,000.00
TBD - Grant Income	<u>5,000.00</u>
Total 47200 · Program Income	<u>75,800.00</u>

Total Income 75,800.00

Expense

60900 · Business Expenses	
60930 · Membership Fees	1,150.00
60940 · Membership Expenses/Banners	1,500.00
60950 · Donations	<u>1,500.00</u>
Total 60900 · Business Expenses	4,150.00

62100 · Contract Services

62150 · Outside Contract Services	<u>500.00</u>
Total 62100 · Contract Services	500.00

JAR Lawncare

62800 · Pacific Station Plaza

62830 · General Maintenance	2,000.00
62840 · Caboose Repairs & Maintenance	3,500.00
62870 · Property Insurance	7,000.00
62880 · Plaza Capital Improvements	10,000.00
62890 · Utilities	<u>1,100.00</u>
Total 62800 · Pacific Station Plaza	23,600.00

65000 · Operations

65010 · Christmas Social	1,000.00
65020 · Postage, Mailing Service	500.00
65060 · Professional Development	2,500.00
65080 · Website Expense	100.00
65090 · Misc Expenses	<u>1,500.00</u>
65090 · Office Expenses	<u>1,500.00</u>
Total 65000 · Operations	5,600.00

65200 · Events

65210 · Car Show Expenses	
65211 · Car Show T-Shirts	0.00
65212 · Car Show Advertising	0.00
65213 · Car Show Entertainment	0.00
65214 · Car Show Misc Expenses	0.00
65210 · Car Show Expenses - Other	<u>0.00</u>
Total 65210 · Car Show Expenses	10,000.00

65220 · Monsterfest Expenses

65221 · Monsterfest Candy	8,000.00
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AQAAARFASZ *****	<u>TOTAL</u>
	<u>Jan - Dec 20</u>
65220 · Monsterfest Expenses - Other	0.00
Total 65220 · Monsterfest Expenses	8,000.00
65230 · Rodeo Expenses	
65231 · Rodeo Advertising	1,500.00
65230 · Rodeo Expenses - Other	<u>1,000.00</u>
Total 65230 · Rodeo Expenses	2,500.00
65240 · Christmas on the Plaza Expenses	6,000.00
65250 · Sunset on the Rails	
65251 · Sunset Entertainment	2,500.00
Total 65250 · Sunset on the Rails	<u>2,500.00</u>
Total 65200 · Events	29,000.00
65300 · Fascade Grant Program	6,000.00
TBD - Executive Director Payroll	18,135.00
TBD - Executive Director Payroll Taxes	<u>2,250.00</u>
Total Expense	<u>89,235.00</u>
Net Ordinary Income	<u>-13,435.00</u>
Net Income	<u><u>-13,435.00</u></u>

Pacific Partnership
Profit & Loss Budget Overview
 January through December 2023

	Jan - Dec 23
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	
46460 · City Contract Funds	50,000.00
Total 43400 · Direct Public Support	50,000.00
44800 · Indirect Public Support	
44820 · Grants	20,000.00
Total 44800 · Indirect Public Support	20,000.00
47200 · Program Income	
47230 · Sponsorship Funds	15,000.00
47250 · Car Show	30,000.00
47260 · Monsterfest	8,000.00
47270 · Rodeo	7,500.00
47280 · Christmas on the Plaza	8,000.00
47290 · Sunset on the Rails	2,000.00
47300 · St. Patrick's Day	1,500.00
Total 47200 · Program Income	72,000.00
Total Income	142,000.00
Expense	
60900 · Business Expenses	
60930 · Membership Fees	2,600.00
60940 · Membership Expenses/Banners	750.00
60950 · Donations	750.00
60960 · Bank Fees	250.00
Total 60900 · Business Expenses	4,350.00
62100 · Contract Services	
62150 · Outside Contract Services	2,500.00
Total 62100 · Contract Services	2,500.00
62800 · Pacific Station Plaza	
62830 · General Maintenance	2,500.00
62870 · Property Insurance	7,500.00
62880 · Plaza Capital Improvements	10,000.00
62890 · Utilities	1,500.00
Total 62800 · Pacific Station Plaza	21,500.00

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Accrual Basis

Pacific Partnership
Profit & Loss Budget Overview
January through December 2023

	<u>Jan - Dec 23</u>
65000 · Operations	
65010 · Christmas Social	1,250.00
65020 · Postage, Mailing Service	750.00
65030 · Printing and Copying	250.00
65040 · Supplies	250.00
65060 · Professional Development	2,000.00
65070 · Advertising & Marketing	1,000.00
65080 · Website Expense	1,080.00
65081 · Digital Marketing	8,400.00
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Total 65000 · Operations	14,980.00
65200 · Events	
65210 · Car Show Expenses	23,000.00
65220 · Monsterfest Expenses	12,000.00
65230 · Rodeo Expenses	3,000.00
65240 · Christmas on the Plaza Expenses	12,000.00
65250 · Sunset on the Rails	2,500.00
65260 · St. Patrick's Day Parade	900.00
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Total 65200 · Events	53,400.00
65300 · Cascade Grant Program	8,000.00
65400 · Flower Pot Program	1,000.00
66000 · Payroll Expenses	
66100 · Payroll Taxes	4,000.00
66000 · Payroll Expenses - Other	29,500.00
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Total 66000 · Payroll Expenses	33,500.00
68300 · Travel and Meetings	2,500.00
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Total Expense	141,730.00
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Net Ordinary Income	270.00
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Net Income	270.00
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Pacific Partnership
Profit & Loss Budget vs. Actual
 January through December 2022

	Jan - Dec 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
43400 · Direct Public Support			
43410 · Corporate Contributions	0.00	0.00	0.00
43440 · Gifts in Kind - Goods	0.00	0.00	0.00
43450 · Individ, Business Contributions	55.00	0.00	55.00
46460 · City Contract Funds	50,000.00	50,000.00	0.00
Total 43400 · Direct Public Support	50,055.00	50,000.00	55.00
44800 · Indirect Public Support			
44820 · Grants	6,000.00	25,000.00	-19,000.00
Total 44800 · Indirect Public Support	6,000.00	25,000.00	-19,000.00
46400 · Other Types of Income			
46410 · Pavillion Rental	0.00	0.00	0.00
46430 · Miscellaneous Revenue	1,423.84		
Total 46400 · Other Types of Income	1,423.84	0.00	1,423.84
47200 · Program Income			
47230 · Sponsorship Funds	14,100.00	20,000.00	-5,900.00
47240 · Tourism Funds Donation	0.00	0.00	0.00
47250 · Car Show			
47251 · Car Show Registration	8,185.00	7,500.00	685.00
47252 · Car Show T-Shirts	2,535.00	2,500.00	35.00
47253 · Car Show Sponsorships	16,150.00	8,000.00	8,150.00
47254 · Car Show Vendor Fees	4,119.27	4,000.00	119.27
47255 · 50/50 & Raffles	0.00	500.00	-500.00
47256 · Car Show Games/Entertainment	2,100.00	1,500.00	600.00
47257 · Car Show - Misc Income	870.00		
Total 47250 · Car Show	33,959.27	24,000.00	9,959.27
47260 · Monsterfest			
47261 · Monsterfest Booths	1,345.00	500.00	845.00
47262 · Monsterfest Donations	109.00		
47263 · Monsterfest Sponsors	5,150.00	4,500.00	650.00
47264 · Monsterfest T-Shirt Sales	380.00		
Total 47260 · Monsterfest	6,984.00	5,000.00	1,984.00
47270 · Rodeo			
47271 · Rodeo Beer Garden	3,497.03	2,000.00	1,497.03
47272 · Rodeo Vendor Fees	2,002.53	2,000.00	2.53
47273 · Rodeo Sponsorships	500.00		
47275 · Rodeo Games & Entertainment	1,596.50	1,500.00	96.50
Total 47270 · Rodeo	7,596.06	5,500.00	2,096.06

Pacific Partnership
Profit & Loss Budget vs. Actual
 January through December 2022

	Jan - Dec 22	Budget	\$ Over Budget
47280 · Christmas on the Plaza			
47281 · Christmas Events Sponsorships	4,125.00	4,500.00	-375.00
47282 · Christmas Games & Entertainment	0.00	0.00	0.00
47283 · Christmas Parade Entries	550.00	500.00	50.00
47284 · Christmas Lights Sponsor	4,400.00		
47280 · Christmas on the Plaza - Other	0.00	0.00	0.00
Total 47280 · Christmas on the Plaza	9,075.00	5,000.00	4,075.00
47290 · Sunset on the Rails	0.00	2,000.00	-2,000.00
47300 · St. Patrick's Day	1,500.00	500.00	1,000.00
47310 · Block Party			
47311 · Block Party Vendors	0.00	0.00	0.00
47312 · Block Party Sponsorships	0.00	0.00	0.00
47313 · Block Party Games	0.00	0.00	0.00
Total 47310 · Block Party	0.00	0.00	0.00
47320 · Previous Year Christmas Income	932.31		
Total 47200 · Program Income	74,146.64	62,000.00	12,146.64
Total Income	131,625.48	137,000.00	-5,374.52
Expense			
60900 · Business Expenses			
60930 · Membership Fees	1,275.00	1,600.00	-325.00
60940 · Membership Expenses/Banners	0.00	1,500.00	-1,500.00
60950 · Donations	350.00	1,500.00	-1,150.00
60960 · Bank Fees	204.52	100.00	104.52
Total 60900 · Business Expenses	1,829.52	4,700.00	-2,870.48
62100 · Contract Services			
62150 · Outside Contract Services	0.00	0.00	0.00
62100 · Contract Services - Other	4,100.00	5,000.00	-900.00
Total 62100 · Contract Services	4,100.00	5,000.00	-900.00
62800 · Pacific Station Plaza			
62830 · General Maintenance	1,309.84	2,500.00	-1,190.16
62840 · Caboose Repairs & Maintenance	0.00	3,500.00	-3,500.00
62870 · Property Insurance	7,113.00	7,000.00	113.00
62880 · Plaza Capital Improvements	3,100.00	10,000.00	-6,900.00
62890 · Utilities	1,001.67	1,500.00	-498.33
Total 62800 · Pacific Station Plaza	12,524.51	24,500.00	-11,975.49

Pacific Partnership
Profit & Loss Budget vs. Actual
 January through December 2022

	Jan - Dec 22	Budget	\$ Over Budget
65000 · Operations			
65010 · Christmas Social	660.21	500.00	160.21
65020 · Postage, Mailing Service	318.84	500.00	-181.16
65030 · Printing and Copying	73.00	500.00	-427.00
65040 · Supplies	1,345.49	1,500.00	-154.51
65060 · Professional Development	767.24	2,500.00	-1,732.76
65070 · Advertising & Marketing	170.00	0.00	170.00
65080 · Website Expense	810.17	100.00	710.17
65081 · Digital Marketing	6,344.00	7,200.00	-856.00
65090 · Misc Expenses	1,742.68	250.00	1,492.68
Total 65000 · Operations	12,231.63	13,050.00	-818.37
65200 · Events			
65210 · Car Show Expenses			
65211 · Car Show T-Shirts	2,619.75	1,500.00	1,119.75
65212 · Car Show Advertising	3,260.25	4,000.00	-739.75
65213 · Car Show Entertainment	4,209.08	4,000.00	209.08
65214 · Car Show Misc Expenses	12,754.83	9,500.00	3,254.83
Total 65210 · Car Show Expenses	22,843.91	19,000.00	3,843.91
65220 · Monsterfest Expenses			
65221 · Monsterfest Candy	8,000.00	8,000.00	0.00
65225 · Monsterfest Misc Expenses	2,079.99	2,000.00	79.99
Total 65220 · Monsterfest Expenses	10,079.99	10,000.00	79.99
65230 · Rodeo Expenses			
65231 · Rodeo Advertising	1,040.00	0.00	1,040.00
65232 · Rodeo Games & Entertainment	2,250.00	0.00	2,250.00
65235 · Rodeo Misc Expenses	1,179.25	2,500.00	-1,320.75
Total 65230 · Rodeo Expenses	4,469.25	2,500.00	1,969.25
65240 · Christmas on the Plaza Expenses			
65241 · Christmas Decorations	7,435.21	8,000.00	-564.79
65245 · Christmas Misc Expenses	2,975.81	2,000.00	975.81
Total 65240 · Christmas on the Plaza Expenses	10,411.02	10,000.00	411.02
65250 · Sunset on the Rails			
65251 · Sunset Entertainment	1,850.00	2,000.00	-150.00
65255 · Sunset Misc Expenses	0.00	500.00	-500.00
Total 65250 · Sunset on the Rails	1,850.00	2,500.00	-650.00
65260 · St. Patrick's Day Parade	542.26	500.00	42.26

Pacific Partnership Profit & Loss Budget vs. Actual January through December 2022

	Jan - Dec 22	Budget	\$ Over Budget
65270 · Block Party			
65271 · Block Party Entertainment	0.00	0.00	0.00
65272 · Block Party Expenses	0.00	0.00	0.00
Total 65270 · Block Party	0.00	0.00	0.00
Total 65200 · Events	50,196.43	44,500.00	5,696.43
65300 · Cascade Grant Program	2,000.00	6,000.00	-4,000.00
66000 · Payroll Expenses			
66100 · Payroll Taxes	2,430.08	5,800.00	-3,369.92
66000 · Payroll Expenses - Other	26,307.60	28,500.00	-2,192.40
Total 66000 · Payroll Expenses	28,737.68	34,300.00	-5,562.32
68300 · Travel and Meetings			
68310 · Conference, Convention, Meeting	225.00	0.00	225.00
68320 · Travel	1,275.81	5,000.00	-3,724.19
68330 · Meals	0.00	0.00	0.00
Total 68300 · Travel and Meetings	1,500.81	5,000.00	-3,499.19
69000 · Capital Improvements			
69100 · Railroad Fence Project	25,738.45	24,750.00	988.45
Total 69000 · Capital Improvements	25,738.45	24,750.00	988.45
Total Expense	138,859.03	161,800.00	-22,940.97
Net Ordinary Income	-7,233.55	-24,800.00	17,566.45
Net Income	-7,233.55	-24,800.00	17,566.45

Income:

\$2000 from Ameren
 \$400 Kaleidoscope
 \$2000 from City????

Total: \$4400

Expenses:

\$1000 - Lighting
 \$2200 - Payroll
 \$790 - Klance
 \$4000 - Facade grants

Total: \$7990