



**FM CVB Board Meeting**  
**Wednesday, February 26, 2025**  
**7:30-9:00 a.m.**

**FMCVB Boardroom, 2001 44<sup>th</sup> Street South, Fargo**

**Attendees:**

**Board:** Doug Peters, Kember Anderson, Clare Hughes, Nicole Steen-Dutton, Kimberly Busch, Ramon Sosa, James Stinsman, Emily Nielsen, Holly Heitkamp, Casey Sanders-Berglund, Kira Odenbach  
**Others:** Charley Johnson, Visit FM; Erin Shapiro & Megen Even, Plains Art Museum

ITEM	PERSON	ACTION	TIME
Approve Minutes from 2/5	All	DECISION NEEDED	2
January '25 Financials	All	Informational	5
Plains Art Museum Capital Request	Erin & Megan	DECISION NEEDED	30
Annual Awards	Charley	DECISION NEEDED	15
CEO Search Update	Doug	Informational	10
Convention Ctr Update	Charley	Informational	10
Other Business	All	Informational	3

**Please Note: the FMCVB Board always reserves the right to go into Executive Session to discuss any qualifying issues.**

**Next Regularly Scheduled Meeting, *Wednesday, March 26, 2025, 7:30-9:00 a.m.***  
**FMCVB Boardroom**

**Minutes of the Board of Directors  
Fargo-Moorhead Convention & Visitors Bureau  
Wednesday February 5, 2025**

**Members Present:** Doug Peters, Clare Hughes, Kember Anderson, Emily Nielsen, Nicole Steen Dutton, James Stinsman, Ramon Sosa, Casey Sanders-Berglund, Kimberly Busch

**Members Absent:** Kira Odenbach, Derrick LaPoint (but not for want of trying)

**Others Present:** Charley Johnson, Danni Melquist, Visit FM. Sarah Fisher & Jim Parsons, Garden of Healing

- Chair Doug Peters called the meeting to order.
- A motion was made (Clare), seconded (Kimberly), and passed approving the December 11 and 18 Minutes.
- The Board re-elected the current Executive Committee to the same posts for 2025. Doug Peters, Chair; Clare Hughes, Vice-Chair; Kember Anderson, Secretary-Treasurer; Nicole Steen-Dutton. (Nominated by Clare & seconded by Casey)
- Sarah Fisher and Jim Parsons gave a presentation seeking a capital grant from the Board in the amount of \$16,080 for the addition of "Healing Hotline" installation at Garden. After discussion, Casey moved, Kember seconded and the Board approved the grant.
- The CEO and Board discussed establishing a continuing education policy for staff members, to include a provision under which an employee receiving such assistance would have to commit to remaining with Visit FM for a designated period after completion of the course. A draft policy will be prepared for review by the Board at a future meeting.
- Chair Doug Peters gave the Board an update on the status of search for a new CEO, which will be time for completion in August.
- The CEO updated the Board on establishment a committee to manage the RFP process for the Convention Center project approved by voters in November.
- Marketing Director Danni Melquist reviewed results of the 2024 Brand Awareness Campaign.
- The meeting was adjourned. (Nicole moved, Kember seconded)

**The next Board Meeting is scheduled for 7:30 am on Wednesday,  
February 26, 2025 in the FMCVB Boardroom.  
There will be a Teams Link, as well.**

**FM CVB FUNDS AS OF: 2/20/25**

**OPERATING FUNDS - 2% MONEY**

BELL BANK CHECKING	\$52,340.99
BELL BANK PROMONTORY ACCOUNT	\$1,654,412.34
	<b>\$1,706,753.33</b>
MINUS 2 WEEK'S PAYROLL & TAXES	\$41,000.00
MINUS GENERAL OP CHECKS (EST)	-\$30,000.00
BALANCE	<b>\$1,717,753.33</b>

First International Bank & Trust  
Matures 1/9/2026

Total CD	\$250,000.00
Total Checking/Promontory	\$1,717,753.33
GRAND TOTAL	<b>\$1,967,753.33</b>

**CAPITAL FUNDS - 1% MONEY**

GATE CITY CHECKING	\$152,415.23
PROMONTORY CD ACCOUNT	\$1,670,606.50
	<b>\$1,823,021.73</b>
Outstanding Checks	-\$10,000.00
	<b>\$1,813,021.73</b>

BREMER BANK - Pending - 12 mo  
Matures 6/13/2025  
STARION FINANCIAL  
Matures 11/18/2024

\$250,000.00	4.85%
\$250,000.00	5.05%

Total CD	\$500,000.00
Total Checking/Promontory	\$1,813,021.73
GRAND TOTAL	<b>\$2,313,021.73</b>

Project	Organization	FY2012 Payment Projection	FY2013 Payment Projection	FY2014 Payment Projection	FY2015 Payment Projection	FY2016 Payment Projection	FY2017 Payment Projection	FY2018 Payment Projection	FY2019 Payment Projection	FY2020 Payment Projection	FY2021 Payment Projection	FY2022 Payment Projection	FY2023 Payment Projection	4-Month Interim Budget	FY2024 Payment Projection	FY2025 Payment Projection	FY2026 Payment Projection	FY2027 Payment Projection	FY2028 Payment Projection	FY2029 Payment Projection
Museum facilities Expansion	Plains Art Museum																			
Japanese Garden	Soc.																			
Pavilion 11-14 Arthur Tr Hall '23	Bonanzaville	25,000	75,000	25,000																
Clocks & Timing Equipment	Hoya Wrestling Club	6,200																		
Bison Sports Arena	NDSU	400,000	400,000	400,000	400,000	400,000														
Digital Film Projection Equip	Fargo Theatre	50,000																		
Airline Incentive	Municipal Airport Authority		50,000	25,000																
Fencing	Rourke Art Museum		4,750																	
New Building 2012 - Restrooms 2018 -	Fargo Air Museum		400,000	50,000	50,000															
Staging	Concordia College		86,250	86,250				436,250												
Ball Diamond work	Fargo Babe Ruth		40,000	40,000																
Spectator Seating & Netting	TraCity Soccer		40,000																	
Lights at Shoyens Ice Rink	City of WF	133,000									86,735	86,735								
Barter Fence 2012 Childrens Farm	Red River Zoo				400,000	400,000					62,500	62,500								
2015-16 - Bison Exhibit 2021-24	Metro Sports Foundation				425,000	425,000		425,000												
Second ice sheet w/ stadium seating	Cass County Historical Soc.				26,876			67,624												
Move church into Bonanzaville	Fargo Little League																			
Fargo Parks Project	Fargo Little League																			
Improvements	FMCT																			
FM Community Theatre	FMCT																			
Prairie Den Audio-Visual	FM Area Foundation/EP																			
Fargo Post 400 Field Improvements	Fargo Post 400																			
Hubert Aquatic Center-WF	UP Aquatics																			
MYHA Rink Expansion	Mid. Youth Hockey Assn.																			
Moorehead Public Art	City of Moorehead																			
Mid Lacrosse Facilities	Mid Youth Lacrosse Assn.																			
Grand Farm	Grand Farm Research Initiative																			
Maison Field Renovation	Moorehead Parks																			
Red River Regl Makrsmanship Ctr	Same																			
WF Veterans Arena Ice	West Fargo Hockey Assn																			
FM Science Museum	FM Science Museum																			
Hennkornst Center	HC-SCC																			
Jake Christensen Field	Concordia College																			
Garden of Healing	Garden of Healing Inc																			
Natural Playground	FM Rotary Foundation																			
Annual Totals		\$314,200	\$426,000	\$365,500	\$426,576	\$506,000	\$240,000	\$593,874	\$275,000	\$200,000	\$383,894	\$498,235	\$550,600	\$652,500	\$1,225,000	\$316,080	\$475,000	\$100,000	\$100,000	\$100,000
Less Paid Amounts		-\$314,200	-\$426,000	-\$365,500	-\$426,576	-\$506,000	-\$240,000	-\$593,874	-\$275,000	-\$200,000	-\$383,894	-\$498,235	-\$550,600	-\$652,500	-\$1,225,000	-\$100,000	0	0	0	0
Remainder to pay each Fiscal Year		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$216,080	\$475,000	\$100,000	\$100,000	\$100,000



**To: FMCVB Board**

**From: Charley**

**Date: February 13, 2025**

**Re: January Financial Discreps**

January operating revenue is estimated to be less than \$1,000 under projections. This includes Housing Bureau Revenue that's over projections by \$4K. All these estimates are preliminary, as we haven't seen actual Lodging Tax collections for the month, yet.

Overall expenses were \$26,500 under budget for January.

It's basically the same story for Capital revenue, which is estimated to be \$2,640 under budget, with expenses under by about \$5,400.

**Admin:**

January expenses were \$378 over budget, while *FT & PT Salaries* and associated costs are a total of \$4,180 over budget. *Professional Fees* are \$10,776 under due to timing.

**More...**

**Marketing:**

\$12,589 under budget in January. Here are Danni's notes:

<b>Account</b>	<b>Budget</b>	<b>Actual</b>	<b>Variance</b>	<b>Reasoning</b>
<b>601-3000-50: Travel Writers/Influencers</b>	<b>\$2,000</b>	<b>\$0</b>	<b>(\$2,000)</b>	I had anticipated potentially having a partnership with Jasper or for local influencers to cover Frostival and that ultimately didn't end up working out. I shifted this to February to cover some content fees for creators visiting later this spring.
<b>614-1000-50: Promotional Products</b>	<b>\$8,500</b>	<b>\$0</b>	<b>(\$8,500)</b>	The re-brand of the Best for Last club took a little longer than anticipated so the t-shirt orders were not able to be placed until early February.
<b>618-1000-50: Event Assistance</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>(\$5,000)</b>	I worked with Mike from West Fargo Events on verifying some of the events that we normally sponsor and ran them through the new leisure event assistance calculator, it took a little longer than expected, so we will pay for this in February.
<b>632-1000-50: Print Materials</b>	<b>\$35,500</b>	<b>\$37,144</b>	<b>\$1,644</b>	I had initially budgeted for 40,000 visitor guides in 2025, but after needing to re-order more guides this summer, the order was increased to 45,000.

More...

**Sports & Housing:**

These two categories are a combined \$17,650 under budget for January. Stephonie's notes:

**Capital**

Account	Budget	Actual	Variance	Reasoning
632-1000-85-50: Bid Fees/Event Assistance	\$27,100	\$21,000	(\$6,100)	\$3,000 Winter Classic did not submit the invoice in time for January payment and will be paid in February. \$2,100 AAG didn't submit, reallocated \$2K to unanticipated \$1,000 FYHA submitted invoice for only \$9,000

**Housing**

Account	Budget	Actual	Variance	Reasoning
451-1000-10: Housing Bureau Revenue	\$0	\$4,063	(\$4,063)	Received housing rebate payments ahead of budget
632-1010-65: HB Expense	\$4,444.44	\$4,444.44	\$0	Monthly fee
632-1015-65: HB Activity (pd to client)	\$7,200	\$0	(\$7,200)	No payments made to clients

**Sports**

Account	Budget	Actual	Variance	Reasoning
514-1000-60: Dues & Subscriptions	\$1,500	\$6,495	\$4,495	Had to pay for Playeasy ahead of budget (Dec)
601-1010-60: Airfare	\$2,400	\$0	(\$2,400)	Moved to February
601-1015-60: Lodging, Meals, etc.	\$1,900	\$0	(\$1,900)	Was able to pay out Sports Congress in December moved to February for Sports Express
628-1000-60: Registration Fees	\$9,250	\$231	(\$9,090)	\$500 Comp for MN Tourism \$600 NTDIC only 1 going budget for 4 \$500 USA Softball moved to Q2 \$1750 moved to February for Sports Relationship BE discount \$4,640 reallocated to unanticipated
628-1010-60: Professional Development	\$1,995	\$0	(\$1,995)	Moved to February
Overall	\$23,115	\$12,665	(\$10,450)	Should even out in February

**More...**

**Convention Sales & Services:**

These two departments combined \$3,360 over budget in January. Mallari's notes:

DEPT 30 ACCOUNT	ACTUAL	BUDGET	REASON
Software Leases & Subscriptions	\$100	\$1109	Military Reunion Network dues were not paid this month after a conversation with MRN regarding lack of interest in the region. Potential to waive membership if we attend the Annual Summit in June.
Airfare	\$758.36	\$2000	Front loaded the year with an unanticipated flight.
Event Assistance	\$20	\$2100	ND Assn of County Engineers did not meet required pick up to qualify for assistance. No application.
FAM Tours	\$0	\$2,500	We anticipated the SMERF Express guys to come this month rather than in the spring.
Promotional Sponsorship	\$10,000	\$0	Although we requested an invoice from Associations North in Nov 2024, it was not emailed until this month.

DEPT 70 ACCOUNT	ACTUAL	BUDGET	REASON
Badges/Sales Tax	\$3,450.55	\$950	Sales tax was 3X what was budgeted for the month and Jordan purchased a bulk order of bag loops.



# Fargo-Moorhead Convention and Visitors Bureau

## Statement of Financial Position

As of January 31, 2025

	TOTAL		
	AS OF JAN 31, 2025	AS OF JAN 31, 2024 (PY)	CHANGE
<b>ASSETS</b>			
Current Assets			
Bank Accounts			
102-0000-00 Petty Cash	300.00	300.00	0.00
103-0000-00 VC Petty Cash	400.00	400.00	0.00
106-0000-00 Bell Bank Checking Acct	31,919.59	19,466.45	12,453.14
106-1000-00 Bell Bank Sweep Acct	1,654,512.34	1,440,730.83	213,781.51
108-0000-85 Gate City Capital Account	127,172.46	204,601.89	-77,429.43
108-2000-85 Gate City Sweep Account	1,685,550.01	2,036,966.10	-351,416.09
110-0000-00 US Bank Acct	958.37	1,024.37	-66.00
111-1000-00 First International CD	250,000.00	250,000.00	0.00
112-1000-00 Bank of the West CD	0.00	50,000.00	-50,000.00
112-1000-85 Starion Capital CD	250,000.00	250,000.00	0.00
114-0000-00 Bremer Bank CD	0.00	141,083.81	-141,083.81
114-0000-85 Bremer Bank Capital CD	250,000.00		250,000.00
<b>Total Bank Accounts</b>	<b>\$4,250,812.77</b>	<b>\$4,394,573.45</b>	<b>\$ -143,760.68</b>
Accounts Receivable			
115-0000-00 Accts Receivable	0.00	0.00	0.00
117-0000-00 Receivable from Bank	0.00	0.00	0.00
117-0000-85 Receivable from Operating Acct	0.00	0.00	0.00
<b>Total Accounts Receivable</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
Other Current Assets			
118-0000-00 VC Inventory	36,943.81	32,260.91	4,682.90
122-0000-00 Moorhead Lodging Tax Rec	23,797.32	33,325.24	-9,527.92
124-0000-00 Fargo Lodging Tax Rec	192,064.36	179,055.09	13,009.27
124-0000-85 Fargo LT Capital Receivable	96,032.70	89,528.07	6,504.63
125-0000-00 WF Lodging Tax Receivable	55,207.46	56,896.52	-1,689.06
125-0000-85 WF LT Capital Receivable	31,182.71	28,448.51	2,734.20
129-0000-00 Housing Bureau Rebate Receivable	20,395.36	35,333.00	-14,937.64
130-0000-00 Other Receivables	699.00	699.00	0.00
130-0000-85 Other Receivables Capital Fund	0.00	0.00	0.00
141-0000-00 Prepaid Expense	13,771.00	13,771.00	0.00
191-0000-85 Woodchipper	18,700.00	18,700.00	0.00
<b>Total Other Current Assets</b>	<b>\$488,793.72</b>	<b>\$488,017.34</b>	<b>\$776.38</b>
<b>Total Current Assets</b>	<b>\$4,739,606.49</b>	<b>\$4,882,590.79</b>	<b>\$ -142,984.30</b>
Fixed Assets			
170-0000-85 Furniture & Fixtures	105,969.61	105,969.61	0.00
170-1000-85 Accum Depr - Frun & Fixtures	-58,986.67	-58,673.23	-313.44
171-0000-85 Website Development	150,000.00	150,000.00	0.00
171-1000-85 Accumulated Dep Website Development	-150,000.00	-150,000.00	0.00

# Fargo-Moorhead Convention and Visitors Bureau

## Statement of Financial Position

As of January 31, 2025

	TOTAL		
	AS OF JAN 31, 2025	AS OF JAN 31, 2024 (PY)	CHANGE
175-0000-85 Electronics - Asset	137,300.75	121,183.29	16,117.46
175-1000-85 Accum Depr - Electronics	-104,675.69	-97,237.73	-7,437.96
180-0000-85 Buildings/Grounds Improvements	782,028.98	578,220.52	203,808.46
180-1000-85 Accum Depr - Bldg/Grounds	-387,966.18	-363,072.30	-24,893.88
190-0000-85 - Vehicles	41,805.64	41,805.64	0.00
190-1000-85 Accum Depr - Vehicles	-14,101.30	-10,049.26	-4,052.04
EB-170-1000-85	59,000.00	59,000.00	0.00
EB-190-1000-85	0.00	0.00	0.00
<b>Total Fixed Assets</b>	<b>\$560,375.14</b>	<b>\$377,146.54</b>	<b>\$183,228.60</b>
Other Assets			
153-0000-00 Accrued Interest Receivable	28,072.00	28,072.00	0.00
153-0000-85 Accrued Interest Receivable	19,671.04	19,671.04	0.00
<b>Total Other Assets</b>	<b>\$47,743.04</b>	<b>\$47,743.04</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$5,347,724.67</b>	<b>\$5,307,480.37</b>	<b>\$40,244.30</b>
<b>LIABILITIES AND EQUITY</b>			
Liabilities			
Current Liabilities			
Accounts Payable			
200-0000-00 Accounts Payable	0.00	0.00	0.00
200-0000-85 A/P Capital Fund	0.00	0.00	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
Other Current Liabilities			
201-0000-85 Grants/Contributions Payable - Current	200,000.00	200,000.00	0.00
202-0000-00 Payable to Capital Account	0.00	0.00	0.00
205-0000-00 Accrued Payroll	33,667.21	33,667.21	0.00
205-1000-00 Accrued Vacation	27,588.15	27,588.15	0.00
206-0000-00 Unemployment Payable	7,289.62	7,044.18	245.44
210-0000-00 FICA & Federal Payable	4.86	4.86	0.00
212-0000-00 HSA Payable	-12,900.65	-13,933.01	1,032.36
220-0000-00 ND W/H Payable	8,956.00	7,481.00	1,475.00
225-0000-00 MN W/H Payable	0.00	0.00	0.00
226-0000-00 IRA Payable	9,050.14	5,076.90	3,973.24
227-0000-00 Flex Spending A/P	15,158.25	14,561.46	596.79
229-0000-00 Sales Tax Payable	0.00	0.00	0.00
236-0000-00 United Way Payable	-2,233.58	-2,348.10	114.52
237-0000-00 DMAND Clearinghouse	0.00	5,350.00	-5,350.00
238-0000-00 Housing Bureau Rebate Liability	29,789.00	62,079.00	-32,290.00
<b>Total Other Current Liabilities</b>	<b>\$316,369.00</b>	<b>\$346,571.65</b>	<b>\$ -30,202.65</b>
<b>Total Current Liabilities</b>	<b>\$316,369.00</b>	<b>\$346,571.65</b>	<b>\$ -30,202.65</b>

# Fargo-Moorhead Convention and Visitors Bureau

## Statement of Financial Position

As of January 31, 2025

	TOTAL		
	AS OF JAN 31, 2025	AS OF JAN 31, 2024 (PY)	CHANGE
Long-Term Liabilities			
200-0001-85 LT Grants/Contributions Payable	775,000.00	1,000,000.00	-225,000.00
201-1000-85 Discount on Grants Payable	-181,113.00	-181,113.00	0.00
<b>Total Long-Term Liabilities</b>	<b>\$593,887.00</b>	<b>\$818,887.00</b>	<b>\$ -225,000.00</b>
<b>Total Liabilities</b>	<b>\$910,256.00</b>	<b>\$1,165,458.65</b>	<b>\$ -255,202.65</b>
Equity			
300-0000-00 Fund Balance	1,793,485.71	1,364,877.36	428,608.35
300-0000-85 Capital Fund	1,792,360.78	1,792,360.78	0.00
302-0000-00 Spending from Reserves	0.42	0.42	0.00
310-0000-00 Operating Reserve	932,000.00	932,000.00	0.00
Net Revenue	-80,378.24	52,783.16	-133,161.40
<b>Total Equity</b>	<b>\$4,437,468.67</b>	<b>\$4,142,021.72</b>	<b>\$295,446.95</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$5,347,724.67</b>	<b>\$5,307,480.37</b>	<b>\$40,244.30</b>

# Fargo-Moorhead Convention and Visitors Bureau

## Budget vs. Actuals: 2025 Budget - FY25 P&L

January 2025

	JAN 2025				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue								
400-1000-10 Fargo Lodging Tax	140,000.00	146,000.00	-6,000.00	95.89 %	\$140,000.00	\$146,000.00	\$ -6,000.00	95.89 %
405-1000-10 In-Kind Contribution		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
410-1000-10 Moorhead Lodging Tax	11,000.00	11,000.00	0.00	100.00 %	\$11,000.00	\$11,000.00	\$0.00	100.00 %
415-1000-10 WF Lodging Tax	19,000.00	19,500.00	-500.00	97.44 %	\$19,000.00	\$19,500.00	\$ -500.00	97.44 %
430-1000-10 VC Gift Shop Revenue	2,006.94	1,500.00	506.94	133.80 %	\$2,006.94	\$1,500.00	\$506.94	133.80 %
435-1000-10 Marketing Revenue		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
440-1000-10 Interest Income	5,058.98	4,000.00	1,058.98	126.47 %	\$5,058.98	\$4,000.00	\$1,058.98	126.47 %
451-1000-10 Housing Bureau Revenue	4,063.00	0.00	4,063.00		\$4,063.00	\$0.00	\$4,063.00	0.00%
460-1000-10 Micellaneous	0.00		0.00		\$0.00	\$0.00	\$0.00	0.00%
<b>Total Revenue</b>	<b>\$181,128.92</b>	<b>\$182,000.00</b>	<b>\$ -871.08</b>	<b>99.52 %</b>	<b>\$181,128.92</b>	<b>\$182,000.00</b>	<b>\$ -871.08</b>	<b>99.52 %</b>
<b>GROSS PROFIT</b>	<b>\$181,128.92</b>	<b>\$182,000.00</b>	<b>\$ -871.08</b>	<b>99.52 %</b>	<b>\$181,128.92</b>	<b>\$182,000.00</b>	<b>\$ -871.08</b>	<b>99.52 %</b>
Expenditures								
500-1000-20 Professional Fees	30,776.00	20,000.00	10,776.00	153.88 %	\$30,776.00	\$20,000.00	\$10,776.00	153.88 %
501-1000-20 Accounting Services	422.50	303.00	119.50	139.44 %	\$422.50	\$303.00	\$119.50	139.44 %
502-1000-20 Insurance		3,000.00	-3,000.00		\$0.00	\$3,000.00	\$ -3,000.00	0.00%
503-1000-20 Postage & Shipping	321.91	4,000.00	-3,678.09	8.05 %	\$321.91	\$4,000.00	\$ -3,678.09	8.05 %
503-1030-20 In Town Deliveries	184.50		184.50		\$184.50	\$0.00	\$184.50	0.00%
504-1000-20 Utilities	1,776.60	2,500.00	-723.40	71.06 %	\$1,776.60	\$2,500.00	\$ -723.40	71.06 %
505-1000-20 Telecommunications/PR	1,311.52	1,350.00	-38.48	97.15 %	\$1,311.52	\$1,350.00	\$ -38.48	97.15 %
506-1000-20 Office Repairs/Maint		200.00	-200.00		\$0.00	\$200.00	\$ -200.00	0.00%
507-1000-20 Office & Clerical Supplies	408.34	600.00	-191.66	68.06 %	\$408.34	\$600.00	\$ -191.66	68.06 %
508-1000-20 Other Supplies		50.00	-50.00		\$0.00	\$50.00	\$ -50.00	0.00%
509-1000-20 Maintenance Supplies	98.00	300.00	-202.00	32.67 %	\$98.00	\$300.00	\$ -202.00	32.67 %
509-1010-20 VIC Supplies	245.09	300.00	-54.91	81.70 %	\$245.09	\$300.00	\$ -54.91	81.70 %
510-1000-20 Scholarship		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
512-1000-20 Maint Contracts - Office & Equip	118.25	120.00	-1.75	98.54 %	\$118.25	\$120.00	\$ -1.75	98.54 %
513-1000-20 Software Leases	192.98	1,211.00	-1,018.02	15.94 %	\$192.98	\$1,211.00	\$ -1,018.02	15.94 %
513-1010-30 Software Leases/Subscriptions		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
513-1010-50 Software Leases - Subscriptions	30,400.00	30,130.00	270.00	100.90 %	\$30,400.00	\$30,130.00	\$270.00	100.90 %
514-1000-20 Dues & Subscriptions	5,248.00	4,485.00	763.00	117.01 %	\$5,248.00	\$4,485.00	\$763.00	117.01 %
514-1000-30 Dues & Subscriptions	100.00	1,109.00	-1,009.00	9.02 %	\$100.00	\$1,109.00	\$ -1,009.00	9.02 %
514-1000-50 Dues & Subscriptions	395.00	0.00	395.00		\$395.00	\$0.00	\$395.00	0.00%
514-1000-60 Dues & Subscriptions	6,495.00	1,500.00	4,995.00	433.00 %	\$6,495.00	\$1,500.00	\$4,995.00	433.00 %
514-1000-70 Dues & Subscriptions		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
516-1000-90 VC Gift Shop Merchandise/Sales & Use Tax	-354.97	3,500.00	-3,854.97	-10.14 %	\$ -354.97	\$3,500.00	\$ -3,854.97	-10.14 %
520-1000-20 Bank & Credit Card Fees	63.62	150.00	-86.38	42.41 %	\$63.62	\$150.00	\$ -86.38	42.41 %
545-1000-20 Rent	500.00	500.00	0.00	100.00 %	\$500.00	\$500.00	\$0.00	100.00 %
550-1000-20 Salaries - FT Employees	108,128.39	106,155.00	1,973.39	101.86 %	\$108,128.39	\$106,155.00	\$1,973.39	101.86 %
550-1010-20 VIC Employees; Event/Convention Services	6,942.64	7,800.00	-857.36	89.01 %	\$6,942.64	\$7,800.00	\$ -857.36	89.01 %
550-1015-50 Labor		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
551-1000-20 Payroll Tax Expenses	8,397.19	8,718.00	-320.81	96.32 %	\$8,397.19	\$8,718.00	\$ -320.81	96.32 %
552-1000-20 Retirement Expense	3,004.31	2,123.00	881.31	141.51 %	\$3,004.31	\$2,123.00	\$881.31	141.51 %
552-2000-20 HSA Expenses	1,702.08	1,366.00	336.08	124.60 %	\$1,702.08	\$1,366.00	\$336.08	124.60 %
553-1000-20 Unemployment	1,288.79	0.00	1,288.79		\$1,288.79	\$0.00	\$1,288.79	0.00%
554-1000-20 Workers Compensation		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
555-1000-20 Health/Dental/Vision Benefits	9,412.90	8,498.00	914.90	110.77 %	\$9,412.90	\$8,498.00	\$914.90	110.77 %
556-1000-20 Disability and Life Insurance	813.94	850.00	-36.06	95.76 %	\$813.94	\$850.00	\$ -36.06	95.76 %
601-1010-20 Airfare	1,676.73	0.00	1,676.73		\$1,676.73	\$0.00	\$1,676.73	0.00%
601-1010-30 Airfare	758.36	2,000.00	-1,241.64	37.92 %	\$758.36	\$2,000.00	\$ -1,241.64	37.92 %
601-1010-50 Airfare	1,491.74	1,000.00	491.74	149.17 %	\$1,491.74	\$1,000.00	\$491.74	149.17 %
601-1010-60 Airfare		2,400.00	-2,400.00		\$0.00	\$2,400.00	\$ -2,400.00	0.00%

# Fargo-Moorhead Convention and Visitors Bureau

## Budget vs. Actuals: 2025 Budget - FY25 P&L

January 2025

	JAN 2025				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
601-1015-20 Travel Lodging, Meals, Misc	121.50	250.00	-128.50	48.60 %	\$121.50	\$250.00	\$ -128.50	48.60 %
601-1015-30 Travel Lodging, Meals, Misc		800.00	-800.00		\$0.00	\$800.00	\$ -800.00	0.00%
601-1015-50 Travel Lodging, Meals, Misc		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
601-1015-60 Travel Lodging, Meals, Misc		1,900.00	-1,900.00		\$0.00	\$1,900.00	\$ -1,900.00	0.00%
601-1015-70 Travel Lodging, Meals, Misc		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
601-2000-20 Tradeshow Expenses		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
601-2000-30 Tradeshow Expenses	67.49	0.00	67.49		\$67.49	\$0.00	\$67.49	0.00%
601-2000-60 Tradeshow Expenses		90.00	-90.00		\$0.00	\$90.00	\$ -90.00	0.00%
601-3000-50 Travel Writers/Influencers		2,000.00	-2,000.00		\$0.00	\$2,000.00	\$ -2,000.00	0.00%
601-3008-20 Relationship Building	224.20	350.00	-125.80	64.06 %	\$224.20	\$350.00	\$ -125.80	64.06 %
601-3008-30 Relationship Building	50.65	100.00	-49.35	50.65 %	\$50.65	\$100.00	\$ -49.35	50.65 %
601-3008-50 Relationship Building	7.45	0.00	7.45		\$7.45	\$0.00	\$7.45	0.00%
601-3008-60 Relationship Building	391.47	300.00	91.47	130.49 %	\$391.47	\$300.00	\$91.47	130.49 %
601-3008-70 Relationship Building		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
601-3009-20 Activities Committee		250.00	-250.00		\$0.00	\$250.00	\$ -250.00	0.00%
601-3010-20 Donations & Contributions	88.13	250.00	-161.87	35.25 %	\$88.13	\$250.00	\$ -161.87	35.25 %
605-1000-20 Travel - Vehicle	493.72	300.00	193.72	164.57 %	\$493.72	\$300.00	\$193.72	164.57 %
605-1000-30 Travel - Vehicle		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
605-1000-50 Travel - Vehicle		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
605-1000-60 Travel - Vehicle	58.59	80.00	-21.41	73.24 %	\$58.59	\$80.00	\$ -21.41	73.24 %
605-1000-70 Travel - Vehicle		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
606-1015-50 Magazine		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
606-1030-50 Photography		50.00	-50.00		\$0.00	\$50.00	\$ -50.00	0.00%
606-1035-50 Internet	4,155.23	4,750.00	-594.77	87.48 %	\$4,155.23	\$4,750.00	\$ -594.77	87.48 %
606-1045-50 Outdoor Advertising	500.00	1,000.00	-500.00	50.00 %	\$500.00	\$1,000.00	\$ -500.00	50.00 %
614-1000-20 Promotional Products		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
614-1000-50 Promotional Products		8,500.00	-8,500.00		\$0.00	\$8,500.00	\$ -8,500.00	0.00%
614-1000-60 Promotional Products		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
617-1000-20 Events/Reception		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
617-1000-30 Events/Reception		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
617-1000-60 Events/Reception		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
618-1000-30 Event Assistance	20.00	2,100.00	-2,080.00	0.95 %	\$20.00	\$2,100.00	\$ -2,080.00	0.95 %
618-1000-50 Event Assistance	5,000.00	10,000.00	-5,000.00	50.00 %	\$5,000.00	\$10,000.00	\$ -5,000.00	50.00 %
618-1000-60 Event Assistance	1,278.16	1,200.00	78.16	106.51 %	\$1,278.16	\$1,200.00	\$78.16	106.51 %
619-1000-30 Event Hospitality		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
619-1000-60 Event Hospitality	1,181.46	1,000.00	181.46	118.15 %	\$1,181.46	\$1,000.00	\$181.46	118.15 %
619-1000-70 Event Hospitality		100.00	-100.00		\$0.00	\$100.00	\$ -100.00	0.00%
620-1010-50 Visitor Guide Distribution	1,369.37	1,500.00	-130.63	91.29 %	\$1,369.37	\$1,500.00	\$ -130.63	91.29 %
622-1000-50 Website		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
626-1000-70 Banners/Sales Tax	519.99	1,150.00	-630.01	45.22 %	\$519.99	\$1,150.00	\$ -630.01	45.22 %
627-1000-70 Badges/Sales Tax	3,450.55	950.00	2,500.55	363.22 %	\$3,450.55	\$950.00	\$2,500.55	363.22 %
628-1000-20 Event Registration Fees	1,600.00	2,650.00	-1,050.00	60.38 %	\$1,600.00	\$2,650.00	\$ -1,050.00	60.38 %
628-1000-30 Event Registration Fees	4,037.75	4,485.00	-447.25	90.03 %	\$4,037.75	\$4,485.00	\$ -447.25	90.03 %
628-1000-50 Event Registration Fees	4,697.00	4,750.00	-53.00	98.88 %	\$4,697.00	\$4,750.00	\$ -53.00	98.88 %
628-1000-60 Event Registration Fees	230.80	9,250.00	-9,019.20	2.50 %	\$230.80	\$9,250.00	\$ -9,019.20	2.50 %
628-1000-70 Event Registration Fees		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
628-1010-20 Education		200.00	-200.00		\$0.00	\$200.00	\$ -200.00	0.00%
628-1010-30 Education		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
628-1010-50 Education	117.30	175.00	-57.70	67.03 %	\$117.30	\$175.00	\$ -57.70	67.03 %
628-1010-60 Education		1,995.00	-1,995.00		\$0.00	\$1,995.00	\$ -1,995.00	0.00%
628-1010-70 Education		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
631-1050-70 Event Services In-Town Meals		50.00	-50.00		\$0.00	\$50.00	\$ -50.00	0.00%
632-1000-50 Printing - General & Admin	37,144.29	35,500.00	1,644.29	104.63 %	\$37,144.29	\$35,500.00	\$1,644.29	104.63 %
632-1010-65 Housing Bureau/Meeting Max	4,444.44	4,444.44	0.00	100.00 %	\$4,444.44	\$4,444.44	\$0.00	100.00 %

# Fargo-Moorhead Convention and Visitors Bureau

## Budget vs. Actuals: 2025 Budget - FY25 P&L

January 2025

	JAN 2025				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
632-1015-65 Housing Bureau Activity		7,200.00	-7,200.00		\$0.00	\$7,200.00	\$ -7,200.00	0.00%
632-1020-60 Bid Fees		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
633-1000-50 Special Promotions		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
635-1000-20 Staff Clothing		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
635-1000-30 Staff Clothing		150.00	-150.00		\$0.00	\$150.00	\$ -150.00	0.00%
635-1000-50 Staff Clothing	138.46	150.00	-11.54	92.31 %	\$138.46	\$150.00	\$ -11.54	92.31 %
635-1000-60 Staff Clothing	29.98	150.00	-120.02	19.99 %	\$29.98	\$150.00	\$ -120.02	19.99 %
635-1000-70 Staff Clothing		150.00	-150.00		\$0.00	\$150.00	\$ -150.00	0.00%
636-1000-30 FAM Tours		2,500.00	-2,500.00		\$0.00	\$2,500.00	\$ -2,500.00	0.00%
636-1000-60 FAM Tours		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
637-1000-20 Promotional Sponsorships		2,500.00	-2,500.00		\$0.00	\$2,500.00	\$ -2,500.00	0.00%
637-1000-30 Promotional Sponsorships	10,000.00	0.00	10,000.00		\$10,000.00	\$0.00	\$10,000.00	0.00%
637-1000-50 Promotional Sponsorships	1,500.00	0.00	1,500.00		\$1,500.00	\$0.00	\$1,500.00	0.00%
637-1000-60 Promotional Sponsorships	3,000.00	3,250.00	-250.00	92.31 %	\$3,000.00	\$3,250.00	\$ -250.00	92.31 %
<b>Total Expenditures</b>	<b>\$308,237.39</b>	<b>\$334,737.44</b>	<b>\$ -26,500.05</b>	<b>92.08 %</b>	<b>\$308,237.39</b>	<b>\$334,737.44</b>	<b>\$ -26,500.05</b>	<b>92.08 %</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$25,628.97</b>	<b>83.22 %</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$25,628.97</b>	<b>83.22 %</b>
	<b>127,108.47</b>	<b>152,737.44</b>			<b>127,108.47</b>	<b>152,737.44</b>		
<b>NET REVENUE</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$25,628.97</b>	<b>83.22 %</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$25,628.97</b>	<b>83.22 %</b>
	<b>127,108.47</b>	<b>152,737.44</b>			<b>127,108.47</b>	<b>152,737.44</b>		

# Fargo-Moorhead Convention and Visitors Bureau

## Budget vs. Actuals: 2025 Capital Budget - FY25 P&L

January 2025

	JAN 2025				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue								
400-1000-85 Fargo Lodging Tax 1%	70,000.00	73,000.00	-3,000.00	95.89 %	\$70,000.00	\$73,000.00	\$ - 3,000.00	95.89 %
415-1000-85 WF Lodging Tax 1%	9,500.00	9,750.00	-250.00	97.44 %	\$9,500.00	\$9,750.00	\$ -250.00	97.44 %
440-1000-85 Capital Interest Income	5,608.64	5,000.00	608.64	112.17 %	\$5,608.64	\$5,000.00	\$608.64	112.17 %
<b>Total Revenue</b>	<b>\$85,108.64</b>	<b>\$87,750.00</b>	<b>\$ -2,641.36</b>	<b>96.99 %</b>	<b>\$85,108.64</b>	<b>\$87,750.00</b>	<b>\$ - 2,641.36</b>	<b>96.99 %</b>
<b>GROSS PROFIT</b>	<b>\$85,108.64</b>	<b>\$87,750.00</b>	<b>\$ -2,641.36</b>	<b>96.99 %</b>	<b>\$85,108.64</b>	<b>\$87,750.00</b>	<b>\$ - 2,641.36</b>	<b>96.99 %</b>
Expenditures								
500-0050-85 Capital Grant Program		0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
502-1000-85 Insurance - Capital Fund	3,779.00	0.00	3,779.00		\$3,779.00	\$0.00	\$3,779.00	0.00%
505-1075-85 Telecommunications - Cap Acct	343.91	0.00	343.91		\$343.91	\$0.00	\$343.91	0.00%
505-1085-85 Technology Maint/Upgrades	3,833.74	4,395.00	-561.26	87.23 %	\$3,833.74	\$4,395.00	\$ -561.26	87.23 %
506-1000-85 Bldg Repairs & Maint - Capital		700.00	-700.00		\$0.00	\$700.00	\$ -700.00	0.00%
506-1001-85 Office Repairs & Maint - Capital		100.00	-100.00		\$0.00	\$100.00	\$ -100.00	0.00%
506-1010-85 Grounds Maintenance - Capital	3,500.00	5,000.00	-1,500.00	70.00 %	\$3,500.00	\$5,000.00	\$ - 1,500.00	70.00 %
512-1000-85 Maint Contracts - Office & Equip	3,292.90	3,200.00	92.90	102.90 %	\$3,292.90	\$3,200.00	\$92.90	102.90 %
518-1000-85 Depreciation Expense	3,058.11	4,000.00	-941.89	76.45 %	\$3,058.11	\$4,000.00	\$ -941.89	76.45 %
558-1000-85 Real Estate Specials & Drains	281.75	0.00	281.75		\$281.75	\$0.00	\$281.75	0.00%
632-1000-85 Bid Fees	21,000.00	27,100.00	-6,100.00	77.49 %	\$21,000.00	\$27,100.00	\$ - 6,100.00	77.49 %
<b>Total Expenditures</b>	<b>\$39,089.41</b>	<b>\$44,495.00</b>	<b>\$ -5,405.59</b>	<b>87.85 %</b>	<b>\$39,089.41</b>	<b>\$44,495.00</b>	<b>\$ - 5,405.59</b>	<b>87.85 %</b>
<b>NET OPERATING REVENUE</b>	<b>\$46,019.23</b>	<b>\$43,255.00</b>	<b>\$2,764.23</b>	<b>106.39 %</b>	<b>\$46,019.23</b>	<b>\$43,255.00</b>	<b>\$2,764.23</b>	<b>106.39 %</b>
<b>NET REVENUE</b>	<b>\$46,019.23</b>	<b>\$43,255.00</b>	<b>\$2,764.23</b>	<b>106.39 %</b>	<b>\$46,019.23</b>	<b>\$43,255.00</b>	<b>\$2,764.23</b>	<b>106.39 %</b>



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**Charley Johnson**  
**President/CEO**

## **Visit FM Board Communication: 2025**

**Subject: Plains Art Museum “Connections Campaign” Capital Request**

**Date: February 20, 2025**

### **REQUEST:**

The Plains Art Museum (the only accredited art museum in ND) is raising funds to add a Welcome Center of nearly 11,000 sq ft, which will—among other things detailed in the request—connect its existing gallery and education spaces. It is a \$13 Million project, for which they have already secured \$4 Million. Museum leaders are asking us for a capital grant of \$500,000.

### **FINANCIAL CONSIDERATIONS:**

Visit FM has adequate funds to handle this request, assuming we would spread payments over 3 or 5 years. Of note in this request: they are asking for a 3-year payment schedule, which would help them move from the schematic design phase to the design development phase in June of this year. See Page 8 of their request for details.

### **POLICY CONSIDERATIONS:**

The Plains is one of the bona fide “tourist attractions” in our community and is featured regularly in our print and online promotional efforts. Additionally, we always recommend it to visitors, including travel writers and influencers with whom we engage. The Plains is an important part of the community, both for visitors and for residents who enjoy the arts as part of the local “quality of life” equation. As CEO of Visit FM, I support his request.

### **LEGAL CONSIDERATIONS:**

None I am aware of in this case.



## **2025 Award Recommendations**

**Tourism Champion Award:** Awarded to the individual who has contributed most to tourism promotion, development, and hospitality during the past year

**Recommended Nominee:** Markus Krueger, Program Director of The Historical & Cultural Society of Clay County at The Hjemkomst Center

**Details:** Assisted in 10+ content creator tours, always available for us to highlight an exhibit, History on Tap PANGEA, Scandinavian Festival

**Pineapple Award:** Awarded to the organization that has contributed most to tourism promotion, development, and hospitality during the past year

**Recommended Nominee:** Hulbert Aquatic Center

**Details:** Hosted 3 meets in 2023 totaling \$1M in DVS and 2 meets in 2024 totaling \$881K

**Industry Excellence Award:** Awarded to the individual or organization that has made a significant effort to bring a major convention, conference, meeting, or special event to Fargo-Moorhead that occurred during the past year

**Recommended Nominee:** Plains Art Museum

**Details:** Significant efforts were made to bring the exhibition titled "Full Disclosure: Selections from the Thomas-Suwall Collection," the Indigenous Art Fair, and the Asian Night Market to the community

**MVP Award:** Awarded to the group or individual responsible for a sporting event that had a significant impact on tourism promotion, development, and hospitality during the last year

**Recommended Nominee:** Big Buck National Wrestling Championships, run by 3x Gear (Todd Fuller and Steve Saxlund)

**Details:** This event brought in 732K in Direct Visitor Spending with 2100 participants

**North of Normal Award:** Awarded occasionally to an individual(s) who has made a significant contribution to tourism promotion, development, and hospitality to our community during their career in the Fargo-Moorhead area

**\*The staff recommends giving two of these awards this year**

**Recommended Nominee #1:** Holly Heitkamp – Retired as Director of Moorhead Parks and Recreation

**Recommended Nominee #2:** Barb Erbstoesser – Retired as the Executive Director of West Fargo Park District

**Hotel Industry Star Award:** Awarded to the individual who has contributed most to excellent guest experience (front of house) during the past year

**\*New award this year**

**\*The staff recommends giving two of these awards this year**

**Recommended Nominee:** Kennedy Foss, Delta Hotels by Marriott

**Recommended Nominee:** Susan Wangen, Expressway Suites