

Norman Convention and Visitors Bureau, Inc

Statement of Financial Position

As of June 30, 2025

	JUN 30, 2024	JUL 2024 - JUN 2025
ASSETS		
Current Assets		
Bank Accounts		
100 Armstrong 6267	83,058.99	84,030.05
102 FUB 6299	650,277.96	154,861.83
103 FUB MM 6272	126,500.16	994,450.56
104 CD	159,841.59	0.00
107 Petty Cash	1,385.00	1,440.00
Total Bank Accounts	\$1,021,063.70	\$1,234,782.44
Accounts Receivable		
120 *Accounts Receivable	51,334.00	4,348.00
Total Accounts Receivable	\$51,334.00	\$4,348.00
Other Current Assets		
1200 Accounts Receivable	9,500.00	0.00
170 Prepaid Expenses	6,085.68	2,333.36
170-1 Prepaid Insurance	528.98	440.81
Total Other Current Assets	\$16,114.66	\$2,774.17
Total Current Assets	\$1,088,512.36	\$1,241,904.61
Fixed Assets		
150 Fixed Assets		
151 Furniture & Fixtures	17,600.71	20,779.27
152 Leasehold Improvements	6,130.00	6,130.00
153 Machinery & Equipment	3,923.23	10,426.50
154 Vehicle	67,091.12	48,181.18
155 Computer Equipment	17,196.44	20,030.44
160 Accumulated Depreciation	-99,533.95	-83,586.33
Total 150 Fixed Assets	12,407.55	21,961.06
Total Fixed Assets	\$12,407.55	\$21,961.06
Other Assets		
185 Website	45,500.00	45,500.00
190 Accumulated Amortization	-25,277.72	-40,444.28
Total Other Assets	\$20,222.28	\$5,055.72
TOTAL ASSETS	\$1,121,142.19	\$1,268,921.39
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
200 *Accounts Payable	86,301.73	165,622.32
Total Accounts Payable	\$86,301.73	\$165,622.32
Credit Cards		
198 Arvest Credit Card 4021	11,962.98	2,430.66
Total Credit Cards	\$11,962.98	\$2,430.66
Other Current Liabilities		

	JUN 30, 2024	JUL 2024 - JUN 2025
205 Payroll Liabilities	0.00	0.00
206 Federal Withholding Payable	6,048.93	95.48
209 State Withholding Payable	851.00	9.00
211 State Unemployment	185.25	1.88
220 401(k)	2,042.51	1,898.44
223 Health Insurance	0.00	-739.86
Dental Insurance		44.44
Vision Insurance		-7.07
Total 205 Payroll Liabilities	9,127.69	1,302.31
215 Compensated Absences Payable	21,503.03	21,503.03
229 IRA Payable	5,445.87	0.00
230 United Way Payable	430.92	19.57
Direct Deposit Payable	0.00	567.26
Total Other Current Liabilities	\$36,507.51	\$23,392.17
Total Current Liabilities	\$134,772.22	\$191,445.15
Long-Term Liabilities		
253 SBA Loan #1 and #2	298,806.09	284,830.79
Total Long-Term Liabilities	\$298,806.09	\$284,830.79
Total Liabilities	\$433,578.31	\$476,275.94
Equity		
1110 Ret Earnings	0.00	0.00
302 Unrestricted Assets	218,002.66	687,563.88
Net Revenue	469,561.22	105,081.57
Total Equity	\$687,563.88	\$792,645.45
TOTAL LIABILITIES AND EQUITY	\$1,121,142.19	\$1,268,921.39

Norman Convention and Visitors Bureau, Inc

Statement of Activity

June 2025

	TOTAL
Revenue	
400 Transient Guest Tax	
401 City of Norman Tax	176,640.66
Total 400 Transient Guest Tax	176,640.66
410 Interest Revenue	4,104.56
415 Special Events Income	5,134.16
Total Revenue	\$185,879.38
GROSS PROFIT	\$185,879.38
Expenditures	
605 Research	85,387.00
610 ConsumerAdvertising / Marketing	12,016.67
610-12 Marketing Campaign	9,560.32
610-12.2 VisitNorman Marketing	186.33
Total 610-12 Marketing Campaign	9,746.65
610-8 SEO/SEM	6,845.87
610-9 Marketing Software	5.99
610.2 Simpleview website and app	39,675.00
Total 610 ConsumerAdvertising / Marketing	68,290.18
612 Convention Services	525.98
614 Printed Materials	
614-2 Other Printing	187.01
Total 614 Printed Materials	187.01
618 Conference, Sports and Groups Marketing	14,270.01
618-1.1 Sales Expense - Meals/Entertain	525.30
618-1.2 Sports Expense - Meals/Entertain	415.93
618-13 Locally Owned/Created Events	42,725.19
618-2 Site tour expense	16.15
618-3 Sports Promotional Items	2,611.48
618-4 CRM Software	134.90
618-5 Conferences and Tradeshow	3,892.64
618-5.01 OSAE Conference	100.00
618-5.11 Sports ETA Symposium expenses	599.00
Total 618-5 Conferences and Tradeshow	4,591.64
618-9 Convention	-600.00
Total 618 Conference, Sports and Groups Marketing	64,690.60
619 Affiliation / Memberships	5,799.75
619-05 OK Travel Industry Association	300.00
619-15 Cities of the SEC	299.09
Total 619 Affiliation / Memberships	6,398.84
620 Relationship Marketing	12.19
620-9 Affiliation Expenses	
620-91 Dues	85.00
620-92 Meals	840.54

	TOTAL
Total 620-9 Affiliation Expenses	925.54
Total 620 Relationship Marketing	937.73
621 Retail Center	4.08
640 Operations/Administration	
640-02 Auto Expense	520.32
640-03 Board Meeting Expense	984.70
640-04 Bank Fees	94.20
640-06 Insurance/GL, Prop, WC	916.17
640-07 Rent	6,043.00
640-10 Supplies	275.60
640-11 Subscriptions	2,645.45
640-12 Telephone/Internet	1,150.61
640-15 Legal/Accounting	1,580.00
640-16 Copier/Postage lease	518.09
640-17 Depreciation Expense	246.86
640-24 Parking	1.70
640-25 Amortization	1,263.88
Total 640 Operations/Administration	16,240.58
660 Personnel Expenses	
660-1 Salaries & Wages	23,033.32
660-2 Payroll Taxes	3,809.83
660-4 Health Insurance	794.24
660-5 IRA	1,704.83
660-6 Life Ins.	566.63
Total 660 Personnel Expenses	29,908.85
Total Expenditures	\$272,570.85
NET OPERATING REVENUE	\$ -86,691.47
NET REVENUE	\$ -86,691.47

Norman Convention and Visitors Bureau, Inc													
Statement of Activity													
July 2024 - June 2025													
	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025	MAY 2025	JUN 2025	TOTAL
Revenue													
400 Transient Guest Tax													\$0.00
401 City of Norman Tax	176,640.70	176,640.66	176,640.66	176,640.70	178,364.66	176,640.66	176,640.66	176,640.66	176,640.66	176,640.66	176,640.66	176,640.66	\$2,121,412.00
Total 400 Transient Guest Tax	176,640.70	176,640.66	176,640.66	176,640.70	178,364.66	176,640.66	176,640.66	176,640.66	176,640.66	176,640.66	176,640.66	176,640.66	\$2,121,412.00
410 Interest Revenue	1,160.71	2,457.78	2,895.84	2,963.91	2,919.24	2,987.89	2,506.41	4,447.75	4,188.79	4,070.75	4,223.60	4,104.56	\$38,927.23
411 Advertising Revenue										500.00			\$500.00
415 Special Events Income	25.00	33,250.00	2,200.00							10,320.00	11,232.28	5,134.16	\$62,161.44
418 Cooperative Marketing	105.00												\$105.00
419 Trade Show			3,992.50										\$3,992.50
420 Sales	21,474.00	4,090.00		-226.00					1,650.00		1,314.00		\$28,302.00
421 Run Sign Up Revenue					305.00	2,054.50	5,213.50	7,288.20	7,098.83	40.00			\$22,000.03
Total Revenue	\$199,405.41	\$216,438.44	\$185,729.00	\$179,378.61	\$181,588.90	\$181,683.05	\$184,360.57	\$188,376.61	\$189,578.28	\$191,571.41	\$193,410.54	\$185,879.38	\$2,277,400.20
GROSS PROFIT	\$199,405.41	\$216,438.44	\$185,729.00	\$179,378.61	\$181,588.90	\$181,683.05	\$184,360.57	\$188,376.61	\$189,578.28	\$191,571.41	\$193,410.54	\$185,879.38	\$2,277,400.20
Expenditures													
605 Research	104,946.54	7,423.27	8,484.06	12,729.47							670.80	85,387.00	\$219,641.14
606 Venue Improvement Fund				57,800.00	9,700.00	750.00			8,484.40				\$76,734.40
610 ConsumerAdvertising / Marketing	23,049.17	15,615.04	16,368.95	14,846.37	12,114.45	11,274.17	8,528.77	4,228.11	3,683.33	9,559.85	12,137.22	12,016.67	\$143,422.10
610-11 Local event sponsorship	950.00	1,500.00	1,000.00	500.00	5,000.00		1,050.00			4,000.00	5,000.00		\$19,000.00
610-12 Marketing Campaign	962.94	4,273.73	3,325.00	147.00	593.00	78.90	325.00			7,199.22	3,505.99	9,560.32	\$29,971.10
610-12.2 VisitNorman Marketing							3,000.00					186.33	\$3,186.33
Total 610-12 Marketing Campaign	962.94	4,273.73	3,325.00	147.00	593.00	78.90	3,325.00			7,199.22	3,505.99	9,746.65	\$33,157.43
610-13 Visitors Guide							38,038.74						\$38,038.74
610-3 Sooner Sports Properties	110.00	11,839.38	11,839.38	11,839.38	11,839.38	11,839.38	11,839.38		11,839.34	11,839.38	11,839.38		\$106,664.38
610-4 Leisure print advertising	3,235.00												\$3,235.00
610-4.2 Sports Digital Marketing						5,000.00		3,235.00					\$8,235.00
Total 610-4 Leisure print advertising	3,235.00					5,000.00		3,235.00					\$11,470.00
610-5 Visitor Guide Fulfillment	442.89	495.34	316.68	416.78									\$1,671.69
610-6 Digital Marketing		100.00	714.28			46.71							\$860.99
610-7 OTRD Sponsorship					2,900.00								\$2,900.00
610-8 SEO/SEM	5,670.00	2,783.33	10,783.33	5,233.34	10,783.33	6,268.33	6,845.83	2,845.83	6,845.83	6,845.83	6,845.83	6,845.87	\$78,596.68
610-9 Marketing Software	59.99	59.99	59.99	59.99	59.99	119.98		17.99	137.39	17.99		5.99	\$599.29
610.1 ITI Calendar	276.00	18,015.00	1,575.00								12,000.00		\$31,866.00
610.2 Simpleview website and app												39,675.00	\$39,675.00
Total 610 ConsumerAdvertising / Marketing	34,755.99	54,681.81	45,982.61	33,042.86	43,290.15	34,627.47	69,627.72	10,326.93	22,505.89	39,462.27	51,328.42	68,290.18	\$507,922.30
611 Leisure Trade Shows							1,000.00				725.00		\$1,725.00
611-1 Going On Faith Travel Conference AUG '24	1,595.00	458.46											\$2,053.46
611-3 ABA Marketplace FEB '25				2,635.95			850.54	1,007.82					\$4,494.31
Total 611 Leisure Trade Shows	1,595.00	458.46		2,635.95			1,850.54	1,007.82			725.00		\$8,272.77
612 Convention Services	1,453.77								2,530.18		1,959.36	525.98	\$6,469.29
613 Special Events Expense		12,761.88	22,992.20	21,754.64	5,257.14	12,073.88		1,805.00			308.42		\$76,953.16
613-1 Tourism Luncheon										4,115.48	48.90		\$4,164.38
Total 613 Special Events Expense		12,761.88	22,992.20	21,754.64	5,257.14	12,073.88		1,805.00		4,115.48	357.32		\$81,117.54
614 Printed Materials	529.44	3,912.05	1,080.00		609.96	62.58	233.28	380.00	141.34				\$6,948.65
614-1 Apparel	93.50	1,046.11	91.35		0.00		293.22			1,079.39			\$2,603.57
614-2 Other Printing							135.70			66.55		187.01	\$389.26
614-3 Sports Printing						1,823.86							\$1,823.86
Total 614 Printed Materials	622.94	4,958.16	1,171.35		609.96	1,886.44	662.20	380.00	141.34	1,145.94		187.01	\$11,765.34
617 Public Relations	164.27	242.87											\$407.14
617-1 Cision Database	6,326.42												\$6,326.42
617-3 Photography					185.00	41.34					90.00		\$316.34
617-4 Media Trips/"Blitzes" Giveaways & material	502.10												\$502.10
Total 617 Public Relations	6,992.79	242.87			185.00	41.34					90.00		\$7,552.00
618 Conference, Sports and Groups Marketing	25,976.67	13,716.67	18,860.00	13,719.19	14,085.17	13,931.67	14,323.00	15,783.39	19,386.67	15,021.20	14,125.02	14,270.01	\$193,198.66
618-1.1 Sales Expense - Meals/Entertain	1,043.21	1,762.33	1,658.76	1,996.41	3,101.13	261.07	930.51	6,088.71	1,326.09	1,508.00	483.79	525.30	\$20,685.31
618-1.2 Sports Expense - Meals/Entertain	119.58	96.52									66.69	415.93	\$698.72
618-10 Sports sponsorship/bid fees	269.89	5,430.11	2,878.87	3,250.00			1,050.00	5,200.00					\$18,078.87
618-13 Locally Owned/Created Events				12,500.00	51.99		23,730.23	20,703.38	41,995.66	14,624.50	55,157.76	42,725.19	\$211,488.71
618-14.1 Quarterly Hotel Meetings			685.44	685.43									\$1,370.87
618-15 Bid presentation expenses										9.73	621.18		\$630.91
618-2 Site tour expense							1,194.33			1,000.00		16.15	\$2,210.48
618-2.2 Site tour expense - Sports										46.07			\$46.07
Total 618-2 Site tour expense							1,194.33			1,046.07		16.15	\$2,256.55
618-3 Sports Promotional Items								671.75				2,611.48	\$3,283.23
618-4 CRM Software	808.33	1,658.33	808.33	22,958.33	19,500.00							134.90	\$45,868.22
618-5 Conferences and Tradeshow	398.10	7,433.51	4,592.09	14.00	695.93	3,316.95	21,798.96	1,831.36	3,248.18	265.74	2,632.37	3,892.64	\$50,119.83
618-5.01 OSAE Conference												100.00	\$100.00
618-5.05 US sports Congress expenses					757.91	1,991.91							\$2,749.82
618-5.07 TEAMS Expenses			11,968.13	1,205.01	129.36								\$13,302.50
618-5.08 Sports Relationships	2,065.00			1,453.27					2,034.90				\$5,553.17
618-5.11 Sports ETA Symposium expenses				554.40					561.37	2,435.72	406.98	599.00	\$4,557.47
618-5.12 Small Market Meetings Conference SEP'24	646.04		539.66										\$1,185.70
618-5.14 Connect Faith NOV '24					310.48								\$310.48
618-5.15 Connect Texas NOV '24					484.56								\$484.56
618-5.16 Destination Southwest DEC '24			263.35			675.12							\$938.47
618-5.18 Select Traveler Conference MAR '25						2,650.56			392.98				\$3,043.54
618-5.22 FEA MAY '25								608.38			903.91		\$1,512.29
Total 618-5 Conferences and Tradeshow	3,109.14	7,433.51	17,363.23	3,226.68	2,378.24	8,634.54	21,798.96	2,439.74	6,237.43	2,701.46	3,943.26	4,591.64	\$83,857.83
618-6 Groups Advertising										100.00			\$100.00
618-7 Local Prospecting	1,995.00							2,378.71					\$4,373.71
618-9 Convention	-5,000.00		3,513.52	175.00		285.00	3,750.00					-600.00	\$2,123.52
Total 618 Conference, Sports and Groups Marketing	28,321.82	30,097.47	45,768.15	58,511.04	39,116.53	23,112.28	66,777.03	53,265.68	68,945.85	35,010.96	74,397.70	64,690.60	\$588,015.11
619 Affiliation / Memberships	992.96		702.11		4,166.86		1,037.75	1,258.90	201.75	225.00	2,329.00	5,799.75	\$16,714.08
619-02 SGMP								400.00					\$400.00

	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025	MAY 2025	JUN 2025	TOTAL
619-04 Sooner Centurion (EDC)						1,200.00							\$1,200.00
619-05 OK Travel Industry Association											105.00	300.00	\$405.00
619-06 Destination International		2,120.00	5,488.00			1,050.00				595.00			\$9,253.00
619-15 Cities of the SEC												299.09	\$299.09
Total 619 Affiliation / Memberships	992.96	2,120.00	6,190.11		4,166.86	2,250.00	1,037.75	1,658.90	201.75	820.00	2,434.00	6,398.84	\$28,271.17
620 Relationship Marketing	289.22	73.02	52.34	28.00	36.00	4,398.46				101.84	142.92	12.19	\$5,133.99
620-5 Postage						57.80			48.29				\$106.09
620-6 Web Site Expense						129.00							\$129.00
620-7 Marketing Expense	24.76												\$24.76
620-9 Affiliation Expenses													\$0.00
620-91 Dues	249.80	85.00	85.00		225.00		799.44		85.00	85.00	210.00	85.00	\$1,909.24
620-92 Meals	1,857.61	844.21	1,122.93	1,574.38	1,179.51	560.05	728.01	1,140.65	499.79	691.27	156.23	840.54	\$11,195.18
620-93 Other-Misc	150.00												\$150.00
Total 620-9 Affiliation Expenses	2,257.41	929.21	1,207.93	1,574.38	1,404.51	560.05	1,527.45	1,140.65	584.79	776.27	366.23	925.54	\$13,254.42
Total 620 Relationship Marketing	2,571.39	1,002.23	1,260.27	1,602.38	1,440.51	5,145.31	1,527.45	1,140.65	633.08	878.11	509.15	937.73	\$18,648.26
621 Retail Center	7.04											4.08	\$11.12
640 Operations/Administration													\$0.00
640-02 Auto Expense	1,098.08	637.16	486.87	2,092.62	616.91	4,270.05	175.43	238.03	288.70	276.43	1,331.80	520.32	\$12,032.40
640-03 Board Meeting Expense	695.21	901.24	364.00		409.00		757.80		425.00	782.47	706.88	984.70	\$6,026.30
640-04 Bank Fees	145.58	208.49	234.49	159.49	209.49	209.49	393.50	134.50	134.50	137.00	179.32	94.20	\$2,240.05
640-05 Maintenance/Repairs	463.13			172.91									\$636.04
640-06 Insurance/GL,Prop,WC	909.17	88.17	88.17	672.62	2,476.17	975.93	824.35	88.17	1,269.85	217.71	3,672.23	916.17	\$12,198.71
640-07 Rent	4,000.00	4,000.00	4,000.00	12,086.00		12,086.00	6,043.00	6,043.00	6,043.00	6,043.00	6,043.00	6,043.00	\$72,430.00
640-10 Supplies	503.14	40.79	290.76	715.20	158.14	535.36	235.49	649.49	809.11	240.62		275.60	\$4,453.70
640-11 Subscriptions	855.98	2,067.23	2,837.56	2,035.87	1,868.64	1,836.86	2,376.73	2,662.03	2,516.22	3,799.31	2,717.20	2,645.45	\$28,219.08
640-12 Telephone/Internet	837.80	901.34	1,554.29	450.50	980.47	962.37	697.01	1,099.64	1,384.28	705.24	1,032.51	1,150.61	\$11,756.06
640-14 Staff & Professional Developmen	2,878.68							518.00	717.37	3,061.98			\$7,176.03
640-15 Legal/Accounting	950.00	950.00	700.00	700.00	700.00	2,125.00	1,000.00	1,000.00	680.00	680.00	680.00	1,580.00	\$11,745.00
640-16 Copier/Postage lease	858.04	269.19	236.84	415.13	114.19	229.19	411.55	268.42	326.55	114.19	306.74	518.09	\$4,068.12
640-17 Depreciation Expense	246.86	246.86	246.86	246.86	246.86	246.86	246.86	246.86	246.86	246.86	246.86	246.86	\$2,962.32
640-19 Employee Mileage								181.00	11.54				\$192.54
640-21 Technology	67.45	2,189.07	2,963.97	291.53	167.44	134.90		624.26	266.11	1,039.92			\$7,744.65
640-22 Staff Expenses					15.76	330.19	140.44	600.11	390.46	633.00	268.30		\$2,378.26
640-24 Parking	162.84	76.15	161.51	77.98	107.79	131.47	3.81	51.93	80.99	195.04	17.00	1.70	\$1,068.21
640-25 Amortization	1,263.88	1,263.88	1,263.88	1,263.88	1,263.88	1,263.88	1,263.88	1,263.88	1,263.88	1,263.88	1,263.88	1,263.88	\$15,166.56
Total 640 Operations/Administration	15,935.84	13,839.57	15,429.20	21,380.59	9,334.74	25,337.55	14,569.85	15,669.32	16,854.42	19,436.65	18,465.72	16,240.58	\$202,494.03
645 Interest Expense							4,896.70						\$4,896.70
660 Personnel Expenses													\$0.00
660-1 Salaries & Wages	49,078.32	27,243.40	18,620.36	25,282.56	23,463.32	25,263.12	23,123.32	23,033.32	23,033.32	23,033.32	23,033.32	23,033.32	\$307,241.00
660-2 Payroll Taxes	7,383.34	4,308.04	4,115.81	3,709.21	2,773.58	2,752.55	3,622.73	3,244.80	3,197.66	3,673.76	3,779.65	3,809.83	\$46,370.96
660-4 Health Insurance	4,505.23	4,725.75	4,725.75	4,725.75	1,988.76		7,528.08	2,811.73	2,811.73	2,811.73	2,811.73	794.24	\$40,240.48
660-5 IRA	3,813.36	2,420.07	2,132.05	2,399.36	1,819.40	2,660.96	12,709.54	1,783.22	1,595.72	1,595.72	1,595.72	1,704.83	\$36,229.95
660-6 Life Ins.	584.45	584.45		584.45								566.63	\$2,319.98
Total 660 Personnel Expenses	65,364.70	39,281.71	29,593.97	36,701.33	30,045.06	30,676.63	46,983.67	30,873.07	30,638.43	31,114.53	31,220.42	29,908.85	\$432,402.37
Purchases	80.16	161.00			35.88								\$277.04
Total Expenditures	\$263,640.94	\$167,028.43	\$176,871.92	\$246,158.26	\$143,181.83	\$135,900.90	\$207,932.91	\$116,127.37	\$150,935.34	\$131,983.94	\$182,157.89	\$272,570.85	\$2,194,490.58
NET OPERATING REVENUE	\$ -64,235.53	\$49,410.01	\$8,857.08	\$ -66,779.65	\$38,407.07	\$45,782.15	\$ -23,572.34	\$72,249.24	\$38,642.94	\$59,587.47	\$11,252.65	\$ -86,691.47	\$82,909.62
Other Revenue													
Federal Tax Refund						275.00							\$275.00
Insurance Claim Proceeds											2,296.95		\$2,296.95
Total Other Revenue	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$275.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,296.95	\$0.00	\$2,571.95
Other Expenditures													
901 Gain (Loss) on Sale of Asset		-19,600.00											\$ -19,600.00
Total Other Expenditures	\$0.00	\$ -19,600.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$ -19,600.00
NET OTHER REVENUE	\$0.00	\$19,600.00	\$0.00	\$0.00	\$0.00	\$275.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,296.95	\$0.00	\$22,171.95
NET REVENUE	\$ -64,235.53	\$69,010.01	\$8,857.08	\$ -66,779.65	\$38,407.07	\$46,057.15	\$ -23,572.34	\$72,249.24	\$38,642.94	\$59,587.47	\$13,549.60	\$ -86,691.47	\$105,081.57

Norman Convention and Visitors Bureau, Inc

Statement of Activity

July 2024 - June 2025

	TOTAL		
	JUL 2024 - JUN 2025	JUL 2023 - JUN 2024 (PY)	CHANGE
Revenue			
400 Transient Guest Tax			
401 City of Norman Tax	2,121,412.00	2,026,750.00	94,662.00
Total 400 Transient Guest Tax	2,121,412.00	2,026,750.00	94,662.00
410 Interest Revenue	38,927.23	9,617.18	29,310.05
411 Advertising Revenue	500.00	1,300.00	-800.00
415 Special Events Income	62,161.44	8,764.03	53,397.41
418 Cooperative Marketing	105.00	245.00	-140.00
419 Trade Show	3,992.50		3,992.50
420 Sales	28,302.00	133,742.94	-105,440.94
421 Run Sign Up Revenue	22,000.03		22,000.03
Total Revenue	\$2,277,400.20	\$2,180,419.15	\$96,981.05
GROSS PROFIT	\$2,277,400.20	\$2,180,419.15	\$96,981.05
Expenditures			
605 Research	219,641.14	198,460.59	21,180.55
606 Venue Improvement Fund	76,734.40		76,734.40
610 ConsumerAdvertising / Marketing	143,422.10	65,336.03	78,086.07
610-11 Local event sponsorship	19,000.00	23,120.16	-4,120.16
610-12 Marketing Campaign	29,971.10	63,448.00	-33,476.90
610-12.2 VisitNorman Marketing	3,186.33		3,186.33
Total 610-12 Marketing Campaign	33,157.43	63,448.00	-30,290.57
610-13 Visitors Guide	38,038.74	21,113.17	16,925.57
610-3 Sooner Sports Properties	106,664.38	92,830.00	13,834.38
610-4 Leisure print advertising	3,235.00		3,235.00
610-4.2 Sports Digital Marketing	8,235.00		8,235.00
Total 610-4 Leisure print advertising	11,470.00		11,470.00
610-5 Visitor Guide Fulfillment	1,671.69	5,573.38	-3,901.69
610-6 Digital Marketing	860.99	3,340.00	-2,479.01
610-7 OTRD Sponsorship	2,900.00	7,727.44	-4,827.44
610-8 SEO/SEM	78,596.68	57,086.75	21,509.93
610-9 Marketing Software	599.29	594.90	4.39
610.1 ITI Calendar	31,866.00	60.00	31,806.00
610.2 Simpleview website and app	39,675.00		39,675.00
Total 610 ConsumerAdvertising / Marketing	507,922.30	340,229.83	167,692.47
611 Leisure Trade Shows	1,725.00		1,725.00
611-1 Going On Faith Travel Conference AUG '24	2,053.46		2,053.46
611-3 ABA Marketplace FEB '25	4,494.31		4,494.31
Total 611 Leisure Trade Shows	8,272.77		8,272.77
612 Convention Services	6,469.29	7,632.43	-1,163.14
613 Special Events Expense	76,953.16	34,636.90	42,316.26
613-1 Tourism Luncheon	4,164.38	130.50	4,033.88
Total 613 Special Events Expense	81,117.54	34,767.40	46,350.14

TOTAL			
	JUL 2024 - JUN 2025	JUL 2023 - JUN 2024 (PY)	CHANGE
614 Printed Materials	6,948.65	17,724.54	-10,775.89
614-1 Apparel	2,603.57	837.12	1,766.45
614-2 Other Printing	389.26		389.26
614-3 Sports Printing	1,823.86		1,823.86
Total 614 Printed Materials	11,765.34	18,561.66	-6,796.32
615 Postage		526.97	-526.97
617 Public Relations	407.14	1,360.77	-953.63
617-1 Cision Database	6,326.42		6,326.42
617-3 Photography	316.34	1,378.00	-1,061.66
617-4 Media Trips/"Blitzes" Giveaways & material	502.10	6,527.30	-6,025.20
617-5 Website		28,916.66	-28,916.66
617-6 App		1,616.66	-1,616.66
Total 617 Public Relations	7,552.00	39,799.39	-32,247.39
618 Conference, Sports and Groups Marketing	193,198.66	40,992.97	152,205.69
618-1.1 Sales Expense - Meals/Entertain	20,685.31	18,223.16	2,462.15
618-1.2 Sports Expense - Meals/Entertain	698.72	310.45	388.27
618-10 Sports sponsorship/bid fees	18,078.87	24,293.42	-6,214.55
618-13 Locally Owned/Created Events	211,488.71		211,488.71
618-14.1 Quarterly Hotel Meetings	1,370.87		1,370.87
618-15 Bid presentation expenses	630.91		630.91
618-2 Site tour expense	2,210.48	1,372.68	837.80
618-2.2 Site tour expense - Sports	46.07		46.07
Total 618-2 Site tour expense	2,256.55	1,372.68	883.87
618-3 Sports Promotional Items	3,283.23	2,359.98	923.25
618-4 CRM Software	45,868.22	6,466.64	39,401.58
618-5 Conferences and Tradeshow	50,119.83	48,328.66	1,791.17
618-5.01 OSAE Conference	100.00	125.00	-25.00
618-5.05 US sports Congress expenses	2,749.82		2,749.82
618-5.07 TEAMS Expenses	13,302.50		13,302.50
618-5.08 Sports Relationships	5,553.17		5,553.17
618-5.11 Sports ETA Symposium expenses	4,557.47		4,557.47
618-5.12 Small Market Meetings Conference SEP'24	1,185.70		1,185.70
618-5.14 Connect Faith NOV '24	310.48		310.48
618-5.15 Connect Texas NOV '24	484.56		484.56
618-5.16 Destination Southwest DEC '24	938.47		938.47
618-5.18 Select Traveler Conference MAR '25	3,043.54		3,043.54
618-5.22 FEA MAY '25	1,512.29		1,512.29
Total 618-5 Conferences and Tradeshow	83,857.83	48,453.66	35,404.17
618-6 Groups Advertising	100.00		100.00
618-7 Local Prospecting	4,373.71	4,780.62	-406.91
618-8 Sales Blitz/Prospecting		193.22	-193.22
618-9 Convention	2,123.52	117,157.32	-115,033.80
Total 618 Conference, Sports and Groups Marketing	588,015.11	264,604.12	323,410.99
619 Affiliation / Memberships	16,714.08	9,712.08	7,002.00
619-02 SGMP	400.00		400.00
619-04 Sooner Centurion (EDC)	1,200.00		1,200.00
619-05 OK Travel Industry Association	405.00		405.00
619-06 Destination International	9,253.00	1,295.00	7,958.00
619-15 Cities of the SEC	299.09		299.09

	TOTAL		
	JUL 2024 - JUN 2025	JUL 2023 - JUN 2024 (PY)	CHANGE
Total 619 Affiliation / Memberships	28,271.17	11,007.08	17,264.09
620 Relationship Marketing	5,133.99	4,830.96	303.03
620-5 Postage	106.09	42.24	63.85
620-6 Web Site Expense	129.00		129.00
620-7 Marketing Expense	24.76		24.76
620-9 Affiliation Expenses			
620-91 Dues	1,909.24	655.00	1,254.24
620-92 Meals	11,195.18	3,770.29	7,424.89
620-93 Other-Misc	150.00		150.00
Total 620-9 Affiliation Expenses	13,254.42	4,425.29	8,829.13
Total 620 Relationship Marketing	18,648.26	9,298.49	9,349.77
621 Retail Center	11.12	941.82	-930.70
640 Operations/Administration		9,408.48	-9,408.48
640-02 Auto Expense	12,032.40	13,070.04	-1,037.64
640-03 Board Meeting Expense	6,026.30	1,968.23	4,058.07
640-04 Bank Fees	2,240.05	1,682.82	557.23
Credit Card Fees		803.58	-803.58
Total 640-04 Bank Fees	2,240.05	2,486.40	-246.35
640-05 Maintenance/Repairs	636.04	286.38	349.66
640-06 Insurance/GL,Prop,WC	12,198.71	3,510.02	8,688.69
640-07 Rent	72,430.00	40,197.00	32,233.00
640-09 Security Expense		20.00	-20.00
640-10 Supplies	4,453.70	9,984.97	-5,531.27
640-11 Subscriptions	28,219.08	8,259.88	19,959.20
640-12 Telephone/Internet	11,756.06	10,999.64	756.42
640-14 Staff & Professional Developmen	7,176.03	4,754.33	2,421.70
640-15 Legal/Accounting	11,745.00	26,959.98	-15,214.98
640-16 Copier/Postage lease	4,068.12	2,650.62	1,417.50
640-17 Depreciation Expense	2,962.32	2,962.26	0.06
640-18 Miscellaneous Expense		2,631.01	-2,631.01
640-19 Employee Mileage	192.54		192.54
640-21 Technology	7,744.65	9,226.64	-1,481.99
640-22 Staff Expenses	2,378.26	1,093.18	1,285.08
640-24 Parking	1,068.21	306.15	762.06
640-25 Amortization	15,166.56	15,166.61	-0.05
Total 640 Operations/Administration	202,494.03	165,941.82	36,552.21
645 Interest Expense	4,896.70	8,308.07	-3,411.37
660 Personnel Expenses		1,943.17	-1,943.17
660-1 Salaries & Wages	307,241.00	507,119.50	-199,878.50
660-2 Payroll Taxes	46,370.96	43,287.35	3,083.61
660-4 Health Insurance	40,240.48	40,828.49	-588.01
660-5 IRA	36,229.95	18,624.63	17,605.32
660-6 Life Ins.	2,319.98	4,035.75	-1,715.77
Total 660 Personnel Expenses	432,402.37	615,838.89	-183,436.52
Purchases	277.04		277.04
Total Expenditures	\$2,194,490.58	\$1,715,918.56	\$478,572.02
NET OPERATING REVENUE	\$82,909.62	\$464,500.59	\$ -381,590.97
Other Revenue			

	TOTAL		
	JUL 2024 - JUN 2025	JUL 2023 - JUN 2024 (PY)	CHANGE
Federal Tax Refund	275.00	692.63	-417.63
Income needs to be researched		4,368.00	-4,368.00
Insurance Claim Proceeds	2,296.95		2,296.95
Total Other Revenue	\$2,571.95	\$5,060.63	\$ -2,488.68
Other Expenditures			
901 Gain (Loss) on Sale of Asset	-19,600.00		-19,600.00
Total Other Expenditures	\$ -19,600.00	\$0.00	\$ -19,600.00
NET OTHER REVENUE	\$22,171.95	\$5,060.63	\$17,111.32
NET REVENUE	\$105,081.57	\$469,561.22	\$ -364,479.65

Norman Convention and Visitors Bureau, Inc

Budget vs. Actuals: Budget_FY24_P&L - FY25 P&L

July 2024 - June 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue				
400 Transient Guest Tax				
401 City of Norman Tax	2,121,412.00	2,119,688.00	1,724.00	100.08 %
Total 400 Transient Guest Tax	2,121,412.00	2,119,688.00	1,724.00	100.08 %
410 Interest Revenue	38,927.23		38,927.23	
411 Advertising Revenue	500.00	35,000.00	-34,500.00	1.43 %
415 Special Events Income	62,161.44	11,000.00	51,161.44	565.10 %
418 Cooperative Marketing	105.00		105.00	
419 Trade Show	3,992.50		3,992.50	
420 Sales	28,302.00	2,500.00	25,802.00	1,132.08 %
421 Run Sign Up Revenue	22,000.03		22,000.03	
Total Revenue	\$2,277,400.20	\$2,168,188.00	\$109,212.20	105.04 %
GROSS PROFIT	\$2,277,400.20	\$2,168,188.00	\$109,212.20	105.04 %
Expenditures				
605 Research	219,641.14	32,500.00	187,141.14	675.82 %
605-1 Smith Travel Research		1,584.00	-1,584.00	
Total 605 Research	219,641.14	34,084.00	185,557.14	644.41 %
606 Venue Improvement Fund	76,734.40	150,000.00	-73,265.60	51.16 %
610 ConsumerAdvertising / Marketing	143,422.10	135,290.00	8,132.10	106.01 %
610-11 Local event sponsorship	19,000.00	36,000.00	-17,000.00	52.78 %
610-12 Marketing Campaign	29,971.10	20,000.00	9,971.10	149.86 %
610-12.2 VisitNorman Marketing	3,186.33	106,138.00	-102,951.67	3.00 %
Total 610-12 Marketing Campaign	33,157.43	126,138.00	-92,980.57	26.29 %
610-13 Visitors Guide	38,038.74	30,000.00	8,038.74	126.80 %
610-2 Email Marketing		4,000.00	-4,000.00	
610-3 Sooner Sports Properties	106,664.38	95,000.00	11,664.38	112.28 %
610-4 Leisure print advertising	3,235.00	57,000.00	-53,765.00	5.68 %
610-4.2 Sports Digital Marketing	8,235.00	10,000.00	-1,765.00	82.35 %
Total 610-4 Leisure print advertising	11,470.00	67,000.00	-55,530.00	17.12 %
610-5 Visitor Guide Fulfillment	1,671.69	10,000.00	-8,328.31	16.72 %
610-6 Digital Marketing	860.99	30,000.00	-29,139.01	2.87 %
610-7 OTRD Sponsorship	2,900.00	17,025.00	-14,125.00	17.03 %
610-8 SEO/SEM	78,596.68	44,500.00	34,096.68	176.62 %
610-9 Marketing Software	599.29	8,000.00	-7,400.71	7.49 %
610.1 ITI Calendar	31,866.00	58,500.00	-26,634.00	54.47 %
610.2 Simpleview website and app	39,675.00		39,675.00	
Total 610 ConsumerAdvertising / Marketing	507,922.30	661,453.00	-153,530.70	76.79 %
611 Leisure Trade Shows	1,725.00	16,000.00	-14,275.00	10.78 %
611-1 Going On Faith Travel Conference AUG '24	2,053.46		2,053.46	
611-3 ABA Marketplace FEB '25	4,494.31		4,494.31	
Total 611 Leisure Trade Shows	8,272.77	16,000.00	-7,727.23	51.70 %
612 Convention Services	6,469.29	16,000.00	-9,530.71	40.43 %

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
613 Special Events Expense	76,953.16	20,000.00	56,953.16	384.77 %
613-1 Tourism Luncheon	4,164.38		4,164.38	
Total 613 Special Events Expense	81,117.54	20,000.00	61,117.54	405.59 %
614 Printed Materials	6,948.65	20,703.61	-13,754.96	33.56 %
614-1 Apparel	2,603.57		2,603.57	
614-2 Other Printing	389.26		389.26	
614-3 Sports Printing	1,823.86		1,823.86	
Total 614 Printed Materials	11,765.34	20,703.61	-8,938.27	56.83 %
615 Postage		2,500.00	-2,500.00	
617 Public Relations	407.14	1,520.00	-1,112.86	26.79 %
617-1 Cision Database	6,326.42	5,500.00	826.42	115.03 %
617-2 Media FAM visits		5,250.00	-5,250.00	
617-3 Photography	316.34	0.00	316.34	
617-4 Media Trips/"Blitzes" Giveaways & material	502.10		502.10	
Total 617 Public Relations	7,552.00	12,270.00	-4,718.00	61.55 %
618 Conference, Sports and Groups Marketing	193,198.66	164,120.00	29,078.66	117.72 %
618-1.1 Sales Expense - Meals/Entertain	20,685.31	20,000.00	685.31	103.43 %
618-1.2 Sports Expense - Meals/Entertain	698.72		698.72	
618-10 Sports sponsorship/bid fees	18,078.87	125,000.00	-106,921.13	14.46 %
618-11.1 Impact Calculator		5,500.00	-5,500.00	
618-12 Play Easy Database		3,500.00	-3,500.00	
618-13 Locally Owned/Created Events	211,488.71	50,000.00	161,488.71	422.98 %
618-14.1 Quarterly Hotel Meetings	1,370.87	500.00	870.87	274.17 %
618-14.2 Quarterly sports committee meetings		500.00	-500.00	
618-15 Bid presentation expenses	630.91	2,000.00	-1,369.09	31.55 %
618-2 Site tour expense	2,210.48	13,000.00	-10,789.52	17.00 %
618-2.2 Site tour expense - Sports	46.07		46.07	
Total 618-2 Site tour expense	2,256.55	13,000.00	-10,743.45	17.36 %
618-3 Sports Promotional Items	3,283.23	9,000.00	-5,716.77	36.48 %
618-4 CRM Software	45,868.22	9,750.00	36,118.22	470.44 %
618-5 Conferences and Tradeshows	50,119.83	76,300.00	-26,180.17	65.69 %
618-5.01 OSAE Conference	100.00		100.00	
618-5.05 US sports Congress expenses	2,749.82		2,749.82	
618-5.07 TEAMS Expenses	13,302.50		13,302.50	
618-5.08 Sports Relationships	5,553.17		5,553.17	
618-5.11 Sports ETA Symposium expenses	4,557.47		4,557.47	
618-5.12 Small Market Meetings Conference SEP'24	1,185.70		1,185.70	
618-5.14 Connect Faith NOV '24	310.48		310.48	
618-5.15 Connect Texas NOV '24	484.56		484.56	
618-5.16 Destination Southwest DEC '24	938.47		938.47	
618-5.18 Select Traveler Conference MAR '25	3,043.54		3,043.54	
618-5.22 FEA MAY '25	1,512.29		1,512.29	
Total 618-5 Conferences and Tradeshows	83,857.83	76,300.00	7,557.83	109.91 %
618-6 Groups Advertising	100.00		100.00	
618-7 Local Prospecting	4,373.71	9,500.00	-5,126.29	46.04 %
618-8 Sales Blitz/Prospecting		5,000.00	-5,000.00	
618-9 Convention	2,123.52	40,000.00	-37,876.48	5.31 %
Total 618 Conference, Sports and Groups Marketing	588,015.11	533,670.00	54,345.11	110.18 %
619 Affiliation / Memberships	16,714.08	20,100.00	-3,385.92	83.15 %

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
619-02 SGMP	400.00		400.00	
619-04 Sooner Centurion (EDC)	1,200.00		1,200.00	
619-05 OK Travel Industry Association	405.00		405.00	
619-06 Destination International	9,253.00		9,253.00	
619-15 Cities of the SEC	299.09		299.09	
Total 619 Affiliation / Memberships	28,271.17	20,100.00	8,171.17	140.65 %
620 Relationship Marketing	5,133.99	15,500.00	-10,366.01	33.12 %
620-5 Postage	106.09		106.09	
620-6 Web Site Expense	129.00		129.00	
620-7 Marketing Expense	24.76		24.76	
620-9 Affiliation Expenses				
620-91 Dues	1,909.24		1,909.24	
620-92 Meals	11,195.18		11,195.18	
620-93 Other-Misc	150.00		150.00	
Total 620-9 Affiliation Expenses	13,254.42		13,254.42	
Total 620 Relationship Marketing	18,648.26	15,500.00	3,148.26	120.31 %
621 Retail Center	11.12	10,000.00	-9,988.88	0.11 %
640 Operations/Administration				
640-02 Auto Expense	12,032.40	19,000.00	-6,967.60	63.33 %
640-03 Board Meeting Expense	6,026.30	5,000.00	1,026.30	120.53 %
640-04 Bank Fees	2,240.05	300.00	1,940.05	746.68 %
640-05 Maintenance/Repairs	636.04		636.04	
640-06 Insurance/GL,Prop,WC	12,198.71	4,850.00	7,348.71	251.52 %
640-07 Rent	72,430.00	48,000.00	24,430.00	150.90 %
640-10 Supplies	4,453.70	15,000.00	-10,546.30	29.69 %
640-11 Subscriptions	28,219.08	2,500.00	25,719.08	1,128.76 %
640-12 Telephone/Internet	11,756.06	10,500.00	1,256.06	111.96 %
640-14 Staff & Professional Developmen	7,176.03	25,000.00	-17,823.97	28.70 %
640-15 Legal/Accounting	11,745.00	22,000.00	-10,255.00	53.39 %
640-16 Copier/Postage lease	4,068.12	1,800.00	2,268.12	226.01 %
640-17 Depreciation Expense	2,962.32		2,962.32	
640-19 Employee Mileage	192.54	1,000.00	-807.46	19.25 %
640-21 Technology	7,744.65	10,500.00	-2,755.35	73.76 %
640-22 Staff Expenses	2,378.26	2,000.00	378.26	118.91 %
640-24 Parking	1,068.21	150.00	918.21	712.14 %
640-25 Amortization	15,166.56		15,166.56	
640-26 EIDL Repayments		15,600.00	-15,600.00	
Total 640 Operations/Administration	202,494.03	183,200.00	19,294.03	110.53 %
645 Interest Expense	4,896.70		4,896.70	
656 Payroll Expenses		100.00	-100.00	
660 Personnel Expenses				
660-1 Salaries & Wages	307,241.00	351,581.00	-44,340.00	87.39 %
660-2 Payroll Taxes	46,370.96	27,163.00	19,207.96	170.71 %
660-4 Health Insurance	40,240.48	45,000.00	-4,759.52	89.42 %
660-5 IRA	36,229.95	14,063.00	22,166.95	257.63 %
660-6 Life Ins.	2,319.98	7,300.00	-4,980.02	31.78 %
Total 660 Personnel Expenses	432,402.37	445,107.00	-12,704.63	97.15 %
670 Disaster Contingency		25,000.00	-25,000.00	
Purchases	277.04		277.04	

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total Expenditures	\$2,194,490.58	\$2,165,687.61	\$28,802.97	101.33 %
NET OPERATING REVENUE	\$82,909.62	\$2,500.39	\$80,409.23	3,315.87 %
Other Revenue				
Federal Tax Refund	275.00		275.00	
Insurance Claim Proceeds	2,296.95		2,296.95	
Total Other Revenue	\$2,571.95	\$0.00	\$2,571.95	0.00%
Other Expenditures				
901 Gain (Loss) on Sale of Asset	-19,600.00		-19,600.00	
Total Other Expenditures	\$ -19,600.00	\$0.00	\$ -19,600.00	0.00%
NET OTHER REVENUE	\$22,171.95	\$0.00	\$22,171.95	0.00%
NET REVENUE	\$105,081.57	\$2,500.39	\$102,581.18	4,202.61 %

Norman Convention and Visitors Bureau, Inc

A/R Aging Summary

As of June 30, 2025

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
BancFirst.		450.00				\$450.00
First United		450.00				\$450.00
NCED Conference Center					1,724.00	\$1,724.00
Young Family Athletic Center (Parks & Rec/City of Norman)					1,724.00	\$1,724.00
TOTAL	\$0.00	\$900.00	\$0.00	\$0.00	\$3,448.00	\$4,348.00

Norman Convention and Visitors Bureau, Inc

A/P Aging Summary

As of June 30, 2025

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Arvest Bank	31,201.45					\$31,201.45
Corner Copy		1,314.74				\$1,314.74
Destination International	5,598.00					\$5,598.00
Edgeless UC		232.74				\$232.74
Granicus, LLC	39,675.00					\$39,675.00
Jan Haddad					250.00	\$250.00
Joseph Biundo	350.00					\$350.00
Joseph Thompson					500.00	\$500.00
Legacy Rotary Club of Norman	201.75					\$201.75
Maximilian Biundo	350.00					\$350.00
Midway Grocery And Market	37.74					\$37.74
Oklahoma Copier Solutions	403.90					\$403.90
RAF LLC					500.00	\$500.00
Shelter Insurance	7.00					\$7.00
Zartico, Inc.	85,000.00					\$85,000.00
TOTAL	\$162,824.84	\$1,547.48	\$0.00	\$0.00	\$1,250.00	\$165,622.32