

Southern Delaware Tourism, Inc.  
**Account Listing**  
February 11, 2025

| Account                                                    | Type                    | Description                                                                                 |
|------------------------------------------------------------|-------------------------|---------------------------------------------------------------------------------------------|
| 1080 · Edward Jones                                        | Bank                    | Investment Account                                                                          |
| 1020 · Citizens - Checking                                 | Bank                    |                                                                                             |
| 1050 · Citizens - M/M                                      | Bank                    |                                                                                             |
| 2120 · Payroll Asset                                       | Other Current Asset     |                                                                                             |
| 2700 · Payables                                            | Accounts Payable        |                                                                                             |
| 2500 · CC payable                                          | Credit Card             |                                                                                             |
| 2110 · Direct Deposit Liabilities                          | Other Current Liability |                                                                                             |
| 2800 · PPP Loan                                            | Other Current Liability |                                                                                             |
| 3100 · Deferred income - July PAT                          | Other Current Liability |                                                                                             |
| 2600 · N/P - Citizens Bank (LOC)                           | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities                                 | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3045 · SUTA                     | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3200 · Deduct                   | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3200 · Deduct:3210 · Employee   | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3005 · Federal Withholding      | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3002 · FICA                     | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3002 · FICA:3015 · Company      | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3002 · FICA:3010 · Employee     | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3040 · FUTA                     | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3003 · Medicare                 | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3003 · Medicare:3020 · Company  | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3003 · Medicare:3025 · Employee | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3035 · State Withholding        | Other Current Liability |                                                                                             |
| 3001 · Payroll Liabilities:3030 · State Withholding DE     | Other Current Liability |                                                                                             |
| 3000 · Equity                                              | Equity                  |                                                                                             |
| 3900 · Retained Earnings                                   | Equity                  |                                                                                             |
| 5175 · Dues                                                | Income                  |                                                                                             |
| 5000 · Lodging Tax                                         | Income                  | SDT's allocated income from the state's public accommodations (PAT) receipts                |
| 5000 · Lodging Tax:5012 · June                             | Income                  |                                                                                             |
| 5000 · Lodging Tax:5001 · July                             | Income                  |                                                                                             |
| 5000 · Lodging Tax:5002 · August                           | Income                  |                                                                                             |
| 5000 · Lodging Tax:5003 · September                        | Income                  |                                                                                             |
| 5000 · Lodging Tax:5004 · October                          | Income                  |                                                                                             |
| 5000 · Lodging Tax:5005 · November                         | Income                  |                                                                                             |
| 5000 · Lodging Tax:5006 · December                         | Income                  |                                                                                             |
| 5000 · Lodging Tax:5007 · January                          | Income                  |                                                                                             |
| 5000 · Lodging Tax:5008 · February                         | Income                  |                                                                                             |
| 5000 · Lodging Tax:5009 · March                            | Income                  |                                                                                             |
| 5000 · Lodging Tax:5010 · April                            | Income                  |                                                                                             |
| 5000 · Lodging Tax:5011 · May                              | Income                  |                                                                                             |
| 66900 · Reconciliation Discrepancies                       | Expense                 |                                                                                             |
| 7000 · Administrative                                      | Expense                 |                                                                                             |
| 7000 · Administrative:7105 · Retirement Contribution       | Expense                 |                                                                                             |
| 7000 · Administrative:8095 · Payroll Taxes - Admin         | Expense                 |                                                                                             |
| 7000 · Administrative:7060 · Interest Expense              | Expense                 |                                                                                             |
| 7000 · Administrative:7030 · Automobile Expense            | Expense                 | SDT employee mileage reimbursement for business travel based on the federal government rate |
| 7000 · Administrative:7015 · Administrative Salary         | Expense                 | SDT employee salary expense attributed to administrative functions                          |
| 7000 · Administrative:7020 · Association Dues              | Expense                 | Membership dues and renewals for industry and business organizations                        |
| 7000 · Administrative:7035 · Bonds and Insurance           | Expense                 | SDT Employee Health Insurance and Business Insurance Policies                               |
| 7000 · Administrative:7040 · Cell Phone                    | Expense                 | SDT Employee Cell Phone Reimbursement                                                       |
| 7000 · Administrative:7050 · Education                     | Expense                 | Registration fees for conferences, seminars and coursework                                  |

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| 7000 · Administrative:7055 · Executive Meetings (Meals)        | Expense      | Meal Reimbursement for business meetings and chamber of commerce functions                                                                             |
| 7000 · Administrative:7065 · Office Equipment                  | Expense      | Office furniture, computers, copiers, postage machine                                                                                                  |
| 7000 · Administrative:7070 · Office Supplies                   | Expense      | Paper, stationery , printer toner, nametags, water delivery, writing utensils, computer & desk accessories                                             |
| 7000 · Administrative:7080 · Professional Fees                 | Expense      | Accountant fees, attorney fees and professional consultant fees                                                                                        |
| 7000 · Administrative:7085 · Rent                              | Expense      | Office space rent                                                                                                                                      |
| 7000 · Administrative:7090 · Taxes and Licenses                | Expense      |                                                                                                                                                        |
| 7000 · Administrative:7095 · Telephone                         | Expense      | Office land line telephone service including 800 service                                                                                               |
| 7000 · Administrative:7100 · Travel and Lodging                | Expense      | Airfare, train tickets, car rental, lodging, meals                                                                                                     |
| 8000 · Marketing                                               | Expense      |                                                                                                                                                        |
| 8000 · Marketing:8195 · Tourism Ambassador Program             | Expense      | Learn Tourism / Thinkific fees for online course platform and ambassador rewards                                                                       |
| 8000 · Marketing:8175 · Payroll Taxes - Marketing              | Expense      |                                                                                                                                                        |
| 8000 · Marketing:6000 · Member Grants                          | Expense      |                                                                                                                                                        |
| 8000 · Marketing:6000 · Member Grants:5050 · Member Grants     | Expense      | State Public Accommodations Tax (PAT) percentage distributions to applicant chambers of commerce                                                       |
| 8000 · Marketing:6000 · Member Grants:5060 · Milton            | Expense      |                                                                                                                                                        |
| 8000 · Marketing:6000 · Member Grants:5055 · Laurel            | Expense      |                                                                                                                                                        |
| 8000 · Marketing:6000 · Member Grants:6005 · Bethany-Fenwick   | Expense      |                                                                                                                                                        |
| 8000 · Marketing:6000 · Member Grants:6010 · Georgetown        | Expense      |                                                                                                                                                        |
| 8000 · Marketing:6000 · Member Grants:6015 · Lewes             | Expense      |                                                                                                                                                        |
| 8000 · Marketing:6000 · Member Grants:5065 · Milford           | Expense      |                                                                                                                                                        |
| 8000 · Marketing:6000 · Member Grants:6020 · Millsboro         | Expense      |                                                                                                                                                        |
| 8000 · Marketing:6000 · Member Grants:6025 · Rehoboth-Dewey    | Expense      |                                                                                                                                                        |
| 8000 · Marketing:6000 · Member Grants:6030 · Western Sussex    | Expense      |                                                                                                                                                        |
| 8000 · Marketing:8004 · Advertising                            | Expense      |                                                                                                                                                        |
| 8000 · Marketing:8004 · Advertising:8100 · Print Advertising   | Expense      | Advertisements placed in print publications                                                                                                            |
| 8000 · Marketing:8004 · Advertising:8105 · TV/Web Streaming    | Expense      | Advertisements broadcasted and/or placed on streaming channels                                                                                         |
| 8000 · Marketing:8004 · Advertising:8106 · Online/Print Combo  | Expense      | Advertisements placed in publications that are displayed both online and in print                                                                      |
| 8000 · Marketing:8004 · Advertising:8107 · Digital Advertising | Expense      | Programmatic, paid search, paid social and native advertisements                                                                                       |
| 8000 · Marketing:8165 · Culinary Coast PR                      | Expense      | PR Agency fees specific to Culinary Coast promotion, Culinary Coast Promotional Events                                                                 |
| 8000 · Marketing:8075 · Marketing Salary                       | Expense      | SDT employee salary expense attributed to marketing functions                                                                                          |
| 8000 · Marketing:8112 · Print Marketing Collateral             | Expense      | Printing costs ( visitor guides, invitations, annual reports)                                                                                          |
| 8000 · Marketing:8015 · 30 Room Nights                         | Expense      | \$300 for 30 SDT Rebate (group travel) incentive to accommodations for hosting 30 or more room nights for group stays                                  |
| 8000 · Marketing:8030 · Distribution                           | Expense      | Distribution services for visitor guide placement in travel centers. Also includes bulk shipments of visitor guides                                    |
| 8000 · Marketing:8040 · Group Tour Development                 | Expense      | Promotion specific to the Motorcoach industry                                                                                                          |
| 8000 · Marketing:8055 · Website Update/Design                  | Expense      | SDT website / app expenses and e-newsletter services                                                                                                   |
| 8000 · Marketing:8065 · Marketing Design                       | Expense      | Marketing/Ad Design and layout services for ad creation and alterations                                                                                |
| 8000 · Marketing:8080 · SDT Meeting & Forums                   | Expense      | SDT-hosted events including but not limited to Boart Meetings, Partner Meetings, Award Luncheons and Seminars                                          |
| 8000 · Marketing:8085 · New Initiatives                        | Expense      | New programs and services that arise that do not fit the description of other accounts. Identified in the annual budgeting process.                    |
| 8000 · Marketing:8115 · Professional Photography               | Expense      | Photography and videography services                                                                                                                   |
| 8000 · Marketing:8110 · Postage                                | Expense      | Bulk mail fulfillment (mostly SDT Visitor Guides) and postage services (USPS)                                                                          |
| 8000 · Marketing:8120 · Research                               | Expense      | Industry and market reports and costs related to obtaining information on those who visit Sussex County                                                |
| 8000 · Marketing:8135 · Subscriptions                          | Expense      | Annual and monthly subscription costs to support services and information (i.e Google Business Suite, Adobe, Canva, Mailchimp, Muck Rack, Crowdfunder) |
| 8000 · Marketing:8140 · Event Marketing                        | Expense      | Industry Trade Shows including exhibit space, exhibitor services, shipping and booth promotion. Branded apparel and premium items.                     |
| 8000 · Marketing:8150 · Travel Writer Outreach                 | Expense      | Travel, lodging and/or meal discounted reimbursement to vetted travel journalists and influencers when applicable                                      |
| 8000 · Marketing:8145 · Travel Writer Fam Tour                 | Expense      | Familiarization Tour expenses for planned travel journalist / influencer events (local bus transportation, food and beverage)                          |
| 7011 · Dividends                                               | Other Income |                                                                                                                                                        |
| 5190 · SDT Event Sponsorships                                  | Other Income | Income from SDT Event Sponsors                                                                                                                         |
| 5200 · Event Registration Income                               | Other Income | Income from registration fees / tickets to attend SDT events                                                                                           |
| 5180 · Culinary Coast PR                                       | Other Income | Co-op revenue from participation in SDT's Culinary Coast Publicity Program                                                                             |
| 5155 · Grants Income                                           | Other Income |                                                                                                                                                        |
| 7010 · Interest Income                                         | Other Income |                                                                                                                                                        |
| 5100 · Miscellaneous Income                                    | Other Income |                                                                                                                                                        |

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| 5150 · Co-op Advertising         | Other Income  | Income from SDT-underwritten co-op advertising and promotion                                            |
| 9000 · Reserve                   | Other Expense | Annual transfer of 5% of SDT's PAT (45%) from its business checking account to its money market account |
| 8180 · Culinary Coast PR Expense | Other Expense | SDT Culinary Coast Publicity Program expenses (Baltz & Co)                                              |