

**Convention and Visitors Bureau of Dunwoody
FY 2011 Budget**

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL		
SOURCES															
Revenues															
Tax Revenue	\$52,100.00	\$60,600.00	\$59,700.00	\$64,200.00	\$65,500.00	\$51,800.00	\$58,400.00	\$63,500.00	\$54,200.00	\$63,500.00	\$64,800.00	\$50,700.00	\$709,000		
Interest Income	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000		
Total Revenue	\$52,350.00	\$60,850.00	\$59,950.00	\$64,450.00	\$65,750.00	\$52,050.00	\$58,650.00	\$63,750.00	\$54,450.00	\$63,750.00	\$65,050.00	\$50,950.00	\$712,000		
TOTAL SOURCES	\$52,350.00	\$60,850.00	\$59,950.00	\$64,450.00	\$65,750.00	\$52,050.00	\$58,650.00	\$63,750.00	\$54,450.00	\$63,750.00	\$65,050.00	\$50,950.00	\$712,000		
USES															
Personnel															
Salaries	\$12,333.33	\$12,333.33	\$12,333.33	\$12,333.33	\$12,333.33	\$12,333.33	\$12,333.33	\$12,333.33	\$12,333.33	\$12,333.33	\$12,333.33	\$12,333.33	\$148,000		
Employee Benefits	\$2,700.00	\$2,700.00	\$2,700.00	\$2,700.00	\$2,700.00	\$2,700.00	\$2,700.00	\$2,700.00	\$2,700.00	\$2,700.00	\$2,700.00	\$2,700.00	\$32,400		
Payroll Taxes	\$1,233.33	\$1,233.33	\$1,233.33	\$1,233.33	\$1,233.33	\$1,233.33	\$1,233.33	\$1,233.33	\$1,233.33	\$1,233.33	\$1,233.33	\$1,233.33	\$14,800		
Total Personnel	\$16,266.67	\$16,266.67	\$16,266.67	\$16,266.67	\$16,266.67	\$16,266.67	\$16,266.67	\$16,266.67	\$16,266.67	\$16,266.67	\$16,266.67	\$16,266.67	\$195,200	26.1%	
Administrative															
Furniture & Equipment	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$10,000		
Insurance	\$2,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500		
Legal and Professional Fees	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000		
Licenses and Fees	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$14,250.00	\$250.00	\$250.00	\$17,000		
Miscellaneous	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000		
Office Expense	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000		
Postage/Courier/Overnight	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400		
Rent	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$21,000		
Telephone/Internet	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400		
Vehicle Expenses	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400		
Total Administrative	\$6,850.00	\$4,350.00	\$5,350.00	\$4,350.00	\$4,350.00	\$5,350.00	\$4,850.00	\$4,850.00	\$5,850.00	\$18,850.00	\$4,850.00	\$5,850.00	\$75,700	10.1%	(36%)
Marketing															
Advertising	\$12,750.00	\$12,750.00	\$12,750.00	\$12,750.00	\$12,750.00	\$12,750.00	\$12,750.00	\$12,750.00	\$12,750.00	\$12,750.00	\$12,750.00	\$12,750.00	\$153,000		
Dues and Subscriptions	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$8,600.00	\$300.00	\$300.00	\$11,900		
Graphic Design	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$57,000		
Meals & Entertainment	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,800		
Memberships	\$2,000.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$5,500.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$10,000		
Miscellaneous	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000		
Photography			\$1,000.00			\$500.00			\$1,000.00			\$500.00	\$3,000		
Printing	\$1,500.00	\$1,500.00	\$4,500.00	\$4,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$24,000		
Public Relations	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000		
Travel	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000		
Web Site	\$30,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$85,000		
Total Marketing	\$55,200.00	\$28,450.00	\$32,450.00	\$31,450.00	\$28,450.00	\$28,950.00	\$31,200.00	\$25,950.00	\$26,950.00	\$34,250.00	\$25,950.00	\$26,450.00	\$375,700	50.3%	
Promotional															
Community Development	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$21,000		
Conventions/Trade Shows	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000		
Event Hosting/Site Visits	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$21,000		
Promotional Materials	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$14,400		
Sponsorships	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00	\$20,000		
Total Promotional	\$6,700.00	\$6,700.00	\$11,700.00	\$6,700.00	\$6,700.00	\$11,700.00	\$6,700.00	\$6,700.00	\$11,700.00	\$6,700.00	\$6,700.00	\$11,700.00	\$100,400	13.4%	(64%)
TOTAL USES	\$85,016.67	\$55,766.67	\$65,766.67	\$58,766.67	\$55,766.67	\$62,266.67	\$59,016.67	\$53,766.67	\$60,766.67	\$76,066.67	\$53,766.67	\$60,266.67	\$747,000		
NET SURPLUS (SHORTFALL)	-\$32,666.67	\$5,083.33	-\$5,816.67	\$5,683.33	\$9,983.33	-\$10,216.67	-\$366.67	\$9,983.33	-\$6,316.67	-\$12,316.67	\$11,283.33	-\$9,316.67	(\$35,000)	(5% Planned Shortfall)	

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Convention and Visitors Bureau of Dunwoody FY 2011 Budget

EXPENSE CATEGORY DESCRIPTIONS

SOURCES

Tax Revenue	Reflects approximately 1.5% increase above 2010 revenue pace through August. Adjusted to reflect monthly variations based on 2009 and YTD 2010 history.
Interest Income	Estimated at \$250 per month.

USES

Personnel

Salaries	Executive Director and Sales Manager salaries, plus \$1,500 per month for part-time help.
Employee Benefits	Projected at 22% of Salaries.
Payroll Taxes	Projected at 10% of Salaries.

Administrative

Furniture & Equipment	Projected \$500 per month, plus additional \$1,000 per quarter. For miscellaneous purchases, plus potential furniture needs.
Insurance	Based on expanded coverage. Current premium = \$1,383 for D&O coverage.
Legal and Professional Fees	Legal/Accounting/Auditing/Payroll/HR
Licenses and Fees	\$12,000 annual license for SimpleView CRM system, plus other licenses and fees.
Miscellaneous	Other miscellaneous, unanticipated administrative costs.
Office Expense	Office supplies, other office expenses.
Postage/Courier/Overnight	Postage, courier, and overnight package costs.
Rent	Current monthly rent = \$1,000. In anticipation of increase for 2011, plus potential change in premises during the year.
Telephone/Internet	Connection charges.
Vehicle Expenses	Mileage reimbursements and Ravinia parking fees.

Marketing

Advertising	A combination of print and online advertising targeting meetings, social, tour and travel, and leisure business.
Dues and Subscriptions	Primarily the Smith Travel Research Report, plus other miscellaneous subscriptions.
Graphic Design	Retainer fees for an advertising agency to carry out our branding and ad placements; various freelance projects, including a visitor's guide.
Meals & Entertainment	Meals or entertainment meetings with clients or partners; excludes event hosting.
Memberships	Membership fees for industry associations.
Miscellaneous	Other marketing opportunities that are presented throughout the year.
Photography	Fees for professional photography services.
Printing	Printing costs for projects, materials, visitor's guide, etc.
Public Relations	Special projects for a specialized PR agency to carry out.
Travel	Travel to meetings, tradeshows and industry events; includes any gas, air or hotel costs.
Web Site	Covers \$25,000 payment for development of new destination marketing website, plus Facebook marketing application (Vitruve) and monthly SimpleView web site maintenance costs.

Promotional

Community Development	Supporting marketing efforts for local special events to attract visitors from outside of Dunwoody and Metro Atlanta.
Conventions/Trade Shows	Costs to attend tradeshows and industry education events.
Event Hosting/Site Visits	Special events that the CVB will host, including reunion/wedding planning workshops, meeting planner events, travel writer FAMs, etc.
Promotional Materials	Producing branded items to distribute to potential clients, use in group welcome bags and giveaways at special events.
Sponsorships	Sponsorship of industry tradeshows, events, conferences, etc. to market to potential clients and customers.