

**Convention and Visitors Bureau of Dunwoody  
FY 2012 Budget**

|                                    | JANUARY            | FEBRUARY            | MARCH               | APRIL              | MAY                | JUNE               | JULY               | AUGUST             | SEPTEMBER          | OCTOBER            | NOVEMBER           | DECEMBER           | TOTAL            |       |       |
|------------------------------------|--------------------|---------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|------------------|-------|-------|
| <b>SOURCES</b>                     |                    |                     |                     |                    |                    |                    |                    |                    |                    |                    |                    |                    |                  |       |       |
| <b>Revenues</b>                    |                    |                     |                     |                    |                    |                    |                    |                    |                    |                    |                    |                    |                  |       |       |
| Carryover from 2011                | \$35,000.00        | \$0.00              | \$0.00              | \$0.00             | \$0.00             | \$0.00             | \$0.00             | \$0.00             | \$0.00             | \$0.00             | \$0.00             | \$0.00             | \$35,000         |       |       |
| Tax Revenue                        | \$52,900.00        | \$57,700.00         | \$58,100.00         | \$68,000.00        | \$62,800.00        | \$59,000.00        | \$64,600.00        | \$68,300.00        | \$58,900.00        | \$64,000.00        | \$65,700.00        | \$58,000.00        | \$738,000        |       |       |
| Interest Income                    | \$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          |       |       |
| <b>Total Revenue</b>               | <b>\$88,100.00</b> | <b>\$57,900.00</b>  | <b>\$58,300.00</b>  | <b>\$68,200.00</b> | <b>\$63,000.00</b> | <b>\$59,200.00</b> | <b>\$64,800.00</b> | <b>\$68,500.00</b> | <b>\$59,100.00</b> | <b>\$64,200.00</b> | <b>\$65,900.00</b> | <b>\$58,200.00</b> | <b>\$775,400</b> |       |       |
| <b>TOTAL SOURCES</b>               | <b>\$88,100.00</b> | <b>\$57,900.00</b>  | <b>\$58,300.00</b>  | <b>\$68,200.00</b> | <b>\$63,000.00</b> | <b>\$59,200.00</b> | <b>\$64,800.00</b> | <b>\$68,500.00</b> | <b>\$59,100.00</b> | <b>\$64,200.00</b> | <b>\$65,900.00</b> | <b>\$58,200.00</b> | <b>\$775,400</b> |       |       |
| <b>USES</b>                        |                    |                     |                     |                    |                    |                    |                    |                    |                    |                    |                    |                    |                  |       |       |
| <b>Personnel</b>                   |                    |                     |                     |                    |                    |                    |                    |                    |                    |                    |                    |                    |                  |       |       |
| Salaries                           | \$14,508.33        | \$14,508.33         | \$14,508.33         | \$14,716.67        | \$15,033.33        | \$15,033.33        | \$15,033.33        | \$15,033.33        | \$15,033.33        | \$15,033.33        | \$15,033.33        | \$15,033.33        | \$178,508        |       |       |
| Employee Benefits                  | \$2,176.25         | \$2,176.25          | \$2,176.25          | \$2,207.50         | \$2,255.00         | \$2,255.00         | \$2,255.00         | \$2,255.00         | \$2,255.00         | \$2,255.00         | \$2,255.00         | \$2,255.00         | \$26,776         |       |       |
| Payroll Taxes                      | \$1,456.76         | \$1,456.75          | \$1,456.75          | \$1,477.59         | \$1,509.25         | \$1,509.25         | \$1,509.25         | \$1,509.25         | \$1,509.25         | \$1,509.25         | \$1,509.25         | \$1,509.25         | \$17,922         |       |       |
| <b>Total Personnel</b>             | <b>\$18,141.34</b> | <b>\$18,141.33</b>  | <b>\$18,141.33</b>  | <b>\$18,401.76</b> | <b>\$18,797.58</b> | <b>\$18,797.58</b> | <b>\$18,797.58</b> | <b>\$18,797.58</b> | <b>\$18,797.58</b> | <b>\$18,797.58</b> | <b>\$18,797.58</b> | <b>\$18,797.58</b> | <b>\$223,206</b> | 28.8% | 44.3% |
| <b>Administrative</b>              |                    |                     |                     |                    |                    |                    |                    |                    |                    |                    |                    |                    |                  |       |       |
| Furniture & Equipment              | \$3,000.00         | \$500.00            | \$500.00            | \$500.00           | \$500.00           | \$500.00           | \$500.00           | \$500.00           | \$500.00           | \$500.00           | \$500.00           | \$500.00           | \$8,500          |       |       |
| 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        | \$1,200.00         | \$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         |       |       |
| Licenses and Fees                  | \$1,250.00         | \$1,250.00          | \$1,250.00          | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$15,000         |       |       |
| Miscellaneous                      | \$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          |       |       |
| 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                               | \$1,629.17         | \$1,629.17          | \$1,629.17          | \$1,629.17         | \$1,629.17         | \$1,629.17         | \$1,629.17         | \$3,258.33         | \$3,258.33         | \$3,258.33         | \$3,258.33         | \$3,356.08         | \$27,794         |       |       |
| Telephone/Internet                 | \$300.00           | \$300.00            | \$300.00            | \$300.00           | \$300.00           | \$300.00           | \$300.00           | \$300.00           | \$300.00           | \$300.00           | \$300.00           | \$300.00           | \$3,600          |       |       |
| Vehicle Expenses                   | \$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          |       |       |
| <b>Total Administrative</b>        | <b>\$10,679.17</b> | <b>\$5,679.17</b>   | <b>\$5,679.17</b>   | <b>\$5,679.17</b>  | <b>\$5,679.17</b>  | <b>\$5,679.17</b>  | <b>\$5,679.17</b>  | <b>\$7,308.33</b>  | <b>\$7,308.33</b>  | <b>\$7,308.33</b>  | <b>\$7,308.33</b>  | <b>\$7,406.08</b>  | <b>\$81,394</b>  | 10.5% | 13.2% |
| <b>Marketing</b>                   |                    |                     |                     |                    |                    |                    |                    |                    |                    |                    |                    |                    |                  |       |       |
| Advertising                        | \$15,250.00        | \$15,250.00         | \$15,250.00         | \$15,250.00        | \$15,250.00        | \$15,250.00        | \$15,250.00        | \$15,250.00        | \$15,250.00        | \$15,250.00        | \$15,250.00        | \$15,250.00        | \$183,000        |       |       |
| Dues and Subscriptions             | \$300.00           | \$300.00            | \$300.00            | \$300.00           | \$300.00           | \$300.00           | \$300.00           | \$300.00           | \$300.00           | \$8,800.00         | \$300.00           | \$300.00           | \$12,100         |       |       |
| Graphic Design                     | \$10,000.00        | \$10,000.00         | \$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         | \$40,000         |       |       |
| 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                        |                    |                     | \$5,000.00          |                    |                    | \$500.00           |                    | \$500.00           | \$500.00           | \$500.00           | \$500.00           | \$500.00           | \$6,500          |       |       |
| Printing                           | \$1,500.00         | \$5,000.00          | \$5,000.00          | \$1,500.00         | \$1,500.00         | \$1,500.00         | \$1,500.00         | \$1,500.00         | \$1,500.00         | \$1,500.00         | \$1,500.00         | \$1,500.00         | \$25,000         |       |       |
| 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                           | \$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         | \$5,000.00         | \$60,000         |       |       |
| <b>Total Marketing</b>             | <b>\$36,700.00</b> | <b>\$38,450.00</b>  | <b>\$35,450.00</b>  | <b>\$26,950.00</b> | <b>\$26,950.00</b> | <b>\$27,450.00</b> | <b>\$32,200.00</b> | <b>\$26,950.00</b> | <b>\$27,450.00</b> | <b>\$35,450.00</b> | <b>\$26,950.00</b> | <b>\$27,450.00</b> | <b>\$368,400</b> |       |       |
| <b>Promotional</b>                 |                    |                     |                     |                    |                    |                    |                    |                    |                    |                    |                    |                    |                  |       |       |
| Community Development              | \$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         |       |       |
| 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          | \$1,250.00         | \$1,250.00          | \$1,250.00          | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$15,000         |       |       |
| Promotional Materials              | \$1,250.00         | \$1,250.00          | \$1,250.00          | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$1,250.00         | \$15,000         |       |       |
| Promotions                         | \$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         |       |       |
| Sponsorships                       |                    |                     | \$2,500.00          |                    |                    | \$2,500.00         |                    | \$2,500.00         | \$2,500.00         | \$2,500.00         | \$2,500.00         | \$2,500.00         | \$10,000         |       |       |
| <b>Total Promotional</b>           | <b>\$7,700.00</b>  | <b>\$7,700.00</b>   | <b>\$10,200.00</b>  | <b>\$7,700.00</b>  | <b>\$7,700.00</b>  | <b>\$10,200.00</b> | <b>\$7,700.00</b>  | <b>\$7,700.00</b>  | <b>\$10,200.00</b> | <b>\$7,700.00</b>  | <b>\$7,700.00</b>  | <b>\$10,200.00</b> | <b>\$102,400</b> |       |       |
| <b>Total Marketing/Promotional</b> | <b>\$44,400.00</b> | <b>\$46,150.00</b>  | <b>\$45,650.00</b>  | <b>\$34,650.00</b> | <b>\$34,650.00</b> | <b>\$37,650.00</b> | <b>\$39,900.00</b> | <b>\$34,650.00</b> | <b>\$37,650.00</b> | <b>\$43,150.00</b> | <b>\$34,650.00</b> | <b>\$37,650.00</b> | <b>\$470,800</b> | 60.7% | 42.4% |
| <b>TOTAL USES</b>                  | <b>\$73,220.51</b> | <b>\$69,970.50</b>  | <b>\$69,470.50</b>  | <b>\$58,730.93</b> | <b>\$59,126.75</b> | <b>\$62,126.75</b> | <b>\$64,376.75</b> | <b>\$60,755.91</b> | <b>\$63,755.91</b> | <b>\$69,255.91</b> | <b>\$60,755.91</b> | <b>\$63,853.66</b> | <b>\$775,400</b> |       |       |
| <b>NET SURPLUS (SHORTFALL)</b>     | <b>\$14,879.49</b> | <b>-\$12,070.50</b> | <b>-\$11,170.50</b> | <b>\$9,469.07</b>  | <b>\$3,873.25</b>  | <b>-\$2,926.75</b> | <b>\$423.25</b>    | <b>\$7,744.09</b>  | <b>-\$4,655.91</b> | <b>-\$5,055.91</b> | <b>\$5,144.09</b>  | <b>-\$5,653.66</b> | <b>\$0</b>       |       |       |

## Convention and Visitors Bureau of Dunwoody FY 2012 Budget

### EXPENSE CATEGORY DESCRIPTIONS

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#### SOURCES

|                            |   |
|----------------------------|---|
| <b>Carryover from 2011</b> | Represents surplus funds brought forth from 2011 to balance budget.   |
| <b>Tax Revenue</b>         | Reflects approximately 2.5% increase above projected 2011 revenue. Adjusted to reflect monthly variations based on 2010 and YTD 2011 history. |
| <b>Interest Income</b>     | Estimated at \$200 per month.   |

#### USES

|                                    |  |
|------------------------------------|--|
| <b>Personnel</b>                   |  |
| <b>Salaries</b>                    | Exec. Director and Sales Manager salaries, one part-time person, plus addition of Marketing Coordinator as of January 1.                         |
| <b>Employee Benefits</b>           | Projected at 15% of Salaries.  |
| <b>Payroll Taxes</b>               | Projected at 10% of Salaries.  |
| <b>Administrative</b>              |  |
| <b>Furniture &amp; Equipment</b>   | Projected \$500 per month. For miscellaneous purchases. Plus \$2,500 in January for additional new computer equipment for Marketing Coordinator. |
| <b>Insurance</b>                   | Based on expanded coverage. Current premium = \$1,383 for D&O coverage.  |
| <b>Legal and Professional Fees</b> | Legal/Accounting/Auditing/Payroll/HR   |
| <b>Licenses and Fees</b>           | \$1,000 monthly license for SimpleView CRM system, plus other licenses and fees.   |
| <b>Miscellaneous</b>               | Other miscellaneous, unanticipated administrative costs.   |
| <b>Office Expense</b>              | Office supplies, other office expenses.  |
| <b>Postage/Courier/Overnight</b>   | Postage, courier, and overnight package costs.   |
| <b>Rent</b>                        | Based on new lease commencing 12/1/2011, starting at \$3,258.33 per month, with 50% rent abatement through July, increasing 3% on 12/1/2012.     |
| <b>Telephone/Internet</b>          | Connection charges.  |
| <b>Vehicle Expenses</b>            | Mileage reimbursements.  |
| <b>Marketing</b>                   |  |
| <b>Advertising</b>                 | A combination of print and online advertising aimed at the target audiences for both meetings & groups and leisure tourism                       |
| <b>Dues and Subscriptions</b>      | Primarily the Smith Travel Research Report, plus other miscellaneous subscriptions.  |
| <b>Graphic Design</b>              | New creative campaign (partnered with the City); fees for graphic design for annual brochure, map, and meeting planner guide.                    |
| <b>Meals &amp; Entertainment</b>   | Meals or entertainment meetings with clients and industry partners; excludes event hosting.  |
| <b>Memberships</b>                 | Membership fees for industry associations.   |
| <b>Miscellaneous</b>               | Other marketing opportunities that are presented throughout the year.  |
| <b>Photography</b>                 | Video project with the City of Dunwoody; fees for professional photography services.   |
| <b>Printing</b>                    | Printing costs for projects, materials, etc. Additional costs in February/March for annual printing of Visitors Guide.                           |
| <b>Public Relations</b>            | Special Projects with CVB-specialized PR Agency, Laurie Rowe Communications; FAM tours for Travel Media  |
| <b>Travel</b>                      | Travel to meetings, tradeshows and industry events; includes any gas, air or hotel costs.  |
| <b>Web Site</b>                    | Monthly SimpleView web site maintenance costs; pay-per-click advertising; search engine optimization   |
| <b>Promotional</b>                 |  |
| <b>Community Development</b>       | Marketing efforts for local special events to attract visitors from outside of Dunwoody and Metro Atlanta.                                       |
| <b>Conventions/Trade Shows</b>     | Costs to attend tradeshows and industry education events.  |
| <b>Event Hosting/Site Visits</b>   | Special events that the CVB will host, including reunion/wedding planning workshops, meeting planner events, familiarization tours, etc.         |
| <b>Promotional Materials</b>       | Producing branded items to distribute to potential clients, use in group welcome bags, and giveaways at special events.                          |
| <b>Promotions</b>                  | Seasonal promotional campaigns incorporating sweepstakes, photo contests, scavenger hunts, etc.  |
| <b>Sponsorships</b>                | Sponsorship of industry tradeshows, events, conferences, etc. to market to potential clients and visitors.                                       |

\*\* **DMAI Averages**                      *Represent budget category averages for DMOs with annual budgets ranging from \$500,000 to \$999,999.  
Source: Destination Marketing Association International - 2011 DMO Organizational & Financial Profile Study.*