

Convention and Visitors Bureau of Dunwoody Q2 2012 Budget vs. Actual

	1/1 - 3/31 BUDGET	APRIL	MAY	JUNE	1/1 - 6/30 BUDGET	1/1 - 6/30 ACTUAL	VARIANCE	ANNUAL BUDGET
SOURCES								
Revenues								
Carryover from 2011	\$35,000	\$0.00	\$0.00	\$0.00	\$35,000	\$35,000	\$0	\$35,000
Other Revenue	\$0	\$0.00	\$0.00	\$0.00	\$0	\$943	\$943	\$0
Tax Revenue	\$168,700	\$68,000.00	\$62,800.00	\$59,000.00	\$358,500	\$373,181	\$14,681	\$738,000
Interest Income	\$600	\$200.00	\$200.00	\$200.00	\$1,200	\$999	(\$201)	\$2,400
Total Revenue	\$204,300	\$68,200.00	\$63,000.00	\$59,200.00	\$394,700	\$410,123	\$15,423	\$775,400
TOTAL SOURCES	\$204,300	\$68,200.00	\$63,000.00	\$59,200.00	\$394,700	\$410,123	\$15,423	\$775,400
USES								
Personnel							3.9%	
Salaries	\$43,525	\$14,716.67	\$15,033.33	\$15,033.33	\$88,308	\$84,583	(\$3,725)	\$178,508
Employee Benefits	\$6,529	\$2,207.50	\$2,255.00	\$2,255.00	\$13,246	\$7,498	(\$5,748)	\$26,776
Payroll Taxes	\$4,370	\$1,477.59	\$1,509.25	\$1,509.25	\$8,866	\$8,650	(\$216)	\$17,922
Total Personnel	\$54,424	\$18,401.76	\$18,797.58	\$18,797.58	\$110,421	\$100,731	(\$9,690)	\$223,206
Administrative							-8.8%	
Furniture & Equipment	\$4,000	\$500.00	\$500.00	\$500.00	\$5,500	\$2,485	(\$3,015)	\$8,500
Small Equipment	\$0	\$0.00	\$0.00	\$0.00	\$0	\$2,247	\$2,247	\$0
Insurance	\$2,500	\$0.00	\$0.00	\$0.00	\$2,500	\$1,303	(\$1,197)	\$2,500
Legal and Professional Fees	\$3,600	\$1,200.00	\$1,200.00	\$1,200.00	\$7,200	\$20,384	\$13,184	\$14,400
Licenses and Fees	\$3,750	\$1,250.00	\$1,250.00	\$1,250.00	\$7,500	\$3,533	(\$3,967)	\$15,000
Miscellaneous	\$600	\$200.00	\$200.00	\$200.00	\$1,200	\$1,861	\$661	\$2,400
Office Expense	\$750	\$250.00	\$250.00	\$250.00	\$1,500	\$4,618	\$3,118	\$3,000
Postage/Courier/Overnight	\$600	\$200.00	\$200.00	\$200.00	\$1,200	\$643	(\$557)	\$2,400
Rent	\$4,888	\$1,629.17	\$1,629.17	\$1,629.17	\$9,775	\$9,805	\$30	\$27,794
Telephone/Internet	\$900	\$300.00	\$300.00	\$300.00	\$1,800	\$2,976	\$1,176	\$3,600
Vehicle Expenses	\$450	\$150.00	\$150.00	\$150.00	\$900	\$963	\$63	\$1,800
Total Administrative	\$22,038	\$5,679.17	\$5,679.17	\$5,679.17	\$39,075	\$50,818	\$11,743	\$81,394
Marketing							30.1%	
Advertising	\$45,750	\$15,250.00	\$15,250.00	\$15,250.00	\$91,500	\$109,447	\$17,947	\$183,000
Dues and Subscriptions	\$900	\$300.00	\$300.00	\$300.00	\$1,800	\$1,009	(\$791)	\$12,100
Graphic Design	\$22,000	\$2,000.00	\$2,000.00	\$2,000.00	\$28,000	\$26,810	(\$1,190)	\$40,000
Meals & Entertainment	\$450	\$150.00	\$150.00	\$150.00	\$900	\$1,256	\$356	\$1,800
Memberships	\$2,500	\$250.00	\$250.00	\$250.00	\$3,250	\$6,244	\$2,994	\$10,000
Miscellaneous	\$1,500	\$500.00	\$500.00	\$500.00	\$3,000	\$85	(\$2,915)	\$6,000
Photography	\$5,000	\$0.00	\$0.00	\$500.00	\$5,500	\$500	(\$5,000)	\$6,500
Printing	\$11,500	\$1,500.00	\$1,500.00	\$1,500.00	\$16,000	\$2,459	(\$13,541)	\$25,000
Public Relations	\$3,000	\$1,000.00	\$1,000.00	\$1,000.00	\$6,000	\$6,000	\$0	\$12,000
Travel	\$3,000	\$1,000.00	\$1,000.00	\$1,000.00	\$6,000	\$4,486	(\$1,514)	\$12,000
Web Site	\$15,000	\$5,000.00	\$5,000.00	\$5,000.00	\$30,000	\$21,305	(\$8,695)	\$60,000
Total Marketing	\$110,600	\$26,950.00	\$26,950.00	\$27,450.00	\$191,950	\$179,601	(\$12,349)	\$368,400
Promotional							-6.4%	
Community Development	\$3,600	\$1,200.00	\$1,200.00	\$1,200.00	\$7,200	\$11,612	\$4,412	\$14,400
Conventions/Trade Shows	\$6,000	\$2,000.00	\$2,000.00	\$2,000.00	\$12,000	\$16,861	\$4,861	\$24,000
Event Hosting/Site Visits	\$3,750	\$1,250.00	\$1,250.00	\$1,250.00	\$7,500	\$4,287	(\$3,213)	\$15,000
Promotional Materials	\$3,750	\$1,250.00	\$1,250.00	\$1,250.00	\$7,500	\$6,514	(\$986)	\$15,000
Promotions	\$6,000	\$2,000.00	\$2,000.00	\$2,000.00	\$12,000	\$6,201	(\$5,799)	\$24,000
Sponsorships	\$2,500	\$0.00	\$0.00	\$2,500.00	\$5,000	\$8,000	\$3,000	\$10,000
Total Promotional	\$25,600	\$7,700.00	\$7,700.00	\$10,200.00	\$51,200	\$53,475	\$2,275	\$102,400
<i>Total Marketing/Promotional</i>	<i>\$136,200.00</i>	<i>\$34,650.00</i>	<i>\$34,650.00</i>	<i>\$37,650.00</i>	<i>\$243,150</i>	<i>\$233,076</i>	<i>(\$10,074)</i>	<i>\$470,800</i>
TOTAL USES	\$212,662	\$58,730.93	\$59,126.75	\$62,126.75	\$392,646	\$384,625	(\$8,021)	\$775,400
							-2.0%	
NET SURPLUS (SHORTFALL)	(\$8,362)	\$9,469.07	\$3,873.25	-\$2,926.75	\$2,054	\$25,498	\$23,444	\$0

Convention & Visitors' Bureau of Dunwoody
Fund 950 Balance Sheet
As of June 30th, 2012

Description	Balance	
<u>Assets</u>		
Bank of N Ga-Reserve Acct	150,648.29	
Piedmont Bank Checking Acct	79,220.61	
Piedmont Prime Money Mkt Acct	149,047.79	
BB&T Money Market Afct	100,100.53	
Cash in Banks		<u>479,017.22</u>
Due from Other Funds-100	0.00	
Due from other Funds-275	60,000.00	
Prepaid Items	260.00	<u>60,260.00</u>
 Total Current Assets		 <u>539,277.22</u>
Capital Assets/Mach & Equip	14,499.97	
Accum Depreciation-Mach & Equip	(302.08)	
Non-Current Prepaid Items	3,258.33	<u>17,456.22</u>
 Total Non-Current Assets		 <u>17,456.22</u>
 Total Assets		 <u><u>556,733.44</u></u>
<u>Liabilities</u>		
Accounts Payable	13,419.14	
Accrued Expenses	0.00	
Salaries & Wages Payable	0.00	
State Withholding Payable	0.00	
IRA Deductions Payable	0.00	
Due to General Fund	8,000.00	
Due to Other Funds-275	0.00	
Non-Current Liabilities	0.00	
Total Liabilities		<u>21,419.14</u>
<u>Equity</u>		
Fund Balance Restricted-CVB	294,814.39	
Fund Balance Assigned-Oper Res	100,000.00	
Fund Balance Assigned-Bldg Cap	150,000.00	
Total Beginning Equity	<u>544,814.39</u>	
 Total Revenues	 375,123.03	
Total Expenses	<u>384,623.12</u>	
Total Revenue Over/(Under) Expenses	(9,500.09)	
 Total Equity & Rev. Over/(Under) Exp.		 <u>535,314.30</u>
 Total Liabilities, Equities, & Rev. Over/(Under) Exp.		 <u><u>556,733.44</u></u>