

**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
<b>SOURCES</b>								
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	<b>\$204,300</b>	<b>\$68,200.00</b>	<b>\$63,000.00</b>	<b>\$59,200.00</b>	<b>\$394,700</b>	<b>\$410,123</b>	<b>\$15,423</b>	<b>\$775,400</b>
<b>TOTAL SOURCES</b>	<b>\$204,300</b>	<b>\$68,200.00</b>	<b>\$63,000.00</b>	<b>\$59,200.00</b>	<b>\$394,700</b>	<b>\$410,123</b>	<b>\$15,423</b>	<b>\$775,400</b>
<b>USES</b>							3.9%	
Personnel								
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	<b>\$54,424</b>	<b>\$18,401.76</b>	<b>\$18,797.58</b>	<b>\$18,797.58</b>	<b>\$110,421</b>	<b>\$100,731</b>	<b>(\$9,690)</b>	<b>\$223,206</b>
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	<b>\$22,038</b>	<b>\$5,679.17</b>	<b>\$5,679.17</b>	<b>\$5,679.17</b>	<b>\$39,075</b>	<b>\$50,818</b>	<b>\$11,743</b>	<b>\$81,394</b>
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	<b>\$110,600</b>	<b>\$26,950.00</b>	<b>\$26,950.00</b>	<b>\$27,450.00</b>	<b>\$191,950</b>	<b>\$179,601</b>	<b>(\$12,349)</b>	<b>\$368,400</b>
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	<b>\$25,600</b>	<b>\$7,700.00</b>	<b>\$7,700.00</b>	<b>\$10,200.00</b>	<b>\$51,200</b>	<b>\$53,475</b>	<b>\$2,275</b>	<b>\$102,400</b>
<i>Total Marketing/Promotional</i>	<b>\$136,200.00</b>	<b>\$34,650.00</b>	<b>\$34,650.00</b>	<b>\$37,650.00</b>	<b>\$243,150</b>	<b>\$233,076</b>	<b>(\$10,074)</b>	<b>\$470,800</b>
<b>TOTAL USES</b>	<b>\$212,662</b>	<b>\$58,730.93</b>	<b>\$59,126.75</b>	<b>\$62,126.75</b>	<b>\$392,646</b>	<b>\$384,625</b>	<b>(\$8,021)</b>	<b>\$775,400</b>
<b>NET SURPLUS (SHORTFALL)</b>	<b>(\$8,362)</b>	<b>\$9,469.07</b>	<b>\$3,873.25</b>	<b>-\$2,926.75</b>	<b>\$2,054</b>	<b>\$25,498</b>	<b>\$23,444</b>	<b>\$0</b>

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

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Description	Balance
<b><u>Assets</u></b>	
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 Afacct	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>556,733.44</u>
<b><u>Liabilities</u></b>	
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>
<b><u>Equity</u></b>	
Fund Balance Restricted-CVB	294,814.39
Fund Balance Assigned-Oper Res	100,000.00
Fund Balance Assigned-Bldg Cap	<u>150,000.00</u>
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>556,733.44</u>