

Convention and Visitors Bureau of Dunwoody

Q3 2012 Budget vs. Actual

	1/1 - 6/30 BUDGET				1/1 - 9/30 BUDGET	1/1 - 9/30 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	\$358,500	\$64,600.00	\$68,300.00	\$58,900.00	\$550,300	\$567,877	\$17,577	\$738,000
Interest Income	\$1,200	\$200.00	\$200.00	\$200.00	\$1,800	\$1,381	(\$419)	\$2,400
Total Revenue	\$394,700	\$64,800.00	\$68,500.00	\$59,100.00	\$587,100	\$605,201	\$18,101	\$775,400
TOTAL SOURCES	\$394,700	\$64,800.00	\$68,500.00	\$59,100.00	\$587,100	\$605,201	\$18,101	\$775,400
USES								
Personnel							3.1%	
Salaries	\$88,308	\$15,033.33	\$15,033.33	\$15,033.33	\$133,408	\$126,712	(\$6,696)	\$178,508
Employee Benefits	\$13,246	\$2,255.00	\$2,255.00	\$2,255.00	\$20,011	\$10,655	(\$9,356)	\$26,776
Payroll Taxes	\$8,866	\$1,509.25	\$1,509.25	\$1,509.25	\$13,394	\$11,880	(\$1,514)	\$17,922
Total Personnel	\$110,421	\$18,797.58	\$18,797.58	\$18,797.58	\$166,814	\$149,247	(\$17,567)	\$223,206
Administrative							-10.5%	
Furniture & Equipment	\$5,500	\$500.00	\$500.00	\$500.00	\$7,000	\$2,485	(\$4,515)	\$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	\$7,200	\$1,200.00	\$1,200.00	\$1,200.00	\$10,800	\$25,810	\$15,010	\$14,400
Licenses and Fees	\$7,500	\$1,250.00	\$1,250.00	\$1,250.00	\$11,250	\$3,533	(\$7,717)	\$15,000
Miscellaneous	\$1,200	\$200.00	\$200.00	\$200.00	\$1,800	\$2,128	\$328	\$2,400
Office Expense	\$1,500	\$250.00	\$250.00	\$250.00	\$2,250	\$5,048	\$2,798	\$3,000
Postage/Courier/Overnight	\$1,200	\$200.00	\$200.00	\$200.00	\$1,800	\$981	(\$819)	\$2,400
Rent	\$9,775	\$1,629.17	\$3,258.33	\$3,258.33	\$17,921	\$19,580	\$1,659	\$27,794
Telephone/Internet	\$1,800	\$300.00	\$300.00	\$300.00	\$2,700	\$4,675	\$1,975	\$3,600
Vehicle Expenses	\$900	\$150.00	\$150.00	\$150.00	\$1,350	\$2,086	\$736	\$1,800
Total Administrative	\$39,075	\$5,679.17	\$7,308.33	\$7,308.33	\$59,371	\$69,876	\$10,505	\$81,394
Marketing							17.7%	
Advertising	\$91,500	\$15,250.00	\$15,250.00	\$15,250.00	\$137,250	\$159,642	\$22,392	\$183,000
Dues and Subscriptions	\$1,800	\$300.00	\$300.00	\$300.00	\$2,700	\$1,669	(\$1,031)	\$12,100
Graphic Design	\$28,000	\$2,000.00	\$2,000.00	\$2,000.00	\$34,000	\$35,159	\$1,159	\$40,000
Meals & Entertainment	\$900	\$150.00	\$150.00	\$150.00	\$1,350	\$1,958	\$608	\$1,800
Memberships	\$3,250	\$5,500.00	\$250.00	\$250.00	\$9,250	\$7,664	(\$1,586)	\$10,000
Miscellaneous	\$3,000	\$500.00	\$500.00	\$500.00	\$4,500	\$85	(\$4,415)	\$6,000
Photography	\$5,500			\$500.00	\$6,000	\$3,400	(\$2,600)	\$6,500
Printing	\$16,000	\$1,500.00	\$1,500.00	\$1,500.00	\$20,500	\$6,811	(\$13,689)	\$25,000
Public Relations	\$6,000	\$1,000.00	\$1,000.00	\$1,000.00	\$9,000	\$9,000	\$0	\$12,000
Travel	\$6,000	\$1,000.00	\$1,000.00	\$1,000.00	\$9,000	\$9,453	\$453	\$12,000
Web Site	\$30,000	\$5,000.00	\$5,000.00	\$5,000.00	\$45,000	\$32,692	(\$12,308)	\$60,000
Total Marketing	\$191,950	\$32,200.00	\$26,950.00	\$27,450.00	\$278,550	\$267,533	(\$11,017)	\$368,400
Promotional							-4.0%	
Community Development	\$7,200	\$1,200.00	\$1,200.00	\$1,200.00	\$10,800	\$13,091	\$2,291	\$14,400
Conventions/Trade Shows	\$12,000	\$2,000.00	\$2,000.00	\$2,000.00	\$18,000	\$18,181	\$181	\$24,000
Event Hosting/Site Visits	\$7,500	\$1,250.00	\$1,250.00	\$1,250.00	\$11,250	\$5,398	(\$5,852)	\$15,000
Promotional Materials	\$7,500	\$1,250.00	\$1,250.00	\$1,250.00	\$11,250	\$11,714	\$464	\$15,000
Promotions	\$12,000	\$2,000.00	\$2,000.00	\$2,000.00	\$18,000	\$6,201	(\$11,799)	\$24,000
Sponsorships	\$5,000			\$2,500.00	\$7,500	\$8,150	\$650	\$10,000
Total Promotional	\$51,200	\$7,700.00	\$7,700.00	\$10,200.00	\$76,800	\$62,735	(\$14,065)	\$102,400
<i>Total Marketing/Promotional</i>	<i>\$243,150</i>	<i>\$39,900.00</i>	<i>\$34,650.00</i>	<i>\$37,650.00</i>	<i>\$355,350</i>	<i>\$330,268</i>	<i>(\$25,082)</i>	<i>\$470,800</i>
TOTAL USES	\$392,646	\$64,376.75	\$60,755.91	\$63,755.91	\$581,535	\$549,391	(\$32,144)	\$775,400
							-5.5%	
NET SURPLUS (SHORTFALL)	\$2,054	\$423.25	\$7,744.09	-\$4,655.91	\$5,565	\$55,810	\$50,245	\$0

Convention and Visitors Bureau of Dunwoody

FY 2013 Budget

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IRCES

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
Revenues													
Carryover from 2012													0
Tax Revenue	62,780	68,130	71,006	65,799	66,470	72,320	69,001	62,118	58,817	67,219	69,005	60,922	793,587
Interest Income	104	104	104	104	104	104	104	104	104	104	104	104	1,250
Total Revenue	62,884	68,234	71,110	65,903	66,574	72,424	69,105	62,222	58,921	67,323	69,109	61,026	794,837
TOTAL SOURCES	62,884	68,234	71,110	65,903	66,574	72,424	69,105	62,222	58,921	67,323	69,109	61,026	794,837

USES

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	% OF TOTAL	DMAI AVG.*
Personnel															
Salaries	15,265	15,395	15,570	15,570	15,874	15,874	15,874	15,874	15,874	15,874	15,874	15,874	188,792		
Employee Benefits	2,290	2,309	2,336	2,336	2,381	2,381	2,381	2,381	2,381	2,381	2,381	2,381	28,319		
Payroll Taxes	1,527	1,540	1,557	1,557	1,587	1,587	1,587	1,587	1,587	1,587	1,587	1,587	18,879		
Total Personnel	19,081	19,244	19,463	19,463	19,843	19,843	19,843	19,843	19,843	19,843	19,843	19,843	235,990	0.30	0.44
Administrative															
Employee Development	300	300	300	800	800	1,000	300	300	300	200	200	200	5,000		
Equipment Lease	130	130	130	130	130	130	130	130	130	130	130	130	1,558		
Furniture & Equipment	0	0	0	0	0	0	0	0	0	0	0	0	0		
Insurance	0	1,570	0	0	0	0	0	0	0	0	0	2,185	3,755		
IT Support	250	250	250	250	250	250	250	250	250	250	250	250	3,000		
Legal and Professional Fees	1,305	1,230	5,230	1,230	1,230	1,230	1,230	1,230	1,230	1,230	1,230	1,230	18,835		
Licenses and Fees	700	250	250	250	250	250	250	250	250	250	250	250	3,450		
Meals and Meeting Expenses	500	200	200	500	200	200	500	200	200	500	200	200	3,600		
Miscellaneous	200	200	200	200	200	200	200	200	200	200	200	200	2,400		
Office Expense	200	200	200	200	200	200	200	200	200	200	200	200	2,400		
Rent	3,356	3,356	3,356	3,356	3,356	3,356	3,356	3,356	3,356	3,356	3,356	3,457	40,374		
Small Equipment	200	200	200	200	200	200	200	200	200	200	200	200	2,400		
Telephone/Internet	561	561	561	561	561	561	561	561	561	561	561	561	6,732		
Travel	200	200	200	200	200	200	200	200	200	300	300	300	2,700		
Total Administrative	7,902	8,647	11,077	7,877	7,577	7,777	7,377	7,077	7,077	7,377	7,077	9,363	96,204	0.12	0.13
Total Personnel/Administrative	26,983	27,891	30,539	27,339	27,419	27,619	27,219	26,919	26,919	27,219	26,919	29,205	332,194	0.42	0.58
Marketing															
Advertising - Print	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	96,000		
Advertising - Digital	3,250	10,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	46,000		
Customer Relationship Management Tool	0	0	0	0	0	0	0	0	0	12,000	0	0	12,000		
Dues and Subscriptions	1,705	1,705	1,705	1,705	1,705	1,705	1,705	1,705	1,705	8,705	1,705	1,705	27,460		
Graphic Design	3,500	3,500	6,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	45,000		
Memberships	7,200	100	1,905	100	100	100	600	100	100	100	100	200	10,705		
Miscellaneous	150	150	150	150	150	150	150	150	150	150	150	150	1,800		
Photography/Videography	0	0	500	0	0	500	0	0	5,500	0	0	500	7,000		
Postage/Courier/Overnight	200	200	200	200	200	200	200	200	200	200	200	200	2,400		
Printing	700	500	2,750	700	500	750	700	2,500	750	700	500	750	11,800		
Public Relations	1,150	1,150	1,150	1,150	1,150	1,150	1,150	1,150	1,150	1,150	1,150	1,150	13,800		
Research	0	0	20,000	0	0	0	0	0	0	0	0	0	20,000		
Website Management	500	500	1,202	500	500	1,202	500	500	1,202	500	500	1,202	8,808		
Website Marketing	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	32,400		
Total Marketing	29,055	28,755	50,012	21,955	21,755	23,207	22,455	23,755	28,207	40,955	21,755	23,307	335,173	0.42	
Sales/Promotional															
Community Development	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	15,600		
Conventions/Trade Shows	6,245	500	500	4,650	500	500	3,650	500	500	4,245	500	500	22,790		
Event Hosting/Site Visits	950	950	1,050	950	950	1,050	950	950	1,050	950	950	3,050	13,800		
Meals and Business Development	325	325	325	325	325	325	325	325	325	325	325	325	3,900		
Meeting Bids and Incentives	0	0	2,000	0	0	2,000	0	0	2,000	0	0	2,000	8,000		
Promotional Materials	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000		
Promotions	1,765	1,765	1,765	1,765	1,765	6,765	1,765	1,765	1,765	1,765	1,765	1,765	26,180		
Sponsorships	0	0	3,000	0	0	3,000	0	0	3,000	0	0	3,000	12,000		
Travel	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	13,200		
Total Sales/Promotional	12,685	6,940	12,040	11,090	6,940	17,040	10,090	6,940	12,040	10,685	6,940	14,040	127,470	0.16	
Total Marketing/Sales/Promotional	41,740	35,695	62,052	33,045	28,695	40,247	32,545	30,695	40,247	51,640	28,695	37,347	462,643	0.58	0.42
TOTAL USES	68,723	63,586	92,591	60,384	56,114	67,866	59,764	57,614	67,166	78,859	55,614	66,552	794,837	1.00	1.00
NET SURPLUS (SHORTFALL)	-5,839	4,648	-21,481	5,519	10,460	4,558	9,341	4,608	-8,245	-11,536	13,494	-5,526	0		

* CVB's with revenue between \$500,000 and \$999,000.
2011 DMO Organizational and Financial Study
by Destination Marketing Association International

Convention and Visitors Bureau of Dunwoody FY 2013 Budget

Definitions and Assumptions

SOURCES

Carryover from 2012	Surplus funds brought forward from 2012.
Tax Revenue	CVB portion of H/M Tax. Reflects 5% increase from 2012.
Interest Income	Investment Accounts. Assume ACB of 400K, BB&T at current rate of .20%, Bank of North Georgia at current rate of .30% and Piedmont Bank's rate declining from a current .70% to .40%. Rounded up slightly to allow for compounding.

USES

Personnel

Salaries	Salaries for Executive Director, Marketing Coordinator and Sales Manager salaries, one part-time person. Budget includes up to a 4% pay-for-performance increase at time of annual review.
Employee Benefits	Projected at 15% of Salaries, the same percentage as 2012, based on conversations with Lloyd Pro Group, the HR service provider for the CVB. Subject to change based on evolving healthcare environment.
Payroll Taxes	Projected at 10% of Salaries, the same percentage as 2012, based on conversations with Lloyd Pro Group, the HR service provider for the CVB. Subject to change based on evolving tax law.

Administrative

Employee Development	Meetings and events where the purpose is industry networking/education, advocacy, and outreach. Second quarter projections higher due to conferences taking place in third quarter.
Equipment Leases	Lease expense for copier.
Furniture & Equipment	Equipment and Furniture purchases that total \$5K or more. Budgeted for cash flow impact. Assets will be capitalized. No expenditures expected.
IT Support	Technical support for computers and equipment
Insurance	D & O, Liability, Worker's Comp
Legal and Professional Fees	Legal/Accounting/Auditing/Payroll/HR
Licenses and Fees	Secretary of State, Online File Sharing/Storage, and various other fees.
Meals and Meeting Expenses	Meals and other expenses for administrative meetings, training and industry events
Miscellaneous	Other miscellaneous, unanticipated administrative costs. Projected flat at \$200 per month.
Office Expense	Office supplies, other office expenses. Projected flat at \$200. per month.
Rent	Ravinia Office Space. \$3,356.08 January through November with a 3% increase in December to \$3,456.76. No increases are anticipated for shared operating expenses and taxes.
Small Equipment	Equipment and furniture purchases that total less than \$5K. Projected at \$250. per month.
Telephone/Internet	Connection and service charges, and personal cell phone reimbursement.
Travel	Travel to meetings, training and industry events; includes any vehicle, air or hotel costs. Current mileage reimbursement is .55 per mile. IRS standard for 2012 is .555 per mile.

Marketing

Advertising	A combination of print and online advertising aimed at the target audiences for meetings and groups, and leisure tourism.
Dues and Subscriptions	Primarily the Smith Travel Research Report, \$7,000 and the Knowland Group, \$1500 per month, plus other miscellaneous subscriptions.
Customer Relationship Management Tool	The \$12,000 annual license for SimpleView CRM system
Graphic Design	Creative development and production for advertising, marketing, and sales materials.
Memberships	Membership fees for industry associations.
Miscellaneous	Other marketing opportunities that are presented throughout the year. Projected flat at \$150.
Photography/Videography	Fees for professional photography services.
Postage/Courier/Overnight	Postage, courier, and overnight package costs.
Printing	Printing costs for projects, materials, etc.
Public Relations	Special Projects with CVB-specialized PR Agency, Laurie Rowe Communications;
Research	Develop a visitor profile and create a product development focus.
Website Management and Marketing	Website maintenance and support.
Website Marketing	Search engine optimization and search engine marketing such as pay-per-click advertising.
Sales/Promotional	Marketing efforts for local special events to attract visitors from outside of Dunwoody and Metro Atlanta; memberships of community organizations
Community Development	Costs to attend tradeshow and industry education events.
Conventions/Trade Shows	Special events that the CVB will host, including reunion planning workshops, meeting planner events, familiarization tours, etc.
Event Hosting/Site Visits	Meals and other related expenses for business development purposes.
Meals and Business Dev	Fees associated with submitting a bid to host a meeting or convention, or cost of amenities for the meeting or convention as incentive for choosing Dunwoody.
Meeting Bids and Incentives	
Promotional Materials	Branded items to distribute to potential clients, use in group welcome bags, and giveaways at special events.
Promotions	Seasonal promotional campaigns incorporating sweepstakes, photo contests, scavenger hunts, etc.
Sponsorships	Sponsorship of industry tradeshow, events, conferences, etc. to market to potential clients and visitors.
Travel	Travel to meetings, tradeshow and industry events for the purpose of employee development, advocacy, or outreach; includes any vehicle, air or hotel costs. Current mileage reimbursent is .55 per mile. IRS standard for 2012 is .555 per mile.
** DMAI Averages	<i>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.</i>