

Convention Visitors' Bureau of Dunwoody
 Monthly Statement of Revenues and Expenses
 September 30, 2012

CVB of Dunwoody	Total Annual		Variance		Prior YTD Actual
	Budget	YTD Budget	YTD Actual	(% of YTD Budget)	
Fund Balance	35,000	35,000	35,000	100%	
Revenues					
Interest Revenue	2,400	1,800	1,381	77%	2,786
Other Revenue	-	-	943		1,016
Tax Revenue	738,000	550,300	567,877	103%	549,121
Total Revenues	775,400	587,100	605,202	103%	552,923
Expenditures					
<i>Employees/Personnel</i>					
Salaries	178,508	133,408	126,712	95%	94,966
Benefits	26,776	20,011	10,655	53%	8,555
Payroll Taxes	17,922	13,394	11,880	89%	9,703
Unemployment	-	-	-		259
Medic	-	-	-		0
<i>Total Employees/Personnel Expenditures</i>	<i>223,206</i>	<i>166,814</i>	<i>149,246</i>	<i>89%</i>	<i>113,483</i>
<i>Administrative</i>					
Legal & Professional Fees	14,400	10,800	25,810	239%	5,641
Meeting Expense	-	-	-		425
Rent	27,794	17,921	19,580	109%	12,081
Insurance	2,500	1,875	1,303	69%	-
Postage/Courier/Ovenight Mail	2,400	1,800	981	54%	211
Telephone/Internet	3,600	2,700	4,675	173%	-
Licenses & Fees	15,000	11,250	3,533	31%	2,199
Miscellaneous	2,400	1,800	2,128	118%	1,361
Office Expense	3,000	2,250	5,048	224%	2,952
Vehicle Expenses	1,800	1,350	2,086	154%	956
Small Equipment	-	-	2,247		-
Furniture & Fixtures	8,500	6,375	2,485	39%	2,031
<i>Total Administrative Expenditures</i>	<i>81,394</i>	<i>58,121</i>	<i>69,875</i>	<i>120%</i>	<i>27,857</i>
<i>Marketing</i>					
Research	-	-	-		-
Graphic Design	40,000	30,000	35,159	117%	35,325
Public Relations	12,000	9,000	9,000	100%	8,174
Web Site	60,000	45,000	32,692	73%	54,697
Advertising	183,000	137,250	159,642	116%	115,236
Printing	25,000	18,750	6,811	36%	15,750
Travel	12,000	9,000	9,453	105%	9,510
Dues & Subscriptions	12,100	9,075	1,669	18%	8,170
Memberships	10,000	7,500	7,664	102%	10,184
Photography	6,500	6,000	3,400	57%	642
Meals & Entertainment	1,800	1,350	1,958	145%	1,573
Miscellaneous	6,000	4,500	85	2%	754
<i>Total Marketing Expenditures</i>	<i>368,400</i>	<i>277,425</i>	<i>267,533</i>	<i>96%</i>	<i>260,015</i>
<i>Promotional</i>					
Promotions	24,000	18,000	6,201	34%	-
Community Development	14,400	10,800	13,091	121%	7,607
Conventions and Trade Shows	24,000	18,000	18,181	101%	10,466
Event Hosting & Site Visits	15,000	11,250	5,398	48%	3,938
Site Visits	-	-	-		13
Sponsorships	10,000	7,500	8,150	109%	10,150
Promotional Materials	15,000	11,250	11,714	104%	9,141
<i>Total Promotional Expenditures</i>	<i>102,400</i>	<i>76,800</i>	<i>62,735</i>	<i>82%</i>	<i>41,315</i>
Total Expenditures	775,400	579,160	549,389	95%	442,670
Total Revenues over/(under) Expenditures	-	7,940	55,812	703%	110,253