

Convention & Visitors' Bureau of Dunwoody
Fund 950 Balance Sheet
As of June 30th, 2013

Description	Balance	
<u>Assets</u>		
Bank of N Ga-Reserve Acct	151,100.91	
Piedmont Bank Checking Acct	123,046.55	
Piedmont Prime Money Mkt Acct	124,805.04	
BB&T Money Market Acct	150,222.61	
Cash in Banks		<u>549,175.11</u>
Due from Other Funds-100	0.00	
Due from other Funds-275	64,000.01	
Prepaid Items	4,646.75	<u>68,646.76</u>
 Total Current Assets		 <u>617,821.87</u>
 Capital Assets/Mach & Equip	 14,499.97	
Accum Depreciation-Mach & Equip	(3,927.04)	
Non-Current Prepaid Items	3,258.33	<u>13,831.26</u>
 Total Non-Current Assets		 <u>13,831.26</u>
 Total Assets		 <u><u>631,653.13</u></u>
 <u>Liabilities</u>		
Accounts Payable	12,264.09	
Accrued Expenses	0.00	
Salaries & Wages Payable	0.00	
State Withholding Payable	0.00	
IRA Deductions Payable	0.00	
Due to General Fund	0.00	
Due to Other Funds-275	0.00	
Non-Current Liabilities	0.00	
Total Liabilities		<u>12,264.09</u>
 <u>Equity</u>		
Fund Balance Restricted-CVB	329,548.48	
Fund Balance Assigned-Oper Res	100,000.00	
Fund Balance Assigned-Bldg Cap	150,000.00	
Total Beginning Equity	<u>579,548.48</u>	
 Total Revenues	 392,210.64	
Total Expenses	352,370.08	
Total Revenue Over/(Under) Expenses	<u>39,840.56</u>	
 Total Equity & Rev. Over/(Under) Exp.		 <u>619,389.04</u>
 Total Liabilities, Equities, & Rev. Over/(Under) Exp.		 <u><u>631,653.13</u></u>

Convention and Visitors Bureau of Dunwoody
Q2 2013 YTD Budget vs. Actual

	1/1 - 3/31 BUDGET	APRIL MAY JUNE			1/1 - 6/30 BUDGET	1/1 - 6/30 ACTUAL	VARIANCE	2013 BUDGET
		APRIL	MAY	JUNE				
SOURCES								
Revenues								
Tax Revenue	201,916	65,799	66,470	72,320	406,505	390,967	(15,538)	793,587
Interest Income	312	104	104	104	624	610	(14)	1,250
Other Income	0	0	0	0	0	634	634	0
Total Revenue	202,228	65,903	66,574	72,424	407,129	392,211	(14,918)	794,837
TOTAL SOURCES	202,228	65,903	66,574	72,424	407,129	392,211	(14,918)	794,837
USES								
Personnel								
Salaries	46,230	15,570	15,874	15,874	93,548	91,834	1,714	188,792
Employee Benefits	6,935	2,336	2,381	2,381	14,032	8,594	5,438	28,319
Payroll Taxes	4,623	1,557	1,587	1,587	9,355	7,918	1,437	18,879
Total Personnel	57,788	19,463	19,843	19,843	116,935	108,346	8,589	235,990
Administrative								
Employee Development	900	800	800	1,000	3,500	4,085	(585)	5,000
Equipment Lease	390	130	130	130	779	854	(75)	1,558
Insurance	1,570	0	0	0	1,570	91	1,479	3,755
IT Support	750	250	250	250	1,500	425	1,075	3,000
Legal and Professional Fees	7,765	1,230	1,230	1,230	11,455	5,757	5,698	18,835
Licenses and Fees	1,200	250	250	250	1,950	228	1,722	3,450
Meals and Meeting Expenses	900	500	200	200	1,800	1,142	658	3,600
Miscellaneous	600	200	200	200	1,200	350	850	2,400
Office Expense	600	200	200	200	1,200	1,564	(364)	2,400
Rent	10,068	3,356	3,356	3,356	20,136	20,136	0	40,374
Small Equipment	600	200	200	200	1,200	1,750	(550)	2,400
Telephone/Internet	1,683	561	561	561	3,366	3,112	254	6,732
Travel	600	200	200	200	1,200	386	814	2,700
Total Administrative	27,626	7,877	7,577	7,777	50,857	39,880	10,977	96,204
Total Personnel/Administrative	85,414	27,339	27,419	27,619	167,792	148,226	19,566	332,194
Marketing								
Advertising - Print	24,000	8,000	8,000	8,000	48,000	71,386	(23,386)	96,000
Advertising - Digital	16,750	3,250	3,250	3,250	26,500	13,002	13,498	46,000
CRM Tool	0	0	0	0	0	0	0	12,000
Dues and Subscriptions	5,115	1,705	1,705	1,705	10,230	9,284	946	27,460
Graphic Design	13,500	3,500	3,500	3,500	24,000	25,540	(1,540)	45,000
Memberships	9,205	100	100	100	9,505	8,090	1,415	10,705
Miscellaneous	450	150	150	150	900	516	384	1,800
Photography/Videography	500	0	0	500	1,000	0	1,000	7,000
Postage/Courier/Overnight	600	200	200	200	1,200	1,256	(56)	2,400
Printing	3,950	700	500	750	5,900	8,881	(2,981)	11,800
Public Relations	3,450	1,150	1,150	1,150	6,900	86	6,814	13,800
Research	20,000	0	0	0	20,000	0	20,000	20,000
Website Management	2,202	500	500	1,202	4,404	7,202	(2,798)	8,808
Website Marketing	8,100	2,700	2,700	2,700	16,200	8,702	7,498	32,400
Total Marketing	107,822	21,955	21,755	23,207	174,739	153,945	20,794	335,173
Sales/Promotional								
Community Development	3,900	1,300	1,300	1,300	7,800	11,087	(3,287)	15,600
Conventions/Trade Shows	7,245	4,650	500	500	12,895	11,049	1,846	22,790
Event Hosting/Site Visits	2,950	950	950	1,050	5,900	1,088	4,812	13,800
Meals and Business Development	975	325	325	325	1,950	775	1,175	3,900
Meeting Bids and Incentives	2,000	0	0	2,000	4,000	189	3,811	8,000
Promotional Materials	3,000	1,000	1,000	1,000	6,000	5,917	83	12,000
Promotions	5,295	1,765	1,765	6,765	15,590	7,579	8,011	26,180
Sponsorships	3,000	0	0	3,000	6,000	7,750	(1,750)	12,000
Travel	3,300	1,100	1,100	1,100	6,600	4,769	1,831	13,200
Total Sales/Promotional	31,665	11,090	6,940	17,040	66,735	50,203	16,532	127,470
Total Marketing/Sales/Promotional	139,487	33,045	28,695	40,247	241,474	204,148	37,326	462,643
TOTAL USES	224,901	60,384	56,114	67,866	409,266	352,374	56,892	794,837
NET SURPLUS (SHORTFALL)	-22,673	5,519	10,460	4,558	-2,137	39,837	41,974	0