

Convention & Visitors' Bureau of Dunwoody
Fund 950 Balance Sheet
As of March 31st, 2013

Description	Balance	
<u>Assets</u>		
Bank of N Ga-Reserve Acct	150,987.94	
Piedmont Bank Checking Acct	45,749.29	
Piedmont Prime Money Mkt Acct	124,634.65	
BB&T Money Market Afct	150,203.89	
Cash in Banks		<u>471,575.77</u>
Due from Other Funds-100	0.00	
Due from other Funds-275	120,533.92	
Prepaid Items	4,646.75	<u>125,180.67</u>
 Total Current Assets		 <u>596,756.44</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>610,587.70</u></u>
 <u>Liabilities</u>		
Accounts Payable	14,954.49	
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>14,954.49</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	191,812.35	
Total Expenses	<u>175,727.62</u>	
Total Revenue Over/(Under) Expenses		16,084.73
 Total Equity & Rev. Over/(Under) Exp.		 <u>595,633.21</u>
 Total Liabilities, Equities, & Rev. Over/(Under) Exp.		 <u><u>610,587.70</u></u>

Convention and Visitors Bureau of Dunwoody
Q1 2013 YTD Budget vs. Actual

	JANUARY	FEBRUARY	MARCH	1/1 - 3/31 BUDGET	1/1 - 3/31 ACTUAL	VARIANCE			
SOURCES									
Revenues									
Tax Revenue	62,780	68,130	71,006	201,916	190,870	(11,046)			
Interest Income	104	104	104	312	308	(4)			
Other Income	0	0	0	0	634	634			
Total Revenue	62,884	68,234	71,110	202,228	191,812	(10,416)			
TOTAL SOURCES	62,884	68,234	71,110	202,228	191,812	(10,416)			
USES									
Personnel									
Salaries	15,265	15,395	15,570	46,230	40,825	5,405			
Employee Benefits	2,290	2,309	2,336	6,935	5,574	1,361			
Payroll Taxes	1,527	1,540	1,557	4,623	3,981	642			
Total Personnel	19,081	19,244	19,463	57,788	50,380	7,408	0.26	0.29	0.44
Administrative									
Employee Development	300	300	300	900	750	150			
Equipment Lease	130	130	130	390	427	(37)			
Insurance	0	1,570	0	1,570	91	1,479			
IT Support	250	250	250	750	425	325			
Legal and Professional Fees	1,305	1,230	5,230	7,765	737	7,028			
Licenses and Fees	700	250	250	1,200	228	972			
Meals and Meeting Expenses	500	200	200	900	632	268			
Miscellaneous	200	200	200	600	0	600			
Office Expense	200	200	200	600	503	97			
Rent	3,356	3,356	3,356	10,068	10,068	0			
Small Equipment	200	200	200	600	1,675	(1,075)			
Telephone/Internet	561	561	561	1,683	1,259	424			
Travel	200	200	200	600	296	304			
Total Administrative	7,902	8,647	11,077	27,626	17,091	10,535	0.12	0.10	0.13
Total Personnel/Administrative	26,983	27,891	30,540	85,414	67,471	17,943	0.38	0.38	0.58
Marketing									
Advertising - Print	8,000	8,000	8,000	24,000	39,925	(15,925)			
Advertising - Digital	3,250	10,250	3,250	16,750	7,904	8,846			
CRM Tool	0	0	0	0	0	0			
Dues and Subscriptions	1,705	1,705	1,705	5,115	5,567	(452)			
Graphic Design	3,500	3,500	6,500	13,500	13,637	(137)			
Memberships	7,200	100	1,905	9,205	8,090	1,115			
Miscellaneous	150	150	150	450	128	322			
Photography/Videography	0	0	500	500	0	500			
Postage/Courier/Overnight	200	200	200	600	246	354			
Printing	700	500	2,750	3,950	3,670	280			
Public Relations	1,150	1,150	1,150	3,450	0	3,450			
Research	0	0	20,000	20,000	0	20,000			
Website Management	500	500	1,202	2,202	5,702	(3,500)			
Website Marketing	2,700	2,700	2,700	8,100	3,000	5,100			
Total Marketing	29,055	28,755	50,012	107,822	87,869	19,953	0.48		
Sales/Promotional									
Community Development	1,300	1,300	1,300	3,900	7,534	(3,634)			
Conventions/Trade Shows	6,245	500	500	7,245	7,114	131			
Event Hosting/Site Visits	950	950	1,050	2,950	550	2,400			
Meals and Business Development	325	325	325	975	127	848			
Meeting Bids and Incentives	0	0	2,000	2,000	189	1,811			
Promotional Materials	1,000	1,000	1,000	3,000	1,991	1,009			
Promotions	1,765	1,765	1,765	5,295	50	5,245			
Sponsorships	0	0	3,000	3,000	750	2,250			
Travel	1,100	1,100	1,100	3,300	2,082	1,218			
Total Sales/Promotional	12,685	6,940	12,040	31,665	20,387	11,278	0.14		
Total Marketing/Sales/Promotional	41,740	35,695	62,052	139,487	108,256	31,231	0.62	0.62	0.42
TOTAL USES	68,723	63,586	92,592	224,901	175,727	49,174	1.00	1.00	1.00
NET SURPLUS (SHORTFALL)	-5,839	4,648	-21,482	-22,673	16,085	38,758			

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