

**Convention and Visitors Bureau of Dunwoody**  
**Q1 2014 YTD Budget vs. Actual**

	JANUARY	FEBRUARY	MARCH	1/1 - 3/31 BUDGET	1/1 - 3/31 ACTUAL	VARIANCE	ANNUAL BUDGET
<b>SOURCES</b>							
<b>Revenues</b>							
Tax Revenue	65,722	69,322	69,667	204,711	242,134	37,423	843,807
Interest Income	96	96	96	288	309	21	1,152
Other Income	0	0	0	0	0	0	0
<b>Total Revenue</b>	<b>65,818</b>	<b>69,418</b>	<b>69,763</b>	<b>204,999</b>	<b>242,443</b>	<b>37,444</b>	<b>844,959</b>
<b>TOTAL SOURCES</b>	<b>65,818</b>	<b>69,418</b>	<b>69,763</b>	<b>204,999</b>	<b>242,443</b>	<b>37,444</b>	<b>844,959</b>
<b>USES</b>							
<b>Personnel</b>							
Salaries	16,141	16,276	16,468	48,885	43,465	5,420	245,422
Employee Benefits	2,232	2,252	2,281	6,765	4,176	2,589	30,503
Payroll Taxes	1,614	1,628	1,647	4,889	4,147	742	24,542
<b>Total Personnel</b>	<b>19,987</b>	<b>20,156</b>	<b>20,396</b>	<b>60,539</b>	<b>51,788</b>	<b>8,751</b>	<b>300,467</b>
<b>Administrative</b>							
Employee Development	1,880	0	0	1,880	2,665	(785)	6,680
Equipment Lease	146	146	146	438	437	1	1,826
Furniture & Equipment	0	0	0	0	0	0	1,000
Insurance	0	0	0	0	0	0	4,676
IT Support	650	250	250	1,150	834	316	3,600
Legal and Professional Fees	1,305	1,230	5,230	7,765	2,250	5,515	18,835
Licenses and Fees	700	250	250	1,200	305	895	3,530
Meals and Meeting Expenses	555	150	150	855	1,171	(316)	3,510
Miscellaneous	180	180	180	540	32	508	2,160
Office Expense	200	200	200	600	325	275	2,400
Rent	3,456	3,457	3,457	10,370	10,371	(1)	41,589
Small Equipment	2,600	200	200	3,000	4,110	(1,110)	6,000
Telephone/Internet	566	566	566	1,698	1,633	65	7,242
Travel	500	500	500	1,500	404	1,096	6,000
<b>Total Administrative</b>	<b>12,738</b>	<b>7,129</b>	<b>11,129</b>	<b>30,996</b>	<b>24,537</b>	<b>6,459</b>	<b>109,048</b>
<b>Total Personnel/Administrative</b>	<b>32,725</b>	<b>27,285</b>	<b>31,525</b>	<b>91,535</b>	<b>76,325</b>	<b>15,210</b>	<b>409,515</b>
<b>Marketing</b>							
Advertising - Print	5,000	5,000	7,000	17,000	4,074	12,926	70,000
Advertising - Digital	5,000	5,000	7,000	17,000	19,670	(2,670)	70,000
CRM Tool	0	0	0	0	0	0	12,000
Dues and Subscriptions	105	105	105	315	217	98	8,641
Graphic Design	3,000	3,000	3,000	9,000	9,000	0	36,000
Memberships	2,450	4,000	1,810	8,260	5,945	2,315	9,960
Miscellaneous	150	150	150	450	0	450	1,800
Photography/Videography	500	0	0	500	450	50	2,000
Postage/Courier/Overnight	200	200	200	600	134	466	2,720
Printing	1,600	600	800	3,000	3,737	(737)	12,000
Public Relations	0	0	8,500	8,500	0	8,500	11,500
Research	0	0	0	0	0	0	0
Website Management	500	500	6,377	7,377	7,952	(575)	13,983
Website Marketing	3,500	3,500	3,500	10,500	8,500	2,000	42,000
<b>Total Marketing</b>	<b>22,005</b>	<b>22,055</b>	<b>38,442</b>	<b>82,502</b>	<b>59,679</b>	<b>22,823</b>	<b>292,604</b>
<b>Sales/Promotional</b>							
Community Development	1,300	1,300	1,300	3,900	12,848	(8,948)	17,550
Conventions/Trade Shows	5,095	500	500	6,095	5,000	1,095	22,290
Event Hosting/Site Visits	950	950	1,550	3,450	39	3,411	14,800
Meals and Business Development	250	250	250	750	622	128	3,000
Meeting Bids and Incentives	0	0	2,000	2,000	0	2,000	8,000
Promotional Materials	2,000	2,000	2,000	6,000	2,249	3,751	24,000
Promotions	1,000	1,000	1,000	3,000	2,279	721	20,000
Sponsorships	0	0	5,000	5,000	1,000	4,000	20,000
Travel	1,100	1,100	1,100	3,300	1,864	1,436	13,200
<b>Total Sales/Promotional</b>	<b>11,695</b>	<b>7,100</b>	<b>14,700</b>	<b>33,495</b>	<b>25,901</b>	<b>7,594</b>	<b>142,840</b>
<b>Total Marketing/Sales/Promotional</b>	<b>33,700</b>	<b>29,155</b>	<b>53,142</b>	<b>115,997</b>	<b>85,580</b>	<b>30,417</b>	<b>435,444</b>
<b>TOTAL USES</b>	<b>66,425</b>	<b>56,440</b>	<b>84,667</b>	<b>207,532</b>	<b>161,905</b>	<b>45,627</b>	<b>844,959</b>
<b>NET SURPLUS (SHORTFALL)</b>	<b>-607</b>	<b>12,978</b>	<b>-14,904</b>	<b>-2,533</b>	<b>80,538</b>	<b>83,071</b>	<b>0</b>