

Convention & Visitors' Bureau of Dunwoody
Fund 950 Balance Sheet
As of June 30, 2017

Description	Balance	
<u>Assets</u>		
Bank of N Ga-Reserve Acct	52,220.23	
Piedmont Bank Checking Acct	115,439.98	
Piedmont Prime Money Mkt Acct	78,592.52	
Cash in Banks		246,252.73
Due from other Funds-275	98,576.44	
Prepaid Items	0.00	<u>98,576.44</u>
Total Current Assets		<u>344,829.17</u>
Capital Assets/Mach & Equip	21,950.05	
Accum Depreciation-Mach & Equip	(16,517.70)	
CDs - non-current	277,227.35	
Non-Current Prepaid Items	8,835.61	<u>291,495.31</u>
Total Non-Current Assets		<u>291,495.31</u>
Total Assets		<u><u>636,324.48</u></u>
<u>Liabilities</u>		
Accounts Payable	17,348.78	
Total Liabilities		<u>17,348.78</u>
<u>Equity</u>		
Retained Surplus	316,244.95	
Retained Surplus-reserve for revenue shortfall	270,000.00	
Fund Balance Assigned-CVB Emergency Reserve	0.00	
Total Beginning Equity	<u>586,244.95</u>	
Total Revenues	587,240.49	
Total Expenses	<u>554,509.74</u>	
Total Revenue Over/(Under) Expenses	32,730.75	
Total Equity & Rev. Over/(Under) Exp.		<u>618,975.70</u>
Total Liabilities, Equities, & Rev. Over/(Under) Exp.		<u><u>636,324.48</u></u>

Convention Visitors' Bureau of Dunwoody
YTD Statement of Revenues and
Expenses Through June 30, 2017

CVB of Dunwoody			Variance	
	Total Annual Budget	YTD Budget	YTD Actual	(% of YTD Budget) Prior YTD Actual
Fund Balance	-	-	-	
Revenues				
Interest Revenue	-	-	226	141
Rental Income	21,348	10,674	10,328	97%
Tax Revenue	1,080,000	540,000	576,686	107%
Total Revenues	1,101,348	550,674	587,240	107%
Expenditures				
<i>Employees/Personnel</i>				
Salaries	329,832	164,916	145,802	88%
Benefits	41,400	20,700	14,524	70%
Payroll Taxes	32,983	16,492	11,496	70%
<i>Total Employees/Personnel Expenditures</i>	<i>404,215</i>	<i>202,108</i>	<i>171,821</i>	<i>85%</i>
<i>Administrative</i>				
Depreciation Expense	-	-	-	-
Legal & Professional Fees	19,500	9,750	9,345	96%
Rent	99,900	49,950	42,026	84%
Employee Development	6,000	3,000	330	11%
IT Support	17,220	8,610	5,265	61%
Insurance	4,400	2,200	995	45%
Postage/Courier/Ovenight Mail	-	-	-	14
Telephone/Internet	-	-	3,177	4,317
Licenses & Fees	-	-	1,100	600
Miscellaneous	1,200	600	2,028	338%
Office Expense	5,400	2,700	1,704	63%
Meals & Meeting Expenses	3,000	1,500	1,228	82%
Travel	18,000	9,000	7,214	80%
Small Equipment	-	-	-	4,159
<i>Total Administrative Expenditures</i>	<i>174,620</i>	<i>87,310</i>	<i>76,745</i>	<i>88%</i>
<i>Marketing</i>				
Research	-	-	-	-
Graphic Design	18,000	9,000	12,317	137%
Public Relations	28,200	14,100	9,543	68%
Website Management	53,100	26,550	21,425	81%
Website Marketing	70,800	35,400	26,441	75%
Advertising - Print	69,600	34,800	48,920	141%
Advertising - Digital	99,000	49,500	28,131	57%
Printing	15,000	7,500	4,383	58%
Postage/Courier/Ovenight Mail	1,800	900	788	88%
Dues & Subscriptions	36,200	18,100	27,035	149%
Memberships	-	-	14,715	6,744
Customer Relationship Management Tool	-	-	-	-
Photography	25,000	12,500	28,202	226%
Miscellaneous	1,800	900	716	80%
<i>Total Marketing Expenditures</i>	<i>418,500</i>	<i>209,250</i>	<i>222,616</i>	<i>106%</i>
<i>Promotional</i>				
Conventions and Trade Shows	36,000	18,000	23,199	129%
Event Hosting & Site Visits	37,008	18,504	9,195	50%
Sponsorships	13,800	6,900	(2,000)	-29%
Group Sales Show Sponsorships	-	-	10,825	20,200
Meals and Business Development	4,200	2,100	1,593	76%
Meeting Bids and Incentives	-	-	-	372
Promotions	38,400	19,200	23,676	123%
Travel	-	-	8,031	2,602
Promotional Materials	8,400	4,200	8,808	210%
<i>Total Promotional Expenditures</i>	<i>137,808</i>	<i>68,904</i>	<i>83,327</i>	<i>121%</i>
Total Expenditures	1,135,143	567,572	554,510	98%
Total Revenues over/(under) Expenditures	(33,795)	(16,898)	32,731	33,898

Convention and Visitors Bureau of Dunwoody FY 2017 Forecast and Budget

*Actuals through June 2017

	2017 FORECAST W/ ADJUSTMENTS*	2017 BUDGET	2017 FCST/BUD VARIANCE
SOURCES			
Revenues			
Carryover from 2016	0	0	0
Tax Revenue	1,085,872	1,064,378	21,495
Interest Income	226	0	226
Rent Income	21,349	21,348	1
Total Revenue	1,107,447	1,085,726	21,722
<i>Proof Total</i>			
TOTAL SOURCES	1,107,447	1,085,726	21,722
USES			
Personnel			
Salaries	348,609	329,832	18,777
Employee Benefits	36,874	41,400	(4,526)
Payroll Taxes	27,987	32,983	(4,996)
Total Personnel	413,470	404,215	9,255
<i>Proof Total</i>			
Administrative			
Employee Development	3,077	6,000	(2,923)
Furniture & Fixtures	2,332	0	2,332
Insurance	4,495	4,400	95
IT Support	11,266	17,220	(5,954)
Legal and Professional Fees	16,345	19,500	(3,155)
Licenses and Fees	1,100	0	1,100
Meals and Meeting Expenses	2,728	3,000	(272)
Miscellaneous	2,628	1,200	1,428
Office Expense	2,904	5,400	(2,496)
Rent	92,751	99,900	(7,149)
Small Equipment	1,000	0	1,000
Telephone/Internet	5,877	0	5,877
Travel	8,214	0	8,214
Total Administrative	154,717	156,620	(1,903)
<i>Proof Total</i>			
Total Personnel/Administrative	553,096	560,835	(7,739)
Marketing			
Advertising - Print	83,720	69,600	14,120
Advertising - Digital	106,131	99,000	7,131
CRM	13,500	0	13,500
Dues and Subscriptions	35,535	36,200	(665)
Graphic Design	30,317	18,000	12,317
Memberships	15,615	0	15,615
Miscellaneous	1,616	1,800	(184)
Photography/Videography	28,202	25,000	3,202
Postage/Courier/Overnight	1,689	16,800	(15,111)
Printing	5,955	0	5,955
Public Relations	21,543	28,200	(6,657)
Research	0	0	0
Website Management	41,225	53,100	(11,875)
Website Marketing	61,841	70,800	(8,959)
Total Marketing	446,889	418,500	28,389
<i>Proof Total</i>			
Sales/Promotional			
Conventions/Trade Shows	41,199	36,000	5,199
Event Hosting/Site Visits	21,195	37,008	(15,813)
Meals and Business Development	3,693	4,200	(508)
Meeting Bids and Incentives	0	0	0
Promotional Materials	8,808	8,400	408
Promotions	38,906	38,400	506
Sponsorships	12,275	13,800	(1,525)
Travel	17,031	18,000	(969)
Total Sales/Promotional	143,107	155,808	(12,701)
<i>Proof Total</i>			
Total Marketing/Sales/Promotional	589,996	574,308	15,688
TOTAL USES	1,158,184	1,135,143	23,041
NET	(50,737)	(49,418)	(1,319)

Notes:

Combined for 2017 budget, but then left as individual line items for accounting purposes:

Employee Development and Travel
IT Support and Telephone & Internet
Legal/Professional Fees and Licenses
Office Expense/Small Equipment
Dues and Subscriptions and Memberships
Printing and Postage
Website Management and CRM