

Convention and Visitors Bureau of Dunwoody
FY 2018

SOURCES

	2018 @ 5%			
	2018 BUDGET	2017 FORECAST (8/31)	VARIANCE	%
Revenues				
Carryover from 2017	0	0	0	
Tax Revenue	986,924	1,067,970	(81,045)	-7.6%
Interest Income	385	444	(59)	-13.2%
Rent Income	22,740	21,349	1,391	6.5%
Total Revenue	1,010,049	1,089,762	(79,713)	-7.3%
<i>Proof Total</i>				
TOTAL SOURCES	1,010,049	1,089,762	(79,713)	-7.3%
USES				
Personnel				
Salaries	370,738	347,444	23,294	6.7%
Employee Benefits	53,400	36,023	17,377	48.2%
Payroll Taxes	37,074	30,005	7,069	23.6%
Total Personnel	461,212	413,472	47,740	11.5%
Administrative				
Employee Development	2,400	2,190	210	9.6%
Furniture & Fixtures	0	2,332	(2,332)	-100.0%
Insurance	4,400	4,495	(95)	-2.1%
IT Support	8,640	8,491	149	1.8%
Legal/Professional Fees	15,500	14,234	1,266	8.9%
Licenses and Fees	600	1,100	(500)	-45.5%
Meals and Meeting Expenses	2,500	1,732	768	44.3%
Miscellaneous	1,200	3,047	(1,847)	-60.6%
Office Expense	2,400	2,750	(350)	-12.7%
Rent	102,900	101,015	1,885	1.9%
Small Equipment	0	900	(900)	-100.0%
Telephone/Internet	11,100	5,652	5,448	96.4%
Travel	6,000	9,138	(3,138)	-34.3%
Total Administrative	157,640	157,078	562	0.4%
Total Personnel/Administrative	618,852	570,550	48,302	8.5%
Marketing				
Advertising - Print	72,000	78,222	(6,222)	-8.0%
Advertising - Digital	99,000	105,321	(6,321)	-6.0%
CRM	13,500	13,718	(218)	-1.6%
Dues and Subscriptions	27,800	36,609	(8,809)	-24.1%
Graphic Design	9,600	26,550	(16,950)	-63.8%
Memberships	10,200	14,827	(4,627)	-31.2%
Miscellaneous	1,200	1,316	(116)	-8.8%
Photography/Videography	9,600	28,202	(18,602)	-66.0%
Postage/Courier/Overnight	1,800	1,741	59	3.4%
Printing	6,000	7,952	(1,952)	-24.5%
Public Relations	22,800	23,543	(743)	-3.2%
Research	0	0	0	#DIV/0!
Website Management/CRM	39,600	40,775	(1,175)	-2.9%
Website Marketing	70,800	61,691	9,109	14.8%
Total Marketing	383,900	440,466	(56,566)	-12.8%
Sales/Promotional				
Conventions/Trade Shows	31,200	36,420	(5,220)	-14.3%
Event Hosting/Site Visits	7,200	14,401	(7,201)	-50.0%
Meals and Business Development	3,900	3,532	368	10.4%
Meeting Bids and Incentives	0	0	0	#DIV/0!
Promotional Materials	6,000	11,040	(5,040)	-45.7%
Promotions	24,000	39,017	(15,017)	-38.5%
Sponsorships	12,000	14,425	(2,425)	-16.8%
Travel	18,000	17,246	754	4.4%
Total Sales/Promotional	102,300	136,080	(33,780)	-24.8%
Total Marketing/Sales/Promotional	486,200	576,546	(90,346)	-15.7%
TOTAL USES	1,105,052	1,147,096	(42,045)	-3.7%
NET	(95,003)	(57,334)	(37,668)	65.7%