

Convention & Visitors' Bureau of Dunwoody  
Fund 950 Balance Sheet  
As of December 31, 2017

Description	Balance	
<u>Assets</u>		
Bank of N Ga-Reserve Acct	52,236.03	
Piedmont Bank Checking Acct	33,826.94	
Piedmont Prime Money Mkt Acct	53,749.66	
Cash in Banks		139,812.63
Accounts Receivable	3,674.34	
Due from other Funds-275	155,551.48	
Prepaid Items	0.00	<u>159,225.82</u>
Total Current Assets		<u>299,038.45</u>
Capital Assets/Mach & Equip	21,950.05	
Accum Depreciation-Mach & Equip	(18,380.22)	
CDs - non-current	277,227.35	
Non-Current Prepaid Items	8,835.61	<u>289,632.79</u>
Total Non-Current Assets		<u>289,632.79</u>
Total Assets		<u><u>588,671.24</u></u>
<u>Liabilities</u>		
Accounts Payable	16,828.97	
Total Liabilities		<u>16,828.97</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	1,122,488.57	
Total Expenses	<u>1,136,891.25</u>	
Total Revenue Over/(Under) Expenses	(14,402.68)	
Total Equity & Rev. Over/(Under) Exp.		<u>571,842.27</u>
Total Liabilities, Equities, & Rev. Over/(Under) Exp.		<u><u>588,671.24</u></u>

Convention Visitors' Bureau of Dunwoody  
YTD Statement of Revenues and  
Expenses Through December 31, 2017

CVB of Dunwoody	Variance			
	Total Annual Budget	YTD Budget	YTD Actual	(% of YTD Budget) Prior YTD Actual
Fund Balance	-	-	-	
<b>Revenues</b>				
Interest Revenue	-	-	399	3,076
Rental Income	21,348	21,348	21,351	100% 15,293
Tax Revenue	1,064,378	1,064,378	1,100,738	103% 1,067,674
<b>Total Revenues</b>	<b>1,085,726</b>	<b>1,085,726</b>	<b>1,122,489</b>	<b>103% 1,086,042</b>
<b>Expenditures</b>				
<i>Employees/Personnel</i>				
Salaries	329,832	329,832	332,907	101% 302,289
Benefits	41,400	41,400	34,330	83% 40,548
Payroll Taxes	32,983	32,983	25,732	78% 23,538
<i>Total Employees/Personnel Expenditures</i>	<i>404,215</i>	<i>404,215</i>	<i>392,970</i>	<i>97% 366,374</i>
<i>Administrative</i>				
Depreciation Expense	-	-	1,863	1,863
Legal & Professional Fees	19,500	19,500	11,653	60% 16,403
Rent	99,900	99,900	99,948	100% 72,623
Employee Development	6,000	6,000	1,245	21% 3,354
IT Support	17,220	17,220	10,563	61% 8,085
Insurance	4,400	4,400	4,065	92% 5,349
Postage/Courier/Ovenight Mail	-	-	-	-
Telephone/Internet	-	-	6,765	7,440
Licenses & Fees	-	-	1,100	798
Miscellaneous	1,200	1,200	3,167	264% 1,359
Office Expense	5,400	5,400	2,555	47% 2,444
Meals & Meeting Expenses	3,000	3,000	1,931	64% 3,076
Travel	18,000	18,000	9,067	50% 3,353
Small Equipment	-	-	3,518	6,248
<i>Total Administrative Expenditures</i>	<i>174,620</i>	<i>174,620</i>	<i>159,772</i>	<i>91% 132,395</i>
<i>Marketing</i>				
Research	-	-	-	-
Graphic Design	18,000	18,000	21,550	120% 22,949
Public Relations	28,200	28,200	20,135	71% 22,915
Website Management	53,100	53,100	40,775	77% 35,425
Website Marketing	70,800	70,800	67,566	95% 81,733
Advertising - Print	69,600	69,600	85,627	123% 101,163
Advertising - Digital	99,000	99,000	111,829	113% 102,920
Printing	15,000	15,000	5,770	38% 10,345
Postage/Courier/Ovenight Mail	1,800	1,800	2,322	129% 874
Dues & Subscriptions	36,200	36,200	36,453	101% 28,504
Memberships	-	-	17,851	12,519
Customer Relationship Management Tool	-	-	13,718	13,500
Photography	25,000	25,000	28,202	113% 14,102
Miscellaneous	1,800	1,800	716	40% 584
<i>Total Marketing Expenditures</i>	<i>418,500</i>	<i>418,500</i>	<i>452,513</i>	<i>108% 447,532</i>
<i>Promotional</i>				
Conventions and Trade Shows	36,000	36,000	38,560	107% 15,880
Event Hosting & Site Visits	37,008	37,008	11,842	32% 31,425
Sponsorships	13,800	13,800	(350)	-3% 1,500
Group Sales Show Sponsorships	-	-	10,825	50,200
Meals and Business Development	4,200	4,200	2,373	57% 5,047
Meeting Bids and Incentives	-	-	-	372
Promotions	38,400	38,400	42,253	110% 36,832
Travel	-	-	15,033	9,071
Promotional Materials	8,400	8,400	11,100	132% 12,509
<i>Total Promotional Expenditures</i>	<i>137,808</i>	<i>137,808</i>	<i>131,637</i>	<i>96% 162,838</i>
<b>Total Expenditures</b>	<b>1,135,143</b>	<b>1,135,143</b>	<b>1,136,891</b>	<b>100% 1,109,139</b>
<b>Total Revenues over/(under) Expenditures</b>	<b>(49,417)</b>	<b>(49,417)</b>	<b>(14,403)</b>	<b>(23,096)</b>

Convention & Visitors' Bureau of Dunwoody  
Fund 950 Balance Sheet  
As of March 31, 2018

Description	Balance	
<u>Assets</u>		
Bank of N Ga-Reserve Acct	52,236.03	
Piedmont Bank Checking Acct	67,587.84	
Piedmont Prime Money Mkt Acct	53,815.94	
Cash in Banks		173,639.81
Accounts Receivable	0.00	
Due from other Funds-275	167,803.91	
Prepaid Items	0.00	<u>167,803.91</u>
Total Current Assets		<u>341,443.72</u>
Capital Assets/Mach & Equip	21,950.05	
Accum Depreciation-Mach & Equip	(18,380.22)	
CDs - non-current	277,227.35	
Non-Current Prepaid Items	8,835.61	<u>289,632.79</u>
Total Non-Current Assets		<u>289,632.79</u>
Total Assets		<u><u>631,076.51</u></u>
<u>Liabilities</u>		
Accounts Payable	32,630.62	
Total Liabilities		<u>32,630.62</u>
<u>Equity</u>		
Retained Surplus	301,842.27	
Retained Surplus-reserve for revenue shortfall	270,000.00	
Fund Balance Assigned-CVB Emergency Reserve	0.00	
Total Beginning Equity	<u>571,842.27</u>	
Total Revenues	474,233.12	
Total Expenses	<u>447,629.50</u>	
Total Revenue Over/(Under) Expenses	26,603.62	
Total Equity & Rev. Over/(Under) Exp.		<u>598,445.89</u>
Total Liabilities, Equities, & Rev. Over/(Under) Exp.		<u><u>631,076.51</u></u>

Convention Visitors' Bureau of Dunwoody  
YTD Statement of Revenues and  
Expenses Through March 31, 2018

CVB of Dunwoody	Variance			
	Total Annual Budget	YTD Budget	YTD Actual	(% of YTD Budget) Prior YTD Actual
Fund Balance	-	-	-	
<b>Revenues</b>				
Interest Revenue	420	105	66	63%
Rental Income	22,740	5,685	5,512	97%
Tax Revenue	1,727,117	431,779	468,655	109%
<b>Total Revenues</b>	<b>1,750,277</b>	<b>437,569</b>	<b>474,233</b>	<b>108%</b>
<b>Expenditures</b>				
<i>Employees/Personnel</i>				
Salaries	370,738	92,685	92,635	100%
Benefits	53,400	13,350	12,949	97%
Payroll Taxes	37,074	9,269	7,388	80%
<i>Total Employees/Personnel Expenditures</i>	<b>461,212</b>	<b>115,303</b>	<b>112,972</b>	<b>98%</b>
<i>Administrative</i>				
Depreciation Expense	-	-	-	-
Legal & Professional Fees	15,500	3,875	4,289	111%
Rent	102,900	25,725	24,258	94%
Employee Development	3,600	900	-	0%
IT Support	8,640	2,160	8,737	405%
Insurance	4,400	1,100	578	53%
Postage/Courier/Ovenight Mail	-	-	-	-
Telephone/Internet	11,100	2,775	1,455	52%
Licenses & Fees	600	150	-	0%
Miscellaneous	1,200	300	2,942	981%
Office Expense	2,400	600	685	114%
Meals & Meeting Expenses	2,500	625	-	0%
Travel	6,000	1,500	1,109	74%
Small Equipment	-	-	-	-
<i>Total Administrative Expenditures</i>	<b>158,840</b>	<b>39,710</b>	<b>44,053</b>	<b>111%</b>
<i>Marketing</i>				
Research	90,000	22,500	-	0%
Graphic Design	24,000	6,000	3,250	54%
Public Relations	24,600	6,150	7,000	114%
Website Management	51,600	12,900	8,275	64%
Website Marketing	88,800	22,200	20,625	93%
Advertising - Print	184,200	46,050	37,317	81%
Advertising - Digital	108,000	27,000	42,069	156%
Printing	15,000	3,750	1,088	29%
Postage/Courier/Ovenight Mail	1,800	450	19	4%
Dues & Subscriptions	63,800	15,950	69,846	438%
Memberships	10,200	2,550	3,619	142%
Customer Relationship Management Tool	13,500	3,375	-	0%
Photography	21,600	5,400	14,015	260%
Miscellaneous	1,200	300	(71)	-24%
<i>Total Marketing Expenditures</i>	<b>698,300</b>	<b>174,575</b>	<b>207,053</b>	<b>119%</b>
<i>Promotional</i>				
Conventions and Trade Shows	43,200	10,800	35,964	333%
Event Hosting & Site Visits	30,000	7,500	-	0%
Sponsorships	18,000	4,500	31,849	708%
Group Sales Show Sponsorships	37,800	9,450	-	0%
Meals and Business Development	3,900	975	1,258	129%
Meeting Bids and Incentives	12,000	3,000	-	0%
Promotions	62,400	15,600	4,000	26%
Travel	-	-	9,586	-
Promotional Materials	6,000	1,500	895	60%
<i>Total Promotional Expenditures</i>	<b>213,300</b>	<b>53,325</b>	<b>83,552</b>	<b>157%</b>
<b>Total Expenditures</b>	<b>1,531,652</b>	<b>382,913</b>	<b>447,630</b>	<b>117%</b>
<b>Total Revenues over/(under) Expenditures</b>	<b>218,625</b>	<b>54,656</b>	<b>26,604</b>	<b>38,658</b>