

Convention & Visitors' Bureau of Dunwoody  
Fund 950 Balance Sheet  
As of March 31, 2019

Description	Balance	
<u>Assets</u>		
Bank of N Ga-Reserve Acct	0.00	
Piedmont Bank Checking Acct	94,284.53	
Piedmont Prime Money Mkt Acct	33,240.46	
Piedmont CD Account	250,000.00	
Cash in Banks		377,524.99
Accounts Receivable	0.00	
Due from other Funds-275	164,063.51	
Prepaid Items	0.00	<u>164,063.51</u>
 Total Current Assets		 <u>541,588.50</u>
Capital Assets/Mach & Equip	21,950.05	
Accum Depreciation-Mach & Equip	(20,242.74)	
CDs - non-current	284,289.90	
Non-Current Prepaid Items	8,835.61	<u>294,832.82</u>
 Total Non-Current Assets		 <u>294,832.82</u>
 Total Assets		 <u><u>836,421.32</u></u>
<u>Liabilities</u>		
Accounts Payable	44,568.24	
Total Liabilities		<u>44,568.24</u>
<u>Equity</u>		
Retained Surplus	516,633.69	
Retained Surplus-reserve for revenue shortfall	270,000.00	
Fund Balance Assigned-CVB Emergency Reserve	0.00	
Total Beginning Equity	<u>786,633.69</u>	
 Total Revenues	 459,096.91	
Total Expenses	<u>453,877.52</u>	
Total Revenue Over/(Under) Expenses	5,219.39	
 Total Equity & Rev. Over/(Under) Exp.		 <u>791,853.08</u>
Total Liabilities, Equities, & Rev. Over/(Under) Exp.		<u><u>836,421.32</u></u>

Convention Visitors' Bureau of Dunwoody  
 YTD Statement of Revenues and  
 Expenses Through March 31, 2019

<b>CVB of Dunwoody</b>	<b>Total Annual Budget</b>	<b>YTD Budget</b>	<b>YTD Actual</b>	<b>Variance (% of YTD Budget)</b>	<b>Prior YTD Actual</b>	<b>Flux (Difference from Prior Year)</b>
Fund Balance	-	-	-			
<b>Revenues</b>						
Interest Revenue	420	105	1,001	953%	66	934
Rental Income	24,132	6,033	8,387	139%	5,512	2,875
Tax Revenue	1,757,840	439,460	449,709	102%	468,655	(18,946)
<b>Total Revenues</b>	<b>1,782,392</b>	<b>445,598</b>	<b>459,097</b>	<b>103%</b>	<b>474,304</b>	<b>(15,207)</b>
<b>Expenditures</b>						
<i>Employees/Personnel</i>						
Salaries	428,544	107,136	99,056	92%	92,635	(6,421)
Benefits	49,200	12,300	13,873	113%	12,949	(924)
Payroll Taxes	42,854	10,714	7,787	73%	7,388	(399)
<i>Total Employees/Personnel Expenditures</i>	<b>520,598</b>	<b>130,150</b>	<b>120,717</b>	<b>93%</b>	<b>112,972</b>	<b>(7,745)</b>
<i>Administrative</i>						
Depreciation Expense	-	-	-		-	-
Legal & Professional Fees	15,500	3,875	5,725	148%	4,289	(1,436)
Rent	105,912	26,478	35,156	133%	24,258	(10,899)
Employee Development	9,600	2,400	-	0%	-	-
IT Support	9,600	2,400	2,091	87%	8,737	6,646
Insurance	5,000	1,250	1,844	148%	578	(1,266)
Postage/Courier/Ovenight Mail	-	-	23		-	(23)
Telephone/Internet	7,320	1,830	1,687	92%	1,455	(233)
Licenses & Fees	600	150	-	0%	-	-
Miscellaneous	1,200	300	828	276%	2,942	2,113
Office Expense	2,400	600	1,650	275%	685	(965)
Meals & Meeting Expenses	2,500	625	702	112%	-	(702)
Travel	12,000	3,000	2,600	87%	1,109	(1,491)
Small Equipment	10,000	2,500	-	0%	-	-
<i>Total Administrative Expenditures</i>	<b>181,632</b>	<b>45,408</b>	<b>52,308</b>	<b>115%</b>	<b>49,140</b>	<b>(3,167)</b>
<i>Marketing</i>						
Research	19,500	4,875	1,008	21%	-	(1,008)
Graphic Design	41,000	10,250	11,750	115%	3,250	(8,500)
Public Relations	54,000	13,500	9,100	67%	7,000	(2,100)
Website Management	36,000	9,000	9,394	104%	8,275	(1,119)
Website Marketing	70,500	17,625	29,875	170%	20,625	(9,250)
Advertising - Print	144,000	36,000	35,319	98%	37,317	1,999
Advertising - Digital	198,000	49,500	32,908	66%	42,069	9,161
Printing	12,600	3,150	3,324	106%	1,088	(2,236)
Postage/Courier/Ovenight Mail	1,200	300	13	4%	19	5
Dues & Subscriptions	48,600	12,150	28,893	238%	69,846	40,953
Memberships	12,000	3,000	5,724	191%	3,619	(2,105)
Customer Relationship Management Tool	13,500	3,375	-	0%	-	-
Photography	42,000	10,500	8,812	84%	14,015	5,203
Miscellaneous	1,200	300	285	95%	(71)	(355)
<i>Total Marketing Expenditures</i>	<b>694,100</b>	<b>173,525</b>	<b>176,405</b>	<b>102%</b>	<b>207,053</b>	<b>30,648</b>
<i>Promotional</i>						
Conventions and Trade Shows	66,000	16,500	30,692	186%	35,964	5,272
Event Hosting & Site Visits	63,400	15,850	43,317	273%	-	(43,317)
Sponsorships	84,000	21,000	2,350	11%	31,849	29,499
Group Sales Show Sponsorships	-	-	10,260		-	(10,260)
Meals and Business Development	4,200	1,050	61	6%	1,258	1,197
Meeting Bids and Incentives	12,000	3,000	-	0%	-	-
Promotions	77,700	19,425	6,915	36%	4,000	(2,915)
Travel	24,000	6,000	5,164	86%	9,586	4,422
Promotional Materials	24,000	6,000	5,689	95%	895	(4,794)
<i>Total Promotional Expenditures</i>	<b>355,300</b>	<b>88,825</b>	<b>104,449</b>	<b>118%</b>	<b>83,552</b>	<b>(20,897)</b>
<b>Total Expenditures</b>	<b>1,751,630</b>	<b>437,908</b>	<b>453,878</b>	<b>104%</b>	<b>452,717</b>	<b>(1,161)</b>
<b>Total Revenues over/(under) Expenditures</b>	<b>30,762</b>	<b>7,691</b>	<b>5,219</b>		<b>21,587</b>	<b>(14,046)</b>