

Convention Visitors' Bureau of Dunwoody
YTD Statement of Revenues and
Expenses Through September 30, 2019

CVB of Dunwoody	Total Annual Budget	YTD Budget	YTD Actual	Variance (% of YTD Budget)	Prior YTD Actual	Flux (Difference from Prior Year)
Revenues						
Interest Revenue	420	315	3,724	1182%	215	3,509
Other Revenue	-	-	1,100		71	1,030
Rental Income	24,132	17,925	20,552	115%	11,023	9,529
Tax Revenue	1,757,840	1,376,537	1,388,329	101%	1,359,259	29,071
Residual Equity Transfer (Promotional Reserve)	-	-	-		-	-
Total Revenues	1,782,392	1,394,777	1,413,706	101%	1,370,567	43,139
Expenditures						
<i>Employees/Personnel</i>						
Salaries	428,544	321,408	288,889	90%	-	(288,889)
Benefits	49,200	36,900	36,395	99%	271,178	234,783
Payroll Taxes	42,854	32,141	21,857	68%	37,515	15,658
<i>Total Employees/Personnel Expenditures</i>	<i>520,598</i>	<i>390,449</i>	<i>347,141</i>	<i>89%</i>	<i>329,528</i>	<i>(17,613)</i>
<i>Administrative</i>						
Legal & Professional Fees	15,500	11,625	10,633	91%	-	(10,633)
Rent	105,912	79,434	81,887	103%	22,900	(58,987)
Employee Development	9,600	7,200	3,454	48%	5,400	1,946
IT Support	9,600	7,200	13,783	191%	53,812	40,029
Insurance	5,000	3,750	2,396	64%	-	(2,396)
Postage/Courier/Ovenight Mail	-	-	23		882	858
Telephone/Internet	7,320	5,490	6,146	112%	4,884	(1,262)
Licenses & Fees	600	450	-	0%	-	-
Miscellaneous	1,200	900	1,986	221%	700	(1,286)
Office Expense	2,400	1,800	3,618	201%	2,431	(1,187)
Meals & Meeting Expenses	2,500	1,875	2,172	116%	1,408	(764)
Travel	12,000	9,000	4,967	55%	1,796	(3,171)
Small Equipment	10,000	7,500	4,168	56%	-	(4,168)
Furniture & Fixtures	-	-	-		5,088	5,088
<i>Total Administrative Expenditures</i>	<i>181,632</i>	<i>136,224</i>	<i>135,233</i>	<i>99%</i>	<i>165,113</i>	<i>29,880</i>
<i>Marketing</i>						
Research	19,500	14,625	36,585	250%	8,505	(28,080)
Graphic Design	41,000	30,750	32,175	105%	14,912	(17,262)
Public Relations	54,000	40,500	28,282	70%	27,810	(472)
Website Management	36,000	27,000	29,811	110%	-	(29,811)
Website Marketing	70,500	52,875	66,724	126%	22,925	(43,799)
Advertising - Print	144,000	108,000	119,810	111%	88,228	(31,582)
Advertising - Digital	198,000	148,500	134,173	90%	132,827	(1,345)
Printing	12,600	9,450	8,077	85%	4,567	(3,510)
Postage/Courier/Ovenight Mail	1,200	900	753	84%	808	56
Dues & Subscriptions	48,600	36,450	50,693	139%	62,476	11,783
Memberships	12,000	9,000	15,659	174%	8,591	(7,068)
Customer Relationship Management Tool	13,500	10,125	-	0%	1,826	1,826
Photography	42,000	31,500	24,414	78%	16,626	(7,789)
Miscellaneous	1,200	900	314	35%	-	(314)
<i>Total Marketing Expenditures</i>	<i>694,100</i>	<i>520,575</i>	<i>547,470</i>	<i>105%</i>	<i>390,103</i>	<i>(157,367)</i>
<i>Promotional</i>						
Conventions and Trade Shows	66,000	49,500	60,585	122%	-	(60,585)
Event Hosting & Site Visits	63,400	47,550	47,692	100%	41,456	(6,237)
Sponsorships	84,000	63,000	17,612	28%	2,454	(15,158)
Group Sales Show Sponsorships	-	-	14,260		37,543	23,283
Meals and Business Development	4,200	3,150	1,761	56%	1,807	46
Meeting Bids and Incentives	12,000	9,000	-	0%	-	-
Promotions	77,700	58,275	54,773	94%	18,692	(36,080)
Travel	24,000	18,000	17,977	100%	15,766	(2,211)
Promotional Materials	24,000	18,000	17,666	98%	11,563	(6,103)
<i>Total Promotional Expenditures</i>	<i>355,300</i>	<i>266,475</i>	<i>232,327</i>	<i>87%</i>	<i>135,050</i>	<i>(97,276)</i>
Total Expenditures	1,751,630	1,313,723	1,262,170	96%	1,019,794	(242,376)
Total Revenues over/(under) Expenditures	30,762	81,055	151,536		350,773	285,515

**DISCOVER DUNWOODY
2020 BUDGET**

Revenues

Tax Revenue	\$1,769,632	\$1,769,632	\$0	0.00%	\$1,757,840
Interest Income	\$144	\$3,760	-\$3,616	-96.17%	\$420
Rent Income	\$0	\$26,759	-\$26,759	-100.00%	\$24,132
Total Revenue	\$1,769,776	\$1,800,151	-\$30,375	-1.69%	\$1,782,392

TOTAL SOURCES

2020 BUDGET	2019 Projected	YOY VARIANCE (\$)	YOY VARIANCE (%)	2019 BUDGET
\$1,769,776	\$1,800,151	-\$30,375	-1.69%	\$1,782,392

2020 Budget DMAI

Personnel

Salaries	\$438,979	\$431,521	\$7,458	1.73%	\$428,544
Employee Benefits	\$69,336	\$53,462	\$15,874	29.69%	\$49,200
Payroll Taxes	\$36,000	\$35,838	\$162	0.45%	\$42,854
Total Personnel	\$544,315	\$520,821	\$23,494	4.51%	\$520,598

30.94% 40.00%

Administrative

Employee Development	\$6,000	\$3,454	\$2,546	73.69%	\$9,600
Furniture & Fixtures	\$7,500	\$0	\$7,500	100.00%	\$0
Insurance	\$5,000	\$6,396	-\$1,396	-21.83%	\$5,000
IT Support	\$1,800	\$8,558	-\$6,758	-78.97%	\$9,600
Legal and Professional Fees	\$12,000	\$13,133	-\$1,133	-8.63%	\$15,500
Licenses and Fees	\$300	\$150	\$150	100.00%	\$600
Meals and Meeting Expenses	\$3,000	\$2,922	\$78	2.68%	\$2,500
Miscellaneous	\$2,400	\$2,286	\$114	5.01%	\$1,200
Office Expense	\$3,600	\$3,918	-\$318	-8.12%	\$2,400
Rent	\$93,600	\$108,743	-\$15,143	-13.93%	\$105,912
Small Equipment	\$0	\$4,168	-\$4,168	-100.00%	\$10,000
Telephone/Internet	\$9,000	\$7,976	\$1,024	12.84%	\$7,320
Travel	\$6,000	\$4,967	\$1,033	20.80%	\$12,000
Total Administrative	\$150,200	\$166,671	-\$16,471	-9.88%	\$181,632

8.54% 12.00%

Total Personnel/Admin

\$694,515	\$694,617	-\$102	-0.01%	\$702,230
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Marketing

Advertising - Print	\$156,000	\$163,810	-\$7,810	-4.77%	\$144,000
Advertising - Digital	\$206,400	\$199,173	\$7,227	3.63%	\$198,000
CRM	\$15,000	\$13,500	\$1,500	11.11%	\$13,500
Dues and Subscriptions	\$49,499	\$62,843	-\$13,344	-21.23%	\$48,600
Graphic Design	\$75,000	\$32,175	\$42,825	133.10%	\$41,000
Memberships	\$15,000	\$18,659	-\$3,659	-19.61%	\$12,000
Miscellaneous	\$600	\$614	-\$14	-2.22%	\$1,200
Photography/Videography	\$40,000	\$27,414	\$12,585	45.91%	\$42,000
Postage/Courier/Overnight	\$300	\$926	-\$626	-67.59%	\$1,200
Printing	\$12,000	\$11,077	\$923	8.33%	\$12,600
Public Relations	\$68,000	\$52,782	\$15,217	28.83%	\$54,000
Research	\$0	\$42,085	-\$42,085	-100.00%	\$19,500
Website Management	\$86,000	\$45,936	\$40,064	87.22%	\$36,000
Website Marketing	\$72,000	\$84,349	-\$12,349	-14.64%	\$70,500
Total Marketing	\$795,799	\$755,343	\$40,456	5.36%	\$694,100

Sales/Promotional

Conventions/Trade Shows	\$66,000	\$77,085	-\$11,085	-14.38%	\$66,000
Event Hosting/Site Visits	\$31,200	\$50,692	-\$19,492	-38.45%	\$63,400
Meals/Business Development	\$3,000	\$2,811	\$189	6.72%	\$4,200
Meeting Bids and Incentives	\$20,004	\$5,000	\$15,004	300.08%	\$12,000
Promotional Materials	\$12,000	\$17,666	-\$5,666	-32.07%	\$24,000
Promotions	\$46,000	\$65,973	-\$19,973	-30.27%	\$77,700
Sponsorships	\$60,996	\$31,872	\$29,124	91.38%	\$84,000
Travel	\$30,000	\$23,977	\$6,023	25.12%	\$24,000
Total Sales/Promotional	\$269,200	\$275,077	-\$5,877	-2.14%	\$355,300

Total Marketing/Sales/Promo

\$1,064,999	\$1,023,295	\$41,704	4.08%	\$1,049,400
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60.53% 48.00%

TOTAL USES

\$1,759,514	\$1,717,911	\$41,603	2.42%	\$1,751,630
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NET

\$10,262	\$82,240	-\$71,978	-87.52%	\$30,762
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**DISCOVER DUNWOODY
2020 BUDGET NOTES**
Revenues

Tax Revenue	Hotel/Motel tax revenue is projected flat based on 2019 actuals
Interest Income	Interest gained from other banking accounts

Personnel

Salaries	3% increase for employees
Employee Benefits	Includes the current coverage of 100/50 for all medical, dental and vision plans. Also includes life, LTD, and Simple IRA for FTE's.
Payroll Taxes	10% of salaries

Administrative

Employee Development	Conferences and continuing education opportunities for employees.
Furniture & Fixtures	Furniture for new office.
Insurance	D&O insurance and Workers Compensation
IT Support	Cloud storage and e-mail
Legal and Professional Fees	Tax preparation, legal fees, HR payroll fees
Licenses and Fees	Annual Business License
Meals and Meeting Expenses	Expenses for board meetings and other meetings/meals
Miscellaneous	Misc
Office Expense	Office and break room supplies
Rent	Sterling Point Office
Small Equipment	N/A
Telephone/Internet	AT&T Internet and Digital Phone
Travel	Travel costs to support employee development

Marketing

Advertising - Print	Destination Branding print advertising
Advertising - Digital	Digital advertising, Facebook advertising, and fees associated with Paramore to manage our digital advertising
CRM	Annual license for the Customer Relationship Management Tool used for lead management with the hotels
Dues and Subscriptions	STR Subscription, CVENT lead generation tool, CrowdRiff Social Media generation tool
Graphic Design	Branding campaign, new visitor magazine, annual meeting branding
Memberships	Industry association memberships
Miscellaneous	Misc
Photography/Videography	Groups/meetings video, new destination photography, social media video campaign
Postage/Courier/Overnight	Mailing and postage
Printing	Brochures and visitor magazine
Public Relations	New PR agency for leisure, arts and culture month, restaurant week, and shared cost of economic development PR; also budgeted for media hosting
Research	N/A
Website Management	SimpleView website management costs; and budgeted for a new website to begin in 2020.
Website Marketing	Digital agency fees for content creation and account management

Sales/Promotional

Conventions/Trade Shows	Group sales tradeshows
Event Hosting/Site Visits	Group sales site visits, Discover Dunwoody annual meeting, ambassador program
Meals/Business Development	Group sales meals when traveling or meeting with clients
Meeting Bids and Incentives	Meeting Planner Incentive Program to support group sales
Promotional Materials	Promo items for groups, tradeshows, and events, and apparel for staff
Promotions	Marketing and branding materials to support Restaurant Week, Arts and Culture Month, and Your Holiday Haven.
Sponsorships	Group sales tradeshows sponsorships and local awareness sponsorships
Travel	Travel costs to support conventions/trade shows