

DISCOVER DUNWOODY

2021 BUDGET W/ REVENUE @ \$950K

	ORIGINAL 2020 BUDGET	2020 FORECAST
Revenues		
Tax Revenue	\$1,716,948	\$887,922
Interest Income	\$144	\$111
Total Revenue	\$1,717,092	\$888,033
Personnel		
Salaries	\$438,979	\$318,294
Employee Benefits	\$69,336	\$44,854
Payroll Taxes	\$36,000	\$25,124
Total Personnel	\$544,315	\$388,272
Operations		
Event Hosting	\$0	\$0
Furniture & Fixtures	\$7,500	\$3,985
Insurance	\$5,000	\$873
IT Support	\$1,800	\$3,098
Legal and Professional Fees	\$12,300	\$25,124
Miscellaneous	\$2,400	\$1,551
Office Expense	\$3,600	\$3,124
Postage	\$300	\$353
Printing	\$0	\$0
Professional Development	\$6,000	\$3,349
Rent	\$95,200	\$57,781
Small Equipment	\$0	\$3,791
Team Building	\$0	\$0
Telephone/Internet	\$9,000	\$11,194
Travel / Meals / Hosting	\$9,000	\$3,632
Total Administrative	\$152,100	\$117,855
<i>Total Personnel/Administrative</i>	<i>\$696,415</i>	<i>\$506,127</i>
Marketing		
Advertising - Print	\$144,000	\$74,637
Advertising - Digital	\$204,000	\$82,612
Graphic Design	\$75,000	\$6,601

Memberships	\$15,000	\$7,178
Photography/Videography	\$40,000	\$24,049
Professional Development	\$0	\$0
Promotions	\$46,000	\$4,141
Public Relations	\$68,000	\$68,561
Research	\$12,000	\$19,330
Subscriptions	\$49,499	\$34,786
Travel / Meals / Hosting	\$0	\$0
Printing	\$12,000	\$1,322
Misc	\$600	\$0
Website Marketing	\$72,000	\$54,000
Website Management	\$86,000	\$15,689
Total Marketing	\$824,099	\$392,906
Sales/Promotional		
Ambassador Program	\$0	\$3,000
CRM	\$15,000	\$37,000
Event Hosting	\$31,200	\$29,326
Incentive Program	\$20,004	\$5,100
Memberships	\$0	\$0
Professional Development	\$0	\$0
Promotional Materials	\$12,000	\$11,327
Registrations	\$66,000	\$34,531
Reporting / Subscriptions	\$0	\$0
Site Tours	\$0	\$0
Sponsorships	\$60,996	\$37,100
Travel / Meals / Hosting	\$33,000	\$19,139
Total Sales/Promotional	\$238,200	\$176,523
<i>Total Marketing/Sales/Promotional</i>	<i>\$1,062,299</i>	<i>\$569,429</i>
TOTAL	\$1,758,714	\$1,075,556
NOI	-\$41,622	-\$187,523

2021 BUDGET	VARIANCE 2020 BUDGET VS. 2021 BUDGET	VARIANCE %	VARIANCE 2020 FORECAST VS. 2021 BUDGET
\$950,000	(\$766,948)	55.3%	\$62,078
\$144	\$0	100.0%	\$33
\$950,144			
\$222,000	(\$216,979)	50.6%	(\$96,294)
\$49,200	(\$20,136)	71.0%	\$4,346
\$23,000	(\$13,000)	63.9%	(\$2,124)
\$294,200			
\$0	\$0	0.0%	\$0
\$0	(\$7,500)	0.0%	(\$3,985)
\$4,000	(\$1,000)	80.0%	\$3,127
\$3,000	\$1,200	166.7%	(\$98)
\$8,500	(\$3,800)	69.1%	(\$16,624)
\$0	(\$2,400)	0.0%	(\$1,551)
\$2,400	(\$1,200)	66.7%	(\$724)
\$300	\$0	100.0%	(\$53)
\$1,200	\$1,200	0.0%	\$1,200
\$0	(\$6,000)	0.0%	(\$3,349)
\$95,940	\$740	100.8%	\$38,159
\$3,000	\$3,000	0.0%	(\$791)
\$0	\$0	0.0%	\$0
\$12,000	\$3,000	133.3%	\$806
\$360	(\$8,640)	4.0%	(\$3,272)
\$130,700	(\$21,400)	85.9%	\$12,845
\$424,900	(\$271,515)	61.0%	(\$81,227)
\$0	(\$144,000)	0.0%	(\$74,637)
\$171,900	(\$32,100)	84.3%	\$89,288
\$7,200	(\$67,800)	9.6%	\$599

\$13,000	(\$2,000)	86.7%	\$5,822
\$18,000	(\$22,000)	45.0%	(\$6,049)
\$3,500	\$3,500	0.0%	\$3,500
\$0	(\$46,000)	0.0%	(\$4,141)
\$56,000	(\$12,000)	82.4%	(\$12,561)
\$0	(\$12,000)	0.0%	(\$19,330)
\$1,200	(\$48,299)	2.4%	(\$33,586)
\$5,600	\$5,600	0.0%	\$5,600
	(\$12,000)	0.0%	(\$1,322)
	(\$600)	0.0%	\$0
	(\$72,000)	0.0%	(\$54,000)
\$35,000	(\$51,000)	40.7%	\$19,311
\$311,400	(\$512,699)	37.8%	(\$81,506)
\$3,000	\$3,000	0.0%	\$0
\$37,000	\$22,000	246.7%	\$0
\$5,000	(\$26,200)	16.0%	(\$24,326)
\$30,000	\$9,996	150.0%	\$24,900
\$10,700	\$10,700	0.0%	\$10,700
\$4,000	\$4,000	0.0%	\$4,000
\$10,000	(\$2,000)	83.3%	(\$1,327)
\$40,000	(\$26,000)	60.6%	\$5,469
\$12,000	\$12,000	0.0%	\$12,000
\$12,000	\$12,000	0.0%	\$12,000
\$30,000	(\$30,996)	49.2%	(\$7,100)
\$20,000	(\$13,000)	60.6%	\$861
\$213,700	(\$24,500)	89.7%	\$37,177
\$525,100	(\$537,199)	49.4%	(\$44,329)
\$950,000	(\$808,714)	54.0%	(\$125,556)
\$144	\$41,766	-0.3%	\$187,667

\$0

VARIANCE %
107.0%
129.7%
69.7%
109.7%
91.5%
0.0%
0.0%
458.2%
96.8%
33.8%
0.0%
76.8%
85.0%
0.0%
0.0%
166.0%
79.1%
0.0%
107.2%
9.9%
110.9%
<i>84.0%</i>
0.0%
208.1%
109.1%

181.1%
74.8%
0.0%
0.0%
81.7%
0.0%
3.4%
0.0%
0.0%
0.0%
0.0%
223.1%
79.3%
100.0%
100.0%
17.0%
588.2%
0.0%
0.0%
88.3%
115.8%
0.0%
0.0%
80.9%
104.5%
121.1%
92.2%
88.3%
-0.1%

COMMENTS
2021 Revenue budgeted at 50% of 2019 amounts
Reflects 30% salary reduction for Q1.
Variance from 2020 is rent credit from Sterling Pointe & former tenant Grubb departure

Travel budgets broken out by team for clarity - media/vendor visits.
Moved to operations.

Combined into Digital Ad budget for clarity.

Combined Simpleview & CVENT into Sales

Increased incentive dollars from \$20k to \$30k.
Clarify all Sales memberships