

DISCOVER DUNWOODY 2021 - 2022 BUDGET COMPARISON							
REVENUE	2022 - 2021						
	2022 BUDGET	2021 FORECAST (12/31)	2021 BUDGET	VARIANCE 22B-21B	%	VARIANCE 22B-21F	%
Tax Revenue	1,711,461.71	1,356,914.00	950,000.00	761,461.71	80.15%	354,547.71	26.13%
Interest Revenue	1,200.00	1,187.75	120.00	1,080.00	900.00%	12.25	1.03%
Grants / Other Income	0.00	192,682.25	0.00	0.00	100.00%	-192,682.25	-100.00%
Other (see revenue tab)		0.00	0.00	0.00	100.00%	0.00	100.00%
<b>TOTAL:</b>	1,712,661.71	1,550,784.00	950,120.00	762,541.71	80.26%	161,877.71	10.44%
<b>PERSONNEL</b>							
Salaries	387,212.45	299,348.52	275,500.00	111,712.45	40.55%	87,863.93	29.35%
Year End Bonus	39,032.14	0.00	0.00	39,032.14	100.00%	39,032.14	100.00%
Insperty Fee (benefits/service fee/workers comp)	66,000.00	47,616.41	49,200.00	16,800.00	34.15%	18,383.59	38.61%
Simple IRA / FSA	12,000.00	0.00	0.00	12,000.00	100.00%	12,000.00	100.00%
Payroll Taxes	33,600.00	22,185.75	23,000.00	10,600.00	46.09%	11,414.25	51.45%
<b>TOTAL:</b>	537,844.59	369,150.68	347,700.00	190,144.59	54.69%	168,693.91	45.70%
<b>OPERATIONS</b>							
950.7540.522300.01-Admin/Equipment Lease	2,400.00	0.00	0.00	2,400.00	100.00%	2,400.00	100.00%
950.7540.521200.27-Admin/Event Hosting	32,311.52	8,443.72	0.00	32,311.52	100.00%	23,867.80	282.67%
950.7540.542300.00-Admin/Furniture & Fixtures	3,000.00	0.00	0.00	3,000.00	100.00%	3,000.00	100.00%
950.7540.523100.00-Admin/Insurance	7,300.00	9,201.24	4,000.00	3,300.00	82.50%	-1,901.24	-20.66%
950.7540.521300.02-Admin/IT Platforms *	62,244.00	3,680.73	3,000.00	59,244.00	1974.80%	58,563.27	1591.08%
950.7540.521200.10-Admin/Legal & Professional Fee	10,600.00	27,472.87	8,500.00	2,100.00	24.71%	-16,872.87	-61.42%
950.7540.523900.00-Admin/Community Outreach ***	8,400.00	0.00	0.00	8,400.00	100.00%	8,400.00	100.00%
950.7540.531100.00-Admin/Office Expenses & Misc.	6,800.00	6,005.89	2,400.00	4,400.00	183.33%	794.11	13.22%
950.7540.523200.01-Admin/Postage/Courier/Overnight	420.00	192.43	300.00	120.00	40.00%	227.57	118.26%
950.7540.523400.01-Admin/Printing	3,000.00	2,498.81	1,200.00	1,800.00	150.00%	501.19	20.06%
950.7540.523700.00-Admin/Professional Development	9,879.00	5,423.02	0.00	9,879.00	100.00%	4,455.98	82.17%
950.7540.522300.00-Admin/Rent	100,400.00	97,474.53	95,940.00	4,460.00	4.65%	2,925.47	3.00%
950.7540.531600.00-Admin/Small Equipment	3,600.00	4,614.17	2,750.00	850.00	30.91%	-1,014.17	-21.98%
950.7540.523700.03-Admin/Memberships ***	6,664.00	0.00	0.00	6,664.00	100.00%	6,664.00	100.00%
950.7540.523200.02-Admin/Telephone/Internet	9,960.00	10,629.98	12,000.00	-2,040.00	-17.00%	-669.98	-6.30%
0.523500.02-Admin/Travel/Meals/Hosting/Team Building *	5,762.07	3,745.16	360.00	5,402.07	1500.58%	2,016.91	53.85%
<b>TOTAL:</b>	272,740.59	179,382.55	130,450.00	142,290.59	109.08%	93,358.04	52.04%
<b>SALES / PROMOTIONAL</b>							
950.7540.521200.23-Promotional/Hotel Strategy *	9,200.00	0.00	3,000.00	6,200.00	206.67%	9,200.00	100.00%
.521300.04-Promotional/Planner Engagement Incentives *	24,250.00	0.00	0.00	24,250.00	100.00%	24,250.00	100.00%
950.7540.521200.16-Promotional/Hosting *	73,750.00	38,251.36	26,000.00	47,750.00	183.65%	35,498.64	92.80%

950.7540.521200.26-Promotional/Incentive Program	32,000.00	25,050.00	30,000.00	2,000.00	6.67%	6,950.00	27.74%
950.7540.531300.02-Promotional/Meals & Busn Devel	4,800.00	1,202.89	0.00	4,800.00	100.00%	3,597.11	299.04%
950.7540.523600.03-Promotional/Memberships	3,900.00	3,220.00	10,700.00	-6,800.00	-63.55%	680.00	21.12%
0.7540.523700.01-Promotional/Professional Development	4,800.00	105.00	4,000.00	800.00	20.00%	4,695.00	4471.43%
950.7540.531100.01-Promotional/Promotional Mats	9,750.00	4,181.49	10,000.00	-250.00	-2.50%	5,568.51	133.17%
950.7540.521200.21-Promotional/Postage & Shipping	1,800.00	0.00	0.00	1,800.00	100.00%	1,800.00	100.00%
950.7540.521200.15-Promotional/Registrations	9,000.00	30,597.00	30,000.00	-21,000.00	-70.00%	-21,597.00	-70.59%
950.7540.521200.18-Promotional/Sponsorships	54,000.00	52,934.00	28,000.00	26,000.00	92.86%	1,066.00	2.01%
523600.04-Promotional/Subscriptions & Data Intelligence	25,010.17	65,995.00	12,000.00	13,010.17	108.42%	-40,984.83	-62.10%
950.7540.523500.01-Promotional/Travel	1,300.00	24,069.39	22,000.00	-20,700.00	-94.09%	-22,769.39	-94.60%
CRM (MOVED FOR 2022)	0.00	47,775.00	33,500.00	-33,500.00	-100.00%	-47,775.00	-100.00%
<b>TOTAL:</b>	253,560.17	293,381.13	209,200.00	44,360.17	21.20%	-39,820.96	-13.57%
<b>MARKETING</b>							
950.7540.523300.00-Marketing/Advertising - Print	61,410.00	32,350.00	0.00	61,410.00	100.00%	29,060.00	89.83%
950.7540.523300.01-Marketing/Advertising -Digital	198,804.00	202,363.66	178,400.00	20,404.00	11.44%	-3,559.66	-1.76%
950.7540.521200.12-Marketing/Graphic Design	37,000.00	0.00	7,200.00	29,800.00	413.89%	37,000.00	100.00%
950.7540.523600.02-Marketing/Memberships	2,079.00	6,130.00	13,000.00	-10,921.00	-84.01%	-4,051.00	-66.08%
950.7540.531700.00-Marketing/Miscellaneous	0.00	0.00	0.00	0.00	100.00%	0.00	100.00%
950.7540.523900.01-Marketing/Photography/Videography	64,800.00	47,700.00	12,000.00	52,800.00	440.00%	17,100.00	35.85%
950.7540.523400.00-Marketing/Printing	2,000.00	0.00	0.00	2,000.00	100.00%	2,000.00	100.00%
950.7540.523700.02-Marketing/Professional Development	4,000.00	0.00	3,500.00	500.00	14.29%	4,000.00	100.00%
950.7540.521200.25-Marketing/Promotions	89,500.00	5,266.82	0.00	89,500.00	100.00%	84,233.18	1599.32%
950.7540.521200.20-Marketing/Public Relations	64,000.00	70,937.47	56,000.00	8,000.00	14.29%	-6,937.47	-9.78%
950.7540.521300.03-Marketing/Research	24,500.00	29,680.00	0.00	24,500.00	100.00%	-5,180.00	-17.45%
950.7540.523600.01-Marketing/Subscriptions	1,788.00	44,383.00	1,200.00	588.00	49.00%	-42,595.00	-95.97%
950.7540.523500.00-Marketing/Travel/Meals/Hosting	29,500.00	6,711.74	5,600.00	23,900.00	426.79%	22,788.26	339.53%
Website Management (MOVED FOR 2022)	0.00	77,576.36	35,000.00	-35,000.00	-100.00%	-77,576.36	-100.00%
<b>TOTAL:</b>	579,381.00	523,099.05	311,900.00	267,481.00	85.76%	56,281.95	10.76%
<b>TOTAL</b>	1,643,526.35	1,365,013.41	999,250.00	644,276.35	64.48%	278,512.94	20.40%