



To: Mayor and City Council
 From: Ray Ezelle, Discover Dunwoody
 Date: December 12, 2022
 Re: 2023 Discover Dunwoody Budget and 2022 Recap

Action

Approval of 2023 Discover Dunwoody Budget

Summary

2022 was a record year for Discover Dunwoody as it relates to overnight guests.

Dunwoody hotels thru October:

- YTD Occupancy of 60.0% compared to 57.9% YTD 2019
- 73,155 more rooms sold vs 2019 YTD
- Room Revenue is up \$4,106,843 compared to YTD 2019
- Shifted Share from Other Perimeter and Metro Atlanta Hotels
- Achieved a record year in Groups in Dunwoody

Dunwoody hotels for 2023

- 20,007 more group rooms contracted for 2023 than booked same period last year
- 196% increase in group rooms contracted for 2023 compared to same period last year

Priorities for 2023

- Be the destination of choice for Film Business
- Shift current perimeter business to Dunwoody hotels
- Increase awareness
- Increase group and weekday demand

2023 Budget

- Revenue budget of \$2,251,115
 - Based on 63.35 occupancy and \$140.96 ADR
- Expenditures budget of \$2,217,575

Ray Ezelle
 Executive Director

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DiscoverDunwoody.com



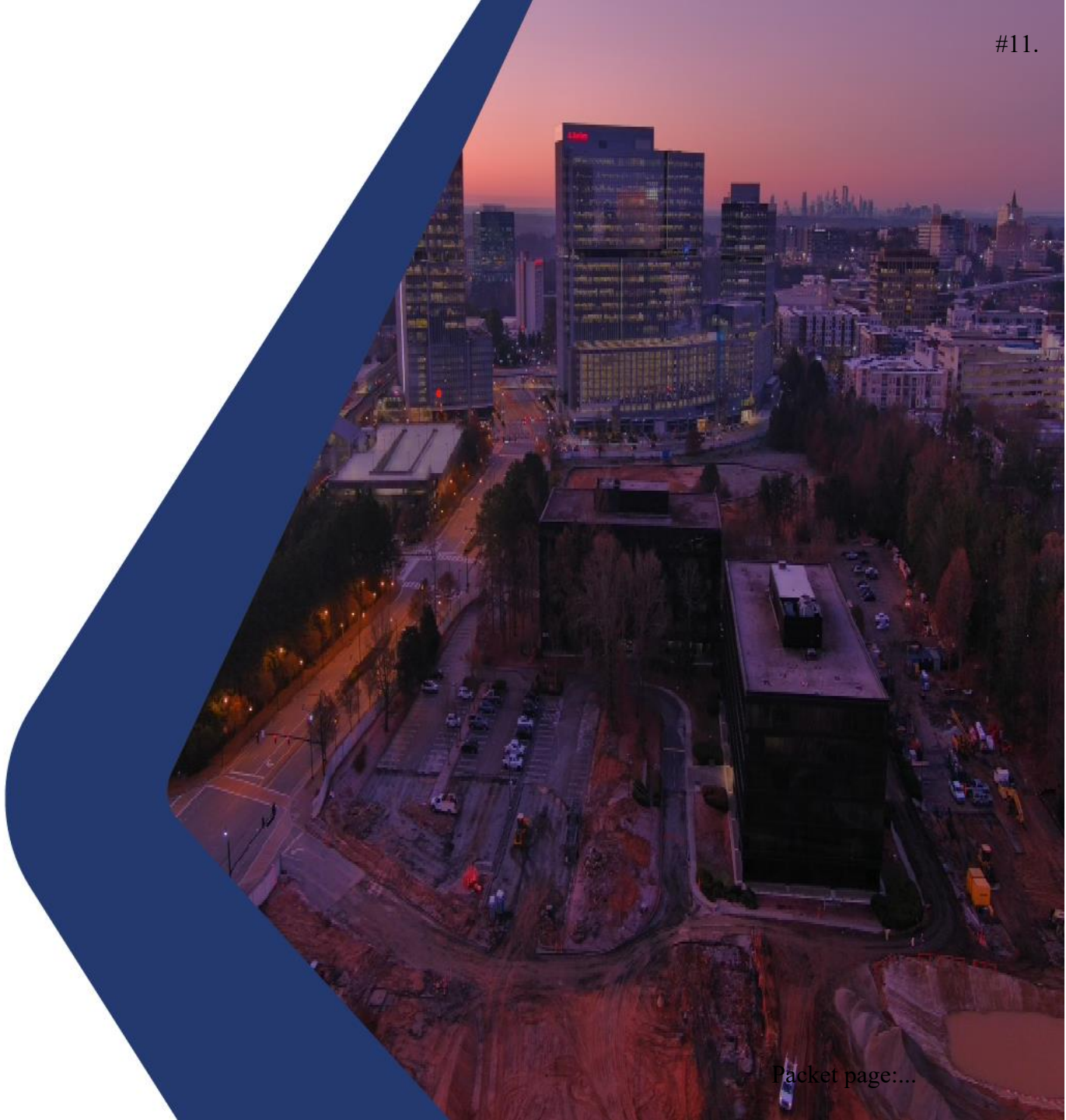
301 Perimeter Center North, Suite 200, Dunwoody, GA 30346





discover
Dunwoody

2023 BUDGET PRESENTATION





DISCOVER DUNWOODY 2022 HIGHLIGHTS

DISCOVER DUNWOODY 2022 #11.

ACCOMPLISHMENTS

Year to Date Actual (Thru October)

- Occupancy
 - 60.0 % v 57.9% in 2019
 - Increased 2.1 points
 - Even with 103,096 additional room supply in Dunwoody
- Room Nights
 - 383,311 Rooms Sold January – October
 - Increase of 73,155 vs 2019 YTD
 - November Unofficial +5,250 RNs over November 2019
- Room Revenue
 - increased by \$4,106,843 vs 2019 YTD- October
 - November Unofficial + \$510K over November 2019
- Weekend Occupancy increased by 18.0 points vs 2019 YTD
- Increased Room Sold every night but Mondays (-110) vs 2019 YTD



DISCOVER DUNWOODY 2022 ACCOMPLISHMENTS



Year to Date Actual (Thru October)

- **Increased Occupancy Index vs Competitors vs 2019 YTD**
 - Perimeter Center Hotels
(Includes Dunwoody): + 6.84
 - Sandy Springs Hotels: + 17.84
 - Brookhaven: + 16.71
 - Alpharetta: + 10.63
 - Buckhead: + 21.66

DISCOVER DUNWOODY 2022 ACCOMPLISHMENTS

Year to Date Actual (Thru October)

- **Increased RM Revenue Index vs Competitors vs 2019**
 - Perimeter Center Hotels
(Includes Dunwoody): + 4.92
 - Sandy Springs Hotels: + 18.63
 - Brookhaven: + 21.42
 - Alpharetta: + 1.30
 - Buckhead: + 12.30



DISCOVER DUNWOODY 2022 ACCOMPLISHMENTS #1.



Demand 369 Group Data (as of 11.27.22)

2022 Group RNs of 81,008 v 78,085 Final Group RNs in 2019 **(+2,923)**

2022 Group RNs at Perimeter Area Hotels vs 2019 **(-23,597)**

2022 Group RNs at Area Meeting Hotels vs 2019 **(-36,577)**

2023 Group Rooms Committed thru November of 2023 (Crossover)

- **Discover Dunwoody:**

- 55% of 2019 Final Group RNs Contracted
- 40,652 RNs contracted 11.27.22 v 20,645 RNs 11.27.21 **(+20,007)**
- 196% compared to same time last year

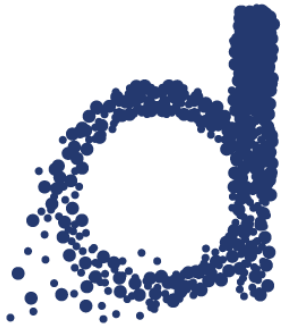
- **Perimeter Area Hotels:**

- 36% of 2019 Final Group RNs Contracted
- 33,715 RNs contracted 11.27.22 v 36,594 RNs 11.27.21 **(-2,879)**
- 92.1% compared to same time last year

- **Area Meeting Hotels Comp Set:**

- 46% of 2019 Final Group RNs Contracted
- 209,722 RNs contracted 11.27.22 v 219,367 RNs 11.27.21 **(-9,645)**
- 95.6% compared to same time last year





Sales in Action



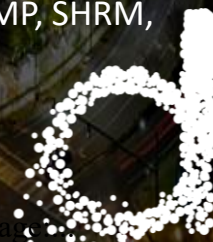
2022 SALES TEAM Accomplishments

- 38% Increase in Business to Dunwoody vs 2021 (Based on Simpleview CRM Data)
- 32 Definite Bookings in 2022 vs 7 Definite Bookings in 2021 & 22 Definite Bookings in 2019
- 21,447 Definite RNs in 2022 vs 2,815 Definite RNs in 2021 & 8,114 Definite Room Nights in 2019
- 16,284 Definite RNs Contracted with the assistance of the Incentive Program
- Conducted presentations to 3rd Party customers based in Dunwoody/ Perimeter area promoting our ability to host local meetings within our hotels and offer offsite dining and other activities in Dunwoody.” HelmsBriscoe,” Meeting Expectations,” and “LaMont & Associates.”
- Created and activated Get-to-know Dunwoody (Monthly Virtual) calls with customers out of state who were not familiar with Dunwoody and the hotel community.
- Co-sponsored and attended networking Luncheon and receptions that allow speaking time in front of customers to promote Dunwoody.
- Hosted a reception for over 35 meeting planners at the Le Meridien hotel.
- Hosted a CSR (Corporate Social Responsibility) event that attracted over 70 local meeting planners. Hotel partners were also invited.
- Co-Hosted a successful SHRM event at the Marriott hotel for SHRM attendees.
- Created Sponsorships with local industries to build awareness and opportunities to work with planners with the affiliations: MPI, GSAE, SHRM, FSAE, SGMP, and TAG.



2022 SALES TEAM Accomplishments

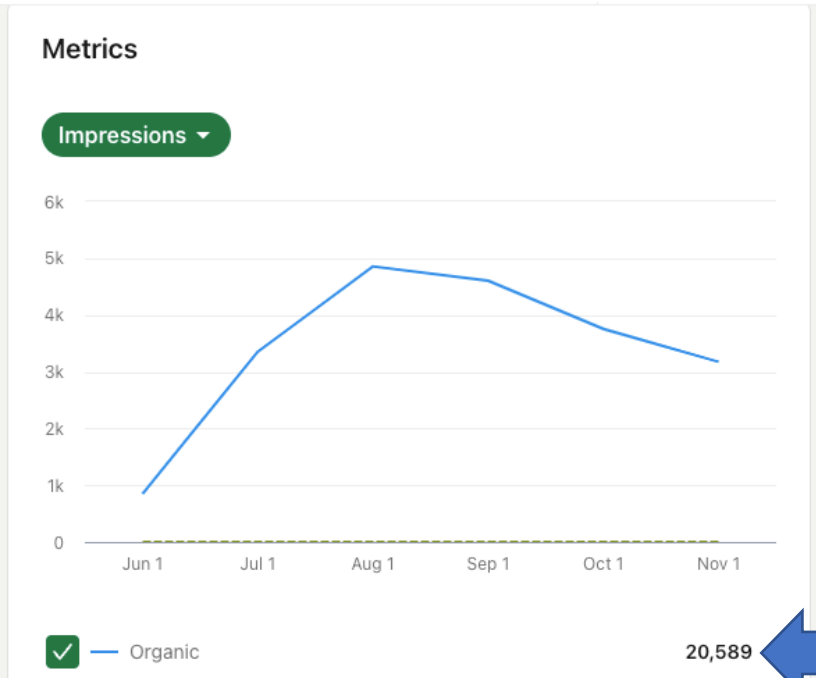
- Enhanced the Incentive program with the hotel to win more business from other destinations.
- Revised the meeting planners guide to show updated logos and brands from all hotels.
- Updated customer gifts as it relates to promoting Dunwoody.
- Monthly DOSM leaders meeting to discuss the Industry and STR reporting within the comp-set.
- Hotel Sales Relationships Improvement/ Monthly Meetings with Key Introductions (Sports Planner, Film)
- Developed and Implemented Film Strategy
 - Partnerships with 3rd Rail Studio
 - Georgia Film Housing Expert
 - Introduced Hotel partners to season veteran working with hotels in the film industry.
- Developed targeted effort to promote Dunwoody with hotel partners thru providing Industry affiliated members to hotels
- Partner with hotels at upcoming tradeshow and destinations
- Increased visibility with Georgia Based 3rd Party Planners
- Established and Strengthen partnership with Industry Partners (MPI, GSAE, SGMP, SHRM, TAG, PCMA & NCBMP)



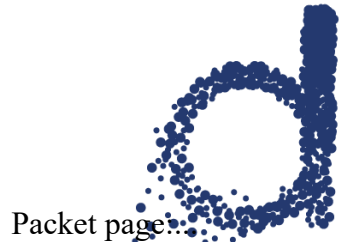
2022 MARKETING UPDATE

Successful Strategy Increased Social Media Engagement

- Facebook reach ↑ 7.6% to 64,337
- Facebook page visits ↑ 56.9 % to 1,111
- Instagram reach ↑ 273.9% to 28,671
- Instagram profile visits ↑ 129.4% to 3,117
- Instagram followers ↑ 179.7%
- LinkedIn page views ↑ 23.1%
- LinkedIn comments ↑ 231.3%
- LinkedIn = 20,589 organic impressions



20,589





Dunwoody
is a great place to stay for
Business.

A stay in Dunwoody is worry free and convenient to shopping, restaurants and more.

2,100+ Hotel Rooms
500+ Places to shop!
200+ Places to eat!

DiscoverDunwoody.com/ABC Info@DiscoverDunwoody.com 678-244-9800

2022 MARKETING UPDATE

Developed Film Tourism Advertising Strategy

- 12 Minutes set to bed
- Included all 9 hotels in listings and ads for Georgia Film Directory
- Comprehensive digital and print strategy
- Strategic relationship with Asante Bradford with GA Econ Development

Launched Dunwoody Perimeter Marketing Alliance with Terri Polk

- IHG, Insight Global and Cox have committed

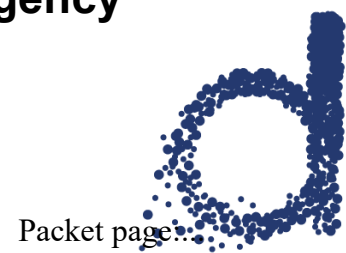
Launched Discover Dunwoody Studio

- Produce video content for vlogs, social media, and new website
- Serves as host for video interviews with key clients and influencers

Increased Quality of Ads and Assets including animated logo for Discover Dunwoody

Increased oversight and expectations of Public Relations Agency

Launched new local and regional advertising initiatives



2022 MARKETING UPDATE

Implemented Focused Strategy on Digital Media

- SEM-PPC/SEO Campaigns
- Geo Fence Metro Atlanta Film Studios (IHeart Radio Banners & Radio Spots)
- Geo Fencing Non-Dunwoody Atlanta Perimeter Area Hotels with IHeart Strategy
- Geo Fencing Northside Hospital
- 468,360 Ad Impressions to date thru IHeart Radio Program

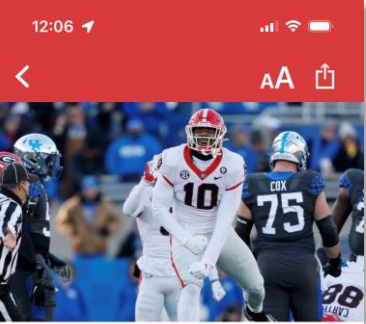
Shifting SEM/PPC to Cox Media Group from Simpleview

Implementing various Georgia Based Digital Opportunities thru Cox (Access Atlanta, DawgNation)

Website Redesign

- Developing new targeted content, community outreach program, live streaming

Customed Email Campaign



Georgia linebacker Jamon Dumas-Johnson gets honest with his recent play: 'I been playing okay'

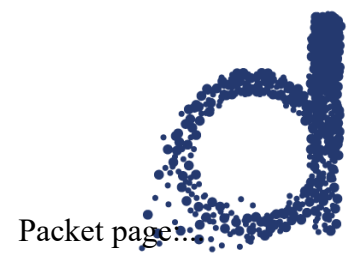
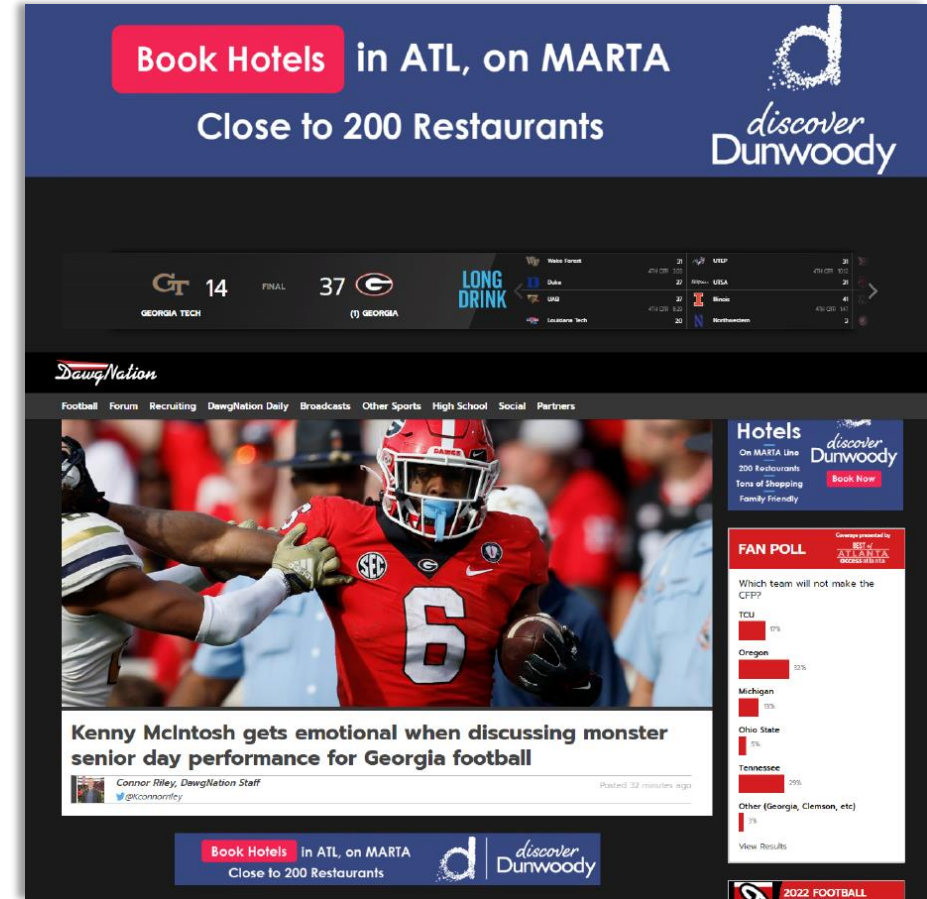
Connor Riley - 1 hour ago
ATHENS - Jamon Dumas-Johnson is his own toughest critic. The Georgia defensive leader helps hold everyone on the defense accountable, and he is no exception.



defensive leader helps hold everyone on the defense accountable, and he is no exception.



"I been playing okay. I don't feel like I've been playing up to the standard, the way I could play," Dumas-Johnson said. "My teammates keep me high, my coaches keep me high, so it's okay. I've



2023 PRIORITIES

#11.



- **OVERALL**

- **Become the Destination of Choice for Film Business – Atlanta Assembly**
- **Shift 5% of Current Perimeter Area Business to Dunwoody Hotels**
- **Increase Awareness within Dunwoody, Perimeter & Georgia**
- **Increase Groups by 5% at our Hotels**
- **Increase Weekday Demand**
- **Increase visitor awareness of Dunwoody & our Partners**
- **Strategic Focus on each Quarter**



2023 PRIORITIES

#11.

- **SALES**

- **Increase room night booking by 10,000 in 2023 vs 2022.**
- **Increase the number of site visits of out-of-town customers in 2023.**
- **Increase the number of customer events to Local customers in 2023.**
- **Increase and track the Film Industry bookings in 2023.**



2023 PRIORITIES

#11.



- **GOALS:**
 - **Raise social media engagement 25% per quarter**
 - **Increase digital impressions, on all platforms, by 576,000 per month**
 - **Increase "Book Direct" clicks on website 523% each month**
- **MARKETING**
 - **Target Atlanta competition. Geo-targeting & analytics**
 - **Target film with advertising, programming, & events**
 - **Continue to grow valuable content (video, blogs, email, etc.)**





2023 BUDGET

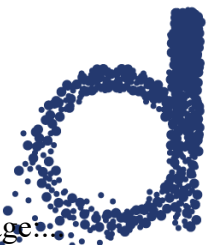
2023 BUDGET HIGHLIGHTS

- **Revenue:** **\$2,251,115**
 - 109.51% higher than 2022 Actual/Forecast
 - 125.44% higher than Original 2022 Budget
 - 122.29% higher than 2019 Actual Revenue
 - Based on 63.3% Occupancy & 140.96 ADR
- **Expenditures:** **\$2,217,575**
 - **Personnel:** **\$683,919**
 - 118% higher than 2022 Actual/Forecast
 - **Operations:** **\$540,230**
 - 147% higher than 2022 Actual/Forecast
 - **Marketing:** **\$598,400**
 - 112% higher than 2022 Actual/Forecast
 - **Sales:** **\$395,200**
 - 128% higher than 2022 Actual/Forecast
- **NOI** **\$33,539**



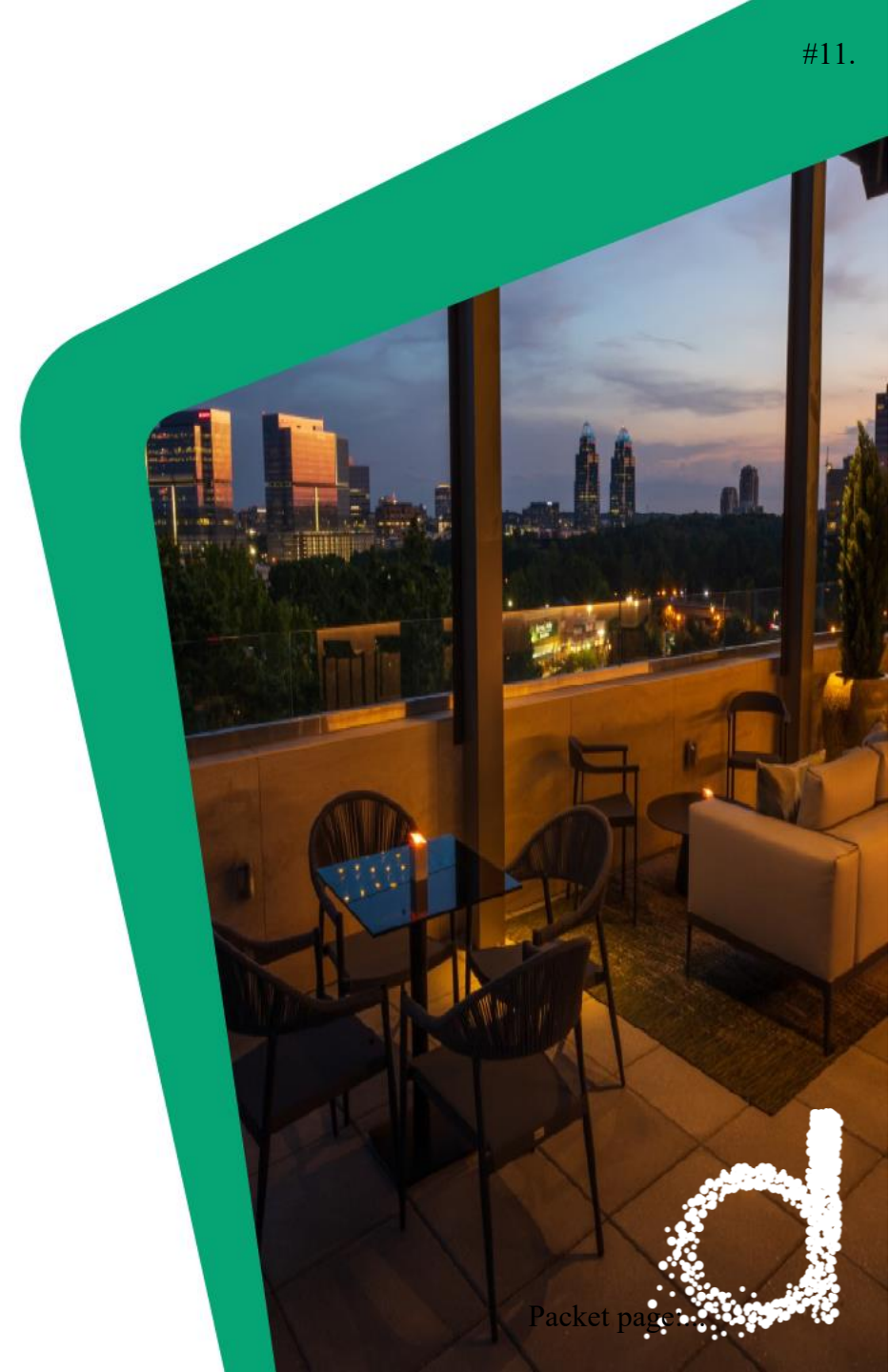
2023 Personnel Budget Highlights

- **PERSONNEL: \$683K**
 - Included Increase in Directors Salaries
 - Included COL increase for Rest of Team
 - Included Annual Bonus
 - Have also included the potential of New FT Employee
 - Evaluate after 1st Quarter
 - April Start date (based on economy)
 - Film/Destination Servicing/Etc.



2023 Operations Budget Highlights

- **ADMINISTRATIVE: \$530K**
 - 31% Budget for Local Events
 - Create Dunwoody
 - Local Sponsorship for Brand Equity
 - Dunwoody Perimeter Marketing Alliance
 - Etc
 - 19% Budget for Office Rent
 - 32% Budget for Platforms
 - CRM
 - CMS
 - Research Reports



2023 Marketing Budget Highlights

MARKETING: \$598K

- 46% Budget Digital Advertising
- 8% Budget Research
- 9.5% Budget PR Contract
 - Exploring bringing PR in house
- 11% Budget Print Ads

- **Where we can get more film business**

2023 Sales Budget Highlights #11.

SALES: \$395K

- 25% Hosting Planners & Planner Events
- 15% Budget for Sponsorships
- 15% Budget for Incentives
- 12% Budget Registration



2023 BUDGET

2023 BUDGET	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Total	VARIANCE	VARIANCE	VARIANCE
	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Total			
Total Revenue	\$ 166,027.84	\$ 166,437.97	\$ 191,553.55	\$ 193,705.00	\$ 200,976.78	\$ 202,966.00	\$ 209,198.91	\$ 183,077.53	\$ 194,547.00	\$ 205,820.54	\$ 179,994.00	\$ 156,810.00	\$ 2,251,115.12	109.51%	125.44%	122.29%
Expenditures																
Total Admin	\$ 26,615.00	\$ 44,365.00	\$ 57,415.00	\$ 39,765.00	\$ 34,365.00	\$ 55,665.00	\$ 29,115.00	\$ 37,015.00	\$ 56,015.00	\$ 91,865.00	\$ 40,015.00	\$ 28,015.00	\$ 540,230.00	147.31%	189.39%	289.47%
Employees/Personnel/Salaries Budget Totals	46,338.59	46,338.59	46,338.59	51,338.59	51,338.59	66,439.96	51,338.59	51,338.59	51,338.59	51,338.59	51,338.59	118,919.81	683,746.67	118.98%	127.13%	134.85%
Total Marketing	\$ 58,450.00	\$ 43,450.00	\$ 58,950.00	\$ 46,450.00	\$ 48,950.00	\$ 55,450.00	\$ 48,950.00	\$ 46,450.00	\$ 52,950.00	\$ 46,450.00	\$ 46,450.00	\$ 45,450.00	\$ 598,400.00	111.75%	103.28%	81.24%
Total Promotional & Sales	\$ 25,550.00	\$ 23,050.00	\$ 45,450.00	\$ 33,050.00	\$ 23,050.00	\$ 45,450.00	\$ 23,050.00	\$ 23,050.00	\$ 45,450.00	\$ 38,050.00	\$ 24,550.00	\$ 45,450.00	\$ 395,200.00	157.61%	155.86%	132.39%
Total Expenditures	\$ 156,953.59	\$ 157,203.59	\$ 208,153.59	\$ 170,603.59	\$ 157,703.59	\$ 223,004.96	\$ 152,453.59	\$ 157,853.59	\$ 205,753.59	\$ 227,703.59	\$ 162,353.59	\$ 237,834.81	\$ 2,217,575.67	128.36%	133.91%	128.27%
Net Revenue	\$9,074.25	\$9,234.38	(\$16,600.04)	\$23,101.41	\$43,273.19	(\$20,038.96)	\$56,745.32	\$25,223.94	(\$11,206.59)	(\$21,883.05)	\$17,640.41	(\$81,024.81)	\$33,539.45			

2022 ACTUAL/FORECAST	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	June 2022	July 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	2022 YTD
Revenue	98,561.79	130,846.47	174,606.69	195,384.03	188,271.54	\$187,737.00	\$211,236.75	\$167,769.34	\$177,679.49	\$200,000.00	\$155,000.00	\$125,000.00	\$2,055,560.51
Expenditures													
Personnel	\$53,125.95	\$31,114.31	\$29,402.52	\$32,129.41	\$34,855.96	\$54,604.94	\$73,518.53	\$40,727.59	\$46,470.68	\$46,800.00	\$46,800.00	\$85,136.14	\$574,686.03
Total Admin	\$5,917.59	\$36,556.63	\$7,254.63	\$26,849.75	\$19,095.74	\$19,701.54	\$48,691.95	\$13,690.46	\$46,216.01	\$88,512.00	\$41,217.00	\$13,029.00	\$366,732.30
Total Marketing	\$84,690.65	\$12,426.13	\$352.75	\$33,032.18	\$29,029.65	\$22,957.36	\$104,193.26	\$62,469.87	\$21,622.98	\$76,850.04	\$56,465.04	\$31,410.04	\$535,499.95
Total Promotional & Sales	\$24,942.49	\$5,744.55	\$5,573.66	\$39,667.03	\$19,759.25	\$26,048.08	\$32,584.95	\$17,750.94	\$26,589.55	\$13,000.00	\$35,540.00	\$3,550.00	\$250,750.50
Total Expenditures	\$168,676.68	\$85,841.62	\$42,583.56	\$131,678.37	\$102,740.60	\$123,311.92	\$258,988.69	\$134,638.86	\$140,899.22	\$225,162.04	\$180,022.04	\$133,125.18	\$1,727,668.78
Net Revenue	-70,114.89	45,004.85	132,023.13	63,705.66	85,530.94	\$64,425.08	(\$47,751.94)	\$33,130.48	\$36,780.27	(\$25,162.04)	(\$25,022.04)	(\$8,125.18)	\$327,891.73

2022 ORIGINAL BUDGET	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Total
Total Revenue	\$129,305.42	\$126,497.22	\$155,389.44	\$158,946.85	\$160,471.99	\$166,174.08	\$171,355.68	\$151,473.92	\$151,443.25	\$162,470.58	\$140,289.72	\$120,788.53	\$1,794,606.68
Expenditures													
Employees/2022	\$41,567.70	\$41,567.70	\$41,567.70	\$41,567.70	\$41,567.70	\$41,567.70	\$41,567.70	\$41,567.70	\$41,567.70	\$41,567.70	\$41,567.70	\$80,599.84	\$537,844.54
Admin/2022	\$17,247.00	\$19,966.00	\$27,204.17	\$17,697.00	\$20,487.00	\$21,104.17	\$12,767.00	\$26,267.00	\$17,943.18	\$39,762.00	\$27,242.00	\$37,554.07	\$285,240.59
Marketing/2022	\$29,185.00	\$22,817.00	\$49,372.00	\$59,267.00	\$57,817.00	\$61,872.00	\$45,817.00	\$60,272.00	\$57,866.00	\$57,407.00	\$37,122.00	\$40,567.00	\$579,381.00
Promotional/2022	\$26,050.00	\$33,050.00	\$21,050.00	\$18,850.00	\$17,550.00	\$20,300.00	\$48,550.00	\$8,300.00	\$24,810.17	\$9,450.00	\$21,800.00	\$3,800.00	\$253,560.17
Total Expenditures	\$114,049.70	\$117,400.70	\$139,193.87	\$137,381.70	\$137,421.70	\$144,843.87	\$148,701.70	\$136,406.70	\$142,187.05	\$148,166.70	\$127,731.70	\$162,520.91	\$1,656,026.30
Net Operating Revenue	\$15,255.72	\$9,096.52	\$16,195.57	\$21,565.15	\$23,050.29	\$21,330.21	\$22,653.98	\$15,067.22	\$9,256.20	\$14,283.88	\$12,558.02	(\$41,732.38)	\$138,580.38
Net Revenue	\$15,255.72	\$9,096.52	\$16,195.57	\$21,565.15	\$23,050.29	\$21,330.21	\$22,653.98	\$15,067.22	\$9,256.20	\$14,283.88	\$12,558.02	(\$41,732.38)	\$138,580.38

2019 ACTUAL	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	2019 Total
Revenue													
Total Revenue	\$136,996.48	\$154,106.72	\$167,993.71	\$154,005.91	\$154,143.75	\$160,399.37	\$178,097.84	\$153,443.90	\$154,517.67	\$183,313.83	\$137,893.76	\$105,864.54	\$1,840,777.48
Expenditures													
Employees/2019	\$31,839.95	\$39,386.83	\$49,777.81	\$34,583.83	\$30,444.48	\$35,356.03	\$35,831.88	\$52,900.10	\$37,019.94	\$38,472.55	\$40,055.51	\$81,354.64	\$507,023.55
Admin/2019	\$15,138.72	\$24,036.88	\$16,012.17	\$5,994.22	\$23,288.49	(\$2,342.91)	\$22,004.50	\$13,908.95	\$10,168.49	\$11,969.22	\$35,623.72	\$10,827.46	\$186,629.91
Marketing/2019	\$40,625.36	\$74,942.17	\$62,360.50	\$46,081.28	\$67,395.69	\$75,719.19	\$47,069.82	\$81,081.85	\$66,417.15	\$42,409.68	\$49,970.26	\$82,525.00	\$736,597.95
Promotional/2019	\$56,202.60	\$35,983.81	\$20,962.10	\$17,591.67	\$27,956.11	\$37,286.65	\$25,676.98	\$10,569.11	\$24,772.73	\$30,810.79	\$7,354.99	\$3,350.00	\$298,517.34
Total Expenditures	\$143,806.63	\$174,349.69	\$149,112.58	\$104,251.00	\$149,084.77	\$146,018.96	\$130,582.98	\$158,460.01	\$138,378.31	\$123,662.24	\$133,004.48	\$178,057.10	\$1,728,768.75
Net Operating Revenue	(\$6,810.15)	(\$20,242.97)	\$18,881.13	\$49,754.91	\$5,058.98	\$14,380.41	\$47,514.86	(\$5,016.11)	\$16,139.36	\$59,651.59	\$4,889.28	(\$72,192.56)	\$112,008.73
Net Revenue	(\$6,810.15)	(\$20,242.97)	\$18,881.13	\$49,754.91	\$5,058.98	\$14,380.41	\$47,514.86	(\$5,016.11)	\$16,139.36	\$59,651.59	\$4,889.28	(\$72,192.56)	\$112,008.73

Discover Dunwoody
Budget Overview: 2023 - Budget Revenue - Expenses - FY23 P&L
 January - December 2023

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Total
Revenue													
Total Revenue	\$166,027.84	\$166,437.97	\$191,553.55	\$193,705.00	\$200,976.78	\$202,966.00	\$209,198.91	\$183,077.53	\$194,547.00	\$205,820.54	\$179,994.00	\$156,810.00	\$2,251,115.12
Expenditures													\$0.00
Admin													
Admin/Equipment Lease	\$275.00	\$275.00	\$275.00	\$275.00	\$275.00	\$275.00	\$275.00	\$275.00	\$275.00	\$275.00	\$275.00	\$275.00	\$3,300.00
Admin/Event Hosting	\$1,000.00	\$1,000.00	\$27,650.00	\$1,000.00	\$1,000.00	\$25,150.00	\$1,000.00	\$1,150.00	\$22,500.00	\$23,500.00	\$2,650.00	\$1,000.00	\$108,600.00
Admin/Insurance	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Admin/IT Platforms *	\$10,960.00	\$18,710.00	\$10,960.00	\$10,960.00	\$18,710.00	\$10,960.00	\$10,960.00	\$18,710.00	\$10,960.00	\$18,710.00	\$21,710.00	\$10,960.00	\$173,270.00
Admin/Legal & Professional Fee	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$28,800.00
Admin/Miscellaneous	\$0.00	\$10,000.00	\$1,000.00	\$10,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$6,000.00	\$35,000.00	\$1,000.00	\$0.00	\$64,000.00
Admin/Office Expenses & Misc.	\$950.00	\$950.00	\$950.00	\$950.00	\$950.00	\$950.00	\$950.00	\$950.00	\$950.00	\$950.00	\$950.00	\$950.00	\$11,400.00
Admin/Postage/Courier/Overnight	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Admin/Printing	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Admin/Professional Development	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00	\$500.00	\$0.00	\$2,500.00	\$500.00	\$0.00	\$0.00	\$0.00	\$4,000.00
Admin/Rent	\$8,500.00	\$8,500.00	\$8,500.00	\$8,500.00	\$8,500.00	\$8,500.00	\$8,500.00	\$8,500.00	\$8,500.00	\$8,500.00	\$8,500.00	\$8,500.00	\$102,000.00
Admin/Small Equipment	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Admin/Team Building	\$0.00	\$0.00	\$1,250.00	\$3,150.00	\$0.00	\$2,000.00	\$2,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$8,900.00
Admin/Telephone/Internet	\$630.00	\$630.00	\$630.00	\$630.00	\$630.00	\$630.00	\$630.00	\$630.00	\$630.00	\$630.00	\$630.00	\$630.00	\$7,560.00
Admin/Travel/Meals/Hosting/Team Building *	\$200.00	\$200.00	\$1,600.00	\$200.00	\$200.00	\$1,600.00	\$200.00	\$200.00	\$1,600.00	\$200.00	\$200.00	\$1,600.00	\$8,000.00
Total Admin	\$26,615.00	\$44,365.00	\$57,415.00	\$39,765.00	\$34,365.00	\$55,665.00	\$29,115.00	\$37,015.00	\$56,015.00	\$91,865.00	\$40,015.00	\$28,015.00	\$540,230.00
Total Employees/Personnel	\$46,338.59	\$46,338.59	\$46,338.59	\$51,338.59	\$51,338.59	\$66,439.96	\$51,338.59	\$51,338.59	\$51,338.59	\$51,338.59	\$51,338.59	\$118,919.81	\$683,745.67
Marketing													\$0.00
Marketing/Advertising Digital	\$23,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$276,000.00
Marketing/Advertising Print	\$5,000.00	\$2,500.00	\$8,500.00	\$5,000.00	\$7,500.00	\$5,000.00	\$7,500.00	\$5,000.00	\$2,500.00	\$5,000.00	\$5,000.00	\$4,000.00	\$62,500.00
Marketing/Graphic Design	\$0.00	\$2,000.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$27,000.00
Marketing/Memberships	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$9,000.00
Marketing/Miscellaneous	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Marketing/Photography/Videography	\$1,000.00	\$1,000.00	\$10,000.00	\$1,000.00	\$1,000.00	\$10,000.00	\$1,000.00	\$1,000.00	\$10,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$39,000.00
Marketing/Printing	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00	\$2,250.00	\$27,000.00
Marketing/Professional Development	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Marketing/Promotions	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00
Marketing/Public Relations	\$4,750.00	\$4,750.00	\$4,750.00	\$4,750.00	\$4,750.00	\$4,750.00	\$4,750.00	\$4,750.00	\$4,750.00	\$4,750.00	\$4,750.00	\$4,750.00	\$57,000.00
Marketing/Research	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$48,000.00
Marketing/Subscriptions	\$14,700.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$16,900.00
Total Marketing	\$58,450.00	\$43,450.00	\$58,950.00	\$46,450.00	\$48,950.00	\$55,450.00	\$48,950.00	\$46,450.00	\$52,950.00	\$46,450.00	\$46,450.00	\$45,450.00	\$598,400.00
Promotional & Sales													\$0.00
Promotional/Event Hosting & Site	\$1,000.00	\$1,000.00	\$22,500.00	\$1,000.00	\$1,000.00	\$22,500.00	\$1,000.00	\$1,000.00	\$22,500.00	\$1,000.00	\$2,500.00	\$22,500.00	\$99,500.00
Promotional/Incentive Program	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00
Promotional/Meals & Busn Devel	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$4,200.00
Promotional/Meals & Busn Devel (2) Local	\$5,600.00	\$3,100.00	\$4,000.00	\$13,100.00	\$3,100.00	\$4,000.00	\$3,100.00	\$3,100.00	\$4,000.00	\$3,100.00	\$3,100.00	\$4,000.00	\$53,300.00
Promotional/Memberships	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$18,000.00
Promotional/Promotional Mats	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00
Promotional/Promotions	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Promotional/Registrations	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$48,000.00
Promotional/Sponsorships	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00
Promotional/Subscriptions & Data Intelligence	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15,000.00	\$0.00	\$0.00	\$15,000.00
Promotional/Travel	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Total Promotional & Sales	\$25,550.00	\$23,050.00	\$45,450.00	\$33,050.00	\$23,050.00	\$45,450.00	\$23,050.00	\$23,050.00	\$45,450.00	\$38,050.00	\$24,550.00	\$45,450.00	\$395,200.00
Total Expenditures	\$156,953.59	\$157,203.59	\$208,153.59	\$170,603.59	\$157,703.59	\$223,004.96	\$152,453.59	\$157,853.59	\$205,753.59	\$227,703.59	\$162,353.59	\$237,834.81	\$2,217,575.67
Net Revenue	\$9,074.25	\$9,234.38	-\$16,600.04	\$23,101.41	\$43,273.19	-\$20,038.96	\$56,745.32	\$25,223.94	-\$11,206.59	-\$21,883.05	\$17,640.41	-\$81,024.81	\$33,539.45

Discover Dunwoody

Budget Overview: 2023 - Budget Revenue - Expenses - FY23 P&L

January - December 2023

	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	TOTAL
Revenue													
*Tax Revenues	166,027.84	166,437.97	191,553.55	193,705.00	200,976.78	202,966.00	209,198.91	183,077.53	194,547.00	205,820.54	179,994.00	156,810.00	\$2,251,115.12
Total Revenue	\$166,027.84	\$166,437.97	\$191,553.55	\$193,705.00	\$200,976.78	\$202,966.00	\$209,198.91	\$183,077.53	\$194,547.00	\$205,820.54	\$179,994.00	\$156,810.00	\$2,251,115.12
Expenditures													
Admin													\$0.00
Admin/Equipment Lease	275.00	275.00	275.00	275.00	275.00	275.00	275.00	275.00	275.00	275.00	275.00	275.00	\$3,300.00
Admin/Event Hosting	1,000.00	1,000.00	27,650.00	1,000.00	1,000.00	25,150.00	1,000.00	1,150.00	22,500.00	23,500.00	2,650.00	1,000.00	\$108,600.00
Admin/Insurance	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	\$1,200.00
Admin/IT Platforms *	10,960.00	18,710.00	10,960.00	10,960.00	18,710.00	10,960.00	10,960.00	18,710.00	10,960.00	18,710.00	21,710.00	10,960.00	\$173,270.00
Admin/Legal & Professional Fee	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00	\$28,800.00
Admin/Miscellaneous	0.00	10,000.00	1,000.00	10,000.00	0.00	1,000.00	0.00	0.00	6,000.00	35,000.00	1,000.00	0.00	\$64,000.00
Admin/Office Expenses & Misc.	950.00	950.00	950.00	950.00	950.00	950.00	950.00	950.00	950.00	950.00	950.00	950.00	\$11,400.00
Admin/Postage/Courier/Overnight	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	\$1,200.00
Admin/Printing	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	\$6,000.00
Admin/Professional Development	0.00	0.00	500.00	0.00	0.00	500.00	0.00	2,500.00	500.00	0.00	0.00	0.00	\$4,000.00
Admin/Rent	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	\$102,000.00
Admin/Small Equipment	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	\$12,000.00
Admin/Team Building	0.00	0.00	1,250.00	3,150.00	0.00	2,000.00	2,500.00	0.00	0.00	0.00	0.00	0.00	\$8,900.00
Admin/Telephone/Internet	630.00	630.00	630.00	630.00	630.00	630.00	630.00	630.00	630.00	630.00	630.00	630.00	\$7,560.00
Admin/Travel/Meals/Hosting/Team Building *	200.00	200.00	1,600.00	200.00	200.00	1,600.00	200.00	200.00	1,600.00	200.00	200.00	1,600.00	\$8,000.00
Total Admin	26,615.00	44,365.00	57,415.00	39,765.00	34,365.00	55,665.00	29,115.00	37,015.00	56,015.00	91,865.00	40,015.00	28,015.00	\$540,230.00
Employees/Personnel													
Employees Budget Totals	46,338.59	46,338.59	46,338.59	51,338.59	51,338.59	66,439.96	51,338.59	51,338.59	51,338.59	51,338.59	51,338.59	118,919.81	\$683,745.67
Total Employees/Personnel	46,338.59	46,338.59	46,338.59	51,338.59	51,338.59	66,439.96	51,338.59	51,338.59	51,338.59	51,338.59	51,338.59	118,919.81	\$683,745.67
Marketing													
Marketing/Advertising Digital	23,000.00	23,000.00	23,000.00	23,000.00	23,000.00	23,000.00	23,000.00	23,000.00	23,000.00	23,000.00	23,000.00	23,000.00	\$276,000.00
Marketing/Advertising Print	5,000.00	2,500.00	8,500.00	5,000.00	7,500.00	5,000.00	7,500.00	5,000.00	2,500.00	5,000.00	5,000.00	4,000.00	\$62,500.00
Marketing/Graphic Design	0.00	2,000.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	\$27,000.00
Marketing/Memberships	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	\$9,000.00
Marketing/Miscellaneous	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	\$6,000.00
Marketing/Photography/Videography	1,000.00	1,000.00	10,000.00	1,000.00	1,000.00	10,000.00	1,000.00	1,000.00	10,000.00	1,000.00	1,000.00	1,000.00	\$39,000.00
Marketing/Printing	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	\$27,000.00
Marketing/Professional Development	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	\$6,000.00
Marketing/Promotions	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	\$24,000.00
Marketing/Public Relations	4,750.00	4,750.00	4,750.00	4,750.00	4,750.00	4,750.00	4,750.00	4,750.00	4,750.00	4,750.00	4,750.00	4,750.00	\$57,000.00
Marketing/Research	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	\$48,000.00
Marketing/Subscriptions	14,700.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	\$16,900.00
Total Marketing	58,450.00	43,450.00	58,950.00	46,450.00	48,950.00	55,450.00	48,950.00	46,450.00	52,950.00	46,450.00	46,450.00	45,450.00	\$598,400.00
Promotional & Sales													
Promotional/Event Hosting & Site	1,000.00	1,000.00	22,500.00	1,000.00	1,000.00	22,500.00	1,000.00	1,000.00	22,500.00	1,000.00	2,500.00	22,500.00	\$99,500.00
Promotional/Incentive Program	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	\$90,000.00
Promotional/Meals & Busn Devel	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	\$4,200.00
Promotional/Meals & Busn Devel (2) Local	5,600.00	3,100.00	4,000.00	13,100.00	3,100.00	4,000.00	3,100.00	3,100.00	4,000.00	3,100.00	3,100.00	4,000.00	\$53,300.00
Promotional/Memberships	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	\$18,000.00

Discover Dunwoody

Budget Overview: 2023 - Budget Revenue - Expenses - FY23 P&L

January - December 2023

	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	TOTAL
Promotional/Promotional Mats	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	\$24,000.00
Promotional/Promotions	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	\$1,200.00
Promotional/Registrations	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	\$30,000.00
Promotional/Sponsorships	5,000.00	2,500.00	5,000.00	5,000.00	2,500.00	5,000.00	5,000.00	2,500.00	5,000.00	5,000.00	2,500.00	5,000.00	\$50,000.00
Promotional/Subscriptions & Data Intelligence	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	0.00	0.00	\$15,000.00
Promotional/Travel	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	\$12,000.00
Total Promotional & Sales	26,550.00	21,550.00	46,450.00	34,050.00	21,550.00	46,450.00	24,050.00	21,550.00	46,450.00	39,050.00	23,050.00	46,450.00	\$397,200.00
Total Expenditures	\$157,953.59	\$155,703.59	\$209,153.59	\$171,603.59	\$156,203.59	\$224,004.96	\$153,453.59	\$156,353.59	\$206,753.59	\$228,703.59	\$160,853.59	\$238,834.81	\$2,219,575.67
NET OPERATING REVENUE	\$8,074.25	\$10,734.38	\$ -17,600.04	\$22,101.41	\$44,773.19	\$ -21,038.96	\$55,745.32	\$26,723.94	\$ -12,206.59	\$ -22,883.05	\$19,140.41	\$ -82,024.81	\$31,539.45
NET REVENUE	\$8,074.25	\$10,734.38	\$ -17,600.04	\$22,101.41	\$44,773.19	\$ -21,038.96	\$55,745.32	\$26,723.94	\$ -12,206.59	\$ -22,883.05	\$19,140.41	\$ -82,024.81	\$31,539.45

Discover Dunwoody

Budget Overview: 2023 - Budget Revenue - Expenses - FY23 P&L

January - March, 2023

	JAN 2023	FEB 2023	MAR 2023	TOTAL
Revenue				
*Tax Revenues	166,027.84	166,437.97	191,553.55	\$524,019.36
Total Revenue	\$166,027.84	\$166,437.97	\$191,553.55	\$524,019.36
Expenditures				
Admin				\$0.00
Admin/Equipment Lease	275.00	275.00	275.00	\$825.00
Admin/Event Hosting	1,000.00	1,000.00	27,650.00	\$29,650.00
Admin/Insurance	100.00	100.00	100.00	\$300.00
Admin/IT Platforms *	10,960.00	18,710.00	10,960.00	\$40,630.00
Admin/Legal & Professional Fee	2,400.00	2,400.00	2,400.00	\$7,200.00
Admin/Miscellaneous	0.00	10,000.00	1,000.00	\$11,000.00
Admin/Office Expenses & Misc.	950.00	950.00	950.00	\$2,850.00
Admin/Postage/Courier/Overnight	100.00	100.00	100.00	\$300.00
Admin/Printing	500.00	500.00	500.00	\$1,500.00
Admin/Professional Development	0.00	0.00	500.00	\$500.00
Admin/Rent	8,500.00	8,500.00	8,500.00	\$25,500.00
Admin/Small Equipment	1,000.00	1,000.00	1,000.00	\$3,000.00
Admin/Team Building	0.00	0.00	1,250.00	\$1,250.00
Admin/Telephone/Internet	630.00	630.00	630.00	\$1,890.00
Admin/Travel/Meals/Hosting/Team Building *	200.00	200.00	1,600.00	\$2,000.00
Total Admin	26,615.00	44,365.00	57,415.00	\$128,395.00
Employees/Personnel				\$0.00
Employees Budget Totals	46,338.59	46,338.59	46,338.59	\$139,015.77
Total Employees/Personnel	46,338.59	46,338.59	46,338.59	\$139,015.77
Marketing				\$0.00
Marketing/Advertising Digital	23,000.00	23,000.00	23,000.00	\$69,000.00
Marketing/Advertising Print	5,000.00	2,500.00	8,500.00	\$16,000.00
Marketing/Graphic Design	0.00	2,000.00	2,500.00	\$4,500.00
Marketing/Memberships	750.00	750.00	750.00	\$2,250.00
Marketing/Miscellaneous	500.00	500.00	500.00	\$1,500.00
Marketing/Photography/Videography	1,000.00	1,000.00	10,000.00	\$12,000.00
Marketing/Printing	2,250.00	2,250.00	2,250.00	\$6,750.00
Marketing/Professional Development	500.00	500.00	500.00	\$1,500.00
Marketing/Promotions	2,000.00	2,000.00	2,000.00	\$6,000.00
Marketing/Public Relations	4,750.00	4,750.00	4,750.00	\$14,250.00
Marketing/Research	4,000.00	4,000.00	4,000.00	\$12,000.00
Marketing/Subscriptions	14,700.00	200.00	200.00	\$15,100.00
Total Marketing	58,450.00	43,450.00	58,950.00	\$160,850.00
Promotional & Sales				\$0.00
Promotional/Event Hosting & Site	1,000.00	1,000.00	22,500.00	\$24,500.00
Promotional/Incentive Program	7,500.00	7,500.00	7,500.00	\$22,500.00
Promotional/Meals & Busn Devel	350.00	350.00	350.00	\$1,050.00
Promotional/Meals & Busn Devel (2) Local	5,600.00	3,100.00	4,000.00	\$12,700.00

Discover Dunwoody

Budget Overview: 2023 - Budget Revenue - Expenses - FY23 P&L

January - March, 2023

	JAN 2023	FEB 2023	MAR 2023	TOTAL
Promotional/Memberships	1,500.00	1,500.00	1,500.00	\$4,500.00
Promotional/Promotional Mats	2,000.00	2,000.00	2,000.00	\$6,000.00
Promotional/Promotions	100.00	100.00	100.00	\$300.00
Promotional/Registrations	2,500.00	2,500.00	2,500.00	\$7,500.00
Promotional/Sponsorships	5,000.00	2,500.00	5,000.00	\$12,500.00
Promotional/Subscriptions & Data Intelligence	0.00	0.00	0.00	\$0.00
Promotional/Travel	1,000.00	1,000.00	1,000.00	\$3,000.00
Total Promotional & Sales	26,550.00	21,550.00	46,450.00	\$94,550.00
Total Expenditures	\$157,953.59	\$155,703.59	\$209,153.59	\$522,810.77
NET OPERATING REVENUE	\$8,074.25	\$10,734.38	\$ -17,600.04	\$1,208.59
NET REVENUE	\$8,074.25	\$10,734.38	\$ -17,600.04	\$1,208.59

Discover Dunwoody

Budget Overview: 2023 - Budget Revenue - Expenses - FY23 P&L

April - June, 2023

	APR 2023	MAY 2023	JUN 2023	TOTAL
Revenue				
*Tax Revenues	193,705.00	200,976.78	202,966.00	\$597,647.78
Total Revenue	\$193,705.00	\$200,976.78	\$202,966.00	\$597,647.78
Expenditures				
Admin				\$0.00
Admin/Equipment Lease	275.00	275.00	275.00	\$825.00
Admin/Event Hosting	1,000.00	1,000.00	25,150.00	\$27,150.00
Admin/Insurance	100.00	100.00	100.00	\$300.00
Admin/IT Platforms *	10,960.00	18,710.00	10,960.00	\$40,630.00
Admin/Legal & Professional Fee	2,400.00	2,400.00	2,400.00	\$7,200.00
Admin/Miscellaneous	10,000.00	0.00	1,000.00	\$11,000.00
Admin/Office Expenses & Misc.	950.00	950.00	950.00	\$2,850.00
Admin/Postage/Courier/Overnight	100.00	100.00	100.00	\$300.00
Admin/Printing	500.00	500.00	500.00	\$1,500.00
Admin/Professional Development	0.00	0.00	500.00	\$500.00
Admin/Rent	8,500.00	8,500.00	8,500.00	\$25,500.00
Admin/Small Equipment	1,000.00	1,000.00	1,000.00	\$3,000.00
Admin/Team Building	3,150.00	0.00	2,000.00	\$5,150.00
Admin/Telephone/Internet	630.00	630.00	630.00	\$1,890.00
Admin/Travel/Meals/Hosting/Team Building *	200.00	200.00	1,600.00	\$2,000.00
Total Admin	39,765.00	34,365.00	55,665.00	\$129,795.00
Employees/Personnel				\$0.00
Employees Budget Totals	51,338.59	51,338.59	66,439.96	\$169,117.14
Total Employees/Personnel	51,338.59	51,338.59	66,439.96	\$169,117.14
Marketing				\$0.00
Marketing/Advertising Digital	23,000.00	23,000.00	23,000.00	\$69,000.00
Marketing/Advertising Print	5,000.00	7,500.00	5,000.00	\$17,500.00
Marketing/Graphic Design	2,500.00	2,500.00	2,500.00	\$7,500.00
Marketing/Memberships	750.00	750.00	750.00	\$2,250.00
Marketing/Miscellaneous	500.00	500.00	500.00	\$1,500.00
Marketing/Photography/Videography	1,000.00	1,000.00	10,000.00	\$12,000.00
Marketing/Printing	2,250.00	2,250.00	2,250.00	\$6,750.00
Marketing/Professional Development	500.00	500.00	500.00	\$1,500.00
Marketing/Promotions	2,000.00	2,000.00	2,000.00	\$6,000.00
Marketing/Public Relations	4,750.00	4,750.00	4,750.00	\$14,250.00
Marketing/Research	4,000.00	4,000.00	4,000.00	\$12,000.00
Marketing/Subscriptions	200.00	200.00	200.00	\$600.00
Total Marketing	46,450.00	48,950.00	55,450.00	\$150,850.00
Promotional & Sales				\$0.00
Promotional/Event Hosting & Site	1,000.00	1,000.00	22,500.00	\$24,500.00
Promotional/Incentive Program	7,500.00	7,500.00	7,500.00	\$22,500.00
Promotional/Meals & Busn Devel	350.00	350.00	350.00	\$1,050.00
Promotional/Meals & Busn Devel (2) Local	13,100.00	3,100.00	4,000.00	\$20,200.00

Discover Dunwoody

Budget Overview: 2023 - Budget Revenue - Expenses - FY23 P&L

April - June, 2023

	APR 2023	MAY 2023	JUN 2023	TOTAL
Promotional/Memberships	1,500.00	1,500.00	1,500.00	\$4,500.00
Promotional/Promotional Mats	2,000.00	2,000.00	2,000.00	\$6,000.00
Promotional/Promotions	100.00	100.00	100.00	\$300.00
Promotional/Registrations	2,500.00	2,500.00	2,500.00	\$7,500.00
Promotional/Sponsorships	5,000.00	2,500.00	5,000.00	\$12,500.00
Promotional/Subscriptions & Data Intelligence	0.00	0.00	0.00	\$0.00
Promotional/Travel	1,000.00	1,000.00	1,000.00	\$3,000.00
Total Promotional & Sales	34,050.00	21,550.00	46,450.00	\$102,050.00
Total Expenditures	\$171,603.59	\$156,203.59	\$224,004.96	\$551,812.14
NET OPERATING REVENUE	\$22,101.41	\$44,773.19	\$ -21,038.96	\$45,835.64
NET REVENUE	\$22,101.41	\$44,773.19	\$ -21,038.96	\$45,835.64

Discover Dunwoody

Budget Overview: 2023 - Budget Revenue - Expenses - FY23 P&L

July - September, 2023

	JUL 2023	AUG 2023	SEP 2023	TOTAL
Revenue				
*Tax Revenues	209,198.91	183,077.53	194,547.00	\$586,823.44
Total Revenue	\$209,198.91	\$183,077.53	\$194,547.00	\$586,823.44
Expenditures				
Admin				\$0.00
Admin/Equipment Lease	275.00	275.00	275.00	\$825.00
Admin/Event Hosting	1,000.00	1,150.00	22,500.00	\$24,650.00
Admin/Insurance	100.00	100.00	100.00	\$300.00
Admin/IT Platforms *	10,960.00	18,710.00	10,960.00	\$40,630.00
Admin/Legal & Professional Fee	2,400.00	2,400.00	2,400.00	\$7,200.00
Admin/Miscellaneous	0.00	0.00	6,000.00	\$6,000.00
Admin/Office Expenses & Misc.	950.00	950.00	950.00	\$2,850.00
Admin/Postage/Courier/Overnight	100.00	100.00	100.00	\$300.00
Admin/Printing	500.00	500.00	500.00	\$1,500.00
Admin/Professional Development	0.00	2,500.00	500.00	\$3,000.00
Admin/Rent	8,500.00	8,500.00	8,500.00	\$25,500.00
Admin/Small Equipment	1,000.00	1,000.00	1,000.00	\$3,000.00
Admin/Team Building	2,500.00	0.00	0.00	\$2,500.00
Admin/Telephone/Internet	630.00	630.00	630.00	\$1,890.00
Admin/Travel/Meals/Hosting/Team Building *	200.00	200.00	1,600.00	\$2,000.00
Total Admin	29,115.00	37,015.00	56,015.00	\$122,145.00
Employees/Personnel				\$0.00
Employees Budget Totals	51,338.59	51,338.59	51,338.59	\$154,015.77
Total Employees/Personnel	51,338.59	51,338.59	51,338.59	\$154,015.77
Marketing				\$0.00
Marketing/Advertising Digital	23,000.00	23,000.00	23,000.00	\$69,000.00
Marketing/Advertising Print	7,500.00	5,000.00	2,500.00	\$15,000.00
Marketing/Graphic Design	2,500.00	2,500.00	2,500.00	\$7,500.00
Marketing/Memberships	750.00	750.00	750.00	\$2,250.00
Marketing/Miscellaneous	500.00	500.00	500.00	\$1,500.00
Marketing/Photography/Videography	1,000.00	1,000.00	10,000.00	\$12,000.00
Marketing/Printing	2,250.00	2,250.00	2,250.00	\$6,750.00
Marketing/Professional Development	500.00	500.00	500.00	\$1,500.00
Marketing/Promotions	2,000.00	2,000.00	2,000.00	\$6,000.00
Marketing/Public Relations	4,750.00	4,750.00	4,750.00	\$14,250.00
Marketing/Research	4,000.00	4,000.00	4,000.00	\$12,000.00
Marketing/Subscriptions	200.00	200.00	200.00	\$600.00
Total Marketing	48,950.00	46,450.00	52,950.00	\$148,350.00
Promotional & Sales				\$0.00
Promotional/Event Hosting & Site	1,000.00	1,000.00	22,500.00	\$24,500.00
Promotional/Incentive Program	7,500.00	7,500.00	7,500.00	\$22,500.00
Promotional/Meals & Busn Devel	350.00	350.00	350.00	\$1,050.00
Promotional/Meals & Busn Devel (2) Local	3,100.00	3,100.00	4,000.00	\$10,200.00

Discover Dunwoody

Budget Overview: 2023 - Budget Revenue - Expenses - FY23 P&L

July - September, 2023

	JUL 2023	AUG 2023	SEP 2023	TOTAL
Promotional/Memberships	1,500.00	1,500.00	1,500.00	\$4,500.00
Promotional/Promotional Mats	2,000.00	2,000.00	2,000.00	\$6,000.00
Promotional/Promotions	100.00	100.00	100.00	\$300.00
Promotional/Registrations	2,500.00	2,500.00	2,500.00	\$7,500.00
Promotional/Sponsorships	5,000.00	2,500.00	5,000.00	\$12,500.00
Promotional/Subscriptions & Data Intelligence	0.00	0.00	0.00	\$0.00
Promotional/Travel	1,000.00	1,000.00	1,000.00	\$3,000.00
Total Promotional & Sales	24,050.00	21,550.00	46,450.00	\$92,050.00
Total Expenditures	\$153,453.59	\$156,353.59	\$206,753.59	\$516,560.77
NET OPERATING REVENUE	\$55,745.32	\$26,723.94	\$ -12,206.59	\$70,262.67
NET REVENUE	\$55,745.32	\$26,723.94	\$ -12,206.59	\$70,262.67

Discover Dunwoody

Budget Overview: 2023 - Budget Revenue - Expenses - FY23 P&L

October - December, 2023

	OCT 2023	NOV 2023	DEC 2023	TOTAL
Revenue				
*Tax Revenues	205,820.54	179,994.00	156,810.00	\$542,624.54
Total Revenue	\$205,820.54	\$179,994.00	\$156,810.00	\$542,624.54
Expenditures				
Admin				\$0.00
Admin/Equipment Lease	275.00	275.00	275.00	\$825.00
Admin/Event Hosting	23,500.00	2,650.00	1,000.00	\$27,150.00
Admin/Insurance	100.00	100.00	100.00	\$300.00
Admin/IT Platforms *	18,710.00	21,710.00	10,960.00	\$51,380.00
Admin/Legal & Professional Fee	2,400.00	2,400.00	2,400.00	\$7,200.00
Admin/Miscellaneous	35,000.00	1,000.00	0.00	\$36,000.00
Admin/Office Expenses & Misc.	950.00	950.00	950.00	\$2,850.00
Admin/Postage/Courier/Overnight	100.00	100.00	100.00	\$300.00
Admin/Printing	500.00	500.00	500.00	\$1,500.00
Admin/Professional Development	0.00	0.00	0.00	\$0.00
Admin/Rent	8,500.00	8,500.00	8,500.00	\$25,500.00
Admin/Small Equipment	1,000.00	1,000.00	1,000.00	\$3,000.00
Admin/Team Building	0.00	0.00	0.00	\$0.00
Admin/Telephone/Internet	630.00	630.00	630.00	\$1,890.00
Admin/Travel/Meals/Hosting/Team Building *	200.00	200.00	1,600.00	\$2,000.00
Total Admin	91,865.00	40,015.00	28,015.00	\$159,895.00
Employees/Personnel				\$0.00
Employees Budget Totals	51,338.59	51,338.59	118,919.81	\$221,596.99
Total Employees/Personnel	51,338.59	51,338.59	118,919.81	\$221,596.99
Marketing				\$0.00
Marketing/Advertising Digital	23,000.00	23,000.00	23,000.00	\$69,000.00
Marketing/Advertising Print	5,000.00	5,000.00	4,000.00	\$14,000.00
Marketing/Graphic Design	2,500.00	2,500.00	2,500.00	\$7,500.00
Marketing/Memberships	750.00	750.00	750.00	\$2,250.00
Marketing/Miscellaneous	500.00	500.00	500.00	\$1,500.00
Marketing/Photography/Videography	1,000.00	1,000.00	1,000.00	\$3,000.00
Marketing/Printing	2,250.00	2,250.00	2,250.00	\$6,750.00
Marketing/Professional Development	500.00	500.00	500.00	\$1,500.00
Marketing/Promotions	2,000.00	2,000.00	2,000.00	\$6,000.00
Marketing/Public Relations	4,750.00	4,750.00	4,750.00	\$14,250.00
Marketing/Research	4,000.00	4,000.00	4,000.00	\$12,000.00
Marketing/Subscriptions	200.00	200.00	200.00	\$600.00
Total Marketing	46,450.00	46,450.00	45,450.00	\$138,350.00
Promotional & Sales				\$0.00
Promotional/Event Hosting & Site	1,000.00	2,500.00	22,500.00	\$26,000.00
Promotional/Incentive Program	7,500.00	7,500.00	7,500.00	\$22,500.00
Promotional/Meals & Busn Devel	350.00	350.00	350.00	\$1,050.00
Promotional/Meals & Busn Devel (2) Local	3,100.00	3,100.00	4,000.00	\$10,200.00

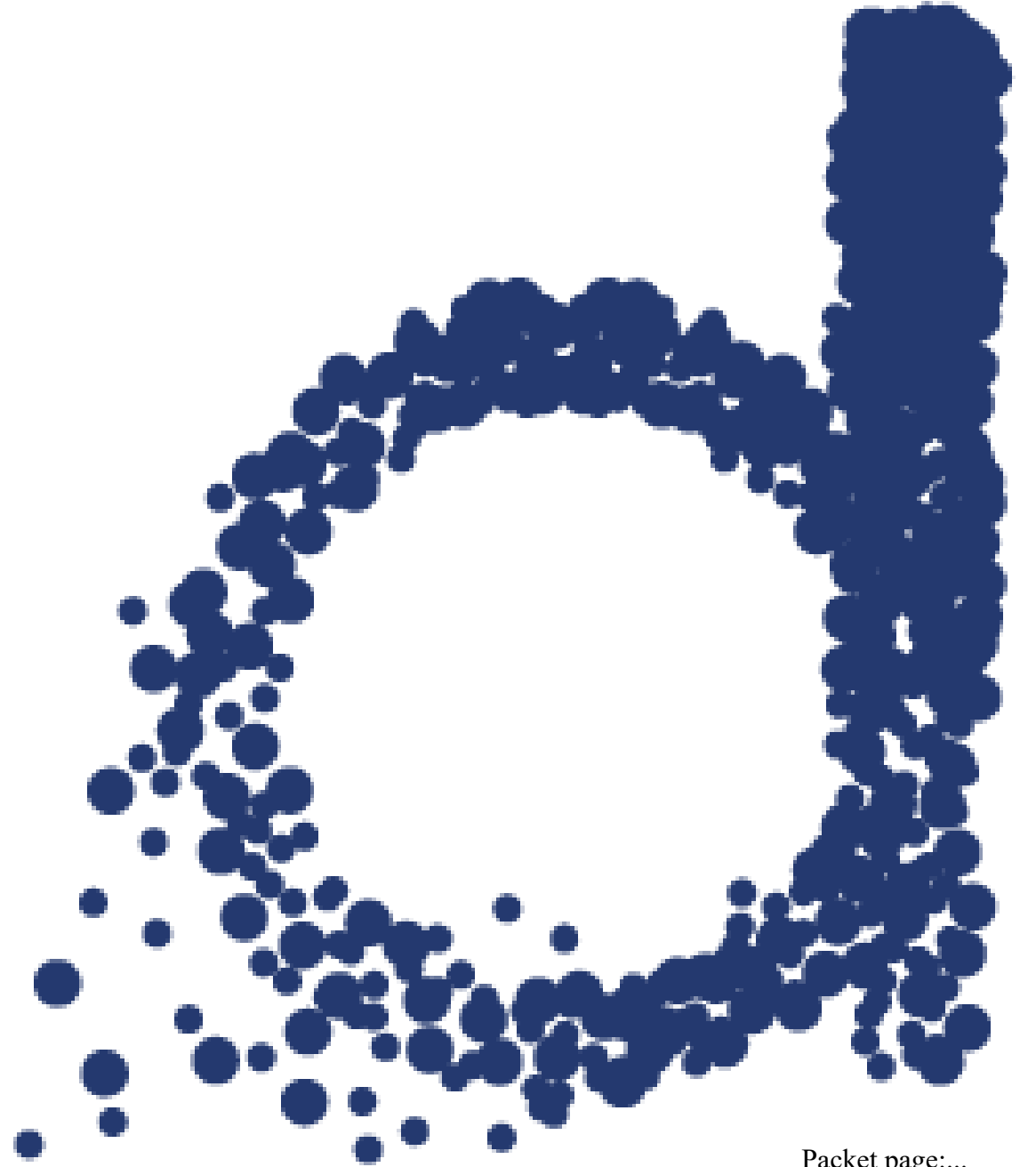
Discover Dunwoody

Budget Overview: 2023 - Budget Revenue - Expenses - FY23 P&L

October - December, 2023

	OCT 2023	NOV 2023	DEC 2023	TOTAL
Promotional/Memberships	1,500.00	1,500.00	1,500.00	\$4,500.00
Promotional/Promotional Mats	2,000.00	2,000.00	2,000.00	\$6,000.00
Promotional/Promotions	100.00	100.00	100.00	\$300.00
Promotional/Registrations	2,500.00	2,500.00	2,500.00	\$7,500.00
Promotional/Sponsorships	5,000.00	2,500.00	5,000.00	\$12,500.00
Promotional/Subscriptions & Data Intelligence	15,000.00	0.00	0.00	\$15,000.00
Promotional/Travel	1,000.00	1,000.00	1,000.00	\$3,000.00
Total Promotional & Sales	39,050.00	23,050.00	46,450.00	\$108,550.00
Total Expenditures	\$228,703.59	\$160,853.59	\$238,834.81	\$628,391.99
NET OPERATING REVENUE	\$ -22,883.05	\$19,140.41	\$ -82,024.81	\$ -85,767.45
NET REVENUE	\$ -22,883.05	\$19,140.41	\$ -82,024.81	\$ -85,767.45

BACKUP REPORTS



Tab 2 - Multi-Segment

City of Dunwoody, GA

For the month of: October 2022

	Current Month - October 2022 vs October 2021												Year to Date - October 2022 vs October 2021												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021						Properties		Rooms	
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	67.2	62.8	155.63	135.30	104.59	84.94	7.1	15.0	23.1	24.0	0.7	7.8	64.0	58.0	149.54	123.66	95.64	71.69	10.3	20.9	33.4	36.3	2.2	12.7	61561	36982	5567563	4227997
Georgia	67.0	63.3	124.03	112.61	83.04	71.33	5.7	10.1	16.4	16.9	0.4	6.1	64.0	60.2	119.33	101.51	76.35	61.13	6.2	17.6	24.9	26.9	1.6	7.9	2221	1608	200561	166425
Atlanta, GA	68.5	63.8	124.00	111.94	84.98	71.38	7.5	10.8	19.0	20.4	1.1	8.7	65.9	60.3	119.41	99.54	78.67	60.05	9.2	20.0	31.0	34.3	2.5	11.9	959	766	110507	96437
DeKalb County, GA	69.1	61.1	106.19	94.49	73.38	57.70	13.2	12.4	27.2	29.8	2.1	15.5	65.0	62.7	100.52	85.34	65.32	53.50	3.7	17.8	22.1	26.6	3.7	7.5	98	70	11873	9170
City of Dunwoody+	68.0	50.5	142.59	127.10	96.91	64.16	34.6	12.2	51.0	51.0	0.0	34.6	60.0	51.0	136.83	113.85	82.12	58.10	17.6	20.2	41.3	50.2	6.3	25.0	9	9	2100	2100
Sandy Springs+	65.4	58.8	116.23	107.56	76.03	63.23	11.3	8.1	20.3	20.3	0.0	11.3	62.8	57.2	116.82	98.18	73.39	56.12	9.9	19.0	30.8	32.2	1.1	11.1	19	19	3371	3371
Brookhaven - Atlanta, GA+	68.9	54.0	108.12	103.43	74.50	55.85	27.6	4.5	33.4	33.4	0.0	27.6	61.5	56.7	106.42	94.76	65.48	53.77	8.4	12.3	21.8	21.8	0.0	8.4	11	11	1622	1622
Perimeter Center/Roswell, GA	67.9	58.2	115.55	102.29	78.48	59.56	16.7	13.0	31.8	34.1	1.8	18.7	63.1	58.6	110.95	92.87	70.04	54.41	7.8	19.5	28.7	31.8	2.4	10.3	39	38	5876	5749
Alpharetta/North, GA	69.7	64.1	125.32	111.39	87.36	71.40	8.7	12.5	22.4	25.3	2.4	11.4	65.1	59.4	118.81	98.66	77.29	58.63	9.5	20.4	31.8	37.2	4.0	13.9	71	62	6702	6337
Chamblee/Norcross, GA	68.0	63.9	85.17	75.42	57.93	48.21	6.4	12.9	20.2	20.2	0.1	6.5	66.0	65.6	81.62	69.78	53.86	45.77	0.6	17.0	17.7	21.8	3.5	4.1	60	45	7695	5732
Buckhead, GA	68.8	58.4	171.10	157.25	117.71	91.80	17.8	8.8	28.2	34.6	4.9	23.7	60.7	52.9	161.66	141.35	98.20	74.80	14.8	14.4	31.3	42.7	8.7	24.8	45	43	8542	8479
Galleria/Marietta, GA	59.8	59.3	122.10	130.48	72.97	77.42	0.7	-6.4	-5.7	-4.4	1.4	2.1	62.7	58.5	120.47	102.48	75.48	59.98	7.0	17.6	25.8	27.8	1.6	8.7	74	65	9831	8970
Rank vs Comp Set 1 -10	6th		2nd		2nd		1st	5th	1st	1st		1st	10th		2nd		2nd		1st	2nd	1st	1st	2nd	1st				
Full Service+	64.0	53.6	188.88	184.61	120.87	98.97	19.4	2.3	22.1	21.8	-0.2	19.1	56.9	45.7	181.01	158.02	103.03	72.17	24.6	14.5	42.8	48.1	3.8	29.3	22	22	6988	6988
Select Service+	69.6	58.3	113.43	109.33	78.93	63.75	19.3	3.7	23.8	23.8	0.0	19.3	63.9	57.9	111.47	99.51	71.21	57.63	10.3	12.0	23.6	25.6	1.7	12.2	16	16	2193	2193
Dunwoody Full Service+	66.4	44.5	146.35	128.92	97.22	57.34	49.4	13.5	69.5	69.5	0.0	49.4	55.9	44.1	139.39	116.88	77.90	51.58	26.6	19.3	51.0	51.0	0.0	26.6	4	4	1366	1366
Dunwoody Select Service+	70.8	61.7	136.02	124.65	96.32	76.85	14.9	9.1	25.3	25.3	0.0	14.9	67.7	66.5	132.91	109.35	89.96	72.72	1.8	21.5	23.7	49.0	20.5	22.6	5	5	734	734

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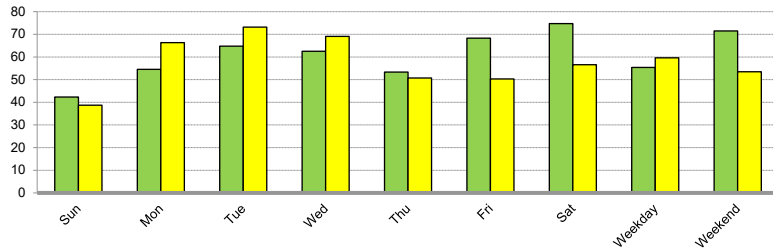
Tab 4 - DOW City of Dunwoody+

Currency: USD - US Dollar

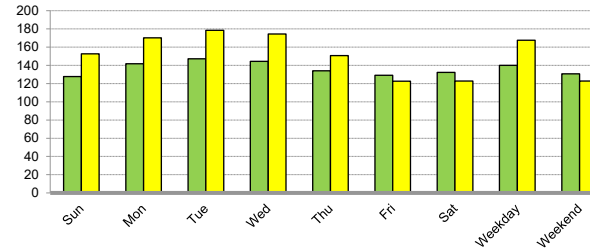
City of Dunwoody, GA

Year to date thru October, 2022

Occupancy - 2022 YTD vs. 2019 YTD



ADR - 2022 YTD vs. 2019 YTD



Day of Week		Occupancy (%)	ADR	RevPAR	Supply	Demand	Revenue
Sunday	2022 YTD	42.3	\$127.76	\$54.03	92,400	39,074	\$4,992,098
	2019 YTD	38.7	\$152.67	\$59.03	75,714	29,275	\$4,469,573
	Variance	3.6	(\$24.91)	(\$5.00)	16,686	9,799	\$522,525
Monday	2022 YTD	54.5	\$141.81	\$77.27	92,400	50,347	\$7,139,827
	2019 YTD	66.3	\$170.18	\$112.90	75,725	50,237	\$8,549,317
	Variance	-11.8	(\$28.37)	(\$35.63)	16,675	110	-\$1,409,490
Tuesday	2022 YTD	64.8	\$147.25	\$95.35	90,300	58,472	\$8,610,308
	2019 YTD	73.2	\$178.43	\$130.51	77,479	56,676	\$10,112,823
	Variance	-8.4	(\$31.18)	(\$35.16)	12,821	1,796	-\$1,502,515
Wednesday	2022 YTD	62.5	\$144.39	\$90.20	90,300	56,413	\$8,145,153
	2019 YTD	69.1	\$174.36	\$120.44	77,479	53,520	\$9,331,688
	Variance	-6.6	(\$29.97)	(\$30.24)	12,821	2,893	-\$1,186,535
Thursday	2022 YTD	53.3	\$133.98	\$71.38	90,300	48,111	\$6,445,653
	2019 YTD	50.7	\$150.62	\$76.33	77,479	39,263	\$5,913,612
	Variance	2.6	(\$16.64)	(\$4.95)	12,821	8,848	\$532,041
Friday	2022 YTD	68.3	\$129.10	\$88.14	90,300	61,649	\$7,959,113
	2019 YTD	50.3	\$122.62	\$61.72	75,714	38,108	\$4,672,907
	Variance	18.0	\$6.48	\$26.42	14,586	23,541	\$3,286,206
Saturday	2022 YTD	74.7	\$132.24	\$98.82	92,400	69,046	\$9,130,704
	2019 YTD	56.6	\$122.82	\$69.55	75,714	42,877	\$5,266,093
	Variance	18.1	\$9.42	\$29.27	16,686	26,169	\$3,864,611
Weekday / Weekend							
Weekday (Sun-Thu)	2022 YTD	55.4	\$139.98	\$77.54	455,700	252,417	\$35,333,039
	2019 YTD	59.6	\$167.61	\$99.97	383,876	210,567	\$33,867,043
	Variance	-4.2	-\$27.63	-\$22.43	71,824	41,850	\$1,465,996
Weekend (Fri-Sat)	2022 YTD	71.5	\$130.76	\$93.54	182,700	130,694	\$17,089,817
	2019 YTD	53.5	\$122.73	\$65.64	151,428	72,351	\$8,958,113
	Variance	18.0	\$8.03	\$27.90	31,272	58,343	\$8,131,704
Total	2022 YTD	60.0	\$136.83	\$82.12	638,400	383,111	\$52,422,856
	2019 YTD	57.9	\$158.88	\$90.26	535,304	309,956	\$48,316,013
	Variance	2.1	(\$22.05)	(\$8.14)	103,096	73,155	\$4,106,843

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OCTOBER YTD	Room Sample in Market	Room Sample in Market	% Supply	Report Period Total RNs (Submarket +DD=100%)	YTD Days	Occupancy	Rooms Occupied	Rooms Fairshare	Rooms Fairshare Variance	Occupancy Index	OCCUPANCY YTD 2022 vs YTD 2019 Index Variance DD v Comp Set	ADR	Room Revenue	Room Revenue Fair Share	Room Revenue Fair Share Variance	ROOM Revenue Index	Room Revenue YTD 2022 vs YTD 2019 Index Variance DD v Comp Set	AUGUST YTD
Perimeter Center/Roswell 2022 (Dunwoody is included)	5749	5,749	100.0%	1,747,696	304	63.10%	1,102,796					\$110.95	\$122,355,235.73					Perimeter Center/Roswell 2022 (Dunwoody is included)
Discover Dunwoody 2022	2100	2,100	36.5%	638,400	304	60.01%	383,104	402,830	-19,727	95.10%	6.84%	\$136.83	\$52,420,098.43	\$44,694,032.88	7,726,065.55	117.29%	4.92%	Discover Dunwoody 2022
Sandy Springs 2022	3371	5,471	100.0%	1,663,184	304	62.80%	1,044,480					\$116.82	\$122,016,101.26					Sandy Springs 2022
Discover Dunwoody 2022	2100	2,100	38.4%	638,400	304	60.01%	383,104	400,915	-17,811	95.56%	17.84%	\$136.83	\$52,420,098.43	\$46,834,913.66	5,585,184.76	111.93%	18.63%	Discover Dunwoody 2022
Brookhaven 2022	1622	3,722	100.0%	1,131,488	304	61.50%	695,865					\$106.42	\$74,053,966.07					Brookhaven 2022
Discover Dunwoody 2022	2100	2,100	56.4%	638,400	304	60.01%	383,104	392,616	-9,512	97.58%	16.71%	\$136.83	\$52,420,098.43	\$41,782,194.72	10,637,903.71	125.46%	21.42%	Discover Dunwoody 2022
Alpharetta 2022	6261	8,361	100.0%	2,541,744	304	65.10%	1,654,675					\$118.81	\$196,591,977.62					Alpharetta 2022
Discover Dunwoody 2022	2100	2,100	25.1%	638,400	304	60.01%	383,104	415,598	-32,495	92.18%	10.63%	\$136.83	\$52,420,098.43	\$49,377,245.90	3,042,852.52	106.16%	1.30%	Discover Dunwoody 2022
Buckhead 2022	8509	10,609	100.0%	3,225,136	304	60.70%	1,957,658					\$161.66	\$316,474,919.86					Buckhead 2022
Discover Dunwoody 2022	2100	2,100	19.8%	638,400	304	60.01%	383,104	387,509	-4,405	98.86%	21.66%	\$136.83	\$52,420,098.43	\$62,644,672.61	(10,224,574.18)	83.68%	12.30%	Discover Dunwoody 2022
2022 YTD Subtotal									-83,950									16,767,432.36
Perimeter Center/Roswell 2019 (Dunwoody is included)	5204	5,204	100.0%	1,582,016	304	65.60%	1,037,802					\$122.44	\$127,068,537.61					Perimeter Center/Roswell 2019 (Dunwoody is included)
Discover Dunwoody 2019	1768	1,768	34.0%	537,472	304	57.90%	311,196	352,582	-41,385	88.26%		\$155.88	\$48,509,277.37	\$43,170,095.02	5,339,182.35	112.37%		Discover Dunwoody 2019
Sandy Springs* 2019	1127	2,895	100.0%	880,080	304	74.50%	655,660					\$129.86	\$85,143,955.66					Sandy Springs* 2019
Discover Dunwoody 2019	1768	1,768	61.1%	537,472	304	57.90%	311,196	400,417	-89,220	77.72%		\$155.88	\$48,509,277.37	\$51,998,104.87	(3,488,827.50)	93.29%		Discover Dunwoody 2019
Brookhaven 2019	1622	3,390	100.0%	1,030,560	304	71.60%	737,881					\$121.16	\$89,401,657.11					Brookhaven 2019
Discover Dunwoody 2019	1768	1,768	52.2%	537,472	304	57.90%	311,196	384,830	-73,634	80.87%		\$155.88	\$48,509,277.37	\$46,625,996.98	1,883,280.39	104.04%		Discover Dunwoody 2019
Alpharetta 2019	5059	6,827	100.0%	2,075,408	304	71.00%	1,473,540					\$121.22	\$178,622,480.01					Alpharetta 2019
Discover Dunwoody 2019	1768	1,768	25.9%	537,472	304	57.90%	311,196	381,605	-70,409	81.55%		\$155.88	\$48,509,277.37	\$46,258,172.65	2,251,104.73	104.87%		Discover Dunwoody 2019
Buckhead 2019	7357	9,125	100.0%	2,774,000	304	75.00%	2,080,500					\$168.60	\$350,772,300.00					Buckhead 2019
Discover Dunwoody 2019	1768	1,768	19.4%	537,472	304	57.90%	311,196	403,104	-91,908	77.20%		\$155.88	\$48,509,277.37	\$67,963,334.40	(19,454,057.03)	71.38%		Discover Dunwoody 2019
2019 YTD Subtotal									-366,556									(13,469,317.06)

STAY_PERIOD	MARKET	CAPACITY	CURRENT_TOTAL_RN	YAGO_TOTAL_RN	Total RNs on 11-20-22	Total RNs Added last week	2019 Final Total RNs	Total RNs Variance to 2019 Final RNs	Total RNs % to 2019 Final	CURRENT_GROUP_COMMITTED_RN	YAGO_GROUP_COMMITTED_RN	Group Committed on 11-20-22	Group RNs added in last week	2019 Final Group RNs	Group RNs variance to 2019	YOY_ADR_CHAN GE	YAGO_CAPACITY	Group % to final 2019 Group
1/1/2022	Dunwoody_Hotels	65,100	24,058	18,957	24,058	0	20,610	3,448		2,441	565	2,441	0	4,516	(2075)	32.12%	59,978	
2/1/2022	Dunwoody_Hotels	58,800	31,062	18,228	31,062	0	22,283	8,779		4,413	227	4,413	0	5,608	(1195)	29.15%	54,432	
3/1/2022	Dunwoody_Hotels	65,100	41,408	28,460	41,408	0	29,171	12,237		5,952	783	5,952	0	8,212	(2260)	26.25%	60,264	
4/1/2022	Dunwoody_Hotels	63,000	44,167	33,465	44,167	0	28,601	15,566		10,181	3,976	10,181	0	6,752	3429	26.47%	58,320	
5/1/2022	Dunwoody_Hotels	65,100	41,182	34,077	41,182	0	28,042	13,140		6,326	1,883	6,326	0	7,433	(1107)	31.41%	60,264	
6/1/2022	Dunwoody_Hotels	63,000	40,272	35,580	40,272	0	29,215	11,057		5,398	2,156	5,398	0	8,171	(2773)	22.23%	58,320	
7/1/2022	Dunwoody_Hotels	65,100	45,365	39,476	45,365	0	31,622	13,743		9,801	5,156	9,801	0	7,663	2138	7.88%	60,264	
8/1/2022	Dunwoody_Hotels	65,100	36,272	30,326	36,272	0	28,047	8,225		7,157	2,004	7,157	0	6,455	702	18.58%	60,576	
9/1/2022	Dunwoody_Hotels	63,000	38,185	31,688	38,185	0	28,530	9,655		7,124	3,947	7,124	0	6,634	490	15.03%	63,000	
10/1/2022	Dunwoody_Hotels	65,100	44,803	33,008	44,803	0	33,091	11,712		13,261	5,108	13,261	0	7,965	5296	14.61%	65,100	
11/1/2022	Dunwoody_Hotels	63,000	33,947	29,801	32,257	1,690	26,546	7,401		4,877	3,913	4,847	30	4,387	490	18.47%	63,000	
12/1/2022	Dunwoody_Hotels	65,100	15,022	13,221	11,763	3,259	25,175	(10,153)		4,077	2,645	3,859	218	4,289	(212)	17.01%	65,100	
2022		766,500	435,743	346,287	430,794	4,949	330,933	104,810	131.67%	81,008	32,363	80,760	248	78,085	2,923	21.60%	728,618	103.74%
1/1/2023	Dunwoody_Hotels	65,100	2,855	3,124	2,423	432	20,610	(17,755)		5,570	2,660	5,463	107	4,516	1054	8.93%	65,100	
2/1/2023	Dunwoody_Hotels	58,800	1,680	1,631	1,268	412	22,283	(20,603)		6,227	3,073	6,079	148	5,608	619	11.73%	58,800	
3/1/2023	Dunwoody_Hotels	65,100	922	983	871	51	29,171	(28,249)		3,955	2,013	3,903	52	8,212	(4257)	5.77%	65,100	
4/1/2023	Dunwoody_Hotels	63,000	2,235	2,340	2,197	38	28,601	(26,366)		4,835	4,591	4,810	25	6,752	(1917)	9.60%	63,000	
5/1/2023	Dunwoody_Hotels	65,100	2,303	516	2,200	103	28,042	(25,739)		5,723	691	5,715	8	7,433	(1710)	18.87%	65,100	
6/1/2023	Dunwoody_Hotels	63,000	227	482	210	17	29,215	(28,988)		5,422	2,191	5,266	156	8,171	(2749)	2.89%	63,000	
7/1/2023	Dunwoody_Hotels	65,100	1,125	599	1,019	106	31,622	(30,497)		5,784	4,369	5,688	96	7,663	(1879)	21.42%	65,100	
8/1/2023	Dunwoody_Hotels	65,100	48	132	46	2	28,047	(27,999)		319	831	319	0	6,455	(6138)	101.38%	65,100	
9/1/2023	Dunwoody_Hotels	63,000	122	97	72	50	28,530	(28,408)		1,636	226	1,166	470	6,634	(4998)	82.73%	63,000	
10/1/2023	Dunwoody_Hotels	65,100	81	67	46	35	33,091	(33,010)		1,090	0	720	370	7,965	(6875)	124.49%	65,100	
11/1/2023	Dunwoody_Hotels	63,000	12	63	13	-1	26,546	(26,534)		91	0	91	0	4,387	(4296)	81.33%	63,000	
2023		701,400	11,610	10,034	10,365	1,245	305,758	(294,148)	3.80%	40,652	20,645	39,220	1,432	73,796	-33,144	42.65%	701,400	55.09%
1/1/2022	Dunwoody_Perimeter_Compset	88,908	37,271	32,398	37,271	0	46,895	(9,624)		2,267	1,199	2,267	0	10,729	(8462)	33.13%	83,142	
2/1/2022	Dunwoody_Perimeter_Compset	80,304	40,776	32,992	40,776	0	47,086	(6,310)		4,122	1,250	4,122	0	8,829	(4707)	32.03%	79,746	
3/1/2022	Dunwoody_Perimeter_Compset	88,908	53,354	48,570	53,354	0	53,694	(340)		4,240	1,344	4,240	0	8,883	(4643)	26.35%	88,908	
4/1/2022	Dunwoody_Perimeter_Compset	86,040	56,353	48,583	56,353	0	53,168	3,185		5,973	2,562	5,973	0	8,849	(2876)	20.77%	86,040	
5/1/2022	Dunwoody_Perimeter_Compset	88,908	58,245	50,987	58,245	0	53,014	5,231		5,925	2,684	5,925	0	9,472	(3547)	21.66%	88,908	
6/1/2022	Dunwoody_Perimeter_Compset	86,040	58,618	53,049	58,618	0	53,544	5,074		6,284	3,748	6,284	0	7,527	(1243)	15.02%	86,040	
7/1/2022	Dunwoody_Perimeter_Compset	88,908	64,189	60,236	64,189	0	56,927	7,262		11,042	8,305	11,042	0	10,850	192	4.64%	88,908	
8/1/2022	Dunwoody_Perimeter_Compset	88,908	52,140	45,084	52,131	9	51,467	673		4,526	2,219	4,526	0	7,022	(2496)	2.94%	88,908	
9/1/2022	Dunwoody_Perimeter_Compset	86,040	54,393	46,842	54,363	30	49,001	5,392		7,943	4,650	7,943	0	7,069	874	4.09%	86,040	
10/1/2022	Dunwoody_Perimeter_Compset	88,908	59,770	49,445	59,743	27	52,776	6,994		10,006	3,743	10,006	0	8,018	1988	8.14%	88,908	
11/1/2022	Dunwoody_Perimeter_Compset	86,040	52,032	47,578	48,012	4,020	14,522	37,510		7,559	4,431	7,068	491	6,551	1008	7.90%	86,040	
12/1/2022	Dunwoody_Perimeter_Compset	88,908	21,826	21,382	17,476	4,350	13,208	8,618		4,411	4,586	3,873	538	4,096	315	10.35%	88,908	
2022		1,046,820	608,967	537,146	600,531	8,436	545,302	63,665	111.68%	74,298	40,721	73,269	1,029	97,895	-23,597	15.58%	1,040,496	75.90%
1/1/2023	Dunwoody_Perimeter_Compset	88,908	4,652	5,645	3,836	816	46,895	(42,243)		3,380	3,015	3,299	81	10,729	(7349)	12.27%	88,908	
2/1/2023	Dunwoody_Perimeter_Compset	80,304	1,854	2,153	1,586	268	47,086	(45,232)		3,402	3,067	3,299	103	8,829	(5427)	19.81%	80,304	
3/1/2023	Dunwoody_Perimeter_Compset	88,908	870	1,354	820	50	53,694	(52,824)		3,105	2,449	2,889	216	8,883	(5778)	16.51%	88,908	
4/1/2023	Dunwoody_Perimeter_Compset	86,040	840	1,410	747	93	53,168	(52,328)		3,402	5,252	3,402	0	8,849	(5447)	16.08%	86,040	
5/1/2023	Dunwoody_Perimeter_Compset	88,908	610	905	565	45	53,014	(52,404)		2,971	2,562	2,941	30	9,472	(6501)	22.41%	88,908	
6/1/2023	Dunwoody_Perimeter_Compset	86,040	577	1,026	553	24	53,544	(52,967)		5,967	8,266	5,933	34	7,527	(1560)	18.69%	86,040	
7/1/2023	Dunwoody_Perimeter_Compset	88,908	339	725	324	15	56,927	(56,588)		9,156	8,966	9,156	0	10,850	(1694)	4.70%	88,908	
8/1/2023	Dunwoody_Perimeter_Compset	88,908	124	89	81	43	51,467	(51,343)		379	599	379	0	7,022	(6643)	-1.71%	88,908	
9/1/2023	Dunwoody_Perimeter_Compset	86,040	159	102	152	7	49,001	(48,842)		891	944	857	34	7,069	(6178)	1.17%	86,040	
10/1/2023	Dunwoody_Perimeter_Compset	88,908	85	63	61	24	52,776	(52,691)		882	1,049	882	0	8,018	(7136)	-15.79%	88,908	
11/1/2023	Dunwoody_Perimeter_Compset	86,040	12	10	12	0	14,522	(14,510)		180	525	180	0	6,551	(6371)	12.88%	86,040	
2023		957,912	10,122	13,482	8,737	1,385	532,094	(521,972)	1.90%	33,715	36,694	33,217	498	93,799	-60,084	9.73%	957,912	35.94%
1/1/2022	Dunwoody_Secondary_Compset	176,917	67,458	44,688	67,458	0	111,851	(44,393)		19,928	3,551	19,928	0	48,185	(28257)	31.13%	166,544	
2/1/2022	Dunwoody_Secondary_Compset	160,396	85,443	48,061	85,443	0	111,386	(25,943)		26,770	4,836	26,770	0	48,331	(21561)	26.26%	158,340	
3/1/2022	Dunwoody_Secondary_Compset	186,217	111,477	70,757	111,477	0	122,658	(11,181)		37,176	11,806	37,176	0	44,598	(7422)	21.43%	176,917	
4/1/2022	Dunwoody_Secondary_Compset	180,210	114,403	74,494	114,403	0	118,264	(3,861)		42,960	15,502	42,960	0	43,398	(438)	20.65%	171,210	

5/1/2022	Dunwoody_Secondary_Compset	186,217	117,932	80,519	117,932	0	115,180	2,752		41,880	14,794	41,880	0	40,548	1332	18.52%	176,917
6/1/2022	Dunwoody_Secondary_Compset	180,210	116,728	90,517	116,728	0	118,873	(2,145)		42,440	20,061	42,440	0	42,595	(155)	10.97%	171,210
7/1/2022	Dunwoody_Secondary_Compset	186,217	121,041	108,973	121,041	0	125,200	(4,159)		39,899	27,772	39,899	0	35,729	4170	7.78%	176,917
8/1/2022	Dunwoody_Secondary_Compset	186,217	114,067	88,733	114,067	0	125,202	(11,135)		37,704	21,669	37,704	0	32,663	5041	10.23%	176,917
9/1/2022	Dunwoody_Secondary_Compset	180,210	111,050	94,162	111,050	0	117,226	(6,176)		38,480	26,844	38,480	0	35,533	2947	9.08%	171,210
10/1/2022	Dunwoody_Secondary_Compset	186,217	121,893	100,425	121,903	-10	125,840	(3,947)		51,911	31,864	51,911	0	44,992	6919	1.12%	176,917
11/1/2022	Dunwoody_Secondary_Compset	180,210	103,453	90,700	99,078	4,375	110,067	(6,614)		36,715	25,182	37,118	-403	35,222	1493	8.19%	171,210
12/1/2022	Dunwoody_Secondary_Compset	186,217	50,487	42,427	42,687	7,800	102,676	(52,189)		25,555	22,192	25,512	43	26,201	(646)	-0.14%	176,917
2022		2,175,455	1,235,432	934,456	1,223,267	12,165	1,404,423	-168,991	87.97%	441,418	226,073	441,778	-360	477,995	-36,577	13.77%	2,071,226
1/1/2023	Dunwoody_Secondary_Compset	186,217	12,243	11,312	10,807	1,436	111,851	(99,608)		33,192	29,433	32,679	513	48,185	(14993)	13.44%	176,917
2/1/2023	Dunwoody_Secondary_Compset	168,196	7,357	6,273	6,848	509	111,386	(104,029)		34,943	24,720	35,112	-169	48,331	(13388)	17.14%	160,696
3/1/2023	Dunwoody_Secondary_Compset	186,217	3,709	2,961	3,500	209	122,658	(118,949)		29,217	25,942	28,058	1,159	44,598	(15381)	11.78%	186,217
4/1/2023	Dunwoody_Secondary_Compset	180,210	4,163	3,932	3,955	208	118,264	(114,101)		22,944	28,104	22,611	333	43,398	(20454)	4.10%	180,210
5/1/2023	Dunwoody_Secondary_Compset	186,217	2,875	3,486	2,658	217	115,180	(112,305)		16,059	22,595	15,677	382	40,548	(24489)	9.34%	186,217
6/1/2023	Dunwoody_Secondary_Compset	180,210	1,552	1,862	1,409	143	118,873	(117,321)		14,924	22,686	14,679	245	42,595	(27671)	-4.31%	180,210
7/1/2023	Dunwoody_Secondary_Compset	186,217	2,225	1,680	2,111	114	125,200	(122,975)		19,282	16,775	18,746	536	35,729	(16447)	-21.22%	186,217
8/1/2023	Dunwoody_Secondary_Compset	186,217	787	664	743	44	125,202	(124,415)		8,046	9,617	7,963	83	32,663	(24617)	-2.96%	186,217
9/1/2023	Dunwoody_Secondary_Compset	180,210	616	431	560	56	117,226	(116,610)		13,348	12,331	11,969	1,379	35,533	(22185)	-11.79%	180,210
10/1/2023	Dunwoody_Secondary_Compset	186,217	433	506	414	19	125,840	(125,407)		13,012	17,016	12,110	902	44,992	(31980)	-14.79%	186,217
11/1/2023	Dunwoody_Secondary_Compset	180,210	238	29	230	8	110,067	(109,829)		5,764	11,301	5,264	500	35,222	(29458)	-48.86%	180,210
2023		2,006,338	36,198	33,136	33,235	2,963	1,301,747	-1,265,549	2.78%	210,731	220,520	204,868	5,863	451,794	-241,063	-4.37%	1,989,538

92.35%

46.64%