

**Convention and Visitors Bureau of Dunwoody  
FY 2014 Budget**

**Definitions and Assumptions**

**SOURCES**

**Tax Revenue** CVB portion of H/M Tax. Reflects 5% increase from 2013 projected.  
**Interest Income** Investment Accounts. Assume ACB of 426K, BB&T at current rate of .05%, Bank of North Georgia at current rate of .30% and Piedmont Bank's rate declining from a current .55% to .50%.

**USES**

**Personnel**  
**Salaries** Salaries for Executive Director, Marketing Coordinator and Director of Sales salaries, one part-time person. Includes addition of a Sales Coordinator position in July. With four full-time employees, this is still under the national average of five full-time employees for CVB's in our budget category. Budget includes up to a 4% increase at time of annual review, and the Performance Incentive Program that was implemented  
**Employee Benefits** Projected at 15% of Salaries, the same percentage as 2013. Subject to change based on evolving healthcare environment.  
**Payroll Taxes** Projected at 10% of Salaries.

**Administrative**  
**Employee Development**

Meetings and events where the purpose is industry networking/education, advocacy, and outreach.

**Equipment Leases** Lease expense for copier.  
**Furniture & Equipment** Equipment and Furniture purchases that total \$5K or more. Budgeted for cash flow impact. Assets will be capitalized. No expenditures expected.

**IT Support** Technical support for computers and equipment  
**Insurance** D & O, Liability, Worker's Comp  
**Legal and Professional Fees** Legal/Accounting/Auditing/Payroll/HR  
**Licenses and Fees** Secretary of State, Online File Sharing/Storage, and various other fees.  
**Meals and Meeting Expenses** Meals and other expenses for administrative meetings, training and industry events

**Miscellaneous** Other miscellaneous, unanticipated administrative costs.  
**Office Expense** Office supplies, other office expenses.  
**Rent** Ravinia Office Space. \$3,356.08 January through November with a 3% increase in December to \$3,456.76. No increases are anticipated for shared operating expenses and taxes.

**Small Equipment** New computers for Vickie, Andy, and the Sales Coordinator. Current computers approximately 3 years old and need upgrading to include increased processing speed.  
**Telephone/Internet** Connection and service charges, and personal cell phone reimbursement.  
**Travel** Travel to meetings, training and industry events; includes any vehicle, air or hotel costs. Current mileage reimbursement is .565 per mile. IRS standard for 2013 is .565 per mile.

**Marketing**  
**Advertising** A combination of print and online advertising aimed at the target audiences for meetings and groups, and leisure tourism.

**Dues and Subscriptions** Primarily the Smith Travel Research Report, \$7,000, plus other miscellaneous subscriptions.

**Customer Relationship Management Tool** The \$12,000 annual license for SimpleView CRM system  
**Graphic Design** Creative development and production for advertising, marketing, and sales materials.

**Memberships** Membership fees for industry associations.  
**Miscellaneous** Other marketing opportunities that are presented throughout the year.

**Photography/Videography** Fees for professional photography services.  
**Postage/Courier/Overnight** Postage, courier, and overnight package costs.

**Printing** Printing costs for projects, materials, etc.  
**Public Relations** Freelance writers on an as-needed basis for public relations and web content support.

**Research** No research is planned for 2014.

**Website Management and Marketing** Website maintenance and support.

**Website Marketing** Search engine optimization and search engine marketing.

**Sales/Promotional**

**Community Development** Marketing efforts for local special events to attract visitors from outside of Dunwoody and Metro Atlanta; memberships of community organizations

**Conventions/Trade Shows** Costs to attend tradeshows and industry education events.

**Event Hosting/Site Visits** Special events that the CVB will host, including reunion planning workshops, meeting planner events, familiarization tours, etc.

**Meals and Business Dev** Meals and other related expenses for business development purposes.

**Meeting Bids and Incentives** Fees associated with submitting a bid to host a meeting or convention, or cost of amenities for the meeting or convention as incentive for choosing Dunwoody.

**Promotional Materials** Branded items to distribute to potential clients, use in group welcome bags, and giveaways at special events.

**Promotions** Seasonal promotional campaigns incorporating sweepstakes, photo contests, digital campaigns, etc.

**Sponsorships** Sponsorship of industry tradeshows, events, conferences, etc. to market to potential clients and visitors.

**Travel** Travel to meetings, tradeshows and industry events for the purpose of employee development, advocacy, or outreach; includes any vehicle, air or hotel costs.

\*\* **DMAI Averages** Represent budget category averages for DMOs with annual budgets ranging from \$500,000 to \$999,999.  
 Source: Destination Marketing Association International - 2013 DMO Organizational & Financial Profile Study.

Convention and Visitors Bureau of Dunwoody  
FY 2014 Budget

SOURCES

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
Revenues													0
Carryover from 2013													
Tax Revenue	65,722	69,322	69,667	79,651	73,327	67,329	72,065	76,182	67,696	69,916	71,665	61,266	843,807
Interest Income	96	96	96	96	96	96	96	96	96	96	96	96	1,152
<b>Total Revenue</b>	<b>65,818</b>	<b>69,418</b>	<b>69,763</b>	<b>79,747</b>	<b>73,423</b>	<b>67,425</b>	<b>72,161</b>	<b>76,278</b>	<b>67,792</b>	<b>70,012</b>	<b>71,761</b>	<b>61,362</b>	<b>844,959</b>
<i>Proof Total</i>													844,959
<b>TOTAL SOURCES</b>	<b>65,818</b>	<b>69,418</b>	<b>69,763</b>	<b>79,747</b>	<b>73,423</b>	<b>67,425</b>	<b>72,161</b>	<b>76,278</b>	<b>67,792</b>	<b>70,012</b>	<b>71,761</b>	<b>61,362</b>	<b>844,959</b>

USES

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	% OF TOTAL	DMAI AVG. *
<b>Personnel</b>															
Salaries	16,141	16,276	16,468	16,468	16,520	29,078	20,038	20,038	20,038	20,038	20,038	34,278	245,422		
Employee Benefits	2,232	2,252	2,281	2,281	2,281	2,321	2,809	2,809	2,809	2,809	2,809	2,809	30,503		
Payroll Taxes	1,614	1,629	1,647	1,647	1,652	2,908	2,004	2,004	2,004	2,004	2,004	3,428	24,542		
<b>Total Personnel</b>	<b>19,987</b>	<b>20,156</b>	<b>20,397</b>	<b>20,397</b>	<b>20,454</b>	<b>34,307</b>	<b>24,851</b>	<b>24,851</b>	<b>24,851</b>	<b>24,851</b>	<b>24,851</b>	<b>40,515</b>	<b>300,467</b>	0.36	0.42
<i>Proof Total</i>													300,467		
<b>Administrative</b>															
Employee Development	1,880	0	0	2,100	0	0	2,200	0	0	500	0	0	6,680		
Equipment Lease	146	146	146	146	146	146	146	146	146	216	146	150	1,826		
Furniture & Equipment	0	0	0	0	0	0	1,000	0	0	0	0	0	1,000		
Insurance	0	0	0	0	0	0	0	0	0	1,884	1,992	800	4,676		
IT Support	650	250	250	250	250	250	450	250	250	250	250	250	3,600		
Legal and Professional Fees	1,305	1,230	5,230	1,230	1,230	1,230	1,230	1,230	1,230	1,230	1,230	1,230	18,835		
Licenses and Fees	700	250	250	250	250	250	250	250	250	250	330	250	3,530		
Meals and Meeting Expenses	555	150	150	585	150	150	585	150	150	585	150	150	3,510		
Miscellaneous	180	180	180	180	180	180	180	180	180	180	180	180	2,160		
Office Expense	200	200	200	200	200	200	200	200	200	200	200	200	2,400		
Rent	3,457	3,457	3,457	3,457	3,457	3,457	3,457	3,457	3,457	3,457	3,457	3,561	41,589		
Small Equipment	2,600	200	200	200	200	200	1,400	200	200	200	200	200	6,000		
Telephone/Internet	566	566	566	566	566	566	641	641	641	641	641	641	7,242		
Travel	500	500	500	500	500	500	500	500	500	500	500	500	6,000		
<b>Total Administrative</b>	<b>12,739</b>	<b>7,129</b>	<b>11,129</b>	<b>9,664</b>	<b>7,129</b>	<b>7,129</b>	<b>12,239</b>	<b>7,204</b>	<b>7,204</b>	<b>10,093</b>	<b>9,276</b>	<b>8,112</b>	<b>109,048</b>	0.13	0.12
<i>Proof Total</i>													109,048		
<b>Total Personnel/Administrative</b>	<b>32,726</b>	<b>27,285</b>	<b>31,526</b>	<b>30,061</b>	<b>27,583</b>	<b>41,436</b>	<b>37,090</b>	<b>32,055</b>	<b>32,055</b>	<b>34,944</b>	<b>34,127</b>	<b>48,627</b>	<b>409,516</b>	0.48	
<b>Marketing</b>															
Advertising - Print	5,000	5,000	7,000	5,000	5,000	7,000	5,000	5,000	11,000	5,000	5,000	5,000	70,000		
Advertising - Digital	5,000	5,000	7,000	5,000	5,000	7,000	5,000	5,000	11,000	5,000	5,000	5,000	70,000		
Customer Relationship Management Tool	0	0	0	0	0	0	0	0	0	12,000	0	0	12,000		
Dues and Subscriptions	105	105	105	105	105	105	105	282	105	7,309	105	105	8,641		
Graphic Design	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000		
Memberships	2,450	4,000	1,810	0	0	0	500	0	1,200	0	0	0	9,960		
Miscellaneous	150	150	150	150	150	150	150	150	150	150	150	150	1,800		
Photography/Videography	500	0	0	500	0	0	500	0	0	500	0	0	2,000		
Postage/Courier/Overnight	200	200	200	200	200	200	200	200	200	200	520	200	2,720		
Printing	1,600	600	800	1,600	600	800	1,600	600	800	1,600	600	800	12,000		
Public Relations	0	0	8,500	0	0	1,000	0	0	1,000	0	0	1,000	11,500		
Research	0	0	0	0	0	0	0	0	0	0	0	0	0		
Website Management	500	500	6,377	500	500	1,202	500	500	1,202	500	500	1,202	13,983		
Website Marketing	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	42,000		
<b>Total Marketing</b>	<b>22,005</b>	<b>22,055</b>	<b>38,442</b>	<b>19,555</b>	<b>18,055</b>	<b>23,957</b>	<b>20,055</b>	<b>18,232</b>	<b>33,157</b>	<b>38,759</b>	<b>18,375</b>	<b>19,957</b>	<b>292,604</b>	0.35	
<i>Proof Total</i>													292,604		
<b>Sales/Promotional</b>															
Community Development	1,300	1,300	1,300	1,300	1,300	2,275	1,300	1,300	1,300	1,300	1,300	2,275	17,550		
Conventions/Trade Shows	5,095	500	500	4,700	500	500	3,500	500	500	4,995	500	500	22,290		
Event Hosting/Site Visits	950	950	1,550	950	950	1,050	950	950	1,550	950	950	3,050	14,800		
Meals and Business Development	250	250	250	250	250	250	250	250	250	250	250	250	3,000		
Meeting Bids and Incentives	0	0	2,000	0	0	2,000	0	0	2,000	0	0	2,000	8,000		
Promotional Materials	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000		
Promotions	1,000	1,000	1,000	1,000	1,000	9,000	1,000	1,000	1,000	1,000	1,000	1,000	20,000		
Sponsorships	0	0	5,000	0	0	5,000	0	0	5,000	0	0	5,000	20,000		
Travel	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	13,200		
<b>Total Sales/Promotional</b>	<b>11,695</b>	<b>7,100</b>	<b>14,700</b>	<b>11,300</b>	<b>7,100</b>	<b>23,175</b>	<b>10,100</b>	<b>7,100</b>	<b>14,700</b>	<b>11,595</b>	<b>7,100</b>	<b>17,175</b>	<b>142,840</b>	0.17	
<i>Proof Total</i>													142,840		
<b>Total Marketing/Sales/Promotional</b>	<b>33,700</b>	<b>29,155</b>	<b>53,142</b>	<b>30,855</b>	<b>25,155</b>	<b>47,132</b>	<b>30,155</b>	<b>25,332</b>	<b>47,857</b>	<b>50,354</b>	<b>25,475</b>	<b>37,132</b>	<b>435,444</b>	0.52	0.46
<b>TOTAL USES</b>	<b>66,426</b>	<b>56,440</b>	<b>84,668</b>	<b>60,916</b>	<b>52,738</b>	<b>88,568</b>	<b>67,245</b>	<b>57,387</b>	<b>79,912</b>	<b>85,298</b>	<b>59,602</b>	<b>85,759</b>	<b>844,960</b>		
<b>NET SURPLUS (SHORTFALL)</b>	<b>-608</b>	<b>12,978</b>	<b>-14,905</b>	<b>18,831</b>	<b>20,685</b>	<b>-21,143</b>	<b>4,915</b>	<b>18,891</b>	<b>-12,121</b>	<b>-15,287</b>	<b>12,158</b>	<b>-24,397</b>	<b>0</b>		

\* CVB's with revenue between \$500,000 and \$999,000.  
2013 DMO Organizational and Financial Study  
by Destination Marketing Association International