

Convention Visitors' Bureau of Dunwoody
Monthly Statement of Revenues and Expenses
June 30, 2014

CVB of Dunwoody	YTD Actual as of June 30	Jul-Dec Budget	Projected End of Year (YTD + July-Dec Budget)	Total Original Annual Budget	Budget Adjustments	Total Adjusted Annual Budget
Revenues						
Interest Revenue	599	576	1,175	1,152	-	1,152
Other Revenue	-	-	-	-	-	-
Tax Revenue	487,214	421,904	909,117	843,807	60,000	903,807
Total Revenues	487,812	422,480	910,292	844,959	60,000	904,959
Expenditures						
<i>Employees/Personnel</i>						
Salaries	95,494	134,471	229,965	245,422	15,000	260,422
Benefits	8,287	16,327	24,614	30,503	(10,000)	20,503
Payroll Taxes	8,144	13,094	21,238	24,542	(2,000)	22,542
Medic	-	-	-	-	-	-
Unemployment	(810)	-	(810)	-	-	-
<i>Total Employees/Personnel Expenditures</i>	111,116	163,892	275,008	300,467	3,000	303,467
<i>Administrative</i>						
Depreciation Expense	-	-	-	-	3,700	3,700
Legal & Professional Fees	8,620	7,380	16,000	18,835	-	18,835
Rent	17,300	20,847	38,147	41,589	-	41,589
Employee Development	2,665	2,700	5,365	6,680	-	6,680
Equipment Lease	874	950	1,824	1,826	-	1,826
IT Support	2,187	1,700	3,887	3,600	2,500	6,100
Insurance	245	4,676	4,921	4,676	250	4,926
Postage/Courier/Ovenight Mail	688	-	688	-	-	-
Telephone/Internet	3,565	3,846	7,411	7,242	170	7,412
Licenses & Fees	305	1,580	1,885	3,530	(1,000)	2,530
Miscellaneous	291	1,080	1,371	2,160	(480)	1,680
Office Expense	1,060	1,200	2,260	2,400	-	2,400
Vehicle Expenses	-	-	-	-	-	-
Meals & Meeting Expenses	1,451	1,770	3,221	3,510	-	3,510
Travel	2,190	3,000	5,190	6,000	-	6,000
Small Equipment	6,036	2,400	8,436	6,000	-	8,000
Furniture & Fixtures	2,682	1,000	3,682	1,000	2,000	3,000
<i>Total Administrative Expenditures</i>	50,160	54,129	104,289	109,048	7,140	118,188
<i>Marketing</i>						
Research	5,901	-	5,901	-	5,901	5,901
Graphic Design	18,000	18,000	36,000	36,000	(8,000)	28,000
Public Relations	950	2,000	2,950	11,500	-	11,500
Website Management	10,154	4,404	14,558	13,983	25,000	38,983
Website Marketing	22,750	21,000	43,750	42,000	10,000	52,000
Advertising - Print	25,028	36,000	61,028	70,000	10,000	80,000
Advertising - Digital	37,380	36,000	73,380	70,000	15,000	85,000
Printing	16,039	6,000	22,039	12,000	6,000	18,000
Postage/Courier/Ovenight Mail	134	1,520	1,654	2,720	-	2,720
Dues & Subscriptions	598	8,011	8,609	8,641	-	8,641
Memberships	8,325	1,700	10,025	9,960	-	9,960
Customer Relationship Management Tool	-	12,000	12,000	12,000	-	12,000
Photography	1,300	1,000	2,300	2,000	2,400	4,400
Miscellaneous	614	900	1,514	1,800	-	1,800
<i>Total Marketing Expenditures</i>	147,172	148,535	295,707	292,604	66,301	358,905
<i>Promotional</i>						
Community Development	9,452	8,775	18,227	17,550	-	17,550
Conventions and Trade Shows	8,926	10,495	19,421	22,290	-	22,290
Event Hosting & Site Visits	256	8,400	8,656	14,800	(8,000)	6,800
Sponsorships	7,000	10,000	17,000	20,000	-	20,000
Meals and Business Development	887	1,500	2,387	3,000	-	3,000
Meeting Bids and Incentives	-	4,000	4,000	8,000	-	8,000
Promotions	14,582	6,000	20,582	20,000	1,809	21,809
Travel	4,842	6,600	11,442	13,200	-	13,200
Promotional Materials	5,685	12,000	17,685	24,000	-	24,000
<i>Total Promotional Expenditures</i>	51,630	67,770	119,400	142,840	(6,191)	136,649
Total Expenditures	360,078	434,326	794,404	844,959	70,250	917,209
Total Revenues over/(under) Expenditures	127,735	(11,847)	115,888	-	(10,250)	(12,250)