

Convention and Visitors Bureau of Dunwoody FY 2015 Budget

	Jan - June Actual	July - Dec Budget	July - Dec Adjustments	BUDGET	ADJUSTED BUDGET
SOURCES					
Revenues					
Carryover from 2014	0	0	0	0	0
Tax Revenue	525,142	543,422	0	1,033,449	1,068,564
Interest Income	256	576	0	1,152	832
Rent Income	0	4,170	0	6,255	4,170
Total Revenue	525,398	548,168	0	1,040,856	1,073,566
TOTAL SOURCES	525,398	548,168	0	1,040,856	1,073,566
USES					
Personnel					
Salaries	127,516	172,412	-3,000	288,757	296,928
Employee Benefits	14,771	19,237	0	35,554	34,008
Payroll Taxes	9,677	17,241	0	28,876	26,918
Total Personnel	151,964	208,890	-3,000	353,187	357,854
Administrative					
Employee Development	4,419	1,800	0	6,320	6,219
Equipment Lease	898	990	0	1,920	1,888
Furniture & Fixtures	0	0	1,000	10,000	1,000
Insurance	718	3,200	0	3,900	3,918
IT Support	3,664	3,480	2,000	6,960	9,144
Legal and Professional Fees	9,251	6,220	0	18,140	15,471
Licenses and Fees	0	1,500	0	3,050	1,500
Meals and Meeting Expenses	1,046	1,800	-1,000	3,600	1,846
Miscellaneous	334	600	0	1,200	934
Office Expense	1,939	1,200	5,000	2,400	8,139
Rent	34,331	22,242	-5,000	44,047	51,573
Small Equipment	2,293	0	0	2,000	2,293
Telephone/Internet	2,760	4,200	0	8,400	6,960
Travel	1,468	3,600	0	7,200	5,068
Total Administrative	63,121	50,832	2,000	119,137	115,953
Total Personnel/Administrative	215,085	259,722	-1,000	472,323	473,807
Marketing					
Advertising - Print	57,967	48,000	5,000	96,000	110,967
Advertising - Digital	17,407	39,000	21,000	78,000	77,407
Customer Relationship Management Tool	0	13,500	0	13,500	13,500
Dues and Subscriptions	12,433	8,829	0	9,483	21,262
Graphic Design	17,400	15,400	-10,000	30,800	22,800
Memberships	6,015	1,700	0	12,259	7,715
Miscellaneous	0	900	0	1,800	900
Photography/Videography	3,351	3,000	0	9,000	6,351
Postage/Courier/Overnight	172	1,200	0	2,400	1,372
Printing	1,687	11,900	0	23,800	13,587
Public Relations	9,000	6,000	3,000	12,000	18,000
Research	30,325	20,000	0	40,000	50,325
Website	45,886	3,000	30,000	72,579	78,886
Website Marketing	14,401	27,000	0	59,000	41,401
Total Marketing	216,044	199,429	49,000	460,621	464,473
Sales/Promotional					
Conventions/Trade Shows	10,577	5,440	2,000	20,569	18,017
Event Hosting/Site Visits	6,619	6,750	15,000	24,500	28,369
Meals and Business Development	2,644	1,800	0	3,600	4,444
Meeting Bids and Incentives	0	5,000	-5,000	10,000	0
Promotional Materials	13,810	6,000	-5,000	12,000	14,810
Promotions	15,292	14,900	0	24,800	30,192
Group Sales Show Sponsorships	9,600	20,500	3,000	33,500	33,100
Travel	5,513	6,600	0	13,200	12,113
Promotional Reserves	5,000	10,000	5,000	20,000	20,000
Total Sales/Promotional	69,055	76,990	15,000	162,169	161,045
Total Marketing/Sales/Promotional	285,099	276,419	64,000	622,790	625,518
TOTAL USES	500,184	536,141	63,000	1,095,113	1,099,325