

Convention Visitors' Bureau of Dunwoody
Monthly Statement of Revenues and Expenses
December 31, 2014

CVB of Dunwoody	Total Annual		Variance		Prior YTD Actual
	Budget	YTD Budget	YTD Actual	(% of YTD Budget)	
Fund Balance	-	-	-		
Revenues					
Interest Revenue	1,152	1,152	1,159	101%	1,230
Other Revenue	-	-	-		634
Tax Revenue	843,807	843,807	970,170	115%	819,221
Total Revenues	844,959	844,959	971,330	115%	821,085
Expenditures					
<i>Employees/Personnel</i>					
Salaries	245,422	245,422	254,729	104%	199,842
Benefits	30,503	30,503	23,566	77%	15,278
Payroll Taxes	24,542	24,542	20,311	83%	16,232
Unemployment	-	-	(810)		-
Medic	-	-	-		-
<i>Total Employees/Personnel Expenditures</i>	300,467	300,467	297,796	99%	231,351
<i>Administrative</i>					
Depreciation Expense	-	-	-		3,625
Legal & Professional Fees	18,835	18,835	14,471	77%	12,927
Rent	41,589	41,589	38,053	91%	40,374
Employee Development	6,680	6,680	4,208	63%	6,214
Equipment Lease	1,826	1,826	1,817	100%	1,772
IT Support	3,600	3,600	6,524	181%	2,059
Insurance	4,676	4,676	3,983	85%	3,622
Postage/Courier/Ovenight Mail	-	-	832		-
Telephone/Internet	7,242	7,242	6,753	93%	6,574
Licenses & Fees	3,530	3,530	7,190	204%	407
Miscellaneous	2,160	2,160	721	33%	1,111
Office Expense	2,400	2,400	3,093	129%	3,104
Vehicle Expenses	-	-	-		-
Meals & Meeting Expenses	3,510	3,510	3,212	92%	2,337
Travel	6,000	6,000	4,610	77%	1,464
Small Equipment	6,000	6,000	8,950	149%	4,449
Furniture & Fixtures	1,000	1,000	-	0%	-
<i>Total Administrative Expenditures</i>	109,048	109,048	104,418	96%	90,040
<i>Marketing</i>					
Research	-	-	6,800		12,999
Graphic Design	36,000	36,000	26,900	75%	41,470
Public Relations	11,500	11,500	10,950	95%	86
Website Management	13,983	13,983	43,253	309%	8,606
Website Marketing	42,000	42,000	52,979	126%	41,709
Advertising - Print	70,000	70,000	77,974	111%	103,522
Advertising - Digital	70,000	70,000	117,232	167%	47,904
Printing	12,000	12,000	18,270	152%	12,427
Postage/Courier/Ovenight Mail	2,720	2,720	143	5%	1,703
Dues & Subscriptions	8,641	8,641	2,836	33%	23,476
Memberships	9,960	9,960	12,275	123%	9,790
Customer Relationship Management Tool	12,000	12,000	13,500	113%	13,500
Photography	2,000	2,000	10,050	503%	7,185
Miscellaneous	1,800	1,800	1,179	66%	774
<i>Total Marketing Expenditures</i>	292,604	292,604	394,342	135%	325,150
<i>Promotional</i>					
Community Development	17,550	17,550	17,228	98%	15,289
Conventions and Trade Shows	22,290	22,290	17,960	81%	21,428
Event Hosting & Site Visits	14,800	14,800	11,960	81%	11,563
Sponsorships	20,000	20,000	13,000	65%	30,450
Meals and Business Development	3,000	3,000	2,279	76%	3,281
Meeting Bids and Incentives	8,000	8,000	3,000	38%	329
Promotions	20,000	20,000	28,533	143%	39,760
Travel	13,200	13,200	15,841	120%	8,784
Promotional Materials	24,000	24,000	16,721	70%	17,009
<i>Total Promotional Expenditures</i>	142,840	142,840	126,524	89%	147,893
Total Expenditures	844,959	844,959	923,080	109%	794,434
Total Revenues over/(under) Expenditures	-	-	48,250		26,651

Convention & Visitors' Bureau of Dunwoody
Fund 950 Balance Sheet
As of December 31st, 2014

Description	Balance
<u>Assets</u>	
Bank of N Ga-Reserve Acct	201,696.42
Piedmont Bank Checking Acct	64,884.17
Piedmont Prime Money Mkt Acct	0.00
BB&T Money Market Afct	225,377.36
Cash in Banks	491,957.95
Due from Other Funds-100	0.00
Due from other Funds-275	59,839.14
Prepaid Items	64,665.50
Total Current Assets	<u>556,623.45</u>
Capital Assets/Mach & Equip	14,499.97
Accum Depreciation-Mach & Equip	(7,552.02)
CDs - non-current	125,165.83
Non-Current Prepaid Items	3,258.33
Total Non-Current Assets	<u>135,372.11</u>
Total Assets	<u><u>691,995.56</u></u>
<u>Liabilities</u>	
Accounts Payable	37,546.21
Accrued Expenses	0.00
Salaries & Wages Payable	0.00
State Withholding Payable	0.00
IRA Deductions Payable	0.00
Due to General Fund	0.00
Due to Other Funds-275	0.00
Non-Current Liabilities	0.00
Total Liabilities	<u>37,546.21</u>
<u>Equity</u>	
Retained Surplus	336,199.69
Retained Surplus-reserve for revenue shortfall	270,000.00
Fund Balance Assigned-CVB Emergency Reserve	0.00
Total Beginning Equity	<u>606,199.69</u>
Total Revenues	971,329.62
Total Expenses	<u>923,079.96</u>
Total Revenue Over/(Under) Expenses	48,249.66
Total Equity & Rev. Over/(Under) Exp.	<u>654,449.35</u>
Total Liabilities, Equities, & Rev. Over/(Under) Exp.	<u><u>691,995.56</u></u>