

**Convention and Visitors Bureau of Dunwoody
FY 2016 Budget**

	2016 BUDGET	2015 PROJECTED		
SOURCES				
Revenues				
Carryover from 2015	0	0		
Tax Revenue	1,091,821	1,057,532		
Interest Income	504	656		
Rent Income	13,205	7,839		
Total Revenue	1,105,530	1,066,027		
<i>Proof Total</i>				
TOTAL SOURCES	1,105,530	1,066,027		
USES				
Personnel				
Salaries	320,965	293,428		
Employee Benefits	38,400	32,286		
Payroll Taxes	32,097	24,023		
Total Personnel	391,462	349,738	0.34	0.39
<i>Proof Total</i>				
Administrative				
Employee Development	5,125	6,298		
Equipment Lease	0	2,360		
Furniture & Fixtures	0	9,000		
Insurance	3,900	4,092		
IT Support	6,960	9,235		
Legal and Professional Fees	18,300	17,901		
Licenses and Fees	3,050	789		
Meals and Meeting Expenses	3,200	2,565		
Miscellaneous	1,200	742		
Office Expense	2,400	9,715		
Rent	69,349	49,159		
Small Equipment	4,100	9,803		
Telephone/Internet	8,832	7,356		
Travel	4,200	4,718		
Total Administrative	130,616	133,733	0.11	0.16
<i>Proof Total</i>				
Total Personnel/Administrative	522,078	483,471	0.45	0.55
Marketing				
Advertising - Print	75,000	107,210		
Advertising - Digital	99,000	53,891		
Customer Relationship Management Tool	13,500	13,500		
Dues and Subscriptions	17,955	28,356		
Graphic Design	24,000	30,658		
Memberships	12,310	8,563		
Miscellaneous	1,800	533		
Photography/Videography	31,000	7,351		
Postage/Courier/Overnight	2,400	1,944		
Printing	15,000	9,932		
Public Relations	27,000	20,551		
Research	0	40,154		
Website	41,000	67,145		
Website Marketing	66,000	47,542		
Total Marketing	425,965	437,330	0.37	
<i>Proof Total</i>				
Sales/Promotional				
Conventions/Trade Shows	26,050	27,279		
Event Hosting/Site Visits	46,800	45,666		
Meals and Business Development	3,600	5,206		
Meeting Bids and Incentives	10,000	0		
Promotional Materials	14,400	18,393		
Promotions	54,000	21,319		
Group Sales Show Sponsorships	40,000	24,600		
Travel	13,200	13,371		
Promotional Reserves	0	15,000		
Total Sales/Promotional	208,050	170,834	0.18	
<i>Proof Total</i>				
Total Marketing/Sales/Promotional	634,015	608,164	0.55	0.45
TOTAL USES	1,156,093	1,091,635		
NET	-50,563	-25,608		

* CVB's with revenue between \$1,000,000 and \$1,999,999.
2015 DMO Organizational and Financial Study
by Destination Marketing Association International