

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

	JAN - JUNE BUDGET	JAN - JUNE ACTUAL	JULY - DEC BUDGET	JULY - DEC PROJECTIONS	2016 PROJECTED	2016 BUDGET		
SOURCES								
Revenues								
Carryover from 2015	0	0	0	0	0	0		
Tax Revenue	551,399	535,383	540,422	0	1,075,805	1,091,821		
Interest Income	252	141	252	0	393	504		
Rent Income	4,170	4,869	9,035	700	14,604	13,205		
Total Revenue	555,821	540,392	549,709	700	1,090,801	1,105,530		
<i>Proof Total</i>								
TOTAL SOURCES	555,821	540,392	549,709	700	1,090,801	1,105,530		
USES								
Personnel								
Salaries	149,032	143,496	171,933	0	315,429	320,965		
Employee Benefits	20,700	21,343	20,700	0	42,043	41,400		
Payroll Taxes	14,903	10,888	17,193	0	28,081	32,097		
Total Personnel	184,636	175,728	209,826	0	385,554	394,462	0.35	0.39
<i>Proof Total</i>								
Administrative								
Employee Development	3,125	2,014	2,000	0	4,014	5,125		
Equipment Lease	0	0	0	0	0	0		
Furniture & Fixtures	0	0	0	0	0	0		
Insurance	700	1,551	3,200	0	4,751	3,900		
IT Support	3,480	4,163	3,480	600	8,243	6,960		
Legal and Professional Fees	11,900	4,773	6,400	3,000	14,173	18,300		
Licenses and Fees	1,550	600	1,500	0	2,100	3,050		
Meals and Meeting Expenses	1,500	1,476	1,700	0	3,176	3,200		
Miscellaneous	600	219	600	0	819	1,200		
Office Expense	1,200	1,153	1,200	0	2,353	2,400		
Rent	22,242	22,892	47,107	2,000	71,999	69,349		
Small Equipment	4,100	4,159	0	2,000	6,159	4,100		
Telephone/Internet	4,416	4,316	4,416	0	8,732	8,832		
Travel	2,100	821	2,100	0	2,921	4,200		
Total Administrative	56,913	48,139	73,703	7,600	129,442	130,616	0.12	0.16
<i>Proof Total</i>								
Total Personnel/Administrative	241,549	223,867	283,529	7,600	514,996	525,078	0.47	0.55
Marketing								
Advertising - Print	37,500	45,676	37,500	0	83,176	75,000		
Advertising - Digital	53,000	39,626	46,000	10,000	95,626	99,000		
Customer Relationship Management Tool	0	0	13,500	0	13,500	13,500		
Dues and Subscriptions	9,390	20,830	8,565	0	29,395	17,955		
Graphic Design	12,000	19,949	12,000	-8,000	23,949	24,000		
Memberships	10,160	6,744	2,150	3,000	11,894	12,310		
Miscellaneous	900	62	900	0	962	1,800		
Photography/Videography	23,000	4,245	8,000	7,000	19,245	31,000		
Postage/Courier/Overnight	1,200	799	1,200	0	1,999	2,400		
Printing	10,000	1,128	5,000	0	6,128	15,000		
Public Relations	13,500	12,250	13,500	1,500	27,250	27,000		
Research	0	0	0	0	0	0		
Website	18,600	15,650	22,400	3,000	41,050	41,000		
Website Marketing	33,000	37,401	33,000	8,000	78,401	66,000		
Total Marketing	222,250	204,360	203,715	24,500	432,575	425,965	0.40	
<i>Proof Total</i>								
Sales/Promotional								
Conventions/Trade Shows	16,600	5,840	9,450	10,000	25,290	26,050		
Event Hosting/Site Visits	3,400	3,183	43,400	0	46,583	46,800		
Meals and Business Development	1,800	4,116	1,800	-1,000	4,916	3,600		
Meeting Bids and Incentives	5,000	372	5,000	-5,000	372	10,000		
Promotional Materials	7,200	7,257	7,200	-4,000	10,457	14,400		
Promotions	22,000	34,694	32,000	-15,000	51,694	54,000		
Group Sales Show Sponsorships	20,000	20,200	20,000	0	40,200	40,000		
Travel	6,600	2,602	6,600	3,000	12,202	13,200		
Promotional Reserves	0	0	0	0	0	0		
Total Sales/Promotional	82,600	78,264	125,450	-12,000	191,714	208,050	0.18	
<i>Proof Total</i>								
Total Marketing/Sales/Promotional	304,850	282,624	329,165	12,500	624,289	634,015	0.57	0.45
TOTAL USES	546,399	506,491	797,330	20,100	1,139,284	1,159,093		
NET	9,422	33,902	-247,621		-48,483	-53,563		