

Convention and Visitors Bureau of Dunwoody
Q1

	JAN - MARCH BUDGET	JAN - MARCH ACTUAL	2016 BUDGET
SOURCES			
Revenues			
Carryover from 2015		0	0
Tax Revenue	280,261	263,633	1,091,821
Interest Income	126	82	504
Rent Income	2,085	2,434	13,205
Total Revenue	280,387	266,149	1,105,530
<i>Proof Total</i>			
TOTAL SOURCES	280,387	266,149	1,105,530
USES			
Personnel			
Salaries	68,784	64,854	320,965
Employee Benefits	10,350	15,596	41,400
Payroll Taxes	6,878	4,928	32,097
Total Personnel	86,013	85,378	394,462
Administrative			
Employee Development	825	1,168	5,125
Equipment Lease	0	0	0
Furniture & Fixtures	0	0	0
Insurance	0	1,551	3,900
IT Support	1,740	2,033	6,960
Legal and Professional Fees	8,700	2,563	18,300
Licenses and Fees	800	600	3,050
Meals and Meeting Expenses	850	903	3,200
Miscellaneous	300	97	1,200
Office Expense	600	642	2,400
Rent	11,121	19,051	69,349
Small Equipment	4,100	4,159	4,100
Telephone/Internet	2,208	1,940	8,832
Travel	1,050	821	4,200
Total Administrative	32,294	35,528	130,616
<i>Total Personnel/Administrative</i>	<i>118,307</i>	<i>120,906</i>	<i>525,078</i>
Marketing			
Advertising - Print	18,750	23,041	75,000
Advertising - Digital	30,000	10,341	99,000
Customer Relationship Management Tool	0	0	13,500
Dues and Subscriptions	195	20,830	17,955
Graphic Design	6,000	13,699	24,000
Memberships	10,160	6,275	12,310
Miscellaneous	450	0	1,800
Photography/Videography	10,000	3,745	31,000
Postage/Courier/Overnight	600	139	2,400
Printing	6,000	897	15,000
Public Relations	5,250	7,000	27,000
Research	0	0	0
Website	9,300	7,625	41,000
Website Marketing	16,500	18,500	66,000
Total Marketing	113,205	112,092	425,965
Sales/Promotional			
Conventions/Trade Shows	5,350	3,950	26,050
Event Hosting/Site Visits	2,200	3,073	46,800
Meals and Business Development	900	3,067	3,600
Meeting Bids and Incentives	2,500	0	10,000
Promotional Materials	3,600	4,660	14,400
Promotions	6,000	13,792	54,000
Group Sales Show Sponsorships	10,000	11,100	40,000
Travel	3,300	2,278	13,200
Total Sales/Promotional	33,850	41,920	208,050
<i>Total Marketing/Sales/Promotional</i>	<i>147,055</i>	<i>154,012</i>	<i>634,015</i>
TOTAL USES	265,362	274,918	1,159,093
NET	15,025	-8,769	-53,563

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

Convention & Visitors' Bureau of Dunwoody
Fund 950 Balance Sheet
As of March 31, 2016

Description	Balance
<u>Assets</u>	
Bank of N Ga-Reserve Acct	102,112.10
Piedmont Bank Checking Acct	84,263.96
Piedmont Prime Money Mkt Acct	15,009.91
BB&T Money Market Acct	0.00
Cash in Banks	<u>201,385.97</u>
Due from Other Funds-100	0.00
Due from other Funds-275	94,315.19
Prepaid Items	<u>0.00</u>
Total Current Assets	<u>295,701.16</u>
Capital Assets/Mach & Equip	21,950.05
Accum Depreciation-Mach & Equip	(14,655.18)
CDs - non-current	326,707.52
Non-Current Prepaid Items	<u>8,835.61</u>
Total Non-Current Assets	<u>342,838.00</u>
Total Assets	<u>638,539.16</u>
<u>Liabilities</u>	
Accounts Payable	37,965.80
Total Liabilities	<u>37,965.80</u>
<u>Equity</u>	
Retained Surplus	339,341.36
Retained Surplus-reserve for revenue shortfall	270,000.00
Fund Balance Assigned-CVB Emergency Reserve	<u>0.00</u>
Total Beginning Equity	609,341.36
Total Revenues	266,149.34
Total Expenses	<u>274,917.34</u>
Total Revenue Over/(Under) Expenses	(8,768.00)
Total Equity & Rev. Over/(Under) Exp.	<u>600,573.36</u>
Total Liabilities, Equities, & Rev. Over/(Under) Exp.	<u>638,539.16</u>