Convention and Visitors Bureau of Dunwoody FY 2017

Revenue 2017 BUDGET 2016 FORECAST VARIANCE %	SOURCES	2017					
Carryover from 2015		2017 BUDGET		VARIANCE	%		
Task Revenue 1,094,376 1,028,400 37,376 3,776 1,0376 1,039,400 1,030,400 1,040,400	Revenues						
Interest Income	Carryover from 2015	0	0				
Rent Income		1,064,378	, ,	,			
Total Revenue		0					
Proof Total							
Decay		1,085,726	1,039,868	45,857	4.4%		
Personnel Salaries 329,832 310,870 18,962 6.1% Employee Benefits 41,400 39,152 2,248 5.7% Payroli Taxes 32,983 26,059 6.924 26,659 7,564 7,576 7,576 35,6% 39,0% 3	Proof Total						
Personnel	TOTAL SOURCES	1,085,726	1,039,868	45,857	4.4%		
Personnel	USES						
Salaries	_					% 2017 Budget I	DMAI Average
Employee Benefits 41,400 39,152 2.248 5.7% Payroll Taxes 32,983 26,058 6,924 26,6% Total Personnel 404,215 376,081 28,135 7.5% 35.8% 39.0% Administrative		220 022	210.970	19.062	6 10/		
Payroll Taxes 32,983 28,058 6,924 28,5% 35,6% 39,0%			· ·				
Administrative	. ,						
Administrative Employee Development/Travel 6.000 7.054 (1.054) -14.9%						35.6%	39.0%
Employee Development/Travel 6,000	Total Following	101,210	010,001	20,100	7.070	00.070	00.070
Employee Development/Travel 6,000							
Furniture & Fixtures					,		
Insurance		6,000	7,054	· · ·	-14.9%		
T Support/Telephone and Internet 17,220 15,840 13,880 8.7%		0	0	•	0.00/		
Legal/Professional Feest/Licenses 19,500 17,105 2,395 14,0% Meals and Meeting Expenses 3,000 3,089 689 2,99% Miscellaneous 1,200 875 325 37,1% Office Expense/Small Equipment 5,400 7,101 (1,791) 2,49% Rent 99,900 75,929 23,971 31,6% Total Administrative 156,620 131,634 24,986 19,0% 13,8% 16,0% Total Personnel/Administrative 560,835 507,715 53,121 10,5% 49,4% 55,0% Marketing Advertising - Print 69,600 77,677 (8,077) -10,4% Advertising - Print 69,600 77,677 (8,077) -10,4% Advertising - Digital 99,000 101,763 (2,763) -2,7% Dues and Subscriptions/Memberships 36,200 37,439 (1,239) 3,3% Graphic Design 18,000 22,949 (4,949) -21,6% Miscellaneous 1,800 660 1,140 172,7% Photography/Videography 22,5000 14,852 10,148 68,3% Printing and Postage 16,800 11,783 5,017 42,6% Public Relations 28,200 22,800 5,400 23,7% Research 0 0 0 0 Website Management/CRM 53,100 50,960 2,150 4,2% Website Marketing 70,800 87,401 (16,601) -19,0% Total Marketing 418,500 428,274 (9,774) -2,3% 36,9% Sales/Promotional Conventions/Trade Shows 36,000 19,535 16,465 84,3% Event Hosting/Site Visits 37,008 28,540 8,468 29,7% Meals and Business Development 4,200 4,633 (433) 9,3% Promotional Materials 8,400 11,743 (3,343) -9,3% Promotional Materials 156,808 156,805 (997) -0,6% 13,7% Total Marketing/Sales/Promotional 155,808 156,805 (997) -0,6% 13,7% Total Marketing/Sales/Promotional 574,308 585,079 (10,771) -1,8% 50,6% 45,0%				, ,			
Marketing Expenses 3,000 3,089 (89) 2.9%							
Miscellaneous	-						
Office Expense/Small Equipment Rent 5,400 mode 7,191 mode (1,791) mode -24,9% mode Total Administrative 156,620 131,634 24,986 19.0% 13.8% 16.0% Total Personnel/Administrative 560,835 507,715 53,121 10.5% 49.4% 55.0% Marketing Advertising - Print Advertising - Digital 99,000 101,763 (2,763) -2.7% 2.3% 49.4% 49.4% 55.0% Marketing - Print Advertising - Digital 99,000 101,763 (2,763) -2.7% 2.3% 49.4% 49.4% -2.3% 49.4% 49.4% -2.3% 49.4% 49.4% -2.3% 49.4% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.16% 49.4% -2.							
Rent 99,900 75,929 23,971 31.6% Total Administrative 156,620 131,634 24,986 19.0% 13.8% 16.0% Total Personnel/Administrative 560,835 507,715 53,121 10.5% 49.4% 55.0% Marketing Advertising - Print 69,600 77,677 (8,077) -10.4% Advertising - Digital 99,000 101,763 (2,763) -2.7% -2.8%							
Total Administrative							
Marketing						13.8%	16.0%
Marketing Advertising - Print 69,600 77,677 (8,077) -10,4% Advertising - Digital 99,000 101,763 (2,763) -2.7% Dues and Subscriptions/Memberships 36,200 37,439 (1,239) -3.3% Graphic Design 18,000 22,949 (4,949) -21,6% Miscellaneous 1,800 660 1,140 172,7% Photography/Videography 25,000 14,852 10,148 68.3% Printing and Postage 16,800 11,783 5,017 42.6% Public Relations 28,200 22,800 5,400 23.7% Research 0 0 0 0 Website Management/CRM 53,100 50,950 2,150 4.2% Website Marketing 70,800 87,401 (16,601) 19.0% Total Marketing 418,500 428,274 (9,774) -2.3% 36.9% Event Hosting/Site Visits 37,008 28,540 8,468 29.7% Meals and Business Develop	Total Administrative	100,020	101,004	24,300	13.070	10.070	10.070
Advertising - Print 99,000 101,763 (2,763) -10,4% Advertising - Digital 99,000 101,763 (2,763) -2,7% 36,200 37,439 (1,239) -3,3% (1,239) -3,3% (1,239) -2,16% -2,16% (1,239) -2,16% (1,239) -2,16% (1,239) -2,16%	Total Personnel/Administrative	560,835	507,715	53,121	10.5%	49.4%	55.0%
Advertising - Print 99,000 101,763 (2,763) -10,4% Advertising - Digital 99,000 101,763 (2,763) -2,7% 36,200 37,439 (1,239) -3,3% (1,239) -3,3% (1,239) -2,16% -2,16% (1,239) -2,16% (1,239) -2,16% (1,239) -2,16%	Marketing						
Advertising - Digital 99,000 101,763 (2,763) -2,7%		69 600	77 677	(8.077)	-10.4%		
Dues and Subscriptions/Memberships 36,200 37,439 (1,239) -3,3%							
Sales/Promotional Conventions/Trade Shows Sales/Promotional Sales and Business Development 4,200 4,633 4,333 -28.5% Promotions 38,400 41,026 (2,626) 6.4% Sponsorships 13,800 7,756 10,244 132.1% Total Marketing/Sales/Promotional 155,808 156,805 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9% TOTAL USES 1,135,143 1,092,794 42,349 3.9% Total Marketing/Sales/Promotional 1,092,794 42,349 3.9% Total Marketing/Sales/Promotional 1,135,143 1,092,794 42,349 3.9% 1,135,143 1,092,794 42,349			· ·	, , ,			
Miscellaneous	·						
Photography/Videography							
Printing and Postage 16,800 11,783 5,017 42.6% Public Relations 28,200 22,800 5,400 23.7% Research 0 0 0 0 Website Management/CRM 53,100 50,950 2,150 4.2% Website Marketing 70,800 87,401 (16,601) -19,0% Total Marketing 418,500 428,274 (9,774) -2.3% 36.9% Sales/Promotional Conventions/Trade Shows 36,000 19,535 16,465 84.3% Event Hosting/Site Visits 37,008 28,540 8,468 29.7% Meals and Business Development 4,200 4,633 (433) -9.3% Promotional Materials 8,400 11,743 (3,343) -28.5% Promotions 38,400 41,026 (2,626) -6.4% Sponsorships 13,800 43,572 (29,772) -68.3% Travel 18,000 7,756 10,244 132.1% Total Marketing/Sales/Promotional			14,852				
Public Relations 28,200 22,800 5,400 23.7% Research 0 0 0 0 0 0 Website Management/CRM 53,100 50,950 2,150 4.2% Website Marketing 70,800 87,401 (16,601) -19.0% Total Marketing 418,500 428,274 (9,774) -2.3% 36.9% Sales/Promotional Conventions/Trade Shows 36,000 19,535 16,465 84.3% Event Hosting/Site Visits 37,008 28,540 8,468 29.7% Meals and Business Development 4,200 4,633 (433) -9.3% Promotional Materials 8,400 11,743 (3,343) -28.5% Promotions 38,400 41,026 (2,626) -6.4% Sponsorships 13,800 43,572 (29,772) -68.3% Travel 18,000 7,756 10,244 132.1% Total Sales/Promotional 574,308 585,079 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9%			11,783	5,017	42.6%		
Website Management/CRM Website Marketing 53,100 70,800 50,950 87,401 2,150 (16,601) 4.2% -19,0% Total Marketing 418,500 428,274 (9,774) -2.3% 36.9% Sales/Promotional Conventions/Trade Shows Event Hosting/Site Visits 36,000 37,008 19,535 28,540 16,465 8,468 84.3% 29.7% Meals and Business Development Promotional Materials Promotions 4,200 38,400 4633 41,026 (2,33) (2,626) -6.4% 45.6% Sponsorships Travel 13,800 18,000 43,572 7,756 (29,772) 10,244 -68.3% 10,244 132.1% 13.7% Total Sales/Promotional 574,308 585,079 (10,771) 10,7771 -1.8% 13.9% 50.6% 13.7% TOTAL USES 1,135,143 1,092,794 42,349 3.9%	Public Relations	28,200	22,800	5,400	23.7%		
Website Marketing 70,800 87,401 (16,601) -19.0% Total Marketing 418,500 428,274 (9,774) -2.3% 36.9% Sales/Promotional 36,000 19,535 16,465 84.3% 84.3% Event Hosting/Site Visits 37,008 28,540 8,468 29.7% Meals and Business Development 4,200 4,633 (433) -9.3% Promotional Materials 8,400 11,743 (3,343) -28.5% Promotions 38,400 41,026 (2,626) -6.4% Sponsorships 13,800 43,572 (29,772) -68.3% Travel 18,000 7,756 10,244 132.1% Total Sales/Promotional 155,808 156,805 (997) -0.6% 13.7% Total Marketing/Sales/Promotional 574,308 585,079 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9%	Research	0	0	0			
Total Marketing	Website Management/CRM	53,100	50,950	2,150	4.2%		
Sales/Promotional Conventions/Trade Shows 36,000 19,535 16,465 84.3%	Website Marketing						
Conventions/Trade Shows 36,000 19,535 16,465 84.3% Event Hosting/Site Visits 37,008 28,540 8,468 29,7% Meals and Business Development 4,200 4,633 (433) -9.3% Promotional Materials 8,400 11,743 (3,343) -28.5% Promotions 38,400 41,026 (2,626) -6.4% Sponsorships 13,800 43,572 (29,772) -68.3% Travel 18,000 7,756 10,244 132.1% Total Sales/Promotional 155,808 156,805 (997) -0.6% 13.7% Total Marketing/Sales/Promotional 574,308 585,079 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9%	Total Marketing	418,500	428,274	(9,774)	-2.3%	36.9%	
Conventions/Trade Shows 36,000 19,535 16,465 84.3% Event Hosting/Site Visits 37,008 28,540 8,468 29,7% Meals and Business Development 4,200 4,633 (433) -9.3% Promotional Materials 8,400 11,743 (3,343) -28.5% Promotions 38,400 41,026 (2,626) -6.4% Sponsorships 13,800 43,572 (29,772) -68.3% Travel 18,000 7,756 10,244 132.1% Total Sales/Promotional 155,808 156,805 (997) -0.6% 13.7% Total Marketing/Sales/Promotional 574,308 585,079 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9%	Sales/Promotional						
Event Hosting/Site Visits 37,008 28,540 8,468 29.7% Meals and Business Development 4,200 4,633 (433) -9.3% Promotional Materials 8,400 11,743 (3,343) -28.5% Promotions 38,400 41,026 (2,626) -6.4% Sponsorships 13,800 43,572 (29,772) -68.3% Travel 18,000 7,756 10,244 132.1% Total Sales/Promotional 155,808 156,805 (997) -0.6% 13.7% Total Marketing/Sales/Promotional 574,308 585,079 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9%		36,000	10 535	16.465	84 3%		
Meals and Business Development Promotional Materials 4,200 4,633 (433) -9.3% Promotional Materials Promotions 8,400 11,743 (3,343) -28.5% Promotions 38,400 41,026 (2,626) -6.4% Sponsorships 13,800 43,572 (29,772) -68.3% Travel 18,000 7,756 10,244 132.1% Total Sales/Promotional 155,808 156,805 (997) -0.6% 13.7% Total Marketing/Sales/Promotional 574,308 585,079 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9%							
Promotional Materials 8,400 11,743 (3,343) -28.5% (2,626) -6.4% Promotions 38,400 41,026 (2,626) -6.4% Sponsorships 13,800 43,572 (29,772) -68.3% Travel 18,000 7,756 10,244 132.1% Total Sales/Promotional 155,808 156,805 (997) -0.6% 13.7% Total Marketing/Sales/Promotional 574,308 585,079 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9%							
Promotions 38,400 41,026 (2,626) -6.4% Sponsorships 13,800 43,572 (29,772) -68.3% Travel 18,000 7,756 10,244 132.1% Total Sales/Promotional 155,808 156,805 (997) -0.6% 13.7% Total Marketing/Sales/Promotional 574,308 585,079 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9%							
Sponsorships 13,800 43,572 (29,772) -68.3% Travel 18,000 7,756 10,244 132.1% Total Sales/Promotional 155,808 156,805 (997) -0.6% 13.7% Total Marketing/Sales/Promotional 574,308 585,079 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9%	Promotions		41.026	(2,626)			
Travel 18,000 7,756 10,244 132.1% Total Sales/Promotional 155,808 156,805 (997) -0.6% 13.7% Total Marketing/Sales/Promotional 574,308 585,079 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9%	Sponsorships						
Total Sales/Promotional 155,808 156,805 (997) -0.6% 13.7% Total Marketing/Sales/Promotional 574,308 585,079 (10,771) -1.8% 50.6% 45.0% TOTAL USES 1,135,143 1,092,794 42,349 3.9%							
TOTAL USES 1,135,143 1,092,794 42,349 3.9%						13.7%	
	Total Marketing/Sales/Promotional	574,308	585,079	(10,771)	-1.8%	50.6%	45.0%
NET -49,418 -52,926 3,508 -6.6%	TOTAL USES	1,135,143	1,092,794	42,349	3.9%		
NET -49,418 -52,926 3,508 -6.6%							
	NET	-49,418	-52,926	3,508	-6.6%		