

Convention and Visitors Bureau of Dunwoody
FY 2017

SOURCES

	2017			
	2017 BUDGET	2016 FORECAST	VARIANCE	%
Revenues				
Carryover from 2015	0	0	0	
Tax Revenue	1,064,378	1,026,400	37,978	3.7%
Interest Income	0	344	(344)	-100.0%
Rent Income	21,348	13,124	8,224	62.7%
Total Revenue	1,085,726	1,039,868	45,857	4.4%
<i>Proof Total</i>				
TOTAL SOURCES	1,085,726	1,039,868	45,857	4.4%
USES				
Personnel				
Salaries	329,832	310,870	18,962	6.1%
Employee Benefits	41,400	39,152	2,248	5.7%
Payroll Taxes	32,983	26,059	6,924	26.6%
Total Personnel	404,215	376,081	28,135	7.5%
				35.6%
				39.0%
Administrative				
Employee Development/Travel	6,000	7,054	(1,054)	-14.9%
Furniture & Fixtures	0	0	0	
Insurance	4,400	4,551	(151)	-3.3%
IT Support/Telephone and Internet	17,220	15,840	1,380	8.7%
Legal/Professional Fees/Licenses	19,500	17,105	2,395	14.0%
Meals and Meeting Expenses	3,000	3,089	(89)	-2.9%
Miscellaneous	1,200	875	325	37.1%
Office Expense/Small Equipment	5,400	7,191	(1,791)	-24.9%
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%
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	
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	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%
NET	-49,418	-52,926	3,508	-6.6%

% 2017 Budget DMAI Average