

Convention Visitors' Bureau of Dunwoody  
YTD Statement of Revenues and  
Expenses Through October 31, 2016

#1.

CVB of Dunwoody				Variance	
	Total Annual Budget	YTD Budget	YTD Actual	(% of YTD Budget)	Prior YTD Actual
Fund Balance	-	-	-		
<b>Revenues</b>					
Interest Revenue	504	420	2,481	591%	368
Rental Income	13,205	10,193	11,850	116%	5,754
Tax Revenue	1,091,821	951,373	915,867	96%	793,505
<b>Total Revenues</b>	<b>1,105,530</b>	<b>961,986</b>	<b>930,198</b>	<b>97%</b>	<b>799,628</b>
<b>Expenditures</b>					
<i>Employees/Personnel</i>					
Salaries	320,965	264,320	252,592	96%	201,955
Benefits	38,400	32,000	33,745	105%	22,668
Payroll Taxes	32,097	26,432	19,737	75%	15,376
<i>Total Employees/Personnel Expenditures</i>	<i>391,462</i>	<i>322,753</i>	<i>306,074</i>	<i>95%</i>	<i>239,998</i>
<i>Administrative</i>					
Depreciation Expense	-	-	-		-
Legal & Professional Fees	18,300	17,500	12,819	73%	14,791
Rent	69,349	53,647	56,237	105%	44,857
Employee Development	5,125	5,125	3,254	64%	5,798
IT Support	6,960	5,800	6,734	116%	7,495
Insurance	3,900	700	3,314	473%	2,157
Postage/Courier/Ovenight Mail	-	-	-		1,335
Telephone/Internet	8,832	7,360	6,105	83%	5,256
Licenses & Fees	3,050	2,550	699	27%	39
Miscellaneous	1,200	1,000	678	68%	442
Office Expense	2,400	2,000	1,586	79%	10,176
Meals & Meeting Expenses	3,200	2,800	2,631	94%	1,665
Travel	4,200	3,500	2,250	64%	2,918
Small Equipment	4,100	4,100	5,275	129%	9,803
<i>Total Administrative Expenditures</i>	<i>130,616</i>	<i>106,082</i>	<i>101,583</i>	<i>96%</i>	<i>108,567</i>
<i>Marketing</i>					
Research	-	-	-		40,154
Graphic Design	24,000	24,000	22,949	96%	22,958
Public Relations	27,000	23,500	19,415	83%	15,051
Website Management	41,000	34,800	34,425	99%	58,645
Website Marketing	66,000	55,000	62,901	114%	33,561
Advertising - Print	75,000	62,500	77,931	125%	78,658
Advertising - Digital	99,000	86,000	92,121	107%	40,118
Printing	15,000	15,000	10,299	69%	8,732
Postage/Courier/Ovenight Mail	2,400	2,000	846	42%	9

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Dues & Subscriptions	17,955	17,825	27,800	156%	20,029
Memberships	12,310	12,310	11,944	97%	9,063
Customer Relationship Management Tool	13,500	13,500	-	0%	-
Photography	31,000	31,000	14,102	45%	2,851
Miscellaneous	1,800	1,500	216	14%	83
<i>Total Marketing Expenditures</i>	<u>425,965</u>	<u>378,935</u>	<u>374,949</u>	<u>99%</u>	<u>329,911</u>
<i>Promotional</i>					
Conventions and Trade Shows	26,050	26,050	13,535	52%	24,529
Event Hosting & Site Visits	46,800	43,500	26,250	60%	12,166
Sponsorships	-	-	1,500		16,600
Group Sales Show Sponsorships	40,000	40,000	50,200	126%	-
Meals and Business Development	3,600	3,000	4,494	150%	4,306
Meeting Bids and Incentives	10,000	10,000	372	4%	-
Promotions	54,000	50,000	35,296	71%	27,269
Travel	13,200	11,000	6,731	61%	10,071
Promotional Materials	14,400	12,000	12,149	101%	18,393
<i>Total Promotional Expenditures</i>	<u>208,050</u>	<u>195,550</u>	<u>150,528</u>	<u>77%</u>	<u>113,335</u>
<b>Total Expenditures</b>	<u>1,156,093</u>	<u>1,003,319</u>	<u>933,133</u>	<u>93%</u>	<u>791,811</u>
<b>Total Revenues over/(under) Expenditures</b>	<u><b>(50,563)</b></u>	<u><b>(41,333)</b></u>	<u><b>(2,935)</b></u>		<u><b>7,817</b></u>

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

Description	Balance	
<u>Assets</u>		
Bank of N Ga-Reserve Acct	52,178.44	
Piedmont Bank Checking Acct	111,494.44	
Piedmont Prime Money Mkt Acct	78,332.94	
BB&T Money Market Acct	0.00	
Cash in Banks		<u>242,005.82</u>
Due from Other Funds-100	0.00	
Due from other Funds-275	104,554.85	
Prepaid Items	0.00	<u>104,554.85</u>
 Total Current Assets		 <u>346,560.67</u>
Capital Assets/Mach & Equip	21,950.05	
Accum Depreciation-Mach & Equip	(14,655.18)	
CDs - non-current	276,707.52	
Non-Current Prepaid Items	8,835.61	<u>292,838.00</u>
 Total Non-Current Assets		 <u>292,838.00</u>
 Total Assets		 <u><u>639,398.67</u></u>
 <u>Liabilities</u>		
Accounts Payable	32,992.50	
Total Liabilities		<u>32,992.50</u>
 <u>Equity</u>		
Retained Surplus	339,341.36	
Retained Surplus-reserve for revenue shortfall	270,000.00	
Fund Balance Assigned-CVB Emergency Reserve	0.00	
Total Beginning Equity	<u>609,341.36</u>	
 Total Revenues	 930,197.63	
Total Expenses	<u>933,132.82</u>	
Total Revenue Over/(Under) Expenses	(2,935.19)	
 Total Equity & Rev. Over/(Under) Exp.		 <u>606,406.17</u>
 Total Liabilities, Equities, & Rev. Over/(Under) Exp.		 <u><u>639,398.67</u></u>