

DUNWOODY CONVENTION AND VISITORS BUREAU  
2019 BUDGET

	2019 BUDGET	2018 FORECAST	2018 BUDGET	2019/2018 Variance to Forecast		2019/2018 Variance to Budget		CVBD %	D.I. %
				\$ Amount	%	\$ Amount	%		
<b>Revenues</b>			\$0						
Tax Revenue	\$1,757,840	\$1,646,322	\$1,727,117	\$111,518	6.3%	\$30,723	1.7%		
Interest Income	\$420	\$341	\$420	\$79	18.8%	\$0	0.0%		
Rent Income	\$24,132	\$18,835	\$22,740	\$5,297	22.0%	\$1,392	5.8%		
<b>Total Revenue</b>	<b>\$1,782,392</b>	<b>\$1,665,498</b>	<b>\$1,750,277</b>	<b>\$116,894</b>	<b>6.6%</b>	<b>\$32,115</b>	<b>1.8%</b>		
<b>TOTAL SOURCES</b>	<b>\$1,782,392</b>	<b>\$1,665,498</b>	<b>\$1,750,277</b>	<b>\$116,894</b>	<b>6.6%</b>	<b>\$32,115</b>	<b>1.8%</b>		
<b>Personnel</b>									
Salaries	\$428,544	\$380,330	\$370,738	\$48,214	11.3%	\$57,806	13.5%		
Employee Benefits	\$49,200	\$50,941	\$53,400	-\$1,741	-3.5%	-\$4,200	-8.5%		
Payroll Taxes	\$42,854	\$30,344	\$37,074	\$12,510	29.2%	\$5,781	13.5%		
<b>Total Personnel</b>	<b>\$520,598</b>	<b>\$461,615</b>	<b>\$461,212</b>	<b>\$58,983</b>	<b>11.3%</b>	<b>\$59,386</b>	<b>11.4%</b>	29.72%	40%
<b>Administrative</b>									
Employee Development	\$9,600	\$5,898	\$3,600	\$3,702	38.6%	\$6,000	62.5%		
Furniture & Fixtures	\$0	\$5,088	\$0	-\$5,088	#DIV/0!	\$0	#DIV/0!		
Insurance	\$5,000	\$1,757	\$4,400	\$3,243	64.9%	\$600	12.0%		
IT Support	\$9,600	\$12,150	\$8,640	-\$2,550	-26.6%	\$960	10.0%		
Legal and Professional Fees	\$15,500	\$16,130	\$15,500	-\$630	-4.1%	\$0	0.0%		
Licenses and Fees	\$600	\$100	\$600	\$500	83.3%	\$0	0.0%		
Meals and Meeting Expenses	\$2,500	\$2,120	\$2,500	\$380	15.2%	\$0	0.0%		
Miscellaneous	\$1,200	\$900	\$1,200	\$300	25.0%	\$0	0.0%		
Office Expense	\$2,400	\$3,573	\$2,400	-\$1,173	-48.9%	\$0	0.0%		
Rent	\$105,912	\$80,557	\$102,900	\$25,355	23.9%	\$3,012	2.8%		
Small Equipment	\$10,000	\$133	\$0	\$9,867	98.7%	\$10,000	100.0%		
Telephone/Internet	\$7,320	\$8,019	\$11,100	-\$699	-9.5%	-\$3,780	-51.6%		
Travel	\$12,000	\$4,561	\$6,000	\$7,439	62.0%	\$6,000	50.0%		
<b>Total Administrative</b>	<b>\$181,632</b>	<b>\$140,984</b>	<b>\$158,840</b>	<b>\$40,648</b>	<b>22.4%</b>	<b>\$22,792</b>	<b>12.5%</b>	10.37%	12%
<i>Total Personnel/Administrative</i>	<i>\$702,230</i>	<i>\$602,599</i>	<i>\$620,052</i>	<i>\$99,632</i>	<i>14.2%</i>	<i>\$82,178</i>	<i>11.7%</i>		
<b>Marketing</b>									
Advertising - Print	\$144,000	\$114,062	\$108,000	\$29,938	20.8%	\$36,000	25.0%		
Advertising - Digital	\$198,000	\$189,303	\$184,200	\$8,697	4.4%	\$13,800	7.0%		
CRM	\$13,500	\$15,326	\$13,500	-\$1,826	-13.5%	\$0	0.0%		
Dues and Subscriptions	\$48,600	\$73,871	\$63,800	-\$25,271	-52.0%	-\$15,200	-31.3%		
Graphic Design	\$41,000	\$8,770	\$24,000	\$32,230	78.6%	\$17,000	41.5%		
Memberships	\$12,000	\$11,591	\$10,200	\$409	3.4%	\$1,800	15.0%		
Miscellaneous	\$1,200	\$223	\$1,200	\$977	81.4%	\$0	0.0%		
Photography/Videography	\$42,000	\$20,226	\$21,600	\$21,774	51.8%	\$20,400	48.6%		
Postage/Courier/Overnight	\$1,200	\$1,140	\$1,800	\$60	5.0%	-\$600	-50.0%		
Printing	\$12,600	\$7,149	\$15,000	\$5,451	43.3%	-\$2,400	-19.0%		
Public Relations	\$54,000	\$29,348	\$24,600	\$24,652	45.7%	\$29,400	54.4%		
Research	\$19,500	\$57,000	\$90,000	-\$37,500	-192.3%	-\$70,500	-361.5%		
Website Management	\$36,000	\$35,735	\$51,600	\$265	0.7%	-\$15,600	-43.3%		
Website Marketing	\$70,500	\$79,103	\$88,800	-\$8,603	-12.2%	-\$18,300	-26.0%		
<b>Total Marketing</b>	<b>\$694,100</b>	<b>\$642,845</b>	<b>\$698,300</b>	<b>\$51,255</b>	<b>7.4%</b>	<b>-\$4,200</b>	<b>-0.6%</b>	39.63%	
<b>Sales/Promotional</b>									
Conventions/Trade Shows	\$66,000	\$42,777	\$43,200	\$23,223	35.2%	\$22,800	34.5%		
Event Hosting/Site Visits	\$63,400	\$5,019	\$30,000	\$58,381	92.1%	\$33,400	52.7%		
Meals and Business Development	\$4,200	\$2,805	\$3,900	\$1,395	33.2%	\$300	7.1%		
Meeting Bids and Incentives	\$12,000	\$2,000	\$12,000	\$10,000	83.3%	\$0	0.0%		
Promotional Materials	\$24,000	\$13,518	\$6,000	\$10,482	43.7%	\$18,000	75.0%		
Promotions	\$77,700	\$72,547	\$62,400	\$5,153	6.6%	\$15,300	19.7%		
Sponsorships	\$84,000	\$29,364	\$37,800	\$54,636	65.0%	\$46,200	55.0%		
Travel	\$24,000	\$23,206	\$18,000	\$794	3.3%	\$6,000	25.0%		
<b>Total Sales/Promotional</b>	<b>\$355,300</b>	<b>\$191,236</b>	<b>\$213,300</b>	<b>\$164,064</b>	<b>46.2%</b>	<b>\$142,000</b>	<b>40.0%</b>	20.28%	
<i>Total Marketing/Sales/Promotional</i>	<i>\$1,049,400</i>	<i>\$834,081</i>	<i>\$911,600</i>	<i>\$215,319</i>	<i>20.5%</i>	<i>\$137,800</i>	<i>13.1%</i>	59.91%	48%
<b>TOTAL USES</b>	<b>\$1,751,630</b>	<b>\$1,436,680</b>	<b>\$1,531,652</b>	<b>\$314,950</b>	<b>18.0%</b>	<b>\$219,978</b>	<b>12.6%</b>		
<b>NET</b>	<b>\$30,762</b>	<b>\$228,818</b>	<b>\$218,625</b>	<b>-\$198,056</b>	<b>-643.8%</b>	<b>-\$187,864</b>	<b>-610.7%</b>		

Actuals through October 2018