

Convention & Visitors' Bureau of Dunwoody
Fund 950 Balance Sheet
As of June 30, 2018

Description	Balance	
<u>Assets</u>		
Bank of N Ga-Reserve Acct	52,236.03	
Piedmont Bank Checking Acct	316,413.64	
Piedmont Prime Money Mkt Acct	53,883.67	
Cash in Banks		422,533.34
Accounts Receivable	0.00	
Due from other Funds-275	157,687.84	
Prepaid Items	0.00	<u>157,687.84</u>
Total Current Assets		<u>580,221.18</u>
Capital Assets/Mach & Equip	21,950.05	
Accum Depreciation-Mach & Equip	(18,380.22)	
CDs - non-current	277,227.35	
Non-Current Prepaid Items	8,835.61	<u>289,632.79</u>
Total Non-Current Assets		<u>289,632.79</u>
Total Assets		<u><u>869,853.97</u></u>
<u>Liabilities</u>		
Accounts Payable	77,568.54	
Total Liabilities		<u>77,568.54</u>
<u>Equity</u>		
Retained Surplus	301,842.27	
Retained Surplus-reserve for revenue shortfall	270,000.00	
Fund Balance Assigned-CVB Emergency Reserve	0.00	
Total Beginning Equity	<u>571,842.27</u>	
Total Revenues	963,723.98	
Total Expenses	<u>743,280.82</u>	
Total Revenue Over/(Under) Expenses	220,443.16	
Total Equity & Rev. Over/(Under) Exp.		<u>792,285.43</u>
Total Liabilities, Equities, & Rev. Over/(Under) Exp.		<u><u>869,853.97</u></u>

Convention Visitors' Bureau of Dunwoody
 YTD Statement of Revenues and
 Expenses Through June 30, 2018

CVB of Dunwoody	Variance				
	Total Annual Budget	YTD Budget	YTD Actual	(% of YTD Budget)	Prior YTD Actual
Fund Balance	-	-	-		
Revenues					
Interest Revenue	420	210	134	64%	189
Other Revenue	-	-	71		-
Rental Income	22,740	11,370	11,023	97%	5,685
Tax Revenue	1,727,117	863,559	952,496	110%	478,110
Total Revenues	1,750,277	875,139	963,724	110%	483,984
Expenditures					
<i>Employees/Personnel</i>					
Salaries	370,738	185,369	172,101	93%	121,672
Benefits	53,400	26,700	25,101	94%	11,603
Payroll Taxes	37,074	18,537	13,420	72%	9,647
<i>Total Employees/Personnel Expenditures</i>	<i>461,212</i>	<i>230,606</i>	<i>210,622</i>	<i>91%</i>	<i>142,922</i>
<i>Administrative</i>					
Depreciation Expense	-	-	-		-
Legal & Professional Fees	15,500	7,750	13,682	177%	7,991
Rent	102,900	51,450	49,398	96%	42,026
Employee Development	3,600	1,800	4,925	274%	330
IT Support	8,640	4,320	6,836	158%	4,266
Insurance	4,400	2,200	882	40%	995
Postage/Courier/Ovenight Mail	-	-	-		-
Telephone/Internet	11,100	5,550	3,782	68%	2,795
Licenses & Fees	600	300	-	0%	1,100
Miscellaneous	1,200	600	601	100%	1,016
Office Expense	2,400	1,200	2,089	174%	1,524
Meals & Meeting Expenses	2,500	1,250	1,020	82%	1,159
Travel	6,000	3,000	1,672	56%	3,935
Small Equipment	-	-	-		-
<i>Total Administrative Expenditures</i>	<i>158,840</i>	<i>79,420</i>	<i>84,888</i>	<i>107%</i>	<i>69,469</i>
<i>Marketing</i>					
Research	90,000	45,000	-	0%	-
Graphic Design	24,000	12,000	1,875	16%	13,850
Public Relations	24,600	12,300	12,825	104%	9,543
Website Management	51,600	25,800	18,550	72%	20,925
Website Marketing	88,800	44,400	35,250	79%	20,566
Advertising - Print	184,200	92,100	69,835	76%	42,055
Advertising - Digital	108,000	54,000	97,091	180%	35,968
Printing	15,000	7,500	2,374	32%	4,350
Postage/Courier/Ovenight Mail	1,800	900	788	88%	559
Dues & Subscriptions	63,800	31,900	62,476	196%	20,440
Memberships	10,200	5,100	8,591	168%	12,715
Customer Relationship Management Tool	13,500	6,750	1,695	25%	-
Photography	21,600	10,800	16,126	149%	28,202
Miscellaneous	1,200	600	-	0%	716
<i>Total Marketing Expenditures</i>	<i>698,300</i>	<i>349,150</i>	<i>327,476</i>	<i>94%</i>	<i>209,888</i>
<i>Promotional</i>					
Conventions and Trade Shows	43,200	21,600	35,327	164%	22,490
Event Hosting & Site Visits	30,000	15,000	2,195	15%	12,039
Sponsorships	37,800	18,900	26,985	143%	-
Meals and Business Development	3,900	1,950	1,294	66%	1,555
Meeting Bids and Incentives	12,000	6,000	-	0%	-
Promotions	62,400	31,200	34,196	110%	18,164
Travel	18,000	9,000	10,496	117%	5,908
Promotional Materials	6,000	3,000	9,801	327%	7,413
<i>Total Promotional Expenditures</i>	<i>213,300</i>	<i>106,650</i>	<i>120,295</i>	<i>113%</i>	<i>78,394</i>
Total Expenditures	1,531,652	765,826	743,281	97%	500,672
Total Revenues over/(under) Expenditures	218,625	109,313	220,443		(16,689)