

**Williamsburg Area Destination Marketing Committee
Profit & Loss Budget vs. Actual**

January through April 2018

April 2018

April YTD TOTALS

	Actual	Budget	\$ O/U Budget	Jan - April 18	Budget	\$ O/U Budget
Revenue	127	120	7	648	570	78
Interest	76,500	25,000	51,500	127,500	77,600	49,900
Private Investors	31,934	39,000	-7,066	170,026	177,000	-6,974
Total Int. & private investors	49,388	45,000	4,388	256,734	260,000	-3,266
James City County	0	62,000	-62,000	220,055	282,000	-61,945
Williamsburg	81,372	146,000	-64,628	646,816	719,000	-72,184
York County	0	0	0	0	2,500	-2,500
Total Tax Revenue	157,949	171,120	-13,171	774,964	799,670	-24,706
VTC Co-op						
Total Revenue						
Expense	1,037	1,877	-840	7,631	11,455	-3,824
Administrative	25,396	14,500	10,896	63,745	66,750	-3,005
Admin	26,433	16,377	10,056	71,376	78,205	-6,829
Staff						
Total Administrative						
Support Expenses	48,013	48,013	0	192,518	192,052	466
Ad Agency	5,857	28,022	-22,165	80,536	107,622	-27,266
Production	0	0	0	15,960	20,000	-4,040
Research	53,870	76,035	-22,165	288,834	319,674	-30,840
Total Support Expenses						
Working						
Fulfillment	2,634	3,650	-1,016	6,098	6,950	-852
Print Media	499,670	509,468	-9,847	1,060,050	1,088,928	-28,878
Advertising	19,753	48,500	-28,747	65,820	97,750	-31,930
Public Relations	7,575	17,850	-10,275	30,087	40,380	-10,293
Social Media	4,622	14,672	-10,050	43,380	67,837	-24,457
Website	534,204	594,139	-59,936	1,205,435	1,301,845	-96,410
Total Working						
Total Expense						
	614,506	686,551	-72,045	1,565,645	1,699,724	-134,079
Net Ordinary Income						
	-456,557	-515,431	58,875	-790,681	-900,054	109,373
Net Income						
	-456,557	-515,431	58,875	-790,681	-900,054	109,373