

Williamsburg Area Destination Marketing Committee

2017 Budget RECONCILIATION - May 2017

Board Summary

	FY 2017 Budget	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	Variance May / Year	Variance April	Change From Prior Month
Revenues																	
Williamsburg	\$1,100,000	\$83,802	\$87,932	\$48,280	\$44,218	\$84,446	\$97,000	\$100,000	\$112,000	\$132,000	\$112,000	\$104,000	\$96,000	\$1,101,678	\$1,678	\$7,232	(\$5,554)
James City County	\$830,000	\$61,036	\$47,635	\$28,618	\$38,910	\$47,644	\$74,000	\$78,000	\$88,000	\$94,000	\$92,000	\$78,000	\$58,000	\$785,844	(\$44,156)	(\$19,801)	(\$24,356)
York County	\$1,145,000	\$77,226	\$85,374	\$50,460	\$60,497	\$89,460	\$102,000	\$100,000	\$123,000	\$138,000	\$128,000	\$80,000	\$95,000	\$1,129,016	(\$15,984)	(\$3,443)	(\$12,540)
Other Revenue	\$170,000	\$1,820	\$56,748	\$25,615	\$675	\$336	\$75,090	\$7,070	\$80	\$85	\$2,090	\$135	\$1,226	\$170,969	\$969	\$759	\$211
<i>Revenue Total</i>	3,245,000	\$223,884	\$277,689	\$152,973	\$144,300	\$221,886	\$348,090	\$285,070	\$323,080	\$364,085	\$334,090	\$262,135	\$250,226	\$3,187,507	(\$57,493)	(\$15,253)	(\$42,239)
Working Expenses																	
Fulfillment	\$46,000	\$792	\$1,661	\$1,297	\$1,637	\$1,439	\$26,200	\$2,000	\$2,000	\$1,700	\$1,500	\$3,763	\$2,012	\$46,000	\$0	\$0	\$0
Public Relations	\$174,000	\$24,542	\$11,750	\$15,639	\$17,964	\$22,390	\$18,646	\$12,200	\$12,750	\$14,050	\$12,750	\$9,000	\$3,361	\$175,042	(\$1,042)	(\$1,042)	(\$0)
Website	\$83,650	\$30	\$3,450	\$6,700	\$9,950	\$8,440	\$4,500	\$23,450	\$7,220	\$6,010	\$3,550	\$3,450	\$6,900	\$83,650	\$0	\$0	\$0
Social Media Content	\$62,200	\$9,200	\$4,600	\$4,600	\$6,657	\$5,023	\$7,100	\$4,600	\$5,029	\$4,600	\$4,600	\$4,600	\$1,590	\$62,200	\$0	\$0	\$0
Paid Media	\$2,018,005	\$54,890	\$327,019	\$416,641	\$16,298	\$299,106	\$401,545	\$131,362	\$225,795	\$45,803	\$37,323	\$54,057	\$28,517	\$2,038,355	(\$20,350)	(\$19,890)	(\$460)
<i>Working Expenses Subtotal</i>	\$2,383,855	\$89,455	\$348,479	\$444,876	\$52,506	\$336,399	\$457,990	\$173,612	\$252,794	\$72,163	\$59,723	\$74,870	\$42,380	\$2,405,247	(\$21,392)	(20,932)	(\$460)
Support Expenses																	
Ad Agency	\$575,985	\$47,999	\$47,999	\$47,999	\$0	\$47,999	\$95,998	\$47,999	\$47,999	\$47,999	\$47,999	\$47,999	\$47,999	\$575,985	\$0	\$0	\$0
Production	\$99,845	\$0.00	\$9,945	\$985	\$150	\$4,424	\$19,015	\$43,092	\$4,409	\$17,825	\$0	\$0	\$0	\$99,845	\$0	\$0	\$0
Research	\$70,965	\$0.00	\$15,200	\$0	\$0	\$0	\$15,000	\$38,800	\$0.0	\$1,965	\$0.0	\$0.0	\$0.0	\$70,965	\$0	\$0	\$0
<i>Support Expenses Total</i>	\$746,795	\$47,999	\$73,143	\$48,984	\$150	\$52,422	\$130,012	\$129,891	\$52,408	\$67,789	\$47,999	\$47,999	\$47,999	\$746,795	\$0	\$0	\$0
Admin Expenses																	
Staff	\$190,000	\$15,243	\$16,169	\$12,133	\$17,875	\$18,761	\$17,500	\$12,500	\$18,000	\$12,500	\$12,320	\$18,875	\$18,000	\$189,875	\$125.5	\$125	\$0
Administrative	\$24,350	\$1,148	\$2,858	\$2,546	\$2,415	\$1,887	\$980	\$1,725	\$2,575	\$8,175	\$750	\$1,191	\$470	\$26,720	(\$2,369.9)	(\$2,349)	(\$21)
<i>Admin Expenses Total</i>	\$214,350	\$16,391	\$19,027	\$14,679	\$20,289	\$20,648	\$18,480	\$14,225	\$20,575	\$20,675	\$13,069	\$20,066	\$18,470	\$216,594	(\$2,244.4)	(\$2,223)	(\$21)
Cash / Carry Over Funds	\$1,267,696	\$1,337,735	\$1,174,775	\$819,209	\$890,564	\$702,980	\$444,588	\$411,930	\$409,233	\$612,691	\$825,990	\$945,190	\$1,086,567				