

Williamsburg Area Destination Marketing Committee

2017 Budget RECONCILIATION - April 2017

Board Summary

	FY 2017 Budget	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	Variance April / Year	Variance March	Change From Prior Month	
Revenues																		
Williamsburg	\$1,100,000	\$83,802	\$87,932	\$48,280	\$44,218	\$90,000	\$97,000	\$100,000	\$112,000	\$132,000	\$112,000	\$104,000	\$96,000	\$1,107,232	\$7,232	\$16,014	(\$8,782)	
James City County	\$830,000	\$61,036	\$47,635	\$28,618	\$38,910	\$72,000	\$74,000	\$78,000	\$88,000	\$94,000	\$92,000	\$78,000	\$58,000	\$810,199	(\$19,801)	(\$18,711)	(\$1,090)	
York County	\$1,145,000	\$77,226	\$85,374	\$50,460	\$60,497	\$102,000	\$102,000	\$100,000	\$123,000	\$138,000	\$128,000	\$80,000	\$95,000	\$1,141,557	(\$3,443)	\$1,060	(\$4,503)	
Other Revenue	\$170,000	\$1,820	\$56,748	\$25,615	\$675	\$125	\$75,090	\$7,070	\$80	\$85	\$2,090	\$135	\$1,226	\$170,759	\$759	\$244	\$515	
<i>Revenue Total</i>	3,245,000	\$223,884	\$277,689	\$152,973	\$144,300	\$264,125	\$348,090	\$285,070	\$323,080	\$364,085	\$334,090	\$262,135	\$250,226	\$3,229,747	(\$15,253)	(\$1,393)	(\$13,860)	
Working Expenses																		
Fulfillment	\$46,000	\$792	\$1,661	\$1,297	\$1,637	\$26,200	\$2,200	\$2,000	\$2,000	\$1,700	\$1,500	\$3,763	\$1,251	\$46,000	\$0	\$0	\$0	
Public Relations	\$174,000	\$24,542	\$11,750	\$15,639	\$17,964	\$25,000	\$19,036	\$9,200	\$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	\$21,000	\$4,500	\$13,450	\$7,220	\$3,450	\$3,550	\$3,450	\$6,900	\$83,650	\$0	\$0	\$0	
Social Media Content	\$62,200	\$9,200	\$4,600	\$4,600	\$6,657	\$4,600	\$7,100	\$4,600	\$5,043	\$4,600	\$4,600	\$4,600	\$2,000	\$62,200	\$0	\$0	\$0	
Paid Media	\$2,018,005	\$54,890	\$327,019	\$416,641	\$16,298	\$643,292	\$234,429	\$131,862	\$45,003	\$46,803	\$38,323	\$51,857	\$31,479	\$2,037,895	(\$19,890)	(\$19,890)	\$0	
<i>Working Expenses Subtotal</i>	\$2,383,855	\$89,455	\$348,479	\$444,876	\$52,506	\$720,092	\$267,265	\$161,112	\$72,015	\$70,603	\$60,723	\$72,670	\$44,991	\$2,404,787	(\$20,932)	(20,932)	\$0	
Support Expenses																		
Ad Agency	\$575,985	\$47,999	\$47,999	\$47,999	\$0	\$95,998	\$47,999	\$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	\$31,000	\$19,015	\$36,693	\$2,057	\$0	\$0	\$0	\$0	\$99,845	\$0	\$0	\$0	
Research	\$70,965	\$0.00	\$15,200	\$0	\$0	\$16,000	\$15,000	\$22,800	\$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	\$142,998	\$82,013	\$107,492	\$50,056	\$49,964	\$47,999	\$47,999	\$47,999	\$746,795	\$0	\$0	\$0	
Admin Expenses																		
Staff	\$190,000	\$15,243	\$16,169	\$12,133	\$17,875	\$12,500	\$17,500	\$12,500	\$20,000	\$12,500	\$12,757	\$19,000	\$21,699	\$189,875	\$125.4	\$0	\$125	
Administrative	\$24,350	\$1,148	\$2,858	\$2,546	\$2,415	\$2,230	\$1,725	\$250	\$2,575	\$8,175	\$1,060	\$1,216	\$500	\$26,699	(\$2,348.6)	(\$1,934)	(\$415)	
<i>Admin Expenses Total</i>	\$214,350	\$16,391	\$19,027	\$14,679	\$20,289	\$14,730	\$19,225	\$12,750	\$22,575	\$20,675	\$13,817	\$20,216	\$22,199	\$216,573	(\$2,223.2)	(\$1,934)	(\$289)	
Cash / Carry Over Funds	\$1,267,696	\$1,337,735	\$1,174,775	\$819,209	\$890,564	\$276,869	\$256,456	\$260,172	\$438,606	\$661,449	\$873,000	\$994,250	\$1,129,287					