

Williamsburg Area Destination Marketing Committee  
2017 Budget RECONCILIATION - March 2017

Board Summary

	FY 2017 Budget	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	Variance March / Year	Variance February	Change From Prior Month	
<b>Revenues</b>																		
Williamsburg	\$1,100,000	\$83,802	\$87,932	\$48,280	\$53,000	\$90,000	\$97,000	\$100,000	\$112,000	\$132,000	\$112,000	\$104,000	\$96,000	\$1,116,014	\$16,014	\$3,734	\$12,280	
James City County	\$830,000	\$61,036	\$47,635	\$28,618	\$40,000	\$72,000	\$74,000	\$78,000	\$88,000	\$94,000	\$92,000	\$78,000	\$58,000	\$811,289	(\$18,711)	(\$1,329)	(\$17,382)	
York County	\$1,145,000	\$77,226	\$85,374	\$50,460	\$65,000	\$102,000	\$102,000	\$100,000	\$123,000	\$138,000	\$128,000	\$80,000	\$95,000	\$1,146,060	\$1,060	\$600	\$460	
Other Revenue	\$170,000	\$1,820	\$56,748	\$25,615	\$75,160	\$125	\$5,090	\$2,070	\$80	\$85	\$2,090	\$135	\$1,226	\$170,244	\$244	\$308	(\$64)	
<i>Revenue Total</i>	<b>3,245,000</b>	<b>\$223,884</b>	<b>\$277,689</b>	<b>\$152,973</b>	<b>\$233,160</b>	<b>\$264,125</b>	<b>\$278,090</b>	<b>\$280,070</b>	<b>\$323,080</b>	<b>\$364,085</b>	<b>\$334,090</b>	<b>\$262,135</b>	<b>\$250,226</b>	<b>\$3,243,607</b>	<b>(\$1,393)</b>	<b>\$3,313</b>	<b>(\$4,707)</b>	
<b>Working Expenses</b>																		
Fulfillment	\$46,000	\$792	\$1,661	\$1,297	\$2,600	\$26,200	\$2,200	\$2,000	\$2,000	\$1,700	\$1,500	\$2,800	\$1,251	\$46,000	\$0	\$0	\$0	
Public Relations	\$174,000	\$24,542	\$11,750	\$15,639	\$26,500	\$25,000	\$10,500	\$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	\$11,050	\$21,000	\$3,500	\$13,450	\$7,220	\$3,450	\$3,450	\$3,450	\$6,900	\$83,650	\$0	\$0	\$0	
Social Media Content	\$62,200	\$9,200	\$4,600	\$4,600	\$7,100	\$5,100	\$4,600	\$5,100	\$7,100	\$5,100	\$4,600	\$5,100	\$0	\$62,200	\$0	\$0	\$0	
Paid Media	\$2,018,005	\$54,890	\$327,019	\$416,641	\$405,454	\$293,501	\$201,332	\$130,862	\$45,003	\$46,803	\$38,323	\$51,157	\$26,911	\$2,037,895	(\$19,890)	(\$19,890)	\$0	
<i>Working Expenses Subtotal</i>	<b>\$2,383,855</b>	<b>\$89,455</b>	<b>\$348,479</b>	<b>\$444,876</b>	<b>\$452,704</b>	<b>\$370,801</b>	<b>\$222,132</b>	<b>\$160,612</b>	<b>\$74,073</b>	<b>\$71,103</b>	<b>\$60,623</b>	<b>\$71,507</b>	<b>\$38,423</b>	<b>\$2,404,787</b>	<b>(\$20,932)</b>	<b>(20,932)</b>	\$0	
<b>Support Expenses</b>																		
Ad Agency	\$575,985	\$47,999	\$47,999	\$47,999	\$47,999	\$47,999	\$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	\$44,900	\$25,000	\$19,015	\$0	\$0	\$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>	<b>\$746,795</b>	<b>\$47,999</b>	<b>\$73,143</b>	<b>\$48,984</b>	<b>\$92,899</b>	<b>\$88,999</b>	<b>\$82,013</b>	<b>\$70,799</b>	<b>\$47,999</b>	<b>\$49,964</b>	<b>\$47,999</b>	<b>\$47,999</b>	<b>\$47,999</b>	<b>\$746,795</b>	<b>\$0</b>	<b>\$0</b>	\$0	
<b>Admin Expenses</b>																		
Staff	\$190,000	\$15,243	\$16,169	\$12,133	\$20,000	\$12,500	\$17,500	\$12,500	\$20,000	\$12,500	\$12,757	\$17,000	\$21,699	\$190,000	\$0.0	\$0	\$0	
Administrative	\$24,350	\$1,148	\$2,858	\$2,546	\$3,875	\$1,505	\$525	\$250	\$2,575	\$8,175	\$1,060	\$1,216	\$550	\$26,284	(\$1,934.0)	(\$1,739)	(\$195)	
<i>Admin Expenses Total</i>	<b>\$214,350</b>	<b>\$16,391</b>	<b>\$19,027</b>	<b>\$14,679</b>	<b>\$23,875</b>	<b>\$14,005</b>	<b>\$18,025</b>	<b>\$12,750</b>	<b>\$22,575</b>	<b>\$20,675</b>	<b>\$13,817</b>	<b>\$18,216</b>	<b>\$22,249</b>	<b>\$216,284</b>	<b>(\$1,934.0)</b>	<b>(\$1,739)</b>	<b>(\$195)</b>	
<b>Cash / Carry Over Funds</b>	<b>\$1,267,696</b>	\$1,337,735	\$1,174,775	\$819,209	\$482,891	\$273,212	\$229,131	\$265,040	\$443,474	\$665,817	\$877,468	\$1,001,881	\$1,143,437					