

Williamsburg Area Destination Marketing Committee  
 2017 Budget RECONCILIATION - February, 2017  
 Board Summary

	FY 2017 Budget	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	Variance February / Year	Variance January	Change From Prior Month
<b>Revenues</b>																	
Williamsburg	\$1,100,000	\$83,802	\$87,932	\$36,000	\$53,000	\$90,000	\$97,000	\$100,000	\$112,000	\$132,000	\$112,000	\$104,000	\$96,000	\$1,103,734	\$3,734	\$3,802	(\$68)
James City County	\$830,000	\$61,036	\$47,635	\$46,000	\$40,000	\$72,000	\$74,000	\$78,000	\$88,000	\$94,000	\$92,000	\$78,000	\$58,000	\$828,671	(\$1,329)	\$3,036	(\$4,365)
York County	\$1,145,000	\$77,226	\$85,374	\$50,000	\$65,000	\$102,000	\$102,000	\$100,000	\$123,000	\$138,000	\$128,000	\$80,000	\$95,000	\$1,145,600	\$600	\$226	\$374
Other Revenue	\$170,000	\$1,820	\$56,748	\$680	\$75,160	\$125	\$30,090	\$2,070	\$80	\$85	\$2,090	\$135	\$1,226	\$170,308	\$308	\$905	(\$596)
<i>Revenue Total</i>	<b>3,245,000</b>	<b>\$223,884</b>	<b>\$277,689</b>	<b>\$132,680</b>	<b>\$233,160</b>	<b>\$264,125</b>	<b>\$303,090</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>\$3,248,313</b>	<b>\$3,313</b>	<b>\$7,969</b>	<b>(\$4,655)</b>
<b>Working Expenses</b>																	
Fulfillment	\$46,000	\$792	\$1,661	\$2,000	\$2,600	\$26,200	\$2,200	\$2,000	\$2,000	\$1,700	\$1,500	\$2,800	\$548	\$46,000	\$0	\$0	\$0
Public Relations	\$174,000	\$24,542	\$11,750	\$22,250	\$19,750	\$14,750	\$14,250	\$12,950	\$12,750	\$14,050	\$12,750	\$12,750	\$2,500	\$175,042	(\$1,042)	(\$1,042)	\$0
Website	\$83,650	\$30	\$3,450	\$16,950	\$11,050	\$10,950	\$3,500	\$13,450	\$10,470	\$3,450	\$3,450	\$3,450	\$3,450	\$83,650	\$0	\$0	\$0
Social Media Content	\$62,200	\$9,200	\$4,600	\$5,100	\$7,100	\$5,100	\$4,600	\$5,100	\$7,100	\$5,100	\$4,600	\$4,600	\$0	\$62,200	\$0	\$0	\$0
Paid Media	\$2,018,005	\$54,890	\$327,019	\$422,843	\$406,492	\$289,551	\$201,332	\$130,012	\$45,003	\$47,503	\$37,823	\$50,457	\$24,971	\$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>\$469,143</b>	<b>\$446,992</b>	<b>\$346,551</b>	<b>\$225,882</b>	<b>\$163,512</b>	<b>\$77,323</b>	<b>\$71,803</b>	<b>\$60,123</b>	<b>\$74,057</b>	<b>\$31,469</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	\$44,900	\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$79,845	\$0	\$0	\$0
Research	\$70,965	\$0.00	\$15,200	\$6,800	\$16,000	\$15,000	\$0	\$16,000	\$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>\$99,699</b>	<b>\$88,999</b>	<b>\$62,999</b>	<b>\$47,999</b>	<b>\$63,999</b>	<b>\$47,999</b>	<b>\$49,964</b>	<b>\$47,999</b>	<b>\$47,999</b>	<b>\$47,999</b>	<b>\$726,795</b>	<b>\$0</b>	<b>\$0</b>	\$0
<b>Admin Expenses</b>																	
Staff	\$190,000	\$15,243	\$16,169	\$17,500	\$20,000	\$12,500	\$17,500	\$12,500	\$20,000	\$12,500	\$12,757	\$17,000	\$16,331	\$190,000	\$0.0	\$0	\$0
Administrative	\$24,350	\$1,148	\$2,858	\$3,275	\$3,850	\$675	\$525	\$250	\$2,575	\$8,175	\$1,000	\$1,216	\$541	\$26,089	(\$1,739.0)	(\$331)	(\$1,408)
<i>Admin Expenses Total</i>	<b>\$214,350</b>	<b>\$16,391</b>	<b>\$19,027</b>	<b>\$20,775</b>	<b>\$23,850</b>	<b>\$13,175</b>	<b>\$18,025</b>	<b>\$12,750</b>	<b>\$22,575</b>	<b>\$20,675</b>	<b>\$13,757</b>	<b>\$18,216</b>	<b>\$16,872</b>	<b>\$216,089</b>	<b>(\$1,739.0)</b>	<b>(\$331)</b>	<b>(\$1,408)</b>
<b>Cash / Carry Over Funds</b>	<b>\$1,267,696</b>	<b>\$1,337,735</b>	<b>\$1,174,775</b>	<b>\$717,838</b>	<b>\$391,157</b>	<b>\$232,558</b>	<b>\$243,742</b>	<b>\$283,551</b>	<b>\$458,735</b>	<b>\$680,378</b>	<b>\$892,589</b>	<b>\$1,014,452</b>	<b>\$1,168,338</b>				