

Williamsburg Area Destination Marketing Committee
2017 Budget RECONCILIATION - January, 2017

Board Summary

	FY 2017 Budget	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	Variance January		
Revenues																	
Williamsburg	\$1,100,000	83,802.00	88,000.00	36,000.00	53,000.00	90,000.00	97,000.00	100,000.00	112,000.00	132,000.00	112,000.00	104,000.00	96,000.00	\$1,103,802	\$3,802.00		\$3,802
James City County	\$830,000	61,036.00	52,000.00	46,000.00	40,000.00	72,000.00	74,000.00	78,000.00	88,000.00	94,000.00	92,000.00	78,000.00	58,000.00	\$833,036	\$3,036.00		\$3,036
York County	\$1,145,000	77,226.00	85,000.00	50,000.00	65,000.00	102,000.00	102,000.00	100,000.00	123,000.00	138,000.00	128,000.00	80,000.00	95,000.00	\$1,145,226	\$226.00		\$226
Other Revenue	\$170,000	\$1,820	\$50,920	\$680	\$78,160	\$125	\$30,090	\$3,070	\$80	\$85	\$3,090	\$135	\$2,650	\$170,905	\$904.57		\$905
<i>Revenue Total</i>	3,245,000	\$223,884	\$275,920	\$132,680	\$236,160	\$264,125	\$303,090	\$281,070	\$323,080	\$364,085	\$335,090	\$262,135	\$251,650	\$3,252,969	\$7,968.57		\$7,969
Working Expenses																	
Fulfillment	\$46,000	\$792	\$1,400	\$2,200	\$2,600	\$26,200	\$2,200	\$2,000	\$2,000	\$1,700	\$1,500	\$2,800	\$608	\$46,000	\$0.00		\$0
Public Relations	\$174,000	\$24,542	\$12,250	\$22,250	\$19,250	\$14,750	\$14,250	\$12,950	\$12,750	\$14,050	\$12,750	\$12,750	\$2,500	\$175,042	(\$1,042.44)		(\$1,042)
Website	\$83,650	\$30	\$3,500	\$16,900	\$11,050	\$10,950	\$3,500	\$13,450	\$10,470	\$3,450	\$3,450	\$3,450	\$3,450	\$83,650	\$0.00		\$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	\$0.00		\$0
Paid Media	\$2,018,005	\$54,890	\$347,218	\$422,843	\$388,018	\$289,551	\$201,332	\$130,012	\$45,003	\$47,503	\$37,823	\$50,457	\$23,245	\$2,037,895	(\$19,890.02)		(\$19,890)
<i>Working Expenses Subtotal</i>	\$2,383,855	\$89,455	\$368,968	\$469,293	\$428,018	\$346,551	\$225,882	\$163,512	\$77,323	\$71,803	\$60,123	\$74,057	\$29,803	\$2,404,787	(\$20,932.46)		(\$20,932)
Support Expenses																	
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	\$0.00		\$0
Production	\$99,845	\$0.00	\$54,845	\$20,000	\$25,000	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$99,845	\$0.00		\$0
Research	\$70,965	\$0.00	\$15,200	\$6,800	\$16,000	\$15,000	\$0.00	\$16,000	\$0.00	\$1,965	\$0.00	\$0.00	\$0.00	\$70,965	\$0.00		\$0
<i>Support Expenses Total</i>	\$746,795	\$47,999	\$118,044	\$74,799	\$88,999	\$62,999	\$47,999	\$63,999	\$47,999	\$49,964	\$47,999	\$47,999	\$47,999	\$746,795	\$0.00		\$0
Admin Expenses																	
Staff	\$190,000	\$15,243	\$12,500	\$17,500	\$20,000	\$12,500	\$17,500	\$12,500	\$20,000	\$12,500	\$12,757	\$17,000	\$20,000	\$190,000	\$0.00		\$0
Administrative	\$24,350	\$1,148	\$3,525	\$3,275	\$1,350	\$675	\$525	\$250	\$2,625	\$8,175	\$1,050	\$1,491	\$591	\$24,681	(\$330.65)		(\$331)
<i>Admin Expenses Total</i>	\$214,350	\$16,391	\$16,025	\$20,775	\$21,350	\$13,175	\$18,025	\$12,750	\$22,625	\$20,675	\$13,807	\$18,491	\$20,591	\$214,681	(\$330.65)		(\$331)
Cash / Carry Over Funds	\$1,267,696	\$1,337,735	\$1,110,618	\$678,432	\$376,225	\$217,625	\$228,810	\$269,619	\$444,752	\$666,396	\$879,557	\$1,001,145	\$1,154,402				