

Williamsburg Area Destination Marketing Committee
2017 Budget RECONCILIATION - July 2017
Board Summary

	FY 2017 Budget	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	Variance July / Year	Variance June	Change From Prior Month
Revenues																	
Williamsburg	\$1,100,000	\$83,802	\$87,932	\$48,280	\$44,218	\$84,446	\$96,212	\$111,914	\$112,000	\$132,000	\$112,000	\$104,000	\$96,000	\$1,112,804	\$12,804	\$890	\$11,914
James City County	\$830,000	\$61,036	\$47,635	\$28,618	\$38,910	\$47,644	\$93,616	\$62,601	\$88,000	\$94,000	\$92,000	\$78,000	\$58,000	\$790,060	(\$39,940)	(\$24,541)	(\$15,399)
York County	\$1,145,000	\$77,226	\$85,374	\$50,460	\$60,497	\$89,460	\$125,902	\$91,142	\$123,000	\$138,000	\$128,000	\$80,000	\$95,000	\$1,144,060	(\$940)	\$7,919	(\$8,859)
Other Revenue	\$170,000	\$1,820	\$56,748	\$25,615	\$675	\$336	\$141	\$78,174	\$80	\$5,085	\$2,090	\$135	\$1,187	\$172,086	\$2,086	\$1,021	\$1,065
<i>Revenue Total</i>	3,245,000	\$223,884	\$277,689	\$152,973	\$144,300	\$221,886	\$315,871	\$343,831	\$323,080	\$369,085	\$334,090	\$262,135	\$250,187	\$3,219,011	(\$25,989)	(\$14,711)	(\$11,278)
Working Expenses																	
Fulfillment	\$46,000	\$792	\$1,661	\$1,297	\$1,637	\$1,439	\$0	\$0	\$30,200	\$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	\$8,000	\$8,080	\$23,316	\$18,250	\$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	\$3,450	\$3,450	\$24,670	\$6,060	\$4,550	\$6,000	\$6,900	\$83,650	\$0	\$0	\$0
Social Media Content	\$62,200	\$9,200	\$4,600	\$4,600	\$6,657	\$5,023	\$4,600	\$4,795	\$5,029	\$7,100	\$4,600	\$4,600	\$1,395	\$62,200	\$0	\$0	\$0
Paid Media	\$2,018,005	\$54,890	\$327,019	\$416,641	\$16,298	\$299,106	\$195,665	\$463,074	\$100,457	\$39,653	\$40,073	\$56,729	\$30,164	\$2,039,768	(\$21,763)	(\$20,350)	(\$1,413)
<i>Working Expenses Subtotal</i>	\$2,383,855	\$89,455	\$348,479	\$444,876	\$52,506	\$336,399	\$211,715	\$479,399	\$183,672	\$72,763	\$63,473	\$80,092	\$43,832	\$2,406,661	(\$22,806)	(21,392)	(\$1,414)
Support Expenses																	
Ad Agency	\$575,985	\$47,999	\$47,999	\$47,999	\$0	\$47,999	\$47,999	\$95,998	\$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	\$0	\$68,935	\$7,751	\$5,155	\$2,500	\$0	\$0	\$99,845	\$0	\$0	\$0
Research	\$70,965	\$0.00	\$15,200	\$0	\$0	\$0	\$0	\$0	\$31,000.0	\$24,765	\$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	\$47,999	\$164,933	\$86,750	\$77,918	\$50,499	\$47,999	\$47,999	\$746,795	\$0	\$0	\$0
Admin Expenses																	
Staff	\$190,000	\$15,243	\$16,169	\$12,133	\$17,875	\$18,761	\$0	\$0	\$48,000	\$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	\$16	\$750	\$4,655	\$8,384	\$1,000	\$1,341	\$470	\$27,470	(\$3,119.9)	(\$2,370)	(\$750)
<i>Admin Expenses Total</i>	\$214,350	\$16,391	\$19,027	\$14,679	\$20,289	\$20,648	\$16	\$750	\$52,655	\$20,884	\$13,319	\$20,216	\$18,470	\$217,344	(\$2,994.4)	(\$2,244)	(\$750)
Cash / Carry Over Funds	\$1,267,696	\$1,337,735	\$1,174,775	\$819,209	\$890,564	\$702,980	\$759,123	\$457,871	\$457,874	\$655,394	\$862,193	\$976,021	\$1,115,907				