

Williamsburg Area Destination Marketing Committee  
2017 Budget RECONCILIATION - November 2017

Board Summary

	FY 2017 Budget	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	Variance Nov / Year	Variance Oct	Change From Prior Month
<b>Revenues</b>																	
Williamsburg	\$1,100,000	\$83,802	\$87,932	\$48,280	\$44,218	\$84,446	\$96,212	\$111,914	\$115,918	\$140,598	\$120,894	\$90,056	\$96,000	\$1,120,270	\$20,270	\$34,214	(\$13,944)
James City County	\$830,000	\$61,036	\$47,635	\$28,618	\$38,910	\$47,644	\$93,616	\$62,601	\$99,194	\$105,112	\$98,602	\$63,120	\$58,000	\$804,088	(\$25,912)	(\$11,032)	(\$14,880)
York County	\$1,145,000	\$77,226	\$85,374	\$50,460	\$60,497	\$89,460	\$125,902	\$91,142	\$138,552	\$136,176	\$126,526	\$89,891	\$95,000	\$1,166,205	\$21,205	\$11,314	\$9,891
Other Revenue	\$170,000	\$1,820	\$56,748	\$25,615	\$675	\$336	\$141	\$78,174	\$109	\$69	\$121	\$2,635	\$5,150	\$171,593	\$1,593	\$2,130	(\$537)
<i>Revenue Total</i>	<b>3,245,000</b>	<b>\$223,884</b>	<b>\$277,689</b>	<b>\$152,973</b>	<b>\$144,300</b>	<b>\$221,886</b>	<b>\$315,871</b>	<b>\$343,831</b>	<b>\$353,772</b>	<b>\$381,956</b>	<b>\$346,142</b>	<b>\$245,702</b>	<b>\$254,150</b>	<b>\$3,262,156</b>	<b>\$17,156</b>	<b>\$36,626</b>	<b>(\$19,470)</b>
<b>Working Expenses</b>																	
Fulfillment	\$46,000	\$792	\$1,661	\$1,297	\$1,637	\$3,963	\$0	\$0	\$2,819	\$1,698	\$25,599	\$506	\$4,030	\$44,000	\$2,000	\$1,336	664.00
Public Relations	\$174,000	\$24,542	\$11,750	\$15,639	\$19,006	\$24,347	\$8,000	\$8,080	\$15,146	\$16,700	\$13,886	\$14,998	\$1,500	\$173,595	\$405	(\$1,042)	1,447.74
Website	\$83,650	\$30	\$3,450	\$6,700	\$9,950	\$8,440	\$3,450	\$3,450	\$6,050	\$6,930	\$13,200	\$3,450	\$18,549	\$83,650	\$0	\$0	0.00
Social Media Content	\$62,200	\$9,200	\$4,600	\$4,600	\$6,657	\$5,023	\$4,600	\$4,795	\$4,990	\$4,606	\$4,600	\$4,606	\$2,935	\$61,213	\$987	\$0	987.00
Paid Media	\$2,018,005	\$54,890	\$327,019	\$416,641	\$16,298	\$299,106	\$195,665	\$463,074	\$69,684	\$32,902	\$32,453	\$59,933	\$36,332	\$2,003,996	\$14,010	\$7,133	6,877
<i>Working Expenses Subtotal</i>	<b>\$2,383,855</b>	<b>\$89,455</b>	<b>\$348,479</b>	<b>\$444,876</b>	<b>\$53,548</b>	<b>\$340,880</b>	<b>\$211,715</b>	<b>\$479,399</b>	<b>\$98,689</b>	<b>\$62,836</b>	<b>\$89,738</b>	<b>\$83,493</b>	<b>\$63,346</b>	<b>\$2,366,453</b>	<b>\$17,402</b>	<b>7,427</b>	<b>9,975</b>
<b>Support Expenses</b>																	
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	\$2,300	\$0	\$0	\$3,574	\$4,850	\$95,163	\$4,682	\$0	\$4,682
Research	\$70,965	\$0.00	\$15,200	\$0	\$0	\$13,070	\$0	\$0	\$14,600.0	\$5,849	\$0.0	\$0.0	\$0.0	\$48,719	\$22,246	\$10,000	\$12,246
<i>Support Expenses Total</i>	<b>\$746,795</b>	<b>\$47,999</b>	<b>\$73,143</b>	<b>\$48,984</b>	<b>\$150</b>	<b>\$65,492</b>	<b>\$47,999</b>	<b>\$164,933</b>	<b>\$64,899</b>	<b>\$53,848</b>	<b>\$47,999</b>	<b>\$51,573</b>	<b>\$52,849</b>	<b>\$719,867</b>	<b>\$26,928</b>	<b>\$10,000</b>	<b>\$16,928</b>
<b>Admin Expenses</b>																	
Staff	\$190,000	\$15,243	\$16,169	\$12,133	\$17,875	\$30,853	\$0	\$0	\$31,271	\$12,510	\$18,449	\$13,807	\$21,000	\$189,309	\$690.8	\$498	\$193
Administrative	\$24,350	\$1,148	\$2,858	\$2,546	\$2,415	\$3,556	\$16	\$750	\$982	\$15,792	\$1,720	\$1,851	\$2,076	\$35,709	(\$11,359)	(\$10,361)	(\$998)
<i>Admin Expenses Total</i>	<b>\$214,350</b>	<b>\$16,391</b>	<b>\$19,027</b>	<b>\$14,679</b>	<b>\$20,289</b>	<b>\$34,409</b>	<b>\$16</b>	<b>\$750</b>	<b>\$32,253</b>	<b>\$28,302</b>	<b>\$20,169</b>	<b>\$15,658</b>	<b>\$23,076</b>	<b>\$225,018</b>	<b>(\$10,668)</b>	<b>(\$9,863)</b>	<b>(\$805)</b>
<b>Cash / Carry Over Funds</b>	<b>\$1,267,696</b>	<b>\$1,337,735</b>	<b>\$1,174,775</b>	<b>\$819,209</b>	<b>\$889,522</b>	<b>\$670,627</b>	<b>\$726,769</b>	<b>\$425,518</b>	<b>\$583,450</b>	<b>\$820,420</b>	<b>\$1,008,656</b>	<b>\$1,103,634</b>	<b>\$1,218,514</b>				