

Williamsburg Area Destination Marketing Committee
2017 Budget RECONCILIATION - October 2017

Board Summary

	FY 2017 Budget	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	Variance Oct / Year	Variance Sept	Change From Prior Month
Revenues																	
Williamsburg	\$1,100,000	\$83,802	\$87,932	\$48,280	\$44,218	\$84,446	\$96,212	\$111,914	\$115,918	\$140,598	\$120,894	\$104,000	\$96,000	\$1,134,214	\$34,214	\$25,320	\$8,894
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	\$78,000	\$58,000	\$818,968	(\$11,032)	(\$17,634)	\$6,602
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	\$80,000	\$95,000	\$1,156,314	\$11,314	\$12,788	(\$1,474)
Other Revenue	\$170,000	\$1,820	\$56,748	\$25,615	\$675	\$336	\$141	\$78,174	\$109	\$69	\$121	\$7,135	\$1,187	\$172,130	\$2,130	\$2,100	\$30
<i>Revenue Total</i>	3,245,000	\$223,884	\$277,689	\$152,973	\$144,300	\$221,886	\$315,871	\$343,831	\$353,772	\$381,956	\$346,142	\$269,135	\$250,187	\$3,281,626	\$36,626	\$22,574	\$14,052
Working Expenses																	
Fulfillment	\$46,000	\$792	\$1,661	\$1,297	\$1,637	\$3,963	\$0	\$0	\$2,819	\$1,698	\$25,599	\$1,600	\$3,600	\$44,664	\$1,336	\$0	1,335.67
Public Relations	\$174,000	\$24,542	\$11,750	\$15,639	\$17,964	\$24,347	\$8,000	\$8,080	\$15,146	\$16,700	\$13,886	\$18,349	\$639	\$175,042	(\$1,042)	(\$1,042)	0.00
Website	\$83,650	\$30	\$3,450	\$6,700	\$9,950	\$8,440	\$3,450	\$3,450	\$6,050	\$6,930	\$13,200	\$9,589	\$12,410	\$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	\$7,100	\$1,428	\$62,200	\$0	\$0	0.00
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	\$61,748	\$41,393	\$2,010,872	\$7,133	\$2,333	4,800
<i>Working Expenses Subtotal</i>	\$2,383,855	\$89,455	\$348,479	\$444,876	\$52,506	\$340,880	\$211,715	\$479,399	\$98,689	\$62,836	\$89,738	\$98,387	\$59,470	\$2,376,429	\$7,426	1,291	6,136
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	\$2,300	\$0	\$0	\$13,106	\$0	\$99,845	\$0	\$0	\$0
Research	\$70,965	\$0.00	\$15,200	\$0	\$0	\$13,070	\$0	\$0	\$14,600.0	\$5,849	\$0.0	\$0.0	\$12,246.0	\$60,965	\$10,000	\$10,000	\$0
<i>Support Expenses Total</i>	\$746,795	\$47,999	\$73,143	\$48,984	\$150	\$65,492	\$47,999	\$164,933	\$64,899	\$53,848	\$47,999	\$61,105	\$60,245	\$736,795	\$10,000	\$10,000	\$0
Admin Expenses																	
Staff	\$190,000	\$15,243	\$16,169	\$12,133	\$17,875	\$30,853	\$0	\$0	\$31,271	\$12,510	\$18,449	\$18,000	\$17,000	\$189,502	\$498.0	\$947	(\$449)
Administrative	\$24,350	\$1,148	\$2,858	\$2,546	\$2,415	\$3,556	\$16	\$750	\$982	\$15,792	\$1,720	\$1,005	\$1,924	\$34,711	(\$10,361)	(\$10,324)	(\$37)
<i>Admin Expenses Total</i>	\$214,350	\$16,391	\$19,027	\$14,679	\$20,289	\$34,409	\$16	\$750	\$32,253	\$28,302	\$20,169	\$19,005	\$18,924	\$224,213	(\$9,863)	(\$9,377)	(\$486)
Cash / Carry Over Funds	\$1,267,696	\$1,337,735	\$1,174,775	\$819,209	\$890,564	\$671,669	\$727,811	\$426,560	\$584,492	\$821,462	\$1,009,698	\$1,100,337	\$1,211,885				