

Williamsburg Area Destination Marketing Committee  
Profit & Loss Budget vs. Actual

January through March 2018

March 2018			YTD TOTALS		
Actual	Budget	\$ O/U Budget	Jan - March 18	Budget	\$ O/U Budget
<b>Revenue</b>					
197	170	27	Interest	450	71
25,000	50,000	-25,000	Private Investors	52,600	-1,600
			Total Int. & private investores		
33,441	31,000	2,441	James City County	138,000	92
44,056	50,000	-5,944	Williamsburg	215,000	-7,654
51,731	53,000	-1,269	York County	220,000	55
129,228	134,000	-4,772	Total Tax Revenue	573,000	-7,506
0	2,500	-2,500	VTC Co-op	2,500	-2,500
154,425	186,670	-32,245	<b>Total Revenue</b>	<b>628,550</b>	<b>-11,535</b>
<b>Expense</b>					
Administrative					
750	1,885	-1,135	Admin	9,578	-2,984
12,766	23,250	-10,484	Staff	52,250	-13,901
13,516	25,135	-11,619	Total Administrative	61,828	-16,885
Support Expenses					
48,013	48,013	0	Ad Agency	144,039	466
64,409	79,600	-15,191	Production	79,600	-5,101
0	20,000	-20,000	Research	20,000	-4,040
112,422	147,613	-35,191	Total Support Expenses	243,639	-8,675
Working					
1,392	1,350	42	Fulfillment	3,300	164
284,522	288,568	-4,046	Paid Media / Advertising	579,461	-19,031
14,019	21,000	-6,981	Public Relations	49,250	-3,183
7,500	7,510	-10	Social Media	22,530	-18
4,622	14,622	-10,000	Website	53,165	-14,407
312,055	333,050	-20,995	Total Working	707,706	-36,474
437,993	505,798	-67,804	<b>Total Expense</b>	<b>1,013,173</b>	<b>-62,034</b>
-283,568	-319,128	35,559	<b>Net Ordinary Income</b>	<b>-384,623</b>	<b>50,499</b>
<b>-283,568</b>	<b>-319,128</b>	<b>35,559</b>	<b>Net Income</b>	<b>-384,623</b>	<b>50,499</b>