

WADMC

Financial Report
October 31, 2012

WILDES
& COMPANY PLLC
Certified Public Accountants

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& COMPANY PLLC
Certified Public Accountants

Independent Accountant's Compilation Report

To the Board of Directors
Williamsburg Area Destination Marketing Committee ("WADMC")
Williamsburg, VA

We have compiled the accompanying statement of financial position of WADMC as of October 31, 2012 and the related statements of activities and functional expenses for the period then ended, and the accompanying supplementary information contained in Schedules I and II, which are presented only for supplementary analysis purposes. We have not audited or reviewed the accompanying financial statements and supplementary schedules and, accordingly, do not express an opinion or provide any assurance about whether the financial statements and supplementary schedules are in accordance with accounting principles generally accepted in the United States of America.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

Our responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures and the statement of cash flows required by accounting principles generally accepted in the United States of America. If the omitted disclosures and statement of cash flows were included in the financial statements, they might influence the user's conclusions about WADMC's financial position, results of activities, and cash flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

Wildes & Company PLLC

Wildes & Company, PLLC
January 17, 2013

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE

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WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE
STATEMENT OF FINANCIAL POSITION
As of October 31, 2012

Assets

Current Assets

Unrestricted-Chesapeake Bank	\$ 1,255,561
Accounts Receivable	<u>186,732</u>
<i>Total Current Assets</i>	<u>1,442,293</u>

Total Assets \$ 1,442,293

Liabilities and Net Assets

Current Liabilities

Accounts Payable	<u>\$ 44,687</u>
<i>Total Liabilities</i>	<u>44,687</u>

Net Assets

Unrestricted net assets	<u>1,397,606</u>
<i>Total net assets</i>	<u>1,397,606</u>

Total Liabilities and Net Assets \$ 1,442,293

See independent accountant's compilation report.

WILLIAMSBURG AREA DESTINATION MARKETING ASSOCIATION
STATEMENT OF ACTIVITIES
For the Ten Months Ended October 31, 2012

<u>Unrestricted Revenue and Support</u>		
City of Williamsburg		\$ 1,033,276
James City County		550,723
York County		937,983
Private Investors		666,313
ARES Commission		48,473
Interest income		2,155
	<i>Total Revenue and Support</i>	<u>\$ 3,238,923</u>
<u>Expenses</u>		
Marketing		\$ 3,452,728
General and Administrative		85,999
	<i>Total Expenses</i>	<u>3,538,727</u>
CHANGE IN NET ASSETS		(299,804)
NET ASSETS, BEGINNING OF YEAR		<u>1,697,410</u>
NET ASSETS, END OF PERIOD		<u><u>\$ 1,397,606</u></u>

See independent accountant's compilation report.

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE
STATEMENT OF FUNCTIONAL EXPENSES
For the Ten Months Ended October 31, 2012

Marketing

Momentum (includes pay-click)	\$ 111,250
Momentum Agency Services	-
Momentum Print Creative	-
Momentum Online Creative	51,172
Momentum TV Edit Production	18,189
Momentum Research-Ad & Web	49,978
Momentum TV Traffic	5,472
Momentum Web Content/Revision	11,469
Momentum Talent Fee	-
Momentum Web Design/Hosting	4,040
Ingenuity Media-Local TV	1,994,275
Ingenuity General Media Fee	52,000
Ingenuity Search Fee	18,750
Ingenuity Search	570,284
Ingenuity Misc	1,277
Ingenuity Online Display	390,507
Ingenuity Ad Serving Fee	6,336
Ingenuity Print Magazine	15,948
Public Relations (DCI)	109,795
DCI Outreach	-
Website Management	41,986
Travel Writer Site Visit	-
<i>Total Marketing</i>	<u>\$ 3,452,728</u>

General and Administrative

Destination Coordinator	\$ 47,810
Accounting	16,250
Postage	4,748
Miscellaneous	17,191
<i>Total General and Administrative</i>	<u>\$ 85,999</u>

Total Expenses \$ 3,538,727

See independent accountant's compilation report.

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE

SCHEDULE I - ACCOUNTS PAYABLE AND ACCOUNTS RECEIVABLE

As of October 31, 2012

Accounts Receivable

York County	\$ 82,628
James City County	-
City of Williamsburg	102,608
Private Investors	1,496
Total Accounts Receivable	\$ 186,732

Accounts Payable

Ingenuity Misc	\$ 118
Ingenuity-Local TV	-
Ingenuity Online Display	-
Ingenuity Search	28,418
Ingenuity Print Magazine	15,948
Momentum TV Edit Production	203
Miscellaneous	
Total Accounts Payable	\$ 44,687

See independent accountant's compilation report.

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE
SCHEDULE II - BUDGET COMPARISON TO ACTUAL REVENUE AND EXPENSE
As of October 31, 2012

	<u>Jan-Oct Budget</u>	<u>Jan-Oct Actual</u>	<u>Variance</u>	<u>OctBudget</u>	<u>Oct Actual</u>	<u>Variance</u>
REVENUE						
WMBG - \$2 TAX	\$ 1,075,603	\$ 1,033,276	\$ (42,327)	\$ 161,112	\$ 102,608	\$ (58,504)
JCC - \$2 TAX	630,088	550,723	(79,365)	108,134	-	(108,134)
YORK - \$2 TAX	954,077	937,983	(16,094)	143,243	82,628	(60,615)
Interest	6,577	2,155	(4,422)	350	148	(202)
Private Investors - Total	170,000	666,313	496,313	-	-	-
ARES Commission	43,884	48,473	4,589	2,753	1,496	(1,257)
REVENUE TOTAL	<u>\$ 2,880,229</u>	<u>\$ 3,238,923</u>	<u>\$ 358,694</u>	<u>\$ 415,592</u>	<u>\$ 186,880</u>	<u>\$ (228,712)</u>
EXPENSES						
MOMENTUM						
Agency Services	\$ 12,000	\$ 14,000	\$ 2,000	\$ -	\$ -	\$ -
TV Edit Production/Added Value	27,500	18,189	(9,311)	-	-	-
TV Traffic	5,000	5,472	472	-	-	-
Ad & Website Research	58,000	49,978	(8,022)	-	-	-
Web Hosting Fee	10,000	4,040	(5,960)	1,000	-	(1,000)
Web Content, Revisions	25,000	11,469	(13,531)	-	-	-
On Line Creative	55,000	51,172	(3,828)	-	-	-
Print Creative	5,000	-	(5,000)	5,000	-	(5,000)
INGENUITY						
General Media Fee	160,000	93,000	(67,000)	16,000	-	(16,000)
Local TV	2,120,726	1,994,275	(126,451)	-	-	-
Ingenuity Misc	2,500	1,277	(1,223)	250	118	(132)
Online Display	390,463	390,507	44	3,150	-	(3,150)
Search Fee	62,500	75,000	12,500	6,250	-	(6,250)
Ad Serving Fees	7,211	6,336	(875)	307	-	(307)
Ingenuity Search	540,836	570,284	29,448	28,000	28,418	418
Ingenuity Print Magazine	-	15,948	15,948	-	15,948	15,948
Ingenuity Print Newspaper	-	-	-	-	-	-
Destination Coordinator	47,810	47,810	-	4,781	4,781	-
Bartlett	-	-	-	-	-	-
Auditor	6,500	6,750	250	-	-	-
Accounting Management	9,500	9,500	-	950	950	-
Public Relations (DCI)	125,000	109,795	(15,205)	12,500	10,833	(1,667)
DCI Outreach Expense	-	-	-	-	-	-
Postage	5,000	4,748	(252)	500	-	(500)
WADMC Website	41,000	41,986	986	4,500	4,000	(500)
Miscellaneous	900	17,191	16,291	100	79	(21)
Travel Writer Site Visit	-	-	-	-	-	-
Destination Research	50,000	-	(50,000)	25,000	-	(25,000)
Collateral	2,200	-	(2,200)	-	-	-
EXPENSES TOTAL	<u>\$ 3,769,646</u>	<u>\$ 3,538,727</u>	<u>\$ (230,919)</u>	<u>\$ 108,288</u>	<u>\$ 65,127</u>	<u>\$ (43,161)</u>

See independent accountant's compilation report.