



South Fulton Convention & Visitors Bureau

Tuesday February 16, 2021 – 1:00PM

Join Zoom Meeting

<https://us02web.zoom.us/j/82186166482?pwd=WIhNbnp4MnZ5TjhYWWhNWQU5kSzQ1UT09>

AGENDA

- I. Call to Order

- II. Approval of November / December Minutes

- III. Financial Report

- IV. Old Business
 - a. Branding and Imaging
 - i. Update on moving forward
 - ii. Board Roster
 - iii. New Board appointments / Replacements

- V. New Business
 - a. Update from Hotel Partner
 - b. Social Media Management Agreement
 - c. Southeastern Climbers Coalition Sponsorship

- VI. Next Meeting Date: March 15, 2021

- VII. Adjournment



SOUTH FULTON CVB

FINANCIAL STATEMENTS

FEBRUARY 2021

Statement of Financial Position
Income Statement
Budget to Actual

South Fulton Convention & Visitors Bureau, Inc.

Statement of Financial Position

As of February 28, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1001 Checking	85,440.39
1005 Clearing Account	0.00
Total Bank Accounts	\$85,440.39
Other Current Assets	
1060 Accrued Revenue	0.00
1070 Prepaid Expenses	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$85,440.39
TOTAL ASSETS	\$85,440.39
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	1,812.45
Total Accounts Payable	\$1,812.45
Total Current Liabilities	\$1,812.45
Total Liabilities	\$1,812.45
Equity	
3010 Retained Earnings	88,587.94
Net Revenue	-4,960.00
Total Equity	\$83,627.94
TOTAL LIABILITIES AND EQUITY	\$85,440.39

South Fulton Convention & Visitors Bureau, Inc.

Income Statement January - February, 2021

	TOTAL
Revenue	
4000 Public Sector Revenue	0.00
Total Revenue	\$0.00
GROSS PROFIT	\$0.00
Expenditures	
6010 Advertising & Marketing	2,660.00
6015 Bank Charges & Fees	10.00
6035 Legal & Professional Services	790.00
6060 Sponsorships	1,500.00
Total Expenditures	\$4,960.00
NET OPERATING REVENUE	\$ -4,960.00
NET REVENUE	\$ -4,960.00

SOUTH FULTON CVB
BUDGET TO ACTUAL

	Feb	YTD 2021	2021 Budget	Variance	% of Budget
Income					
4000 Public Sector Revenue	-	-	75,000	75,000	0%
Total Income	-	-	75,000	75,000	0%
Expenses					
6010 Advertising & Marketing	2,660	2,660	39,040	36,380	7%
6015 Bank Charges	5	10	60	50	17%
6025 Insurance	-	-	1,500	1,500	0%
6035 Legal & Professional Services	790	790	12,000	11,210	7%
6040 Meals	-	-	1,000	1,000	0%
6045 Memberships/Dues	-	-	1,200	1,200	0%
6050 Office Supplies	-	-	1,000	1,000	0%
6055 Rent	-	-	6,000	6,000	0%
6060 Sponsorships	1,500	1,500	10,000	8,500	15%
6065 Travel	-	-	2,000	2,000	0%
6070 Training	-	-	1,200	1,200	0%
Total Expenses	4,955	4,960	75,000	70,040	7%
Net Income/(Loss)	(4,955)	(4,960)	-	4,960	