

**Virginia-Highland Civic Association  
Budgets and Actuals**

April 2018

|  | 2018 Budget          | April 2018           | 2017 Actuals         | 2016 Actuals         | 2015 Actuals         | 2014 Actuals         | 2018 Over/Under         | Comments   |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|-------------------------|--|
| <b>Income</b>                              |                      |                      |                      |                      |                      |                      |                         |  |
| Communication Income                       | 3,000.00             | -                    | 1,840.22             | 2,698.74             | 3,933.21             | 3,305.00             | - 3,000.00              |  |
| <b>General Income</b>                      | <b>72,500.00</b>     | <b>20,016.96</b>     | <b>34,505.67</b>     | <b>20,046.21</b>     | <b>35,441.39</b>     | <b>3,664.66</b>      | - <b>52,483.04</b>      | District 6 project funding from A. Wan totaling \$72.5k              |
| <b>Home Tour Income</b>                    |                      |                      |                      |                      |                      |                      |                         |  |
| Sponsors, Ads                              | 25,000.00            | 4,675.00             | 39,491.30            | 45,193.22            | 39,570.70            | 33,100.00            | - 20,325.00             |  |
| Ticket Sales                               | 28,000.00            | -                    | 38,162.96            | 33,402.90            | 32,683.91            | 26,689.95            | - 28,000.00             |  |
| <b>Home Tour Income</b>                    | <b>\$ 53,000.00</b>  | <b>\$ 4,675.00</b>   | <b>\$ 77,654.26</b>  | <b>\$ 78,596.12</b>  | <b>\$ 72,254.61</b>  | <b>\$ 59,789.95</b>  | - <b>\$ (48,325.00)</b> |  |
| <b>Summerfest Income</b>                   |                      |                      |                      |                      |                      |                      |                         |  |
| Artist Market Revenue                      | 85,000.00            | 30,533.84            | 83,376.25            | 81,000.43            | 81,354.72            | 86,098.42            | - 54,466.16             |  |
| Rentals and Fees                           |                      | 3,550.00             | 750.00               | 5,621.34             | -                    | -                    | - 3,550.00              |  |
| <b>Total Artist Market Revenue</b>         | <b>\$ 85,000.00</b>  | <b>\$ 34,083.84</b>  | <b>\$ 84,126.25</b>  | <b>\$ 86,621.77</b>  | <b>\$ 81,354.72</b>  | <b>\$ 86,098.42</b>  | - <b>\$ 50,916.16</b>   |  |
| Community Dinner & Movie                   | 200.00               | -                    | -                    | 415.00               | 47.78                | 245.25               | - 200.00                |  |
| Beverage Revenue                           | 100,000.00           | -                    | 85,437.35            | 88,905.21            | 101,413.65           | 128,863.53           | - 100,000.00            |  |
| Food Revenue                               | 25,000.00            | -                    | 23,070.27            | 21,779.68            | 26,419.85            | 25,473.91            | - 25,000.00             |  |
| KidsFest Revenue                           | 3,500.00             | -                    | 3,469.95             | 53.00                | 4,235.10             | 1,225.00             | - 3,500.00              |  |
| Parking Income                             | 500.00               | -                    | 429.65               | 615.00               | 244.00               | 1,895.00             | - 500.00                |  |
| Retail Sales                               | 4,000.00             | -                    | 3,960.00             | 4,800.00             | 5,030.45             | 7,817.00             | - 4,000.00              |  |
| Road Races Income                          | 40,000.00            | 2,250.33             | 36,896.25            | 41,164.00            | 34,058.00            | 44,036.00            | - 37,749.67             |  |
| Sponsorships                               | 100,000.00           | 87,477.19            | 122,208.80           | 92,704.91            | 127,245.40           | 121,294.41           | - 12,522.81             |  |
| Local Market Sponsor                       |                      | -                    | 5,896.14             | 5,204.16             | -                    | -                    | -                       |  |
| Neighborhood Partner                       | 6,000.00             | -                    | -                    | 2,000.00             | 7,456.20             | -                    | - 6,000.00              |  |
| <b>Total Sponsorships</b>                  | <b>\$ 106,000.00</b> | <b>\$ 87,477.19</b>  | <b>\$ 128,104.94</b> | <b>\$ 99,909.07</b>  | <b>\$ 134,701.60</b> | <b>\$ 121,294.41</b> | - <b>\$ 18,522.81</b>   |  |
| <b>Total Summerfest Income</b>             | <b>\$ 364,200.00</b> | <b>\$ 123,811.36</b> | <b>\$ 365,494.66</b> | <b>\$ 344,262.73</b> | <b>\$ 387,017.15</b> | <b>\$ 416,948.52</b> | - <b>\$ 240,388.64</b>  |  |
| <b>Total Income</b>                        | <b>\$ 492,700.00</b> | <b>\$ 148,503.32</b> | <b>\$ 479,494.81</b> | <b>\$ 445,603.80</b> | <b>\$ 498,646.36</b> | <b>\$ 483,708.13</b> | - <b>\$ 344,196.68</b>  |  |
| <b>Expenses</b>                            |                      |                      |                      |                      |                      |                      |                         |  |
| Administration                             | 3,000.00             | 201.99               | 3,646.92             | 2,987.57             | 2,569.73             | 2,218.61             | - 2,798.01              |  |
| Accounting                                 | 5,000.00             | 2,122.66             | 3,289.21             | 3,340.00             | 6,445.00             | 7,216.43             | - 2,877.34              |  |
| Insurance                                  | 8,000.00             | 2,747.00             | 7,230.04             | 6,793.64             | 6,269.49             | 6,514.44             | - 5,253.00              |  |
| Interest Expense                           | 1,800.00             | 692.20               | 3,924.76             | 6,859.96             | 11,900.89            | 15,320.44            | - 1,107.80              |  |
| Other                                      | 73,500.00            | -                    | 4,572.98             | 1,140.00             | -                    | 81.00                | - 73,500.00             | District 6 project funding from A. Wan totaling \$72.5k              |
| <b>Total Administration</b>                | <b>\$ 91,300.00</b>  | <b>\$ 5,763.85</b>   | <b>\$ 22,663.91</b>  | <b>\$ 21,121.17</b>  | <b>\$ 27,185.11</b>  | <b>\$ 31,350.92</b>  | - <b>\$ 85,536.15</b>   |  |
| <b>Communications Committee</b>            | <b>2,852.00</b>      | <b>6,747.76</b>      | <b>2,349.82</b>      | <b>9,694.17</b>      | <b>790.00</b>        | <b>1,361.58</b>      | - <b>3,895.76</b>       |  |
| <b>Grants/Donations</b>                    | <b>10,000.00</b>     | <b>-</b>             | <b>10,000.00</b>     | <b>24,425.00</b>     | <b>27,400.00</b>     | <b>20,100.00</b>     | - <b>10,000.00</b>      | \$5k in Jan 2018 was for Morningside Mile startup. It will be return |
| <b>Home Tour Expenses</b>                  |                      |                      |                      |                      |                      |                      |                         |  |
| Advertising                                | 8,800.00             | 158.98               | 6,923.45             | 3,163.58             | 4,771.89             | 2,538.01             | - 8,958.98              |  |
| Insurance                                  | 2,500.00             | -                    | 2,088.00             | 2,358.00             | 1,117.94             | 1,060.00             | - 2,500.00              |  |
| Operations                                 | 4,000.00             | 377.58               | 3,660.00             | 7,250.25             | 2,653.95             | 829.07               | - 3,622.42              |  |
| Printing/Artwork                           | 8,000.00             | -                    | 7,183.20             | 9,428.51             | 6,052.90             | 12,519.96            | - 8,000.00              |  |
| Volunteer Party                            |                      | -                    | 234.94               | -                    | -                    | 297.48               | -                       |  |
| <b>Total Home Tour Expenses</b>            | <b>\$ 23,300.00</b>  | <b>\$ 218.60</b>     | <b>\$ 19,854.65</b>  | <b>\$ 22,435.28</b>  | <b>\$ 14,596.68</b>  | <b>\$ 17,244.52</b>  | - <b>\$ 23,081.40</b>   |  |
| <b>Parks Committee</b>                     |                      |                      |                      |                      |                      |                      |                         |  |
| General                                    | -                    | -                    | -                    | 1,390.85             | 1,444.68             | 2,413.90             | -                       |  |
| John Howell                                | 3,625.00             | 10,608.14            | 40,976.76            | 5,984.66             | 9,698.99             | 1,659.24             | - 6,983.14              |  |
| N. Highland Park                           | 6,500.00             | 794.37               | 6,758.85             | 5,243.87             | 7,858.46             | 5,755.36             | - 5,705.63              |  |
| Orme Park                                  | 2,500.00             | -                    | 833.50               | 684.48               | 843.96               | -                    | - 2,500.00              |  |
| Triangle Park                              | 1,500.00             | 73.34                | 1,126.93             | 330.39               | 485.74               | 2,576.89             | - 1,426.66              |  |
| <b>Total Parks Committee</b>               | <b>\$ 14,125.00</b>  | <b>\$ 11,475.85</b>  | <b>\$ 49,696.04</b>  | <b>\$ 13,634.25</b>  | <b>\$ 20,331.83</b>  | <b>\$ 12,405.39</b>  | - <b>\$ 2,649.15</b>    |  |
| <b>Planning Committee</b>                  |                      |                      |                      |                      |                      |                      |                         |  |
| Consulting & Research                      | 40,000.00            | 12,006.00            | 3,455.00             | 43,765.13            | 45,762.72            | 37,887.40            | - 27,994.00             | \$27k was approved in Sept 2017 and occurs across two budgets        |
| History & Preservation                     | 1,200.00             | -                    | -                    | 726.77               | -                    | -                    | - 1,200.00              |  |
| FS19 Uncovered                             | -                    | -                    | -                    | -                    | -                    | -                    | -                       |  |
| <b>Total Planning Committee</b>            | <b>\$ 41,200.00</b>  | <b>\$ 12,006.00</b>  | <b>\$ 3,455.00</b>   | <b>\$ 44,491.90</b>  | <b>\$ 45,762.72</b>  | <b>\$ 37,887.40</b>  | - <b>\$ 29,194.00</b>   |  |
| <b>Public Safety Committee</b>             | <b>1,500.00</b>      | <b>208.88</b>        | <b>587.93</b>        | <b>19,915.66</b>     | <b>523.93</b>        | <b>1,482.96</b>      | - <b>1,291.12</b>       |  |
| <b>Summerfest Expenses</b>                 |                      |                      |                      |                      |                      |                      |                         |  |
| <b>Advertising, PR, Signs &amp; Design</b> | <b>16,000.00</b>     | <b>6,150.00</b>      | <b>12,779.53</b>     | <b>14,412.54</b>     | <b>12,243.52</b>     | <b>14,575.00</b>     | - <b>9,850.00</b>       |  |
| <b>Artist Market Expenses</b>              |                      |                      |                      |                      |                      |                      |                         |  |

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|  | 2018 Budget          | April 2018           | 2017 Actuals         | 2016 Actuals         | 2015 Actuals         | 2014 Actuals         | 2018 Over/Under | Comments          |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------|-------------------|
| Artist Awards & Gifts                      | 3,500.00             | -                    | 3,366.30             | 3,383.94             | 3,073.64             | 3,094.00             | -               | 3,500.00          |
| Director                                   | 16,000.00            | 3,500.00             | 16,591.18            | 15,057.51            | 15,692.95            | 17,274.67            | -               | 12,500.00         |
| Juror Fees                                 | 1,200.00             | 600.00               | 1,200.00             | 1,200.00             | 1,200.00             | 1,100.00             | -               | 600.00            |
| Zapp Software                              | 5,000.00             | 3,077.08             | 4,644.43             | 4,976.37             |                      |                      | -               | 1,922.92          |
| Other                                      | 500.00               | -                    | -                    |                      |                      | 582.76               | -               | 500.00            |
| <b>Total Artist Market Expenses</b>        | <b>\$ 26,200.00</b>  | <b>\$ 7,177.08</b>   | <b>\$ 25,801.91</b>  | <b>\$ 24,617.82</b>  | <b>\$ 19,966.59</b>  | <b>\$ 22,051.43</b>  | <b>-\$</b>      | <b>18,522.92</b>  |
| <b>Community Dinner</b>                    | 6,000.00             | 800.00               | 5,910.75             | 6,662.46             | 14,391.52            | 6,204.06             | -               | 5,200.00          |
| <b>KidsFest Expenses</b>                   | 500.00               | 300.00               | 312.05               | 1,856.05             | 1,500.00             | 1,900.00             | -               | 200.00            |
| <b>Music</b>                               | 50,000.00            | 25,000.00            | 60,110.14            | 62,685.70            | 50,129.58            | 55,419.65            | -               | 25,000.00         |
| <b>Operations</b>                          |                      |                      |                      |                      |                      |                      |                 |                   |
| City of Atlanta Fees                       | 5,500.00             | 33.00                | 5,417.00             | 3,875.00             | 3,000.00             | -                    | -               | 5,467.00          |
| Event Organizer Fees                       | 24,000.00            | -                    | 22,799.10            | 23,043.00            | 26,236.00            | 22,717.00            | -               | 24,000.00         |
| Food and Beverage Expense                  | 27,000.00            | -                    | 21,136.84            | 24,882.00            | 43,613.00            | 31,359.00            | -               | 27,000.00         |
| Golf Carts                                 | 4,500.00             | -                    | 4,739.25             | 0.00                 | 3,420.00             | -                    | -               | 4,500.00          |
| Insurance                                  | 6,000.00             | -                    | 5,523.00             | 5,601.00             | 5,911.01             | 5,676.00             | -               | 6,000.00          |
| Portalets                                  | 3,200.00             | -                    | 3,400.00             | 3,180.00             | 3,180.00             | -                    | -               | 3,200.00          |
| Volunteer T-shirts                         | 2,000.00             | -                    | 1,908.75             | 1,830.00             | 1,894.10             | 1,999.40             | -               | 2,000.00          |
| Supplies                                   | 500.00               | -                    | 438.39               | 372.16               | 321.00               | 454.90               | -               | 500.00            |
| Cleanup, Tents, Electrical & Other         | 27,000.00            | -                    | 2,565.00             | 32,479.11            | 19,863.10            | 19,350.00            | -               | 29,565.00         |
| <b>Total Operations</b>                    | <b>\$ 99,700.00</b>  | <b>-\$ 2,532.00</b>  | <b>\$ 97,841.44</b>  | <b>\$ 82,646.26</b>  | <b>\$ 87,575.11</b>  | <b>\$ 81,556.30</b>  | <b>-\$</b>      | <b>102,232.00</b> |
| <b>Retail Expense</b>                      | 3,500.00             | -                    | 3,251.47             | 3,457.17             | 3,344.90             | 13,711.51            | -               | 3,500.00          |
| <b>Road Races Expenses</b>                 |                      |                      |                      |                      |                      |                      |                 |                   |
| Contractor/Chips                           | 3,500.00             | -                    | 3,350.00             | 0.00                 | 2,745.00             | 3,427.50             | -               | 3,500.00          |
| Director                                   | 3,000.00             | -                    | 2,800.00             | 3,000.00             | 3,000.00             | 3,000.00             | -               | 3,000.00          |
| Road Race Operations                       | 13,000.00            | -                    | 10,730.79            | 8,965.33             | 7,842.36             | 140.00               | -               | 13,000.00         |
| Tot Trot                                   | -                    | -                    | 957.00               | 800.00               | 1,123.00             | 854.71               | -               | -                 |
| Other                                      | -                    | -                    | -                    | -                    | -                    | 1,091.66             | -               | -                 |
| <b>Total Road Races Expenses</b>           | <b>\$ 19,500.00</b>  | <b>\$ -</b>          | <b>\$ 17,837.79</b>  | <b>\$ 12,765.33</b>  | <b>\$ 14,710.36</b>  | <b>\$ 8,513.87</b>   | <b>-\$</b>      | <b>19,500.00</b>  |
| <b>Security &amp; Medics</b>               | 40,000.00            | -                    | 40,174.50            | 26,763.00            | 27,263.00            | 27,073.00            | -               | 40,000.00         |
| <b>Services (Bike Valet, Videographer)</b> | 1,000.00             | 500.00               | 920.00               | 1,688.76             | 1,400.00             | 550.00               | -               | 500.00            |
| <b>Sponsorship Commission</b>              | 20,000.00            | 450.00               | 26,710.00            | 18,600.00            | 25,210.00            | 22,600.00            | -               | 19,550.00         |
| <b>Total Summerfest Expenses</b>           | <b>\$ 282,400.00</b> | <b>\$ 37,845.08</b>  | <b>\$ 291,649.58</b> | <b>\$ 256,155.09</b> | <b>\$ 257,734.58</b> | <b>\$ 254,154.82</b> | <b>-\$</b>      | <b>244,054.92</b> |
| <b>Total Expenses</b>                      | <b>\$ 466,677.00</b> | <b>\$ 74,266.02</b>  | <b>\$ 400,256.93</b> | <b>\$ 411,872.52</b> | <b>\$ 394,324.85</b> | <b>\$ 375,987.59</b> | <b>-\$</b>      | <b>391,910.98</b> |
| <b>Net Operating Income</b>                | <b>\$ 26,023.00</b>  | <b>\$ 74,237.30</b>  | <b>\$ 79,237.88</b>  | <b>\$ 33,731.28</b>  | <b>\$ 104,321.51</b> | <b>\$ 107,720.54</b> | <b>\$</b>       | <b>47,714.30</b>  |
| <br>                                       |                      |                      |                      |                      |                      |                      |                 |                   |
| <b>Principal Payments on NHP Loan</b>      | <b>\$ 69,643.21</b>  | <b>\$ 44,189.52</b>  | <b>\$ 87,581.12</b>  | <b>\$ 162,649.90</b> | <b>\$ 143,994.20</b> | <b>\$ 105,574.49</b> |                 |                   |
| <b>NHP Principal Loan Balance</b>          | <b>\$ 21,640.88</b>  | <b>\$ 47,094.57</b>  | <b>\$ 91,284.09</b>  | <b>\$ 178,865.21</b> | <b>\$ 341,515.11</b> | <b>\$ 485,509.31</b> |                 |                   |
| <br>                                       |                      |                      |                      |                      |                      |                      |                 |                   |
| <b>Reserves End of Period</b>              | <b>\$ 82,701.79</b>  | <b>\$ 152,084.00</b> | <b>\$ 126,322.00</b> | <b>\$ 132,525.00</b> | <b>\$ 256,953.00</b> | <b>\$ 245,676.00</b> |                 |                   |
| <br>                                       |                      |                      |                      |                      |                      |                      |                 |                   |
| <b>Tour of Homes Revenue</b>               | \$ 53,000.00         | \$ 4,675.00          | \$ 77,654.26         | \$ 78,596.12         | \$ 72,254.61         | \$ 59,789.95         | \$              | (48,325.00)       |
| <b>Tour of Homes Expense</b>               | \$ 23,300.00         | \$ 218.60            | \$ 19,854.65         | \$ 22,435.28         | \$ 14,596.68         | \$ 17,244.52         | \$              | (23,081.40)       |
| <b>Tour of Homes Net Income</b>            | \$ 29,700.00         | \$ 4,456.40          | \$ 57,799.61         | \$ 56,160.84         | \$ 57,657.93         | \$ 42,545.43         | \$              | (25,243.60)       |
| <b>margin</b>                              | 56%                  | 95%                  | 74%                  | 71%                  | 80%                  | 71%                  |                 |                   |
| <br>                                       |                      |                      |                      |                      |                      |                      |                 |                   |
| <b>Summerfest Revenue</b>                  | \$ 364,200.00        | \$ 123,811.36        | \$ 365,494.66        | \$ 344,262.73        | \$ 387,017.15        | \$ 416,948.52        | \$              | (240,388.64)      |
| <b>Summerfest Expenses</b>                 | \$ 282,400.00        | \$ 37,845.08         | \$ 291,649.58        | \$ 256,155.09        | \$ 257,734.58        | \$ 254,154.82        | \$              | (244,554.92)      |
| <b>Summerfest Net Income</b>               | \$ 81,800.00         | \$ 85,966.28         | \$ 73,845.08         | \$ 88,107.64         | \$ 129,282.57        | \$ 162,793.70        | \$              | 4,166.28          |
| <b>margin</b>                              | 22%                  | 69%                  | 20%                  | 26%                  | 33%                  | 39%                  |                 |                   |