

Destination Missoula Bed Tax Profit & Loss Budget vs. Actual July through October 2012

	Jul - Oct 12	Budget	\$ Over Budget	% of Budget
Income				
FY 2012-2013				
Bed Tax Revenue	49,000.00	165,390.00	-116,390.00	29.6%
Total FY 2012-2013	49,000.00	165,390.00	-116,390.00	29.6%
Interest Income	11.50			
Total Income	49,011.50	165,390.00	-116,378.50	29.6%
Expense				
FY 2011-2012 Expenses				
Consumer Advertising				
Miss Rodeo MT Campaign				
Ad Design/Photography	200.00			
Branded Gear	650.00			
Total Miss Rodeo MT Campaign	850.00			
Placement	800.00			
Total Consumer Advertising	1,650.00			
DMAI Accred/Certification	1,171.54			
Internet Dev & Maintenance				
Direct E-mail Marketing	865.80			
Keywords Purchase	599.40			
Search Engine Optimization	799.20			
Website Dev & Maintenance	2,397.60			
Total Internet Dev & Maintenance	4,662.00			
TAC/Gov. Conf./ Partners Mtgs	164.78			
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	3,596.40			
Live Helper Licenses (2)	639.36			
Maintain 800 Number	279.72			
Total Telemarketing/Fulfillment	4,515.48			
VIC Staff				
Part-time VIC	241.93			
Total VIC Staff	241.93			
Total FY 2011-2012 Expenses	12,405.73			
FY 2012-2013 Expenses				
Administration	6,875.01	27,500.00	-20,624.99	25.0%
Consumer Advertising				
Print Advertising Placement	14,150.95	10,000.00	4,150.95	141.5%
Print Production/Creative	0.00	5,000.00	-5,000.00	0.0%
Total Consumer Advertising	14,150.95	15,000.00	-849.05	94.3%
Crisis Management	0.00	100.00	-100.00	0.0%
DMAI Accreditation/Creditn				
Course Registration	2,145.00	2,150.00	-5.00	99.8%
Lodging	650.00	650.00	0.00	100.0%
Meals per diem	100.00	100.00	0.00	100.0%
Transportation	100.00	100.00	0.00	100.0%
Total DMAI Accreditation/Creditn	2,995.00	3,000.00	-5.00	99.8%
Internet Development & Maint.				
Area Marketing/direct email	2,165.80	6,500.00	-4,334.20	33.3%
Internet Development & Mtn.	5,997.60	15,000.00	-9,002.40	40.0%
Outside Digital Media Placement	0.00	4,800.00	-4,800.00	0.0%
Participation Online Coop	0.00	3,000.00	-3,000.00	0.0%
Purchase Key Words	0.00	4,500.00	-4,500.00	0.0%
Search Optimization Services	3,498.60	6,000.00	-2,501.40	58.3%
Total Internet Development & Maint.	11,662.00	39,800.00	-28,138.00	29.3%
Joint Venture	0.00	10,000.00	-10,000.00	0.0%
Marketing Personnel	3,874.50	15,498.00	-11,623.50	25.0%

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 Cash Basis

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Opportunity				
River City Roots	3,371.00			
Opportunity - Other	0.00	100.00	-100.00	0.0%
Total Opportunity	3,371.00	100.00	3,271.00	3,371.0%
TAC/Gov.Conf/Partners Mktg.	0.00	2,000.00	-2,000.00	0.0%
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	8,996.40	27,000.00	-18,003.60	33.3%
Live Helper Licenses	699.72	2,100.00	-1,400.28	33.3%
Maintain 800 number	1,599.36	4,800.00	-3,200.64	33.3%
Total Telemarketing/Fulfillment	11,295.48	33,900.00	-22,604.52	33.3%
VIC Staff				
Full Time	4,168.98	16,076.00	-11,907.02	25.9%
Part Time	1,611.45	2,416.00	-804.55	66.7%
Total VIC Staff	5,780.43	18,492.00	-12,711.57	31.3%
Total FY 2012-2013 Expenses	60,004.37	165,390.00	-105,385.63	36.3%
Total Expense	72,410.10	165,390.00	-92,979.90	43.8%
Net Income	-23,398.60	0.00	-23,398.60	100.0%