

11:40 AM  
 12/03/12  
 Cash Basis

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

	<u>Jul - Nov 12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
<b>FY 2012-2013</b>				
Bed Tax Revenue	83,000.00	165,390.00	-82,390.00	50.2%
Miscellaneous Income	155.30			
<b>Total FY 2012-2013</b>	<u>83,155.30</u>	<u>165,390.00</u>	<u>-82,234.70</u>	<u>50.3%</u>
Interest Income	13.30			
<b>Total Income</b>	<u>83,168.60</u>	<u>165,390.00</u>	<u>-82,221.40</u>	<u>50.3%</u>
<b>Expense</b>				
<b>FY 2011-2012 Expenses</b>				
<b>Consumer Advertising</b>				
Miss Rodeo MT Campaign				
Ad Design/Photography	200.00			
Branded Gear	650.00			
<b>Total Miss Rodeo MT Campaign</b>	<u>850.00</u>			
Placement	800.00			
<b>Total Consumer Advertising</b>	<u>1,650.00</u>			
DMAI Accred/Certification	1,171.54			
<b>Internet Dev &amp; Maintenance</b>				
Direct E-mail Marketing	1,298.70			
Keywords Purchase	899.10			
Search Engine Optimization	1,198.80			
Website Dev & Maintenance	3,596.40			
<b>Total Internet Dev &amp; Maintenance</b>	<u>6,993.00</u>			
TAC/Gov. Conf./ Partners Mtgs	164.78			
<b>Telemarketing/Fulfillment</b>				
Field Inquiries/Store Guides	5,394.60			
Live Helper Licenses (2)	959.04			
Maintain 800 Number	419.58			
<b>Total Telemarketing/Fulfillment</b>	<u>6,773.22</u>			
<b>VIC Staff</b>				
Part-time VIC	660.73			
<b>Total VIC Staff</b>	<u>660.73</u>			
<b>Total FY 2011-2012 Expenses</b>	<u>17,413.27</u>			
<b>FY 2012-2013 Expenses</b>				
Administration	11,458.35	27,500.00	-16,041.65	41.7%
<b>Consumer Advertising</b>				
Print Advertising Placement	15,150.95	10,000.00	5,150.95	151.5%
Print Production/Creative	850.00	5,000.00	-4,150.00	17.0%
<b>Total Consumer Advertising</b>	<u>16,000.95</u>	<u>15,000.00</u>	<u>1,000.95</u>	<u>106.7%</u>
Crisis Management	0.00	100.00	-100.00	0.0%
<b>DMAI Accreditation/Creditn</b>				
Course Registration	2,145.00	2,150.00	-5.00	99.8%
Lodging	486.60	650.00	-163.40	74.9%
Meals per diem	100.00	100.00	0.00	100.0%
Transportation	100.00	100.00	0.00	100.0%
<b>Total DMAI Accreditation/Creditn</b>	<u>2,831.60</u>	<u>3,000.00</u>	<u>-168.40</u>	<u>94.4%</u>
<b>Internet Development &amp; Maint.</b>				
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%
<b>Total Internet Development &amp; Maint.</b>	<u>11,662.00</u>	<u>39,800.00</u>	<u>-28,138.00</u>	<u>29.3%</u>

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Joint Venture	0.00	10,000.00	-10,000.00	0.0%
Marketing Personnel	6,457.50	15,498.00	-9,040.50	41.7%
Opportunity				
River City Roots	3,371.00			
Opportunity - Other	0.00	100.00	-100.00	0.0%
<b>Total Opportunity</b>	<u>3,371.00</u>	<u>100.00</u>	<u>3,271.00</u>	<u>3,371.0%</u>
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%
<b>Total Telemarketing/Fulfillment</b>	<u>11,295.48</u>	<u>33,900.00</u>	<u>-22,604.52</u>	<u>33.3%</u>
VIC Staff				
Full Time	6,748.30	16,076.00	-9,327.70	42.0%
Part Time	1,192.65	2,416.00	-1,223.35	49.4%
<b>Total VIC Staff</b>	<u>7,940.95</u>	<u>18,492.00</u>	<u>-10,551.05</u>	<u>42.9%</u>
<b>Total FY 2012-2013 Expenses</b>	<u>71,017.83</u>	<u>165,390.00</u>	<u>-94,372.17</u>	<u>42.9%</u>
Payroll Expenses				
Part time	537.15			
<b>Total Payroll Expenses</b>	<u>537.15</u>			
<b>Total Expense</b>	<u>88,968.25</u>	<u>165,390.00</u>	<u>-76,421.75</u>	<u>53.8%</u>
<b>Net Income</b>	<u><u>-5,799.65</u></u>	<u><u>0.00</u></u>	<u><u>-5,799.65</u></u>	<u><u>100.0%</u></u>