

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

	<u>Jul - Dec 12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
FY 2012-2013				
Bed Tax Revenue	83,000.00	165,390.00	-82,390.00	50.2%
Miscellaneous Income	155.30			
Total FY 2012-2013	<u>83,155.30</u>	<u>165,390.00</u>	<u>-82,234.70</u>	<u>50.3%</u>
Interest Income	14.96			
Total Income	<u>83,170.26</u>	<u>165,390.00</u>	<u>-82,219.74</u>	<u>50.3%</u>
Expense				
FY 2011-2012 Expenses				
Consumer Advertising				
Miss Rodeo MT Campaign				
Ad Design/Photography	2,830.00			
Branded Gear	2,412.75			
Total Miss Rodeo MT Campaign	<u>5,242.75</u>			
Placement	800.00			
Total Consumer Advertising	<u>6,042.75</u>			
DMAI Accred/Certification	1,171.54			
Internet Dev & Maintenance				
Direct E-mail Marketing	1,731.60			
Keywords Purchase	1,198.80			
Search Engine Optimization	1,598.40			
Website Dev & Maintenance	4,795.20			
Total Internet Dev & Maintenance	<u>9,324.00</u>			
TAC/Gov. Conf./ Partners Mtgs	164.78			
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	7,192.80			
Live Helper Licenses (2)	1,278.72			
Maintain 800 Number	559.44			
Total Telemarketing/Fulfillment	<u>9,030.96</u>			
VIC Staff				
Part-time VIC	660.73			
Total VIC Staff	<u>660.73</u>			
Total FY 2011-2012 Expenses	<u>26,394.76</u>			
FY 2012-2013 Expenses				
Administration	13,750.02	27,500.00	-13,749.98	50.0%
Consumer Advertising				
Print Advertising Placement	15,150.95	10,000.00	5,150.95	151.5%
Print Production/Creative	1,281.25	5,000.00	-3,718.75	25.6%
Total Consumer Advertising	<u>16,432.20</u>	<u>15,000.00</u>	<u>1,432.20</u>	<u>109.5%</u>
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	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%
Total DMAI Accreditation/Creditn	<u>2,831.60</u>	<u>3,000.00</u>	<u>-168.40</u>	<u>94.4%</u>
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	2,000.00	3,000.00	-1,000.00	66.7%
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.	<u>13,662.00</u>	<u>39,800.00</u>	<u>-26,138.00</u>	<u>34.3%</u>

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Joint Venture	0.00	10,000.00	-10,000.00	0.0%
Marketing Personnel	7,749.00	15,498.00	-7,749.00	50.0%
Opportunity				
River City Roots	3,371.00			
Opportunity - Other	0.00	100.00	-100.00	0.0%
Total Opportunity	<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%
Total Telemarketing/Fulfillment	<u>11,295.48</u>	<u>33,900.00</u>	<u>-22,604.52</u>	<u>33.3%</u>
VIC Staff				
Full Time	8,037.96	16,076.00	-8,038.04	50.0%
Part Time	1,192.65	2,416.00	-1,223.35	49.4%
Total VIC Staff	<u>9,230.61</u>	<u>18,492.00</u>	<u>-9,261.39</u>	<u>49.9%</u>
Total FY 2012-2013 Expenses	<u>78,321.91</u>	<u>165,390.00</u>	<u>-87,068.09</u>	<u>47.4%</u>
Payroll Expenses				
Part time	537.15			
Total Payroll Expenses	<u>537.15</u>			
Total Expense	<u>105,253.82</u>	<u>165,390.00</u>	<u>-60,136.18</u>	<u>63.6%</u>
Net Income	<u>-22,083.56</u>	<u>0.00</u>	<u>-22,083.56</u>	<u>100.0%</u>