

Destination Missoula Bed Tax Profit & Loss Budget vs. Actual July 2012 through January 2013

	Jul '12 - Jan 13	Budget	\$ Over Budget	% of Budget
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	83,155.30	165,390.00	-82,234.70	50.3%
Interest Income	15.86			
Total Income	83,171.16	165,390.00	-82,218.84	50.3%
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	5,242.75			
Placement	800.00			
Total Consumer Advertising	6,042.75			
DMAI Accred/Certification	1,171.54			
TAC/Gov. Conf./ Partners Mtgs	164.78			
VIC Staff				
Part-time VIC	660.73			
Total VIC Staff	660.73			
Total FY 2011-2012 Expenses	8,039.80			
FY 2012-2013 Expenses				
Administration	16,041.69	27,500.00	-11,458.31	58.3%
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	16,432.20	15,000.00	1,432.20	109.5%
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	2,831.60	3,000.00	-168.40	94.4%
Internet Development & Maint.				
Area Marketing/direct email	4,330.30	6,500.00	-2,169.70	66.6%
Internet Development & Mtn.	11,991.60	15,000.00	-3,008.40	79.9%
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	1,498.50	4,500.00	-3,001.50	33.3%
Search Optimization Services	5,496.60	6,000.00	-503.40	91.6%
Total Internet Development & Maint.	25,317.00	39,800.00	-14,483.00	63.6%
Joint Venture	0.00	6,597.50	-6,597.50	0.0%
Marketing Personnel	9,040.50	15,498.00	-6,457.50	58.3%
Opportunity				
River City Roots	3,371.00			
Opportunity - Other	0.00	3,502.50	-3,502.50	0.0%
Total Opportunity	3,371.00	3,502.50	-131.50	96.2%
TAC/Gov.Conf/Partners Mktg.	0.00	2,000.00	-2,000.00	0.0%
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	17,987.40	27,000.00	-9,012.60	66.6%
Live Helper Licenses	1,399.02	2,100.00	-700.98	66.6%
Maintain 800 number	3,197.76	4,800.00	-1,602.24	66.6%
Total Telemarketing/Fulfillment	22,584.18	33,900.00	-11,315.82	66.6%

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Cash Basis

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	<u>Jul '12 - Jan 13</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
VIC Staff				
Full Time	9,377.62	16,076.00	-6,698.38	58.3%
Part Time	<u>1,192.65</u>	<u>2,416.00</u>	<u>-1,223.35</u>	<u>49.4%</u>
Total VIC Staff	<u>10,570.27</u>	<u>18,492.00</u>	<u>-7,921.73</u>	<u>57.2%</u>
Total FY 2012-2013 Expenses	106,188.44	165,390.00	-59,201.56	64.2%
Payroll Expenses				
Part time	<u>537.15</u>			
Total Payroll Expenses	<u>537.15</u>			
Total Expense	<u>114,765.39</u>	<u>165,390.00</u>	<u>-50,624.61</u>	<u>69.4%</u>
Net Income	<u><u>-31,594.23</u></u>	<u><u>0.00</u></u>	<u><u>-31,594.23</u></u>	<u><u>100.0%</u></u>