

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

	<u>Jul '12 - Feb 13</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
<b>FY 2012-2013</b>				
Bed Tax Revenue	140,000.00	165,390.00	-25,390.00	84.6%
Miscellaneous Income	35.00			
<b>Total FY 2012-2013</b>	<u>140,035.00</u>	<u>165,390.00</u>	<u>-25,355.00</u>	<u>84.7%</u>
Interest Income	16.66			
<b>Total Income</b>	<u>140,051.66</u>	<u>165,390.00</u>	<u>-25,338.34</u>	<u>84.7%</u>
<b>Expense</b>				
<b>FY 2011-2012 Expenses</b>				
<b>Consumer Advertising</b>				
Miss Rodeo MT Campaign				
Ad Design/Photography	2,830.00			
Branded Gear	2,412.75			
<b>Total Miss Rodeo MT Campaign</b>	<u>5,242.75</u>			
Placement	800.00			
<b>Total Consumer Advertising</b>	<u>6,042.75</u>			
DMAI Accred/Certification	1,171.54			
TAC/Gov. Conf./ Partners Mtgs	164.78			
<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>8,039.80</u>			
<b>FY 2012-2013 Expenses</b>				
Administration	18,333.36	27,500.00	-9,166.64	66.7%
<b>Consumer Advertising</b>				
Print Advertising Placement	17,525.95	10,000.00	7,525.95	175.3%
Print Production/Creative	1,281.25	5,000.00	-3,718.75	25.6%
<b>Total Consumer Advertising</b>	<u>18,807.20</u>	<u>15,000.00</u>	<u>3,807.20</u>	<u>125.4%</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	366.30	650.00	-283.70	56.4%
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>2,711.30</u>	<u>3,000.00</u>	<u>-288.70</u>	<u>90.4%</u>
<b>Internet Development &amp; Maint.</b>				
Area Marketing/direct email	5,196.10	6,500.00	-1,303.90	79.9%
Internet Development & Mtn.	14,389.20	15,000.00	-610.80	95.9%
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	2,097.90	4,500.00	-2,402.10	46.6%
Search Optimization Services	6,295.80	6,000.00	295.80	104.9%
<b>Total Internet Development &amp; Maint.</b>	<u>29,979.00</u>	<u>39,800.00</u>	<u>-9,821.00</u>	<u>75.3%</u>
Joint Venture	0.00	6,597.50	-6,597.50	0.0%
Marketing Personnel	10,332.00	15,498.00	-5,166.00	66.7%
<b>Opportunity</b>				
River City Roots	3,371.00			
Opportunity - Other	0.00	3,502.50	-3,502.50	0.0%
<b>Total Opportunity</b>	<u>3,371.00</u>	<u>3,502.50</u>	<u>-131.50</u>	<u>96.2%</u>
TAC/Gov.Conf/Partners Mktg.	221.76	2,000.00	-1,778.24	11.1%
<b>Telemarketing/Fulfillment</b>				
Field Inquiries/Store Guides	21,583.80	27,000.00	-5,416.20	79.9%
Live Helper Licenses	1,678.74	2,100.00	-421.26	79.9%
Maintain 800 number	3,837.12	4,800.00	-962.88	79.9%
<b>Total Telemarketing/Fulfillment</b>	<u>27,099.66</u>	<u>33,900.00</u>	<u>-6,800.34</u>	<u>79.9%</u>

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<b>VIC Staff</b>				
<b>Full Time</b>	10,717.28	16,076.00	-5,358.72	66.7%
<b>Part Time</b>	1,192.65	2,416.00	-1,223.35	49.4%
<b>Total VIC Staff</b>	<u>11,909.93</u>	<u>18,492.00</u>	<u>-6,582.07</u>	<u>64.4%</u>
<b>Total FY 2012-2013 Expenses</b>	122,765.21	165,390.00	-42,624.79	74.2%
<b>Payroll Expenses</b>				
<b>Part time</b>	537.15			
<b>Total Payroll Expenses</b>	<u>537.15</u>			
<b>Total Expense</b>	<u>131,342.16</u>	<u>165,390.00</u>	<u>-34,047.84</u>	<u>79.4%</u>
<b>Net Income</b>	<u><u>8,709.50</u></u>	<u><u>0.00</u></u>	<u><u>8,709.50</u></u>	<u><u>100.0%</u></u>