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04/04/13

Cash Basis

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

	Jul '12 - Mar 13	Budget	\$ Over Budget	% of Budget
Income				
FY 2012-2013				
Bed Tax Revenue	140,000.00	165,390.00	-25,390.00	84.6%
Miscellaneous Income	35.00			
Total FY 2012-2013	140,035.00	165,390.00	-25,355.00	84.7%
Interest Income	19.07			
Total Income	140,054.07	165,390.00	-25,335.93	84.7%
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	20,625.03	27,500.00	-6,874.97	75.0%
Consumer Advertising				
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%
Total Consumer Advertising	18,807.20	15,000.00	3,807.20	125.4%
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	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%
Total DMAI Accreditation/Creditn	2,711.30	3,000.00	-288.70	90.4%
Internet Development & Maint.				
Area Marketing/direct email	5,629.00	6,500.00	-871.00	86.6%
Internet Development & Mtn.	15,588.00	15,000.00	588.00	103.9%
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	2,397.60	4,500.00	-2,102.40	53.3%
Search Optimization Services	6,695.40	6,000.00	695.40	111.6%
Total Internet Development & Maint.	32,310.00	39,800.00	-7,490.00	81.2%
Joint Venture	0.00	6,597.50	-6,597.50	0.0%
Marketing Personnel	11,623.50	15,498.00	-3,874.50	75.0%
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.	339.57	2,000.00	-1,660.43	17.0%
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	23,382.00	27,000.00	-3,618.00	86.6%
Live Helper Licenses	1,818.60	2,100.00	-281.40	86.6%
Maintain 800 number	4,156.80	4,800.00	-643.20	86.6%
Total Telemarketing/Fulfillment	29,357.40	33,900.00	-4,542.60	86.6%

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	<u>Jul '12 - Mar 13</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
VIC Staff				
Full Time	12,056.94	16,076.00	-4,019.06	75.0%
Part Time	1,192.65	2,416.00	-1,223.35	49.4%
Total VIC Staff	<u>13,249.59</u>	<u>18,492.00</u>	<u>-5,242.41</u>	<u>71.7%</u>
Total FY 2012-2013 Expenses	132,394.59	165,390.00	-32,995.41	80.0%
Payroll Expenses				
Part time	<u>537.15</u>			
Total Payroll Expenses	<u>537.15</u>			
Total Expense	<u>140,971.54</u>	<u>165,390.00</u>	<u>-24,418.46</u>	<u>85.2%</u>
Net Income	<u><u>-917.47</u></u>	<u><u>0.00</u></u>	<u><u>-917.47</u></u>	<u><u>100.0%</u></u>