

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

	Jul '12 - Jun 13	Budget	\$ Over Budget	% of Budget
<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>	<b>140,035.00</b>	<b>165,390.00</b>	<b>-25,355.00</b>	<b>84.7%</b>
Interest Income	22.24			
<b>Total Income</b>	<b>140,057.24</b>	<b>165,390.00</b>	<b>-25,332.76</b>	<b>84.7%</b>
<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>	<b>5,242.75</b>			
Placement	800.00			
<b>Total Consumer Advertising</b>	<b>6,042.75</b>			
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>	<b>660.73</b>			
<b>Total FY 2011-2012 Expenses</b>	<b>8,039.80</b>			
<b>FY 2012-2013 Expenses</b>				
Administration	25,208.37	27,500.00	-2,291.63	91.7%
<b>Consumer Advertising</b>				
Print Advertising Placement	18,725.95	10,000.00	8,725.95	187.3%
Print Production/Creative	2,348.75	5,000.00	-2,651.25	47.0%
<b>Total Consumer Advertising</b>	<b>21,074.70</b>	<b>15,000.00</b>	<b>6,074.70</b>	<b>140.5%</b>
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>	<b>2,711.30</b>	<b>3,000.00</b>	<b>-288.70</b>	<b>90.4%</b>
<b>Internet Development &amp; Maint.</b>				
Area Marketing/direct email	6,494.80	6,500.00	-5.20	99.9%
Internet Development & Mtn.	17,985.60	15,000.00	2,985.60	119.9%
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	2,997.00	4,500.00	-1,503.00	66.6%
Search Optimization Services	7,494.60	6,000.00	1,494.60	124.9%
<b>Total Internet Development &amp; Maint.</b>	<b>36,972.00</b>	<b>39,800.00</b>	<b>-2,828.00</b>	<b>92.9%</b>
Joint Venture	0.00	6,597.50	-6,597.50	0.0%
Marketing Personnel	14,206.50	15,498.00	-1,291.50	91.7%
<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>	<b>3,371.00</b>	<b>3,502.50</b>	<b>-131.50</b>	<b>96.2%</b>
TAC/Gov.Conf/Partners Mktg.	479.57	2,000.00	-1,520.43	24.0%
<b>Telemarketing/Fulfillment</b>				
Field Inquiries/Store Guides	26,978.40	27,000.00	-21.60	99.9%
Live Helper Licenses	2,098.32	2,100.00	-1.68	99.9%
Maintain 800 number	4,796.16	4,800.00	-3.84	99.9%
<b>Total Telemarketing/Fulfillment</b>	<b>33,872.88</b>	<b>33,900.00</b>	<b>-27.12</b>	<b>99.9%</b>

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

	<u>Jul '12 - Jun 13</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>VIC Staff</b>				
<b>Full Time</b>	14,736.26	16,076.00	-1,339.74	91.7%
<b>Part Time</b>	<u>1,192.65</u>	<u>2,416.00</u>	<u>-1,223.35</u>	<u>49.4%</u>
<b>Total VIC Staff</b>	<u>15,928.91</u>	<u>18,492.00</u>	<u>-2,563.09</u>	<u>86.1%</u>
<b>Total FY 2012-2013 Expenses</b>	153,825.23	165,390.00	-11,564.77	93.0%
<b>Payroll Expenses</b>				
<b>Part time</b>	<u>537.15</u>			
<b>Total Payroll Expenses</b>	<u>537.15</u>			
<b>Total Expense</b>	<u>162,402.18</u>	<u>165,390.00</u>	<u>-2,987.82</u>	<u>98.2%</u>
<b>Net Income</b>	<u><u>-22,344.94</u></u>	<u><u>0.00</u></u>	<u><u>-22,344.94</u></u>	<u><u>100.0%</u></u>