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06/04/13

Cash Basis

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

	<u>Jul '12 - May 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	23.82			
<b>Total Income</b>	<u>140,058.82</u>	<u>165,390.00</u>	<u>-25,331.18</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	30,786.37	33,078.00	-2,291.63	93.1%
<b>Consumer Advertising</b>				
Print Advertising Placement	18,725.95	21,000.00	-2,274.05	89.2%
Print Production/Creative	2,442.50	5,000.00	-2,557.50	48.9%
<b>Total Consumer Advertising</b>	<u>21,168.45</u>	<u>26,000.00</u>	<u>-4,831.55</u>	<u>81.4%</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	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	2,000.00	4,800.00	-2,800.00	41.7%
Participation Online Coop	2,000.00	3,000.00	-1,000.00	66.7%
Purchase Key Words	4,197.00	4,500.00	-303.00	93.3%
Search Optimization Services	6,294.60	6,000.00	294.60	104.9%
<b>Total Internet Development &amp; Maint.</b>	<u>38,972.00</u>	<u>39,800.00</u>	<u>-828.00</u>	<u>97.9%</u>
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	7,924.50	-7,924.50	0.0%
<b>Total Opportunity</b>	<u>3,371.00</u>	<u>7,924.50</u>	<u>-4,553.50</u>	<u>42.5%</u>
TAC/Gov.Conf/Partners Mktg.	659.19	2,000.00	-1,340.81	33.0%
<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>	<u>33,872.88</u>	<u>33,900.00</u>	<u>-27.12</u>	<u>99.9%</u>

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<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>	161,676.60	186,390.00	-24,713.40	86.7%
<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>170,253.55</u>	<u>186,390.00</u>	<u>-16,136.45</u>	<u>91.3%</u>
<b>Net Income</b>	<u><u>-30,194.73</u></u>	<u><u>-21,000.00</u></u>	<u><u>-9,194.73</u></u>	<u><u>143.8%</u></u>