

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

	Jul 13	Budget	\$ Over Budget	% of Budget
Income				
FY 2013-2014 Bed Tax Revenue				
FY 12-13 Carryover	0.00	8,137.00	-8,137.00	0.0%
FY 13-14 Bed Tax Revenue	0.00	180,000.00	-180,000.00	0.0%
Total FY 2013-2014 Bed Tax Revenue	0.00	188,137.00	-188,137.00	0.0%
Interest Income	1.32			
Total Income	1.32	188,137.00	-188,135.68	0.0%
Expense				
FY 2012-2013 Expenses				
Consumer Advertising				
Print Advertising Placement	400.00			
Total Consumer Advertising	400.00			
Total FY 2012-2013 Expenses	400.00			
FY 2013-2014 Expenses				
Administration	3,000.00	36,000.00	-33,000.00	8.3%
Consumer Advertising				
Area Marketing Via Direct Email	1,600.20	6,000.00	-4,399.80	26.7%
Ntl Co-op w/ Glacier Country	0.00	3,000.00	-3,000.00	0.0%
Outside Digital Media Placement	0.00	4,800.00	-4,800.00	0.0%
Print Advertising Placement	5,700.00	21,500.00	-15,800.00	26.5%
Print/Production/Creative	0.00	5,000.00	-5,000.00	0.0%
Total Consumer Advertising	7,300.20	40,300.00	-32,999.80	18.1%
Crisis Management	0.00	100.00	-100.00	0.0%
Internet Dev & Maintenance				
Internet Dev & Maintenance	4,800.06	18,000.00	-13,199.94	26.7%
Purchase of Keywords	1,333.50	5,000.00	-3,666.50	26.7%
Search Optimization Services	800.10	3,000.00	-2,199.90	26.7%
Total Internet Dev & Maintenance	6,933.66	26,000.00	-19,066.34	26.7%
Joint Venture	0.00	6,589.00	-6,589.00	0.0%
Marketing Personnel	1,291.50	15,498.00	-14,206.50	8.3%
Opportunity	0.00	5,000.00	-5,000.00	0.0%
Photo Library & Software	0.00	4,000.00	-4,000.00	0.0%
TAC/Governor's Conference	0.00	2,000.00	-2,000.00	0.0%
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	7,200.90	27,000.00	-19,799.10	26.7%
Live Helper Online License	560.07	2,100.00	-1,539.93	26.7%
Maintain 800 #	1,280.16	4,800.00	-3,519.84	26.7%
Total Telemarketing/Fulfillment	9,041.13	33,900.00	-24,858.87	26.7%
VIC Staffing				
Full-time VIC	1,339.66	16,076.00	-14,736.34	8.3%
Part-time VIC Staff	856.00	2,674.00	-1,818.00	32.0%
Total VIC Staffing	2,195.66	18,750.00	-16,554.34	11.7%
Total FY 2013-2014 Expenses	29,762.15	188,137.00	-158,374.85	15.8%
Total Expense	30,162.15	188,137.00	-157,974.85	16.0%
Net Income	-30,160.83	0.00	-30,160.83	100.0%