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 09/09/13
 Cash Basis

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

	<u>Jul - Aug 13</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
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	40,000.00	180,000.00	-140,000.00	22.2%
Total FY 2013-2014 Bed Tax Revenue	<u>40,000.00</u>	<u>188,137.00</u>	<u>-148,137.00</u>	<u>21.3%</u>
Interest Income	2.02			
Total Income	<u>40,002.02</u>	<u>188,137.00</u>	<u>-148,134.98</u>	<u>21.3%</u>
Expense				
FY 2013-2014 Expenses				
Administration	6,000.00	36,000.00	-30,000.00	16.7%
Consumer Advertising				
Area Marketing Via Direct Email	2,000.40	6,000.00	-3,999.60	33.3%
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	6,600.00	21,500.00	-14,900.00	30.7%
Print/Production/Creative	0.00	5,000.00	-5,000.00	0.0%
Total Consumer Advertising	<u>8,600.40</u>	<u>40,300.00</u>	<u>-31,699.60</u>	<u>21.3%</u>
Crisis Management	0.00	100.00	-100.00	0.0%
Internet Dev & Maintenance				
Internet Dev & Maintenance	6,000.66	18,000.00	-11,999.34	33.3%
Purchase of Keywords	1,667.00	5,000.00	-3,333.00	33.3%
Search Optimization Services	1,000.20	3,000.00	-1,999.80	33.3%
Total Internet Dev & Maintenance	<u>8,667.86</u>	<u>26,000.00</u>	<u>-17,332.14</u>	<u>33.3%</u>
Joint Venture	0.00	6,589.00	-6,589.00	0.0%
Marketing Personnel	2,583.00	15,498.00	-12,915.00	16.7%
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	9,001.80	27,000.00	-17,998.20	33.3%
Live Helper Online License	700.14	2,100.00	-1,399.86	33.3%
Maintain 800 #	1,600.32	4,800.00	-3,199.68	33.3%
Total Telemarketing/Fulfillment	<u>11,302.26</u>	<u>33,900.00</u>	<u>-22,597.74</u>	<u>33.3%</u>
VIC Staffing				
Full-time VIC	2,679.32	16,076.00	-13,396.68	16.7%
Part-time VIC Staff	1,688.00	2,674.00	-986.00	63.1%
Total VIC Staffing	<u>4,367.32</u>	<u>18,750.00</u>	<u>-14,382.68</u>	<u>23.3%</u>
Total FY 2013-2014 Expenses	<u>41,520.84</u>	<u>188,137.00</u>	<u>-146,616.16</u>	<u>22.1%</u>
Total Expense	<u>41,520.84</u>	<u>188,137.00</u>	<u>-146,616.16</u>	<u>22.1%</u>
Net Income	<u><u>-1,518.82</u></u>	<u><u>0.00</u></u>	<u><u>-1,518.82</u></u>	<u><u>100.0%</u></u>