

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

	Jul - Sep 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	47,000.00	180,000.00	-133,000.00	26.1%
Total FY 2013-2014 Bed Tax Revenue	47,000.00	188,137.00	-141,137.00	25.0%
Interest Income	5.58			
Total Income	47,005.58	188,137.00	-141,131.42	25.0%
Expense				
FY 2012-2013 Expenses				
Opportunity				
River City Roots	1,200.00			
Total Opportunity	1,200.00			
Total FY 2012-2013 Expenses	1,200.00			
FY 2013-2014 Expenses				
Administration	9,000.00	36,000.00	-27,000.00	25.0%
Consumer Advertising				
Area Marketing Via Direct Email	2,400.00	6,000.00	-3,600.00	40.0%
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	7,000.00	21,500.00	-14,500.00	32.6%
Print/Production/Creative	206.25	5,000.00	-4,793.75	4.1%
Total Consumer Advertising	9,606.25	40,300.00	-30,693.75	23.8%
Crisis Management	0.00	100.00	-100.00	0.0%
Internet Dev & Maintenance				
Internet Dev & Maintenance	7,199.46	18,000.00	-10,800.54	40.0%
Purchase of Keywords	2,000.00	5,000.00	-3,000.00	40.0%
Search Optimization Services	1,200.00	3,000.00	-1,800.00	40.0%
Total Internet Dev & Maintenance	10,399.46	26,000.00	-15,600.54	40.0%
Joint Venture	0.00	6,589.00	-6,589.00	0.0%
Marketing Personnel	3,874.50	15,498.00	-11,623.50	25.0%
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	10,800.00	27,000.00	-16,200.00	40.0%
Live Helper Online License	840.00	2,100.00	-1,260.00	40.0%
Maintain 800 #	1,920.00	4,800.00	-2,880.00	40.0%
Total Telemarketing/Fulfillment	13,560.00	33,900.00	-20,340.00	40.0%
VIC Staffing				
Full-time VIC	4,018.98	16,076.00	-12,057.02	25.0%
Part-time VIC Staff	1,912.00	2,674.00	-762.00	71.5%
Total VIC Staffing	5,930.98	18,750.00	-12,819.02	31.6%
Total FY 2013-2014 Expenses	52,371.19	188,137.00	-135,765.81	27.8%
Total Expense	53,571.19	188,137.00	-134,565.81	28.5%
Net Income	-6,565.61	0.00	-6,565.61	100.0%