

## Destination Missoula Bed Tax Profit & Loss Budget vs. Actual July 2013 through June 2014

	Jul '13 - Jun 14	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
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%
<b>Total FY 2013-2014 Bed Tax Revenue</b>	<b>47,000.00</b>	<b>188,137.00</b>	<b>-141,137.00</b>	<b>25.0%</b>
Interest Income	7.80			
<b>Total Income</b>	<b>47,007.80</b>	<b>188,137.00</b>	<b>-141,129.20</b>	<b>25.0%</b>
<b>Expense</b>				
<b>FY 2013-2014 Expenses</b>				
Administration	12,000.00	36,000.00	-24,000.00	33.3%
Consumer Advertising				
Area Marketing Via Direct Email	3,199.80	6,000.00	-2,800.20	53.3%
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	7,100.00	21,500.00	-14,400.00	33.0%
Print/Production/Creative	206.25	5,000.00	-4,793.75	4.1%
<b>Total Consumer Advertising</b>	<b>10,506.05</b>	<b>40,300.00</b>	<b>-29,793.95</b>	<b>26.1%</b>
Crisis Management	0.00	100.00	-100.00	0.0%
Internet Dev & Maintenance				
Internet Dev & Maintenance	9,598.86	18,000.00	-8,401.14	53.3%
Purchase of Keywords	2,666.50	5,000.00	-2,333.50	53.3%
Search Optimization Services	1,599.90	3,000.00	-1,400.10	53.3%
<b>Total Internet Dev &amp; Maintenance</b>	<b>13,865.26</b>	<b>26,000.00</b>	<b>-12,134.74</b>	<b>53.3%</b>
Joint Venture	0.00	6,589.00	-6,589.00	0.0%
Marketing Personnel	5,166.00	15,498.00	-10,332.00	33.3%
Opportunity				
River City Roots	1,200.00			
Opportunity - Other	0.00	5,000.00	-5,000.00	0.0%
<b>Total Opportunity</b>	<b>1,200.00</b>	<b>5,000.00</b>	<b>-3,800.00</b>	<b>24.0%</b>
Photo Library & Software	0.00	4,000.00	-4,000.00	0.0%
TAC/Governor's Conference	740.94	2,000.00	-1,259.06	37.0%
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	14,399.10	27,000.00	-12,600.90	53.3%
Live Helper Online License	1,119.93	2,100.00	-980.07	53.3%
Maintain 800 #	2,559.84	4,800.00	-2,240.16	53.3%
<b>Total Telemarketing/Fulfillment</b>	<b>18,078.87</b>	<b>33,900.00</b>	<b>-15,821.13</b>	<b>53.3%</b>
VIC Staffing				
Full-time VIC	6,078.64	16,076.00	-9,997.36	37.8%
Part-time VIC Staff	1,912.00	2,674.00	-762.00	71.5%
<b>Total VIC Staffing</b>	<b>7,990.64</b>	<b>18,750.00</b>	<b>-10,759.36</b>	<b>42.6%</b>
<b>Total FY 2013-2014 Expenses</b>	<b>69,547.76</b>	<b>188,137.00</b>	<b>-118,589.24</b>	<b>37.0%</b>
<b>Total Expense</b>	<b>69,547.76</b>	<b>188,137.00</b>	<b>-118,589.24</b>	<b>37.0%</b>
<b>Net Income</b>	<b>-22,539.96</b>	<b>0.00</b>	<b>-22,539.96</b>	<b>100.0%</b>