

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

	Jul '13 - Jun 14	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	102,000.00	180,000.00	-78,000.00	56.7%
Total FY 2013-2014 Bed Tax Revenue	102,000.00	188,137.00	-86,137.00	54.2%
Interest Income	9.32			
Total Income	102,009.32	188,137.00	-86,127.68	54.2%
Expense				
FY 2013-2014 Expenses				
Administration	15,000.00	36,000.00	-21,000.00	41.7%
Consumer Advertising				
Area Marketing Via Direct Email	3,600.00	6,000.00	-2,400.00	60.0%
Ntl Co-op w/ Glacier Country	2,000.00	3,000.00	-1,000.00	66.7%
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%
Total Consumer Advertising	12,906.25	40,300.00	-27,393.75	32.0%
Crisis Management	0.00	100.00	-100.00	0.0%
Internet Dev & Maintenance				
Internet Dev & Maintenance	10,799.46	18,000.00	-7,200.54	60.0%
Purchase of Keywords	3,000.00	5,000.00	-2,000.00	60.0%
Search Optimization Services	1,800.00	3,000.00	-1,200.00	60.0%
Total Internet Dev & Maintenance	15,599.46	26,000.00	-10,400.54	60.0%
Joint Venture	0.00	6,589.00	-6,589.00	0.0%
Marketing Personnel	7,977.16	15,498.00	-7,520.84	51.5%
Opportunity				
River City Roots	1,200.00			
Opportunity - Other	0.00	5,000.00	-5,000.00	0.0%
Total Opportunity	1,200.00	5,000.00	-3,800.00	24.0%
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	16,200.00	27,000.00	-10,800.00	60.0%
Live Helper Online License	1,260.00	2,100.00	-840.00	60.0%
Maintain 800 #	2,880.00	4,800.00	-1,920.00	60.0%
Total Telemarketing/Fulfillment	20,340.00	33,900.00	-13,560.00	60.0%
VIC Staffing				
Full-time VIC	6,078.64	18,236.00	-12,157.36	33.3%
Part-time VIC Staff	1,912.00	2,674.00	-762.00	71.5%
Total VIC Staffing	7,990.64	20,910.00	-12,919.36	38.2%
Total FY 2013-2014 Expenses	81,754.45	190,297.00	-108,542.55	43.0%
Total Expense	81,754.45	190,297.00	-108,542.55	43.0%
Net Income	20,254.87	-2,160.00	22,414.87	-937.7%