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Cash Basis

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

	<u>Jul - Dec 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	102,000.00	180,000.00	-78,000.00	56.7%
Total FY 2013-2014 Bed Tax Revenue	<u>102,000.00</u>	<u>188,137.00</u>	<u>-86,137.00</u>	<u>54.2%</u>
Interest Income	9.32			
Total Income	<u>102,009.32</u>	<u>188,137.00</u>	<u>-86,127.68</u>	<u>54.2%</u>
Expense				
FY 2013-2014 Expenses				
Administration	18,000.00	36,000.00	-18,000.00	50.0%
Consumer Advertising				
Area Marketing Via Direct Email	3,999.60	6,000.00	-2,000.40	66.7%
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	<u>13,305.85</u>	<u>40,300.00</u>	<u>-26,994.15</u>	<u>33.0%</u>
Crisis Management	0.00	100.00	-100.00	0.0%
Internet Dev & Maintenance				
Internet Dev & Maintenance	11,998.26	18,000.00	-6,001.74	66.7%
Purchase of Keywords	3,333.00	5,000.00	-1,667.00	66.7%
Search Optimization Services	1,999.80	3,000.00	-1,000.20	66.7%
Total Internet Dev & Maintenance	<u>17,331.06</u>	<u>26,000.00</u>	<u>-8,668.94</u>	<u>66.7%</u>
Joint Venture	0.00	6,589.00	-6,589.00	0.0%
Marketing Personnel	10,788.32	15,498.00	-4,709.68	69.6%
Opportunity				
River City Roots	1,200.00			
Opportunity - Other	0.00	5,000.00	-5,000.00	0.0%
Total Opportunity	<u>1,200.00</u>	<u>5,000.00</u>	<u>-3,800.00</u>	<u>24.0%</u>
Photo Library & Software	1,800.00	4,000.00	-2,200.00	45.0%
TAC/Governor's Conference	740.94	2,000.00	-1,259.06	37.0%
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	17,998.20	27,000.00	-9,001.80	66.7%
Live Helper Online License	1,399.86	2,100.00	-700.14	66.7%
Maintain 800 #	3,199.68	4,800.00	-1,600.32	66.7%
Total Telemarketing/Fulfillment	<u>22,597.74</u>	<u>33,900.00</u>	<u>-11,302.26</u>	<u>66.7%</u>
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	<u>7,990.64</u>	<u>20,910.00</u>	<u>-12,919.36</u>	<u>38.2%</u>
Total FY 2013-2014 Expenses	<u>93,754.55</u>	<u>190,297.00</u>	<u>-96,542.45</u>	<u>49.3%</u>
Total Expense	<u>93,754.55</u>	<u>190,297.00</u>	<u>-96,542.45</u>	<u>49.3%</u>
Net Income	<u><u>8,254.77</u></u>	<u><u>-2,160.00</u></u>	<u><u>10,414.77</u></u>	<u><u>-382.2%</u></u>