

9:50 AM
 02/10/14
 Cash Basis

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

	Jul '13 - Jan 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	20.23			
Total Income	102,020.23	188,137.00	-86,116.77	54.2%
Expense				
FY 2013-2014 Expenses				
Administration	21,000.00	36,000.00	-15,000.00	58.3%
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	37,450.90	-30,350.90	19.0%
Print/Production/Creative	206.25	5,000.00	-4,793.75	4.1%
Total Consumer Advertising	13,305.85	56,250.90	-42,945.05	23.7%
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	17,331.06	26,000.00	-8,668.94	66.7%
Joint Venture	0.00	6,589.00	-6,589.00	0.0%
Marketing Personnel	9,040.50	15,498.00	-6,457.50	58.3%
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	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	22,597.74	33,900.00	-11,302.26	66.7%
VIC Staffing				
Full-time VIC	10,637.62	18,236.00	-7,598.38	58.3%
Part-time VIC Staff	1,912.00	2,674.00	-762.00	71.5%
Total VIC Staffing	12,549.62	20,910.00	-8,360.38	60.0%
Total FY 2013-2014 Expenses	99,565.71	206,247.90	-106,682.19	48.3%
Total Expense	99,565.71	206,247.90	-106,682.19	48.3%
Net Income	2,454.52	-18,110.90	20,565.42	-13.6%