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 03/10/14
 Cash Basis

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

	Jul '13 - Feb 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	148,000.00	180,000.00	-32,000.00	82.2%
Total FY 2013-2014 Bed Tax Revenue	148,000.00	188,137.00	-40,137.00	78.7%
Interest Income	23.60			
Total Income	148,023.60	188,137.00	-40,113.40	78.7%
Expense				
FY 2013-2014 Expenses				
Administration	24,000.00	36,000.00	-12,000.00	66.7%
Consumer Advertising				
Area Marketing Via Direct Email	4,399.20	6,000.00	-1,600.80	73.3%
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	13,352.00	37,450.90	-24,098.90	35.7%
Print/Production/Creative	206.25	5,000.00	-4,793.75	4.1%
Total Consumer Advertising	19,957.45	56,250.90	-36,293.45	35.5%
Crisis Management	0.00	100.00	-100.00	0.0%
Internet Dev & Maintenance				
Internet Dev & Maintenance	13,197.06	18,000.00	-4,802.94	73.3%
Purchase of Keywords	3,666.00	5,000.00	-1,334.00	73.3%
Search Optimization Services	2,199.60	3,000.00	-800.40	73.3%
Total Internet Dev & Maintenance	19,062.66	26,000.00	-6,937.34	73.3%
Joint Venture	0.00	6,589.00	-6,589.00	0.0%
Marketing Personnel	10,332.00	15,498.00	-5,166.00	66.7%
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	19,796.40	27,000.00	-7,203.60	73.3%
Live Helper Online License	1,539.72	2,100.00	-560.28	73.3%
Maintain 800 #	3,519.36	4,800.00	-1,280.64	73.3%
Total Telemarketing/Fulfillment	24,855.48	33,900.00	-9,044.52	73.3%
VIC Staffing				
Full-time VIC	12,157.28	18,236.00	-6,078.72	66.7%
Part-time VIC Staff	1,912.00	2,674.00	-762.00	71.5%
Total VIC Staffing	14,069.28	20,910.00	-6,840.72	67.3%
Total FY 2013-2014 Expenses	116,017.81	206,247.90	-90,230.09	56.3%
Total Expense	116,017.81	206,247.90	-90,230.09	56.3%
Net Income	32,005.79	-18,110.90	50,116.69	-176.7%