

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

	Jul '13 - Mar 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	30.30			
Total Income	148,030.30	188,137.00	-40,106.70	78.7%
Expense				
FY 2013-2014 Expenses				
Administration	27,000.00	36,000.00	-9,000.00	75.0%
Consumer Advertising				
Area Marketing Via Direct Email	4,798.80	6,000.00	-1,201.20	80.0%
Ntl Co-op w/ Glacier Country	4,000.00	3,000.00	1,000.00	133.3%
Outside Digital Media Placement	3,174.00	4,800.00	-1,626.00	66.1%
Print Advertising Placement	13,352.00	37,450.90	-24,098.90	35.7%
Print/Production/Creative	281.25	5,000.00	-4,718.75	5.6%
Total Consumer Advertising	25,606.05	56,250.90	-30,644.85	45.5%
Crisis Management	0.00	100.00	-100.00	0.0%
Internet Dev & Maintenance				
Internet Dev & Maintenance	14,395.86	18,000.00	-3,604.14	80.0%
Purchase of Keywords	3,999.00	5,000.00	-1,001.00	80.0%
Search Optimization Services	2,399.40	3,000.00	-600.60	80.0%
Total Internet Dev & Maintenance	20,794.26	26,000.00	-5,205.74	80.0%
Joint Venture	1,500.00	6,589.00	-5,089.00	22.8%
Marketing Personnel	11,623.50	15,498.00	-3,874.50	75.0%
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	21,594.60	27,000.00	-5,405.40	80.0%
Live Helper Online License	1,679.58	2,100.00	-420.42	80.0%
Maintain 800 #	3,839.04	4,800.00	-960.96	80.0%
Total Telemarketing/Fulfillment	27,113.22	33,900.00	-6,786.78	80.0%
VIC Staffing				
Full-time VIC	13,676.94	18,236.00	-4,559.06	75.0%
Part-time VIC Staff	1,912.00	2,674.00	-762.00	71.5%
Total VIC Staffing	15,588.94	20,910.00	-5,321.06	74.6%
Total FY 2013-2014 Expenses	132,966.91	206,247.90	-73,280.99	64.5%
Total Expense	132,966.91	206,247.90	-73,280.99	64.5%
Net Income	15,063.39	-18,110.90	33,174.29	-83.2%