

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

	Jul '13 - Apr 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 2012-2013 Expenses				
Consumer Advertising				
Print Advertising Placement	1,731.15			
Total Consumer Advertising	1,731.15			
Total FY 2012-2013 Expenses	1,731.15			
FY 2013-2014 Expenses				
Administration	30,000.00	36,000.00	-6,000.00	83.3%
Consumer Advertising				
Area Marketing Via Direct Email	5,198.40	6,000.00	-801.60	86.6%
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	15,402.00	37,450.90	-22,048.90	41.1%
Print/Production/Creative	356.25	5,000.00	-4,643.75	7.1%
Total Consumer Advertising	28,130.65	56,250.90	-28,120.25	50.0%
Crisis Management	0.00	100.00	-100.00	0.0%
Internet Dev & Maintenance				
Internet Dev & Maintenance	15,594.66	18,000.00	-2,405.34	86.6%
Purchase of Keywords	4,332.00	5,000.00	-668.00	86.6%
Search Optimization Services	2,599.20	3,000.00	-400.80	86.6%
Total Internet Dev & Maintenance	22,525.86	26,000.00	-3,474.14	86.6%
Joint Venture	1,500.00	6,589.00	-5,089.00	22.8%
Marketing Personnel	12,915.00	15,498.00	-2,583.00	83.3%
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	1,324.34	2,000.00	-675.66	66.2%
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	23,392.80	27,000.00	-3,607.20	86.6%
Live Helper Online License	1,819.44	2,100.00	-280.56	86.6%
Maintain 800 #	4,158.72	4,800.00	-641.28	86.6%
Total Telemarketing/Fulfillment	29,370.96	33,900.00	-4,529.04	86.6%
VIC Staffing				
Full-time VIC	15,196.60	18,236.00	-3,039.40	83.3%
Part-time VIC Staff	1,912.00	2,674.00	-762.00	71.5%
Total VIC Staffing	17,108.60	20,910.00	-3,801.40	81.8%
Total FY 2013-2014 Expenses	145,875.41	206,247.90	-60,372.49	70.7%
Total Expense	147,606.56	206,247.90	-58,641.34	71.6%
Net Income	423.74	-18,110.90	18,534.64	-2.3%