

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

| | Jul '13 - May 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 | 37.03 | | | |
| Total Income | 148,037.03 | 188,137.00 | -40,099.97 | 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 | 33,000.00 | 36,000.00 | -3,000.00 | 91.7% |
| Consumer Advertising | | | | |
| Area Marketing Via Direct Email | 5,598.00 | 6,000.00 | -402.00 | 93.3% |
| Ntl Co-op w/ Glacier Country | 4,000.00 | 3,000.00 | 1,000.00 | 133.3% |
| Outside Digital Media Placement | 3,474.00 | 4,800.00 | -1,326.00 | 72.4% |
| 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 | 28,830.25 | 56,250.90 | -27,420.65 | 51.3% |
| Crisis Management | 0.00 | 100.00 | -100.00 | 0.0% |
| Internet Dev & Maintenance | | | | |
| Internet Dev & Maintenance | 16,793.46 | 18,000.00 | -1,206.54 | 93.3% |
| Purchase of Keywords | 4,665.00 | 5,000.00 | -335.00 | 93.3% |
| Search Optimization Services | 2,799.00 | 3,000.00 | -201.00 | 93.3% |
| Total Internet Dev & Maintenance | 24,257.46 | 26,000.00 | -1,742.54 | 93.3% |
| Joint Venture | 1,500.00 | 6,589.00 | -5,089.00 | 22.8% |
| Marketing Personnel | 14,206.50 | 15,498.00 | -1,291.50 | 91.7% |
| 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 | 1,616.03 | 2,000.00 | -383.97 | 80.8% |
| Telemarketing/Fulfillment | | | | |
| Field Inquiries/Store Guides | 25,191.00 | 27,000.00 | -1,809.00 | 93.3% |
| Live Helper Online License | 1,959.30 | 2,100.00 | -140.70 | 93.3% |
| Maintain 800 # | 4,478.40 | 4,800.00 | -321.60 | 93.3% |
| Total Telemarketing/Fulfillment | 31,628.70 | 33,900.00 | -2,271.30 | 93.3% |
| VIC Staffing | | | | |
| Full-time VIC | 16,716.26 | 18,236.00 | -1,519.74 | 91.7% |
| Part-time VIC Staff | 1,912.00 | 2,674.00 | -762.00 | 71.5% |
| Total VIC Staffing | 18,628.26 | 20,910.00 | -2,281.74 | 89.1% |
| Total FY 2013-2014 Expenses | 156,667.20 | 206,247.90 | -49,580.70 | 76.0% |
| Total Expense | 158,398.35 | 206,247.90 | -47,849.55 | 76.8% |
| Net Income | -10,361.32 | -18,110.90 | 7,749.58 | 57.2% |