

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

	Jul 14	Budget	\$ Over Budget	% of Budget
Income				
FY 2014-2015 Bed Tax Revenue				
Fy 13-14 Carryover	0.00	8,250.00	-8,250.00	0.0%
FY 14-15 Bed Tax Revenue	0.00	180,000.00	-180,000.00	0.0%
Total FY 2014-2015 Bed Tax Revenue	0.00	188,250.00	-188,250.00	0.0%
Interest Income	2.19			
Total Income	2.19	188,250.00	-188,247.81	0.0%
Expense				
FY 2013-2014 Expenses				
TAC/Governor's Conference	179.62			
Total FY 2013-2014 Expenses	179.62			
FY 2014-2015 Expenses				
Administration	3,000.00	36,000.00	-33,000.00	8.3%
Consumer Advertising	2,730.00	26,500.00	-23,770.00	10.3%
Crisis Management	0.00	100.00	-100.00	0.0%
DMAI	0.00	3,000.00	-3,000.00	0.0%
Internet				
Direct E-mail Marketing	1,995.00	7,500.00	-5,505.00	26.6%
Glacier Country Digital Coops	0.00	5,000.00	-5,000.00	0.0%
Search Engine Opt.	798.00	3,000.00	-2,202.00	26.6%
Website Dev./Main.	0.00	4,800.00	-4,800.00	0.0%
Total Internet	2,793.00	20,300.00	-17,507.00	13.8%
Joint Venture	0.00	3,725.00	-3,725.00	0.0%
Marketing Personnel	1,291.50	15,498.00	-14,206.50	8.3%
Meetings - GC/TAC/Gov. Conf	0.00	2,000.00	-2,000.00	0.0%
Opportunity	0.00	1,435.00	-1,435.00	0.0%
Photo Library	0.00	4,000.00	-4,000.00	0.0%
Public Relations	0.00	15,000.00	-15,000.00	0.0%
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	7,182.00	27,000.00	-19,818.00	26.6%
Live Helper Licenses	558.60	2,100.00	-1,541.40	26.6%
Maintain 800 Number	1,276.80	4,800.00	-3,523.20	26.6%
Postage	0.00	5,700.00	-5,700.00	0.0%
Total Telemarketing/Fulfillment	9,017.40	39,600.00	-30,582.60	22.8%
VIC Staffing				
Full-time VIC	1,519.66	18,236.00	-16,716.34	8.3%
Part-time VIC	996.00	2,856.00	-1,860.00	34.9%
Total VIC Staffing	2,515.66	21,092.00	-18,576.34	11.9%
Total FY 2014-2015 Expenses	21,347.56	188,250.00	-166,902.44	11.3%
Total Expense	21,527.18	188,250.00	-166,722.82	11.4%
Net Income	-21,524.99	0.00	-21,524.99	100.0%