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 09/08/14
 Cash Basis

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

	Jul - Aug 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	47,000.00	180,000.00	-133,000.00	26.1%
Total FY 2014-2015 Bed Tax Revenue	47,000.00	188,250.00	-141,250.00	25.0%
Interest Income	3.60			
Total Income	47,003.60	188,250.00	-141,246.40	25.0%
Expense				
FY 2013-2014 Expenses				
TAC/Governor's Conference	179.62			
Total FY 2013-2014 Expenses	179.62			
FY 2014-2015 Expenses				
Administration	6,000.00	36,000.00	-30,000.00	16.7%
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	2,494.50	7,500.00	-5,005.50	33.3%
Glacier Country Digital Coops	0.00	5,000.00	-5,000.00	0.0%
Search Engine Opt.	997.80	3,000.00	-2,002.20	33.3%
Website Dev./Main.	0.00	4,800.00	-4,800.00	0.0%
Total Internet	3,492.30	20,300.00	-16,807.70	17.2%
Joint Venture	0.00	3,725.00	-3,725.00	0.0%
Marketing Personnel	2,583.00	15,498.00	-12,915.00	16.7%
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	8,980.20	27,000.00	-18,019.80	33.3%
Live Helper Licenses	698.46	2,100.00	-1,401.54	33.3%
Maintain 800 Number	1,596.48	4,800.00	-3,203.52	33.3%
Postage	0.00	5,700.00	-5,700.00	0.0%
Total Telemarketing/Fulfillment	11,275.14	39,600.00	-28,324.86	28.5%
VIC Staffing				
Full-time VIC	3,039.32	18,236.00	-15,196.68	16.7%
Part-time VIC	1,965.00	2,856.00	-891.00	68.8%
Total VIC Staffing	5,004.32	21,092.00	-16,087.68	23.7%
Total FY 2014-2015 Expenses	31,084.76	188,250.00	-157,165.24	16.5%
Total Expense	31,264.38	188,250.00	-156,985.62	16.6%
Net Income	15,739.22	0.00	15,739.22	100.0%