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 10/07/14
 Cash Basis

Destination Missoula Bed Tax Profit & Loss Budget vs. Actual July 2014 through June 2015

	Jul '14 - Jun 15	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	8.20			
Total Income	47,008.20	188,250.00	-141,241.80	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	9,000.00	36,000.00	-27,000.00	25.0%
Consumer Advertising	7,730.00	26,500.00	-18,770.00	29.2%
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	3,493.50	7,500.00	-4,006.50	46.6%
Glacier Country Digital Coops	2,000.00	5,000.00	-3,000.00	40.0%
Search Engine Opt.	1,397.40	3,000.00	-1,602.60	46.6%
Website Dev./Main.	0.00	4,800.00	-4,800.00	0.0%
Total Internet	6,890.90	20,300.00	-13,409.10	33.9%
Joint Venture	0.00	3,725.00	-3,725.00	0.0%
Marketing Personnel	3,874.50	15,498.00	-11,623.50	25.0%
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	12,576.60	27,000.00	-14,423.40	46.6%
Live Helper Licenses	978.18	2,100.00	-1,121.82	46.6%
Maintain 800 Number	2,235.84	4,800.00	-2,564.16	46.6%
Postage	0.00	5,700.00	-5,700.00	0.0%
Total Telemarketing/Fulfillment	15,790.62	39,600.00	-23,809.38	39.9%
VIC Staffing				
Full-time VIC	4,558.98	18,236.00	-13,677.02	25.0%
Part-time VIC	2,084.00	2,856.00	-772.00	73.0%
Total VIC Staffing	6,642.98	21,092.00	-14,449.02	31.5%
Total FY 2014-2015 Expenses	49,929.00	188,250.00	-138,321.00	26.5%
Total Expense	50,108.62	188,250.00	-138,141.38	26.6%
Net Income	-3,100.42	0.00	-3,100.42	100.0%