

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

	Jul - Nov 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%
FY 2014-2015 Bed Tax Revenue - Other	46,152.77			
Total FY 2014-2015 Bed Tax Revenue	93,152.77	188,250.00	-95,097.23	49.5%
Interest Income	12.65			
Total Income	93,165.42	188,250.00	-95,084.58	49.5%
Expense				
FY 2013-2014 Expenses				
TAC/Governor's Conference	243.62			
Total FY 2013-2014 Expenses	243.62			
FY 2014-2015 Expenses				
Adminstration	15,000.00	36,000.00	-21,000.00	41.7%
Consumer Advertising	7,805.00	26,500.00	-18,695.00	29.5%
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	3,993.00	7,500.00	-3,507.00	53.2%
Glacier Country Digital Coops	2,000.00	5,000.00	-3,000.00	40.0%
Search Engine Opt.	1,597.20	3,000.00	-1,402.80	53.2%
Website Dev./Main.	0.00	4,800.00	-4,800.00	0.0%
Total Internet	7,590.20	20,300.00	-12,709.80	37.4%
Joint Venture	0.00	3,725.00	-3,725.00	0.0%
Marketing Personnel	6,457.50	15,498.00	-9,040.50	41.7%
Meetings - GC/TAC/Gov. Conf	269.43	2,000.00	-1,730.57	13.5%
Opportunity	0.00	1,435.00	-1,435.00	0.0%
Photo Library	3,000.00	4,000.00	-1,000.00	75.0%
Public Relations	0.00	15,000.00	-15,000.00	0.0%
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	14,374.80	27,000.00	-12,625.20	53.2%
Live Helper Licenses	1,118.04	2,100.00	-981.96	53.2%
Maintain 800 Number	2,555.52	4,800.00	-2,244.48	53.2%
Postage	1,500.00	5,700.00	-4,200.00	26.3%
Total Telemarketing/Fulfillment	19,548.36	39,600.00	-20,051.64	49.4%
VIC Staffing				
Full-time VIC	7,598.30	18,236.00	-10,637.70	41.7%
Part-time VIC	2,084.00	2,856.00	-772.00	73.0%
Total VIC Staffing	9,682.30	21,092.00	-11,409.70	45.9%
Total FY 2014-2015 Expenses	69,352.79	188,250.00	-118,897.21	36.8%
Total Expense	69,596.41	188,250.00	-118,653.59	37.0%
Net Income	23,569.01	0.00	23,569.01	100.0%