

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

	Jul - Dec 14	Budget	\$ Over Budget	% of Budget
Income				
Audit Reimbursements	18.00			
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	93,152.77	180,000.00	-86,847.23	51.8%
Total FY 2014-2015 Bed Tax Revenue	93,152.77	188,250.00	-95,097.23	49.5%
Interest Income	18.38			
Total Income	93,189.15	188,250.00	-95,060.85	49.5%
Expense				
FY 2013-2014 Expenses				
TAC/Governor's Conference	243.62			
Total FY 2013-2014 Expenses	243.62			
FY 2014-2015 Expenses				
Administration	18,000.00	36,000.00	-18,000.00	50.0%
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	4,492.50	7,500.00	-3,007.50	59.9%
Glacier Country Digital Coops	2,000.00	5,000.00	-3,000.00	40.0%
Search Engine Opt.	1,797.00	3,000.00	-1,203.00	59.9%
Website Dev./Main.	0.00	4,800.00	-4,800.00	0.0%
Total Internet	8,289.50	20,300.00	-12,010.50	40.8%
Joint Venture	0.00	3,725.00	-3,725.00	0.0%
Marketing Personnel	7,749.00	15,498.00	-7,749.00	50.0%
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	16,173.00	27,000.00	-10,827.00	59.9%
Live Helper Licenses	1,257.90	2,100.00	-842.10	59.9%
Maintain 800 Number	2,875.20	4,800.00	-1,924.80	59.9%
Postage	1,500.00	5,700.00	-4,200.00	26.3%
Total Telemarketing/Fulfillment	21,806.10	39,600.00	-17,793.90	55.1%
VIC Staffing				
Full-time VIC	9,117.96	18,236.00	-9,118.04	50.0%
Part-time VIC	2,084.00	2,856.00	-772.00	73.0%
Total VIC Staffing	11,201.96	21,092.00	-9,890.04	53.1%
Total FY 2014-2015 Expenses	78,120.99	188,250.00	-110,129.01	41.5%
Total Expense	78,364.61	188,250.00	-109,885.39	41.6%
Net Income	14,824.54	0.00	14,824.54	100.0%