

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July 1 through August 30, 2014

	Jul 1 - Aug 3...	Budget	\$ Over Budget	% of Budget
Income				
Collection	0.00	620,494.00	-620,494.00	0.0%
Interest Income	53.47	0.00	53.47	100.0%
Previous Year Carryover	0.00	0.00	0.00	0.0%
RMI 2014 Income	2,800.00	0.00	2,800.00	100.0%
Total Income	2,853.47	620,494.00	-617,640.53	0.5%
Expense				
Administration				
Board Retreat & Development	0.00	1,500.00	-1,500.00	0.0%
Dues, Memberships, Subscription	537.50	2,000.00	-1,462.50	26.9%
Insurance				
Board Liability	0.00	1,400.00	-1,400.00	0.0%
Indemnity	0.00	500.00	-500.00	0.0%
Insurance - Other	0.00	0.00	0.00	0.0%
Total Insurance	0.00	1,900.00	-1,900.00	0.0%
Legislature	0.00	5,000.00	-5,000.00	0.0%
Meetings--TAC/Gov. Conf.	179.62	2,000.00	-1,820.38	9.0%
Office Expense				
Cell Phone/Data Plan	0.00	450.00	-450.00	0.0%
Christmas Gifts	0.00	750.00	-750.00	0.0%
Computers/Maintenance	0.00	2,000.00	-2,000.00	0.0%
Copier	262.00	1,000.00	-738.00	26.2%
Copies	0.00	375.00	-375.00	0.0%
Customer Relations Mgt Software	5,300.00	4,500.00	800.00	117.8%
Internet	125.00	750.00	-625.00	16.7%
Misc. Expense	439.96	500.00	-60.04	88.0%
Office Furniture	0.00	500.00	-500.00	0.0%
Parking	375.00	2,250.00	-1,875.00	16.7%
Postage	0.00	1,400.00	-1,400.00	0.0%
Printing	0.00	1,500.00	-1,500.00	0.0%
Recruitment & Retention	0.00	230.00	-230.00	0.0%
Rent	1,800.00	13,350.00	-11,550.00	13.5%
Sales Mgr Lunches/Recruitment	0.00	200.00	-200.00	0.0%
Supplies	37.27	1,500.00	-1,462.73	2.5%
Telephone	182.00	1,200.00	-1,018.00	15.2%
Utilities	250.00	1,500.00	-1,250.00	16.7%
Office Expense - Other	0.00	0.00	0.00	0.0%
Total Office Expense	8,771.23	33,955.00	-25,183.77	25.8%
Professional Development				
DMAI	0.00	2,800.00	-2,800.00	0.0%
Sales Dev. Programs	0.00	3,000.00	-3,000.00	0.0%
Professional Development - Other	0.00	0.00	0.00	0.0%
Total Professional Development	0.00	5,800.00	-5,800.00	0.0%
Professional Serv./Fees--Acct	1,886.66	11,515.00	-9,628.34	16.4%
Administration - Other	0.00	0.00	0.00	0.0%
Total Administration	11,375.01	63,670.00	-52,294.99	17.9%
Air Service Guaranty	0.00	0.00	0.00	0.0%
Funds Committed Current FY				
Air Service Guarantee	0.00	100,000.00	-100,000.00	0.0%
Jehova Witness	0.00	0.00	0.00	0.0%
MHSA State Events	0.00	41,000.00	-41,000.00	0.0%
Funds Committed Current FY - Other	0.00	0.00	0.00	0.0%
Total Funds Committed Current FY	0.00	141,000.00	-141,000.00	0.0%
Grant Funding				
Community Grants	0.00	15,000.00	-15,000.00	0.0%
Meetings & Conventions	0.00	126,855.00	-126,855.00	0.0%
Sports & Events	20,272.16	83,146.00	-62,873.84	24.4%
Grant Funding - Other	0.00	0.00	0.00	0.0%
Total Grant Funding	20,272.16	225,001.00	-204,728.84	9.0%

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Group Tour/Leisure Travel				
Consumer Advertising	3,301.00	17,000.00	-13,699.00	19.4%
Group Tour/Leisure Travel - Other	0.00	0.00	0.00	0.0%
Total Group Tour/Leisure Travel	3,301.00	17,000.00	-13,699.00	19.4%
Internet Development				
Outside Digital Media Placement	0.00	45,200.00	-45,200.00	0.0%
Search Engine Marketing	4,080.00	20,400.00	-16,320.00	20.0%
Search Engine Optimization	1,680.00	8,400.00	-6,720.00	20.0%
Website Dev./Main.	4,600.00	23,000.00	-18,400.00	20.0%
Internet Development - Other	0.00	0.00	0.00	0.0%
Total Internet Development	10,360.00	97,000.00	-86,640.00	10.7%
Marketing				
FAMS	89.50	30,000.00	-29,910.50	0.3%
Opportunity	15,000.00	40,000.00	-25,000.00	37.5%
Photo Library & Software	0.00	12,000.00	-12,000.00	0.0%
Marketing - Other	0.00	0.00	0.00	0.0%
Total Marketing	15,089.50	82,000.00	-66,910.50	18.4%
Meeting & Conventions				
Bring It Home Msla Campaign	0.00	10,000.00	-10,000.00	0.0%
Consumer Advertising	0.00	15,000.00	-15,000.00	0.0%
Direct/Digital Mtg Planner Camp	0.00	4,000.00	-4,000.00	0.0%
DMAI Economic Impact Calc	0.00	3,250.00	-3,250.00	0.0%
E-Mint Database	6,667.00	2,500.00	4,167.00	266.7%
Event Planner Incentive Prog	0.00	2,000.00	-2,000.00	0.0%
Sales Materials	0.00	6,000.00	-6,000.00	0.0%
Meeting & Conventions - Other	0.00	0.00	0.00	0.0%
Total Meeting & Conventions	6,667.00	42,750.00	-36,083.00	15.6%
Payroll				
Benefits	1,469.84	10,608.00	-9,138.16	13.9%
Destination Sales Mngr Salary	7,500.00	45,000.00	-37,500.00	16.7%
Director Salary	4,583.34	31,000.00	-26,416.66	14.8%
Fees (direct deposits)	0.00	450.00	-450.00	0.0%
Part-time Administrative Asst	3,048.50	23,660.00	-20,611.50	12.9%
Payroll Taxes	3,157.58	10,866.00	-7,708.42	29.1%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	1,666.66	6,500.00	-4,833.34	25.6%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
Payroll - Other	0.00	0.00	0.00	0.0%
Total Payroll	22,475.92	138,134.00	-115,658.08	16.3%
Payroll Expenses	0.00	0.00	0.00	0.0%
Public Relations	0.00	0.00	0.00	0.0%
Research				
Research for Msla Tourism Data	0.00	10,000.00	-10,000.00	0.0%
Smith Travel Reports	0.00	3,000.00	-3,000.00	0.0%
Research - Other	0.00	0.00	0.00	0.0%
Total Research	0.00	13,000.00	-13,000.00	0.0%
Sports				
Consumer Advertising	6,645.00	15,000.00	-8,355.00	44.3%
Direct Mail/Lead List	0.00	10,000.00	-10,000.00	0.0%
Sports - Other	0.00	0.00	0.00	0.0%
Total Sports	6,645.00	25,000.00	-18,355.00	26.6%
Telemarketing/Fulfillment				
Guide Distribution (Certified)	2,893.60	3,300.00	-406.40	87.7%
Postage	0.00	2,000.00	-2,000.00	0.0%
Telemarketing/Fulfillment - Other	0.00	0.00	0.00	0.0%
Total Telemarketing/Fulfillment	2,893.60	5,300.00	-2,406.40	54.6%

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Trade Shows				
Booth	0.00	500.00	-500.00	0.0%
Client Entertainment	0.00	2,000.00	-2,000.00	0.0%
CMCA (Faith Based)	0.00	2,750.00	-2,750.00	0.0%
Collaborate (Meetings)	0.00	5,450.00	-5,450.00	0.0%
DMAI Destination Showcases	0.00	0.00	0.00	0.0%
Go West (Tour/Travel)	0.00	3,550.00	-3,550.00	0.0%
IMEX (Meetings)	0.00	3,700.00	-3,700.00	0.0%
Meetings Quest (Meetings)	-493.32	8,100.00	-8,593.32	-6.1%
MHSA (High School)	0.00	550.00	-550.00	0.0%
Misc. Expense	0.00	2,000.00	-2,000.00	0.0%
Montana Coaches Clinic (Sports)	453.28	850.00	-396.72	53.3%
MSAE	0.00	0.00	0.00	0.0%
NASC (Sports)	0.00	2,500.00	-2,500.00	0.0%
RCMA	0.00	0.00	0.00	0.0%
RMI Roundup (Tour/Travel)	1,400.00	1,500.00	-100.00	93.3%
Sales Blitz Trips	0.00	2,000.00	-2,000.00	0.0%
Shipping	0.00	2,000.00	-2,000.00	0.0%
Swag	219.95	6,000.00	-5,780.05	3.7%
TEAMS (Sports)	2,595.00	4,600.00	-2,005.00	56.4%
Trade Shows - Other	0.00	0.00	0.00	0.0%
Total Trade Shows	<u>4,174.91</u>	<u>48,050.00</u>	<u>-43,875.09</u>	<u>8.7%</u>
Total Expense	<u>103,254.10</u>	<u>897,905.00</u>	<u>-794,650.90</u>	<u>11.5%</u>
Net Income	<u>-100,400.63</u>	<u>-277,411.00</u>	<u>177,010.37</u>	<u>36.2%</u>