

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July 2014 through June 2015

	Jul '14 - Jun 15	Budget	\$ Over Budget	% of Budget
Income				
Collection	0.00	620,494.00	-620,494.00	0.0%
Interest Income	157.96			
RMI 2014 Income	2,800.00			
Total Income	2,957.96	620,494.00	-617,536.04	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%
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	393.00	1,000.00	-607.00	39.3%
Copies	82.69	375.00	-292.31	22.1%
Customer Relations Mgt Software	5,300.00	4,500.00	800.00	117.8%
Internet	250.00	750.00	-500.00	33.3%
Misc. Expense	537.84	500.00	37.84	107.6%
Office Furniture	0.00	500.00	-500.00	0.0%
Parking	562.50	2,250.00	-1,687.50	25.0%
Postage	49.27	1,400.00	-1,350.73	3.5%
Printing	468.25	1,500.00	-1,031.75	31.2%
Recruitment & Retention	0.00	230.00	-230.00	0.0%
Rent	3,950.00	13,350.00	-9,400.00	29.6%
Sales Mgr Lunches/Recruitment	0.00	200.00	-200.00	0.0%
Supplies	559.72	1,500.00	-940.28	37.3%
Telephone	364.00	1,200.00	-836.00	30.3%
Utilities	500.00	1,500.00	-1,000.00	33.3%
Total Office Expense	13,017.27	33,955.00	-20,937.73	38.3%
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%
Total Professional Development	0.00	5,800.00	-5,800.00	0.0%
Professional Serv./Fees--Acct	6,369.99	11,515.00	-5,145.01	55.3%
Total Administration	20,104.38	63,670.00	-43,565.62	31.6%
Funds Committed Current FY				
Air Service Guarantee	0.00	100,000.00	-100,000.00	0.0%
MHSA State Events	0.00	41,000.00	-41,000.00	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	26,440.09	83,146.00	-56,705.91	31.8%
Total Grant Funding	26,440.09	225,001.00	-198,560.91	11.8%
Group Tour/Leisure Travel				
Consumer Advertising	10,051.00	17,000.00	-6,949.00	59.1%
Total Group Tour/Leisure Travel	10,051.00	17,000.00	-6,949.00	59.1%

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Internet Development				
Outside Digital Media Placement	0.00	45,200.00	-45,200.00	0.0%
Search Engine Marketing	8,155.92	20,400.00	-12,244.08	40.0%
Search Engine Optimization	3,358.32	8,400.00	-5,041.68	40.0%
Website Dev./Main.	9,195.40	23,000.00	-13,804.60	40.0%
Total Internet Development	20,709.64	97,000.00	-76,290.36	21.4%
Marketing				
FAMS	217.90	30,000.00	-29,782.10	0.7%
Opportunity	35,935.17	40,000.00	-4,064.83	89.8%
Photo Library & Software	0.00	12,000.00	-12,000.00	0.0%
Total Marketing	36,153.07	82,000.00	-45,846.93	44.1%
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	2,500.00	3,250.00	-750.00	76.9%
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%
Total Meeting & Conventions	9,167.00	42,750.00	-33,583.00	21.4%
Payroll				
Benefits	1,904.76	10,608.00	-8,703.24	18.0%
Destination Sales Mngr Salary	11,250.00	45,000.00	-33,750.00	25.0%
Director Salary	6,875.01	31,000.00	-24,124.99	22.2%
Fees (direct deposits)	234.50	450.00	-215.50	52.1%
Part-time Administrative Asst	4,309.50	23,660.00	-19,350.50	18.2%
Payroll Taxes	2,393.45	10,866.00	-8,472.55	22.0%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	2,499.99	6,500.00	-4,000.01	38.5%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
Total Payroll	30,517.21	138,134.00	-107,616.79	22.1%
Research				
Research for Msla Tourism Data	13,500.00	10,000.00	3,500.00	135.0%
Smith Travel Reports	3,112.50	3,000.00	112.50	103.8%
Total Research	16,612.50	13,000.00	3,612.50	127.8%
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%
Total Sports	6,645.00	25,000.00	-18,355.00	26.6%
Telemarketing/Fulfillment				
Guide Distribution (Certified)	3,054.25	3,300.00	-245.75	92.6%
Postage	131.92	2,000.00	-1,868.08	6.6%
Total Telemarketing/Fulfillment	3,186.17	5,300.00	-2,113.83	60.1%
Trade Shows				
Booth	0.00	500.00	-500.00	0.0%
Client Entertainment	6.25	2,000.00	-1,993.75	0.3%
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%
Go West (Tour/Travel)	2,086.85	3,550.00	-1,463.15	58.8%
IMEX (Meetings)	450.88	3,700.00	-3,249.12	12.2%
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	79.52	2,000.00	-1,920.48	4.0%
Montana Coaches Clinic (Sports)	780.94	850.00	-69.06	91.9%
NASC (Sports)	0.00	2,500.00	-2,500.00	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	78.07	2,000.00	-1,921.93	3.9%

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Accrual Basis

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Swag	1,250.27	6,000.00	-4,749.73	20.8%
TEAMS (Sports)	2,778.68	4,600.00	-1,821.32	60.4%
Total Trade Shows	8,418.14	48,050.00	-39,631.86	17.5%
Total Expense	188,004.20	897,905.00	-709,900.80	20.9%
Net Income	<u><u>-185,046.24</u></u>	<u><u>-277,411.00</u></u>	<u><u>92,364.76</u></u>	<u><u>66.7%</u></u>