

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

	Jul - Nov 14	Budget	\$ Over Budget	% of Budget
Income				
Collection	215,588.00	620,494.00	-404,906.00	34.7%
Interest Income	216.80			
RMI 2014 Income	2,800.00			
Total Income	218,604.80	620,494.00	-401,889.20	35.2%
Expense				
Administration				
Board Retreat & Development	404.00	1,500.00	-1,096.00	26.9%
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	6,500.00	5,000.00	1,500.00	130.0%
Meetings--TAC/Gov. Conf.	589.02	2,000.00	-1,410.98	29.5%
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	524.00	1,000.00	-476.00	52.4%
Copies	82.69	375.00	-292.31	22.1%
Customer Relations Mgt Software	5,300.00	4,500.00	800.00	117.8%
Internet	312.50	750.00	-437.50	41.7%
Misc. Expense	970.31	500.00	470.31	194.1%
Office Furniture	278.97	500.00	-221.03	55.8%
Parking	750.00	2,250.00	-1,500.00	33.3%
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	5,200.00	13,350.00	-8,150.00	39.0%
Sales Mgr Lunches/Recruitment	19.98	200.00	-180.02	10.0%
Supplies	633.62	1,500.00	-866.38	42.2%
Telephone	455.00	1,200.00	-745.00	37.9%
Utilities	625.00	1,500.00	-875.00	41.7%
Total Office Expense	15,669.59	33,955.00	-18,285.41	46.1%
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	10,757.42	11,515.00	-757.58	93.4%
Total Administration	34,457.53	63,670.00	-29,212.47	54.1%
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	26,519.09	83,146.00	-56,626.91	31.9%
Total Grant Funding	26,519.09	225,001.00	-198,481.91	11.8%
Group Tour/Leisure Travel				
Consumer Advertising	16,072.87	17,000.00	-927.13	94.5%
Total Group Tour/Leisure Travel	16,072.87	17,000.00	-927.13	94.5%

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Internet Development				
Outside Digital Media Placement	3,950.00	45,200.00	-41,250.00	8.7%
Search Engine Marketing	9,514.56	20,400.00	-10,885.44	46.6%
Search Engine Optimization	3,917.76	8,400.00	-4,482.24	46.6%
Website Dev./Main.	10,727.20	23,000.00	-12,272.80	46.6%
Total Internet Development	28,109.52	97,000.00	-68,890.48	29.0%
Marketing				
FAMS	217.90	30,000.00	-29,782.10	0.7%
Opportunity	35,587.30	40,000.00	-4,412.70	89.0%
Photo Library & Software	0.00	12,000.00	-12,000.00	0.0%
Total Marketing	35,805.20	82,000.00	-46,194.80	43.7%
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	4,167.00	2,500.00	1,667.00	166.7%
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	6,667.00	42,750.00	-36,083.00	15.6%
Payroll				
Benefits	2,339.68	10,608.00	-8,268.32	22.1%
Destination Sales Mngr Salary	30,750.00	45,000.00	-14,250.00	68.3%
Director of Operations	1,666.66	5,000.00	-3,333.34	33.3%
Director Salary	10,333.34	31,000.00	-20,666.66	33.3%
Fees (direct deposits)	559.50	450.00	109.50	124.3%
Part-time Administrative Asst	5,661.50	23,660.00	-17,998.50	23.9%
Payroll Taxes	4,757.82	10,866.00	-6,108.18	43.8%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	0.00			
VIC Travel Counselor	500.00	1,500.00	-1,000.00	33.3%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
Total Payroll	57,618.50	138,134.00	-80,515.50	41.7%
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	1,874.25	15,000.00	-13,125.75	12.5%
Direct Mail/Lead List	40.00	10,000.00	-9,960.00	0.4%
Total Sports	1,914.25	25,000.00	-23,085.75	7.7%
Telemarketing/Fulfillment				
Guide Distribution (Certified)	3,145.75	3,300.00	-154.25	95.3%
Postage	1,631.92	2,000.00	-368.08	81.6%
Total Telemarketing/Fulfillment	4,777.67	5,300.00	-522.33	90.1%
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)	2,989.04	3,700.00	-710.96	80.8%
Meetings Quest (Meetings)	2,695.55	8,100.00	-5,404.45	33.3%
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)	1,985.00	1,500.00	485.00	132.3%
Sales Blitz Trips	1,289.00	2,000.00	-711.00	64.5%

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Accrual Basis

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Shipping	78.07	2,000.00	-1,921.93	3.9%
Swag	3,039.55	6,000.00	-2,960.45	50.7%
TEAMS (Sports)	4,342.78	4,600.00	-257.22	94.4%
Total Trade Shows	<u>19,372.55</u>	<u>48,050.00</u>	<u>-28,677.45</u>	<u>40.3%</u>
Total Expense	<u>247,926.68</u>	<u>897,905.00</u>	<u>-649,978.32</u>	<u>27.6%</u>
Net Income	<u>-29,321.88</u>	<u>-277,411.00</u>	<u>248,089.12</u>	<u>10.6%</u>