

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

	Jul 14	Budget	\$ Over Budget	% of Budget
Income				
Collection	0.00	620,494.00	-620,494.00	0.0%
Total Income	0.00	620,494.00	-620,494.00	0.0%
Expense				
Administration				
Board Retreat & Development	0.00	1,500.00	-1,500.00	0.0%
Dues, Memberships, Subscription Insurance	537.50	2,000.00	-1,462.50	26.9%
Board Liability Indemnity	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	131.00	1,000.00	-869.00	13.1%
Copies	0.00	375.00	-375.00	0.0%
Customer Relations Mgt Software	5,300.00	4,500.00	800.00	117.8%
Internet	62.50	750.00	-687.50	8.3%
Misc. Expense	0.00	500.00	-500.00	0.0%
Office Furniture	0.00	500.00	-500.00	0.0%
Parking	187.50	2,250.00	-2,062.50	8.3%
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	900.00	13,350.00	-12,450.00	6.7%
Sales Mgr Lunches/Recruitment	0.00	200.00	-200.00	0.0%
Supplies	37.27	1,500.00	-1,462.73	2.5%
Telephone	91.00	1,200.00	-1,109.00	7.6%
Utilities	125.00	1,500.00	-1,375.00	8.3%
Total Office Expense	6,834.27	33,955.00	-27,120.73	20.1%
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	1,678.33	11,515.00	-9,836.67	14.6%
Total Administration	9,229.72	63,670.00	-54,440.28	14.5%
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	17,300.00	83,146.00	-65,846.00	20.8%
Total Grant Funding	17,300.00	225,001.00	-207,701.00	7.7%
Group Tour/Leisure Travel				
Consumer Advertising	1,602.00	17,000.00	-15,398.00	9.4%
Total Group Tour/Leisure Travel	1,602.00	17,000.00	-15,398.00	9.4%
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%
Total Internet Development	10,360.00	97,000.00	-86,640.00	10.7%

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

	Jul 14	Budget	\$ Over Budget	% of Budget
Marketing				
FAMS	89.50	30,000.00	-29,910.50	0.3%
Opportunity	0.00	40,000.00	-40,000.00	0.0%
Photo Library & Software	0.00	12,000.00	-12,000.00	0.0%
Total Marketing	89.50	82,000.00	-81,910.50	0.1%
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	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%
Total Meeting & Conventions	6,667.00	42,750.00	-36,083.00	15.6%
Payroll				
Benefits	734.92	10,608.00	-9,873.08	6.9%
Destination Sales Mngr Salary	3,750.00	45,000.00	-41,250.00	8.3%
Director Salary	2,291.67	31,000.00	-28,708.33	7.4%
Fees (direct deposits)	0.00	450.00	-450.00	0.0%
Part-time Administrative Asst	964.16	23,660.00	-22,695.84	4.1%
Payroll Taxes	750.58	10,866.00	-10,115.42	6.9%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	833.33	6,500.00	-5,666.67	12.8%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
Total Payroll	10,374.66	138,134.00	-127,759.34	7.5%
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%
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%
Total Sports	6,645.00	25,000.00	-18,355.00	26.6%
Telemarketing/Fulfillment				
Guide Distribution (Certified)	0.00	3,300.00	-3,300.00	0.0%
Postage	0.00	2,000.00	-2,000.00	0.0%
Total Telemarketing/Fulfillment	0.00	5,300.00	-5,300.00	0.0%
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%
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%
NASC (Sports)	0.00	2,500.00	-2,500.00	0.0%
RMI Roundup (Tour/Travel)	0.00	1,500.00	-1,500.00	0.0%
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%
Total Trade Shows	2,774.91	48,050.00	-45,275.09	5.8%
Total Expense	65,042.79	897,905.00	-832,862.21	7.2%
Net Income	-65,042.79	-277,411.00	212,368.21	23.4%