

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

	Jul - Oct 14	Budget	\$ Over Budget	% of Budget
Income				
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	47,000.00	180,000.00	-133,000.00	26.1%
Total FY 2014-2015 Bed Tax Revenue	47,000.00	188,250.00	-141,250.00	25.0%
Interest Income	10.92			
Total Income	47,010.92	188,250.00	-141,239.08	25.0%
Expense				
FY 2013-2014 Expenses				
TAC/Governor's Conference	243.62			
Total FY 2013-2014 Expenses	243.62			
FY 2014-2015 Expenses				
Administration	12,000.00	36,000.00	-24,000.00	33.3%
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	3,993.00	7,500.00	-3,507.00	53.2%
Glacier Country Digital Coops	2,000.00	5,000.00	-3,000.00	40.0%
Search Engine Opt.	1,597.20	3,000.00	-1,402.80	53.2%
Website Dev./Main.	0.00	4,800.00	-4,800.00	0.0%
Total Internet	7,590.20	20,300.00	-12,709.80	37.4%
Joint Venture	0.00	3,725.00	-3,725.00	0.0%
Marketing Personnel	5,166.00	15,498.00	-10,332.00	33.3%
Meetings - GC/TAC/Gov. Conf	0.00	2,000.00	-2,000.00	0.0%
Opportunity	0.00	1,435.00	-1,435.00	0.0%
Photo Library	0.00	4,000.00	-4,000.00	0.0%
Public Relations	0.00	15,000.00	-15,000.00	0.0%
Telemarketing/Fulfillment				
Field Inquiries/Store Guides	14,374.80	27,000.00	-12,625.20	53.2%
Live Helper Licenses	1,118.04	2,100.00	-981.96	53.2%
Maintain 800 Number	2,555.52	4,800.00	-2,244.48	53.2%
Postage	0.00	5,700.00	-5,700.00	0.0%
Total Telemarketing/Fulfillment	18,048.36	39,600.00	-21,551.64	45.6%
VIC Staffing				
Full-time VIC	6,078.64	18,236.00	-12,157.36	33.3%
Part-time VIC	2,084.00	2,856.00	-772.00	73.0%
Total VIC Staffing	8,162.64	21,092.00	-12,929.36	38.7%
Total FY 2014-2015 Expenses	58,772.20	188,250.00	-129,477.80	31.2%
Total Expense	59,015.82	188,250.00	-129,234.18	31.3%
Net Income	-12,004.90	0.00	-12,004.90	100.0%