

**Tourism Business Improvement District
 Profit & Loss for Jim
 January 2015**

	Jan 15	Jul '14 - Jan 15
Income		
Collection	167,442.00	382,530.00
Interest Income	71.39	331.29
Late Collection Fee	2,000.00	2,500.00
RMI 2014 Income	0.00	2,800.00
Total Income	169,513.39	388,161.29
Expense		
Administration		
Board Retreat & Development	0.00	404.00
Dues, Memberships, Subscription	0.00	537.50
Legislature	0.00	6,000.00
Meetings--TAC/Gov. Conf.	181.70	770.72
Office Expense		
Christmas Gifts	0.00	739.00
Computers/Maintenance	190.00	190.00
Copier	83.50	774.50
Copies	0.00	186.24
Customer Relations Mgt Software	0.00	5,300.00
Internet	62.50	437.50
Misc. Expense	149.99	1,310.33
Office Furniture	0.00	278.97
Parking	187.50	1,314.00
Postage	0.00	49.27
Printing	0.00	468.25
Rent	1,250.00	7,700.00
Sales Mgr Lunches/Recruitment	0.00	19.98
Supplies	45.25	678.87
Telephone	91.00	637.00
Utilities	125.00	875.00
Total Office Expense	2,184.74	20,958.91
Professional Serv./Fees--Acct	208.33	11,382.41
Total Administration	2,574.77	40,053.54
Grant Funding		
Meetings & Conventions	9,200.00	18,000.00
Sports & Events	19,300.00	53,800.00
Total Grant Funding	28,500.00	71,800.00
Group Tour/Leisure Travel		
Consumer Advertising	2,960.32	22,308.73
Total Group Tour/Leisure Travel	2,960.32	22,308.73
Internet Development		
Outside Digital Media Placement	0.00	3,950.00
Search Engine Marketing	2,717.28	13,590.48
Search Engine Optimization	1,118.88	5,596.08
Website Dev./Main.	3,063.60	15,322.60
Total Internet Development	6,899.76	38,459.16
Marketing		
FAMS	240.00	457.90
Opportunity	0.00	35,710.85
Total Marketing	240.00	36,168.75
Meeting & Conventions		
DMAI Economic Impact Calc	0.00	2,500.00
E-Mint Database	0.00	4,167.00
Total Meeting & Conventions	0.00	6,667.00

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Payroll		
Benefits	434.92	3,644.44
Destination Sales Mngr Salary	3,750.00	42,000.00
Director of Operations	416.66	2,916.64
Director Salary	2,583.33	18,083.33
Fees (direct deposits)	0.00	559.50
Part-time Administrative Asst	1,280.50	9,327.50
Payroll Taxes	782.22	7,086.93
Retention Adjustment	0.00	0.00
VIC Travel Counselor	125.00	875.00
Worker's Comp	0.00	1,050.00
Total Payroll	9,372.63	85,543.34
Research		
Research for Msla Tourism Data	0.00	13,500.00
Smith Travel Reports	0.00	3,112.50
Total Research	0.00	16,612.50
Sports		
Consumer Advertising	1,944.36	5,692.86
Direct Mail/Lead List	0.00	40.00
Total Sports	1,944.36	5,732.86
Telemarketing/Fulfillment		
Guide Distribution (Certified)	32.12	3,300.26
Postage	95.22	1,727.14
Total Telemarketing/Fulfillment	127.34	5,027.40
Trade Shows		
Booth	0.00	13.82
Client Entertainment	4.50	37.25
Go West (Tour/Travel)	253.00	2,339.85
IMEX (Meetings)	0.00	3,893.78
Meetings Quest (Meetings)	0.00	2,695.55
MHSA (High School)	161.25	311.25
Misc. Expense	0.00	79.52
Montana Coaches Clinic (Sports)	0.00	780.94
RMI Roundup (Tour/Travel)	74.97	2,059.97
Sales Blitz Trips	0.00	2,864.33
Shipping	0.00	78.07
Swag	0.00	3,039.55
TEAMS (Sports)	-136.62	5,417.57
Total Trade Shows	357.10	23,611.45
Total Expense	52,976.28	351,984.73
Net Income	116,537.11	36,176.56