

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

	Jul '14 - Jan 15	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
Collection	382,530.00	620,494.00	-237,964.00	61.6%
Interest Income	331.29			
Late Collection Fee	2,500.00			
RMI 2014 Income	2,800.00			
<b>Total Income</b>	388,161.29	620,494.00	-232,332.71	62.6%
<b>Expense</b>				
<b>Administration</b>				
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%
<b>Insurance</b>				
Board Liability	0.00	1,400.00	-1,400.00	0.0%
Indemnity	0.00	500.00	-500.00	0.0%
<b>Total Insurance</b>	0.00	1,900.00	-1,900.00	0.0%
Legislature	6,000.00	5,000.00	1,000.00	120.0%
Meetings--TAC/Gov. Conf.	770.72	2,000.00	-1,229.28	38.5%
<b>Office Expense</b>				
Cell Phone/Data Plan	0.00	450.00	-450.00	0.0%
Christmas Gifts	739.00	750.00	-11.00	98.5%
Computers/Maintenance	190.00	2,000.00	-1,810.00	9.5%
Copier	774.50	1,000.00	-225.50	77.5%
Copies	186.24	375.00	-188.76	49.7%
Customer Relations Mgt Software	5,300.00	4,500.00	800.00	117.8%
Internet	437.50	750.00	-312.50	58.3%
Misc. Expense	1,310.33	500.00	810.33	262.1%
Office Furniture	278.97	500.00	-221.03	55.8%
Parking	1,314.00	2,250.00	-936.00	58.4%
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	7,700.00	13,350.00	-5,650.00	57.7%
Sales Mgr Lunches/Recruitment	19.98	200.00	-180.02	10.0%
Supplies	678.87	1,500.00	-821.13	45.3%
Telephone	637.00	1,200.00	-563.00	53.1%
Utilities	875.00	1,500.00	-625.00	58.3%
<b>Total Office Expense</b>	20,958.91	33,955.00	-12,996.09	61.7%
<b>Professional Development</b>				
DMAI	0.00	2,800.00	-2,800.00	0.0%
Sales Dev. Programs	0.00	3,000.00	-3,000.00	0.0%
<b>Total Professional Development</b>	0.00	5,800.00	-5,800.00	0.0%
Professional Serv./Fees--Acct	11,382.41	11,515.00	-132.59	98.8%
<b>Total Administration</b>	40,053.54	63,670.00	-23,616.46	62.9%
<b>Funds Committed Current FY</b>				
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%
<b>Total Funds Committed Current FY</b>	0.00	141,000.00	-141,000.00	0.0%
<b>Grant Funding</b>				
Community Grants	0.00	15,000.00	-15,000.00	0.0%
Meetings & Conventions	18,000.00	126,855.00	-108,855.00	14.2%
Sports & Events	53,800.00	83,146.00	-29,346.00	64.7%
<b>Total Grant Funding</b>	71,800.00	225,001.00	-153,201.00	31.9%
<b>Group Tour/Leisure Travel</b>				
Consumer Advertising	22,308.73	17,000.00	5,308.73	131.2%
<b>Total Group Tour/Leisure Travel</b>	22,308.73	17,000.00	5,308.73	131.2%

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

	Jul '14 - Jan 15	Budget	\$ Over Budget	% of Budget
<b>Internet Development</b>				
Outside Digital Media Placement	3,950.00	45,200.00	-41,250.00	8.7%
Search Engine Marketing	13,590.48	20,400.00	-6,809.52	66.6%
Search Engine Optimization	5,596.08	8,400.00	-2,803.92	66.6%
Website Dev./Main.	15,322.60	23,000.00	-7,677.40	66.6%
<b>Total Internet Development</b>	38,459.16	97,000.00	-58,540.84	39.6%
<b>Marketing</b>				
FAMS	457.90	30,000.00	-29,542.10	1.5%
Opportunity	35,710.85	40,000.00	-4,289.15	89.3%
Photo Library & Software	0.00	12,000.00	-12,000.00	0.0%
<b>Total Marketing</b>	36,168.75	82,000.00	-45,831.25	44.1%
<b>Meeting &amp; Conventions</b>				
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%
<b>Total Meeting &amp; Conventions</b>	6,667.00	42,750.00	-36,083.00	15.6%
<b>Payroll</b>				
Benefits	3,644.44	10,608.00	-6,963.56	34.4%
Destination Sales Mngr Salary	42,000.00	45,000.00	-3,000.00	93.3%
Director of Operations	2,916.64	5,000.00	-2,083.36	58.3%
Director Salary	18,083.33	31,000.00	-12,916.67	58.3%
Fees (direct deposits)	559.50	450.00	109.50	124.3%
Part-time Administrative Asst	9,327.50	23,660.00	-14,332.50	39.4%
Payroll Taxes	7,086.93	10,866.00	-3,779.07	65.2%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	0.00			
VIC Travel Counselor	875.00	1,500.00	-625.00	58.3%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
<b>Total Payroll</b>	85,543.34	138,134.00	-52,590.66	61.9%
<b>Research</b>				
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%
<b>Total Research</b>	16,612.50	13,000.00	3,612.50	127.8%
<b>Sports</b>				
Consumer Advertising	5,692.86	15,000.00	-9,307.14	38.0%
Direct Mail/Lead List	40.00	10,000.00	-9,960.00	0.4%
<b>Total Sports</b>	5,732.86	25,000.00	-19,267.14	22.9%
<b>Telemarketing/Fulfillment</b>				
Guide Distribution (Certified)	3,300.26	3,300.00	0.26	100.0%
Postage	1,727.14	2,000.00	-272.86	86.4%
<b>Total Telemarketing/Fulfillment</b>	5,027.40	5,300.00	-272.60	94.9%
<b>Trade Shows</b>				
Booth	13.82	500.00	-486.18	2.8%
Client Entertainment	37.25	2,000.00	-1,962.75	1.9%
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)	2,339.85	3,550.00	-1,210.15	65.9%
IMEX (Meetings)	3,893.78	3,700.00	193.78	105.2%
Meetings Quest (Meetings)	2,695.55	8,100.00	-5,404.45	33.3%
MHSA (High School)	311.25	550.00	-238.75	56.6%
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)	2,059.97	1,500.00	559.97	137.3%
Sales Blitz Trips	2,864.33	2,000.00	864.33	143.2%

2:49 PM

02/06/15

Accrual Basis

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

	<u>Jul '14 - Jan 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
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)	5,417.57	4,600.00	817.57	117.8%
<b>Total Trade Shows</b>	<u>23,611.45</u>	<u>48,050.00</u>	<u>-24,438.55</u>	<u>49.1%</u>
<b>Total Expense</b>	<u>351,984.73</u>	<u>897,905.00</u>	<u>-545,920.27</u>	<u>39.2%</u>
<b>Net Income</b>	<u><b>36,176.56</b></u>	<u><b>-277,411.00</b></u>	<u><b>313,587.56</b></u>	<u><b>-13.0%</b></u>