

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

	<u>Jul '14 - Feb 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
Collection	371,352.00	620,494.00	-249,142.00	59.8%
Interest Income	677.65			
Late Collection Fee	2,000.00			
RMI 2014 Income	2,800.00			
Total Income	376,829.65	620,494.00	-243,664.35	60.7%
Expense				
Administration				
Board Retreat & Development	404.00	1,500.00	-1,096.00	26.9%
Dues, Memberships, Subscription	1,332.50	2,000.00	-667.50	66.6%
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	4,223.40	5,000.00	-776.60	84.5%
Meetings--TAC/Gov. Conf.	770.72	2,000.00	-1,229.28	38.5%
Office Expense				
Cell Phone/Data Plan	0.00	450.00	-450.00	0.0%
Christmas Gifts	749.74	750.00	-0.26	100.0%
Computers/Maintenance	190.00	2,000.00	-1,810.00	9.5%
Copier	858.00	1,000.00	-142.00	85.8%
Copies	186.24	375.00	-188.76	49.7%
Customer Relations Mgt Software	5,300.00	4,500.00	800.00	117.8%
Internet	500.00	750.00	-250.00	66.7%
Misc. Expense	1,310.33	500.00	810.33	262.1%
Office Furniture	278.97	500.00	-221.03	55.8%
Parking	1,501.50	2,250.00	-748.50	66.7%
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	8,950.00	13,350.00	-4,400.00	67.0%
Sales Mgr Lunches/Recruitment	19.98	200.00	-180.02	10.0%
Supplies	678.87	1,500.00	-821.13	45.3%
Telephone	728.00	1,200.00	-472.00	60.7%
Utilities	1,000.00	1,500.00	-500.00	66.7%
Total Office Expense	22,769.15	33,955.00	-11,185.85	67.1%
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	11,590.74	11,515.00	75.74	100.7%
Total Administration	41,090.51	63,670.00	-22,579.49	64.5%
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	18,000.00	126,855.00	-108,855.00	14.2%
Sports & Events	60,920.00	83,146.00	-22,226.00	73.3%
Total Grant Funding	78,920.00	225,001.00	-146,081.00	35.1%
Group Tour/Leisure Travel				
Consumer Advertising	22,658.73	17,000.00	5,658.73	133.3%
Total Group Tour/Leisure Travel	22,658.73	17,000.00	5,658.73	133.3%
Internet Development				
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%

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

	<u>Jul '14 - Feb 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Website Dev./Main.	15,322.60	23,000.00	-7,677.40	66.6%
Total Internet Development	38,459.16	97,000.00	-58,540.84	39.6%
Marketing				
FAMS	997.85	30,000.00	-29,002.15	3.3%
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%
Total Marketing	36,708.70	82,000.00	-45,291.30	44.8%
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	4,265.70	10,608.00	-6,342.30	40.2%
Destination Sales Mngr Salary	45,750.00	45,000.00	750.00	101.7%
Director of Operations	3,333.30	5,000.00	-1,666.70	66.7%
Director Salary	20,666.66	31,000.00	-10,333.34	66.7%
Fees (direct deposits)	559.50	450.00	109.50	124.3%
Part-time Administrative Asst	10,965.50	23,660.00	-12,694.50	46.3%
Payroll Taxes	7,904.90	10,866.00	-2,961.10	72.7%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	0.00			
VIC Travel Counselor	1,000.00	1,500.00	-500.00	66.7%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
Total Payroll	95,495.56	138,134.00	-42,638.44	69.1%
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	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%
Total Sports	5,732.86	25,000.00	-19,267.14	22.9%
Telemarketing/Fulfillment				
Guide Distribution (Certified)	3,383.58	3,300.00	83.58	102.5%
Postage	1,727.14	2,000.00	-272.86	86.4%
Total Telemarketing/Fulfillment	5,110.72	5,300.00	-189.28	96.4%
Trade Shows				
Booth	13.82	500.00	-486.18	2.8%
Client Entertainment	359.25	2,000.00	-1,640.75	18.0%
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)	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)	330.69	550.00	-219.31	60.1%
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)	975.00	2,500.00	-1,525.00	39.0%
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%
Shipping	78.07	2,000.00	-1,921.93	3.9%
Swag	3,119.54	6,000.00	-2,880.46	52.0%
TEAMS (Sports)	5,417.57	4,600.00	817.57	117.8%

3:11 PM

03/06/15

Accrual Basis

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

	<u>Jul '14 - Feb 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total Trade Shows	25,007.88	48,050.00	-23,042.12	52.0%
Total Expense	372,463.62	897,905.00	-525,441.38	41.5%
Net Income	<u>4,366.03</u>	<u>-277,411.00</u>	<u>281,777.03</u>	<u>-1.6%</u>