

Southeast Montana Variance Report For month ending December 31, 2016

Revenue over expenses is \$10,081 over budget.

Revenue is \$4,008 over budget from bed tax collections, interest earned on the Savings Account and the remaining outstanding invoices from the prior year's Travel Guide advertising.

Total Expenses are \$6,073 under budget.

- SEMT States Expenses are \$5,130 under budget.
 - Advertising is under budget \$508. Mercury has only been performing month to month as needed due to final budget adjustments approved in November. Advertising expenses will increase within the next few months for the FY2017 projects.
 - State Marketing Support is under budget \$5,400 from Administrative and Personal Expenses.
 - Publicity is over budget \$2,145 from media tracking platform.
 - Tradeshows is currently under budget \$794 due to timing of expenses for Las Vegas Cowboy Christmas.
 - Telemarketing & Fulfillment is under budget \$537 from postage.
- SEMT Unrestricted Expenses are \$943 under budget from Meetings.