Southeast Montana

Variance Report

For month ending November 30, 2016

Revenue over expenses is $10,771 over budget.

Revenue is $4,007 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 $6,764 under budget.

* SEMT States Expenses are $6,257 under budget.
	+ Advertising is under budget $620. Mercury has only been performing month to month as needed due to final budget adjustments. Advertising expenses will increase within the next few months for the FY2017 projects.
	+ State Marketing Support is under budget $6,470 from Administrative and Personal Expenses.
	+ Publicity is over budget $2,145 from the media tracking platform.
	+ Tradeshows is currently under budget $1,014 due to timing of expenses for Las Vegas Cowboy Christmas.
	+ Telemarketing & Fulfillment is under budget $313 from postage.
* SEMT Unrestricted Expenses are $508 under budget from Meetings.