Southeast Montana

Variance Report

For month ending March 31, 2017

Revenue over expenses is $12,587 over budget.

Revenue is $56 over budget from interest.

* Estimated Bed tax collections are under budget $1,750.
* Travel Guide advertising is over budget $1,750 from collections on the remaining outstanding invoices from the prior year.

Total Expenses are $12,531 under budget.

* SEMT States Expenses are $11,045 under budget.
  + Advertising is under budget $1,530 due to timing. All advertising dollars are anticipated to be used for the fiscal year.
  + State Marketing Support is under budget $9,119 from Administrative and Personal Expenses.
  + Publicity is over budget $2,145 from the media tracking platform.
  + Tradeshows is currently over budget $66.
    - Las Vegas Cowboy Christmas came in $590 under budget. Still awaiting final expenses for the Northwest Sport Show to determine if there will be any savings.
  + Telemarketing & Fulfillment is under budget $2,420 from postage and MARS Stout.
  + Internet Development is under budget $190.
* SEMT Unrestricted Expenses are $1,486 under budget.
  + Meetings is under budget $1,818 from Board Goodwill and Board Meeting mileage reimbursement.
  + Lobby/Awareness is over budget $1,000 for the Tourism Matters contribution (Board approved at February meeting).
  + Miscellaneous Opportunity is under budget $500.