Southeast Montana

Variance Report

Year-to-Date as of March 31, 2018

Revenue over expenses is $19,363 over budget.

Revenue is $45 over budget from interest earned on the savings account.

* Staff continues to work closely with the MT Office of Tourism to monitor anticipated lodging tax collections.
* Advertising sales for Tear Off Maps/Microsite are currently at $6,750. Total budgeted for the project was $20,000.

Total Expenses are $19,318 under budget.

* SEMT States Expenses are $19,664 under budget.
  + Advertising expenses for both ad production/creative services and media placement are at budget.
  + State Marketing Support is under budget $7,956 from Personnel Expenses.
  + Publicity is under budget $9,585 from social media, both inhouse and from Windfall.
  + Telemarketing/Fullfillment is currently under budget $1,970 for Mars Stout.
* SEMT Unrestricted Expenses are over budget $346 for anticipated meeting expenses. These expenses are unallowable expenses that state marketing or admin dollars do not cover per rules & regulations.