Southeast Montana

Variance Report

For month ending May 31, 2017

Revenue over expenses is $14,742 over budget.

Revenue is $770 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 $13,972 under budget.

* SEMT States Expenses are $11,260 under budget.
  + Advertising is under budget $859 due to timing. All advertising dollars are anticipated to be used for the fiscal year.
  + State Marketing Support is under budget $9,572 from Administrative and Personal Expenses.
  + Publicity is over budget $419 from the media tracking platform.
  + Tradeshows is currently over budget $92.
  + Telemarketing & Fulfillment is under budget $1,948 from postage and MARS Stout.
  + Internet Development is under budget $190.
  + Visitor Information Center is over budget $800 from Community Education programs (prior year expense).
* SEMT Unrestricted Expenses are $2,712 under budget.
  + Meetings is under budget $2,309 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).
  + Tradeshows Expense is $703 under budget. Anticipated travel expenses not covered by state marketing dollars.
  + Miscellaneous Opportunity is under budget $500.