Southeast Montana

Variance Report

Year-to-Date as of May 31, 2018

Revenue over expenses is $27,426 over budget.

State Lodging Tax Revenue is $7,508 over budget from increase in anticipated lodging tax collections from earlier quarters.

Unrestricted Revenue is under budget $13,250 from advertising sales for Tear Off Maps/Microsite. Total sales is currently at $6,750 with an estimated $20,000 budgeted for this new project.

Total Expenses are $33,068 under budget.

* SEMT States Expenses are $34,062 under budget.
  + Advertising expenses are $12,532 under budget due to timing of receiving invoices. All budgeted advertising funds are anticipated to be spent with minimal savings.
  + State Marketing Support is under budget $6,570 from Personnel Expenses.
  + Publicity is under budget $12,560 from social media, both inhouse and from Windfall.
  + Tradeshows is under budget $1,080 from the regional tradeshow.
  + Telemarketing/Fulfillment is currently under budget $1,269 for Mars Stout.
* SEMT Unrestricted Expenses are over budget $894.
  + Unrestricted Meetings are over budget $640 for meeting expenses that are not covered by Admin Funds and are unallowable per rules & regulations (meals in excess of per diems, etc).
  + Tradeshows is over budget $275 for travel expenses that are not covered by marketing dollars.