

# Southeast Montana Variance Report For the year ending: June 30, 2018

Revenue over expenses is \$88,985 over budget. *Following the state lodging tax audit, the uncommitted state marketing funds will be applied to the 2018-2019 budget.*

Revenue is \$10,410 under budget.

- Estimated Bed tax collections are over budget \$10,278.
- Sponsorship and Advertising Revenue generated by Windfall is under budget \$20,750. This was the first year for this type of sales so the anticipated budget was not known.

Total Expenses are \$99,394 under budget.

- SEMT States Expenses are \$89,067 under budget.
  - Advertising is under budget \$7,223.
  - State Marketing Support is under budget \$9,511 from Personnel Expenses and Professional Training.
  - Printed Projects is under budget \$34,291 from not reprinting the travel guide due to the change in process.
  - Publicity is under budget \$14,249 from social media expense, press tours and giveaways.
  - Tradeshows is currently under budget \$2,593 from regional tradeshows.
  - Telemarketing & Fulfillment is under budget \$662 from postage and MARS Stout.
  - Internet Development is under budget \$6,863 from the photo/video library.
  - Visitor Information Center is under budget \$15,000 for the VIC staff funding. Due to budget concerns these funds were held off and the carryover applied to fiscal year 2019.
- SEMT Unrestricted Expenses are \$10,328 under budget.
  - Meetings is over budget \$1,235 from Board Meetings and Board Meeting mileage reimbursement.
  - Tradeshows Expense is \$319 under budget from anticipated travel expenses not covered by state marketing dollars.
  - Printing of the tear-off maps is under budget \$3,417.
  - Advertising Commissions is under budget \$8,375.
  - Administrative Funds that exceed the allowable 20% is over budget \$552.