Southeast Montana

Variance Report

Year-to-Date as of December 31, 2017

Revenue over expenses is $14,602 over budget.

Revenue is at budget. Staff continues to work closely with the MT Office of Tourism to monitor anticipated lodging tax collections.

Total Expenses are $14,479 under budget.

* SEMT States Expenses are $14,479 under budget.
  + Advertising expenses are $6,034 under budget from Windfall’s ad agency services for ad production/creative services. Expenses will increase within the next few months for the FY2018 projects based upon timelines of media buys provided by Windfall.
  + State Marketing Support is under budget $5,347 from Personnel Expenses.
  + Publicity is under budget $2,990 from social media, both inhouse and from Windfall.
* SEMT Unrestricted Expenses are under budget $138 for anticipated meeting expenses.