

FY 2021-22 DESTINATION MISSOULA JOINT MARKETING BUDGET				TBID
NEW REVENUE				
	Collections FY 2021-22 - Projected			\$1,192,934.00
	TBID Management Agreement & Direct Costs			
		\$149,116.75	Mgmt	
		\$243,224.30	Direct	
	New Revenue Total			\$1,192,934.00
ADDITIONAL EXISTING FUNDS				
	Carry Over			
	From Savings			
	Uncommitted Funds @ Audit & Rollover			
	Additional Existing Funds Total			\$0.00
TOTAL AVAILABLE FUNDS				\$1,192,934.00
EXPENSES				
Administration				\$114,935.00
ChamberMaster				
Christmas Gifts				\$2,000.00
Director Mtgs/ Lunches/Recruitment				\$250.00
Dues, Memberships, Subscriptions				\$945.00
HR Bamboo Software				
Insurance -				
Board Liability				\$2,700.00
Indemnity				\$900.00
Legislature				\$6,000.00
MailChimp				\$500.00
Meetings -				
Board Retreat/Development				\$5,000.00
GC/TAC/Gov. Conf.				\$1,500.00
Membership -				
Annual Awards Celebration				\$4,350.00
Membership Materials				
Expenses (cont.)				TBID
Recruitment/Retention				\$2,000.00
Office Expense -				
Cell / Data Plan				\$1,800.00
Computers/Maintenance/Software				\$1,475.00
Copier				
Copies				
Internet – (\$100/month)				
Misc. Expense				\$1,000.00
Office Furniture/Equipment				\$250.00
Parking				\$4,740.00
Postage				
Printing				\$300.00
Rent – (\$2,827.50/month for TBID; \$1,217.50/month for DM)				\$33,390.00
Supplies				\$1,000.00
Telephone Lines – (\$36/month/9 lines)				\$2,115.00
Utilities – (\$67/month)				\$4,000.00
Professional Development -				
Destinations International (DI)				\$7,600.00
Continuing Education				\$0.00
Professional Services/Fees -				
Tax Preparation & Annual Corporate Reports				\$1,870.00
TBID Accounting & Bookkeeping				\$9,500.00
Projects -				
Heroes of Hospitality				\$1,500.00
Missoula 101 Workshop				
Tear-off Maps				
Visitor Guide				
Revenue Development				\$9,000.00
Signage (VIC)				
Simpleview (Implementation/Annual Fee/Support)				\$6,500.00
Vehicles				\$2,750.00

FY 2021-22 DESTINATION MISSOULA JOINT MARKETING BUDGET	TBID
FAMS	\$33,500.00
Emerging Market - in Market Outreach	\$5,000.00
Group Sales FAMS and Site Visits	\$6,000.00
Glacier Country/CVB Media Events	\$2,500.00
Social Media Influencers & Group FAM (Includes Virtual Fams Dev)	\$20,000.00
Group Sales & Services	\$8,520.00
DI Economic Impact Calc	\$4,020.00
Sales & Services Materials	\$3,500.00
Volunteer Appreciation	\$1,000.00
Internet Development	\$118,000.00
Direct E-Mail Marketing Leisure	\$6,400.00
Direct E-Mail Marketing Groups & Sports	\$6,000.00
Meeting Specific Key Words	\$8,600.00
Search Engine Marketing	\$20,000.00
Search Engine Optimization	\$22,000.00
Social Media Management	\$20,000.00
Sports Specific Key Words	\$5,000.00
Website Dev./Main.	\$30,000.00
Marketing/Media	\$126,001.00
Advertising/Media	\$27,000.00
Local Missoula Campaign Media/Ads	\$10,000.00
Crisis Management	
Digital Marketing	
Digital Outreach Program	\$1,000.00
Digital Media Placement	\$45,000.00
Quarterly e-Magazine "Inspire" Project	\$1.00
Region/CVBs Coops	\$12,000.00
Group-Meetings Advertising/Media	\$10,000.00
Group-Sports Advertising/Media	\$10,000.00
Joint Venture	
Music Advertising/Media	\$5,000.00
Opportunity	\$6,000.00
Marketing Services	\$70,000.00
Marketing Support Services	\$45,000.00
Photo Library & Software & Video	\$15,000.00
Tourism as Economic Development Video Series	\$0.00
VLOG Video Series	\$10,000.00
Public Relations	\$21,001.00
Cision Software	
PR Shows & Conferences	\$5,000.00
Public Relations	\$16,000.00
Social Media Influencer Event	\$1.00
Research	\$20,200.00
Air DNA	\$3,600.00
Skift	\$1,500.00
Smith Travel Reports	\$5,100.00
Tourism Master Plan	\$10,000.00
Telemarketing/Fulfillment	\$10,000.00
Field Inquiries/Store Guides	
Guide Distribution & Shipping (Certified)	
Postage	\$10,000.00
Trade Shows	\$46,250.00
Emerging Market Shows TBD (Film, Media)	\$5,000.00
Meetings Shows TBD (Connect, Mtgs Today, Small Mkt Mtgs, Smart Mtgs)	\$12,000.00
Sports Shows TBD (Connect, Sports ETA, TEAMS)	\$14,000.00
Tour & Travel Show TBD (Connect, IRU, NTA, ABA)	\$4,500.00
Trade Show Support -	
Client Entertainment	\$500.00
In State & Regional Sales Missions	\$4,250.00
Misc. Expense	\$1,500.00
Swag	\$4,000.00
Trade Show Booth	\$500.00

FY 2021-22 DESTINATION MISSOULA JOINT MARKETING BUDGET			TBID
Staff Expenses			
Wages			
	Executive Director –		
	\$56,925	Bed Tax	
	\$56,925	TBID	
	Director of Operations –		
	\$75,306	Private	
	Group Sales Manager –		
	\$52,000	TBID	
	Group Sales Associate –		
	\$50,000	TBID	
	Event Services Manager –		
	\$0	TBID	
	Administrative Assistant –		
	\$0	Private	
	\$0	TBID	
	Full-time VIC Staff –		
	\$0	Private	
	\$22,186	Bed Tax	
	Part-time VIC Staff –		
	\$15,468	Bed Tax	
	TBID/DM Partnership Development–		
	\$16,118	TBID	
	\$16,118	Private	
	Payroll Taxes (10% of total wages) –		
	\$19,504	TBID	
	\$18,600	Private	
	Health Insurance–		
	\$20,999	TBID	
	\$13,903	Private	
	Retirement–		
	\$4,777	TBID	
	\$3,967	Private	
	Short & Long Term Disability Insurance–		
	\$1,526	TBID	
	\$1,270	Private	
	Worker’s Comp. Insurance –		
	\$1,375	TBID	
	\$875	Private	
	Fees (direct deposits, etc) –		
	\$1,550	Private	
	Retention Adjustment –Place holder account for increase in wages at \$20,000 Allocated for FY 21-22		
	TBID - FY 21-22 =\$		
	Bed Tax - FY 21-22 (\$4,588 more admin money than budgeted for Barb's salary; it's included in revenue already & was allocated)		
	Private - FY 21-22 =\$		
	Potential Sales Bonuses – TBID		
	\$20,000	TBID	
TBID (Mgmt & Direct) & Bed Tax Reimbursements			\$392,341.05
Grant Funding (\$18,000 minus \$0 in pre-committed, \$18,000 available)			\$18,000.00
100% Payouts Current Fiscal Year			
50% Payouts Current Fiscal Year			
Backcountry Hunters & Anglers – July 2021 Payment			
Bid & Incentive Funds			\$10,000.00
Community Sponsorship (\$5,000 minus \$0 pre-committed, \$5,000 available)			\$5,000.00
Funds Committed In Addition to Grant Funding			\$95,000.00
Air Service Guaranty (\$50k for FY 2021-22)			\$50,000.00
MHSA State Events			\$45,000.00
State Cross Country Oct 2021		\$11,000	
Class A Basketball March 2022		\$11,000	
Class B/C Tennis May 2022 TBD		\$0	
Class AA Tennis May 2022		\$4,000	
Class AA Softball May 2022		\$8,000	
Class AA/A Track & Field May 2022 TBD		\$11,000	

FY 2021-22 DESTINATION MISSOULA JOINT MARKETING BUDGET	TBID
TOTAL EXPENSE -	\$1,088,748.05
TOTAL INCOME -	\$1,192,934.00
Net Income	\$104,185.95
Contingency – notation only	
MHSA State Events (up to \$11,000/event)	
Air Service Guaranty (\$50,000/yr)	