

FY 2021-22 DESTINATION MISSOULA JOINT MARKETING BUDGET		TBID
<b>NEW REVENUE</b>		
Collections FY 2021-22 - Projected		\$1,192,934.00
TBID Management Agreement & Direct Costs		
\$149,116.75		Mgmt
\$243,224.30		Direct
<b>New Revenue Total</b>		<b>\$1,192,934.00</b>
<b>ADDITIONAL EXISTING FUNDS</b>		
Carry Over		
From Savings		
Uncommitted Funds @ Audit & Rollover		
<b>Additional Existing Funds Total</b>		<b>\$0.00</b>
<b>TOTAL AVAILABLE FUNDS</b>		<b>\$1,192,934.00</b>
<b>EXPENSES</b>		
Administration		<b>\$114,935.00</b>
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		
<b>Expenses (cont.)</b>		<b>TBID</b>
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

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<b>FAMS</b>		<b>\$33,500.00</b>
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
<b>Group Sales &amp; Services</b>		<b>\$8,520.00</b>
DI Economic Impact Calc		\$4,020.00
Sales & Services Materials		\$3,500.00
Volunteer Appreciation		\$1,000.00
<b>Internet Development</b>		<b>\$118,000.00</b>
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
<b>Marketing/Media</b>		<b>\$126,001.00</b>
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
<b>Marketing Services</b>		<b>\$70,000.00</b>
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
<b>Public Relations</b>		<b>\$21,001.00</b>
Cision Software		
PR Shows & Conferences		\$5,000.00
Public Relations		\$16,000.00
Social Media Influencer Event		\$1.00
<b>Research</b>		<b>\$20,200.00</b>
Air DNA		\$3,600.00
Skift		\$1,500.00
Smith Travel Reports		\$5,100.00
Tourism Master Plan		\$10,000.00
<b>Telemarketing/Fulfillment</b>		<b>\$10,000.00</b>
Field Inquiries/Store Guides		
Guide Distribution & Shipping (Certified)		
Postage		\$10,000.00
<b>Trade Shows</b>		<b>\$46,250.00</b>
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

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<b>Staff Expenses</b>			
Wages			
Executive Director –	\$56,925	Bed Tax	
	\$56,925	TBID	
Director of Operations –	\$75,306	Private	
	\$52,000	TBID	
Group Sales Manager –	\$50,000	TBID	
	\$0	TBID	
Group Sales Associate –	\$50,000	TBID	
	\$0	TBID	
Event Services Manager –	\$0	Private	
	\$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	
	\$16,118	TBID	
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	
	\$1,550	Private	
<b>Retention Adjustment –Place holder account for increase in wages at \$20,000 Allocated for FY 21-22</b>			
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 = \$			
<b>Potential Sales Bonuses – TBID</b>			
	\$20,000	TBID	
<b>TBID (Mgmt &amp; Direct) &amp; Bed Tax Reimbursements</b>			<b>\$392,341.05</b>
<b>Grant Funding</b> (\$18,000 minus \$0 in pre-committed, \$18,000 available)			<b>\$18,000.00</b>
100% Payouts Current Fiscal Year			
50% Payouts Current Fiscal Year			
Backcountry Hunters & Anglers – July 2021 Payment			
<b>Bid &amp; Incentive Funds</b>			<b>\$10,000.00</b>
<b>Community Sponsorship</b> (\$5,000 minus \$0 pre-committed, \$5,000 available)			<b>\$5,000.00</b>
<b>Funds Committed In Addition to Grant Funding</b>			<b>\$95,000.00</b>
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		

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