RESORTTAX
— BUILDING BIG SKY SINCE 1992 —

2015-2016 APPLICATION FOR RESORT TAX FUNDS

Applicant's Official Name: Visit Big Sky

Project Name: Destination Marketing and Promotions

Project Start Date: July 1, 2015 **Project Completion Date:** June 30, 2016

Representative: Catherine Gilb

Address: PO Box 160100 Big Sky, MT 59716

Telephone: 406.995.3000 **Email:** kitty@bigskychamber.com

Total Funds Requested $ 635,123

State your estimated payment request schedule for the coming year; amounts should total funds requested. Please enter dollar amounts.

	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15
Payment Request	$ 21,000	14,000	35,000	18,000	105,000	105,000
	Jan '16	**Feb '16**	**Mar '16**	**Apr '16**	**May '16**	**Jun '16**
Payment Request	$ 70,500	50,000	50,000	53,000	57,000	56,623

I certify that the application and its attachments are correct to the best of my knowledge.

Signature

Catherine Gilb
Printed Name

Chair of the Board
Title (Board Chair or Governing Officer)

4/6/15
Date

RESORTTAX
— BUILDING BIG SKY SINCE 1992 —

2015-2016 APPLICATION FOR RESORT TAX FUNDS

1) Provide a description of the entity and the Mission Statement.
State the entity's tax status/legal identity and when it was initiated.
What is the personnel makeup of your office; specifically how many are employees, how many are contractors and what are their duties? What is the full time equivalent (FTE) of each: ¼ , ½, ¾ or full time?
Unless previously provided to the resort tax office, please include a copy of the Articles of Incorporation.
(200 words max)

Founded in February of 2013, Visit Big Sky (VBS) is the single entity responsible for destination marketing efforts and promotion Big Sky, Montana as a year-round, world-class resort community. It is a 501c(6) organization.

The mission of VBS is to increase visitation and tourism related revenues in Big Sky.

VBS works collaboratively with the Big Sky Chamber of Commerce to maximize staffing efficiency. The Chamber Executive Director is designated as the chief administrator over Visit Big Sky programs. To efficiently obtain the highest quality of work, VBS uses contractors for delivery of marketing programs such as media buying services, public relations, photography, web programming, printing and graphic design.

2) Provide a complete description of the project(s). Include the project(s) purpose, goals and objectives. For each project provide measurable objectives, i.e. how you will do something and in what timeframe. The information provided here should be specific regarding what the entity is requesting to be funded by resort tax. If requesting funds for Operations, identify the categories and assign a dollar amount (salaries, software, etc.) If permits are required, please specify what permits are required and what projects they apply to. Please be succinct.

The purpose of Visit Big Sky is to promote Big Sky, Montana as a world class, multi-season resort destination through an integrated, year-round, multi-channel marketing program. Tourism remains the driving force behind Big Sky's economy and Visit Big Sky is the single, unified voice promoting the destination of Big Sky on a national and international level. All VBS programming supports our **primary goal** of increasing visitation to Big Sky. Our measurable objective of our success in these efforts is increased tourism related revenues as observed through collections of both MTOT lodging tax and BSRAD tax.

At the time of this application, BSRAD and MTOT had reported an 11% increase in collections for the time period of July 2014 - January 2015. A 14% increase in both collections was observed for the 2014 calendar year.

Resort tax collections have increased by a total of 33% over the past two years. While we would like to see continued conservative increases in resort tax collections, we are mindful that sharp increases in growth can be unsustainable in any business if not tempered by the opportunity to adjust to these changes, focus on customer satisfaction and product delivery. Furthermore, industry forecasts are predicting only a 2% level of growth through the 2nd and 3rd quarters of 2015 (Source: Smith Travel). With these elements in mind, we think it prudent to prepare for the possibility that the robust growth Big Sky has seen in recent years may begin to slow. Accordingly, our **goal** for 2015/16 is to sustain, at

minimum, the same level of collections seen in 2014/15. VBS is requesting support for an integrated marketing program that delivers a high return on investment for resort tax dollars and provides communication contingencies should the low snow year experienced during 2014/15 have detrimental effects on future bookings.

Marketing Support

In support of a successful, multi-channel consumer advertising program, VBS is requesting $103,000 for professional design, creative assets, market research and special event startup funding. Each component is outlined below.

- **Special Event Start Up**

VBS has identified several time periods throughout the year which have shown softer, less robust growth due to domestic travel patterns. Events, particularly those held in small destinations, provide a draw for visitors during time periods which, due to factors such as weather, school calendars, holidays, etc., do not already have significant demand. Because events can have significant impact on tourism development and as an extension, economic development, event and festival tourism is one of the fastest growing forms of tourism. Events often serve as indirect marketing for a destination and offer the opportunity to reach previously untapped markets. Such events further diversify the market, bring in new money, increase spending in the community, and serve to extend length of stay.

Big Sky has enjoyed the success of the events such as Music in the Mountains, the PBR, Farmer's Markets, etc., which provide a vibrant background that encourages summer visitors to choose Big Sky over other gateway destinations. To encourage increased visitation during the identified target time periods, VBS seeks to assist in the development of a signature soft season "community-wide" event designed to involve multi-day accommodation bookings in Big Sky. VBS will welcome event proposals that are designed to allow participants ample time to participate in activities and dining opportunities throughout Big Sky. VBS will financially assist the development of such an event with startup funds and marketing assistance with the objective of seeing the event become a large scale "community-wide" signature event supportive of the Big Sky brand within a three year time period.

The **goal** of this effort is to drive occupancy, room revenues, shopping and dining revenues in an otherwise soft time period for Big Sky businesses.

- **Market Research**

The destination travel marketplace is being impacted by rapid change, creating challenges for some and opportunities for those who are best organized, informed and proactive. With the advent of new technology, data driven decision making and related accountability are becoming a mandate, particularly in public funded destination marketing organizations, both for their own sake and to better inform the tourism dependent businesses who make up their constituents.

In 2013, BSRAD supported the Chamber of Commerce's request to conduct primary research which has served the community in a variety of ways, including the benchmarking of key attributes of the community and the development of VBS long-range marketing strategy. Updating and expanding this research is critical to our continued ability to respond to changing market conditions and demands. Our request for funds to conduct direct market research will allow us to establish updated benchmarks and track visitation to Big Sky. This collaborative effort with local stakeholders will gather travel-based market intelligence. It will also allow us to identify broad visitor trends, develop future strategies, analyze the performance of promotional campaigns and events, identify opportunities for increased performance, anticipate guest visitation and its impact and compare Big Sky against our major competitors. Data will also help us when negotiating increased air service and sponsor funding.

The **goal** of this component is to develop a data set that informs larger advertising investments. Research will also inform messaging and targeting for press relations designed to reach markets that are otherwise unaffordable for paid advertising. Key components of the research will also help local business with internal revenue management efforts as well as provide benchmarks for advanced reservations to support staffing decisions.

Consumer Advertising

Our request of $445,000 is to sustain Big Sky's year-round marketing campaign. This campaign is designed to meet our objective of maintaining our current market share, while further increasing visitation to Big Sky through new and emerging markets. The funds requested in this application solidify a unified, year-round marketing campaign that leverages combined funds from Resort Tax, the Big Sky portion of state collected lodging tax, private investments and in-kind services donated from community stakeholders.

Visit Big Sky continues to pair the considerable professional experience and expertise present in our community with a variety of funding sources and the support of professional firms skilled in tourism promotion. Under careful scrutiny at a Board level, and monitored closely on a day-to-day basis, we continue to work toward our purpose of executing a cohesive community marketing and communications strategy that clearly elucidates the multi-season "Big Sky Experience."

As recommended in branding strategy work sponsored by Resort Tax, VBS has had great success in recent years increasing Big Sky's summer market share through a proximity strategy that aligns Big Sky as the closest resort community to Yellowstone National Park. We will continue to integrate that connection as a primary summer messaging strategy.

Big Sky is a unique winter resort destination due to its location near Yellowstone National Park. This special feature represents a unique selling proposition for Big Sky. Continued support and promotion of our winter season is essential to the multi-season success of Big Sky and the Biggest Skiing in America (BSiA) campaign remains the key focus of our winter consumer advertising campaign.

The **goal** of the advertising campaign is to sustain and increase current levels of visitation to Big Sky in summer and winter.

Digital Destination

Our request of $47,123 is for the second phase of the Biggest Vacation in America (c) program. This innovative, interactive digital technology is designed to increase length of stay and visitor spending by allowing visitors to receive real time information about events, local businesses, and special offers. This technology will also assist us in capturing consumer behavior while in our destination, capture warm season overflow lodging from West Yellowstone, and improve Big Sky's Google Maps and GPS results.

The **goal** of our sidewalk concierge system is to continue to touch our visitors and residents alike while they are disbursed throughout the resort tax district. Timely messages and promotion of nearby products and special offers provides a valuable service to our customers. This effort is designed to increase spending and resort tax as well as provide excellent customer service.

Press Relations

In any successful marketing program, it is critical to integrate messages across multiple channels of content delivery. One cost effective way of accomplishing this is through a well-conceived and a well-connected press relations effort. Effective press relations campaigns allow destinations to multiply the effect of dollars invested in consumer advertising. Our request of $40,000 is to support a year-round press relations effort. As is the case throughout our integrated mutil-media program, these funds will be leveraged by other funding sources which will fund supporting programs that will introduce high-caliber journalist to our destination in a late summer FAM tour and will allow for face-to-face interaction with travel trade representatives through key trade shows.

This press effort will support paid advertising, our web site and other messaging conducted across other platforms by creating lasting on-line content which will set the tone of discussion about the Big Sky destination. This online content will generate word-of-mouth conversations about the Big Sky product and amplify our "voice" in the increasingly competitive marketplace. In addition to connecting with key travel journalists, similar connections with key travel influencers (bloggers) will enable us to be present in the various levels of conversation occurring in both national, international, and niche travel media. It will also allow us to expand our reach into domestic and international markets where consumer advertising is cost prohibitive.

The **goal** of the press relations component of our multi-channel effort is to enhance paid advertising, increase the frequency of our message in key target markets and capture a larger market share in key feeder cities that are unaffordable for traditional advertising efforts conducted by Visit Big Sky on behalf of the community at-large.

3) Is the project within the resort tax district? (25 words max)

Yes.

Please note: Not every project will fulfill questions #4 through #8. Applications will not be rated on the ability to fulfill multiple questions. Does the entity and/or project...

4) Benefit the community at large including residents, visitors and tax collectors/the business community? (50 words max)

The increase in services enjoyed by our community would not occur without robust visitor spending. Of the $22.8 million spent on lodging in Big Sky during 2014, an additional $104.3 million was spent at businesses throughout Big Sky. The ripple effect is vast and touches every sector of our community.

5) Promote tourism and development, help make Big Sky a world class resort community and increase resort tax revenue? (50 words max)

VBS drives increased visitation to Big Sky which is critical to the continued economic success of the community. Careful reinvestment of BSRAD funds in tourism promotion allows for the continued increase in resort tax revenue, which is in turn available to support the variety of projects sponsored by Resort Tax.

6) Support or improve critical infrastructure, public health, safety and/or welfare in the world class community? (50 words max)

Yes. Research demonstrates that strong destination marketing efforts are known to create a "halo effect". Destinations perform better on all measures of economic strength including higher quality of life for residents, attracting new investment, and increases in air service and business development.*Source: Longwoods 2013 Travel USA

7) Involve collaboration among entities in the community to meet common goals? (100 words max)

The foundation of VBS is that together, we can accomplish more. From its foundation as BSIA, investors in Visit Big Sky have believed that more can be accomplished by co-investing marketing funds than what could be accomplished by each business attempting to independently draw recognition to Big Sky as a desirable destination. By choosing to invest in a united community marketing effort both as a community, and as individual stakeholders choosing to collaborate together, Big Sky speaks with a louder voice. The resulting increased visitation allows Big Sky to invest more in the programs and events which sustain our community.

8) Fill a community need not currently or adequately being satisfied? (50 words max)

2014 collections marked a 37% increase over pre-recession collections. VBS is the single entity promoting the community of Big Sky as a multi-season national and international destination. Tourism marketing supports our local businesses and is sound reinvestment strategy for the continued prosperity of our tourism dependent community.

RESORTTAX
— BUILDING BIG SKY SINCE 1992 —

2015-2016 APPLICATION FOR RESORT TAX FUNDS

Provide the following financial documents:

9) Copy of the entity's complete operating budget for the period 07/01/15 through 06/30/16.

If your fiscal year does not coincide with this time period, please provide complete budgets for the entity's fiscal year that covers the aforementioned time period. For example, if the entity's fiscal year corresponds with a calendar year, provide two budgets 1) 01/01/2015 through 12/31/2015 and 2) 01/01/2016 through 12/31/2016.

10) Organization's Profit and Loss Report, Budget vs. Actual Report and Balance Sheet from your previous completed fiscal year.

11) Organization's Profit and Loss Report, Budget vs. Actual Report and Balance Sheet from your current fiscal year to date.

12) For applicants with mill levy authority please provide the following:

a. A map of your district's boundaries
b. The current taxable value of your district
c. If applicable, the current mill levy rate
d. Using the information above, provide a detailed budgetary breakdown of the potential tax burden per $100,000 value, for property owners within your district if mill levy authority would be used to fund this project rather than resort tax funds.

RESORTTAX
— BUILDING BIG SKY SINCE 1992 —

2015-2016 APPLICATION FOR RESORT TAX FUNDS

TOTAL ORGANIZATIONAL BUDGET

(to include all organization projects and programs; not only those requesting funding for in this cycle)

Total budget for the year the entity is requesting funding $ 871,038

What percentage of the above budget is the entity requesting from resort tax? 73 %

PRINCIPLE	ITEM		AMOUNT
Revenue	Private Donor Contributions Total		38,000
	Private Donor Contributions In-kind		200,000
	Public Grants		833,038
	Fundraising Events		
	Sub Total Revenue		871,038
	Other*		
	Total Revenue		
Expenses	Paid Personnel (not including volunteer time)	# FTE Personnel 0	31,000
	Operations		33,500
	Programming		806,538
	Other*		
	Total Expenses		871,038
Income	Net Income		0

*Other Description: _____

*Other Description: _____

Capital Reserves	On Hand Restricted**	0
	On Hand Unrestricted** (estimated CVB)	31,000
	Goal	vary

Purpose of Restricted and Unrestricted Capital Reserves: The estimated CVB funds are a number that floats after the state has audited their bed tax collection accounts. A final number is usually available in January. These funds can be tapped for marketing activities under certain guidelines. A formal RFP process is required for anything over $4999.00

RESORTTAX
— BUILDING BIG SKY SINCE 1992 —

2015-2016 APPLICATION FOR RESORT TAX FUNDS

TOTAL CASH FLOW 3-YEAR REQUIREMENT

(to include all organization projects and programs; not only those requesting funding for in this cycle

ITEM	2015	2016	2017	Total Cash Flow 3-Yr Requirement
Paid Personnel (not including volunteer time)	29,000	31,000	32,000	92,000
# of FTE Personnel				**NA**
Operations	43,500	33,500	35,500	112,500
Programming	710,000	806,538	844,500	2,361,038
Capital Expenditures				
Other				
Total	782,500	871,038	912,000	2,565,538

RESORT TAX REQUEST	584,000	635,123	676,000	1,895,123

Describe financial increases and decreases and the projects for which resort tax funds may be requested.

2015 In 2015 VBS added the Biggest Vacation in America digital destination program to its multi-channel efforts. It also developed translated materials for international travel trade sales and web applications and expanded its warm season efforts.

2016 For 2016 VBS will increase its reach and frequency with a more robust advertising program and new national press relations efforts. A new research program is added to programming. VBS will also partner with the Arts Council and WMPAC to touch the regional trade area drive market with special event and visitor center awareness by adding more billboard showings and by holding a press FAM during the final Music in the Mountains event.

2017 In 2017 VBS will continue to capture national market share by increasing its promotions budget by 2%, supporting the new special event, continuing to improve research programs and creating advertising strategies in support of direct flights in key feeder markets.

12:46 PM

04/06/15

Accrual Basis

Visit Big Sky
Balance Sheet
As of March 31, 2015

	Mar 31, 15
ASSETS	
Current Assets	
Checking/Savings	
BSW Checking VBS	46,169.35
Total Checking/Savings	46,169.35
Other Current Assets	
Prepaid Expenses	1,067.50
Total Other Current Assets	1,067.50
Total Current Assets	47,236.85
Fixed Assets	
Accumulated Depreciation	-359.48
Crowd Sourced Vacation	11,455.00
Web Design	2,100.00
Total Fixed Assets	13,195.52
TOTAL ASSETS	**60,432.37**
LIABILITIES & EQUITY	
Equity	
Opening Balance Equity	10,969.23
Unrestricted Net Assets	2,959.99
Net Income	46,503.15
Total Equity	60,432.37
TOTAL LIABILITIES & EQUITY	**60,432.37**

12:47 PM

04/06/15

Accrual Basis

Visit Big Sky
Profit & Loss
July 2014 through March 2015

		Jul '14 - Mar 15
Ordinary Income/Expense		
Income		
100 GOVERNMENTAL SOURCES		
Resort Tax	293,529.91	
Total 100 GOVERNMENTAL SOURCES		293,529.91
120 FUNDRAISING EVENTS		0.00
130 PARTNER REVENUE		
135 BSIA Co-Op	35,000.00	
Total 130 PARTNER REVENUE		35,000.00
Total Income		328,529.91
Expense		
200 ADMINISTRATIVE		
210 Operations		
211 Legal Fees	1,040.00	
210 Operations - Other	865.00	
Total 210 Operations	1,905.00	
Total 200 ADMINISTRATIVE		1,905.00
300 ADVERTISING & PROMOTION		
302 Marketing Design Services	10,000.00	
305 Public Relations Firm	0.00	
310 Photographic Library	1,745.00	
315 Winter Campaign	181,283.70	
318 Summer Campaign	4,874.00	
319 Summer PR Campaign	0.00	
325 Media Placement	51,031.00	
337 Sidewalk Concierge	25,663.46	
340 Website Design/ Maintenance	3,026.75	
Total 300 ADVERTISING & PROMOTION		277,623.91
350 PRESS RELATIONS/PARTNERSHIP		
355 Press Relations	2,500.00	
Total 350 PRESS RELATIONS/PARTNERSHIP		2,500.00
Total Expense		282,028.91
Net Ordinary Income		46,501.00
Other Income/Expense		
Other Income		
Interest Income		2.15
Total Other Income		2.15
Net Other Income		2.15
Net Income		**46,503.15**

Profit Loss Budget vs. Actual
July 1, 2014 through March 30, 2015

Visit Big Sky

	Jul 1, '14 - Mar 30, 15	Budget	$ Over Budget
Ordinary Income/Expense			
Income			
100 GOVERNMENTAL SOURCES			
Resort Tax	278,589.91	584,000.00	-305,410.09
Total 100 GOVERNMENTAL SOURCES	278,589.91	584,000.00	-305,410.09
130 PARTNER REVENUE			
135 BSIA Co-Op	35,000.00	38,000.00	-3,000.00
Total 130 PARTNER REVENUE	35,000.00	38,000.00	-3,000.00
Total Income	313,589.91	622,000.00	-308,410.09
Expense			
200 ADMINISTRATIVE			
210 Operations			
211 Legal Fees	1,040.00	0.00	1,040.00
210 Operations - Other	865.00	0.00	865.00
Total 210 Operations	1,905.00	0.00	1,905.00
Total 200 ADMINISTRATIVE	1,905.00	0.00	1,905.00
300 ADVERTISING & PROMOTION			
302 Marketing Design Services	10,000.00	24,000.00	-14,000.00
310 Photographic Library	1,745.00	5,000.00	-3,255.00
312 Marketing Research	0.00	4,950.00	-4,950.00
315 Winter Campaign	181,283.70	206,000.00	-24,716.30
318 Summer Campaign	4,874.00	160,150.00	-155,276.00
325 Media Placement	51,031.00	73,200.00	-22,169.00
330 Print Advertising			
330.3 Print Collateral	0.00	8,200.00	-8,200.00
Total 330 Print Advertising	0.00	8,200.00	-8,200.00
337 Sidewalk Concierge	24,463.46	74,000.00	-49,536.54
340 Website Design/ Maintenance	3,026.75	8,500.00	-5,473.25
Total 300 ADVERTISING & PROMOTION	276,423.91	564,000.00	-287,576.09
350 PRESS RELATIONS/PARTNERSHIP			
355 Press Relations	2,500.00	20,000.00	-17,500.00
Total 350 PRESS RELATIONS/PARTNERSHIP	2,500.00	20,000.00	-17,500.00
Total Expense	280,828.91	584,000.00	-303,171.09
Net Ordinary Income	32,761.00	38,000.00	-5,239.00

Profit Loss Budget vs. Actual
July 1, 2014 through March 30, 2015

Visit Big Sky

	Jul 1, '14 - Mar 30, 15	Budget	$ Over Budget
Other Income/Expense			
Other Income			
Interest Income	1.62	0.00	1.62
Total Other Income	1.62	0.00	1.62
Net Other Income	1.62	0.00	1.62
Net Income	32,762.62	38,000.00	-5,237.38

12:27 PM

04/06/15

Accrual Basis

Visit Big Sky
Balance Sheet
As of June 30, 2014

	Jun 30, 14
ASSETS	
Current Assets	
Checking/Savings	
BSW Checking VBS	13,996.20
Total Checking/Savings	13,996.20
Accounts Receivable	
Accounts Receivable	5,750.00
Total Accounts Receivable	5,750.00
Other Current Assets	
Prepaid Expenses	1,067.50
Total Other Current Assets	1,067.50
Total Current Assets	20,813.70
Fixed Assets	
Accumulated Depreciation	-359.48
Web Design	2,100.00
Total Fixed Assets	1,740.52
TOTAL ASSETS	22,554.22
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	8,625.00
Total Accounts Payable	8,625.00
Total Current Liabilities	8,625.00
Total Liabilities	8,625.00
Equity	
Opening Balance Equity	10,969.23
Net Income	2,959.99
Total Equity	13,929.22
TOTAL LIABILITIES & EQUITY	22,554.22

12:28 PM

04/06/15

Accrual Basis

Visit Big Sky
Profit & Loss
July 2013 through June 2014

		Jul '13 - Jun 14
Ordinary Income/Expense		
Income		
100 GOVERNMENTAL SOURCES		
Resort Tax	450,000.00	
Total 100 GOVERNMENTAL SOURCES		450,000.00
130 PARTNER REVENUE		
135 BSIA Co-Op	39,000.00	
136 Summer Co-Op	21,000.00	
Total 130 PARTNER REVENUE		60,000.00
Private Fund Contributions		0.00
Total Income		510,000.00
Expense		
200 ADMINISTRATIVE		
210 Operations		
211 Legal Fees	2,120.00	
216 Supplies	253.53	
210 Operations - Other	15.00	
Total 210 Operations	2,388.53	
Total 200 ADMINISTRATIVE		2,388.53
300 ADVERTISING & PROMOTION		
302 Marketing Design Services	10,771.25	
305 Public Relations Firm	375.00	
310 Photographic Library	2,215.89	
315 Winter Campaign	238,000.00	
318 Summer Campaign	145,000.27	
325 Media Placement	67,037.94	
335 Website Marketing/ Advertis	12,632.50	
340 Website Design/ Maintenance	8,764.55	
Total 300 ADVERTISING & PROMOTION		484,797.40
350 PRESS RELATIONS/PARTNERSHIP		
355 Press Relations	19,500.00	
Total 350 PRESS RELATIONS/PARTNERSHIP		19,500.00
Depreciation		359.48
Total Expense		507,045.41
Net Ordinary Income		2,954.59
Other Income/Expense		
Other Income		
Interest Income		5.40
Total Other Income		5.40
Net Other Income		5.40
Net Income		**2,959.99**

Profit Loss Budget vs. Actual
July 2013 through June 2014

Visit Big Sky

	Jul '13 - Jun 14	Budget	$ Over Budget
Ordinary Income/Expense			
Income			
100 GOVERNMENTAL SOURCES			
Resort Tax	450,000.00	450,000.00	0.00
100 GOVERNMENTAL SOURCES - Other	0.00	0.00	0.00
Total 100 GOVERNMENTAL SOURCES	450,000.00	450,000.00	0.00
130 PARTNER REVENUE			
135 BSIA Co-Op	39,000.00	0.00	39,000.00
136 Summer Co-Op	21,000.00		
130 PARTNER REVENUE - Other	0.00	63,000.00	-63,000.00
Total 130 PARTNER REVENUE	60,000.00	63,000.00	-3,000.00
Private Fund Contributions	0.00		
Total Income	510,000.00	513,000.00	-3,000.00
Expense			
200 ADMINISTRATIVE			
210 Operations			
211 Legal Fees	2,120.00	0.00	2,120.00
216 Supplies	253.53		
210 Operations - Other	15.00	0.00	15.00
Total 210 Operations	2,388.53	0.00	2,388.53
Total 200 ADMINISTRATIVE	2,388.53	0.00	2,388.53
300 ADVERTISING & PROMOTION			
302 Marketing Design Services	10,771.25	13,000.00	-2,228.75
305 Public Relations Firm	375.00	0.00	375.00
310 Photographic Library	2,215.89	0.00	2,215.89
312 Marketing Research	0.00	0.00	0.00
315 Winter Campaign	238,000.00	238,000.00	0.00
318 Summer Campaign	145,000.27	145,000.00	0.27
319 Summer PR Campaign	0.00	0.00	0.00
325 Media Placement	67,037.94	67,000.00	37.94
330 Print Advertising			
330.3 Print Collateral	0.00	0.00	0.00
Total 330 Print Advertising	0.00	0.00	0.00
335 Website Marketing/ Advertis	12,632.50	0.00	12,632.50
337 Sidewalk Concierge	0.00	0.00	0.00
340 Website Design/ Maintenance	8,764.55	25,000.00	-16,235.45
Total 300 ADVERTISING & PROMOTION	484,797.40	488,000.00	-3,202.60

Visit Big Sky

	Jul '13 - Jun 14	Budget	$ Over Budget
350 PRESS RELATIONS/PARTNERSHIP			
355 Press Relations	19,500.00	15,000.00	4,500.00
365 Private Opportunity Reserve	0.00	10,000.00	-10,000.00
Total 350 PRESS RELATIONS/PARTNERSHIP	19,500.00	25,000.00	-5,500.00
Depreciation	359.48		
Total Expense	507,045.41	513,000.00	-5,954.59
Net Ordinary Income	2,954.59	0.00	2,954.59
Other Income/Expense			
Other Income			
Interest Income	5.40		
Total Other Income	5.40		
Net Other Income	5.40		
Net Income	**2,959.99**	**0.00**	**2,959.99**

VISIT BIG SKY 2015/2016 BUDGET

BSRTD Investment	Estimate Bed Tax Revenue	Private Partner Investment	In Kind Partner Support	Total Cash and In Kind
$635,123	$197,915	$38,000	$55,000	$926,038

	TOTAL BUDGET	RESORT TAX	CVB	PRIVATE PARTNER
Marketing Support	**$203,915**	**$ 103,000**	**$ 100,915**	**$ -**
Administration/Supplies	$ 33,500	$ 1,500	$ 32,000	
Marketing Coordinator	$ 31,000		$ 31,000	
Design Services	$ 24,000	$ 24,000		
Destimetrics	$ 20,000	$ 20,000		
Soft Season Special Event Startup	$ 20,000	$ 20,000		
Visitor Info Center	$ 17,500		$ 17,500	
Travel USA Research	$ 19,500	$ 19,500		
IPW	$ 4,300		$ 4,300	
Billboard	$ 4,800		$ 4,800	
Photographs	$ 5,000	$ 5,000		
Web Updates	$ 14,800	$ 13,000	$ 1,800	
Go West Summit	$ 3,500		$ 3,500	
Printed Material	$ 2,400		$ 2,400	
DMAI Membership	$ 2,115		$ 2,115	
TAC and Governors Conference	$ 1,500		$ 1,500	
Consumer Advertising	**$ 570,000**	**$ 445,000**	**$87,000**	**$38,000**
Winter Consumer	$ 238,000	$ 200,000		$ 38,000
Summer Consumer	$ 250,000	$ 163,000	$ 87,000	
Media Placement/Post Buy	$ 73,200	$ 73,200		
Certified Folder Display	$ 5,800	$ 5,800		
BSIA Tax Return/990T	$ 3,000	$ 3,000		
Digital Destination	**$ 47,123**	**$ 47,123**	**$ -**	**$ -**
Sidewalk Concierge	$ 47,123	$ 47,123		
Press Relations/Partnerships	**$ 50,000**	**$ 40,000**	**$ 10,000**	**$ -**
Press Relations	$ 40,000	$ 40,000		
FAM Trips	$ 10,000		$ 10,000	
TOTAL BUDGETS	**$871,038**	**$635,123**	**$197,915**	**$38,000**

Total Expenses	**$ 871,038**
In Kind	**$ 55,000**
Total Expenses and in Kind	**$ 926,038**