



Mammoth Lakes Tourism Board

Wednesday, June 2, 2021, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members of the Board

Chair John Morris, Vice Chair Jeremy Goico, Treasurer Rhonda Duggan,
Secretary Michael Ledesma, Board Member Lynda Salcido, Board Member Eric Clark,
Board Member Jess Karell, Board Member Pat Foster, Board Member John Mendel

NOTE: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Town of Mammoth Lakes at (760) 965-3600. Notification 48 hours prior to the meeting will enable the Town to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 13.102-35.104 ADA Title II)

NOTE: Materials related to an item on this agenda submitted after distribution of the agenda packet are available for public inspection in the Town Offices located at 437 Old Mammoth Road, Suite 230 during normal business hours. Such documents are also available on the Town of Mammoth Lakes website at www.townofmammothlakes.ca.gov subject to staff's ability to post the documents before the meeting.

NOTE: This meeting will be conducted pursuant to the provisions of the Governor's Executive Order which suspends certain requirements of the Ralph M. Brown Act. It is strongly encouraged that you watch this meeting live through the online Granicus system here: http://mammothlakes.granicus.com/ViewPublisher.php?view_id=4 or on the local government cable channel 18.

ZOOM INFORMATION FOR MLT BOARD MEETINGS

Join from a PC, Mac, iPad, iPhone, or Android device:

Please click this URL to join. <https://monocounty.zoom.us/j/97273142801>

Or join by phone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 312 626 6799 or +1 646 876 9923 or +1 301 715 8592 Webinar ID: 972 7314 2801 - **Callers: To Raise your hand Press *9, to Unmute/Mute Press *6**

International numbers available: <https://monocounty.zoom.us/j/a7NZ1PrU>

1. **CALL TO ORDER**
2. **BOARD MEMBER REPORTS**
3. **PUBLIC COMMENTS**

Public Comments may be sent via email to the Town of Mammoth Lakes Assistant Clerk before or during the meeting at clerk@townofmammothlakes.ca.gov or may be made via Zoom or in person during the meeting in Suite Z.
4. **CONSENT AGENDA**
 - 4.1. **Approve the minutes of the Regular Meeting of May 5, 2021.**
5. **POLICY MATTERS**
 - 5.1. **Thank you to outgoing Board Member Rhonda Duggan for her hard work and dedication to MLT.**
 - 5.2. **New Board Member Nomination – Lodging Seat**

Board will hear Mammoth Lakes Lodging Association recommendation for the Lodging Seat for a 3-year term to run July 1, 2021- June 30, 2024 and vote to approve the recommended candidate.
 - 5.3. **New Board Member Nomination – At-Large Seat**

Presentation by MLT ad hoc nominating committee regarding the at-large seat for a two-year term to run July 1, 2021- June 30, 2023. Board will vote to approve the recommended candidate for the At-Large Seat.
 - 5.4. **MLT Board Executive Committee Selections**

Board discussion and approval of appointment of Chair, Vice Chair, Treasurer and Secretary to the MLT Board Executive Committee.
 - 5.5. **Fiscal Year 2021-22 Business Plan and Budget Approval**

Board discussion and approval of the proposed Fiscal Year 2021-22 Plan and Budget presented at the May 5th Board meeting.
 - 5.6. **Financial Reports**

Receive an update regarding the financial health of the Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT), Tourism Business Improvement District (TBID) and current account balances.
6. **DEPARTMENT UPDATES**

A brief recap of past, current, and future efforts of each department.

 - 6.1. **International Sales**

Receive an update on international sales activities from Director of Sales and International Marketing Michael Vanderhurst.
 - 6.2. **Communications**

Receive an update on communications activities from Director of Communications Lara Kaylor.

6.3. Digital Marketing

Receive an update on digital marketing activities from Senior Content Marketing Manager Meghan Miranda.

6.4. Local Marketing

Receive an update regarding local marketing activities from Local Marketing Manager Molly Horner.

6.5. Social Media

Receive an update regarding social media activities from Digital Marketing Coordinator Dakota Snider.

7. OTHER STANDING UPDATES

7.1. Mammoth Resorts Update - Eric Clark

Brief update on Mammoth Mountain news, activity, and operations.

7.2. Mammoth Lakes Chamber of Commerce Update - Jeremy Goico

Brief update on Mammoth Lakes Chamber of Commerce news, activity, and operations.

7.3. Town Council Update - Lynda Salcido

Brief update on Town Council news, activity, and operations.

8. ADJOURNMENT

The meeting will be adjourned to the next regular meeting scheduled to be held on July 7, 2021.

MAMMOTH LAKES TOURISM BOARD

MINUTES OF REGULAR MEETING

MAY 5, 2021

Call Meeting to Order

Chair John Morris called the meeting to order at 12:00 p.m. in the Council Chamber at 437 Old Mammoth Road, Mammoth Lakes, CA.

Roll Call

Chair John Morris, Secretary Michael Ledesma and Board Members Mayor Pro Tem Lynda Salcido, Eric Clark, Jess Karell, Pat Foster and John Mendel were present via videoconference. Vice Chair Jeremy Goico and Treasurer Rhonda Duggan arrived at 12:03 p.m.

Board Member Reports

Board Member Pat Foster spoke about last week's joint meeting between the Town Council and MLT. Mr. Foster announced that it looked promising that the Mammoth Motocross event would take place this year with COVID protocols in place.

Board Member Jess Karell spoke about the joint meeting and announced that Frosty's Miniature Golf Course at the Sierra Nevada Resort would open soon.

Board Member Eric Clark reported that there was great participation in the events that led up to the Mammoth Motocross event. Mr. Clark announced that youth soccer had started a short season and would come back in the fall for a full season.

Board Member Lynda Salcido announced that there was a Town Council meeting scheduled to be held that evening and spoke about the joint meeting between MLT and the Town Council last week. She reported that she was disappointed that although it was useful, the meeting ended up being more about housing rather than MLT's deliverables and said that she hoped to have another meeting to discuss them in more detail. Ms. Salcido said that she was excited about upcoming events this summer and the statewide reopening expected on June 15th. She encouraged members of the community to get vaccinated and announced that all vaccination clinics were now allowing walk-ins. Ms. Salcido spoke about recent incidents of protests at vaccination clinics and vaccination information sites in Town, one of which included a protestor "chalking up" the Civic Center and harassing staff. She reported that vaccinations for 16 and 17 year olds were already in process and said that 12-15 year olds may be eligible as soon as next week. She said that nationwide, about 50% of adults had been vaccinated and that that number needed to increase and that she hoped Mono County would move into the Yellow Tier soon.

Secretary Michael Ledesma wished everyone a happy Cinco de Mayo and encouraged everybody to head out to one of our local Mexican Restaurants this evening.

Treasurer Rhonda Duggan discussed information that had come out of the recent Dispersed Camping Summit and announced that in June the Rural Counties Representatives of California (RCRC) would hold their annual three-day meeting in Mammoth which would bring 25-50 representatives from all over the state to our community. Ms. Duggan spoke about some of the issues that would be discussed during those meetings and said that some of the meetings would be open to the public.

SPEAKING FROM THE FLOOR:

Director of Communications Lara Kaylor announced that there was a final Dispersed Camping Summit Committee meeting tomorrow and a virtual public meeting scheduled to be held on May 25th. Ms. Kaylor offered to send the link for the presentation given by DeChambeau Creek Foundation Program Officer Paul McFarland at the last Community Coffee to the members of the Board.

Vice Chair Jeremy Goico reported that the virtual Pandemic Gala was a success and thanked Sierra Classic Theatre for being the host and emcee of the event and thanked Mammoth Lakes Chamber of Commerce Executive Director Ken Brengle and Membership and Marketing Manager Brianna Goico for putting the program together. Mr. Goico congratulated Executive Director John Urdi, Board Member Lynda Salcido and the Mammoth Mountain Ski Area for their Pandemic Gala awards. He spoke about the joint meeting between MLT and the Town Council and said that he had anticipated that the conversation would be more focused on MLT's deliverables rather than housing and the budget.

Chair John Morris discussed the joint meeting with the Town Council and said that he would like to hold additional joint meetings on a quarterly basis going forward and said that he felt it was good to hear the Councilmembers' concerns and challenges. Chair Morris announced that the Lodging Association would hold their first Steering Committee meeting on Monday and announced that Snowcreek Golf Course would open on May 28th, in time for the Memorial Day weekend, and would be open daily from 8:00 a.m.-5:00 p.m.

There was discussion between staff and members of the Board.

Public Comment

There were no comments given at this time.

1. **Minutes – Approval of the regular Board meeting minutes from April 7, 2021 Attachment #1 - MLT 4.7.2021 Minutes FINAL**

ACTION: It was moved by Board Member John Mendel, seconded by Board Member Pat Foster, and carried by a 9-0 roll call vote to approve the minutes from the regular Board meeting on April 7, 2021.

2. **New Business**

- a. **Thank you to Marketing Director Matt Gebo for a job well done as he moves on after three years with MLT**

Executive Director John Urdi announced that Director of Marketing Matt Gebo would be leaving his position with MLT and thanked him for his time and contributions to the team.

There was discussion between Mr. Urdi, Mr. Gebo and members of the Board.

- b. Bluesapalooza Assistance Request – 15 Minutes
 - 1. Board review and discussion of a request by Bluesapalooza for financial assistance for their 2021 event.
 - 2. MLT Board vote on requested financial assistance Attachment #2 – Bluesapalooza Assistance Request

Treasurer Rhonda Duggan and Board Member Jess Karell recused themselves from this item due to pending contracts they had with the event producer.

Chair John Morris spoke about the uniqueness and importance to our community of holding the Bluesapalooza event if allowed by the State due to COVID restrictions. Chair Morris discussed the need to structure a loan without setting a precedent for MLT to become a source of loans for other events going forward.

Board Member Salcido reported that as a member of the Town Council, she was very much in favor of supporting this event.

Executive Director John Urdi said that he did not want to set a precedent and end up with additional events coming forward to request loans. Mr. Urdi said that he felt it should be addressed as a reimbursable grant rather than a loan and that it would require a bit of legal work. He acknowledged that Bluesapalooza was an important event for the community.

Mammoth Brewing Company President Sean Turner outlined the information in his email to MLT and the Town of Mammoth Lakes requesting financial assistance for Bluesapalooza. Mr. Turner noted that the landowner of the event site, Dirk Winters, would be charging a Facility Use Fee for the first time ever to the non-profit organization Sierra Classic Theatre (SCT) for this year's Shakespeare in the Woods event and said that the ask for the Facility Use Fee was not only for his event but for the Shakespeare in the Woods event. He discussed other financing options he had applied for, and said that he was committed to paying the loan back by the end of the year. Mr. Turner said that his other option would be to postpone the event until 2022 as a few other large events had done.

SPEAKING FROM THE FLOOR:

SCT Artistic and Managing Director Allison Page reported that she hoped to present two shows during the Shakespeare in the Woods event this year, and said that she would meet with Hayden Cabin tomorrow as an alternate location since Dirk Winters had asked for \$5,000 to use the Woodsite for the event. Ms. Page reported that Mr. Winters would not consider making a donation of the land and had asked her to get the funds from MLT. She said that she had just received a \$5,000 grant in addition to Measure U funding in the amount of \$12,000. She stressed the importance of more support for events in Mammoth, specifically providing an event site and said that she would rather pay locals than Mr. Winters.

There was discussion between Mr. Turner, Mr. Urdi and members of the Board.

ACTION: It was moved by Chair John Morris, seconded by Board Member John Mendel, with Treasurer Rhonda Duggan and Board Member Jess Karell recused, and carried by a 7-0 roll call vote to approve MLT to provide a loan in the amount of \$200k to Bluesapalooza structured to be paid back as follows; \$100k by December 31, 2021 and \$100k to be paid back by March 31, 2022 in addition to a reimbursable grant in the amount of \$50k to be paid back in full on December 31, 2021 if the event was profitable, and if it is not profitable, to pay back whatever amount was feasible.

- c. 2021-22 MLT Deliverables – John Urdi – 10 Minutes
 - 1. Final review of deliverables from 4/28 joint meeting between MLT Board and Town Council
 - 2. MLT Board vote to accept 2021-22 deliverables
Attachment #3 – MLT 2021-22 FINAL Draft Deliverables 4-30-21

Executive Director John Urdi spoke about the recent joint meeting with the Town Council and outlined the information in the 2021-22 MLT Deliverables Report.

Board Member Jess Karell and Treasurer Rhonda Duggan rejoined the meeting at 1:12 p.m.

There was discussion between Mr. Urdi and members of the Board.

ACTION: It was moved by Board Member Eric Clark, seconded by Board Member Pat Foster, and carried by a 9-0 roll call vote to approve the 2021-22 MLT Deliverables.

- d. 2021-22 Business Plan and Budget Presentation– John Urdi, Matt Gebo, Lara Kaylor and Michael Vanderhurst – 2 hours
 - 1. Presentation by MLT Directors on marketing, PR and sales efforts for the 2021-22 fiscal year
 - 2. Board to provide feedback and direction to MLT staff
Attachment #4 – MLT Winter 2021-22 Planning Presentation
Attachment #5 – Draft Fiscal 2021-22 MLT Measure A Budget
Attachment #6 – Draft Fiscal 2021-22 MLT TBID Budget
Attachment #7 – MLT 2021-22 YOY Budget Comparison

Executive Director John Urdi, Director of Marketing Matt Gebo, Senior Content Marketing Manager Meghan Miranda, Digital Marketing Coordinator Dakota Snider, Local Marketing Manager Molly Horner, Director of Sales and International Marketing Michael Vanderhurst and Director of Communications Lara Kaylor outlined the information in the 2021-22 Business Plan and Budget Presentation.

Board Member Eric Clark left the meeting at 3:00 p.m.

There was discussion between staff and members of the Board.

3. **Department Updates – A brief recap of past, current, and future efforts of each department – 5 minute each** - Tabled for May 5th Board meeting due to 2021-22 Business Plan and Budget Presentation and discussion

4. **Financial Reports – 5 Minutes An update regarding the financial health of the Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT) and Tourism Business Improvement District (TBID) and current account balances**
Attachment #8 – MLT Financial Report 5-5-21
Attachment #9 – Preliminary TOT Results Through March 2021
Attachment #10 - Preliminary TBID Results thru March 2021

Executive Director John Urdi outlined the information in the Financial Reports.

There was discussion between Mr. Urdi and members of the Board.

5. **Other Standing Updates**
 - a. Mammoth Resorts Update – Eric Clark – 5 minutes
Brief update on Mammoth Mountain news, activity, and operations

There was no report given.

- b. Mammoth Lakes Chamber of Commerce Update – Jeremy Goico – 5 minutes
Brief update on Mammoth Lakes Chamber of Commerce news, activity, and operations

Vice Chair Jeremy Goico gave an update on the Mammoth Lakes Chamber of Commerce activities and announced the following events: Personal Protective Equipment (PPE) distribution event tomorrow, Power Lunch with the topic of Revenue Management on May 11th, Town Defensible Space and Community Clean Up Event on May 21st and 22nd.

Executive Director John Urdi said that he wanted every business in Town to attend the Power Lunch next week and said that he felt the information to be provided was critical.

There was discussion between Mr. Urdi and members of the Board.

- c. Town Council Update – Lynda Salcido – 5 minutes
Brief update on Town Council news, activity, and operations

Board Member Lynda Salcido gave an update on the Town of Mammoth Lakes Town Council activities and reported that there was a Town Council meeting tonight and that they planned to finalize a letter to the Forest Service regarding the Kore Drilling project. Ms. Salcido reported that the comment period had been extended for another week and requested that members of the Board submit comments if they had not already done so.

6. Adjournment

The meeting was adjourned at 3:14 p.m. to the next regular meeting of the Board scheduled to be held on June 2, 2021 at 1:00 p.m.

Respectfully submitted,

Angela Plaisted
Assistant Clerk

MLT At Large Seat Candidates May 2021

Nominating Committee: Michael Ledesma, Jeremy Goico, Pat Foster

Committee Recommendation: Larry Crabb: Mammoth Shirt Co. & Eastern Sierra Mountain Club

Candidate to fill the seat vacated by Rhonda Duggan. Newly elected Director will serve a 2-year term and begins July 2021.

Qualifications according to By-Laws:

Candidate must hold a business license in the Town of Mammoth Lakes, must reside within the Mammoth Lakes area, shall have a substantial business interest in the Town of Mammoth Lakes, shall demonstrate a working knowledge of the tourism industry as it relates to the Town and shall be in good standing with the Town with current business license, taxes, and assessments.

The Interview committee confirmed through Tax Certificates that Larry Crabb holds and is in good standing with a Retail Business Tax Certificate.

Committee Interview Process:

Ryan Urban: Eastern Sierra Wholesalers - We received interest from Ryan Urban through John Mendel and Dakota Snider who both reached out to Emily Bryant and Jeremy Goico to express interest on Mr. Urban's behalf. Emily and Jeremy both tried repeatedly to contact Mr. Urban with no success. Mr. Urban failed to respond to multiple calls, voicemails, and emails before the April 9th deadline. As of May 21, 2021, we have still yet to receive a call or email back from Mr. Urban. His failure to respond and communicate with the interview committee disqualified him from the interview process.

Doug Ganz: Mammoth Holistic – Emily Bryant received an email expressing interest in joining the MLT Board from Mr. Ganz. But his inquiry was received past the April 9th deadline. Mr. Ganz has been informed that he cannot be considered for this round of interviews. Mr. Ganz intends to stay up to date with MLT Board issues and will consider participating as other seats are available in the future.

Silver Chesak: Footloose Sports – Jeremy Goico confirmed through a phone call on April 5th that Silver is not interested in being considered for the At Large seat. He has decided to keep his focus with the MLTPA Board.

Larry Crabb: Mammoth Shirt Co. & Eastern Sierra Mountain Club – Larry Crabb confirmed in a phone call with Jeremy Goico on April 6th that he was still interested and available to serve on the MLT Board in the At Large Seat capacity. Larry Crabb interviewed with the committee in February 2021 and interviewed very well. Interview notes and original email correspondence from Mr. Crabb expressing interest in joining the MLT Board are attached.

Larry Crabb: Mammoth Shirt Co. & Eastern Sierra Mountain Club

- Larry's background scholastically is in economics and history.
- Larry has spent 44 years working in the apparel industry. He started by working for Levi Strauss.
- What Larry did that was unique in the apparel industry in the 1970's and 80's was develop programs in China when it was emerging.
- He developed some of the first programs for the NFL, NBA, and Disney to produce apparel in China.
- Larry now works with large wholesalers such as Aramark, American Airlines, Pepsi, and Carl's Jr to provide private label apparel programs for these corporations.
- Essentially Larry and his family thoroughly enjoy serving the visitor. There is great satisfaction seeing their customers respond positively to the products in their store and helping them commemorate their trip with a purchase from one of their stores.
- Larry believes that the Mammoth visitor is looking for value. He provides that in his stores by bringing in quality products directly from the factory that are a value to the consumer.
- Larry thinks it is great serving people and he wants Mammoth visitors to have a great experience.
- Larry believes that you can enhance the Mammoth experience by sharing the Mammoth experience.
- Larry's family has visited every Disney theme park in the world. He has studied how Disney provides the customer experience.
- Larry's business has a lot of overlap with many peer resorts such as Vail, Aspen, Breckenridge, Jackson Hole, etc.
- Larry's days start at 5am with calls to China and Pakistan where all the production happens.
- He is ready and willing to devote time to MLT and the Mammoth Community.

February 4, 2021

To: Mammoth Lakes Tourism Board

Re: Open Retail Board Seat

Dear MLT Board:

I am writing to introduce myself and respectfully request consideration for the open retail seat on the MLT board.

My family and I moved to Mammoth Lakes 3 years ago to help set up a retail business in The Village at Mammoth. For my wife Karen and I, this was intended to be a temporary stay to help our sons apply their recent college business studies in real life. We quickly found the town and its people welcoming, the business interesting and fulfilling in serving the visitors, and so we decided to stay. Following this first successful venture with the boys, we have opened another retail business (this one is "mom's") in The Village.

My own work and educational background includes:

- 44 years overall experience in wholesale and retail apparel businesses.
- I currently own and manage a wholesale apparel business servicing Fortune 500 corporate apparel customers.
- Another part of my wholesale business is designing, developing, and delivering resort apparel to ski resort apparel retailers in Colorado, Utah, Wyoming, and California.
- BA Economics University of Colorado (Boulder)
- Masters International Management (AGSIM Thunderbird)

Our family has lived in Boulder, CO, Poipu Beach, Kauai, Truckee, CA, the SF Bay area, and now our move to Mammoth Lakes.

I would appreciate this opportunity to help serve the Mammoth Lakes community and its visitors.

Thank you for considering my request.

Sincerely,

Laurence E. Crabb

SECOND AMENDED BY-LAWS OF

**MAMMOTH LAKES TOURISM
A CALIFORNIA NON-PROFIT MUTUAL BENEFIT CORPORATION**

ARTICLE I

NAME; PRINCIPAL OFFICE

1.01 Name. The name of this corporation is **Mammoth Lakes Tourism** (“the Corporation”).

1.02 Office. The principal office of the Corporation shall be at a place within the Town of Mammoth Lakes that is designated by the Board of Directors from time to time.

1.03 Definitions. Unless otherwise specified in context, the terms used in these By-Laws shall have the following definitions:

- a. **“Board”** means the Board of Directors of the Corporation;
- b. **“Chairperson”** means the Chairperson of the Board and President of the Corporation;
- c. **“Corporation”** means Mammoth Lakes Tourism, a California non-profit mutual benefit corporation;
- d. **“Director”** means a member of the Board of Directors unless otherwise specified in the context.
- e. **“Executive Director”** means the Executive Director of the Corporation appointed by the Board;
- f. **“Officer”** means an Officer of the Corporation and may refer to the Chairperson, Vice-Chairperson, Secretary or Treasurer, depending on the context;
- g. **“Open Meeting Law”** means the Ralph M. Brown Act (California Government Code Sections 54950, *et. seq.*);
- h. **“President”** means the Chairperson of the Board and the President of the Corporation;
- i. **“Secretary”** means the Secretary of the Board and of the Corporation;

- j. **“Town”** means the Town of Mammoth Lakes, California;
- k. **“Treasurer”** means the Treasurer of the Board and the Chief Financial Officer of the Corporation;
- l. **“Vice-Chairperson”** means the Vice-Chairperson of the Board.

ARTICLE II
PURPOSES

2.01 Organization and Purpose. The Corporation is a non-profit mutual benefit corporation organized under the Non-Profit Mutual Benefit Corporation Law (California Corporations Code Section 7110, *et. seq.*). The purpose of the Corporation is to engage in any lawful act or activity, other than the credit union business, for which a corporation may be organized under such law.

2.02 Further Purpose. The further purpose of the Corporation is to engage in such activities as are meant to improve the tourism industry in the Town.

2.03 Activities. The Board or the Executive Director may from time to time identify specific activities meant to carry out the foregoing purposes.

ARTICLE III
INCOME TAX STATUS; LIMITATIONS

3.01 Income Tax Exemptions. The Corporation shall have the status of a corporation that is exempt from federal income taxation pursuant to Section 501(a) of the Internal Revenue Code as an organization described in Section 501(c)(6) of such Code, and that is exempt from state income taxation pursuant to Section 23701e of the California Revenue and Taxation Code.

3.02 Construction. These By-Laws shall be construed in a manner consistent with these tax laws and their implementing rules and regulations, and all activities of the Corporation shall be limited accordingly.

3.03 Limitations. The Corporation shall not, except to an insubstantial degree, engage in any activities or exercise any powers not in furtherance of the foregoing purposes of the Corporation. The Corporation shall not engage in or facilitate activities that violate federal or state laws.

ARTICLE IV
BOARD OF DIRECTORS

4.01 Board Composition. The Board shall be composed of nine (9) Directors. There are three appointed positions without terms as detailed below, and six (6) termed positions. All termed position candidates are recommended by the designated association to the ad

hoc nominating committee (Sec 5.03). Individuals are able to submit interest solely through the same nominating committee process. The nominating committee will recommend to the MLT Board their recommendations for discussion and vote. All term positions to be filled by the MLT Board. The nine board seats will be composed as follows:

Appointed Positions (no terms)

- One Representative of the Mammoth Lakes Chamber of Commerce (appointed by the Chamber)
- One Representative of the Mammoth Mountain Ski Area (appointed by the business)
- One Mammoth Lakes Town Council designee (either a Council Member or Town Manager)

Termed Positions (either 2 or 3 year terms as noted)

- Two Lodging Representatives (one 2 year term, one 3 year term)
- One Restaurant Representative (3 year term)
- One Retail Representative (3 year term)
- One Cultural Arts/Special Events Representative or At Large representative (2 year term)
- One “at large” representative (2 year term) must hold a business license in the Town of Mammoth Lakes)

4.02 Qualifications and Requirements. Each Director shall reside within the Mammoth Lakes area and shall have a substantial business interest in the Town and shall demonstrate a working knowledge of the tourism industry as it relates to the Town. All non-appointed Director Positions shall be (or represent businesses that are) in good standing with the Town of Mammoth Lakes, with current business license, taxes and assessments.

4.03 Nominating Committee. The Board shall appoint an ad hoc Nominating Committee composed of three of its members. The Nominating Committee may appoint two or more persons or tourism leaders who may participate or assist in the interview process. An existing Director may be re-nominated. All persons so nominated shall meet the qualifications specified in Section 5.02.

4.04 Vacancy. If a vacancy occurs on the Board due to resignation, death, end of term or other cause, the Nominating Committee shall

- 1) seek another appointment from the respective organization/company if it's a standing seat, or
- 2) appoint a new Director by following the Nominating Committee process (sec 4.03)

If an appointing company or organization desires to change its representative prior to the fiscal year election, a change needs to be submitted in writing to the Board stating the change, reason and time frame for the record. Based on projects or subcommittee involvement, the member being replaced may continue at Board discretion and approval of

the standing organization/company, however, voting rights would go to the newly appointed Board member. If a Board member change affects the Chair or Vicechairperson positions, new officers must be elected for the remainder of the fiscal year and noted in the minutes to follow sections 5.01 and 5.02. If a member leaving the board for any reason stated above is not in good standing with the representing agency, a meeting would be held in executive session for discussion around immediate termination of a Board Member in regards to committee or project involvement. In the case of criminal action or legal issues, the representing agency has the right to approach the Board in executive session to recommend immediate termination. Final determinations to be made by the current Board of Directors.

An incoming or changed board member shall serve out the remaining term of the vacating board member to keep the current cycle and turnover of Directors.

4.05 Elections:

- a. nominations for open board positions will be made in March;
- b. interviews for open board positions will take place in April and May;
- c. candidates for open board positions will be voted on in June ;
- d. newly elected board members will attend their first board meeting in July.

4.06 Powers. General Powers of Board. Subject to the provisions and limitations of the California Nonprofit Benefit Corporation Law and any other applicable laws, and subject to any limitations of the articles of incorporation or bylaws regarding actions that require approval of the members, the corporation's activities and affairs shall be managed, and all corporate powers shall be exercised, by or under the direction of the Board. In addition to the foregoing powers, and any set forth in other sections of these ByLaws, the Board shall have the following powers:

- a. to select and remove Officers of the Board, who shall include a Chairperson, Vice Chairperson, Secretary, and Treasurer, and to prescribe the terms, powers and duties of the officers;
- b. to select the Executive Director and to prescribe his or her compensation, term, powers and duties; to hire employees and consultants to the extent the Executive Director is not authorized to do so; to enter into contracts for services of the Executive Director, consultants and employees;
- c. to conduct and control the business, financial, legal, personnel management and other affairs of the Corporation;

- d. to designate the times and places for the holding of meetings of the Board and of the members of the Corporation;
- e. to change the name of the Corporation;
- f. to borrow money, and to execute and deliver in the corporate name such promissory notes and security instruments as are necessary to facilitate the incurring of debt;
- g. to accept and provide grants;
- h. to appoint such ad hoc committees as are deemed necessary to facilitate the purposes of the Corporation (the make-up of the committees may include, at the discretion of the Board, members of the Board, participating community members, and/or third parties);
- j. to compensate members of the Board and employees for expenses incurred in carrying out the business of the Corporation.
- k. to contract for such insurance coverage as it deems necessary, including, but not limited to, Director liability coverage.

4.07 Removal. A Director may be removed for cause because of misconduct, harassment, conduct unbecoming of a Board member, nonpayment of TBID assessments, failure by that Director to attend a third of the regular meetings held over the course of one year and/or three consecutive meetings of the Board, and for criminal action or legal issues with regard to that Director's employment, as a community member, or with his/her representing agency. Removal shall be by a majority vote of the remaining entire Board of Directors. If a Director is so removed, the Board shall then, or at its next meeting, appoint a Director to replace the removed Director, with the appointee to serve out the term of the removed Director. Vacancies shall be filled as determined in section 4.04.

4.08. Procedures. Meetings of the Board shall be governed by Rosenberg's Rules of Order, as interpreted on any given question by the Chairperson.

4.09 Board Majority: The following issues require approval of a majority of the entire Board of Directors and not a majority of a quorum: 1. Budget approval; 2. Removal of Director or Executive Director; 3. Termination of a multi-year contract.

4.10 Quorum. A majority of the members of the Board shall constitute a quorum for the transaction of business at regular or special meetings. Except as otherwise provided in these Bylaws, a vote of a majority of the members of the quorum shall apply to any matter on which a vote is taken and shall constitute an action of the Board. In the event of a tie, the Chairperson's vote will break the tie.

4.11 Meetings. Regular meetings of the Board shall be held not less than once each calendar month at a time and place specified by the Board. Special meetings of the Board or the Members may be held at such times and places as are specified by the Board.

Meetings may be adjourned to such times and places as are designated by the Chairperson.

4.12 Open Meeting Law. Provisions of the Open Meeting Law shall apply to the Board and the Corporation when applicable under the circumstances.

4.13 Agendas; Notices; Minutes and Records. The Board shall adopt agenda, notice, minutes and records requirements for meetings of the Board in accordance with the Open Meeting Law.

ARTICLE V

RESPONSIBILITIES OF OFFICERS

5.01 Terms of Officers. Notwithstanding any other provisions of these Bylaws, all officers of the Board shall serve at the pleasure of the Board and may be removed and/or replaced by a vote of the majority of a quorum of the Board at any time.

5.02 Chairperson. Subject to the control of the Board, the Chairperson shall generally supervise the business of the Corporation, preside at meetings of the Board, appoint committees and chairs, and carry out such other duties as are prescribed by the Board. The Chairperson must serve as a Director for one (1) year on the board before becoming Chairperson. The term of this officer shall be for one (1) year. The Board may re-elect the Chairperson for not more than two (2) consecutive terms.

5.03 Vice-Chairperson. The Vice-Chairperson shall carry out the duties of the Chairperson in the absence of the latter, together with such other duties as are prescribed by the Board or the Chairperson. The Vice-Chairperson must serve as a Director for one year on the Board before becoming Vice-Chairperson. The term of the Vice-Chairperson shall be for one (1) year, and the Board may re-elect such officer for consecutive term(s).

5.04 Secretary. The Secretary shall keep and maintain a record of minutes of all meetings of the Board called by the Board or prescribed by these By-Laws, be the custodian of corporate records other than financial records, and carry out such other duties as are prescribed by the Board or the Chairperson. In the absence of both the Chairperson and Vice-Chairperson the Secretary will preside at meetings of the board. The term of the Secretary shall be for one (1) year, and the board may re-elect such officer for consecutive term(s). The Executive Director or Board may approve an appointed recorder for support of the Secretary's position, however not including at any Executive Session meetings.

5.05 Treasurer. The Treasurer shall be the chief financial officer of the Corporation, review such financial reports as are required by the Board, and carry out such other duties as are prescribed by these By-Laws or by the Board or the Chairperson. In the absence of the Chairperson, Vice-Chairperson and Secretary, the Treasurer will preside at meetings of

the board. The term of this officer shall be for one (1) year, and the board may re-elect this officer for consecutive term(s). The Treasurer shall work with the Executive Director and Board appointed CPA firm, which firm will prepare financial reports and annual audits and will be the custodian of the financial records of the Corporation.

5.06 Election of Officers shall take place at the first meeting of each fiscal year in July.

ARTICLE VI **EXECUTIVE DIRECTOR**

6.01 Appointment. There shall be an Executive Director, who shall be appointed by the Board on such terms and conditions as are approved by the Board. The Executive Director may be a regular employee of the Corporation or may be hired as an atwill contract employee.

6.02 Authority. The Executive Director, operating under the control of the Board, shall have full administrative authority to direct the operations of the Corporation in a manner consistent with applicable state and federal laws, rules and regulations, these By-Laws, and such policies, programs, and procedures as are from time to time adopted and prescribed by the Board.

6.03 Qualifications. A job description for the position of Executive Director shall be adopted by the Board and reviewed as needed or deemed necessary by the Board. Final selection of the Executive Director shall be by the Board.

6.04 Absence. In the case of the absence of the Executive Director or any inability to carry out the duties of the office, such duties shall be carried out as directed by the Chairperson with the consent of the Board.

6.05 Personnel Management. The Executive Director shall hire, terminate where necessary, and supervise employees, contractors and agents of the Corporation in a manner consistent with the personnel policies, employee handbook, and directives adopted by the Board. Contracts for all such personnel shall be approved by the Board before taking effect. The Executive Director shall notify the Chairperson prior to termination of any employee.

6.06 Budget. The Executive Director shall be responsible for the preparation of the annual budget of the Corporation, to be completed at such time and in such manner as is directed by the Board.

6.07 Compliance. In addition to such other duties as are prescribed by the Board, the Executive Director shall be familiar with and assure compliance by the Corporation with the California Non-profit Mutual Benefit Corporations law (Government Code Sections 7110, *et. seq.*), and in particular with the provisions of Government Code Sections 8320-24 relating to required records and reports.

ARTICLE VII
FISCAL MATTERS

7.01 Fiscal Year. Unless otherwise designated by the Board, the fiscal year of the Corporation shall commence on July 1 and end on June 30th of the next year.

7.02 Records. The Board, acting by and through the Treasurer, or his or her designee, shall keep accurate records and accounts of the business of the Corporation in such manner as will allow the records to be delivered from time to time in printed form.

7.03 Reports. The Board shall direct the preparation of, and adopt, an annual report disclosing the fiscal affairs of the Corporation. The report shall be available to any persons or entities approved by the Board.

7.04 Budget. On or before sixty days prior to the next fiscal year, the Board shall adopt an annual budget for that year. Any expenditure outside of the adopted budget needs to be approved by a majority vote of the Board.

ARTICLE VIII
LIABILITY LIMITATIONS

8.01 Liability. Nothing in these By-Laws or in any document related to the Corporation shall have the effect of causing Officers, Directors, employees or agents of the Corporation to be partners as a matter of law. No Officer, Director, employee or agent of the Corporation shall be liable for any acts or failures to act of the Corporation and/or its Officers, Directors, employees or agents.

8.02 Director Liability. The liability of a Director for monetary damages shall be eliminated to the fullest extent allowed by law. No modification of the provisions of these By-Laws, and no action of the Board or Corporation, shall adversely affect any right or protection of a Director. The Board shall carry D&O liability coverage for the Board of Directors.

ARTICLE IX
CONFLICTS OF INTEREST

9.01 Prohibition. No Director, Officer, contracting party, or employee of the Corporation (collectively an “interested person”) shall participate in any act which constitutes a conflict of interest as defined in this Article.

9.02 Definition. An interested person has a conflict of interest if the interested person, a business which he owns or operates, his spouse or any member of his family, may directly benefit from an action taken by the Corporation or the Board. A direct benefit means a benefit to the interested person which is different from or in addition to a benefit or benefits which would generally accrue to persons or entities involved in the tourism industry in the Town.

9.03 Further Definitions. In addition to the foregoing and to any other conflicts of interest that may be described by the Board by resolution, the following constitute conflicts of interest. The interested person:

- a. is a party to, or owns (in whole or in part, excepting stock corporations) a business which is a party to, a contract or involved in a transaction with the Corporation;
- b. has a material financial interest in a transaction between the Corporation and an entity in which he or she is a director, officer, agent or employee;
- c. has a material financial interest in or is a director, officer, agent or employee of any person or entity that competes with the Corporation.

A “material financial interest” is a financial interest of any kind such that it would, or reasonably would be expected to, affect an interested person’s judgment with respect to an action related to the Corporation.

9.04 Gifts. No Director or Officer shall accept a gift or gratuity from any person or entity that is involved in the tourism industry in the Town unless that gift or gratuity is generally made available to other persons in the industry.

9.05 Form 700. All Board Members must sign, annually, a Form 700 to be kept on file by the Secretary.

ARTICLE X **MISCELLANEOUS**

10.01 Dedication of Assets. The properties and assets of the Corporation are irrevocably dedicated to the purposes of the Corporation as set forth in these By-Laws. No part of the net earnings, properties, or assets of the Corporation, on dissolution or otherwise, shall inure to the benefit of any private person, or any Director. On liquidation or dissolution, all properties and assets shall be distributed to one or more non-profit entities organized in whole or in part for the purpose or promoting tourism in the Town. Any such entity shall have established its tax exempt status under Section 501(c)(6) of the Internal Revenue Code. In the event no such entity exists, the assets and properties shall be distributed in a

manner consistent with applicable provisions of the California Nonprofit Mutual Benefit Corporations law.

10.02 Inspection of Records. The records of the Corporation shall be open for inspection for legitimate purposes by Directors during regular office hours.

10.03 Amendments. These By-Laws may be amended by a majority vote (five votes) of the Directors.

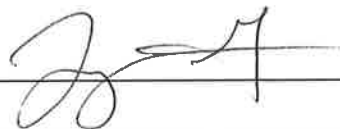
CERTIFICATION

The undersigned hereby certifies:

That I am the duly elected and acting Secretary of the Corporation;

That the foregoing First Amended By-Laws constitute the By-Laws of the Corporation, duly adopted by the Board of Directors of the Corporation at its regular meeting of December 4, 2019.

IN WITNESS WHEREOF, I certify the same on December 4, 2019.



SECRETARY OF THE CORPORATION

Jeremy Goico



2021-2022 Strategic Plan

MLT BOARD MEETING | MAY 2021



FY20/21 State of MLT Business

**FY21/22 Strategic Plan Framework
& Approach**

FY21/22 Program Plans & Budgets

Domestic Consumer Program

PAID CHANNELS

OWNED CHANNELS

LOCAL MARKETING

Communications Program

EARNED CHANNELS

LOCAL COMMUNITY ENGAGEMENT

International Consumer Program





STATE OF THE MLT BUSINESS

A Challenging Year *(To Say The Least)*

- Covid-19 business restrictions & state-mandated tiers
- Challenging Summer visitor base (poorly-behaved visitors)
- 380,000 acre Creek Fire & USFS closure Sept-Oct
- Out-of-state visitor quarantines
- Regional stay-at-home order December and January resulting in lost 2020-21 Christmas Break and MLK
 - Down \$5m in TOT revenue compared to LY in December & January
- High Highs and Low Lows
- TOT revenues likely to reach \$15,000,000 for 2020-21 (budget \$11.2)



Marketing Change of Course

- Covid-19 guidelines
- Responsible travel messaging
- Fire, smoke and AQI messaging to be transparent with visitors
- Local business focus on take-out/delivery and activity options
- Cancellation of summer air service
- Postponed and then cancelled winter air service
- Pulled back marketing during stay-at-home order
- Refocused on midweek vs. weekend visitation
- In-state drive market focus (once it made sense)
- Paused int'l marketing efforts, but slowly restarting





Assumptions

- Expecting high demand similar to peak summer 2020
 - We are still a tourism destination that relies on visitation revenues for both businesses and TOML funding
- Concerns of overcrowding, visitor impacts and experience during peak 6-weeks of summer
- Housing shortage and staffing challenges
- Continues Covid-19 limitations and possible variants
- Resident sentiment and impacts on quality of life
- Focus continues to be on close-in drive markets (6 hours +/-)
- Some level of rebound for special events, but still TBD
- Winter 2021-22 anticipated to be more “normal” but still unknown
- Bishop Airport to provide consistent and reliable commercial air service
 - Focus on Mammoth-Yosemite Airport for scheduled charter

Monumental Paradigm Shift

- Focus on community and business by sharing Responsible Recreation messages
- **The business community should work toward higher revenues from fewer visitors during peak demand timeframes (July/Aug)**
 - More is might NOT better, i.e. 100% occupancy can no longer be the goal
 - Could 70% occupancy at 100%+ of revenue be more beneficial?
 - Higher revenues, with lower cost of business and impacts benefit all
 - Lower occupancy can be better managed in light of staffing challenge
 - Less wear and tear on businesses
 - High demand with limited supply gives opportunity to increase rates/prices
 - Easiest way to limit overcrowding is to manage yield
- Focus on longer-length, destination stays
- Becoming an elitist destination is NOT the intention; decreasing impacts is
- Work with Chamber to provide revenue and yield management training



Overarching Organization Goals

1

**Stewardship &
Respect
Through Visitor
Education**

2

**Improve Visitor
Flow &
Infrastructure**

3

**Destination
Visitation**

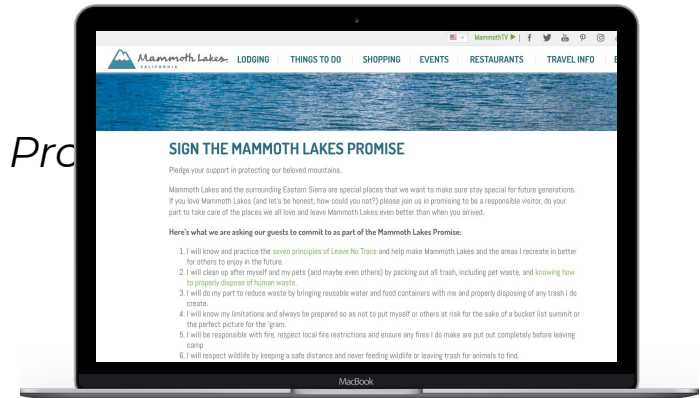
4

**Community
Marketing
Focus**

GOAL #1

Visitor Education

- Focus on community and environmental impacts
- Promote responsible travel and stewardship
 - Reinforce positives, not preach or shame
 - Incorporate “Leave No Trace” principles
 - Encourage visitors to sign the *Mammoth Promise*
- Create Awareness
 - Foster and support community host program
 - Promote TOML “walk, bike, ride” initiative
 - Continued partnership with ESSRP visitor working group



GOAL #2

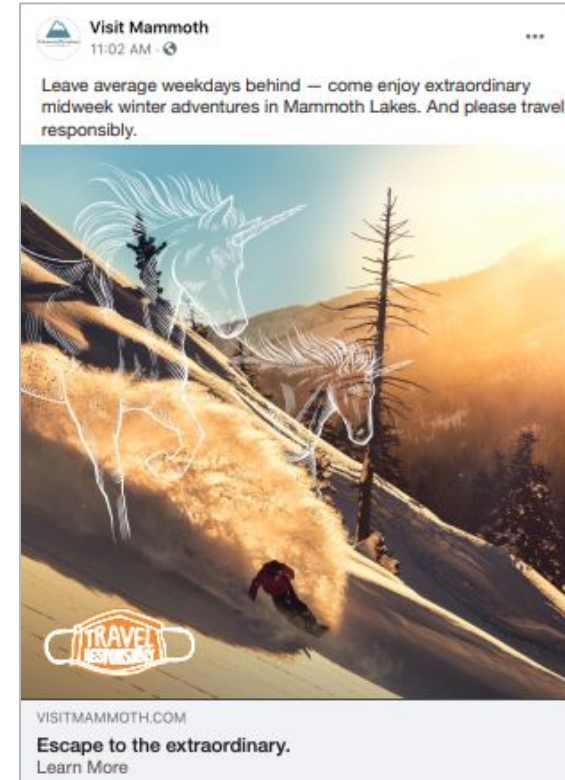
Visitor Flow & Infrastructure

- Work with local businesses to shift focus from 100% occupancy to lower impacts on the community through better managed yield
- Collaborate with community partner working group on solutions
 - MLT, USFS, TOML, MLR, MLTPA, MLCC
 - Identify infrastructure needs, traffic flow challenges & funding solutions
 - Continue with successful Community Host program and partnership with MLTPA
- Improve visitor experience at the Mammoth Lakes Welcome Center
- Actively encourage visitor dispersement past usual hot spots
- Continue efforts to encourage off-peak visitation
- In-state, SoCal focus for scheduled charter air service to MMH

GOAL #3

Destination Visitation

- Focus on midweek, shoulder season and longer length of stay visits
 - Higher overall value visitor
- Lower costs and impacts
- Continue to develop market awareness in the Northeastern US
- Introduce commercial air service at Bishop Airport December 2021
- Re-energize key international markets



GOAL #4

Community Marketing Focus

- Education through local messaging channels in the Eastern Sierra
 - Manage guest expectations of the destination
 - Communicate our community/environment expectations to visitors once in-market
- Continue to cultivate strong relationships locally
 - Chamber, lodging, restaurant, retail, re-establish events
 - Commitment to sustainability
 - Establish Retail Association with Chamber's assistance
 - Local promotions with Restaurant, Retail and Lodging Associations
- Air service promotion of BIH and MMH (convenient & reliable)



STRATEGIC PLAN
FRAMEWORK & APPROACH



FY22 PLANNING FRAMEWORK	FALL	WINTER	SPRING/SUMMER	AIR SERVICE
Impact Timing	September – November	December – April	May – August	Winter & Spring/Summer
Business Goal	Achieve Consistent \$20M in Annual TOT Revenue by FY22/23; 12-Months TOT Viability			
Marketing Objectives	Quality Visitation = Maintain/Increase Length of Stay & Visitor Spending			
	Educate Visitors on Responsible / Sustainable Tourism			
	October & November TOT Viability (\$1M)	Increase Mid-Week Visitation Increase Far Market Visitation	June TOT Increase May TOT Viability (\$1M) Increase Mid-Week Visitation	Increase Load Factor

HOW MLT WILL Meet Marketing Objectives

LEVERAGE
TRENDS
& INSIGHTS

BRAND
STRATEGY
& CREATIVE
MESSAGING
ARCHITECTURE

TARGET
MARKETS,
AUDIENCES
& TIMING

INTEGRATED
PROGRAM
PLANNING &
EXECUTION

MEASUREMENT
PLAN

Industry & Consumer Trends

TRAVEL MEMORY DEFICIT

Consumers are missing travel & lost special moments with loved ones.

PRECIOUS TRAVEL

Choosing to visit fewer attractions, getting more out of each place visited.

SUSTAINABLE TRAVEL AS A LIFESTYLE

Travelers are choosing businesses that prioritize sustainable practices & give back to local communities.

WELLNESS TREND GROWS STRONGER

Travelers are looking for places to improve their mental and physical wellbeing.

PRESCRIPTION MOTHER NATURE

Scientific studies found that being outdoors results in reducing stress and depression.

ROAD TRIPS STILL ON THE RISE

Travelers are indicating a higher likelihood to travel by personal car as the world begins to reopen.



BRAND POSITIONING

Emotional Benefit

A place that no matter what you do and see, there's an extraordinary sense of awe and feelings of exhilaration



Rational Benefit

An authentic playground for today's outdoor adventures, offering an abundance of year-round activities right outside your door



Mother Nature's Adventureland

Mother Nature: Nature personified as a creative & controlling force
Adventureland: A sphere of activity

CREATIVE PLATFORM

Our mantra, what we stand for

NO SMALL ADVENTURE

CONTENT ECOSYSTEMS

NO SMALL BACKYARD

MALADIES

HUG WHAT YOU LOVE

NEW CONTENT

TACTICAL PROGRAMS

FALL

WINTER

SUMMER

AIR SERVICE

PEER-TO-PEER ACTIVATION

First Hand Experience of No Small Adventure

Curating and accelerating authentic stories, conversation, and social sharing

NEW

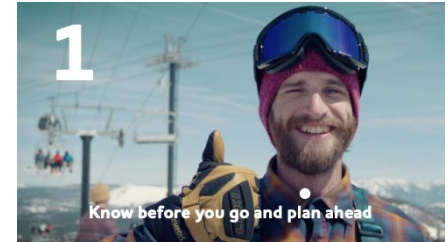
Responsible Travel Video: Mammoth Love Song

PURPOSE

Developed to educate consumers on how to be a responsible traveler before and while visiting Mammoth Lakes.

SOLUTION

A one-of-a-kind song covering 7 ways to respect Mammoth Lakes and keep the destination magical. The song is set to a video designed as a visual listicle to inspire travel and educate consumers all at the same time.



LAUNCHED IN MAY 2021

NEW

Creative Campaign: Hug What You Love

PURPOSE

Developed to educate consumers on how to be a sustainable traveler before and while visiting Mammoth Lakes.

SOLUTION

A video series and website hub that shows locals (and tourists) expressing their appreciation for all things nature-related in Mammoth Lakes with a big ol' hug, which leans into that importance both literally and metaphorically.



LAUNCHING IN LATE SUMMER/FALL 2021

NEW

Content Program: Big, Bigger, Mammoth

PURPOSE

Educate consumers on all Mammoth Lakes has to offer, while dispersing travelers into lesser known parts of the destination to support sustainable/responsible travel efforts.

SOLUTION

A listicle video series that educates consumers on hand-picked seasonal locations & activities to drive dispersion.

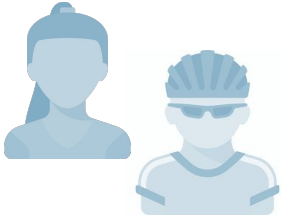
LAUNCHING IN WINTER 2021



SAMPLE ART DIRECTION ONLY

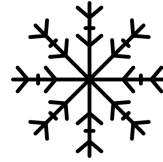


Target Audiences



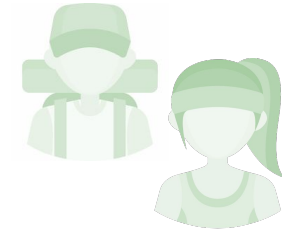
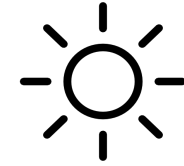
NATURE ENTHUSIASTS *WITHOUT KIDS*

Fall Colors, Scenic Drives,
Hiking, Nature Walks, Fishing



SNOWSPORTERS *WITH & WITHOUT KIDS*

Skiing Cross Country or Downhill,
Snowboarding or Snowmobiling



OUTDOOR ACTIVES *WITH & WITHOUT KIDS*

Hiking, Scenic Drives, Bicycling, Boating,
Canoeing, Kayaking, Fishing

Target Markets

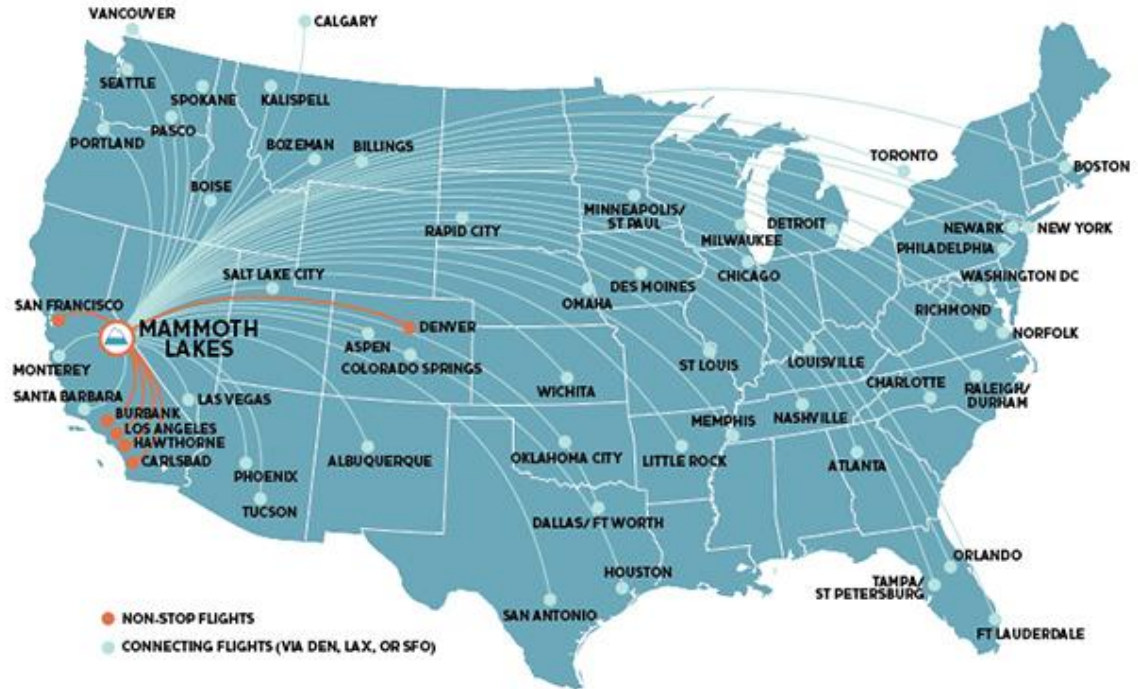
PRIMARY NEAR

California & Nevada
Spot Markets: LA, SF, SD, Sac

PRIMARY FAR

WINTER ONLY
Denver & Northeast
(NYC, NJ, Boston)

INTERNATIONAL



Key Impact Timing

BRAND

Year-round

FALL SEASON

September-October

WINTER SEASON

November-April

SPRING/SUMMER SEASON

May-August

AIR SERVICE

Integrated Program Planning & Execution

All teams working together to amplify the Brand message, which strengthens consumers' awareness, consideration and intent to travel to Mammoth Lakes.



Measurement Plan

BENCHMARKS

Set for day-to-day guidance to determine:

1. How we are doing
2. What can we do to improve our performance

REPORTING

Analysis and optimization of KPIs/goals that focus on SMART data:

1. Specific
2. Measureable
3. Achievable
4. Realistic
5. Time-Sensitive

RESEARCH

Ongoing research to report on overarching program, including:

1. Ad Effectiveness Studies
2. ROI Study
3. Visitor Profile & Visitor Volume Studies



PROGRAM PLANS & BUDGETS



DOMESTIC CONSUMER PROGRAM

Paid Channels

FY21/22 Paid Advertising Objectives

- Work towards a more educated and aware summer/fall visitor base who show care and respect for Mammoth Lakes
- Focus on winter longer-length-of-stay visitors in further reaching destination markets
- Continue to increase Mammoth Lakes top-of-mind awareness and consideration/intent to travel in key spot markets
- Maintain or increase advertising campaign awareness
- Continue to shift to a four-season destination

Key Media Trends

1

MOBILE TIME SPENT INCREASES

Time spent with mobile will see the biggest growth of time spent across all digital channels over the next few years. Social media, gaming, messaging and video experienced the greatest growth.

2

ALL MEDIA IS ACCESSIBLE PROGRAMMATICALLY

It makes up nearly 85% of the digital display ad market and will continue to grow, with over $\frac{3}{4}$ spent on mobile. Connected TV, video, mobile, native and direct channels are also driving growth.

3

CONVERGENCE OF LINEAR & DIGITAL VIDEO

Consumers are spending more time with video than ever at 5:51 viewing hours/day, up from 5:11 last year. Digital video viewing is driving that growth. Linear still drives $\frac{2}{3}$ view time.

4

LISTENING PATTERNS ARE CHANGING

Users are now streaming digital audio at home 70% of the time, compared to 50% pre-pandemic; devices like smart speakers, smart TVs, and gaming consoles are being used at a much higher rate.

5

A COOKIELESS FUTURE ON THE HORIZON

With third-party cookies being phased out by major brands like Google, greater reliance on 1st party data sources will shift the approach to media planning/buying.

Active vs. Passive Engagement Media

MLT MEDIA

- Focus destination media spend on **Active Engagement Media**
- Monitor, track, adjust and optimize as necessary
- Set KPIs and measure
- Be nimble - “if it’s broke, fix it”

ACTIVE

- Digital Media Outlets
 - Google Display
 - Video
 - Native Content
 - SEM
 - Social Media
- Experiential (1-to-1)
 - Trade shows
 - Activations
- Hyper targetable
- Highly measurable
- Higher engagement
- Able to retarget

PASSIVE

- “Traditional” Media Outlets
 - Outdoor (billboards)
 - Print
 - Radio
 - TV
- Less targetable
- Difficult to measure
- Lower engagement



Awareness:

Inspire and engage new audiences while keeping ML top of mind among familiar audiences.

Content:
Video, Articles/Custom Content,
Rich Media

Engagement KPIs:

Video Views
Completed View Rate
Content Views
Time Spent with Content
Rich Media Engagement Rate

Consideration:

Educate and build preference among aware; drive traffic to ML website for destination exploration.

Traffic-Driving:

Social, Display

Re-Engage:

Social, Display

Traffic-Driving KPIs:

CTR
Sessions/TOS
Pageviews/TOP

Intent:

Drive aware audiences who have not taken action; capitalize on awareness created higher in funnel.

Social,
Display,
Search

Conversion KPIs:

Partner Handoffs/Referral Rate
Booking Searches/Search Rate

Sample Media Partners

A multimedia approach connects target markets with multiple messaging touchpoints.



VIDEO & AUDIO

- Drive awareness using video across devices using multiple partners
- Target MLT brand audience and lookalikes
- Seed retargeting pools for added engagement



SOCIAL

- Reach prospective travelers through social channels where consumers spend significant amounts of time
- Target established MLT segments as well as lookalikes of web visitors
- Retarget site visitors and video viewers where possible



PROGRAMMATIC

- Reach prospects through affinity targeting or predictive targeting
- Incorporate mobile rich media to drive engagement
- Native style units to drive site traffic



SEARCH

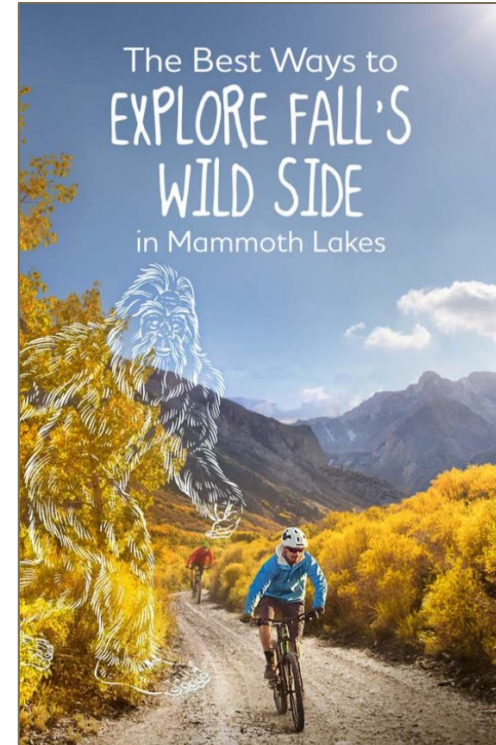
- Include Aseasonal Brand, Activities, and Accommodation terms and Summer-specific and Yosemite terms
- Inclusion of competitive terms is not recommended



Fall Campaign Framework

MEDIA	
Flighting	Mid-August – October
Target Audience	Nature Enthusiasts (w/o Kids)
Target Markets	<ul style="list-style-type: none"> • California & Nevada Base • Spot Markets: LA, San Diego, San Francisco, Las Vegas, Sacramento
Budget	\$350,000
CREATIVE	
Key Messages	<ul style="list-style-type: none"> • Responsible/Sustainable Travel • See Fall Colors (End-Sep through Early Oct) • Like A Local/Off The Beaten Path • Wellness/Nature is Nurture
Creative Assets	<ul style="list-style-type: none"> • No Small Adventure • Fall Seasonal • No Small Backyard/Maladies • NEW Mammoth Love Song Video • NEW Hug What You Love

Page 56 of 130

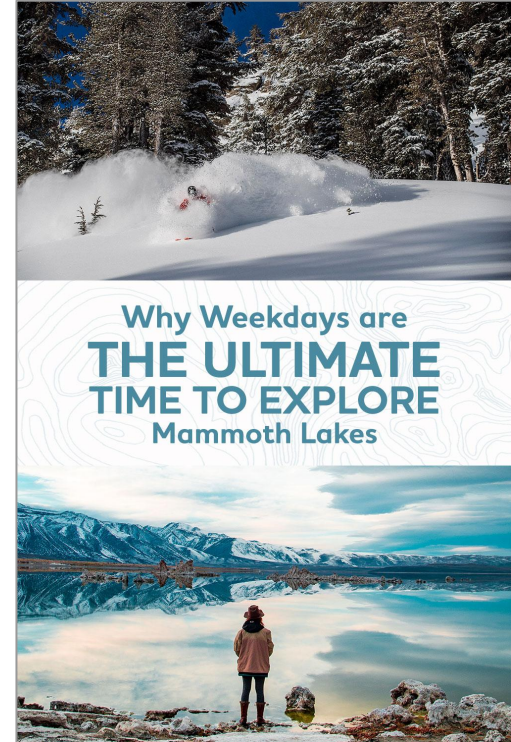




Winter Campaign Framework

MEDIA	
Flighting	<ul style="list-style-type: none"> • CA/NV: November – Mid-April • Denver/Northeast: Mid-October – February
Target Audience	Snowsporters (with & without Kids)
Target Markets	<ul style="list-style-type: none"> • California & Nevada Base (Mid-Week Push) • Spot Markets: NorCal, Nevada, Denver, Northeast
Budget	\$950,000
CREATIVE	
Key Messages	<ul style="list-style-type: none"> • Responsible/Sustainable Travel • Ski & Snowboard California • Mid-Week • First Snow Blitz (Messaging rotation if late on snow)
Creative Assets	<ul style="list-style-type: none"> • No Small Adventure w/ nod to Responsibility • Winter Seasonal w/ nod to Responsibility • No Small Backyard/Maladies • NEW Big, Bigger, Mammoth

Page 57 of 130





Spring/Summer Campaign Framework

MEDIA	
Flighting	Mid-April – Mid-August
Target Audience	Outdoor Actives (with & without Kids)
Target Markets	<ul style="list-style-type: none"> • California & Nevada Base • Spot Markets: LA, San Francisco, Sacramento, San Diego, Las Vegas
Budget	\$350,000
CREATIVE	
Key Messages	<ul style="list-style-type: none"> • Responsible/Sustainable Travel • Like A Local/Off The Beaten Path • Wellness/Nature is Nurture • Mid-Week
Creative Assets	<ul style="list-style-type: none"> • No Small Adventure • Spring/Summer Seasonal (+Swinter, if needed) • No Small Backyard/Maladies • NEW Mammoth Love Song Video • NEW Hug What You Love

Page 58 of 130





Air Service Campaign Framework

MEDIA	
Flighting	Within Winter & Spring/Summer Campaigns
Target Audience	Match Seasonal Targeting
Target Markets	<ul style="list-style-type: none"> • Winter: SoCal (Carlsbad), LA, San Francisco, Denver, Northeast • Spring/Summer: LA
Budget	Included within Seasonal Budgets
CREATIVE	
Key Messages	<ul style="list-style-type: none"> • Gen Sell/Lowest Fare • Fare Sale
Creative Assets	<ul style="list-style-type: none"> • United & Advanced Air • NEW Bishop Service (More Reliability)





Media Flighting

(Subject To Shift Based On Goals, Performance & Optimization)

FY21/22 MEDIA FLOW <small>TENTATIVE TO SEASONAL PLANNING</small>	JUL 2021					AUG				SEP				OCT				NOV				DEC				JAN 2022				FEB			MAR				APR			MAY					JUN							
	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20
CORE MARKETS (CA/NV)																																																				
AWARENESS	Brand Video					Brand Video / Hug								Brand Video												Brand Video								Brand Video / Hug																		
CONSIDERATION/INTENT	Summer					Fall								Winter												Winter								Summer																		
SEM	Summer / Aseasonal					Fall / Aseasonal								Winter / Aseasonal												Winter / Aseasonal								Summer / Aseasonal																		
AIR SERVICE																	Winter												Summer																							
DENVER																																																				
AWARENESS																	Brand Video												Brand Video																							
AIR SERVICE/INTENT																	Air Service / Intent												Air Service / Intent																							
NORTHEAST																																																				
AWARENESS																	Brand Video												Brand Video																							
AIR SERVICE/INTENT																	Air Service / Intent												Air Service / Intent																							

Experiential Opportunities

- **Building on 1-1 engagement success of past years**
 - Continue to incorporate 360 video where applicable
 - Further return on investment
- **Planned Consumer Shows & Experiential**
 - LA Kings Hockey Partnership 21-22 Season
 - Fred Hall Long Beach, Early March 2022
 - Fred Hall San Diego, Late March 2022
 - SD Marathon(?)
- **Explore a new opportunity to build awareness in a new market, considerations include:**
 - Airport Activation with Advanced Air
 - Skiing & Snowboarding Trade Show
 - Sponsored Event





Paid Media	\$ 1,665,000.00	
Fall	\$ 350,000.00	21.02%
Winter - CA/NV	\$ 400,000.00	24.02%
Winter - Denver	\$ 200,000.00	12.01%
Winter - Northeast	\$ 350,000.00	21.02%
CA Visitor Guide	\$ 15,000.00	0.90%
Summer	\$ 350,000.00	21.02%
Production	\$ 150,000.00	100.00%
Video Production (BBM More Winter, Summer, Fall)	\$ 90,000.00	
Fall Execution	\$ 15,000.00	
Winter Execution	\$ 20,000.00	
Summer / Sustainable Tourism Execution	\$ 25,000.00	
Research	\$ 100,000.00	
Agency Fees	\$ 150,000.00	
Billable Travel & Misc.	\$ 35,000.00	
Contingency (includes Awards)	\$ 20,000.00	
Production Travel	\$ 15,000.00	
TOTAL	\$ 2,100,000.00	

FY21/22 Budget for Paid Advertising (Media & Creative)

TOTAL MEDIA SPEND BY SEASON w/ AIR		
Fall	\$ 350,000.00	21.21%
Winter	\$ 950,000.00	57.58%
Summer	\$ 350,000.00	21.21%
TOTAL	\$ 1,650,000.00	100.00%

WINTER SPEND BREAKOUTS BY MARKET		
CA/NV	\$ 400,000.00	42.11%
Denver	\$ 200,000.00	21.05%
Northeast	\$ 350,000.00	36.84%
TOTAL	\$ 950,000.00	100.00%

Owned Channels

Travel Consumer Journey

Create new and enhance existing User Experience, content and navigation that builds out the consumer journey.



DREAM

PLAN

BOOK

EXPERIENCE

**BUILD
LOYALTY**

FY21 Website Analytics

OVERALL TRAFFIC

- Pageviews **2.8M and is up +0.3%** YOY with ~895,000 unique visitors -23.7% YOY
- **Visitor profile:**
 - 73.3% new visitors
 - Over 67.5% came from mobile
- **Highest traffic sources:**
 - Organic — 784,000 visits
 - SEM & Display campaigns — 238,000 combined visits

ORGANIC TRAFFIC

- Up 28.4% YOY
- Growing organic traffic contributes to goal of lowering site bounce rate Lowest bounce rate of all traffic sources at **38%**
- **Homepage** page traffic was **up 49.6% YOY**, making it the landing page with the most organic traffic

FY21 Owned Channel Conversions

How are we driving people to local businesses?

PARTNER PASS THROUGHS

- Partner Pass-thrus - 383,773
YTD -30.5% YOY
- e-Guide web pass offs

Looking Ahead: Drive more pass-thrus with continued internal linking strategy, overall pageview growth and interactive map features

VISITOR GUIDE

- Visitor Guide Distribution (not printed in 2020)
- Visitor Guide orders from website & e-Guide views ~5,000 YTD

Looking Ahead: Continue to develop new content and distribution channels



FY21 Website Content Programs

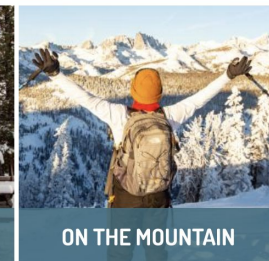
RESPONSIBLE TRAVEL CONTENT

- Responsible Travel landing page
- Posts dedicated to changes in regulations for Lodging, Retail, Restaurant, Activities & Transport
- Top content YTD (July 1-April 20):
 - Responsible Travel landing page – 195,000 pageviews
 - Covid FAQ - 26,100 pageviews
 - Outdoor etiquette – 11,400 pageviews

Looking Ahead: Continue to update covid content and message around safe visitation aligned with the county



COVID SAFETY INFORMATION FOR WINTER IN MAMMOTH LAKES



FY21 Website Content Programs

SUSTAINABLE TRAVEL CONTENT

- Sustainable travel page
- Posts dedicated to sustainability on trails, near water, camping and in town
- Top content YTD (July 1-April 20):
 - Camping – 3,700 pageviews
 - Water – 1,800 pageviews
 - Mountains – 1,300 pageviews
 - In town – 520 pageviews

Looking Ahead: Grow Mammoth Promise sign-ups and continue to include these pages in campaigns



ON THE WATER



AT CAMP



AROUND TOWN



IN THE MOUNTAINS

SEO Content Audit

THE IMPORTANCE OF SEO

- Helps local businesses to be discovered even if they don't have a large web presence
- Increased traffic to the site correlates to an increase in partner pass-throughs
- Organic traffic through search engines is highly engaged with content with a significantly higher TOS and lower bounce rate

ANNUAL SEO CONTENT AUDIT

- Conducting an annual SEO-focused content audit
- Results of the audit will help guide content planning for the fiscal year:
 - Planning for new content
 - Updating old content

Website Functionality

UX Design upgrades laddering up to FY21/22 and beyond goals.

INTERACTIVE LANDING PAGES

Increasing time on site and decreasing bounce rate on campaign landing pages by implementing more interactive features

INTERACTIVE MAPS

Seasonal maps
Ex: summer activities (currently in production) and fall colors to help spread guests out and highlight lesser-known areas

BUSINESS LISTING SEARCH UPGRADES

Optimized search featured for business listings and more informative design to listing pages

GETTING TO KNOW OUR AUDIENCE

Better integration of email newsletter sign ups to grow our list and learn more about our most loyal visitors

Content KPIs

Focus on content that will drive KPIs.

TIME ON SITE & BOUNCE RATE

- Focus on engagement and exploratory content
- Campaign specific content will ensure people who click through from campaigns stay on the site

MAP & WIDGET INTERACTIONS

- Interactive map conversions highlighting lesser-known areas
- Tracking flight booking widget interactions

PARTNER PASS THROUGHS

- Focus on encouraging click throughs to local business partners by internal linking and upgrades to listing search features

EMAIL SIGN-UP CONVERSIONS

- Utilize custom sign-up forms to grow email sign-ups by converting on specific related content pages

Understanding Out Email Subscribers

CRM to better understand and target our most loyal visitors.

EMAIL/CRM

- Additional custom webforms to increase email sign-ups
- Bi-annual list cleaning
- Shared IP for increased success in email deliverability

BETTER SEGMENTATION

- More complex tagging based on self identification, behavior and sign-up source
- Emails customized by interest
- Possibility of new lists (i.e. events, deals, and more B2B in the community)

Social Media's Role Along the Consumer Journey

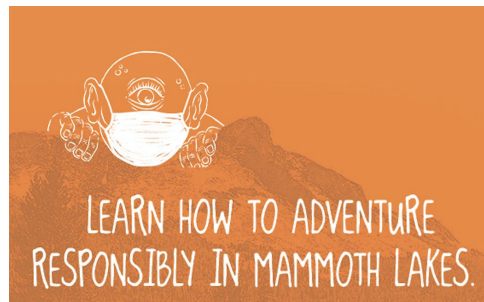
INSPIRATION & ASPIRATION

- Continue to target consumers to inspire visitation to the region through compelling digital content across all platforms
- Social media allows us to stay top of mind to brand loyalists

Working to educate a more **DIVERSE AUDIENCE** of travelers.

LOOKING AHEAD

- Encouraging more responsible behavior from our visitors continues to be our prominent messaging
- Creating loyalty to Mammoth Lakes, and allowing individuals to share their own experiences on social media



New sustainability messaging will be front and center for 2021/22.

Social Media Sustainable Recreation Content

This year we took a major shift into promoting sustainable recreation. This included making sure #RecreateResponsibly and the Mammoth Promise messaging was front and center.

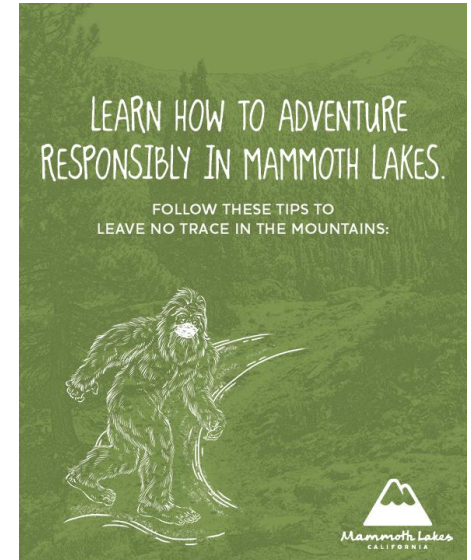
TACTICS

- Include video and graphics being developed by Mering
- Local targeted ad campaigns
- Utilize partnership content

LOOKING AHEAD

- Work towards a more educated and aware summer/fall visitor base who show care and respect for Mammoth Lakes
- Gain more click-thrus into web content for greater visitor awareness

Page 74 of 130





SOCIAL MEDIA Instagram

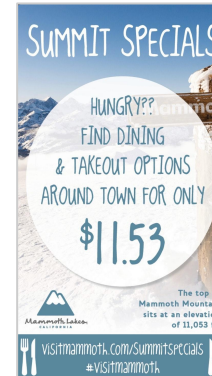
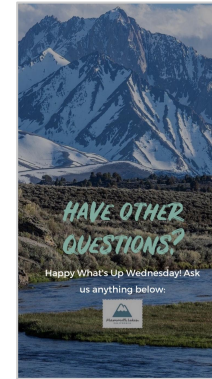
Instagram is a platform of **inspiration** and **dreaming**, but has proven to be an excellent platform for engagement with our sustainability messaging.

TACTICS

- Organic content
- Utilize promoted content to highlight important messaging
- Story branding
- Flora & Fauna Fridays
- Instagram Live
- User and influencer generated content

LOOKING AHEAD

- Continue to engage users with remarkable photography
- Utilize Instagram Stories to further push brand and engage guests / current events & news
- Sustainability focused highlights
- Prioritize seasonal themes





SOCIAL MEDIA Facebook

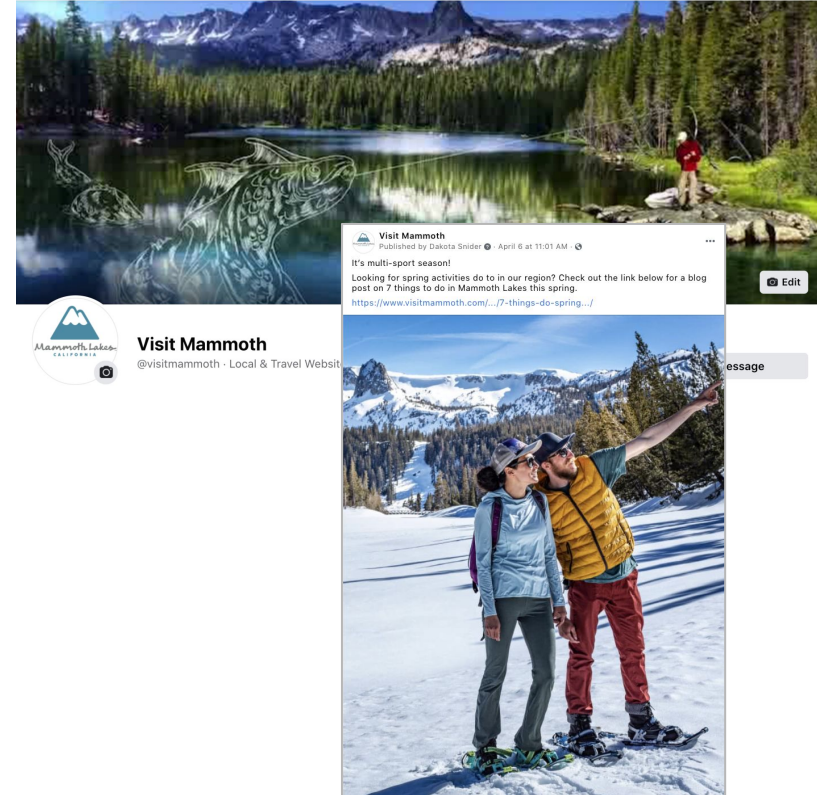
Facebook bridges the gap between **dreaming** and **planning**.

TACTICS

- Supporting local marketing efforts and campaign video series
- Flora & Fauna Fridays (Nature focused)
- FB Lives to share upcoming events, news & general updates
- Accurate and timely crisis communications

LOOKING AHEAD

- Continue to push “Recreate Responsibly” and Sustainable Recreation messaging
- Inspire targeted visits
- Organic engagement through captivating content





SOCIAL MEDIA Twitter

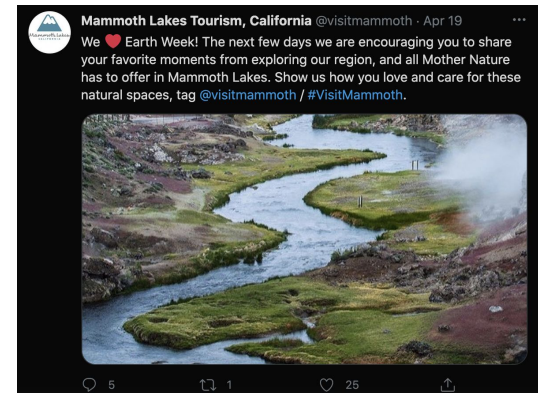
Twitter promotes engagement, communicating on the real-time **experience**, and in turn builds **brand loyalty**.

TACTICS

- Build organic engagement through photos/video
- Share information from partner organizations
- News and Events posting
- Drive traffic to blog content

LOOKING AHEAD

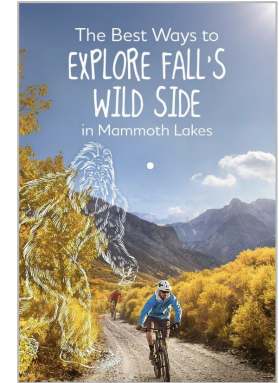
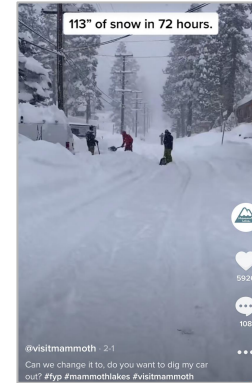
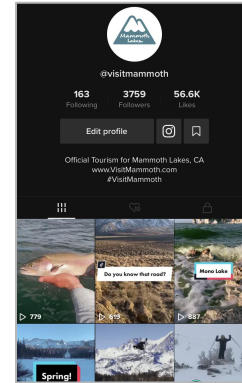
- Target specific audiences only found on Twitter
- Utilize Twitter as a way to communicate and engage with travel writers and bloggers
- Real time tweet updates of events/happenings



SOCIAL MEDIA

TikTok & VCA Stories

Adding TikTok and Visit California hosted Web Stories to the mix.



WHY TIKTOK

- One of the fastest growing social networks in the world for 2020
- 689 million users, larger than Snapchat, Twitter, or Pinterest
- Unique way to share inspiring content from our region
- Organic reach is better than any other current social platform

WHY STORIES

- Visit California partnership that gives mobile web presence on VCA website
- Allows web / social crossover
- Inspirational content that doesn't require social media accounts to access
- Evergreen content that is searchable on Google
- Sustainability messaging is highlighted
- Geo locations give direct recommendations / activities

Seasonal Engagement Calendar

FALL

- Pushing Sustainable Recreation Messaging
- Fall Colors Influencers Visit
- Fall Photography Meetup

WINTER

- Snow Season, Snow Updates (Live Posts)
- Winter Contest
- Local Business Association Promotions

SPRING

- Pushing Sustainable Recreation Messaging
- Wildflower and Waterfall Updates
- Nature and History, cross channel stories

SUMMER

- Pushing Sustainable Recreation Messaging
- Summer Adventure Contest

FY21/22 Budget for Owned Channels

Website	
SEO	\$5,000
Crowdriff UGC & Content Library	\$19,845
Development	\$22,500
Maintenance	\$8,160
Misc Web Costs (Custom Content, Domain Names, Flightview)	\$31,250
Email Marketing/CRM	\$31,000
Hosting	\$6,240
TOTAL	\$123,995

Owned Initiatives	
Owned Channel Content Production	\$112,600
Trip Ideas & Blogs	\$8,400
Fact Checking	\$26,000
Video Library & Videos	\$12,700
Visitor Guide	\$65,500
Instameet	\$3,500
Giveaways	\$9,000
Social Channel Post Boosts	\$7,300
Social Analytics	\$1,188
TOTAL	\$133,588

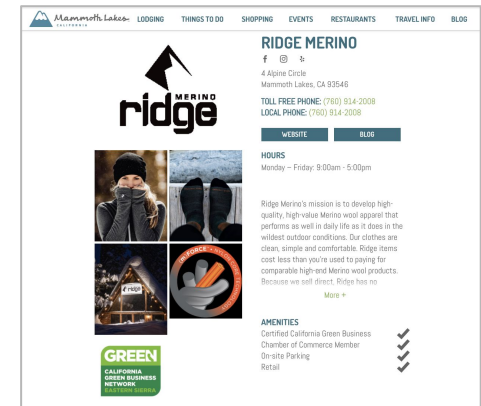
Local Marketing

Local Marketing Program Goals

- Town business marketing and communication
- Continue close relationships with local businesses and keep the local community well-informed
- Optimize business listings on website by educating how utilize built-in web tools (i.e. featuring starting at rates and special offers, maximizing amenity listings)
- Develop more campaigns to promote town businesses (such as Small Business September)
- Expand the Mammoth e-Gift Card program by soliciting more local businesses to participate
- Build promotional plan around the Mammoth Card to maximize awareness and sales through sponsored BOGO offers and giveaways
- When appropriate, work with Events Director to develop promotional plan for town events
- Plan and execute local marketing campaigns that include owned, earned, paid and town asset channels
 - Social
 - SEM
 - Print & Radio
 - Signage, Newsletters & Direct Mail



Page 82 of 130



Local Sustainability Messaging

- Plan and execute marketing campaign throughout town that educates visitors on responsible recreation and the Mammoth Promise utilizing local media, and organic and paid social channels
 - Includes newspaper ads, radio PSAs, signage in key locations and in local businesses
- Tap into new local channels by partner with local businesses, organizations and land agencies
 - Increase messaging on campground information boards, at trailheads, marinas etc.
- Incentivize Mammoth Promise by initiating prize giveaways in partnership with local businesses to increase rate of signatures and e-newsletter signups
- Build out a trail challenge program in partnership with MLPTA that steers visitors toward less popular trails to reduce land impacts



Local Air Service Marketing

- Educate surrounding communities on new airport location in Bishop by planning and executing regional marketing campaign through local media channels
- Includes newspaper ads, radio spots, paid social media
- Continue outreach and promotion of the Locals' Discount program utilizing local media and social channels
- Promote seasonal airfare sales to surrounding communities via marketing campaigns utilizing local media
- Work with lodging properties to promote air service through each of their channels
- Websites, booking confirmation and pre-arrival emails, "on hold" phone messaging, social media



Promoting Local Businesses

LODGING

- Strengthen relationship within the Mammoth lodging community through participation in lodging association
- Collaborate with lodging community to enhance promotional opportunities within in-market advertising
 - Example: promoting midweek winter deals and rates
- Provide opportunities to enhance guest opportunities and experience (Dining guide, stickers, fishmas)

RESTAURANTS

- Strengthen relationship with the Mammoth restaurant community through participation in restaurant association
- Create and implement town-wide dining promotions through owned channels (web, newsletter, social media) and local paid media
 - Examples: \$11.53 Summit Specials, Takeout & Dining Guide, Après Trail Map

RETAIL

- Assist with implementation of local retail association to build strong relationships with retail community
- Create promotional opportunities for retailers utilizing owned and local media channels
 - Examples: Made in Mammoth Gift Guide, 4th of July Town Treasure Hunt

FY21/22 Budget for Local Community Marketing

Local Marketing	
Stickers & Maps Production	\$34,000
Community Signage (Sustainability, Fishmas, etc.)	\$14,500
Visitor Guide Distribution	\$15,200
California Welcome Center (ESIA)	\$57,750
Visit California CWC Dues	\$5,000
Industry Site Updates	<i>Included in website</i>
Fish Stocking	\$50,000
Trail Challenge Program	\$40,000
Host Program	\$100,000
Road Banners (Replacement)	\$2,500
In-Destination Community Campaigns	\$37,000
Local Air Service Marketing	\$42,500
TOTAL	\$398,450



INTERNATIONAL CONSUMER B2B & PR PROGRAMS

The Return of International Guests

The primary goal is to re-establish our international markets and regain our international visitation year-round.

- All international efforts are focused on future visitation, 12-24 months out
- International programs will be focused on consumer education, B2B trainings, and aspirational coverage in international media
- ROI will be tracked

Consumer Education

- Identify Mammoth Lakes as California's premier, four season alpine destination
- Promote Mammoth Lakes as key part of the Western Road Trip for summer and autumn
- Promote Mammoth Lakes & Mammoth Mountain as a destination ski resort



B2B Trainings

- Train and educate travel trade partners on Mammoth Lakes location, amenities and activities
- Push travel trade partners to our California STAR training portal
- Promote winter air service and connectivity with DIA / SFO
- Host travel trade FAM's



Aspirational Coverage in International Media

- Continue to supply media partners with fresh content and story pitches that promote Mammoth Lakes as a year-round destination
- Continue to give media interviews
- Host media FAM's from all markets



International Program Partners

- Continue to work with Brand USA and Visit California to promote Mammoth Lakes
- Continue to work with Mono County Tourism and the Alterra Mountain Company to promote visitation
- Continue to work with in market agencies to promote Mammoth Lakes



Tracking ROI

- Partner with VisaVue to track international spend in Mammoth Lakes
- Partner with UM (formally UberMedia) to track international visitation, length of stay, and movement / activities
- Track the value of all media placements
- Continue to monitor international web traffic

FY21/22 Budget for International Marketing

International Marketing	
Agency Fees	\$135,000
International Sales Mission, Expos	\$34,000
Domestic Shows, Expos	\$6,000
International Research, Data, Training	\$43,000
Staff travel T/E	\$37,000
Memberships, Dues, Subscriptions	\$11,000
International Advertising, Co-Ops	\$61,000
FAM Hosting	\$21,000
Supplies, Shipping	\$15,000
Promotional Items, Branded Swag	\$8,000
Sponsorships	\$11,000
TOTAL	\$382,000

A woman with blonde hair, wearing a purple long-sleeved shirt and light-colored pants, stands on a rocky shore looking up at a brown horse with large, white, feathered wings. The horse is also looking up. In the background, there is a large, flat-topped mountain range under a cloudy sky, with a dense forest of evergreen trees at its base. A body of water is visible on the right side of the image.

COMMUNICATIONS PROGRAM

Local Community Outreach & Engagement

Communication within the Community Continues to be a High Priority

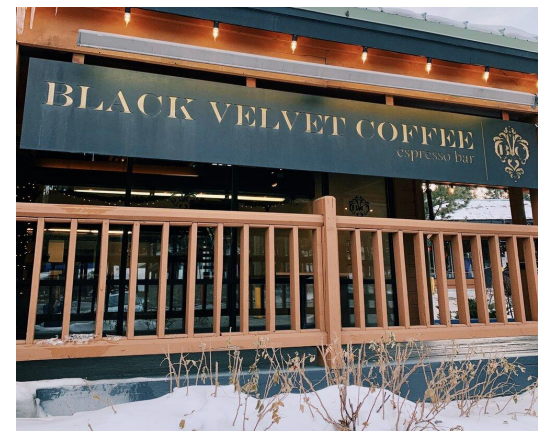
- Community Coffee
- Newsletters
- Seasonal Business Messaging
- Open House
- Board Role



Monthly Community Coffee

- Switched to virtual in April 2020
- Used as a way to keep the community informed as well as a way to support some businesses
 - Pay for community members to pick up a coffee at local shops
 - Provide a gift card to a local restaurant for each month's trivia winner
 - Partner with the Chamber on the event
- Had attendance of more than 100 at height of pandemic
 - Now steadily holding around 40-50 attendees each month
 - When held in person, we received about 12-15 attendees
 - Will plan to keep the event virtual going forward
 - Silver lining of the pandemic

Page 98 of 130



Newsletters

MLT has been providing valuable information via the 5-in-5 and Tourism Insights newsletters, now it's time to grow the lists



- 5-in-5 weekly newsletter - grow email distribution list by 5 percent
- Tourism Insights monthly newsletter - grow email distribution list by 3 percent

SEASONAL BUSINESS MESSAGING

Reinstate business messaging and grow distribution list by 3 percent

- Wildfire, snowfall, educational messaging, etc.

Updates on tourism in Mammoth Lakes [View this email in your browser](#)

 Share
  Tweet
  Forward


MAMMOTH LAKES TOURISM INSIGHTS



There is a lot of anticipation, and perhaps anxiety, surrounding the number of visitors we will see in Mammoth Lakes this summer. Talk of pent-up demand, road trips, and traveling close to home have created a well-deserved concern about what our small town and surrounding natural splendor will be able to handle. If last summer is any indicator, we will be very busy.

At Mammoth Lakes Tourism we are preparing for peak visitation in several ways. We are continuing our educational campaign that asks people to travel and recreate responsibly. Rather than just throwing open the doors to anyone, we are trying to bring responsible visitors to our area.

MLT Open House

Host annual MLT open house

- Assess at beginning of new fiscal year whether virtual or in-person is most appropriate
- Educate the community on strategy, programs and results

Board Role

Work with Board members to re-evaluate developing a board engagement role within the community to further inform all sectors of the community on our mission and goals

Earned Channels

Program Overview

- Increase domestic impressions by 5 percent over 2018-19
- Work to secure a media conference for 2022 or 2023
 - Preferably one focused on destination sustainability
- Ok with being picky with media visits/placements during peak seasons
 - It's ok to say no if they can't include our messaging
- Promote off peak seasons for media visits
 - Spring and fall coverage

Main goal continues to be sharing educational messaging about how to travel/visit responsibly.

Air Service

- Promote air service in Bishop as well as charter service to MMH through earned media placements



Endurance Crib

- Return to promoting high altitude training through Crib visitation
 - Get back to 2019 levels of visitation from athletes (43)
- Continue collaboration with Mammoth Track Club
- Olympic focus for all athletes in 2021



FY21/22 Budget for Communications Program

Communications	
Media FAM Trips	\$37,900
Staff Travel	\$7,800
Press Events	\$6,200
Dues/Subscriptions	\$3,225
Sponsorship (MTC and Conference)	\$75,000
Crib Condo	\$36,000
Promotional & Community PR	\$6,000
PR Agency	\$85,000
Promotional (TBID)	\$47,200
TOTAL	\$304,325



SPECIAL EVENTS

It's A New World for Special Events

ONGOING EDUCATION FOR EVENT PRODUCERS

- Help producers evolve their events during Covid-19
- Full-day events workshops (Spring & Fall)
- Quarterly events insider newsletter

SOLICIT NEW EVENTS

- Develop event site spec document for multiple types of event

FUNDING STRATEGY

- Develop new funding strategy plan for 2021-22 and beyond
- Roll over unused 2020-21 funds to 2021-22 grants

SPONSORSHIPS

- Create opportunities for MLT to introduce new sponsorships to current Mammoth Lakes events

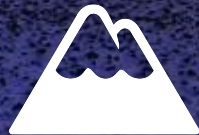
DATA COLLECTION/ECONOMIC IMPACT OF EVENTS

- Utilize data collection technology through NFC (Near Frequency Communication) with cellular phones

FURTHER COMMUNICATION & PROMOTION OF EVENTS

- Promotion thru local ad plan
- Work with local businesses to cross-promote events
- Develop Events Toolkit with link on MLT Industry Site

THANK YOU.



Mammoth Lakes
CALIFORNIA

OVERHEAD - Measure A

Mammoth Lakes Tourism
2021-22 Budget

Expense Accounts	Account #	2021-22 Budget												Total	% Change				
		July	August	September	October	November	December	January	February	March	April	May	June		LY \$ Totals	\$ Change YOY	YOY		
Office Rent to TOML	62010	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	0%
Accounting Services	62020	\$ 2,000.00	\$ 1,500.00	\$ 1,300.00	\$ 4,100.00	\$ 9,600.00	\$ 2,200.00	\$ 7,500.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 37,200.00	\$ 36,000.00	\$1,200.00	3%	
Legal Services	62030	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 2,000.00	\$2,000.00	100%	
Internet Access	62040	\$ 315.00	\$ 315.00	\$ 315.00	\$ 315.00	\$ 315.00	\$ 315.00	\$ 315.00	\$ 315.00	\$ 315.00	\$ 315.00	\$ 315.00	\$ 315.00	\$ 315.00	\$ 3,780.00	\$ 3,780.00	\$0.00	0%	
Insurance - Commercial Auto	62050	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 2,897.00	\$103.00	4%	
Insurance - Directors & Officers	62270	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 3,665.00	\$335.00	9%	
Insurance - Volunteer Accident	62273	\$ 300.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300.00	\$ 300.00	\$0.00	0%	
Insurance - Workers Comp	62400	\$ 3,750.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,750.00	\$ 3,410.00	\$340.00	10%	
Insurance - Gen & Prof Liability & Property	62270	\$ 2,750.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,750.00	\$ 2,435.00	\$315.00	N/A	
Electricity	62060	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 4,800.00	\$ 4,800.00	\$0.00	0%	
Pest Control	62070	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 780.00	\$ 780.00	\$0.00	0%	
Janitorial Services	62080	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 225.00	\$ 2,700.00	\$ 2,700.00	\$0.00	0%	
Phones - Landlines	62090	\$ 490.00	\$ 490.00	\$ 490.00	\$ 490.00	\$ 2,900.00	\$ 490.00	\$ 490.00	\$ 490.00	\$ 490.00	\$ 490.00	\$ 490.00	\$ 490.00	\$ 490.00	\$ 8,290.00	\$ 4,800.00	\$3,490.00	73%	
Phones - Cellular	62100	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 9,600.00	\$ 10,200.00	(\$600.00)	-6%	
Copier Lease & Usage Combined 19-20	62110	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 9,000.00	\$ 9,000.00	\$0.00	0%	
Postage Machine Lease	62130	\$ 700.00	\$ -	\$ -	\$ 700.00	\$ -	\$ -	\$ 700.00	\$ -	\$ -	\$ 700.00	\$ -	\$ -	\$ -	\$ 2,800.00	\$ 2,800.00	\$0.00	0%	
Postage	62140	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,000.00	\$ 3,000.00	\$3,000.00	100%	
Office Supplies	62160	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,000.00	\$ 3,000.00	\$3,000.00	100%	
Storage Unit Rent	62330	\$ 450.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 450.00	\$ 450.00	\$0.00	0%	
Bank Charges	62250	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 660.00	\$ 660.00	\$0.00	0%	
Building Repairs & Maintenance	62320	\$ 300.00	\$ -	\$ -	\$ 300.00	\$ -	\$ -	\$ 300.00	\$ -	\$ -	\$ 300.00	\$ -	\$ -	\$ -	\$ 1,200.00	\$ 1,200.00	\$0.00	0%	
Vehicle Maintenance	62190	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ 800.00	\$ 800.00	\$0.00	0%	
Gas	62200	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 4,800.00	\$ 4,800.00	\$0.00	0%		
Uniforms	62210	\$ -	\$ -	\$ -	\$ 4,500.00	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ 3,000.00	\$3,000.00	100%	
IT Support	62220	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 8,400.00	\$ 12,000.00	(\$3,600.00)	-30%	
Property Taxes	62370	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00	\$ 250.00	\$0.00	0%	
Employee Benefits	61020	\$ 4,000.00	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14,000.00	\$ 14,000.00	\$0.00	0%	
Bad Debt Expense	62390	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 240.00	\$ 240.00	\$0.00	0%	
Totals:		\$ 27,670.00	\$ 6,720.00	\$ 6,520.00	\$ 26,020.00	\$ 17,230.00	\$ 7,420.00	\$ 14,920.00	\$ 7,020.00	\$ 8,520.00	\$ 9,470.00	\$ 7,020.00	\$ 7,020.00	\$ 145,550.00	\$ 132,967.00	\$ 12,583.00	9%		

MARKETING - Measure A

Mammoth Lakes Tourism
2021-22 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
Air Subsidy - 63010 - A																
Air Subsidy	\$ -	\$ -	\$ -	\$ -		\$ 200,000.00	\$ -	\$ 75,000.00	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 375,000.00	\$ -	\$375,000.00	
Total By Month 63010	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200,000.00	\$ -	\$ 75,000.00	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 375,000.00	\$ -	\$375,000.00	#DIV/0!
Contract Services - 63040 - A																
Community Host Program	\$ 150,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150,000.00	\$ -	\$150,000.00	
ESIA Management Fee of CWC	\$ 14,437.50	\$ -	\$ -	\$ 14,437.00	\$ -	\$ -	\$ 14,437.50	\$ -	\$ -	\$ 14,437.50	\$ -	\$ -	\$ 57,749.50	\$ 57,749.50	\$0.00	
Airplanners LLC - Air Service Consulting	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 48,000.00	\$ 48,000.00	\$0.00	0.00%
Mammoth Lakes History Museum - History Trolley	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ -	\$15,000.00	100.00%
Terrain Scouts - Trail Challenge	\$ 40,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,000.00	\$ -	\$40,000.00	#DIV/0!
68010-A LA Kings Partnership	\$ -	\$ -	\$ -	\$ 50,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000.00	\$ 50,000.00	\$0.00	
Desert Springs Fish Stocking	\$ 50,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000.00	\$ 50,000.00	\$0.00	
Total By Month 63040	\$ 273,437.50	\$ 4,000.00	\$ 4,000.00	\$ 68,437.00	\$ 4,000.00	\$ 4,000.00	\$ 18,437.50	\$ 4,000.00	\$ 4,000.00	\$ 18,437.50	\$ 4,000.00	\$ 4,000.00	\$ 410,749.50	\$ 205,749.50	\$205,000.00	99.64%
Collateral Distribution - 63052-A																
Visitor Guide	\$ -	\$ 550.00	\$ 400.00	\$ 12,690.96	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,550.00	\$ -	\$ 15,190.96	\$ 15,190.96	\$0.00	
Misc Shipping	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$0.00	0.00%
Total By Month 63052	\$ -	\$ 550.00	\$ 1,400.00	\$ 12,690.96	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 3,000.00	\$ -	\$ 1,550.00	\$ -	\$ 20,190.96	\$ 20,190.96	\$0.00	0.00%
Giveaway Promotion - 63140-A																
Total By Month 63140	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!
Industry Training - 63160 - A																
Visit California Outlook Forum	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,600.00	\$ -	\$ -	\$ -	\$ -	\$ 1,600.00	\$ 1,600.00	\$0.00	
ESTO (US Travel)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	
California Travel Summit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	
Destination Capitol Hill (US Travel)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 170.00	\$ -	\$ -	\$ -	\$ -	\$ 170.00	\$ 170.00	\$0.00	
CalTravel Rally Day/Board Meetings	\$ -	\$ -	\$ 170.00	\$ -	\$ -	\$ 170.00	\$ -	\$ 680.00	\$ -	\$ 170.00	\$ -	\$ -	\$ 1,190.00	\$ 1,190.00	\$0.00	
Skill Training & Team Building	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,400.00	\$ 2,400.00	\$0.00	
Total By Month 63160	\$ 200.00	\$ 200.00	\$ 370.00	\$ 200.00	\$ 200.00	\$ 370.00	\$ 200.00	\$ 2,650.00	\$ 200.00	\$ 370.00	\$ 200.00	\$ 200.00	\$ 5,360.00	\$ 5,360.00	\$0.00	0.00%
Dues and Subscriptions - 63180 - A																
California Office of Tourism - CWC Association	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ 5,000.00	\$ -	\$5,000.00	
CalTravel Association	\$ -	\$ 7,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,500.00	\$ -	\$7,500.00	
US Travel Association	\$ 2,600.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,600.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,200.00	\$ -	\$5,200.00	
Total By Month 63180	\$ 2,600.00	\$ 7,500.00	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ 2,600.00	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ 17,700.00	\$ -	\$17,700.00	#DIV/0!
Lodging - 63191-A																
CalTravel Board Quarterly Meeting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,900.00	\$ -	\$ -	\$ 3,900.00	\$ -	\$ -	\$ 7,800.00	\$ 7,800.00	\$0.00	
CalTravel Summit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	
ESTO (US Travel)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	
US Travel Destination Capitol Hill	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 650.00	\$ -	\$ -	\$ -	\$ 650.00	\$ 650.00	\$0.00	
Visit California Board Quarterly Meeting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 650.00	\$ -	\$ -	\$ -	\$ 650.00	\$ -	\$ 1,300.00	\$ 1,300.00	\$0.00	
Visit California Welcome Center Meetings	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300.00	\$ -	\$ -	\$ 300.00	\$ -	\$ -	\$ 600.00	\$ 600.00	\$0.00	
Visit California Outlook Forum	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,600.00	\$ -	\$ -	\$ -	\$ -	\$ 2,600.00	\$ 2,600.00	\$0.00	
Total By Month 63191	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,850.00	\$ 2,600.00	\$ 650.00	\$ 4,200.00	\$ 650.00	\$ -	\$ 12,950.00	\$ 12,950.00	\$0.00	0.00%
Gas/Mileage - 63192-A																
Various	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 1,440.00	\$ 1,440.00	\$0.00	
Total By Month 63192	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 1,440.00	\$ 1,440.00	\$0.00	0.00%

Flights - 63193-A																		
ESTO (US Travel Summit), Austin	\$ -	\$ 750.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 750.00	\$ -	\$ 750.00		
US Travel Destination Capitol Hill, Washington,	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 750.00	\$ -	\$ -	\$ -	\$ -	\$ 750.00	\$ 1,400.00	(\$650.00)	
Total By Month 63193	\$ -	\$ 750.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 750.00	\$ -	\$ -	\$ -	\$ 1,500.00	\$ 1,400.00	\$ 100.00	7.14%	
Incidentals - 63194-A																		
Various	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 720.00	\$ 720.00	\$ 0.00		
Total By Month 63194	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 720.00	\$ 720.00	\$ 0.00	0.00%	
Meals - 63200-A																		
CalTravel Board Quarterly Meeting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 639.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,065.00	\$ 1,065.00	\$ 0.00		
CalTravel Summit	\$ -	\$ -	\$ 300.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300.00	\$ -	\$ 300.00		
Destination Capitol Hill (US Travel)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 852.00	\$ -	\$ -	\$ -	\$ 852.00	\$ 852.00	\$ 0.00		
ESTO (US Travel)	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ 500.00		
Visit California Board Quarterly Meeting	\$ -	\$ -	\$ -	\$ 213.00	\$ -	\$ -	\$ -	\$ 213.00	\$ -	\$ -	\$ -	\$ -	\$ 213.00	\$ 639.00	\$ 639.00	\$ 0.00		
Visit California Welcome Center Meetings	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 284.00	\$ -	\$ 284.00	\$ 284.00	\$ 0.00		
Visit California Outlook Forum	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 568.00	\$ -	\$ -	\$ -	\$ -	\$ 568.00	\$ 568.00	\$ 0.00		
Yosemite Gateway Partners Quarterly Meeting	\$ 20.00	\$ -	\$ -	\$ 20.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40.00	\$ 40.00	\$ 0.00		
Total By Month 63200	\$ 20.00	\$ 500.00	\$ 300.00	\$ 233.00	\$ -	\$ -	\$ 852.00	\$ 568.00	\$ 852.00	\$ 710.00	\$ 213.00	\$ -	\$ 4,248.00	\$ 3,448.00	\$ 800.00	23.20%		
Production - 63270-A																		
Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	#DIV/0!	
Google DMO Content Program	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	(\$5,000.00)	-100.00%	
Content Program Optimizations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,625.00	(\$1,625.00)	-100.00%	
Fact Checking	\$ 3,000.00	\$ -	\$ 3,500.00	\$ 3,500.00	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,000.00	\$ 26,000.00	\$ 4,000.00	\$22,000.00	550.00%
Total by Month 63270-T	\$ 3,000.00	\$ -	\$ 3,500.00	\$ 3,500.00	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,000.00	\$ 26,000.00	\$ 10,625.00	\$15,375.00	144.71%	
Website Development and Maintenance- 66020 - A																		
Madden - Development	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ -	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ -	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ -	\$ -	\$ 22,500.00	\$ 24,920.04	\$ (2,420.04)	-9.71%	
Madden - Maintenance	\$ 680.00	\$ 680.00	\$ 680.00	\$ 680.00	\$ 680.00	\$ 680.00	\$ 680.00	\$ 680.00	\$ 680.00	\$ 680.00	\$ 680.00	\$ 680.00	\$ 680.00	\$ 8,160.00	\$ -	\$ -		
Madden - Analytics Reporting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Bound - Get Smart Content	\$ 4,500.00	\$ -	\$ -	\$ 4,500.00	\$ -	\$ -	\$ 4,500.00	\$ -	\$ -	\$ -	\$ 4,500.00	\$ -	\$ -	\$ 18,000.00	\$ -	\$ -		
Visitor Guide ebook App	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -		
Prism Cam	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Woofu.com - Visitor Guide Fulfillment App	\$ 14.95	\$ 14.95	\$ 14.95	\$ 14.95	\$ 14.95	\$ 14.95	\$ 14.95	\$ 14.95	\$ 14.95	\$ 14.95	\$ 14.95	\$ 14.95	\$ 14.95	\$ 179.40	\$ -	\$ -		
Onniver 360 Player	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -		
OAG - Flightview App	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 7,200.00	\$ 13,800.00	\$ (6,600.00)	-47.83%	
CrowdRiff Licensing	\$ 19,845.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 19,845.00	\$ -	\$ -		
Domain Names (various)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50.00	\$ -	\$ -	\$ 50.00	\$ -	\$ -		
Total By Month 66020	\$ 33,139.95	\$ 3,794.95	\$ 3,794.95	\$ 5,794.95	\$ 3,794.95	\$ 4,794.95	\$ 8,294.95	\$ 1,294.95	\$ 3,794.95	\$ 8,344.95	\$ 3,794.95	\$ 1,294.95	\$ 81,934.40	\$ 38,720.04	\$43,214.36	111.61%		
Media - 66060 - A																		
MLT Social: Boosted Posts	\$ 650.00	\$ 650.00	\$ 350.00	\$ 550.00	\$ 800.00	\$ 800.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 700.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 7,300.00				
In-destination campaigns: Google, Local Messaging	\$ 5,000.00	\$ 4,500.00	\$ 4,500.00	\$ 1,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 1,000.00	\$ 2,500.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 37,000.00				
: Local Air Marketing	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 9,500.00	\$ 3,500.00	\$ 6,500.00	\$ 3,500.00	\$ 3,500.00	\$ 5,500.00	\$ 500.00	\$ 42,500.00	\$ -	\$42,500.00			
Total By Month 66060	\$ 5,650.00	\$ 5,150.00	\$ 4,850.00	\$ 7,050.00	\$ 8,300.00	\$ 12,800.00	\$ 6,600.00	\$ 9,600.00	\$ 5,100.00	\$ 6,700.00	\$ 10,000.00	\$ 5,000.00	\$ 86,800.00	\$ -	\$86,800.00	#DIV/0!		
Hosting - 66130-A																		
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00		
Total By Month 66130	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	#DIV/0!	
Totals	\$ 318,227.45	\$ 22,624.95	\$ 19,644.95	\$ 98,085.91	\$ 19,474.95	\$ 224,394.95	\$ 42,014.45	\$ 95,892.95	\$ 19,776.95	\$ 38,942.45	\$ 20,587.95	\$ 124,924.95	\$ 1,044,592.86	\$ 261,883.46	\$782,709.40	298.88%		

SALES - Measure A

Mammoth Lakes Tourism
2021-22 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
MLT Promo Items - 64160																
Promotional Items / SWAG	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ 8,000.00	\$ 8,000.00	\$ 0.00	
Total By Month 64160	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ 8,000.00	\$ 8,000.00	\$ 0.00	0%
International Travel Shows - 64010																
Australian Consumer Shows	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 0.00	
German / French Sales Mission	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 0.00	
House of California (UK)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 0.00	
Showcase USA, Italy	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 4,000.00	(\$1,000.00)	
Scandinavian Sales Mission	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$2,000.00	
India Sales Mission (BUSA/VC)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
UK Sales Mission (BUSA)	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$2,000.00	
Brazil Sales Mission	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ -	\$ 4,000.00	\$ 4,000.00	\$ 0.00	
Asia Sales Missions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ -	\$ -	\$ 4,000.00	\$ 8,000.00	(\$4,000.00)	
Canada Sales Mission	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$2,000.00	
International PowWow	\$ -	\$ -	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 5,000.00	(\$1,000.00)	
Total By Month 64010	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ 6,000.00	\$ 4,000.00	\$ 7,000.00	\$ 5,000.00	\$ 34,000.00	\$ 34,000.00	\$ 0.00	0%
Domestic Shows/Ski Clubs - 64020																
MTS	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 0.00	
Go West	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$3,000.00	
Ski Clubs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
Total By Month 64020	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ 3,000.00	\$ -	\$ -	\$ 6,000.00	\$ 3,000.00	\$3,000.00	100%
Inter Research / Data / Training - 64030																
Visa Vue	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 0.00	
Ubermedia	\$ 12,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 25,000.00	\$ 0.00	
California Star / VC	\$ -	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ 15,000.00	\$ 0.00	
Club California	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
Total By Month 64030	\$ 15,500.00	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ 12,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 43,000.00	\$ 43,000.00	\$ 0.00	0%
Lodging - 64041																
Lodging	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,000.00	\$ 12,000.00	\$ 12,000.00	\$ 0.00	
Total By Month 64041	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,000.00	\$ 12,000.00	\$ 12,000.00	\$ 0.00	0%
Gas/Mileage - 64042																
Gas/Mileage	\$ -	\$ -	\$ 250.00	\$ -	\$ 250.00	\$ 250.00	\$ -	\$ 250.00	\$ 250.00	\$ -	\$ 250.00	\$ 250.00	\$ 1,750.00	\$ 1,750.00	\$ 0.00	
Total By Month 64042	\$ -	\$ -	\$ 250.00	\$ -	\$ 250.00	\$ 250.00	\$ -	\$ 250.00	\$ 250.00	\$ -	\$ 250.00	\$ 250.00	\$ 1,750.00	\$ 1,750.00	\$ 0.00	0%
Airfare - 64043																
Airfare	\$ -	\$ -	\$ 2,000.00	\$ 1,000.00	\$ 2,000.00	\$ -	\$ -	\$ 1,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,000.00	\$ 13,000.00	\$ 12,000.00	\$1,000.00	
Total By Month 64043	\$ -	\$ -	\$ 2,000.00	\$ 1,000.00	\$ 2,000.00	\$ -	\$ -	\$ 1,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,000.00	\$ 13,000.00	\$ 12,000.00	\$1,000.00	8%
Incidentals - 64044																
Incidentals	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 3,500.00	\$ 3,500.00	\$ 0.00	
Total By Month 64044	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 3,500.00	\$ 3,500.00	\$ 0.00	0%
Meals - 64050																
Meals	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 250.00	\$ 500.00	\$ 1,000.00	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -	\$ 6,750.00	\$ 6,500.00	\$250.00	
Total By Month 64050	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 250.00	\$ 500.00	\$ 1,000.00	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -	\$ 6,750.00	\$ 6,500.00	\$250.00	4%
Membership Dues & Subs - 64060																
NTA	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 0.00	

Visit USA, Italy	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 0.00	
Visit USA, France	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 0.00	
SF Travel Partnership	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ 500.00	
Visit USA, UK	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 0.00	
High Sierra V.C.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,500.00	\$ 3,500.00	\$ 0.00	
ABA	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 0.00	
MPI	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
LA Tourism Partnership	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
VisitUSA, Belgium, Lux	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
CalSAE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
Total By Month 64060	\$ 3,000.00	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 7,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,000.00	\$ 10,500.00	\$ 500.00	5%
Advertising - 64070																	
Australia Print / Co-Ops	\$ -	\$ -	\$ 4,000.00	\$ -	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,000.00	\$ 8,000.00	\$ 0.00	
Australia Digital	\$ -	\$ -	\$ 2,500.00	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 0.00	
Brand USA	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	\$ 20,000.00	\$ 0.00	
Visit California	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 0.00	
UK Print / Co-Ops	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 0.00	
German Print / Co-Ops	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 0.00	
Dutch Print / Co-Ops	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 2,500.00	\$ 500.00	
Italian Print / Co-Ops	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 2,500.00	\$ 0.00	
French Print / Co-Ops	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
Latin America Print / Co-Ops	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
Indian Print / digital / Co-Ops	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 2,500.00	\$ 0.00	
Canadian Print / Co-Ops	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
Chinese Print / Co-Ops	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
Scandinavian Co-Ops	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
Total By Month 64070	\$ -	\$ -	\$ 26,500.00	\$ -	\$ 6,500.00	\$ -	\$ 5,000.00	\$ 23,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 61,000.00	\$ 60,500.00	\$ 500.00	1%
Supplies - 64080																	
Printing of Vacation Planners	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00	\$ 0.00	
Shipping of Promo Items	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 0.00	
Shipping of Print Collateral	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -	\$ 8,000.00	\$ 8,000.00	\$ 0.00	
Total By Month 64080	\$ -	\$ 500.00	\$ 2,500.00	\$ 1,000.00	\$ 1,500.00	\$ 1,000.00	\$ 1,500.00	\$ 1,000.00	\$ 1,500.00	\$ 3,000.00	\$ 1,000.00	\$ 500.00	\$ -	\$ 15,000.00	\$ 15,000.00	\$ 0.00	0%
Agency Fees - 64090																	
Black Diamond (UK)	\$ 22,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 22,000.00	\$ 20,000.00	\$ 2,000.00	
Gate 7 (Australia)	\$ 22,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 22,000.00	\$ 20,000.00	\$ 2,000.00	
Masters Consulting (Italy, Spain)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 0.00	
MSI (Germany)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,500.00	\$ 7,000.00	\$ 1,500.00	
Indian Agency	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 0.00	
Chinese Agency	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
Atlantic Link (Scandinavian Agency)	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	
Total By Month 64090	\$ 49,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 18,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 67,500.00	\$ 57,000.00	\$ 10,500.00	18%
Promotions / Sponsorships - 64100																	
California CUP	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 0.00	
IMM / UK	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 0.00	
MLT Ambassadors	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ -	\$ 1,000.00	\$ -	\$ 5,000.00	\$ 4,500.00	\$ 500.00	
IPW	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	
Total By Month 64100	\$ -	\$ -	\$ 3,000.00	\$ 500.00	\$ 500.00	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 3,000.00	\$ 1,000.00	\$ -	\$ 11,000.00	\$ 10,500.00	\$ 500.00	5%
Totals	\$ 68,500.00	\$ 15,500.00	\$ 41,250.00	\$ 9,000.00	\$ 18,500.00	\$ 2,250.00	\$ 49,500.00	\$ 30,250.00	\$ 12,750.00	\$ 15,500.00	\$ 21,750.00	\$ 8,750.00	\$ -	\$ 293,500.00	\$ 277,250.00	\$ 16,250.00	6%

COMMUNICATIONS/PR - Measure A

Mammoth Lakes Tourism
2021-22 Budget

Expense Accounts														% Change			
	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	YOY	
FAM Trip Airfare - 65011	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 7,100.00	\$ 5,100.00	\$2,000.00		
Total By Month 65011	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 7,100.00	\$ 5,100.00	\$2,000.00	39%	
FAM Trip Lodging - 65012	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,000.00	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 2,000.00	\$ 1,000.00	\$ 13,000.00	\$ 13,000.00	\$0.00		
Total By Month 65012	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,000.00	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 2,000.00	\$ 1,000.00	\$ 13,000.00	\$ 13,000.00	\$0.00	0%	
FAM Trip Meals - 65013	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 8,400.00	\$ 8,400.00	\$0.00		
Total By Month 65013	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 8,400.00	\$ 8,400.00	\$0.00	0%	
FAM Trip Transportation - 65015	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 250.00	\$ 250.00	\$ 5,500.00	\$ 3,000.00	\$2,500.00		
Total By Month 65015	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 250.00	\$ 250.00	\$ 5,500.00	\$ 3,000.00	\$2,500.00	83%	
Ambassador Fees - 65016	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,400.00	\$ 2,400.00	\$0.00		
Total by Month 65016	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,400.00	\$ 2,400.00	\$0.00	0%	
STAFF Lodging - 65021	\$ -		\$ 500.00	\$ 500.00		\$ -	\$ 1,000.00	\$ 500.00	\$ -	\$ 500.00		\$ 500.00	\$ 3,500.00	\$ 3,500.00	\$0.00		
Total By Month 65021	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ 1,000.00	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ 3,500.00	\$ 3,500.00	\$0.00	0%	
STAFF Gas/Mileage - 65022				\$ 500.00				\$ 500.00	\$ -	\$ 400.00	\$ 500.00	\$ 500.00	\$ 2,400.00	\$ 2,400.00	\$0.00		
Total By Month 65022	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ 400.00	\$ 500.00	\$ 500.00	\$ 2,400.00	\$ 2,400.00	\$0.00	0%	
STAFF Airfare - 65023	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ -		\$ -	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ 2,000.00	\$ 1,500.00	\$500.00		
Total By Month 65023	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ 2,000.00	\$ 1,500.00	\$500.00	33%	
STAFF Entertainment - 65024	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00		
Total By Month 65024	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!	
STAFF Transportation - 65028		\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ 200.00	\$ 500.00	\$ 500.00	\$0.00		
Total By Month 65028	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ -	\$ 200.00	\$ 500.00	\$ 500.00	\$0.00	0%
STAFF Meals - 65030																	
Meals				\$ 200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ 250.00	\$ 700.00	\$ 900.00	(\$200.00)		
Total By Month 65030	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ 250.00	\$ 700.00	\$ 900.00	(\$200.00)	-22%
Press Events - 65090																	
California		\$ -	\$ 1,200.00	\$ -		\$ 2,000.00	\$ -	\$ 1,200.00	\$ -		\$ -		\$ 4,400.00	\$ 4,200.00	\$200.00		
National	\$ -	\$ -		\$ 1,200.00						\$ 800.00			\$ 2,000.00	\$ 800.00	\$1,200.00		
Total By Month 65090	\$ -	\$ -	\$ 1,200.00	\$ 1,200.00	\$ -	\$ 2,000.00	\$ -	\$ 1,200.00	\$ -	\$ 800.00	\$ -	\$ -	\$ 6,400.00	\$ 5,000.00	\$1,400.00	28%	
Dues/Subscriptions - 65040																	
NASJA	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ 200.00	\$ 200.00	\$0.00		
SATW	\$ -		\$ -	\$ -	\$ -	\$ -	\$ 350.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350.00	\$ 350.00	\$0.00		
ATTA	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$0.00		
PRSA	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 175.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 175.00	\$ 175.00	\$0.00		
NATJA	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00	\$0.00		
TravMedia	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$0.00		

EVENTS - Measure A

Mammoth Lakes Tourism
2021-22 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
Airfare - 67110																
Misc	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Total By Month	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!
Lodging - 67115																
SD Half Marathon	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Misc	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 1,750.00	\$ 800.00		
Total By Month	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 1,750.00	\$ 1,750.00	(\$1,750.00)	-50%
Meals - 67120																
Misc	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 125.00	\$ 125.00	\$ 200.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 1,025.00	\$ 1,025.00		
Total By Month	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 125.00	\$ 125.00	\$ 200.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 1,025.00	\$ 1,025.00	\$0.00	0%
Transportation - 67125																
Misc	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 150.00	\$ -	\$ 350.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 1,125.00	\$ 1,125.00		
Total By Month	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 150.00	\$ -	\$ 350.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 1,125.00	\$ 1,125.00	\$0.00	0%
Supplies - 67130																
Misc	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,200.00	\$ 1,200.00		
Holiday Décor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00		
Total By Month	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,200.00	\$ 3,200.00	(\$2,000.00)	-63%
Advertising - 67135																
Laura Patterson Design Work	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 2,000.00	\$ 2,500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00	\$ 12,000.00		
Large Events Poster Printing (300 qty)	\$ -	\$ -	\$ -	\$ -	\$ 1,200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,200.00	\$ 1,200.00		
Events Brochure Distributon - Certified 50K	\$ -	\$ -	\$ -	\$ -	\$ 2,600.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,600.00	\$ 2,600.00		
Events Brochure Printing	\$ -	\$ -	\$ -	\$ -	\$ 275.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 275.00	\$ 275.00		
Event Coaster	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00		
Promotional Items	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 3,000.00	\$ 3,000.00		
Local Print/Radio/Other for Events	\$ 5,000.00	\$ 500.00	\$ 500.00	\$ 300.00	\$ 500.00	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 300.00	\$ 500.00	\$ 10,600.00	\$ 10,600.00		
Faacebook Targeted Ads	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00		
Live Gauge/Tracking Technology	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ 10,000.00	\$ 10,000.00		
Total By Month	\$ 6,000.00	\$ 1,500.00	\$ 1,500.00	\$ 2,300.00	\$ 7,075.00	\$ 2,500.00	\$ 1,500.00	\$ 1,500.00	\$ 2,500.00	\$ 2,000.00	\$ 11,800.00	\$ 2,500.00	\$ 42,675.00	\$ 42,675.00	\$0.00	0%
Dues & Subscriptions - 67140																
Event Marketer	\$ 299.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 299.00	\$ 299.00		
Sports Events & Tourism Membership	\$ 795.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 795.00	\$ 795.00		
Total By Month	\$ 1,094.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,094.00	\$ 1,094.00	\$0.00	0%
Industry Training - 67145																
Events Workshop #1 = Late Fall	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00		
Events Workshop # 2 = Spring	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00		
Lodging Mixer	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,200.00	\$ -	\$ -	\$ -	\$ 1,200.00	\$ 1,200.00		
Community/Learning Events	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00		
Conferences/Workshops	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00		
Total By Month	\$ -	\$ -	\$ 500.00	\$ -	\$ 5,000.00	\$ -	\$ -	\$ 1,000.00	\$ 1,200.00	\$ 5,000.00	\$ -	\$ -	\$ 12,700.00	\$ 12,700.00	\$0.00	0%
Event Grant Funding - 68030																
	\$ -	\$ -	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200,000.00	\$ 150,000.00		
Total By Month	\$ -	\$ -	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200,000.00	\$ 150,000.00	\$50,000.00	33%
Totals	\$ 7,194.00	\$ 1,600.00	\$ 2,350.00	\$ 2,850.00	\$ 212,175.00	\$ 2,600.00	\$ 2,125.00	\$ 2,975.00	\$ 4,600.00	\$ 7,600.00	\$ 12,400.00	\$ 3,100.00	\$ 261,569.00	\$ 215,319.00	\$46,250.00	21%

REVENUE - Measure A

Mammoth Lakes Tourism
2021-22 Budget

Revenue Accounts	Account #	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY	
NON-MEASURE A FUNDS																		
Visitor Guide Sales	40400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!
Sponsorship	40500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!	
Brochure Distribution Revenue	40900	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,500.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 8,100.00	\$ 9,600.00	(\$1,500.00)	-16%	
Retail Sales/Licensing Fees	40310	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ 2,000.00	\$ 4,000.00	(\$2,000.00)	-50%	
MEASURE A FUNDS																		
TOT Payments from TOML	40600	23.02%			20.42%			40.54%			16.02%			\$ 2,332,178.00	\$ 1,746,624.00	\$585,554.00	34%	
Event Grant Funding (Tourism Reserve)	41730	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150,000.00	\$ 150,000.00	\$0.00		
LA Kings Partnership (Tourism Reserve)	47110	\$ -	\$ -	\$ 50,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000.00	\$ 50,000.00	\$0.00	0%	
		\$ 537,538.23	\$ 600.00	\$ 51,100.00	\$ 476,840.20	\$ 600.00	\$ 2,000.00	\$ 1,096,078.41	\$ 600.00	\$ 1,100.00	\$ 374,122.16	\$ 600.00	\$ 1,100.00	\$ 2,542,278.00	\$ 1,960,224.00	\$582,054.00	30%	

RESERVE ACCOUNTS - Measure A
Mammoth Lakes Tourism
2021-22 Budget

Reserve Account Earmarks	Account #													Total	
		July	August	September	October	November	December	January	February	March	April	May	June		
MLT Visitation Infrastructure Reserve		\$ 800,367.27	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 800,367.27
MLT Special Event Reserve		\$ 622,600.60	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 622,600.60
		\$ 1,422,967.87	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,422,967.87

TBID SUMMARY

Mammoth Lakes Tourism
2021-22 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
Wages	\$ 35,925.95	\$ 35,925.95	\$ 36,786.59	\$ 36,034.73	\$ 36,939.52	\$ 36,133.27	\$ 37,088.58	\$ 36,282.33	\$ 37,187.12	\$ 38,097.29	\$ 36,588.70	\$ 36,588.70	\$ 439,578.71
Overhead	\$ 6,940.58	\$ 6,526.64	\$ 4,517.83	\$ 2,800.68	\$ 3,687.07	\$ 14,890.71	\$ 15,547.14	\$ 13,624.07	\$ 12,571.88	\$ 7,962.02	\$ 2,971.76	\$ 3,818.77	\$ 95,859.15
Marketing	\$ 161,769.00	\$ 159,494.00	\$ 181,319.00	\$ 200,044.00	\$ 42,169.00	\$ 228,419.00	\$ 267,794.00	\$ 232,369.00	\$ 246,274.00	\$ 240,319.00	\$ 938,919.00	\$ 1,206,019.00	\$ 4,104,908.00
Sales	\$ 49,000.00	\$ 500.00	\$ 1,500.00	\$ -	\$ -	\$ 2,000.00	\$ 21,000.00	\$ 2,500.00	\$ 3,000.00	\$ 3,000.00	\$ 2,000.00	\$ 4,000.00	\$ 88,500.00
Communications & PR	\$ 1,000.00	\$ 4,800.00	\$ 4,800.00	\$ 1,400.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 7,800.00	\$ 3,800.00	\$ 1,000.00	\$ 3,800.00	\$ 3,800.00	\$ 47,200.00
TOTAL PROJECTED EXPENSES	\$ 254,635.52	\$ 207,246.59	\$ 228,923.42	\$ 240,279.41	\$ 87,795.59	\$ 286,442.98	\$ 346,429.72	\$ 292,575.40	\$ 302,833.00	\$ 290,378.31	\$ 984,279.46	\$ 1,254,226.47	\$ 4,776,045.86
TOTAL PROJECTED REVENUES	\$ 347,028.85	\$ 326,332.00	\$ 225,891.50	\$ 140,034.00	\$ 184,353.50	\$ 744,535.50	\$ 777,357.00	\$ 681,203.50	\$ 628,594.00	\$ 398,101.00	\$ 148,588.00	\$ 190,938.70	\$ 4,792,957.55
Projected 2019-20 Cash Flow	\$ 92,393.32	\$ 119,085.41	\$ (3,031.92)	\$ (100,245.41)	\$ 96,557.91	\$ 458,092.52	\$ 430,927.28	\$ 388,628.10	\$ 325,761.00	\$ 107,722.69	\$ (835,691.46)	\$ (1,063,287.77)	\$ 16,911.69
Available TBID Reserves													
TBID Reserve Funding (CDARS)	\$ 2,001,543												\$ 2,001,543.27
Total Reserve													\$ 2,001,543.27

LY \$ Totals	\$ Change YOY	% Change YOY
\$ -	\$439,578.71	#DIV/0!
\$ 64,935.46	\$30,923.69	47.62%
\$ 3,711,027.40	\$393,880.60	10.61%
\$ 77,500.00	\$11,000.00	14.19%
\$ 23,750.00	\$23,450.00	98.74%
\$ 3,877,213	\$898,832.99	23.18%
\$ 3,246,773	\$1,546,184.32	47.62%

OVERHEAD - TBID

Mammoth Lakes Tourism
2021-22 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
TOML Processing Fee 2% 62380-T	\$ 6,941	\$ 6,527	\$ 4,518	\$ 2,801	\$ 3,687	\$ 14,891	\$ 15,547	\$ 13,624	\$ 12,572	\$ 7,962	\$ 2,972	\$ 3,819	\$ 95,859
Totals:	\$ 6,941	\$ 6,527	\$ 4,518	\$ 2,801	\$ 3,687	\$ 14,891	\$ 15,547	\$ 13,624	\$ 12,572	\$ 7,962	\$ 2,972	\$ 3,819	\$ 95,859

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 64,935	\$30,923.69	48%

Media - 66060-T**																		
MeringCarson: No Small Adventure														\$ -	\$ -	\$0.00		
Rich Media (featuring 360)														\$ -	\$0.00	#DIV/0!		
Video (featuring 360)	\$ 16,000.00	\$ 16,000.00	\$ 16,000.00	\$ -	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 35,000.00	\$ 30,000.00	\$ 60,000.00	\$ 333,000.00	\$ 283,000.00	\$50,000.00	17.67%			
Native Content Partnerships	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 15,000.00	\$ 20,000.00	\$ 30,000.00	\$ 145,000.00	\$ 115,000.00	\$30,000.00	26.09%			
Display	\$ 56,100.00	\$ 56,000.00	\$ 56,000.00	\$ -	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 35,000.00	\$ 30,000.00	\$ 50,000.00	\$ 463,100.00	\$ 357,000.00	\$106,100.00	29.72%			
Out of Home	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!			
Winter Blitz	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!			
Social (non-video)	\$ 34,000.00	\$ 42,000.00	\$ 36,000.00	\$ -	\$ 50,250.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 35,000.00	\$ 25,000.00	\$ 40,000.00	\$ 412,250.00	\$ 382,000.00	\$30,250.00	7.92%			
Air Marketing	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 30,000.00	\$ 15,000.00	\$ 30,000.00	\$ 230,000.00	\$ 230,000.00	\$0.00	0.00%			
Search Engine Marketing (SEM)	\$ 3,500.00	\$ 7,000.00	\$ 7,000.00	\$ 4,400.00	\$ 6,500.00	\$ 8,750.00	\$ 9,000.00	\$ 9,000.00	\$ 6,500.00	\$ 10,000.00	\$ 10,000.00	\$ 81,650.00	\$ 76,396.00	\$5,254.00	6.88%			
Total by Month 66060-T	\$ -	\$ 109,600.00	\$ 121,000.00	\$ 115,000.00	\$ 4,400.00	\$ 181,750.00	\$ 208,750.00	\$ 209,000.00	\$ 209,000.00	\$ 156,500.00	\$ 130,000.00	\$ 220,000.00	\$ 1,665,000.00	\$ 1,503,146.00	\$161,854.00	10.77%		
Hardware/Software - 66120-T																		
Miscellaneous	\$ -	\$ -	\$ 1,000.00	\$ 2,000.00	\$ -	\$ 1,000.00	\$ 500.00	\$ 500.00					\$ 5,000.00	\$ 5,000.00	\$0.00			
Adobe License				\$ 1,200.00									\$ 1,200.00	\$ 1,200.00	\$0.00			
Total By Month 66120	\$ -	\$ -	\$ 1,000.00	\$ 3,200.00	\$ -	\$ 1,000.00	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ -	\$ 6,200.00	\$ 6,200.00	\$0.00	0.00%		
Hosting - 66130-T																		
Website hosting	\$ 520.00	\$ 520.00	\$ 520.00	\$ 520.00	\$ 520.00	\$ 520.00	\$ 520.00	\$ 520.00	\$ 520.00	\$ 520.00	\$ 520.00	\$ 520.00	\$ 6,240.00	\$ 7,380.00	(\$1,140.00)	-15.45%		
Barberstock	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!		
Email Marketing	\$ 2,500.00	\$ 3,000.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 3,000.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 31,000.00	\$ 29,106.00	\$1,894.00	6.51%			
Sprout Social Analytics	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 1,188.00	\$ 2,388.00	(\$1,200.00)	-50.25%			
Survey Monkey	\$ -	\$ -	\$ 300.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300.00	\$ 300.00	\$0.00	0.00%			
Total By Month 66130	\$ 3,119.00	\$ 3,619.00	\$ 3,419.00	\$ 3,119.00	\$ 3,119.00	\$ 3,119.00	\$ 3,619.00	\$ 3,119.00	\$ 3,119.00	\$ 3,119.00	\$ 3,119.00	\$ 3,119.00	\$ 38,728.00	\$ 39,174.00	(\$446.00)	-1.14%		
Total	\$ 161,769.00	\$ 159,494.00	\$ 181,319.00	\$ 200,044.00	\$ 42,169.00	\$ 228,419.00	\$ 267,794.00	\$ 232,369.00	\$ 246,274.00	\$ 240,319.00	\$ 938,919.00	\$1,206,019.00	\$ 4,104,908.00	\$ 3,711,027.40	\$ 393,880.60	10.61%		

** Media placements are subject to change based on contract negotiations, performanc and awareness of campaigns.

SALES

Mammoth Lakes Tourism
2021-22 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY	
Promotions/Videos - 64100-T																	
International Native Language Videos	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total by Month 63052-T	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Agency Fees - 64090-T																	
Black Diamond (UK)	\$ 22,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 22,000	\$ 20,000	\$2,000.00	10%
Gate 7 (Australia)	\$ 22,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 22,000	\$ 20,000	\$2,000.00	10%
MSI (Germany)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,500	\$ 7,000	\$1,500.00	21%
Masters Consulting (Italy)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ 5,000	\$0.00	0%
Indian Agency	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ 5,000	\$0.00	0%
Chinese Agency	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!
Altantic Link (Scandinavian Agency)	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$5,000.00	#DIV/0!
Total by Month 63052-T	\$ 49,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 18,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 67,500	\$ 57,000	\$10,500.00	18%	
Fam Trips - 64110-T																	
Airfare	\$ -	\$ -	\$ 500	\$ -	\$ -	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 1,000	\$ 4,500	\$ 4,500	\$0.00	0%	
Rooms	\$ -	\$ 500	\$ 500	\$ -	\$ -	\$ 500	\$ 500	\$ 500	\$ 1,000	\$ 1,000	\$ 500	\$ 1,000	\$ 6,000	\$ 6,000	\$0.00	0%	
Meals	\$ -	\$ -	\$ 500	\$ -	\$ -	\$ 500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 500	\$ 1,000	\$ 6,500	\$ 6,000	\$500.00	8%	
Activities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 1,000	\$ 4,000	\$ 4,000	\$0.00	0%	
Total by Month 64110-T	\$ -	\$ 500	\$ 1,500	\$ -	\$ -	\$ 2,000	\$ 2,500	\$ 2,500	\$ 3,000	\$ 3,000	\$ 2,000	\$ 4,000	\$ 21,000	\$ 20,500	\$500.00	2%	
	\$ 49,000	\$ 500	\$ 1,500	\$ -	\$ -	\$ 2,000	\$ 21,000	\$ 2,500	\$ 3,000	\$ 3,000	\$ 2,000	\$ 4,000	\$ 88,500	\$ 77,500	\$11,000.00	14%	

COMMUNICATIONS/PR

Mammoth Lakes Tourism
2021-22 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	% Change		
														LY \$ Totals	\$ Change YOY	YOY
Airfare - 65011-T	\$ -				\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000					\$ 4,000	\$ -	\$4,000.00	#DIV/0!
Total by Month 65011-T	\$ -	\$ -	\$ -	\$ -	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ -	\$4,000.00	#DIV/0!
Lodging - 65012-T	\$ -				\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000					\$ 4,000	\$ -	\$4,000.00	#DIV/0!
Total by Month 65012-T	\$ -	\$ -	\$ -	\$ -	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ -	\$4,000.00	#DIV/0!
Meals - 65013-T	\$ -				\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000					\$ 4,000	\$ -	\$4,000.00	#DIV/0!
Total by Month 65013-T	\$ -	\$ -	\$ -	\$ -	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ -	\$4,000.00	#DIV/0!
Transportation - 65015-T	\$ -				\$ 500	\$ 500	\$ 500	\$ 500					\$ 2,000	\$ -	\$2,000.00	#DIV/0!
Total by Month 65015-T	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ 500	\$ 500	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ 2,000	\$ -	\$2,000.00	#DIV/0!
Entertainment - 65020-T	\$ -				\$ 500	\$ 500	\$ 500	\$ 500					\$ 2,000	\$ -	\$2,000.00	#DIV/0!
Total by Month 65020-T	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ 500	\$ 500	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ 2,000	\$ -	\$2,000.00	#DIV/0!
Promotional - 65060-T																
Promotional Items / Gifts	\$ -	\$ 1,000	\$ 1,000	\$ 400			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,400	\$ -	\$2,400.00	#DIV/0!
Writing	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000	\$ 5,250	\$750.00	14%
Social Media	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000	\$ 4,500	\$1,500.00	33%
Video/Photography	\$ -	\$ 2,800	\$ 2,800				\$ -	\$ 2,800	\$ 2,800	\$ -	\$ 2,800	\$ 2,800	\$ 16,800	\$ 14,000	\$2,800.00	20%
Total by Month 65060-T	\$ 1,000	\$ 4,800	\$ 4,800	\$ 1,400	\$ 1,000	\$ 1,000	\$ 1,000	\$ 3,800	\$ 3,800	\$ 1,000	\$ 3,800	\$ 3,800	\$ 31,200	\$ 23,750	\$7,450.00	31%
	\$ 1,000	\$ 4,800	\$ 4,800	\$ 1,400	\$ 5,000	\$ 5,000	\$ 5,000	\$ 7,800	\$ 3,800	\$ 1,000	\$ 3,800	\$ 3,800	\$ 47,200	\$ 23,750	\$23,450.00	99%

ANTICIPATED TBID REVENUE
Mammoth Lakes Tourism
2021-22TBID Budget

	July	August	September	October	November	December	January	February	March	April	May	June	Total
Lodging	\$ 121,154	\$ 107,307	\$ 72,692	\$ 43,269	\$ 40,154	\$ 175,961	\$ 193,557	\$ 166,154	\$ 155,769	\$ 105,576	\$ 41,538	\$ 71,539	\$ 1,294,668
Retail	\$ 99,000	\$ 102,300	\$ 72,000	\$ 45,000	\$ 63,000	\$ 157,500	\$ 157,500	\$ 139,500	\$ 112,500	\$ 54,000	\$ 36,000	\$ 58,500	\$ 1,096,800
Restaurant	\$ 101,500	\$ 96,425	\$ 76,125	\$ 50,750	\$ 50,750	\$ 131,950	\$ 147,175	\$ 131,950	\$ 126,875	\$ 60,900	\$ 40,600	\$ 55,825	\$ 1,070,825
Ski Area	\$ 25,375	\$ 20,300	\$ 5,075	\$ 1,015	\$ 30,450	\$ 279,125	\$ 279,125	\$ 243,600	\$ 233,450	\$ 177,625	\$ 30,450	\$ 5,075	\$ 1,330,665
	\$ 347,029	\$ 326,332	\$ 225,892	\$ 140,034	\$ 184,354	\$ 744,536	\$ 777,357	\$ 681,204	\$ 628,594	\$ 398,101	\$ 148,588	\$ 190,939	\$ 4,792,958
Reserve Use	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL	\$ 347,029	\$ 326,332	\$ 225,892	\$ 140,034	\$ 184,354	\$ 744,536	\$ 777,357	\$ 681,204	\$ 628,594	\$ 398,101	\$ 148,588	\$ 190,939	\$ 4,792,958
TBID Reserve Funding (CDARS)	\$ 2,001,543												\$ 2,001,543
													\$ -
Total Reserves													\$ 2,001,543

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 861,573	\$ 433,094	50%
\$ 729,000	\$ 367,800	50%
\$ 738,500	\$ 332,325	45%
\$ 917,700	\$ 412,965	45%
\$ 3,246,773	\$ 1,546,185	48%
\$ 500,000	\$ (500,000)	-100%
\$ 3,746,773	\$ 1,046,185	28%

MLT Budget Totals Year-Over-Year

Measure A Budget	2021-22	2020-21	\$ Difference	% Difference
Wages	\$ 439,578.71	\$ 854,341.00	\$ (414,762.29)	-48.55%
Benefits	\$ 97,200.00	\$ 94,800.00	\$ 2,400.00	2.53%
Overhead	\$ 145,500.00	\$ 132,967.00	\$ 12,533.00	9.43%
Marketing	\$ 1,044,592.86	\$ 261,883.00	\$ 782,709.86	298.88%
Sales	\$ 293,500.00	\$ 277,250.00	\$ 16,250.00	5.86%
Public Relations	\$ 257,125.00	\$ 169,425.00	\$ 87,700.00	51.76%
Special Events	\$ 261,569.00	\$ 215,319.00	\$ 46,250.00	21.48%
Total Expense	\$ 2,539,065.57	\$ 2,005,985.00	\$ 533,080.57	26.57%
Projected Revenue	\$ 2,542,279.00	\$ 1,960,225.00	\$ 582,054.00	29.69%

Measure A Reserve
\$800,452.37

Special Events Reserve
\$622,624

Difference \$ (3,213.43)

TBID Budget	2021-22	2020-21	\$ Difference	% Difference
Wages	\$ 439,578.71	\$ -	\$ 439,578.71	0.00%
Benefits	\$ -	\$ -	\$ -	0.00%
Overhead	\$ 95,859.15	\$ 64,935.46	\$ 30,923.69	47.62%
Marketing	\$ 4,104,908.00	\$ 3,711,027.40	\$ 393,880.60	10.61%
Sales	\$ 88,500.00	\$ 77,500.00	\$ 11,000.00	14.19%
Public Relations	\$ 47,200.00	\$ 23,750.00	\$ 23,450.00	98.74%
Special Events	\$ -	\$ -	\$ -	0.00%
Total Expense	\$ 4,776,045.86	\$ 3,877,212.86	\$ 898,833.00	23.18%
Projected Revenue	\$ 4,792,957.55	\$ 3,246,773.00	\$ 1,546,184.55	47.62%

TBID Reserve
\$2,002,003.81

Difference \$ (16,911.69)

Overall Combined Budget	2021-22	2020-21	\$ Difference	% Difference
Wages	\$ 879,157.42	\$ 854,341.00	\$ 24,816.42	2.90%
Benefits	\$ 97,200.00	\$ 94,800.00	\$ 2,400.00	2.53%
Overhead	\$ 241,359.15	\$ 197,902.46	\$ 43,456.69	21.96%
Marketing	\$ 5,149,500.86	\$ 3,972,910.40	\$ 1,176,590.46	29.62%
Sales	\$ 382,000.00	\$ 354,750.00	\$ 27,250.00	7.68%
Public Relations	\$ 304,325.00	\$ 193,175.00	\$ 111,150.00	57.54%
Special Events	\$ 261,569.00	\$ 226,181.00	\$ 35,388.00	15.65%
Total Expense	\$ 7,315,111.43	\$ 5,894,059.86	\$ 1,421,051.57	24.11%
Projected Revenue	\$ 7,335,236.55	\$ 5,206,998.00	\$ 2,128,238.55	40.87%

Difference \$ (20,125.12)



Mammoth Lakes Tourism Financial Report June 2, 2021

Preliminary Transient Occupancy Tax (TOT)

- TOT collections for April 2021 came in at \$1,726,441 which is +\$938,441 and +119% to budget
- Compared to the previous record - TOT collections for April 2021 are -\$29,389 and -1.7%
- YTD TOT collections are +\$14,026,705 and are +\$3,865,705 and +38% to budget thru April
- Compared to last year, TOT collections are behind -\$1,527,358 and -10% YTD thru April
- Thru April 2021 – TOT revenues YTD of \$14,026,705 have exceed the year end budget of \$11,200,000
 - +2,826,705 to YE Budget which is +25.2%

Preliminary Tourism Business Improvement District (TBID)

- TBID collections for April 2021 came in at \$430,603 which is +\$159,718 and +59% to budget
- YTD TBID collections are +\$3,800,969 and are +\$782,038 and +26% to budget thru April
- Compared to last year, TBID collections are behind -\$226,081 and -5.6% YTD thru April
- Thru April 2021 – TBID revenues YTD of \$3,800,969 have exceed the year end budget of \$3,246,776
 - +\$554,193 to YE Budget which is 17%

Bank Balances

- Measure A Checking account balance = \$939,870.05
- Measure A Savings account balance = \$5,015.48
- TBID Checking account balance = \$2,400,566.10
- TBID Savings account balance = \$5,010.92
- Special Events Checking account balance = \$5,000.00

Certificate of Deposit Account Registry Service (CDARS)

CDARS are accounts in place because the FDIC only provides bank accounts with up to \$250,000 in insurance if a bank fails and it is a way for us to protect our funds and make a small amount of interest.

- Measure A CDARS account balance = \$800,552.83
- TBID CDARS account balance = \$2,002,049.41
- Special Event CDARS account balance = \$617,628.77

Tourism Reserve Fund

Estimated balance in the Town Council/MLT Tourism Reserve Account – funds more than budgeted TOT

- \$698,800 YTD FY thru April 2021
- MLT Board recommendation is that this entire amount is dedicated to support housing initiatives

Profit and Loss Statements (P&L)

- P&L Reports provided to the board – please let us know if there are any questions

Transient Occupancy Tax

Collection through April 2021

1. TOT REVENUE COLLECTIONS by FISCAL year

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2006-2007	633,290	718,371	404,545	240,541	275,921	1,455,122	1,694,967	1,583,253	1,249,350	765,323	241,871	363,886	9,626,441
YTD collection as % of Full Year	6.6%	14.0%	18.2%	20.7%	23.6%	38.7%	56.3%	72.8%	85.8%	93.7%	96.2%	100.0%	
2007-2008	690,020	850,958	382,541	191,090	202,902	1,533,030	1,926,497	1,890,372	1,731,631	612,581	245,108	410,409	10,667,140
YTD collection as % of Full Year	6.5%	14.4%	18.0%	19.8%	21.7%	36.1%	54.2%	71.9%	88.1%	93.9%	96.2%	100.0%	
2008-2009	726,465	973,679	379,849	232,427	247,085	1,591,709	1,561,523	1,477,336	1,028,558	774,003	299,287	364,787	9,656,710
YTD collection as % of Full Year	7.5%	17.6%	21.5%	23.9%	26.5%	43.0%	59.2%	74.5%	85.1%	93.1%	96.2%	100.0%	
2009-2010	745,522	866,044	421,313	210,599	207,989	1,735,454	1,680,851	1,687,536	1,263,038	971,363	303,667	383,274	10,476,648
YTD collection as % of Full Year	7.1%	15.4%	19.4%	21.4%	23.4%	40.0%	56.0%	72.1%	84.2%	93.4%	96.3%	100.0%	
2010-2011	833,692	934,572	471,581	229,609	302,314	1,948,908	1,685,322	1,672,809	1,338,133	985,285	355,833	451,080	11,209,138
YTD collection as % of Full Year	7.4%	15.8%	20.0%	22.0%	24.7%	42.1%	57.1%	72.1%	84.0%	92.8%	96.0%	100.0%	
2011-2012	947,459	1,061,627	566,993	276,436	314,244	1,666,408	1,042,470	1,213,076	1,193,988	753,998	307,818	536,020	9,880,538
YTD collection as % of Full Year	9.6%	20.3%	26.1%	28.9%	32.1%	48.9%	59.5%	71.7%	83.8%	91.5%	94.6%	100.0%	
2012-2013	1,035,276	1,101,555	569,118	287,742	286,349	1,758,887	1,856,579	1,703,985	1,426,186	683,196	392,990	613,159	11,715,023
YTD collection as % of Full Year	8.8%	18.2%	23.1%	25.6%	28.0%	43.0%	58.9%	73.4%	85.6%	91.4%	94.8%	100.0%	
2013-2014	1,075,023	1,134,699	533,790	306,359	317,763	1,620,490	1,284,026	1,174,950	1,205,504	662,531	376,019	672,104	10,363,258
YTD collection as % of Full Year	10.4%	21.3%	26.5%	29.4%	32.5%	48.1%	60.5%	71.9%	83.5%	89.9%	93.5%	100.0%	
2014-2015	1,175,232	1,261,290	614,628	378,296	326,836	1,815,044	1,659,854	1,451,851	1,015,507	459,664	377,564	773,232	11,308,997
YTD collection as % of Full Year	10.4%	21.5%	27.0%	30.3%	33.2%	49.3%	63.9%	76.8%	85.8%	89.8%	93.2%	100.0%	
2015-2016	1,414,925	1,323,904	782,030	470,450	589,215	2,282,317	2,371,826	2,238,590	1,897,371	830,614	526,861	1,005,404	15,733,507
YTD collection as % of Full Year	9.0%	17.4%	22.4%	25.4%	29.1%	43.6%	58.7%	72.9%	85.0%	90.3%	93.6%	100.0%	
2016-2017	1,716,610	1,535,475	1,004,815	567,405	534,223	2,370,978	2,656,510	2,475,292	2,030,473	1,599,673	673,512	926,497	18,091,464
YTD collection as % of Full Year	9.5%	18.0%	23.5%	26.7%	29.6%	42.7%	57.4%	71.1%	82.3%	91.2%	94.9%	100.0%	
2017-2018	1,753,735	1,570,110	1,050,037	612,877	601,343	2,362,405	2,515,665	2,168,214	2,351,036	1,242,482	608,463	1,031,033	17,867,401
YTD collection as % of Full Year	9.8%	18.6%	24.5%	27.9%	31.3%	44.5%	58.6%	70.7%	83.9%	90.8%	94.2%	100.0%	
2018-2019	1,771,072	1,512,891	1,001,297	635,580	591,548	2,665,867	3,074,472	2,724,480	2,604,882	1,755,830	774,268	1,098,874	20,211,061
YTD collection as % of Full Year	8.8%	16.2%	21.2%	24.3%	27.3%	40.5%	55.7%	69.2%	82.0%	90.7%	94.6%	100.0%	
2019-2020	1,893,473	1,740,322	1,068,779	747,888	629,410	2,832,607	3,113,743	2,665,842	846,251	15,748	12,529	407,657	15,974,248
YTD collection as % of Full Year	11.9%	10.9%	6.7%	4.7%	3.9%	17.7%	19.5%	16.7%	5.3%	0.1%	0.1%	2.6%	
2020-2021	1,911,746	1,899,259	661,177	676,433	965,234	295,193	716,531	2,546,704	2,627,985	1,726,441	-	-	14,026,705
YTD collection as % of Full Year	13.6%	13.5%	4.7%	4.8%	6.9%	2.1%	5.1%	18.2%	18.7%	12.3%	0.0%	0.0%	

% change from prior year	1.0%	9.1%	-38.1%	-9.6%	53.4%	-89.6%	-77.0%	-4.5%	210.5%	10862.8%	-98.4%	-62.9%	-12.2%
---------------------------------	-------------	-------------	---------------	--------------	--------------	---------------	---------------	--------------	---------------	-----------------	---------------	---------------	---------------

Average monthly collection prior 3 yrs	1,747,139	1,539,492	1,018,716	605,287	575,705	2,466,417	2,748,883	2,455,995	2,328,797	1,532,661	685,414	1,018,801	18,723,308
Average Monthly collection as % of Full Year	9.3%	8.2%	5.4%	3.2%	3.1%	13.2%	14.7%	13.1%	12.4%	8.2%	3.7%	5.4%	100.0%
Average YTD collection as % of Full Year	9.3%	17.6%	23.0%	26.2%	29.3%	42.5%	57.2%	70.3%	82.7%	90.9%	94.6%	100.0%	

2. TOT Budget and Estimates (FY 2020-2021)

FY 20-21 BUDGETED full-year revenue	Rate	11,200,000	Estimated Reserves (*)	Actual Reserves
less Tourism	18.08%	2,025,000	\$ 698,800	\$ 510,981
less Housing	6.54%	732,308	\$ 252,758	\$ 184,823
less Transit	6.54%	732,308	\$ 252,758	\$ 184,823
Net to Town's General Fund		7,710,385		

* Based on performance to budget YTD, final reserve account balances will be determined by actual performance to budget at completion of Fiscal Year

FY 20-21 BUDGETED monthly revenue	Quarter Total: 2,471,000				Quarter Total: 2,307,000				Quarter Total: 4,595,000				Quarter Total: 1,827,000		11,200,000
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Full-Yr Total		
	975,000	881,000	615,000	358,000	373,000	1,576,000	1,700,000	1,535,000	1,360,000	788,000	392,000	647,000	11,200,000		

FY 20-21 ACTUAL collection	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	1,911,746	1,899,259	661,177	676,433	965,234	295,193	716,531	2,546,704	2,627,985	1,726,441	-	-	14,026,705

FY 20-21 Differences: Budget vs Actuals YTD

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Percent over/(under) budget	96%	116%	8%	89%	159%	-81%	-58%	66%	93%	119%	-100%	-100%	25%

Cumulative difference to date: **3,865,705** **38%**

Cumulative actual to last year actual difference to date: **(1,527,358)** **-10%**

Estimated TBID Revenue Fiscal 2020-21

LODGING ALL	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	% of Total
Est. TOT Revenue	1,050,000.00	930,000.00	630,000.00	375,000.00	348,000.00	1,525,000.00	1,677,500.00	1,440,000.00	1,350,000.00	915,000.00	360,000.00	600,000.00	11,200,500.00	
Est. Total Revenue	8,076,923.08	7,153,846.15	4,846,153.85	2,884,615.38	2,676,923.08	11,730,769.23	12,903,846.15	11,076,923.08	10,384,615.38	7,038,461.54	2,769,230.77	4,615,384.62	86,157,692.31	
Est. TBID Revenue @1%	80,769.23	71,538.46	48,461.54	28,846.15	26,769.23	117,307.69	129,038.46	110,769.23	103,846.15	70,384.62	27,692.31	46,153.85	861,576.92	
Actual Revenue	86,363.14	188,297.11	50,338.68	53,657.62	74,201.17	23,374.97	50,059.97	201,303.28	202,228.00	132,825.00			1,062,648.94	0.28
\$ Change Bud to Act	5,593.91	116,758.65	1,877.14	24,811.47	47,431.94	(93,932.72)	(78,978.49)	90,534.05	98,381.85	62,440.38	(27,692.31)	(46,153.85)	201,072.02	
% Change Bud to Act	6.93%	163.21%	3.87%	86.01%	177.19%	-80.07%	-61.21%	81.73%	94.74%	88.71%	-100.00%	-100.00%	23.34%	
Cummulative Act to Bud	5,593.91	122,352.56	124,229.70	149,041.17	196,473.10	102,540.38	23,561.89	114,095.94	212,477.79	274,918.17	247,225.86	201,072.02		
Retail	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	
Est. Total Revenue	4,400,000.00	4,400,000.00	3,200,000.00	2,000,000.00	2,800,000.00	7,000,000.00	7,000,000.00	6,200,000.00	5,000,000.00	2,400,000.00	1,600,000.00	2,600,000.00	48,600,000.00	
Est. TBID Revenue @ 1.5%	66,000.00	66,000.00	48,000.00	30,000.00	42,000.00	105,000.00	105,000.00	93,000.00	75,000.00	36,000.00	24,000.00	39,000.00	729,000.00	
Actual Revenue	121,684.16	160,979.74	61,978.84	51,559.17	99,540.36	125,705.66	106,579.98	178,818.26	175,326.00	121,114.00			1,203,286.17	0.32
\$ Change Bud to Act	55,684.16	94,979.74	13,978.84	21,559.17	57,540.36	20,705.66	1,579.98	85,818.26	100,326.00	85,114.00	(24,000.00)	(39,000.00)		
% Change Bud to Act	84.37%	143.91%	29.12%	71.86%	137.00%	19.72%	1.50%	92.28%	133.77%	236.43%	-100.00%	-100.00%	65.06%	
Cummulative Act to Bud	55,684.16	150,663.90	164,642.74	186,201.91	243,742.27	264,447.93	266,027.91	351,846.17	452,172.17	537,286.17	513,286.17	474,286.17		
Restaurant	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	
Est. Total Revenue	4,666,666.67	4,433,333.33	3,500,000.00	2,333,333.33	2,333,333.33	6,066,666.67	6,766,666.67	6,066,666.67	5,833,333.33	2,800,000.00	1,866,666.67	2,566,666.67	49,233,333.33	
Est. TBID Revenue @1.5%	70,000.00	66,500.00	52,500.00	35,000.00	35,000.00	91,000.00	101,500.00	91,000.00	87,500.00	42,000.00	28,000.00	38,500.00	738,500.00	
Actual Revenue	71,294.43	90,016.91	34,069.22	34,041.18	53,328.20	48,669.39	46,768.73	93,392.38	110,514.00	87,305.00			669,399.44	0.18
\$ Change Bud to Act	1,294.43	23,516.91	(18,430.78)	(958.82)	18,328.20	(42,330.61)	(54,731.27)	2,392.38	23,014.00	45,305.00	(28,000.00)	(38,500.00)		
% Change Bud to Act	1.85%	35.36%	-35.11%	-2.74%	52.37%	-46.52%	-53.92%	2.63%	26.30%	107.87%	-100.00%	-100.00%	-9.36%	
Cummulative Act to Bud	1,294.43	24,811.34	6,380.56	5,421.74	23,749.94	(18,580.67)	(73,311.94)	(70,919.56)	(47,905.56)	(2,600.56)	(30,600.56)	(69,100.56)		
MMSA Lift & Ski School	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	
Est. Total Revenue	875,000.00	700,000.00	175,000.00	35,000.00	1,050,000.00	9,625,000.00	9,625,000.00	8,400,000.00	8,050,000.00	6,125,000.00	1,050,000.00	175,000.00	45,885,000.00	
Est. TBID Revenue @2%	17,500.00	14,000.00	3,500.00	700.00	21,000.00	192,500.00	192,500.00	168,000.00	161,000.00	122,500.00	21,000.00	3,500.00	917,700.00	
Actual Revenue	25,612.00	21,060.00	4,269.00	5,613.00	22,354.00	69,120.11	118,222.00	252,664.42	257,361.36	89,359.00			865,634.89	0.23
\$ Change Bud to Act	8,112.00	7,060.00	769.00	4,913.00	1,354.00	(123,379.89)	(74,278.00)	84,664.42	96,361.36	(33,141.00)	(21,000.00)	(3,500.00)		
% Change Bud to Act	46.35%	50.43%	21.97%	701.86%	6.45%	-64.09%	-38.59%	50.40%	59.85%	-27.05%	-100.00%	-100.00%	-5.67%	
Cummulative Act to Bud	8,112.00	15,172.00	15,941.00	20,854.00	22,208.00	(101,171.89)	(175,449.89)	(90,785.47)	5,575.89	(27,565.11)	(48,565.11)	(52,065.11)		
Monthly TBID Rev Budget	\$ 234,269.23	\$ 218,038.46	\$ 152,461.54	\$ 94,546.15	\$ 124,769.23	\$ 505,807.69	\$ 528,038.46	\$ 462,769.23	\$ 427,346.15	\$ 270,884.62	\$ 100,692.31	\$ 127,153.85	\$ 3,246,776.92	
ACTUALS by Month	\$ 304,953.73	\$ 460,353.76	\$ 150,655.74	\$ 144,870.97	\$ 249,423.73	\$ 266,870.13	\$ 321,630.68	\$ 726,178.34	\$ 745,429.36	\$ 430,603.00	\$ -	\$ -	\$ 3,800,969.44	
Budget vs. Actual	70,684.50	242,315.30	(1,805.80)	50,324.82	124,654.50	(238,937.56)	(206,407.78)	263,409.11	318,083.21	159,718.38	(100,692.31)	(127,153.85)	554,192.52	
% Difference Budget to Actual	30.17%	111.13%	-1.18%	53.23%	99.91%	-47.24%	-39.09%	56.92%	74.43%	58.96%	-100.00%	-100.00%	17.07%	
Cummulative Budget \$\$\$	234,269.23	452,307.69	604,769.23	699,315.38	824,084.62	1,329,892.31	1,857,930.77	2,320,700.00	2,748,046.15	3,018,930.77	3,119,623.08	3,246,776.92		
YTD Actual Cumulative \$\$\$	304,953.73	765,307.49	915,963.23	1,060,834.20	1,310,257.93	1,577,128.06	1,898,758.74	2,624,937.08	3,370,366.44	3,800,969.44	3,800,969.44	3,800,969.44		
Cumm Diff Budget to Actual	70,684.50	312,999.80	311,194.00	361,518.82	486,173.31	247,235.75	40,827.97	304,237.08	622,320.29	782,038.67	681,346.36	554,192.52		
% Difference to Actual	30.17%	69.20%	51.46%	51.70%	59.00%	18.59%	2.20%	13.11%	22.65%	25.90%	21.84%	17.07%		
Actual 2018-19	361,417.98	323,747.93	228,976.28	151,274.08	192,018.66	836,444.61	882,118.63	787,883.56	714,496.46	663,077.96	223,140.40	293,959.26	5,658,555.81	
\$ Difference YOY	(56,464.25)	136,605.83	(78,320.54)	(6,403.11)	57,405.07	(569,574.48)	(560,487.95)	(61,705.22)	30,932.90	(232,474.96)	(223,140.40)	(293,959.26)		
% Difference YOY	-15.62%	42.20%	-34.20%	-4.23%	29.90%	-68.09%	-63.54%	-7.83%	4.33%	-35.06%	-100.00%	-100.00%		
LY Cumulative	361,417.98	685,165.91	914,142.19	1,065,416.27	1,257,434.93	2,093,879.54	2,975,998.17	3,763,881.73	4,478,378.19	5,141,456.15	5,364,596.55	5,658,555.81		
Cumulative YOY \$ Change	(56,464.25)	80,141.58	1,821.04	(4,582.07)	52,823.00	(516,751.48)	(1,077,239.43)	(1,138,944.65)	(1,108,011.75)	(1,340,486.71)	(1,563,627.11)	(1,857,586.37)		
Cummulative % Diff YOY	-15.62%	11.70%	0.20%	-0.43%	4.20%	-24.68%	-36.20%	-30.26%	-24.74%	-26.07%	-29.15%	-32.83%		