



## Mammoth Lakes Tourism Board Agenda

Wednesday, July 3, 2024, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members of the Board

Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa

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](http://www.townofmammothlakes.ca.gov) subject to staff's ability to post the documents before the meeting.

NOTE: You may attend this meeting in person, or watch it live through the online eSCRIBE system here: <https://pub-townofmammothlakes.escribemeetings.com>, on the local government cable channel 18, or by utilizing the Zoom link below.

### ZOOM INFORMATION FOR MLT BOARD MEETINGS

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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**

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**1. CALL TO ORDER AND ROLL CALL**

**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](mailto:clerk@townofmammothlakes.ca.gov) or may be made via Zoom or in person during the meeting in Suite Z. All comments will be limited to a speaking time of three minutes.

**4. CONSENT AGENDA**

**4.1 Approve the minutes of the Regular Meeting of June 5, 2024**

**5. POLICY MATTERS**

**5.1 Board Seats**

Board seats up for renewal: John Morris and one open lodging seat (appointed by Mammoth Lake Lodging Association); Pat Foster At-Large (unopposed)

Board to **vote** on recommendations from Lodging Association and Nominating Committees

**5.2 MLT Executive Committee Nominations**

Elections of Chair, Vice-Chair, Treasurer and Secretary of the Board. Board to discuss and **vote** on Executive Committee positions

**5.3 Summer Marketing Plan and Creative**

Presentation on MLT summer marketing and stewardship education efforts

**5.4 Air Service Update**

Summer update on MMH and BIH air service

**5.5 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.

Board to set up a three member TBID appeal panel

Board to **vote** on the 2024-25 Strategic Plan and Budgets as presented at the June 5<sup>th</sup> joint workshop with Town Council

**6. DEPARTMENT UPDATES**

**6.1 International Sales**

Receive an update on international efforts from Director of Sales and International Marketing Michael Vanderhurst.

**6.2 Communications**

Receive an update on communications activities from Public Relations Coordinator, Lauren MacLeod.

**6.3 Marketing**

Receive an update on marketing activities from Director of Marketing Sarah Winters.

**6.4 Digital Marketing**

Receive an update regarding digital marketing efforts from Digital Marketing Manager Samantha Lindberg.

**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 - Tom Parker**

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

**7.3 Town Council Update - John Wentworth**

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

**8. ADJOURNMENT**

The next regular meeting is scheduled to be held on Wednesday, August 7, 2024, however, there is a scheduling conflict. Staff recommends that the meeting is rescheduled to Monday, August 5, 2024 from 1:00 p.m.- 3:00 p.m.



## **Mammoth Lakes Tourism Board**

### **Minutes of Regular Meeting**

**June 5, 2024, 1:30 p.m.**

**437 Old Mammoth Road, Suite Z, Mammoth Lakes**

Members Present: Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Darlene Magner, Board Member Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa

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#### **1. CALL TO ORDER AND ROLL CALL**

Chair Pat Foster called the meeting to order at 1:32 p.m. in the Council Chamber located at 437 Old Mammoth Road.

Board Member Darlene Magner announced that she would attend the meeting remotely under the "Just Cause" provisions of Assembly Bill (AB) 2449 due to medical circumstance.

#### **2. BOARD MEMBER REPORTS**

Chair Pat Foster said that he had was excited to see the advertising for this year's Obstacle Course Race World Championship (OCRWR) which would take place in Mammoth and provided an update on the recent Special Event Ad Hoc Committee meeting. He congratulated Vice Chair Eric Clark on his recent promotion to President and Chief Operating Officer of Mammoth Mountain Ski Area (MMSA).

Board Member Christi Quesada-Costa joined the meeting at 1:34 p.m.

Board Member John Wentworth provided an update on the California Jobs First program and reported that they would hold a special meeting June 17th for the tourism and sustainable recreation industry sectors to form a strategy document to send to the State in the fall.

Board Member Tom Parker said that the members of the Mammoth Lakes Chamber of Commerce Board took a tour of The Parcel. Mr. Parker reported that there would be a ribbon cutting on June 13th for Café Crepe and a retirement party on June 28th for the Chamber's Executive Director Ken Brengle at Bar Sierra. He announced that the Chamber had appointed new Board Members Kerry Peterson, Wyatt Simmons, and Todd Roberts. He also announced that former Assistant Director Brianna Goico had been promoted to President and Chief Executive Officer (CEO), to be consistent with other chambers of commerce, to fill Mr. Brengle's position. Mr. Parker reported that Administrative Coordinator Marcy Castro had been promoted to Membership Manager, and that Gina van Hest had been hired as the new Communications Manager. He provided an update on the 4th of July Parade and said this year's theme would be Movies in the Mountains and that there would be a \$500 prize for the best float. He said that the Chamber was in need of volunteers to assist with the event.

Board Member Kirk Wallace reported that there was interest from local business owners with regard to installing additional bike racks around Town and asked if it was too late in the season to bring this topic up. Mr. Wallace said that several restaurant owners had discussed the power outage that occurred over Memorial Day Weekend and the loss of income, spoiled food, etc. that it had caused.

Board Member Christi Quesada-Costa said that she had been working with the Special Events Committee.

Treasurer John Morris said that he was excited to partner with Vice Chair Eric Clark and MMSA to run the Snowcreek Golf Course operations, and announced that they had opened the course on Memorial Day Weekend.

There was discussion among members of the Board.

### **3. PUBLIC COMMENTS**

Crowley Fish Foundation (CFF) representative Henry Glass spoke about the history, goal, and purpose of the CFF.

Retiring Mammoth Lakes Chamber of Commerce Executive Director Ken Brengle thanked the MLT Board and staff for their support and strategic alliance with the Chamber over the years.

There was discussion between Mr. Brengle, Executive Director John Urdi and members of the Board.

#### **4. CONSENT AGENDA**

Moved by Secretary John Mendel  
Seconded by Vice Chair Eric Clark

Approve the Consent Agenda.

For (9): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Darlene Magner, Board Member Tom Parker, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Carried (9 to 0)

#### **4.1 Approve the minutes of the Regular Meeting of April 3, 2024.**

#### **5. POLICY MATTERS**

##### **5.1 Introduction of New MLT Team Members**

- **Betsy Truax, Community Engagement Director (July 1st start date)**
- **Laura Wattles, Content Marketing Manager (June 17th start date)**
- **Sarah Walsh, Marketing Coordinator (Started May 16th)**

Executive Director John announced the addition of MLT's three new staff members, spoke about their roles, and introduced new Community Engagement Director Betsy Truax.

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

## **5.2 Board Seats**

**Board Seats up for Renewal: John Morris and Darlene Magner, Lodging Seats (appointed by the Lodging Association) and Pat Foster, At Large. The Board will appoint a three member an ad hoc Nominating Committee for the At-Large interviews.**

Chair Pat Foster spoke about the Board seats that would open at the end of the month and the need to appoint three people to an ad hoc Committee to review letters of interest and conduct interviews of the potential new At-Large Board Member.

Board Member Darlene Magner said that she would not reapply for her seat on the Board, but would still keep up on the happenings of MLT from afar.

Treasurer John Morris provided an update on the process the Lodging Association would go through to appoint its two members to the Board.

Board Member Kirk Wallace, Vice Chair Eric Clark and Secretary John Mendel volunteered to be on the ad hoc Nominating Committee.

There was discussion between Executive Director John Urdi and members of the Board.

## **5.3 MLT Winter Campaign Recap - Brief update on the results of our Winter 2023-24 Campaign**

Director of Marketing Sarah Winters outlined the information in the 2023/24 Winter Campaign presentation.

There was discussion between staff and members of the Board.

## **5.4 Air Service Update - Winter recap and summer update on MMH and BIH Air Service**

Executive Director John Urdi outlined the information in the Air Service Update.

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

## **5.5 Staff Compensation and Benefits Review**

### **Brief update and recommendation on revised staff benefits from the Board Ad Hoc Compensation and Benefits Committee. Board to discuss and vote on the recommendations of the Ad Hoc Committee.**

Executive Director John Urdi and members of the Compensation and Benefits Ad Hoc Committee discussed the process they went through to come up with recommendations for staff compensation and benefits.

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

Moved by Board Member Tom Parker

Seconded by Board Member John Wentworth

Accept the recommendations of the Compensation and Benefits Ad Hoc Committee on benefits as presented.

For (9): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Darlene Magner, Board Member Tom Parker, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Carried (9 to 0)

## **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.**

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

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

## **6. DEPARTMENT UPDATES**

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

### **6.1 International Sales**

Director of Sales and International Marketing Michael Vanderhurst gave an update on international sales activities. Mr. Vanderhurst reported that he



had attended the Mountain Travel Symposium (MTS) in Palisades Tahoe, the IPW Conference, and a sales mission in Australia. He spoke about several Familiarization (FAM) visits that had taken place in Mammoth, one in partnership with Visit California, and others in partnership with Alterra and MMSA.

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

## **6.2 Communications**

Communications Coordinator Lauren MacLeod gave an update on communications activities and media placements. Ms. MacLeod said that MLT had planned collaborations with Visit California influencers and said that they planned to revitalize the Crib content strategy and would create a new webpage for it. She said there would be two athletes staying in the Crib next month to try out the new strategy. She announced the new Trail Magic Campaign which would support Pacific Crest Trail (PCT) and John Muir Trails (JMT) through hikers.

There was discussion between staff and members of the Board.

## **6.3 Marketing**

Director of Marketing Sarah Winters gave an update on marketing events and activities.

There was discussion between Ms. Winters and members of the Board.

## **6.4 Digital Marketing**

Digital Marketing Manager Samantha Lindberg provided an update on digital marketing efforts and social media activity. Ms. Lindberg reported that the Pre-Arrival Guide was available on MLT's website along with OCRWC information for participants and members of the public.

## **7. OTHER STANDING UPDATES**

### **7.1 Mammoth Resorts Update - Eric Clark**

Vice Chair Eric Clark gave an update on Mammoth Mountain Ski Area (MMSA) news, activities, operations and capital projects. Mr. Clark announced that summer tubing at Woolly's would start on Father's Day weekend, Mammoth Motocross would take place from June 21st through June 30th, the Bike Park planned to open Chair 11 on Father's Day

weekend, both golf courses were open, and the first sunset activity, the Summit Sunset Party, would take place on July 6th.

There was discussion among members of the Board.

**7.2 Mammoth Lakes Chamber of Commerce Update - Tom Parker**

This report was given during Board Member Reports.

**7.3 Town Council Update - John Wentworth**

Board Member John Wentworth gave an update on Town Council news, activities and operations. Mr. Wentworth spoke about California Jobs First, implementation of the recommendations from the Short Tern Rental (STR) Advisory Committee, and community sentiment around that process. He said that information on a Revenue Measure which would be on the ballot in November would be forthcoming, and said that he was impressed with the nimbleness of MLT to move and transition around messaging related to stewardship and responsible tourism, and spoke about climate change.

There was discussion among members of the Board.

**8. ADJOURNMENT**

The meeting was adjourned at 3:44 p.m. to a joint meeting with the Town of Mammoth Lakes Town Council at 4:00 p.m.

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Angela Plaisted, Assistant Clerk

Dear Lodging Association Nominating Committee,

I am formally submitting my name as a candidate for one of the Lodging seats on the Mammoth Lakes Tourism Board of Directors. If I had a choice it would be for the 3 year seat which I currently occupy. I have been a member of the MLT Board since its inception and greatly enjoy my work on that Board as a Lodging Association member and current Chair. It is important to me for the Lodging Association to have a strong voice in the decision making process of our local marketing agency since we all rely so heavily on tourism for our livelihoods in Mammoth Lakes.

I look forward to my interview on Tuesday at 1:45pm.

Best Regards,

John Morris, Director of Operations  
Snowcreek Resort  
(800) 544-6007 w  
(760) 914-1038 c  
[jmorris@snowcreekresort.com](mailto:jmorris@snowcreekresort.com)  
[www.livesnowcreek.com](http://www.livesnowcreek.com)

Dear John,

Thank you for reaching out to me at John Urdi's suggestion that I might be an asset to the MLT Tourism Board. I am writing to express my interest in participating.

Our 25 years of life in the Air Force carried us across the world and throughout the US but, since my nearly-grown kids were babies, the one constant for our family has been Mammoth. Although we are relative newcomers (full-time only since 2020), Mammoth is our permanent home, and I am excited at the possibility of a role in protecting and promoting this little mountain paradise.

As an aside, I grew up in a similar resort area, Hilton Head Island, that -- even then-- shared many of the challenges (and opportunities) that Mammoth also faces. That's one more reason that living in Mammoth full-time feels a lot like coming home.

I've taken the liberty of including some personal and business info below since we don't know each other well, and I'm not sure how much Urdi filled you in:

**Personal Info:**

- Owned a home in Mammoth since 2013, and lived full-time in Old Mammoth since 2020, where we are restoring/renovating a much loved, but much neglected 1980's home
- Spouse of a 25-year Air Force retired Colonel and test pilot, who operates a private aerospace test & evaluation company
- Mom of 2 Mammoth High School multisport athletes and honor students, one a senior attending UC Davis in the fall

- Mom of an EMT who worked at Mammoth ER, and is now in the Air Force, pursuing a career in ParaRescue/CSAR
- Mom of a 2023 UCLA grad heading back to UCLA's David Geffen School of Medicine in the fall, with plans to return to practice Austere Medicine in the Eastern Sierra
- Yes! You're counting right! That's 4 sons (and I'm immensely proud of all of them!). ;-)
- Member of local church, Mammoth Christian Fellowship
- Member of Mammoth Booster Club and active in HS athletics

**Business:**

- In partnership with my spouse, I operate 2 small businesses in Mammoth: *Mammoth Baby*, a gear rental company, and *Adventure Refined*, a niche property management company, both members of the Chamber of Commerce
- Our businesses own and/pr manage a cross-section of properties including commercial and residential
- My STR property management has been called "The Gold Standard" by ToML Finance Staff
- 
- I hold a Master's Degree in Public Health, which informs my understanding of health disparities common in resort areas, and drives my focus on the health and safety of our cleaning and maintenance staff, which we've retained since 2013

**National Experience:**

- Selected as an Advisor on Expedia's 12-member Advisory Council, which allowed me insight and influence into Expedia Corp policies and practices
- Served as a speaker for national STR conferences
- Our Mammoth business was featured on HGTV

**Local Experience and Influence:**

- Long-time member/attendee of the Lodging Committee
- Run a social media group of 1,600 members that connects renters and hosts in mountain communities
- Founding and influential member of a social media group of 500 Mammoth Lakes homeowners that provides balanced and accurate info to some local and many out-of-area owners
- Serve on 2 local HOA boards (Sonenalp at Canyon Lodge, 455 Lakeview, 10 years; and Mountainside Mammoth, 413 Rainbow Lane, 5 years)

Thank you, again, for reaching out. I hope that the info I've provided is helpful. Please don't hesitate to reach out if you have any questions.

Best,  
 Mary Beth Ericson, MPH  
 129 North St, PO Box 1378  
 Mammoth Lakes, CA 93546  
 760-965-4123



# PAID MEDIA UPDATE

AUGUST 2024 BOARD MEETING





# SUMMER CAMPAIGN OVERVIEW



## Target Audience

- Outdoor Actives  
(w/ and w/o kids)
- Avg age 47  
(concentration of 22-42 & 54-72)
  - HHI: \$120K+



## Geography

Base:  
California/Nevada

- Spot Markets
- San Francisco
  - Sacramento
  - Los Angeles
  - San Diego
  - Las Vegas



## Timing

- Flight Dates
- Mid-April - August



## Campaign Measurement

- **Video**  
Views, VCR, CPV, SOV %
- **Custom Content**  
Views, Time Spent w/  
Content,  
Engagement Rate
- **Digital/Social**  
Clicks, CTR, Sessions, TOS,  
Airline Referrals/Bookings

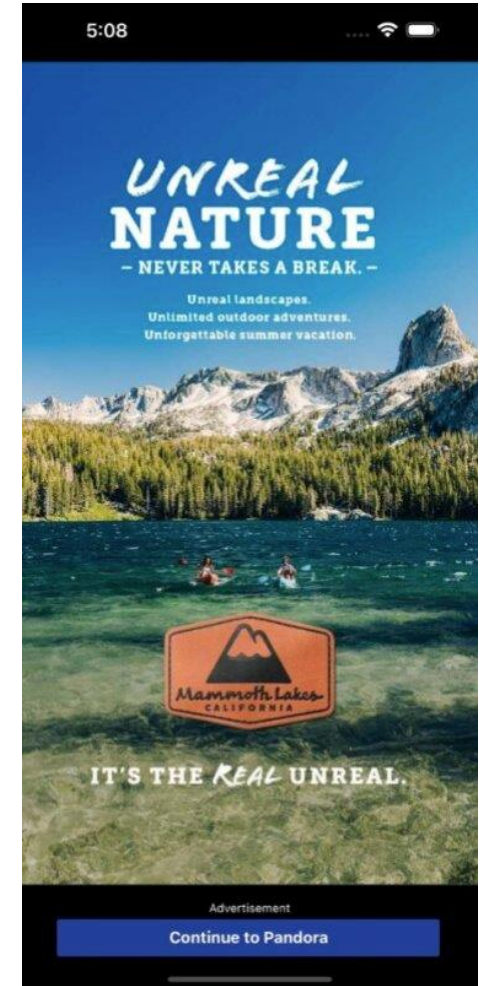


# SUMMER CAMPAIGN SUMMARY

Leverage a full-funnel media approach to drive awareness and engagement with the Mammoth Lakes brand, while increasing intent to visit, educating users on air service, and how to be a responsible traveler. Program elements included:



- Print (California Road Trips Guide)
- Online Video
- Audio
- Rich Media
- Digital & Social Media
- Search





# FULL-FUNNEL MEDIA APPROACH

## Awareness Partners:

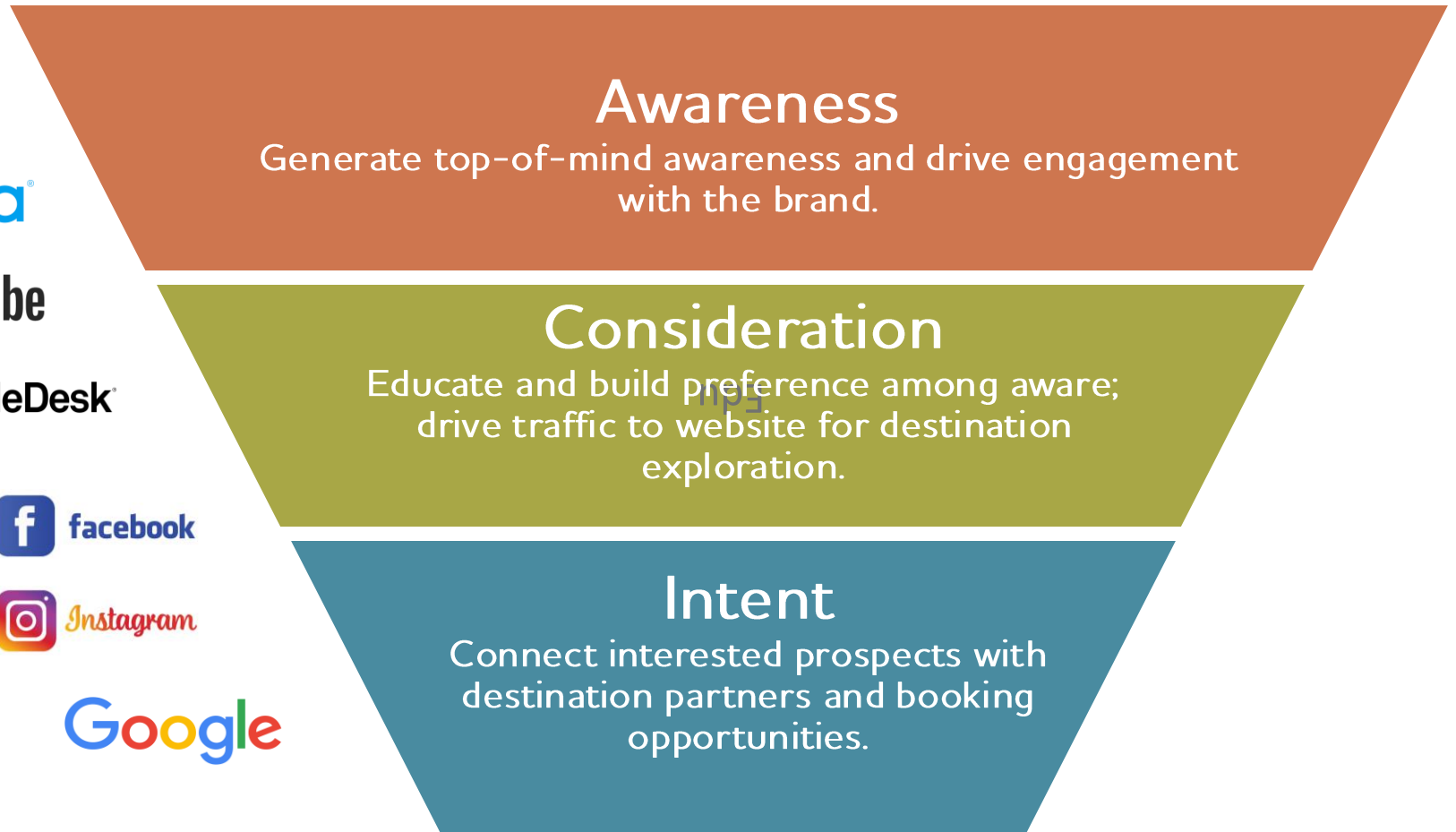
- California Visitor Guide
- The Trade Desk
- Matador
- YouTube
- Pandora
- AdTheorent
- Facebook/Instagram

## Consideration Partners:

- Pandora
- AdTheorent
- The Trade Desk
- Facebook/Instagram
- Google Display Network

## Intent/Air Service Partners:

- Facebook/Instagram
- INK/United
- Google Search





# FY24 SPRING/SUMMER PERFORMANCE HIGHLIGHTS YEAR-TO-DATE



- Programmatic OLV through The Trade Desk, leads user engagement with the best VCR (81%)
- 55,000 video creative has generated the best performance across programs thus far (82% VCR)

**71%  
VCR**

Unreal video content is producing quality engagement, demonstrated by a high completion rate (on par with FY23 (70%).

- FB/IG Videos are currently producing the highest CTR at an impressive 4.50%, compared to single image at 1.31%
- GDN engagement is seeing a decrease in CTR transitioning from Winter to Spring/Summer, tracking at 0.71% (goal 2.00%); campaign optimizations being made

**0.90%  
CTR**

94.9K sessions campaign to-date, on track to deliver in full by the end of August.

- Search CTR showing an increase YoY (112%); goal has been updated to better align with current delivery and challenge campaign performance
- While an in-audio experience, Pandora continues to drive qualified users to the website through mobile units (6.4K sessions)

**0:25  
AED**

Click to session ratio is high, indicating a qualified audience is being reached.

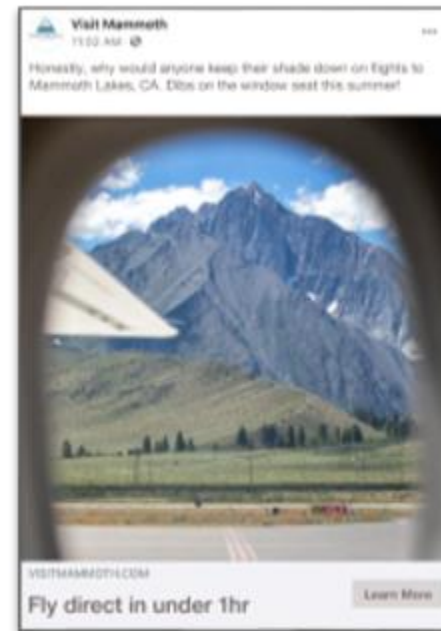
# CREATIVE ROTATION



## SUMMER ACTIVITIES (4/15-8/31)



## SUMMER AIR SERVICE (7/1-8/31)



# SUMMER ACTIVITIES CREATIVE



visitmammoth Sponsored

**READY FOR**  
- A WHOLE NEW SEASON -  
OF UNREAL?

MAMMOTH LAKES, CALIFORNIA

LEARN MORE

Nonstop flight. Nonstop adventure.

visitmammoth Sponsored

**DON'T MAKE ADVENTURE**  
WAIT FOR THE WEEKEND.

MAMMOTH LAKES, CALIFORNIA

LEARN MORE

Nonstop flight. Nonstop adventure.

Visit Mammoth Sponsored

Summer in Mammoth Lakes, CA is an endless adventure. With hiking, biking, climbing and camping, it's as unreal as real gets.

visitmammoth.com  
**It's the Real Unreal.**

Learn more

Visit Mammoth Sponsored

How many unreal outdoor activities can you do in a Mammoth Lakes, CA summer? Trick question. There's too many to count.

visitmammoth.com  
**It's the Real Unreal.**

Learn more

Visit Mammoth Sponsored

Unreal Weather. Unreal hiking, biking, and camping. Unreal nature. Nothing beats the unreal summer in Mammoth Lakes, CA.

visitmammoth.com  
**It's the Real Unreal.**

Learn more

Plan a midweek vacation in the **Real Unreal.**

Visit Mammoth Lakes **Learn More >**

**Plan an unreal summer.**

Hiking, biking, fishing, kayaking. The unreal activities in Mammoth Lakes, CA never end.

**>**

**It's the Real Unreal.**

Nature in Mammoth Lakes, CA is unreal. All year. Plan your summer adventure now.

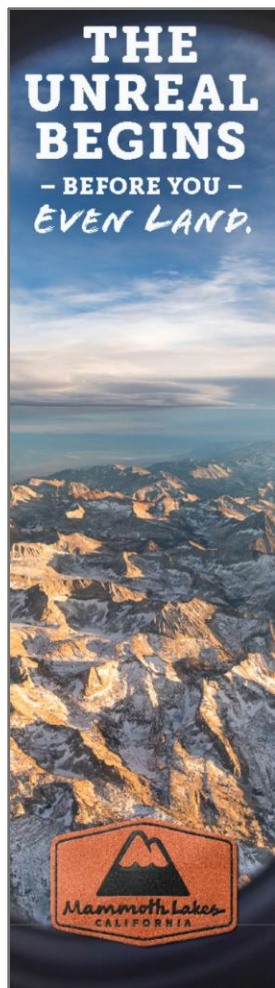
**>**

**Plan an unreal fam trip.**

Add some unreal to your family vacation this summer in Mammoth Lakes, CA. Plan now.

**>**

# NEW! SUMMER AIR SERVICE

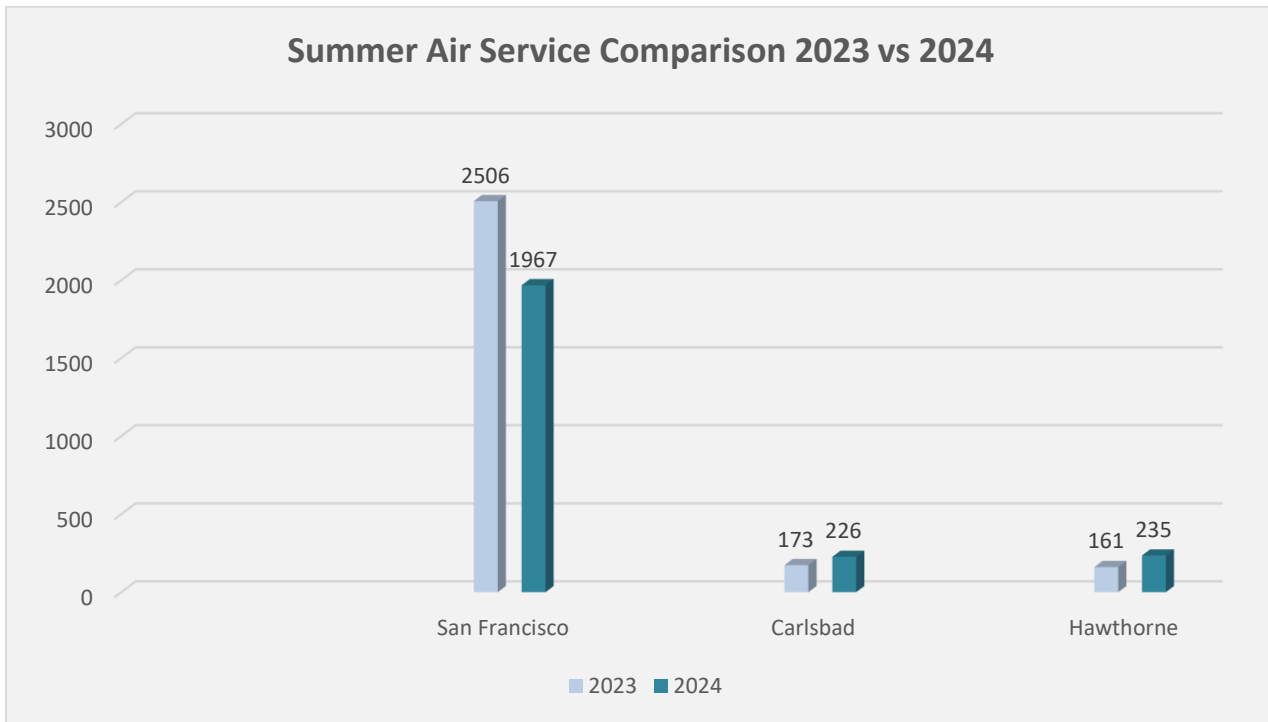


**THANK YOU**



# Summer Air Service Update 7-3-24

## Bookings



- San Francisco is down -539, which is -22% compared to last year.
  - Available seats for summer 2024 – 14% to LY (which is -1,400 seats)
- Carlsbad is up 53, which is +31% compared to last year.
- Hawthorne is up 74, which is +46% compared to last year.

United summer service to BIH has been extended to include Friday and Sunday on the following dates:

- September 6 & 8, 13 & 15, 20 & 22, 27 & 29
- October 4 & 6 (OCR Weekend)

Winter service will start December 12<sup>th</sup> from SFO to BIH with the inaugural flight of the E175



**Mammoth Lakes Tourism Financial Report  
July 3, 2024**

**Preliminary Transient Occupancy Tax (TOT)**

- TOT collections for May 2024 came in at \$917,266 which is +\$165,086 and +22% to budget
- Year-to-date overall TOT revenues are \$26,143,490 which is +\$9,196,690 and +54% to budget and -\$2,112,091 and -7% to LY
- May TOT was -\$375,043 and 29% to LY

**Preliminary Tourism Business Improvement District (TBID)**

- TBID collections for May 2024 came in at \$241,546 which is -11,853 and -4.7% to budget.
- Year-to-date overall TBID revenues are \$6,389,117 which is -\$53,482 and -0.8% to budget and -\$353,839 and -5.3% to LY
- May TBID was -\$99,680 and -29% to LY

	2023	2024	Budget	Diff to LY	Difference to Budget	
Lodging	\$105,229	\$68,186	\$85,000	-\$37,043	-\$16,813	-19.8%
Retail	\$101,967	\$73,055	\$78,200	-\$28,912	-\$5,145	-6.6%
Restaurant	\$90,804	\$72,329	\$55,200	-\$18,475	+17,129	+31%
Ski Area*	\$43,946	\$27,975	\$35,000	-\$15,971	-\$7,024	-20%

\*Ski area now collects 2.5% versus 2% LY

**Bank Balances**

- Measure A Checking account balance = \$421,881.59
- Measure A Savings account balance = \$5,021.14
- TBID Checking account balance = \$2,367,152.92
- TBID Savings account balance = \$5,016.41
- 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 = \$464,376.43
- Special Event CDARS account balance = \$620,092.75

**Money Market Account**

Balance of the FDIC Insured TBID Money Market account is \$2,755,604.69

**Tourism Reserve Fund**

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

- The current balance is \$1,662,479

**Profit and Loss Statements (P&L)**

- Please let us know if you have any questions.

# Transient Occupancy Tax

## Collection through April 2024

### 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%	93.5%	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%	93.2%	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	1,911,690	1,899,279	661,158	676,433	965,183	295,144	717,028	2,553,572	2,639,695	1,758,757	902,961	1,529,442	16,510,344
YTD collection as % of Full Year	11.6%	11.5%	4.0%	4.1%	5.8%	1.8%	4.3%	15.5%	16.0%	10.7%	5.5%	9.3%	
2021-2022	2,545,344	1,885,522	830,401	867,594	1,373,610	4,005,956	4,364,765	3,831,274	2,996,102	1,643,021	843,556	1,481,383	26,668,528
YTD collection as % of Full Year	9.5%	7.1%	3.1%	3.3%	5.2%	15.0%	16.4%	14.4%	11.2%	6.2%	3.2%	5.6%	
2022-2023	2,237,227	1,762,533	1,235,431	901,599	1,359,639	4,437,213	4,894,122	4,119,721	3,237,433	2,778,354	1,292,309	1,265,161	29,520,742
YTD collection as % of Full Year	7.6%	6.0%	4.2%	3.1%	4.6%	15.0%	16.6%	14.0%	11.0%	9.4%	4.4%	4.3%	
2023-2024	2,187,703	1,930,667	1,444,953	1,059,538	1,017,293	3,221,049	4,089,949	4,340,322	3,767,471	2,146,082	-	-	25,205,026
YTD collection as % of Full Year	8.7%	7.7%	5.7%	4.2%	4.0%	12.8%	16.2%	17.2%	14.9%	8.5%	0.0%	0.0%	
% change from prior year	-2.2%	9.5%	17.0%	17.5%	-25.2%	-27.4%	-16.4%	5.4%	16.4%	-22.8%	0.0%	0.0%	-14.6%
Average monthly collection prior 3 yrs	2,231,421	1,849,112	908,997	815,209	1,232,811	2,912,771	3,325,305	3,501,522	2,957,743	2,060,044	1,012,942	1,425,329	24,233,205
Average Monthly collection as % of Full Year	9.2%	7.6%	3.8%	3.4%	5.1%	12.0%	13.7%	14.4%	12.2%	8.5%	4.2%	5.9%	100.0%
Average YTD collection as % of Full Year	9.2%	16.8%	20.6%	24.0%	29.0%	41.1%	54.8%	69.2%	81.4%	89.9%	94.1%	100.0%	

### 2. TOT Budget and Estimates (FY 2023-2024)

<b>FY 23-24 BUDGETED full-year revenue</b>	Rate	<b>18,000,000</b>	<b>Estimated Reserves (*)</b>	<b>Actual Reserves</b>
less Tourism	18.08%	3,254,000	\$ 1,628,804	\$ 1,302,447
less Housing	6.54%	1,176,923	\$ 589,142	\$ 471,098
less Transit	6.54%	1,176,923	\$ 589,142	\$ 471,098
<b>Net to Town's General Fund</b>		<b>12,392,154</b>	* Based on performance to budget YTD, final reserve account balances will be determined by actual performance to budget at completion of Fiscal Year	

	Quarter Total: 3,707,580			Quarter Total: 3,686,230			Quarter Total: 7,270,650			Quarter Total: 3,335,540			Full-Yr Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
<b>FY 23-24 Budgeted Monthly Revenue</b>	\$ 1,658,110	\$ 1,374,020	\$ 675,450	\$ 605,760	\$ 916,070	\$ 2,164,400	\$ 2,470,940	\$ 2,601,890	\$ 2,197,820	\$ 1,530,160	\$ 752,180	\$ 1,053,200	<b>18,000,000</b>
<b>FY 23-24 Actual Collection</b>	2,187,703	1,930,667	1,444,953	1,059,538	1,017,293	3,221,049	4,089,949	4,340,322	3,767,471	2,146,082	-	-	<b>25,205,026</b>
<b>FY 23-24 Differences: Budget vs Actuals YTD</b>	529,593	556,647	769,503	453,778	101,223	1,056,649	1,619,009	1,738,432	1,569,651	615,922	-	-	<b>9,010,406</b>
<b>Percent Over/(Under) Budget</b>	32%	41%	114%	75%	11%	49%	66%	67%	71%	40%	0%	0%	50%

Cumulative difference to date: **9,010,406** **56%**

Cumulative actual to last year actual difference to date: **(1,758,246)** **-7%**





**TBID SUMMARY**

Mammoth Lakes Tourism  
2024-25 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
	100% Wages & Payroll Taxes	\$ 84,062.89	\$ 76,862.89	\$ 69,662.89	\$ 70,036.38	\$ 70,036.38	\$ 73,576.07	\$ 73,576.07	\$ 91,328.57	\$ 91,328.57	\$ 91,328.57	\$ 91,328.57	\$ 191,450.06	\$ 1,074,577.90	\$ 840,455.00	\$234,122.90
100% Benefits (401k + Health Insurance)	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 120,000.00	\$ 102,000.00	\$18,000.00	17.65%
Overhead	\$ 37,120.00	\$ 21,845.00	\$ 16,645.00	\$ 30,195.00	\$ 228,760.00	\$ 32,045.00	\$ 56,600.00	\$ 35,045.00	\$ 31,045.00	\$ 31,770.00	\$ 15,845.00	\$ 16,445.00	\$ 553,360.00	\$ 612,180.00	(\$58,820.00)	-9.61%
Marketing	\$ 2,390,733.01	\$ 28,229.34	\$ 79,717.34	\$ 240,410.34	\$ 317,429.34	\$ 320,633.34	\$ 1,049,660.34	\$ 773,329.34	\$ 85,797.34	\$ 25,580.34	\$ 167,229.34	\$ 562,547.30	\$ 6,041,296.71	\$ 5,777,631.45	\$263,665.26	4.56%
Sales	\$ 376,000.00	\$ 12,000.00	\$ 10,000.00	\$ 20,500.00	\$ 2,500.00	\$ -	\$ 26,500.00	\$ 4,000.00	\$ 23,500.00	\$ 3,000.00	\$ 27,000.00	\$ -	\$ 505,000.00	\$ 390,000.00	\$115,000.00	29.49%
Communications & PR	\$ 34,440.00	\$ 20,140.00	\$ 21,040.00	\$ 22,240.00	\$ 31,040.00	\$ 30,989.00	\$ 36,265.00	\$ 23,840.00	\$ 24,590.00	\$ 22,740.00	\$ 21,040.00	\$ 19,140.00	\$ 307,504.00	\$ 303,000.00	\$4,504.00	1.49%
Events	\$ 27,000.00	\$ 5,000.00	\$ 2,500.00	\$ -	\$ 8,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 5,000.00	\$ 50,000.00	\$ 50,000.00	\$0.00	0.00%
Community Engagement	\$ 650.00	\$ 8,650.00	\$ 8,650.00	\$ 24,650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 20,650.00	\$ 650.00	\$ 650.00	\$ 67,800.00	\$ -	\$67,800.00	#DIV/0!
<b>BUDGETED TBID EXPENSES</b>	<b>\$ 2,960,005.90</b>	<b>\$ 182,727.23</b>	<b>\$ 218,215.23</b>	<b>\$ 418,031.72</b>	<b>\$ 668,415.72</b>	<b>\$ 467,893.41</b>	<b>\$ 1,253,251.41</b>	<b>\$ 938,192.91</b>	<b>\$ 266,910.91</b>	<b>\$ 205,068.91</b>	<b>\$ 335,592.91</b>	<b>\$ 805,232.36</b>	<b>\$ 8,719,538.61</b>	<b>\$ 3,877,212.86</b>	<b>\$4,842,325.75</b>	<b>124.89%</b>
<b>BUDGETED TBID REVENUE</b>	<b>\$ 475,000.00</b>	<b>\$ 415,000.00</b>	<b>\$ 335,000.00</b>	<b>\$ 260,000.00</b>	<b>\$ 425,000.00</b>	<b>\$ 1,005,000.00</b>	<b>\$ 1,090,000.00</b>	<b>\$ 1,125,000.00</b>	<b>\$ 955,000.00</b>	<b>\$ 525,000.00</b>	<b>\$ 265,000.00</b>	<b>\$ 325,000.00</b>	<b>\$ 7,200,000.00</b>	<b>\$ 6,742,000.00</b>	<b>\$458,000.00</b>	<b>6.79%</b>
TBID Penalties and Interest	\$ 2,000.00	\$ 3,500.00	\$ 5,000.00	\$ 4,000.00	\$ 4,500.00	\$ 4,500.00	\$ 7,000.00	\$ 8,000.00	\$ 6,000.00	\$ 3,000.00	\$ 2,000.00	\$ 3,000.00	\$ 52,500.00			
TBID Tier 1 & 2 Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 4,750.00	\$ 750.00	\$ -	\$ -	\$ -	\$ -	\$ 8,500.00			
TBID Interest on Investments	\$ -	\$ 1,100.00	\$ -	\$ 3,500.00	\$ 1,200.00	\$ 4,750.00	\$ 7,000.00	\$ 8,000.00	\$ 6,000.00	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	\$ 35,550.00			
Possible Outside Air Subsidy Support	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500,000.00	\$ 500,000.00			
<b>PROJECTED OVERALL REVENUE</b>	<b>\$ 477,000.00</b>	<b>\$ 419,600.00</b>	<b>\$ 340,000.00</b>	<b>\$ 267,500.00</b>	<b>\$ 430,700.00</b>	<b>\$ 1,017,250.00</b>	<b>\$ 1,108,750.00</b>	<b>\$ 1,141,750.00</b>	<b>\$ 967,000.00</b>	<b>\$ 530,000.00</b>	<b>\$ 268,000.00</b>	<b>\$ 829,000.00</b>	<b>\$ 7,796,550.00</b>			
Projected Budget Surplus/Shortfall	\$ (2,483,005.90)	\$ 236,872.77	\$ 121,784.77	\$ (150,531.72)	\$ (237,715.72)	\$ 549,356.59	\$ (144,501.41)	\$ 203,557.09	\$ 700,089.09	\$ 324,931.09	\$ (67,592.91)	\$ 23,767.64	\$ (922,988.61)			
TBID Reserves to Balance Budget		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 899,529.61	\$ 899,529.61			
Protected 2023-24 TBID Carryover	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
<b>Available TBID Reserves</b>																
TBID Reserve Funding (CDARS)	2,755,257.67												\$ 2,755,257.67			

**OVERHEAD & Contingency - TBID**  
**Mammoth Lakes Tourism**  
**2024-25 TBID Budget**

Expense Accounts		July	August	September	October	November	December	January	February	March	April	May	June	Total	% Change		
															LY \$ Totals	\$ Change YOY	YOY
TOML Processing Fee 2% 62380-T		\$ 9,500	\$ 8,300	\$ 6,700	\$ 5,200	\$ 8,500	\$ 20,100	\$ 21,800	\$ 22,500	\$ 19,100	\$ 10,500	\$ 5,300	\$ 6,500	\$ 144,000	\$ 134,840	\$9,160.00	7%
Tourism Infrastructure Commitment		\$ -	\$ -	\$ -	\$ -	\$ 175,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 175,000	\$ 185,000		
Accounting Services	62020	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 4,300.00	\$ 20,000.00	\$ 2,200.00	\$ 18,000.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 62,100.00	\$ 45,100.00	\$17,000.00	38%
Legal Services	62030	\$ 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	\$ 14,750.00	(\$5,750.00)	-39%
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	\$ 3,780.00	\$ 3,780.00	\$0.00	0%
Insurance (non-Health)	72270	\$ 14,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14,000.00	\$ 18,500.00	(\$4,500.00)	-24%
Electricity	62060	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 5,400.00	\$ 4,800.00	\$600.00	13%
Janitorial Services	62080	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00	\$ 3,000.00	\$0.00	0%
Phones - Landlines	62090	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 2,875.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 8,100.00	\$ 8,100.00	\$0.00	0%
Phones - Cellular	62100	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 10,800.00	\$ 10,800.00	\$0.00	0%
Copier Lease & Usage	62110	\$ 720.00	\$ 720.00	\$ 720.00	\$ 720.00	\$ 720.00	\$ 720.00	\$ 900.00	\$ 720.00	\$ 720.00	\$ 720.00	\$ 720.00	\$ 720.00	\$ 8,820.00	\$ 8,520.00	\$300.00	4%
Postage Machine Lease	62130	\$ -	\$ 675.00	\$ -	\$ -	\$ 600.00	\$ -	\$ -	\$ 600.00	\$ -	\$ -	\$ 600.00	\$ -	\$ 2,475.00		\$2,475.00	
Postage	62140	\$ 75.00	\$ 1,000.00	\$ 75.00	\$ 75.00	\$ 1,000.00	\$ 75.00	\$ 1,000.00	\$ 75.00	\$ 75.00	\$ 1,000.00	\$ 75.00	\$ 75.00	\$ 4,600.00	\$ 2,360.00	\$2,240.00	95%
Office Supplies	62160	\$ 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	\$ 7,200.00	\$1,800.00	25%
MLT Promtional Items	62440	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 10,000.00	\$ 9,600.00	\$400.00	4%
Bank Charges	62250	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00	\$ 1,080.00	\$ 600.00	\$480.00	80%
Building Repairs & Maintenance	62320	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 800.00	\$ 1,800.00	(\$1,000.00)	-56%
Vehicle Maintenance	62190	\$ 250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 700.00	\$ -	\$ -	\$ 2,450.00	\$ 1,200.00	\$1,250.00	104%
Gas	62200	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 6,600.00	\$ 6,450.00	\$150.00	2%
Uniforms	62210	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00	\$0.00	0%
IT Support	62220	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00	\$ 16,800.00	\$ 14,400.00	\$2,400.00	17%
Property Taxes	62370	\$ 725.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 725.00	\$ 625.00	\$100.00	16%
Employee Benefits	61020	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 13,590.00	\$ -	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ 28,590.00	\$ 600.00	\$27,990.00	4665%
Employee Professional Development	????	\$ -	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 10,000.00	\$ -	\$10,000.00	#DIV/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	\$ 240.00	\$ 13,000.00	(\$12,760.00)	-98%
Insperty HR Fees	62450	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00	\$ 240.00	\$11,760.00	4900%
<b>Totals:</b>		<b>\$ 37,120</b>	<b>\$ 21,845</b>	<b>\$ 16,645</b>	<b>\$ 30,195</b>	<b>\$ 228,760</b>	<b>\$ 32,045</b>	<b>\$ 56,600</b>	<b>\$ 35,045</b>	<b>\$ 31,045</b>	<b>\$ 31,770</b>	<b>\$ 15,845</b>	<b>\$ 16,445</b>	<b>\$ 553,360</b>	<b>\$ 499,265.00</b>	<b>\$64,095.00</b>	<b>13%</b>



<b>Total by Month 63192-T</b>	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00	\$ 12,000.00	\$ 0.00	0.00%
<b>Flights - 63193-T</b>																	
ESTO - 2024 Urdi booked on Capital One Points	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	(\$1,000.00)	
DI - 2024 Urdi booked on Capital One Points	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00		
<b>Total by Month 63193-T</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	(\$2,000.00)	-100.00%
<b>Incidentals - 63194-T</b>																	
Misc. Incidentals	\$ 100.00	\$ 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	\$ 1,730.00	(\$530.00)	
<b>Total by Month 63194-T</b>	\$ 100.00	\$ 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	\$ 1,730.00	(\$530.00)	-30.64%
<b>Meals - 63200-T</b>																	
Fred Hall Outdoor Show Long Beach	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ -	\$ 1,500.00	\$ 1,000.00	\$500.00	
Fred Hall Outdoor Show San Diego	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ -	\$ 1,500.00	\$ 1,000.00		
Travel Adventure Shows (SF)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 750.00	\$ -	\$ -	\$ 750.00	\$ 2,000.00		
Visit California Outlook Forum (3)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 500.00		
ESTO (US Travel) (1)	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00		
DI Annual Convention (1)	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00		
California Travel Summit (1)	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00		
CalTravel/CTS/Rally Day/Board Meetings	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ 2,000.00	\$ 2,000.00		
<b>Total by Month 63200-T</b>	\$ 500.00	\$ 1,000.00	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ 4,000.00	\$ 750.00	\$ 500.00	\$ -	\$ -	\$ 8,250.00	\$ 8,000.00	\$250.00	3.13%
<b>Production - 63270-T*</b>																	
Abbi Agency Community Engagement Marketing	\$ -	\$ -	\$ 25,000.00	\$ -	\$ -	\$ 25,000.00	\$ -	\$ -	\$ 25,000.00	\$ -	\$ -	\$ 25,000.00	\$ -	\$ 100,000.00	\$ 14,500.00	\$85,500.00	589.66%
Local Video/photo Series	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	(\$2,500.00)	-100.00%
Website Content (blogs/trip ideas/videos)	\$ 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	\$ 8,400.00	\$0.00	0.00%
USFS Video Permit Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,200.00	(\$3,200.00)	-100.00%
MLT Video Assets	\$ -	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ 10,000.00	\$ 7,000.00	\$3,000.00	42.86%
MLT Miscellaneous	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,550.00	(\$4,550.00)	-100.00%
The Shipyard: No Small Adventure / Unreal - Brand spot	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!
TSY Seasonal Campapign Creative Asset Execution	\$ 4,166.67	\$ 4,166.67	\$ 4,166.67	\$ 4,166.67	\$ 4,166.67	\$ 4,166.67	\$ 4,166.67	\$ 4,166.67	\$ 4,166.67	\$ 4,166.67	\$ 4,166.67	\$ 4,166.67	\$ 4,166.67	\$ 50,000.04	\$ -	\$50,000.04	#DIV/0!
TSY In Market Stewardship Extension Creative Assets	\$ -	\$ -	\$ 6,250.00	\$ -	\$ -	\$ 6,250.00	\$ -	\$ -	\$ 6,250.00	\$ -	\$ -	\$ 6,250.00	\$ -	\$ 25,000.00	\$ -	\$25,000.00	#DIV/0!
Seasonal Campaign Production Agency Fee	\$ 5,416.67	\$ 5,416.67	\$ 5,416.67	\$ 5,416.67	\$ 5,416.67	\$ 5,416.67	\$ 5,416.67	\$ 5,416.67	\$ 5,416.67	\$ 5,416.67	\$ 5,416.67	\$ 5,416.67	\$ 5,416.63	\$ 65,000.00	\$ 50,000.00	\$15,000.00	30.00%
Agency Production Travel	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ 10,000.00	\$ 15,000.00	(\$5,000.00)	-33.33%
Contingency	\$ -	\$ -	\$ 7,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,500.00	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ 50,000.00	\$0.00	0.00%
<b>Total by Month 63270-T</b>	\$ 10,283.34	\$ 12,283.34	\$ 51,533.34	\$ 12,283.34	\$ 10,283.34	\$ 44,033.34	\$ 12,283.34	\$ 10,283.34	\$ 51,533.34	\$ 12,283.34	\$ 10,283.34	\$ 46,033.30	\$ 283,400.04	\$ 227,650.00	\$55,750.04	24.49%	
<b>Website Development &amp; Maintenance- 66020 - T</b>																	
Growth Platform	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 32,000.00		
Bound - Get Smart Content	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,500.00		
Visitor Guide ebook App	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00		
Woofu.com - Visitor Guide Fulfillment App	\$ 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		
CrowdRiff Licensing	\$ 22,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 22,500.00	\$ 21,878.41		
Domain Names (various)	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 600.00	\$ 600.00		
<b>Total By Month 66020</b>	\$ 22,570.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 1,070.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 24,340.00	\$ 60,218.41	(\$35,878.41)	-59.58%
<b>Search Engine Optimization (SEO) - 66030 - T</b>																	
<b>Total By Month 66030</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!

<b>Media - 66060-T**</b>																		
MLT Social: Boosted Posts	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 250.00	\$ 250.00	\$ 4,000.00	\$ 12,000.00	\$ (8,000.00)		
In-destination campaigns: Google, Local Messaging	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 45,000.00	\$ (45,000.00)		
The Shipyard:The REAL Unreal	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00		
Rich Media	\$ 1,750,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,750,000.00	\$ 126,749.99	\$ 1,623,250.01	1280.67%	
Video	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 718,769.00	\$ (718,769.00)	-100.00%	
Native Content Partnerships	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 479,428.05	\$ (479,428.05)	-100.00%	
Display	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 382,982.02	\$ (382,982.02)	-100.00%	
Out of Home	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150,000.00	\$ (150,000.00)	-100.00%	
Social (non-video)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 259,213.98	\$ (259,213.98)	-100.00%	
Air Tactical Marketing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 258,499.98	\$ (258,499.98)	-100.00%	
Search Engine Marketing (SEM)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 230,356.98	\$ (230,356.98)	-100.00%	
<b>Total by Month 66060-T</b>	<b>\$ 1,750,250.00</b>	<b>\$ 250.00</b>	<b>\$ 250.00</b>	<b>\$ 250.00</b>	<b>\$ 250.00</b>	<b>\$ 250.00</b>	<b>\$ 250.00</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 250.00</b>	<b>\$ 250.00</b>	<b>\$ 1,754,000.00</b>	<b>\$ 2,663,000.00</b>	<b>\$ (909,000.00)</b>	<b>-34.13%</b>	
<b>Hardware/Software - 66120-T</b>																		
Miscellaneous	\$ 200.00	\$ -	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ 200.00	\$ 1,000.00	\$ 2,500.00	\$ (1,500.00)		
Ipads	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00			
Dropbox	\$ 180.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 2,160.00				
Adobe License	\$ 190.00	\$ 190.00	\$ 190.00	\$ 190.00	\$ 190.00	\$ 190.00	\$ 190.00	\$ 190.00	\$ 190.00	\$ 190.00	\$ 190.00	\$ 190.00	\$ 190.00	\$ 2,280.00	\$ 1,920.00	\$ 360.00		
<b>Total By Month 66120</b>	<b>\$ 570.00</b>	<b>\$ 370.00</b>	<b>\$ 570.00</b>	<b>\$ 370.00</b>	<b>\$ 370.00</b>	<b>\$ 570.00</b>	<b>\$ 370.00</b>	<b>\$ 370.00</b>	<b>\$ 370.00</b>	<b>\$ 570.00</b>	<b>\$ 370.00</b>	<b>\$ 370.00</b>	<b>\$ 570.00</b>	<b>\$ 5,440.00</b>	<b>\$ 10,420.00</b>	<b>\$ (4,980.00)</b>	<b>-47.79%</b>	
<b>Hosting - 66130-T</b>																		
iDSS Send - Email Marketing	\$ 3,000.00	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 14,000.00	\$ 30,000.00	\$ (16,000.00)	-53.33%	
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	\$ 99.00	\$ 99.00	\$ 1,188.00	\$ 1,188.00	\$ 0.00	0.00%	
Survey Monkey	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 800.00	\$ 200.00	25.00%	
Monday	\$ 57.00	\$ 57.00	\$ 57.00	\$ 57.00	\$ 57.00	\$ 57.00	\$ 57.00	\$ 57.00	\$ 57.00	\$ 57.00	\$ 57.00	\$ 57.00	\$ 57.00	\$ 684.00	\$ -			
Tempest Websiste hosting	\$ 4,800.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,800.00	\$ 2,120.00			
<b>Total By Month 66130</b>	<b>\$ 7,956.00</b>	<b>\$ 156.00</b>	<b>\$ 1,156.00</b>	<b>\$ 3,156.00</b>	<b>\$ 156.00</b>	<b>\$ 156.00</b>	<b>\$ 4,156.00</b>	<b>\$ 156.00</b>	<b>\$ 156.00</b>	<b>\$ 156.00</b>	<b>\$ 156.00</b>	<b>\$ 156.00</b>	<b>\$ 4,156.00</b>	<b>\$ 21,672.00</b>	<b>\$ 34,108.00</b>	<b>\$ (12,436.00)</b>	<b>-36.46%</b>	
	<b>\$ 2,390,733.01</b>	<b>\$ 28,229.34</b>	<b>\$ 79,717.34</b>	<b>\$ 240,410.34</b>	<b>\$ 317,429.34</b>	<b>\$ 320,633.34</b>	<b>\$ 1,049,660.3</b>	<b>\$ 773,329.34</b>	<b>\$ 85,797.34</b>	<b>\$ 25,580.34</b>	<b>\$ 167,229.34</b>	<b>\$ 562,547.30</b>	<b>\$ 6,041,296.71</b>	<b>\$ 6,544,700.41</b>	<b>\$ (503,403.70)</b>	<b>-7.69%</b>		

**SALES**

Mammoth Lakes Tourism  
2024-25 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
Promotional items - 64160-T	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 4,000.00			
<b>Total by Month 63052-T</b>	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00	\$0.00	0%
International Sales Missions - 64010-T	\$ -	\$ 5,000	\$ -	\$ 8,000	\$ -	\$ -	\$ 5,000	\$ -	\$ 7,000	\$ -	\$ 10,000	\$ -	\$ 35,000.00			
<b>Total by Month</b>	\$ -	\$ 5,000	\$ -	\$ 8,000	\$ -	\$ -	\$ 5,000	\$ -	\$ 7,000	\$ -	\$ 10,000	\$ -	\$ 35,000.00	\$ 30,000.00	\$5,000.00	17%
Lodging- 64041- T	\$ -	\$ 2,000	\$ -	\$ 4,000	\$ -	\$ -	\$ 4,000	\$ -	\$ 4,000	\$ -	\$ 4,000	\$ -	\$ 18,000.00			
<b>Total by Month</b>	\$ -	\$ 2,000	\$ -	\$ 4,000	\$ -	\$ -	\$ 4,000	\$ -	\$ 4,000	\$ -	\$ 4,000	\$ -	\$ 18,000.00	\$ 12,000.00	\$6,000.00	50%
Gas / Milage - 64042-T	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ 500	\$ -	\$ 1,500.00			
<b>Total by Month</b>	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ 500	\$ -	\$ 1,500.00	\$ 1,500.00	\$0.00	0%
Airfare - 64043-T	\$ -	\$ 3,000	\$ -	\$ 3,000	\$ -	\$ -	\$ 3,000	\$ -	\$ 3,000	\$ -	\$ 3,000	\$ -	\$ 15,000.00			
<b>Total by Month</b>	\$ -	\$ 3,000	\$ -	\$ 3,000	\$ -	\$ -	\$ 3,000	\$ -	\$ 3,000	\$ -	\$ 3,000	\$ -	\$ 15,000.00	\$ 9,000.00	\$6,000.00	67%
Incidentals - 64044-T	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ 500	\$ -	\$ 1,500.00			
<b>Total by Month</b>	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ 500	\$ -	\$ 1,500.00	\$ 1,500.00	\$0.00	0%
Meals - 64050-T	\$ -	\$ 1,000	\$ -	\$ 2,000	\$ -	\$ -	\$ 1,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 8,000.00			
<b>Total by Month</b>	\$ -	\$ 1,000	\$ -	\$ 2,000	\$ -	\$ -	\$ 1,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 8,000.00	\$ 6,000.00	\$2,000.00	33%
Memberships Dues - 64060-T	\$ 4,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,000.00			
<b>Total by Month</b>	\$ 4,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,000.00	\$ 8,000.00	\$0.00	0%
Advertising - 64070-T	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 12,000.00			
<b>Total by Month</b>	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 12,000.00	\$ 12,000.00	\$0.00	0%
Printing, Shipping - 64080-T	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ 2,500	\$ -	\$ 7,500.00			
<b>Total by Month</b>	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ 2,500	\$ -	\$ 7,500.00	\$ 7,500.00	\$0.00	0%
Sponsorships - 64100 -T	\$ -	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ -	\$ -	\$ 2,000.00			
<b>Total by Month</b>	\$ -	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 27,000.00	(\$25,000.00)	-93%
Agency Fees - 64090-T													\$ -			
Black Diamond (UK)	\$ 70,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 70,000.00	\$ 60,000.00	\$10,000.00	17%
Gate 7 (Australia)	\$ 90,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 90,000.00	\$ 78,000.00	\$12,000.00	15%
MSI (Germany)	\$ 35,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 35,000.00	\$ 25,000.00	\$10,000.00	40%
AviaReps (Italy / Spain)	\$ 30,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000.00	\$ 25,000.00	\$5,000.00	20%
Sartha Global (India)	\$ 45,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 45,000.00	\$ 40,000.00	\$5,000.00	13%
Chinese Agency	\$ 75,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 75,000.00	\$ -	\$75,000.00	#DIV/0!
Altantic Link (Scandinavian Agency)	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 22,000.00	\$3,000.00	14%
<b>Total by Month 63052-T</b>	\$ 370,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 370,000.00	\$ 250,000.00	\$120,000.00	48%

<b>Fam Trips - 64110-T</b>														\$ -				
Airfare / Airport Transfers	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ 500.00		\$ 500.00	\$ 500.00	\$ 500.00	\$ -	\$ 3,000.00	\$ 3,000.00	\$0.00		0%
Rooms	\$ -	\$ 500.00	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ -	\$ 9,000.00	\$ 8,500.00	\$500.00			6%
Meals	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -	\$ 7,000.00	\$ 6,500.00	\$500.00			8%
Activities	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -	\$ 3,500.00	\$ 3,500.00	\$0.00			0%
												\$ -						
<b>Total by Month 64110-T</b>	<b>\$ -</b>	<b>\$ 500.00</b>	<b>\$ 3,000.00</b>	<b>\$ 3,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 4,000.00</b>	<b>\$ 4,000.00</b>	<b>\$ 2,500.00</b>	<b>\$ 3,000.00</b>	<b>\$ 2,500.00</b>	<b>\$ -</b>	<b>\$ 22,500.00</b>	\$ 21,500.00	\$1,000.00			5%
	<b>\$ 376,000.00</b>	<b>\$ 12,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ 20,500.00</b>	<b>\$ 2,500.00</b>	<b>\$ -</b>	<b>\$ 26,500.00</b>	<b>\$ 4,000.00</b>	<b>\$ 23,500.00</b>	<b>\$ 3,000.00</b>	<b>\$ 27,000.00</b>	<b>\$ -</b>	<b>\$ 505,000.00</b>	<b>\$ 390,000.00</b>	<b>\$115,000.00</b>			<b>29%</b>



**COMMUNICATIONS/PR**

Mammoth Lakes Tourism  
2024-25 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
FAM Airfare - 65011	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 6,000.00		\$6,000.00	#DIV/0!
<b>Total by Month 65011-T</b>	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 6,000.00	\$ 17,000.00	(\$11,000.00)	-65%
FAM Lodging - 65012	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 18,000.00		\$18,000.00	#DIV/0!
<b>Total by Month 65011-T</b>	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 18,000.00	\$ 22,000.00	(\$4,000.00)	-18%
FAM Meals - 65013	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00		\$12,000.00	#DIV/0!
<b>Total by Month 65011-T</b>	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00	\$ 16,500.00	(\$4,500.00)	-27%
FAM Transportation - 65015	\$ 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		\$6,000.00	#DIV/0!
<b>Total by Month 65011-T</b>	\$ 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	\$ 8,500.00	(\$2,500.00)	-29%
Ambassador Fees - 65016	\$ 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		\$6,000.00	#DIV/0!
<b>Total by Month 65011-T</b>	\$ 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	\$ 6,000.00	\$0.00	0%
STAFF Lodging - 65012	\$ -	\$ -	\$ -	\$ 800.00	\$ -	\$ -	\$800	\$800	\$ 800.00	\$800	\$ -	\$0	\$ 4,000.00		\$ 4,000.00	
<b>Total by Month</b>	\$ -	\$ -	\$ -	\$ 800.00	\$ -	\$ -	\$800	\$800	\$ 800.00	\$800	\$ -	\$0	\$ 4,000.00	\$ 3,500.00	\$ 500.00	14%
STAFF Gas/Mileage - 65022	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 1,000.00		\$ 1,000.00	
<b>Total by Month</b>	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 2,400.00	\$ (1,400.00)	-58%
STAFF Airfare - 65023	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 3,000.00		\$ 3,000.00	
<b>Total by Month</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 3,000.00	\$ 2,500.00	\$ 500.00	20%
STAFF Transportation - 65028	\$ -	\$ -	\$ -	\$ 150.00	\$ -	\$ -	\$ 150.00	\$ 150.00	\$ -	\$ 150.00	\$ -	\$ -	\$ 600.00		\$ 600.00	
<b>Total by Month</b>	\$ -	\$ -	\$ -	\$ 150.00	\$ -	\$ -	\$ 150.00	\$ 150.00	\$ -	\$ 150.00	\$ -	\$ -	\$ 600.00	\$ 600.00	\$ -	0%
STAFF Meals - 65030	\$ 50.00	\$ 50.00	\$ 50.00	\$ 200.00	\$ 50.00	\$ 50.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 50.00	\$ 50.00	\$ 1,350.00		\$ 1,350.00	#DIV/0!
<b>Total by Month</b>	\$ 50.00	\$ 50.00	\$ 50.00	\$ 200.00	\$ 50.00	\$ 50.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 50.00	\$ 50.00	\$ 1,350.00	\$ 800.00	\$ 550.00	69%
Press Events - 65090																
California	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ 849.00	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 3,849.00	\$ 4,400.00		
National	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 2,000.00		
<b>Total by Month</b>	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ 849.00	\$ 1,500.00	\$ 1,500.00	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 6,849.00	\$ 6,400.00	\$ 449.00	7%
Dues/Subscriptions - 65040																
SATW	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350.00	\$ 350.00		
PRSA	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 175.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 175.00	\$ 175.00		
<b>Total by Month</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 525.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 525.00	\$ 525.00	\$ -	0%
Sponsorship - 65050																
Mammoth Track Club and California Fall Colors	\$ 4,000.00	\$ -	\$ -	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 34,000.00			
<b>Total by Month</b>	\$ 4,000.00	\$ -	\$ -	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 34,000.00	\$ 15,000.00	\$ 19,000.00	127%
Agency - 65080																
Agency Fee	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 84,000.00	\$ 84,000.00		
Agency Costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00		
<b>Total by Month</b>	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 84,000.00	\$ 86,000.00	\$ (2,000.00)	-2%

<b>Crib Condo Expenses - 65200</b>																		
HOA	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 12,480.00	\$ 6,480.00		
Insurance	\$ 400.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,400.00	\$ 3,600.00			
Property Taxes	\$ 6,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,500.00	\$ 6,648.00			
Repairs and Maintenance	\$ 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	\$ 7,200.00			
Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ 100.00	\$ 100.00	\$ -	\$ -	\$ -	\$ -	\$ 300.00	\$ 1,200.00			
Utilities	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 5,400.00	\$ 5,400.00			
Crib Condo Expenses Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,400.00			
<b>Total by Month</b>	<b>\$ 8,990.00</b>	<b>\$ 2,090.00</b>	<b>\$ 2,090.00</b>	<b>\$ 2,090.00</b>	<b>\$ 2,090.00</b>	<b>\$ 2,090.00</b>	<b>\$ 2,190.00</b>	<b>\$ 2,190.00</b>	<b>\$ 3,190.00</b>	<b>\$ 2,090.00</b>	<b>\$ 2,090.00</b>	<b>\$ 2,090.00</b>	<b>\$ 2,090.00</b>	<b>\$ 33,280.00</b>	<b>\$ 32,928.00</b>	<b>\$ 352.00</b>	<b>1%</b>	
<b>Promotional - 65060</b>																		
Promotional Items / Gifts	\$ 1,500.00				\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ 5,000.00			
Outreach and Education (Community Coffee)	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00	\$ 12,000.00			
Writing	\$ 400.00	\$ -	\$ 400.00	\$ -	\$ 400.00	\$ -	\$ 400.00	\$ -	\$ 400.00	\$ -	\$ 400.00	\$ -	\$ -	\$ 2,400.00	\$ 5,250.00			
Influencer Fees	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 66,000.00	\$ 49,000.00			
Video/Photography	\$ 1,500.00	\$ -	\$ 1,500.00	\$ -	\$ 1,500.00	\$ -	\$ 1,500.00	\$ -	\$ 1,500.00	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 9,000.00	\$ 12,000.00			
<b>Total by Month 65060-T</b>	<b>\$ 9,900.00</b>	<b>\$ 6,500.00</b>	<b>\$ 8,400.00</b>	<b>\$ 6,500.00</b>	<b>\$ 8,400.00</b>	<b>\$ 6,500.00</b>	<b>\$ 8,400.00</b>	<b>\$ 6,500.00</b>	<b>\$ 8,400.00</b>	<b>\$ 6,500.00</b>	<b>\$ 8,400.00</b>	<b>\$ 6,500.00</b>	<b>\$ 8,400.00</b>	<b>\$ 90,900.00</b>	<b>\$ 83,250.00</b>	<b>\$7,650.00</b>	<b>9%</b>	
	<b>\$ 34,440.00</b>	<b>\$ 20,140.00</b>	<b>\$ 21,040.00</b>	<b>\$ 22,240.00</b>	<b>\$ 31,040.00</b>	<b>\$ 30,989.00</b>	<b>\$ 36,265.00</b>	<b>\$ 23,840.00</b>	<b>\$ 24,590.00</b>	<b>\$ 22,740.00</b>	<b>\$ 21,040.00</b>	<b>\$ 19,140.00</b>	<b>\$ 307,504.00</b>	<b>\$ 303,903.00</b>	<b>\$ 3,601</b>	<b>1%</b>		

**EVENTS - TBID**

Mammoth Lakes Tourism  
2024-25 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
<b>Advertising - 67135</b>																
Laura Patterson Design Work	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	(\$10,000.00)	
Large Events Poster Printing (300 qty)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,200.00	(\$1,200.00)	
Events Brochure Distributon - Certified 50K	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 2,600.00	\$400.00	
Events Brochure Printing	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 4,000.00	\$1,000.00	
Campground Host Program	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	(\$2,000.00)	
Promotional Items	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	(\$3,000.00)	
Local Print/Radio/Other for Events	\$ 5,000.00	\$ 5,000.00	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 5,000.00	\$ 20,000.00	\$ 10,600.00	\$9,400.00	
Mammoth Lakes Music Series	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 21,000.00	(\$21,000.00)	
Faacebook Targeted Ads	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	\$0.00	
Event Surveys	\$ 20,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	\$ 20,000.00	\$0.00	
<b>Total By Month</b>	<b>\$ 27,000.00</b>	<b>\$ 5,000.00</b>	<b>\$ 2,500.00</b>	<b>\$ -</b>	<b>\$ 8,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,500.00</b>	<b>\$ 5,000.00</b>	<b>\$ 50,000.00</b>	<b>\$ 76,400.00</b>	<b>(\$26,400.00)</b>	<b>-35%</b>
<b>Totals</b>	<b>\$ 27,000.00</b>	<b>\$ 5,000.00</b>	<b>\$ 2,500.00</b>	<b>\$ -</b>	<b>\$ 8,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,500.00</b>	<b>\$ 5,000.00</b>	<b>\$ 50,000.00</b>	<b>\$ 423,219.00</b>	<b>(\$373,219.00)</b>	<b>-88%</b>

**Community Engagement - TBID**  
Mammoth Lakes Tourism  
2024-25 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
<b>Community Engagement - XXXXX</b>																
Engagement Plan Development	\$ -	\$ 8,000.00	\$ 8,000.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	\$ -	\$0.00	
Marketing	\$ 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	\$ -	\$6,000.00	
Research	\$ -	\$ -	\$ -	\$ 20,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	\$ -	\$ -	\$ 40,000.00	\$ -	\$40,000.00	
Supplies	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 1,800.00	\$ -	\$1,800.00	
														\$ -	\$0.00	
														\$ -	\$0.00	
														\$ -	\$0.00	
														\$ -	\$0.00	
														\$ -	\$0.00	
<b>Total By Month</b>	<b>\$ 650.00</b>	<b>\$ 8,650.00</b>	<b>\$ 8,650.00</b>	<b>\$ 24,650.00</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 20,650.00</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 67,800.00</b>	\$ -	\$67,800.00	#DIV/0!
<b>Totals</b>	<b>\$ 650.00</b>	<b>\$ 8,650.00</b>	<b>\$ 8,650.00</b>	<b>\$ 24,650.00</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 20,650.00</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 67,800.00</b>	\$ -	\$67,800.00	#DIV/0!

**ANTICIPATED TBID REVENUE**

Mammoth Lakes Tourism  
2024-25 TBID Budget

	July	August	September	October	November	December	January	February	March	April	May	June	Total
Lodging	\$ 175,000	\$ 150,000	\$ 105,000	\$ 80,000	\$ 80,000	\$ 290,000	\$ 325,000	\$ 335,000	\$ 290,000	\$ 160,000	\$ 85,000	\$ 100,000	\$ 2,175,000
Retail	\$ 140,000	\$ 130,000	\$ 90,000	\$ 70,000	\$ 105,000	\$ 225,000	\$ 210,000	\$ 210,000	\$ 185,000	\$ 125,000	\$ 85,000	\$ 115,000	\$ 1,690,000
Restaurant	\$ 130,000	\$ 110,000	\$ 85,000	\$ 60,000	\$ 95,000	\$ 175,000	\$ 175,000	\$ 200,000	\$ 180,000	\$ 115,000	\$ 60,000	\$ 80,000	\$ 1,465,000
Ski Area	\$ 30,000	\$ 25,000	\$ 55,000	\$ 50,000	\$ 145,000	\$ 315,000	\$ 380,000	\$ 380,000	\$ 300,000	\$ 125,000	\$ 35,000	\$ 30,000	\$ 1,870,000
<b>TBID Segment Revenue</b>	<b>\$ 475,000</b>	<b>\$ 415,000</b>	<b>\$ 335,000</b>	<b>\$ 260,000</b>	<b>\$ 425,000</b>	<b>\$ 1,005,000</b>	<b>\$ 1,090,000</b>	<b>\$ 1,125,000</b>	<b>\$ 955,000</b>	<b>\$ 525,000</b>	<b>\$ 265,000</b>	<b>\$ 325,000</b>	<b>\$ 7,200,000</b>
TBID Penalties & Interest	\$ 2,000	\$ 3,500	\$ 5,000	\$ 4,000	\$ 4,500	\$ 4,500	\$ 7,000	\$ 8,000	\$ 6,000	\$ 3,000	\$ 2,000	\$ 3,000	\$ 52,500
TBID Tiers 1 & 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 4,750	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ 8,500
TBID Intersect on Investments	\$ -	\$ 1,100	\$ -	\$ 3,500	\$ 1,200	\$ 4,750	\$ 7,000	\$ 8,000	\$ 6,000	\$ 2,000	\$ 1,000	\$ 1,000	\$ 35,550
Projected 2023-24 Budget Carryover	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Outside Air Subsidy Funds	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500,000	\$ 500,000
Reserve Use	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 899,530	\$ 899,530
<b>TOTAL</b>	<b>\$ 952,000</b>	<b>\$ 834,600</b>	<b>\$ 675,000</b>	<b>\$ 527,500</b>	<b>\$ 855,700</b>	<b>\$ 2,022,250</b>	<b>\$ 2,198,750</b>	<b>\$ 2,266,750</b>	<b>\$ 1,922,000</b>	<b>\$ 1,055,000</b>	<b>\$ 533,000</b>	<b>\$ 2,053,530</b>	<b>\$ 8,696,080</b>
TBID Reserve Funding (Money Market)	2,755,257.67												\$ 2,755,258
													\$ -
<b>Total Reserves</b>													<b>\$ 2,755,258</b>

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 2,085,000	\$ 90,000	4%
\$ 1,577,800	\$ 112,200	7%
\$ 1,389,200	\$ 75,800	5%
\$ 1,690,000	\$ 180,000	11%
\$ 6,742,000	\$ 458,000	7%

\$ 1,441,505	\$ (541,975)	-38%
\$ 7,741,505	\$ 954,575	12%

**SUMMARY - Measure A**  
Mammoth Lakes Tourism  
2024-25 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
Overhead	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00
Marketing	\$ 442,933.34	\$ 160,758.34	\$ 89,333.34	\$ 215,158.34	\$ 59,833.34	\$ 55,683.34	\$ 37,958.34	\$ 245,183.34	\$ 56,683.34	\$ 94,308.34	\$ 368,613.34	\$ 51,833.30	\$ 1,878,280.04
Events	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ 650,000.00
<b>TOTAL PROJECTED REVENUE</b>	<b>\$ 431,650.00</b>	<b>\$ 400.00</b>	<b>\$ 421,400.00</b>	<b>\$ 431,650.00</b>	<b>\$ 400.00</b>	<b>\$ 1,400.00</b>	<b>\$ 781,650.00</b>	<b>\$ 15,400.00</b>	<b>\$ 21,400.00</b>	<b>\$ 431,650.00</b>	<b>\$ 400.00</b>	<b>\$ 1,400.00</b>	<b>\$ 2,538,800.00</b>
<b>TOTAL PROJECTED EXPENSES</b>	<b>\$ 442,933.34</b>	<b>\$ 160,758.34</b>	<b>\$ 89,333.34</b>	<b>\$ 215,158.34</b>	<b>\$ 59,833.34</b>	<b>\$ 355,683.34</b>	<b>\$ 37,958.34</b>	<b>\$ 605,183.34</b>	<b>\$ 56,683.34</b>	<b>\$ 94,308.34</b>	<b>\$ 368,613.34</b>	<b>\$ 51,833.30</b>	<b>\$ 2,538,280.04</b>
													<i>Net (Reserve/Shortfall)</i>
<b>Measure A Reserves</b>													<b>\$ 519.96</b>
	\$ 1,087,468.00												<b>\$ 1,087,468.00</b>

LY \$ Totals	\$ Change YOY	% Change YOY
\$ -	\$10,000.00	#DIV/0!
\$ 1,408,721.59	\$469,558.45	33.33%
\$ 750,000.00	(\$100,000.00)	-13.33%
\$ 2,394,400.00	\$144,400.00	6.03%
\$ 2,394,335.44	\$143,944.60	6.01%

**Overhead - Measure A**

Mammoth Lakes Tourism  
2024-25 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals		
														LY \$ Totals	\$ Change YOY	% Change YOY
Strategic Planning	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ 300,000.00	\$ 0.00	
<b>Total By Month</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,000.00</b>	<b>\$ 750,000.00</b>	<b>(\$740,000.00)</b>	<b>-99%</b>
<b>Totals</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,000.00</b>	<b>\$ 873,219.00</b>	<b>(\$863,219.00)</b>	<b>-99%</b>

**MARKETING - Measure A**

Mammoth Lakes Tourism  
2024-25 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
<b>Air Subsidy - 63010 - A</b>																
MMH & BIH Air Subsidy	\$ 332,500.00	\$ -	\$ -	\$ 117,500.00	\$ -	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ 300,000.00	\$ -	\$ 950,000.00	\$ 725,000.00	\$ 225,000.00	
<b>Total By Month 63010</b>	<b>\$ 332,500.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 117,500.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 200,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 300,000.00</b>	<b>\$ -</b>	<b>\$ 950,000.00</b>	<b>\$ 725,000.00</b>	<b>\$ 225,000.00</b>	31.03%
<b>Contract Services - 63040 - A</b>																
Airport Research (Local BIH/MMH)	\$ 2,500.00	\$ 2,500.00	\$ 500.00	\$ -	\$ -	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ -	\$ -	\$ 18,000.00	\$ -	\$ 18,000.00	
Airplanners LLC - Air Service Consulting	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 54,000.00	\$ 48,000.00	\$ 6,000.00	12.50%
Mammoth Lakes History Museum - History Trolley	\$ -	\$ 15,800.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,800.00	\$ 16,000.00	(\$200.00)	100.00%
Community Sentiment (DA)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 66,800.00	\$ (66,800.00)	-100.00%
68010-A LA Kings Partnership	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 100,000.00	\$ -	
Clean up the Lake	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 25,000.00	\$ 0.00	
Air Intercepts (TSY)	\$ -	\$ -	\$ 13,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,500.00	\$ -	\$ -	\$ 27,000.00	\$ 26,900.00	\$ 100.00	
The Shipyard Monthly Program Management	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 170,000.04	#		\$ 204,000.00
TSY Management Fee Community Engagement	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	#		\$ 204,000.00
The Shipyard In-Market Stewardship Extension	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.63	\$ 68,000.00	#		\$ 204,000.00
Ad Tracking / Campaign ROI (SMARI)	\$ -	\$ -	\$ 27,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,000.00	\$ -	\$ 54,000.00			
Growth Marketing (SEO Tempest)	\$ 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	\$ 26,900.00	\$ 21,100.00	
<b>Total By Month 63040</b>	<b>\$ 65,833.34</b>	<b>\$ 146,633.34</b>	<b>\$ 69,333.34</b>	<b>\$ 28,333.34</b>	<b>\$ 28,333.34</b>	<b>\$ 30,833.34</b>	<b>\$ 30,833.34</b>	<b>\$ 40,833.34</b>	<b>\$ 30,833.34</b>	<b>\$ 44,333.34</b>	<b>\$ 55,333.34</b>	<b>\$ 28,333.30</b>	<b>\$ 599,800.04</b>	<b>\$ 367,349.50</b>	<b>\$ 232,450.54</b>	63.28%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	(\$5,000.00)	-100.00%
<b>Giveaway Promotion - 63140-A</b>																
Travel Show Giveaway	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ 8,000.00	(\$2,000.00)	
Travel Packages/Promotions	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00	\$ -	\$ 12,000.00	\$ 8,000.00		
VIP Promotions	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00	\$ 12,000.00	\$ 0.00	
<b>Total By Month 63140</b>	<b>\$ 1,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 4,000.00</b>	<b>\$ 3,000.00</b>	<b>\$ 6,000.00</b>	<b>\$ 3,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 4,000.00</b>	<b>\$ 4,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 30,000.00</b>	<b>\$ 28,000.00</b>	<b>\$ 2,000.00</b>	7.14%
<b>Production - 63270-A</b>																
Stickers/Town/Fishing/Colors Map	\$ 4,000.00	\$ 9,500.00	\$ 1,500.00	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 5,500.00	\$ 33,000.00	\$ 2,400.00	\$ 30,600.00	1275.00%
Community Engagement Mktg (Abbi Agency)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#	#	\$ 0.00
Fishmas Signage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,000.00	\$ -	\$ -	\$ 7,000.00	#	#	
Community Signage (stewardship)	\$ 3,500.00	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,280.00	\$ -	\$ 13,780.00	#	#	
Visitor Guide Design & Printing	\$ -	\$ -	\$ -	\$ 56,000.00	\$ 8,000.00	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 65,500.00	#	#	
Local Video/photo Series	\$ -	\$ 625.00	\$ -	\$ 625.00	\$ -	\$ -	\$ 625.00	\$ -	\$ -	\$ 625.00	\$ -	\$ -	\$ 2,500.00	#	#	
Website Content (blogs/trip ideas/videos)	\$ 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	#	#	
USFS Video Permit Fees	\$ 300.00	\$ 300.00	\$ 300.00	\$ 500.00	\$ 300.00	\$ 150.00	\$ 300.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 300.00	\$ 300.00	\$ 3,200.00	#	#	
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#	#	
MLT Miscellaneous	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ 6,000.00	#	#	
Brand Guide Book	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 35,000.00	\$ -	\$ -	\$ 35,000.00	#	#	\$ 10,000.00
<b>Total by Month 63270-T</b>	<b>\$ 8,500.00</b>	<b>\$ 11,125.00</b>	<b>\$ 4,500.00</b>	<b>\$ 58,325.00</b>	<b>\$ 19,500.00</b>	<b>\$ 4,350.00</b>	<b>\$ 2,125.00</b>	<b>\$ 1,350.00</b>	<b>\$ 5,350.00</b>	<b>\$ 43,975.00</b>	<b>\$ 7,280.00</b>	<b>\$ 8,000.00</b>	<b>\$ 174,380.00</b>	<b>\$ 2,400.00</b>	<b>\$ 171,980.00</b>	7165.83%
																#DIV/0!
<b>Website Development and Maintenance- 66020 - A</b>																
New Website & CRM management systems	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 10,000.00	\$ 58,450.00	(\$48,450.00)	-82.89%
Tempest Annual Subscription Suite Fee	\$ 13,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,500.00	\$ 50,000.00	(\$36,500.00)	
Content Development	\$ 19,600.00	\$ -	\$ 12,500.00	\$ -	\$ -	\$ 12,500.00	\$ -	\$ -	\$ 12,500.00	\$ -	\$ -	\$ 12,500.00	\$ 69,600.00	\$ 30,000.00	\$ 39,600.00	
<b>Total By Month 66020</b>	<b>\$ 33,100.00</b>	<b>\$ -</b>	<b>\$ 12,500.00</b>	<b>\$ 5,000.00</b>	<b>\$ -</b>	<b>\$ 12,500.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 17,500.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 12,500.00</b>	<b>\$ 93,100.00</b>	<b>\$ 138,450.00</b>	<b>(\$45,350.00)</b>	-32.76%
<b>Media - 66060 - A</b>																
Local Air Marketing	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 9,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 31,000.00	\$ 31,000.00	\$ -	
<b>Total By Month 66060</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 9,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 31,000.00</b>	<b>\$ 31,000.00</b>	<b>\$ -</b>	0.00%
<b>Hosting - 66130-A</b>																
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
<b>Total By Month 66130</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	#DIV/0!
<b>Totals</b>	<b>\$ 442,933.34</b>	<b>\$ 160,758.34</b>	<b>\$ 89,333.34</b>	<b>\$ 215,158.34</b>	<b>\$ 59,833.34</b>	<b>\$ 55,683.34</b>	<b>\$ 37,958.34</b>	<b>\$ 245,183.34</b>	<b>\$ 56,683.34</b>	<b>\$ 94,308.34</b>	<b>\$ 368,613.34</b>	<b>\$ 51,833.30</b>	<b>\$ 1,878,280.04</b>	<b>\$ 1,416,081.50</b>	<b>\$ 462,198.54</b>	<b>32.64%</b>



**EVENTS - Measure A**

Mammoth Lakes Tourism  
2024-25 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
Event Grant Funding - 68030	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ 650,000.00
<b>Total By Month</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 300,000.00</b>	<b>\$ -</b>	<b>\$ 350,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 650,000.00</b>
<b>Totals</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 300,000.00</b>	<b>\$ -</b>	<b>\$ 350,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 650,000.00</b>

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 300,000.00	\$ 0.00	
\$ 750,000.00	(\$100,000.00)	-13%
\$ 873,219.00	(\$223,219.00)	-26%

**REVENUE - Measure A**  
**Mammoth Lakes Tourism**  
**2024-25 Budget**

Revenue Accounts	Account #	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
<b>NON-MEASURE A FUNDS</b>																	
Sponsorship	40500	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 20,000.00	\$ -	\$20,000.00	#DIV/0!
Brochure Distribution Revenue	40900	\$ 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	\$ 3,400.00	(\$1,000.00)	-29%
Retail Sales/Licensing Fees	40310	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ 2,000.00	\$ 2,000.00	\$0.00	0%
		\$ 200.00	\$ 200.00	\$ 10,700.00	\$ 200.00	\$ 200.00	\$ 700.00	\$ 200.00	\$ 200.00	\$ 10,700.00	\$ 200.00	\$ 200.00	\$ 700.00	\$ 24,400.00			
<b>MEASURE A FUNDS</b>																	
TOT Payments from TOML	40600	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 1,725,000.00	\$ 2,000,000.00	(\$275,000.00)	-14%
Reserve to Balance	40400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ -	\$15,000.00	#DIV/0!
Event Reserve to Balance	40400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350,000.00	\$ -	\$350,000.00	#DIV/0!
Air Subsidy Support TOML	TBD	\$ -	\$ -	\$ 300,000.00	\$ -									\$ 300,000.00	\$ 200,000.00	\$100,000.00	50%
LA Kings Partnership (Tourism Reserve)	47110	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 100,000.00	\$0.00	0%
OCR World Championships (Tourism res)	47210	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!
Estimated Total Revenues		\$ 431,650.00	\$ 400.00	\$ 421,400.00	\$ 431,650.00	\$ 400.00	\$ 1,400.00	\$ 781,650.00	\$ 15,400.00	\$ 21,400.00	\$ 431,650.00	\$ 400.00	\$ 1,400.00	\$ 2,538,800.00	\$ 2,305,400.00	\$233,400.00	10%

**RESERVE ACCOUNTS - Measure A**

Mammoth Lakes Tourism  
2024-25 Budget

														Total
Reserve Account Earmarks	Account #	July	August	September	October	November	December	January	February	March	April	May	June	
MLT Unrestricted Measure A Reserve		\$ 462,376.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 462,376.00
MLT Special Event Reserve		\$ 625,092.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 625,092.00
		\$ 1,087,468.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,087,468.00