



Mammoth Lakes Tourism Board Agenda

Wednesday, November 6, 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, Board Member Mary Beth Ericson

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: 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

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/97273142801>

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 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 September 4, 2024

5. POLICY MATTERS

5.1 MLT Fiscal Year 2024-25 Media Plan - Presentation on 2024-25 media planning

5.2 Winter Air Service Update - Overview of winter 2024-25 service for both MMH and BIH

5.3 Spartan Race 2025 - Announcement of Spartan Super World Championships coming October 2025

5.4 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), the Tourism Business Improvement District (TBID) and current account balances

6. DEPARTMENT UPDATES

6.1 International Sales

Receive an update on international efforts from Vice President, Global Tourism Michael Vanderhurst.

6.2 Community Engagement

Receive an update on community engagement efforts from Vice President, Community Engagement Betsy Truax.

6.3 Digital Marketing

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

6.4 Content Marketing

Receive an update regarding content marketing efforts from Content Marketing Manager Laura Wattles.

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, December 4, 2024, from 1:00 p.m. - 3:00 p.m. Board to consider rescheduling or canceling the meeting due to the President & CEO being out of the office attending the Cal Travel meetings at that time.



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

September 4, 2024, 1:00 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 Kirk Wallace, Board Member Cristi Quesada-Costa, Board Member Mary Beth Ericson

Members Absent: Board Member Tom Parker

1. CALL TO ORDER AND ROLL CALL

Chair Pat Foster called the meeting to order at 1:04 p.m. in the Council Chambers located at 437 Old Mammoth Road.

2. BOARD MEMBER REPORTS

Board Member John Wentworth provided an update on the California Jobs First program.

Board Member Cristi Quesada-Costa arrived at 1:05 p.m.

Board Member Cristi Quesada-Costa reported that August was her busiest month in the past five years. Ms. Quesada-Costa discussed her continued staffing issues, utilizing out of town seasonal staff versus local staff, lack of housing for employees and the need for wellness services for employees. She said that Labor Day Weekend was incredibly busy. She reported that people

were talking about the incident with Victor the Bear and had voiced their desire for MLT to use some of their funding to better educate tourists.

Board Member Kirk Wallace reported that July and August were both busier than last year for him, but said events at the Village and Bluesapalooza appeared lighter than last year. Mr. Wallace spoke about staffing issues and said that he and a couple of restaurants next to his brewery shared staff when needed.

Secretary John Mendel reported that his business hit all-time highs for July and August. He said that while he was volunteering at Bluesapalooza he felt the crowds were more spread out than usual.

Treasurer John Morris said the Board should push the Town Council to reinstate some of MLT's marketing funds for Fiscal Year 2025/26. Mr. Morris said that the stewardship messaging was critical, however, lodging occupancy had dropped which affected the rest of the businesses in Town. Mr. Morris announced that the Mammoth High School Huskies Volleyball Team would host a Volleyball Invitational on Friday from 2:00 p.m. - 8:00 p.m. and on Saturday from 8:00 a.m. - 4:00 p.m. with a \$5 entry fee which would be donated to the volleyball team.

There was discussion among members of the Board.

3. PUBLIC COMMENTS

There were no comments given at this time.

4. CONSENT AGENDA

Moved by Vice Chair Eric Clark

Seconded by Secretary John Mendel

Approve the Consent Agenda.

For (8): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa, and Board Member Mary Beth Ericson

Absent (1): Board Member Tom Parker

Carried (8 to 0)

4.1 Approve the minutes of the Regular Meeting of August 5, 2024

5. POLICY MATTERS

5.1 MLT Ad Tracking Results - Presentation on 2023/24 Ad Tracking Results

Executive Director John Urdi outlined the information in the MLT Ad Tracking Results presentation.

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

5.2 Revised Special Event Funding Review - Overview of New Special Event Funding Guidelines as Set By the Ad Hoc Special Event Review Committee

Vice President, Community Engagement Betsy Truax outlined the information in the Special Event Grant Funding Guiding Document and the Grant Cycle Scoring Document.

There was discussion between staff and members of the Board.

5.3 Website Growth Marketing Presentation - Review of Website Strategies and Tactics

Digital Marketing Manager Samantha Lindberg outlined the information in the Website Growth Strategy presentation.

5.4 Resident Sentiment Survey Results - Presentation of Resident Sentiment Survey Findings

This item was taken out of order.

Vice President, Community Engagement Betsy Truax outlined the information in the Resident Sentiment Survey.

There was discussion between staff and members of the Board.

5.5 President & CEO Contract Recommendation - Review of Revised President & CEO Employment Contract; Board Discussion and Vote

Chair Pat Foster outlined the information in the revised Draft President and CEO Agreement, the Executive Director Review Committee Bonus Calculation document and the Staff and Board Executive Director Reviews.

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

Moved by Secretary John Mendel
Seconded by Board Member John Wentworth

Approve President and CEO's new Contract.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Secretary John Mendel, Board Member John Wentworth, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa, and Board Member Mary Beth Ericson

Absent (2): Treasurer John Morris, and Board Member Tom Parker

Carried (7 to 0)

Moved by Chair Pat Foster
Seconded by Secretary John Mendel

Approve the following bonuses: Transient Occupancy Tax generation (TOT) \$10,163.26, Tourism Business Improvement District (TBID) generation \$10,163.26, Board Evaluation \$6,233.47, MLT Staff Evaluation \$5,488.16, for a total bonus of \$32,048.15.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Secretary John Mendel, Board Member John Wentworth, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa, and Board Member Mary Beth Ericson

Absent (2): Treasurer John Morris, and Board Member Tom Parker

Carried (7 to 0)

5.6 Discussion of Town Council Proposed 2-point Transient Occupancy Tax (TOT) Increase (from 13 to 15%) - Board Discussion and Vote on Whether to Take a Position on the Proposed Increase

This item was taken out of order.

Treasurer John Morris led a discussion as to whether the Board should take a stance on the Town's proposed 2% Transient Occupancy Tax (TOT) increase. Mr. Morris said he would have liked to have seen work on the Placemate Program first to see how that turned out before bringing a general tax, rather than a measure specific to housing.

PUBLIC COMMENT:

Town of Mammoth Lakes (TOML) Councilmember Chris Bubser spoke about the process the Town Council went through which led to the decision to put the measure on the ballot as a general tax rather than a special tax and discussed the shortage the Town would still have even if the 2% tax passed. Councilmember Bubser spoke in favor of the tax.

There was discussion among members of the Board.

CONSENSUS: There was consensus from the Board to take the stance that they support housing and Housing Now! Initiatives, but they would not take a specific position on this measure as a Board.

Treasurer John Morris left at 1:52 p.m.

5.7 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. Discussion of President & CEO check signing limit – currently anything above \$500 needs a second signature (administrative action no vote needed, just board consensus).

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

Chair Pat Foster led a discussion around the President and CEO's check signing limit.

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

CONSENSUS: There was consensus from the Board to increase the President and CEO's check signing limit to \$9,999.99.

6. DEPARTMENT UPDATES

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

6.1 International Sales

Vice President, Global Tourism Michael Vanderhurst gave an update on international sales activities. Mr. Vanderhurst reported that there would be a lot of Familiarization (FAM) Activity centered around fall colors and

activities, and said that MLT would accompany Visit California for Brand USA Travel Week. He said that MLT hosted a writer from Southern California in conjunction with Mammoth Mountain Ski Area (MMSA) and discussed upcoming international media visits.

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

6.2 Community Engagement

Vice President, Community Engagement Betsy Truax provided an update on community engagement efforts. Ms. Truax reported that MLT was a member of Destination Think and announced that MLT had been asked by Destination Think to create a video for World Tourism Day, and thanked members of the Board and community who participated in the video they had submitted. She reported that she was working on the annual report and said that it would focus on MLT's stewardship and community engagement initiatives.

6.3 Digital Marketing

Digital Marketing Manager Samantha Lindberg introduced new Marketing Coordinator Jenna Andersen and provided an update on digital marketing efforts and social media activity. Ms. Lindberg reported that MLT had done a photo shoot with LA Kings Captain Anže Kopitar and spoke about the "It's a Mammoth Thing" video series which launched in July and focused on specific topics to educate the public on responsible recreation. She said the next video to be released would focus on wildlife, and would be followed by a fall video that would discuss winter parking.

There was discussion between staff and members of the Board.

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 and operations. Mr. Clark spoke in favor of the upcoming wildlife messaging having a more somber approach. He discussed the success of the Mountain's avalanche closure cutting video and reported that all their safety messaging would be presented through videos moving forward. He announced that Gran Fondo would take place on Saturday, the Bike Park would close mid-September, and said that

tubing and the coaster were only available on the weekends now, and that tubing would close at the end of September. Mr. Clark provided a Capital Projects update.

7.2 Mammoth Lakes Chamber of Commerce Update - Tom Parker

There was no update given.

7.3 Town Council Update - John Wentworth

Board Member John Wentworth gave an update on Town Council news, activities and operations. Mr. Wentworth discussed items that would be on tonight's Town Council meeting, including a workshop with MLT, and discussed a recent Los Angeles Times article about a Mountain Lion attack in Malibu.

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

8. ADJOURNMENT

The next regular meeting is scheduled for Wednesday, October 2, 2024, from 1-3pm. Board to consider rescheduling or canceling the October meeting due to the President & CEO being out of office at that time.

There was discussion between Executive Director John Urdi and members of the Board about canceling the October meeting.

CONSENSUS: There was consensus from the Board to cancel the October meeting and reconvene the Board at the regular meeting scheduled to be held on November 6, 2024.

The meeting was adjourned at 3:40 p.m.

Angela Plaisted, Assistant Clerk



FY25 WINTER MEDIA CAMPAIGN

NOVEMBER 6, 2024

PROGRAM OVERVIEW



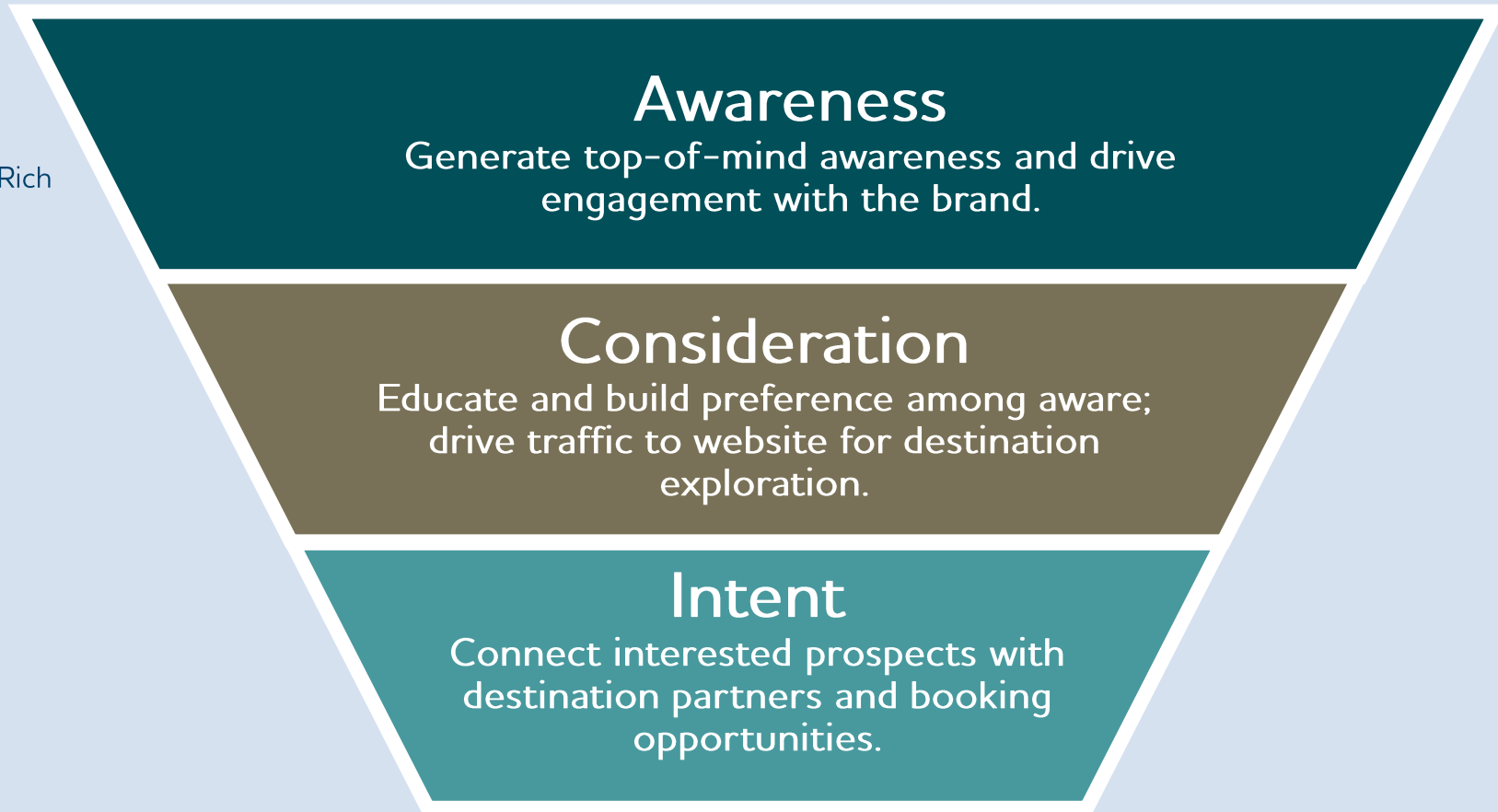


PROGRAM PARAMETERS

| Media Plan | Winter |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Target Audience | Snowsporters <ul style="list-style-type: none"> • Age 25-53 • HHI: <ul style="list-style-type: none"> - \$125K+ (CA/NV/DEN) - \$200K+ (NE) |
| Geography | <ul style="list-style-type: none"> • CA+NV Base • Spot Markets: DEN, NE |
| Timing | <ul style="list-style-type: none"> • CA+NV: November - April • DEN, NE: Mid-September - February |
| Budget | Total: \$1.08M <ul style="list-style-type: none"> • CA+NV - \$375,000 • DEN - \$175,000 • NE - \$510,000 • California Visitors Guide: \$20,000 |
| Measurement | Campaign KPIs: <ul style="list-style-type: none"> • Video – Views, VCR, CPV, SOV % • Custom – Content Views, Time Spent w/ Content, Engagement Rate • Digital/Social - Clicks, CTR, Sessions, TOS, Airline Referrals/Bookings |



LAYERED MEDIA APPROACH



Tactics:
Audio, Video,
Stories, Custom Content, Rich
Media

Tactics:
Social Media, Display,
Native, Search

Tactics:
Display, Search

Awareness
Generate top-of-mind awareness and drive
engagement with the brand.

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

Intent
Connect interested prospects with
destination partners and booking
opportunities.

Engagement KPIs:
Primary: Completion Rate,
Content Views
Secondary: Video Views,
Time Spent w/Content

Engagement KPIs:
Primary: CTR, Sessions
Secondary: Average
Engaged Duration

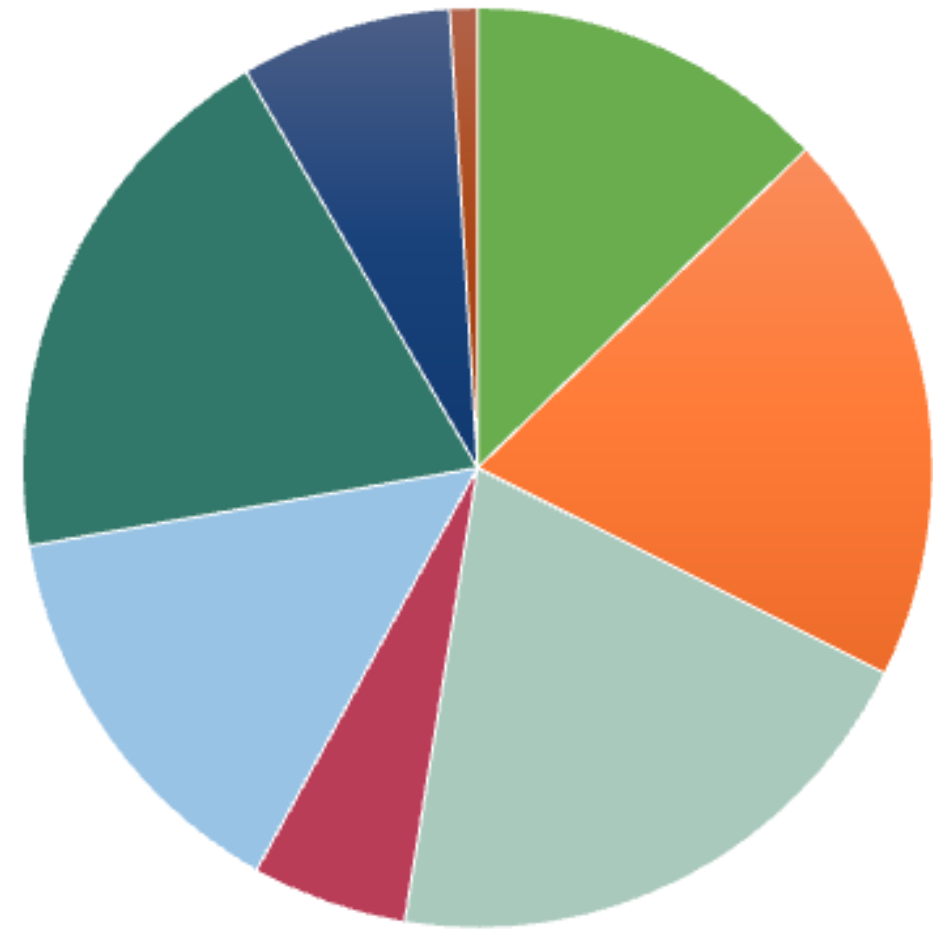
Engagement KPIs:
Partner Handoffs. Airline
Referrals

MEDIA MIX



Campaign will deploy a range of awareness-driving channels with opportunities for robust and highly engaging tactics.

Efficient partnerships will be leveraged to drive website traffic, with air service support layered in.



■ Airline Partnership ■ Content ■ Video ■ Streaming Audio ■ Social ■ Display ■ Search ■ CVG

PERFORMANCE TRENDS





FY24 WINTER PERFORMANCE

79%
VCR

Video content sparked interest in the destination, tracking an 8% increase in VCR compared to FY23, with a lift amongst all YoY videos programs.

Winter campaign incorporated video, audio, and high impact units to help build awareness in near and far markets.

Traffic driving elements supplemented the program, driving deeper consideration to visit the destination, with air service support layered in.

0.79%
CTR

Traffic driving elements delivered high volume of sessions (416K), due to strong engagement, high click to session ratio, and cost efficiencies.

0:26
AED

Program was effective generating flight referrals (28K+), led by SEM and FB.



KEY INSIGHTS & MOVING FORWARD

Snow specific partner, On The Snow, drove more interest (CTR) with far markets compared to near.



Shift to targeting only Northeast with endemic snow partners, heavying-up in key time periods.

Unreal videos continue to generated the best engagement across ad types.



Evolve video program to integrate new ad elements, while having a continued presence in premium inventory.

Custom rich media unit saw strong results against each target market.



Consider dynamic creative component allowing users to learn more about the destination

Traffic driving programmatic placements saw good engagement across programs.



Incorporate expanded retargeting elements to help build familiarity and consideration of the destination.

Social, Google Search, and INK proved to be effective partners in driving intent to visit.



Expand on successful low funnel tactics, while integrating new targeting capabilities.

MEDIA PARTNER SUMMARY






DIGITAL/SOCIAL MEDIA



DIGITAL/SOCIAL MEDIA CREATIVE EXAMPLES

sponsored by Visit Mammoth Lakes


UNREAL California Skiing

Great snowfall, huge vertical drop, California skiing in Mammoth Lakes is the real UNREAL.

5:04

Advertisement

Crowd Faves



EXPLORE MORE

Your station will be right back...

Why Ads?

0:03 0:31

Carrier 6:48 PM


- A WINTER VACATION -

SO UNREAL

- WE'RE OBLIGATED TO CONFIRM -

IT'S REAL.

Unreal snow conditions, meet unreal natural landscapes, meet you in Mammoth Lakes, California. It's the real unreal.



Mammoth Lakes CALIFORNIA

AN IKON BASE DESTINATION

Advertisement

Continue to Pandora

visitmammoth sponsored



- TAKE YOUR -

MOST UNREAL


WINTER VACATION YET.

LEARN MORE

MAMMOTHLAKES.CALIFORNIA

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You may call it incredible, breathtaking, or even unreal. We call it winter in Mammoth Lakes, CA. Plan your trip now.



visitmammoth.com

It's the real UNREAL

Learn more

Like Comment Share

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



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Learn more

GOOGLE SEARCH




OBJECTIVE: Intent

PRIMARY KPI: CPC, CTR, Partner referrals

MARKETS: California+Nevada, Denver, Northeast




Sponsored

 www.visitmammoth.com/

Welcome To The Real Unreal - Visit Mammoth, CA

Fly Nonstop from North East to Mammoth Lakes. Book Your Flight Today! Get to fun faster when you fly to Mammoth Lakes. Learn more information today. Destinations: Eastern Sierra Region, Reds Meadow, Mammoth Lakes Basin, Town of Mammoth Lakes....

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Visit Mammoth Lakes for the vacation of a lifetime. See tips to make your trip a blast! Get to fun faster when you fly to Mammoth Lakes. Learn more information today. Destinations: Eastern Sierra Region, Reds Meadow, Mammoth Lakes Basin, Town of Mammoth....

Connect active travel prospects to relevant information (airline booking and partner information)



HIGH IMPACT RICH MEDIA



allgeardigital



ON THE SNOW CREATIVE EXAMPLES



| Day | Weather | High/Low | Wind | Snow |
|-----------|---------------|----------|----------|----------|
| Tuesday | Partly Cloudy | 47/71 F° | 45/69 F° | 2 m/h 0" |
| Wednesday | Mostly Sunny | 60/67 F° | 59/65 F° | 3 m/h 0" |
| Thursday | Sun | 49/59 F° | 48/58 F° | 2 m/h 0" |

Austria
YOU'RE INVITED!
AUSTRIAN POP-UP
EXPERIENCE IN NYC NOVEMBER 9-12
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Boston Mills Lodging
CHECK IN: 10/26/2023 CHECK OUT: 10/29/2023 [Search](#)



Mammoth's Famous Après Parties Kick-Off Tomorrow

Looking for the best après-ski party in North America? Check out the Weekend Après Party at Mammoth Mountain in California. Starting tomorrow on the Canyon Lodge sundeck and continuing every Friday and Saturday until April. We're talking giveaways, drink specials, DJ WLDCT spinning from an elevated gondola car and more.



Weekend Forecast: Powder days ahead

Significant snow is forecasted across North America over Presidents' Day Weekend. See the full forecast from Meteorologist Chris Tomer.



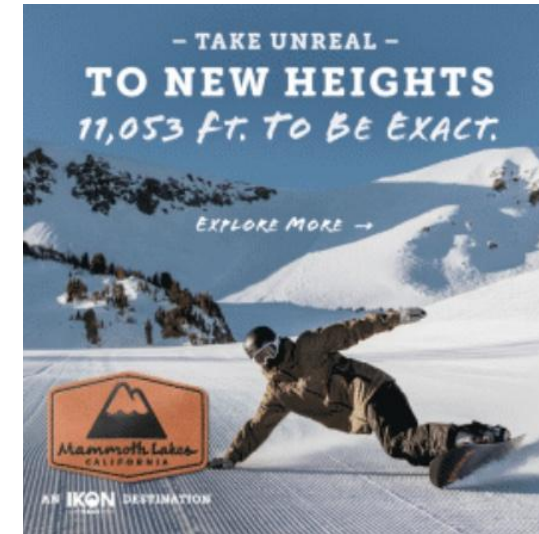
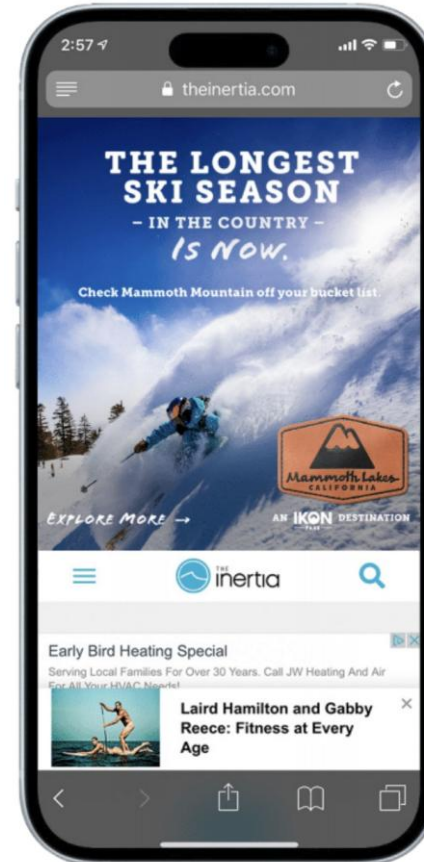
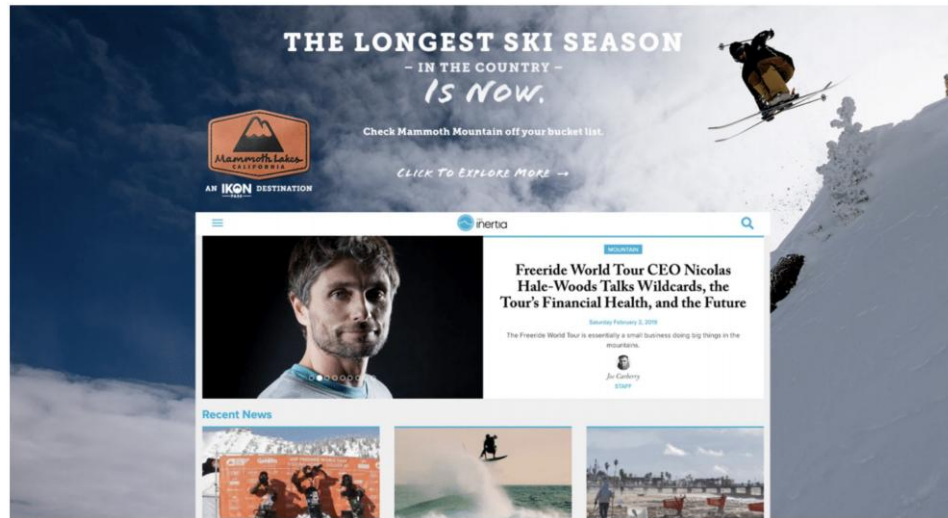
Weekend Forecast: Snow continues out West

Many ski resorts out West have seen feet of snow, while more is forecasted. View the complete snow forecast from Meteorologist Chris Tomer.

[Read More](#)



ALL GEAR CREATIVE EXAMPLES





ALL GEAR NETWORK

8 OWNED AND OPERATED MEDIA PROPERTIES

GEARJUNKIE
Outdoor Adventure

 **THE inertia**
Surfing & Outdoors

BIKERUMOR
Cycling

SWITCH BACK TRAVEL
Gear & Adventure Travel

 **I · RUN · FAR**
Running

 **EXPLORERSWEB**
Expeditions & Science

WILDSNOW
Skiing

PACK HACKER
Travel Gear

6 ADVERTISING NETWORK PARTNERSHIPS

 **AllTrails**

 **TRIED. TESTED. TRUE. MYGOLFSPY**

 **Huckberry**

BIKEPACKING
.COM

HERO MEDIA

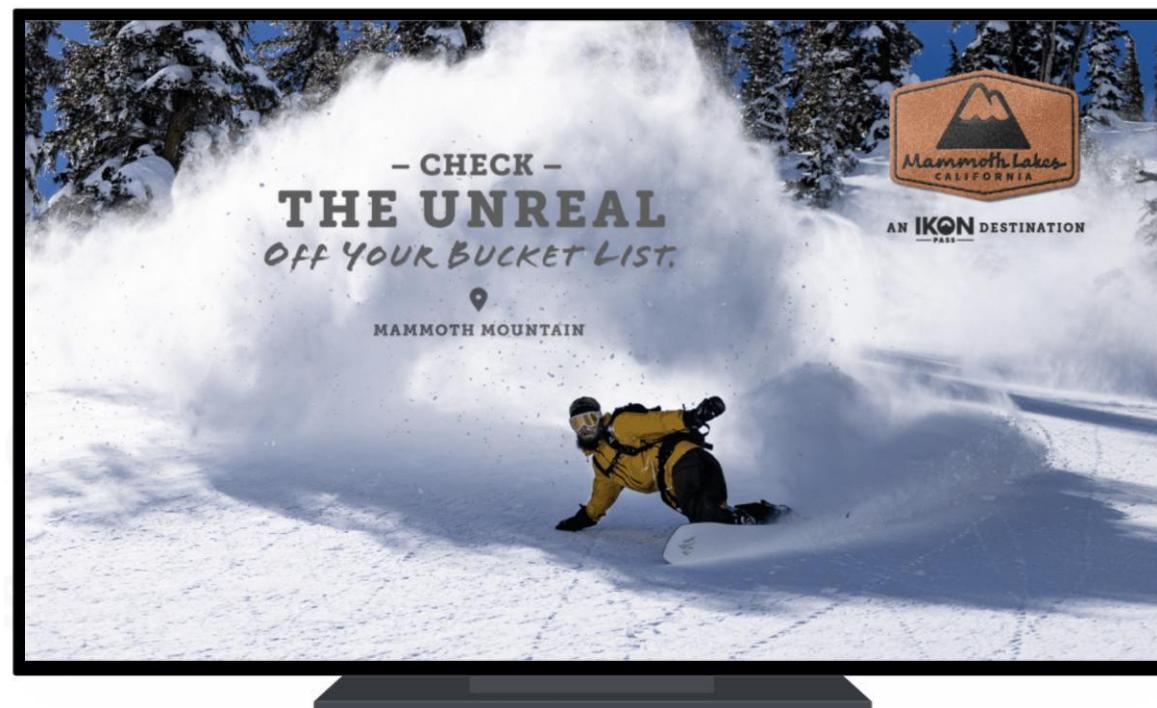
57HOURS
Own your weekends

UNDERTONE CREATIVE EXAMPLES



[Live CTV+](#)

[Pause Ad](#)



UNDERTONE CREATIVE EXAMPLES



**- CALIFORNIA -
SKIING & SNOWBOARDING**

With the highest lifts in California and averaging 400" of snowfall a year, Mammoth Mountain sits at the peak of every IKON Pass holder's bucket list. Plus, we have one of the longest ski seasons in the country. Pretty unreal, right?

**- OFF-MOUNTAIN -
ADVENTURES**

The stunning natural beauty of Mammoth Lakes spans countless acres, making it an unreal destination for snowshoeing, snowmobiling, backcountry exploring and of course, après skiing.

**- VISIT -
MIDWEEK**

Unreal adventure doesn't wait for the weekend. Visit Mammoth Lakes during the week to get more of the mountain to yourself.

**- KEEP MAMMOTH -
UNREAL**

Keeping Mammoth Lakes unreal is a team effort. That's why it's important to protect and care for the land to keep it pristine for generations to come.

**- SHOP -
LOCAL**

With all kinds of local boutiques and outdoor retail shops, Mammoth Lakes offers an unreal shopping experience. So, after you hit the slopes, you can hit the shops to bring a piece of the unreal home with you.

**- SAVOR -
THE UNREAL**

After an unreal day on the slopes, unwind at one of the many local restaurants and breweries in Mammoth Lakes. You'll find all kinds of festive fare to please every palate in warm and welcoming settings.

Page Grabber Ad Unit

INK | UNITED



INK | UNITED CREATIVE EXAMPLES



A screenshot of a Facebook advertisement for Hemispheres United. The ad features a smartphone displaying the ad content. The text on the phone reads: "Hemispheres United Sponsored · 43", "Mammoth Lakes, CA is both an unreal natural playground for kids, and a serene break from reality for grown-ups. Win-Win. Plan now.", and "Fly to Bishop/Mammoth with United". Below the text are five promotional images for Mammoth Lakes activities: kayaking, hiking, horseback riding, fishing, and mountain biking. At the bottom of the phone screen, there is a "Book now" button and social media interaction options (Like, Comment, Share). The background of the ad is dark blue with the "navigator by Ink" logo and the tagline "Real travellers, brought to you." at the bottom right.



CALIFORNIA VISITORS GUIDE

Participate in the Visit California co-op annual California Visitor Guide publications, through a trusted and valuable travel inspiration source.

Approach:

- 1/2 Page insertion in the 2025 CVG, showcasing Mammoth Lakes as a premier travel destination
 - Circulation: 500K
 - Impressions: 1.3M



2024 OFFICIAL VISITOR'S GUIDE

THE BEST OF California

ZOOEY DESCHANEL

"CALIFORNIA IS SUCH A WONDERFUL PLACE TO CALL HOME"

PLUS: 58 Reasons Why California Is the Ultimate Playground

visit California

142 | VISITCALIFORNIA.COM

MAMMOTH LAKES CALIFORNIA

IT WILL MAKE YOU QUESTION - SO MANY THINGS - LIKE REALITY.

ESCAPE TO THE UNREAL - WITH EASE.

VisitMammoth.com

WAKE-UP IN THE HEART OF YOSEMITE NATIONAL PARK

TRAVELYOSEMITE.COM

TAHOE

When Tahoe Meets Business

| | | | |
|---------------|---------------|----------------|----------------|
| 1. Snowed out | 5. Snowed out | 9. Snowed out | 13. Snowed out |
| 2. Snowed out | 6. Snowed out | 10. Snowed out | 14. Snowed out |
| 3. Snowed out | 7. Snowed out | 11. Snowed out | 15. Snowed out |
| 4. Snowed out | 8. Snowed out | 12. Snowed out | 16. Snowed out |

CAMPAIGN SUMMARY





WINTER CAMPAIGN SUMMARY

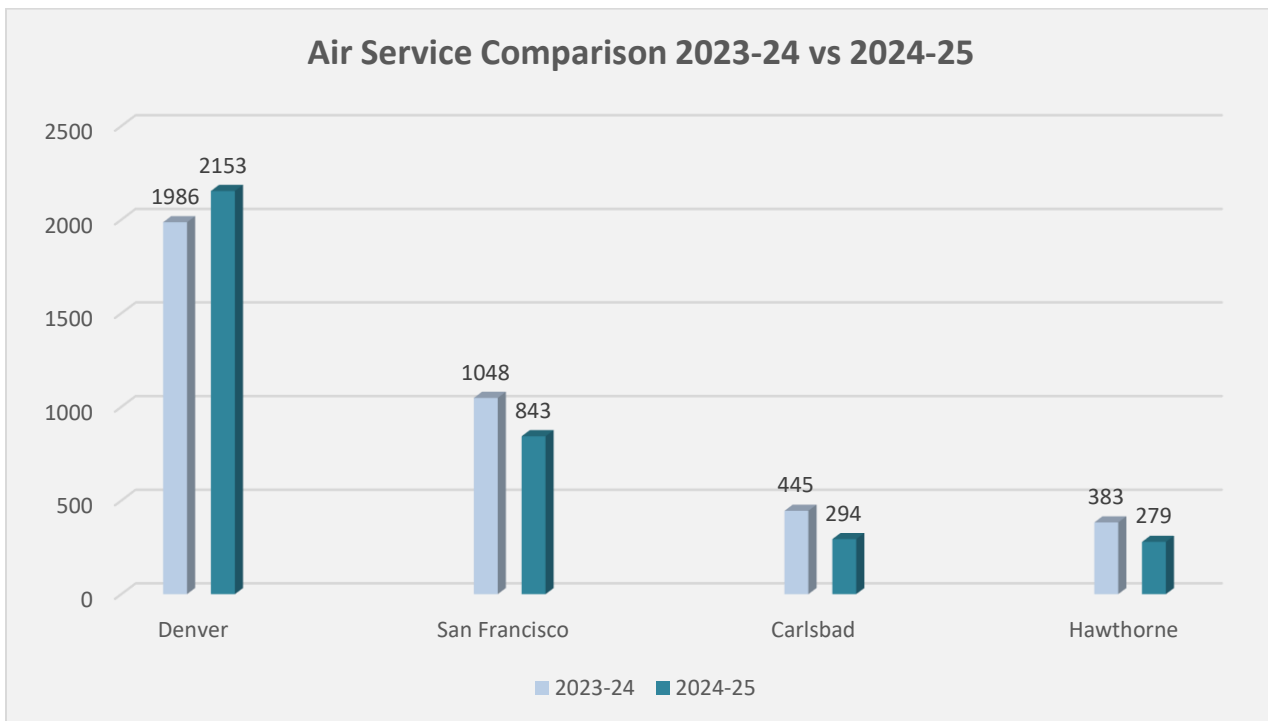
| Winter (Mid September '24-Mid April '25) | | | | | | | | |
|------------------------------------------|------------------------------------------|--------------------|-------------------|-------------------|------------|--------------|----------------|-------------|
| Publisher | Ad Units | Media Cost | Impressions | Video Views | VCR | CTR | Sessions | AED |
| CVG | Print | \$18,494 | - | - | - | - | - | - |
| YouTube | Video | \$82,353 | 5,384,615 | 3,500,000 | 70% | - | - | - |
| Facebook/Instagram | Video, Stories, Single Image | \$117,647 | 10,666,667 | 5,000,000 | 75% | 1.25% | 37,500 | 0:25 |
| Undertone | LiveCTV+, Pause Ads, Rich Media | \$141,176 | 4,951,326 | 1,610,169 | 95% | - | - | - |
| OnTheSnow | E-newsletters | \$15,294 | 250,000 | - | - | 0.57% | - | - |
| AllGear | Custom Content, Display, Video, E-blasts | \$117,647 | 6,347,576 | 53,182 | 65% | 0.46% | 2,739 | 0:20 |
| Pandora | Audio, Mobile Interstitial | \$74,118 | 3,357,955 | - | - | 1.50% | 17,672 | 0:30 |
| The Trade Desk | OTT, OLV, Display, Native | \$171,608 | 19,302,313 | 2,780,495 | 74% | 0.21% | 49,120 | 0:20 |
| Google Display Network | Responsive Display | \$47,059 | 4,000,000 | - | - | 1.33% | 34,000 | 0:25 |
| INK | TBD | \$176,471 | TBD | TBD | TBD | TBD | TBD | TBD |
| Travelzoo | CPC Native Ads | \$23,529 | 2,000,000 | - | - | 1.00% | 13,000 | 0:40 |
| Google Search | Phrase/Exact Match, Dynamic Ads | \$89,412 | 407,298 | - | - | 18.00% | 33,690 | 1:30 |
| In-Market | TBD | \$20,000 | - | - | - | - | - | - |
| Ad Serving | -- | \$5,192 | - | - | - | - | - | - |
| Winter Total | | \$1,100,000 | 56,667,750 | 12,943,846 | 74% | 0.75% | 187,721 | 0:34 |

THANK YOU



Air Service Update 11-6-24

Bookings



Year-over-year roundtrips

- Denver is up +167, which is +8% compared to last year at this time.
- San Francisco is down -205, which is -20% compared to last year at this time.
- Carlsbad is down -151, which is -34% compared to last year at this time.
- Hawthorne is down -104, which is -27% compared to last year at this time.

Total we are down -293 round trips across all markets combined – roughly 146 individual passengers

United

- Service starts December 12 from SFO and December 19th from DEN
- Introduction of the Embraer 175 aircraft will be a game changer
 - 75 seats (5 more than the CRJ 700)
 - 12 first class seats (6 more than the CRJ 700 allows for more revenue)
 - 2nd highest rated plane in the United fleet (#1 the 777 Dreamliner)

Advanced Airlines

- Service to CLD and HHR starts November 27th
- Thursday, Friday, Sunday and Monday flight schedule
- Flight membership (formerly 10 packs) is now available at a deeply discounted rate
- Free connectivity to LAX through HHR



**Mammoth Lakes Tourism Financial Report
November 6, 2024**

Preliminary Transient Occupancy Tax (TOT)

- TOT collections for September 2024 came in at \$1,272,677 which is +\$495,881 and +64% to budget
- YTD TOT revenue is \$5,503,445 which is +1,950,059 and +55% to Budget and -\$59,878 and -1% to LY
- September TOT was -\$172,276 and -11.9% to LY

Preliminary Tourism Business Improvement District (TBID)

- TBID collections for September 2024 came in at \$250,598 which is -\$84,402 and -25% to budget.
- YTD TBID revenue is \$1,164,690 which is -\$60,310 and - 4.9% to Budget and +23,363 and +2% to LY
- September TBID was -\$73,912 and -22.7% to LY

| | Pre-covid2019 | 2023 | 2024 | Budget | Diff to LY | Diff to Budget |
|------------|---------------|-----------|----------|-----------|------------|------------------|
| Lodging | \$81,733 | \$104,244 | \$96,608 | \$105,000 | -\$7,636 | -\$8,392 -8% |
| Retail | \$74,049 | \$81,858 | \$73,153 | \$90,000 | -\$8,705 | -\$16,847 -18.7% |
| Restaurant | \$68,067 | \$86,076 | \$76,521 | \$85,000 | -\$9,555 | -\$8,479 -10% |
| Ski Area* | \$6,337** | \$52,332 | \$4,316 | \$55,000 | -\$48,016 | -\$50,684 -92% |

*Ski area now collects 2.5% versus 2% LY

** not equal comparison as we have added .5% to MMSA and golf to 2024 numbers

Bank Balances

- Measure A Checking account balance = \$968,231.00
- Measure A Savings account balance = \$5,021.98
- TBID Checking account balance = \$909,317.07
- TBID Savings account balance = \$5,017.25
- 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 = \$466,517.89
- Special Event CDARS account balance = \$631,009.06

Money Market Account

Balance of the FDIC Insured TBID Money Market account is \$3,256,119.05

Tourism Reserve Fund

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

- The current balance is \$352,511

Profit and Loss Statements (P&L)

- Please let us know if you have any questions.

Transient Occupancy Tax

Collection through September 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% | 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% | 83.8% | 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% | 15.9% | 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 | 4,342,251 | 3,774,158 | 2,171,658 | 926,667 | 1,257,382 | 27,423,267 |
| YTD collection as % of Full Year | 8.0% | 7.0% | 5.3% | 3.9% | 3.7% | 11.7% | 14.9% | 15.8% | 13.8% | 7.9% | 3.4% | 4.6% | |
| 2024-2025 | 2,273,236 | 1,957,532 | 1,272,677 | - | - | - | - | - | - | - | - | - | 5,503,445 |
| YTD collection as % of Full Year | 41.3% | 35.6% | 23.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |

% change from prior year 3.9% 1.4% -11.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% -79.9%

| | | | | | | | | | | | | | |
|----------------------------------------------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| Average monthly collection prior 3 yrs | 2,323,425 | 1,859,574 | 1,170,262 | 942,910 | 1,250,181 | 3,888,073 | 4,449,612 | 4,097,749 | 3,335,898 | 2,197,678 | 1,020,844 | 1,334,642 | 27,870,846 |
| Average Monthly collection as % of Full Year | 8.3% | 6.7% | 4.2% | 3.4% | 4.5% | 14.0% | 16.0% | 14.7% | 12.0% | 7.9% | 3.7% | 4.8% | 100.0% |
| Average YTD collection as % of Full Year | 8.3% | 15.0% | 19.2% | 22.6% | 27.1% | 41.0% | 57.0% | 71.7% | 83.7% | 91.5% | 95.2% | 100.0% | |

2. TOT Budget and Estimates (FY 2024-2025)

| | | | | |
|--------------------------------------------|--------|-------------------|-------------------------------|------------------------|
| FY 24-25 BUDGETED full-year revenue | Rate | 18,500,000 | Estimated Reserves (*) | Actual Reserves |
| less Tourism | 18.08% | 3,344,000 | \$ 352,511 | \$ - |
| less Housing | 6.54% | 1,209,615 | \$ 127,504 | \$ - |
| less Transit | 6.54% | 1,209,615 | \$ 127,504 | \$ - |
| Net to Town's General Fund | | 12,736,769 | | |

* 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: 3,553,386 | | | Quarter Total: 4,036,554 | | | Quarter Total: 7,887,866 | | | Quarter Total: 3,022,194 | | | 18,500,000 |
| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Full-Yr Total |
| FY 24-25 Budgeted Monthly Revenue | \$ 1,542,242 | \$ 1,234,348 | \$ 776,796 | \$ 625,885 | \$ 829,845 | \$ 2,580,824 | \$ 2,953,562 | \$ 2,720,003 | \$ 2,214,301 | \$ 1,458,774 | \$ 677,600 | \$ 885,820 | 18,500,000 |

| | | | | | | | | | | | | | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| FY 24-25 Actual Collection | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | YTD |
| | 2,273,236 | 1,957,532 | 1,272,677 | - | - | - | - | - | - | - | - | - | 5,503,445 |

| | | | | | | | | | | | | | |
|----------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| FY 24-25 Differences: Budget vs Actuals YTD | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | YTD |
| | 730,994 | 723,184 | 495,881 | - | - | - | - | - | - | - | - | - | 1,950,059 |
| Percent Over/(Under) Budget | 47% | 59% | 64% | | | | | | | | | | 11% |

Cumulative difference to date: **1,950,059** **55%**

Cumulative actual to last year actual difference to date: **(59,878)** **-1%**

Estimated TBID Revenue Fiscal 2024-25

| LOGGING ALL | July | August | September | October | November | December | January | February | March | April | May | June | TOTAL |
|-----------------------------|--------------|--------------|--------------|-------------|-------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Est. TOT Revenue | \$2,275,000 | \$1,950,000 | \$1,365,000 | \$1,040,000 | \$1,040,000 | \$3,770,000 | \$4,225,000 | \$4,355,000 | \$3,770,000 | \$2,080,000 | \$1,105,000 | \$1,300,000 | \$28,275,000 |
| Actual Total Revenue | \$16,416,805 | \$14,920,601 | \$9,660,800 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$40,998,206 |
| Est. TBID Revenue | \$17,500,000 | \$15,000,000 | \$10,500,000 | \$8,000,000 | \$8,000,000 | \$29,000,000 | \$32,500,000 | \$33,500,000 | \$29,000,000 | \$16,000,000 | \$8,500,000 | \$10,000,000 | \$217,500,000 |
| Est. TBID Revenue @1% | \$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 |
| Actual Revenue | \$164,168 | \$149,206 | \$96,608 | | | | | | | | | | \$409,982 |
| \$ Change Bud to Act | (\$10,832) | (\$794) | (\$8,392) | (\$80,000) | (\$80,000) | (\$290,000) | (\$325,000) | (\$335,000) | (\$290,000) | (\$160,000) | (\$85,000) | (\$100,000) | (\$1,765,018) |
| % Change Bud to Act | -6.19% | -0.53% | -7.99% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -81.15% |
| Cummulative Act to Bud | (\$10,832) | (\$11,626) | (\$20,018) | (\$100,018) | (\$180,018) | (\$470,018) | (\$795,018) | (\$1,130,018) | (\$1,420,018) | (\$1,580,018) | (\$1,665,018) | (\$1,765,018) | |

% of Total
30.2% Budget
35.2% Actual

| Retail | July | August | September | October | November | December | January | February | March | April | May | June | TOTAL |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|
| Est. Total Revenue | \$9,333,333 | \$8,666,667 | \$6,000,000 | \$4,666,667 | \$7,000,000 | \$15,000,000 | \$14,000,000 | \$14,000,000 | \$12,333,333 | \$8,333,333 | \$5,666,667 | \$7,666,667 | \$112,666,667 |
| Actual Total Revenue | \$8,745,483 | \$7,447,073 | \$4,876,867 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$21,069,423 |
| Est. TBID Revenue @ 1.5% | \$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 |
| Actual Revenue | \$131,182 | \$111,706 | \$73,153 | | | | | | | | | | \$316,041 |
| \$ Change Bud to Act | (\$8,818) | (\$18,294) | (\$16,847) | (\$70,000) | (\$105,000) | (\$225,000) | (\$210,000) | (\$210,000) | (\$185,000) | (\$125,000) | (\$85,000) | (\$115,000) | (\$1,115,000) |
| % Change Bud to Act | -6.30% | -14.07% | -18.72% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -81.30% |
| Cummulative Act to Bud | (\$8,818) | (\$27,112) | (\$43,959) | (\$113,959) | (\$218,959) | (\$443,959) | (\$653,959) | (\$863,959) | (\$1,048,959) | (\$1,173,959) | (\$1,258,959) | (\$1,373,959) | |

23.5% Budget
27.1% Actual

| Restaurant | July | August | September | October | November | December | January | February | March | April | May | June | TOTAL |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|
| Est. Total Revenue | \$8,666,667 | \$7,333,333 | \$5,666,667 | \$4,000,000 | \$6,333,333 | \$11,666,667 | \$11,666,667 | \$13,333,333 | \$12,000,000 | \$7,666,667 | \$4,000,000 | \$5,333,333 | \$97,666,667 |
| Actual Total Revenue | \$7,696,437 | \$7,497,490 | \$5,101,400 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$20,295,327 |
| Est. TBID Revenue @1.5% | \$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 |
| Actual Revenue | \$115,447 | \$112,462 | \$76,521 | | | | | | | | | | \$304,430 |
| \$ Change Bud to Act | (\$14,553) | \$2,462 | (\$8,479) | (\$60,000) | (\$95,000) | (\$175,000) | (\$175,000) | (\$200,000) | (\$180,000) | (\$115,000) | (\$60,000) | (\$80,000) | (\$1,160,570) |
| % Change Bud to Act | -11.19% | 2.24% | -9.98% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -79.22% |
| Cummulative Act to Bud | (\$14,553) | (\$12,091) | (\$20,570) | (\$80,570) | (\$175,570) | (\$350,570) | (\$525,570) | (\$725,570) | (\$905,570) | (\$1,020,570) | (\$1,080,570) | (\$1,160,570) | |

20.3% Budget
26.1% Actual

| MMSA Lift & Ski School | July | August | September | October | November | December | January | February | March | April | May | June | TOTAL |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Est. Total Revenue | \$1,200,000 | \$1,000,000 | \$2,200,000 | \$2,000,000 | \$5,800,000 | \$12,600,000 | \$15,200,000 | \$15,200,000 | \$12,000,000 | \$5,000,000 | \$1,400,000 | \$1,200,000 | \$74,800,000 |
| Actual Total Revenue | \$2,207,900 | \$2,988,911 | \$172,640 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$5,369,451 |
| Est. TBID Revenue @2.5% | \$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 |
| Actual Revenue | \$55,197 | \$74,723 | \$4,316 | | | | | | | | | | \$134,236 |
| \$ Change Bud to Act | \$25,197 | \$49,723 | (\$50,684) | (\$50,000) | (\$145,000) | (\$315,000) | (\$380,000) | (\$380,000) | (\$300,000) | (\$125,000) | (\$35,000) | (\$30,000) | (\$1,735,764) |
| % Change Bud to Act | 83.99% | 198.89% | -92.15% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -92.82% |
| Cummulative Act to Bud | \$25,197 | \$74,920 | \$24,236 | (\$25,764) | (\$170,764) | (\$485,764) | (\$865,764) | (\$1,245,764) | (\$1,545,764) | (\$1,670,764) | (\$1,705,764) | (\$1,735,764) | |

26.0% Budget
11.5% Actual

| | | | | | | | | | | | | | |
|-------------------------------------|-----------|-----------|-------------|-------------|-------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------------|
| Monthly TBID Rev Budget | \$475,000 | \$415,000 | \$335,000 | \$260,000 | \$425,000 | \$1,005,000 | \$1,090,000 | \$1,125,000 | \$955,000 | \$525,000 | \$265,000 | \$325,000 | \$7,200,000 |
| ACTUALS by Month | \$465,994 | \$448,097 | \$250,598 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$1,164,690 |
| Budget vs. Actual | (\$9,006) | \$33,097 | (\$84,402) | (\$260,000) | (\$425,000) | (\$1,005,000) | (\$1,090,000) | (\$1,125,000) | (\$955,000) | (\$525,000) | (\$265,000) | (\$325,000) | (\$6,035,310) |
| % Difference Budget to Actual | -1.90% | 7.98% | -25.19% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -83.82% |
| Cummulative Budget \$\$\$ | \$475,000 | \$890,000 | \$1,225,000 | \$1,485,000 | \$1,910,000 | \$2,915,000 | \$4,005,000 | \$5,130,000 | \$6,085,000 | \$6,610,000 | \$6,875,000 | \$7,200,000 | |
| YTD Actual Cumulative \$\$\$ | \$465,994 | \$914,092 | \$1,164,690 | \$1,164,690 | \$1,164,690 | \$1,164,690 | \$1,164,690 | \$1,164,690 | \$1,164,690 | \$1,164,690 | \$1,164,690 | \$1,164,690 | |
| Cumm Diff Budget to Actual | (\$9,006) | \$24,092 | (\$60,310) | (\$320,310) | (\$745,310) | (\$1,750,310) | (\$2,840,310) | (\$3,965,310) | (\$4,920,310) | (\$5,445,310) | (\$5,710,310) | (\$6,035,310) | |
| % Difference to Actual | -1.90% | 2.71% | -4.92% | -21.57% | -39.02% | -60.04% | -70.92% | -77.30% | -80.86% | -82.38% | -83.06% | -83.82% | |
| Actual 2023-24 | \$436,316 | \$380,501 | \$324,510 | \$249,732 | \$387,281 | \$857,907 | \$1,032,218 | \$1,075,512 | \$894,616 | \$508,979 | \$242,902 | \$294,650 | \$6,685,122 |
| \$ Difference YOY | \$29,678 | \$67,596 | (\$73,912) | (\$249,732) | (\$387,281) | (\$857,907) | (\$1,032,218) | (\$1,075,512) | (\$894,616) | (\$508,979) | (\$242,902) | (\$294,650) | |
| % Difference YOY | 6.80% | 17.77% | -22.78% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | -100.00% | |
| LY Cumulative | \$436,316 | \$816,817 | \$1,141,327 | \$1,391,058 | \$1,778,340 | \$2,636,247 | \$3,668,464 | \$4,743,976 | \$5,638,592 | \$6,147,571 | \$6,390,473 | \$6,685,122 | |
| Cumulative YOY \$ Change | \$29,678 | \$97,274 | \$23,363 | (\$226,369) | (\$613,650) | (\$1,471,557) | (\$2,503,774) | (\$3,579,287) | (\$4,473,903) | (\$4,982,881) | (\$5,225,783) | (\$5,520,433) | |
| Cummulative % Diff YOY | 6.80% | 11.91% | 2.05% | -16.27% | -34.51% | -55.82% | -68.25% | -75.45% | -79.34% | -81.05% | -81.77% | -82.58% | |