



## Mammoth Lakes Tourism Board Special Meeting Agenda

Friday, May 30, 2025, 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](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

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

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

Or join by phone:

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

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

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

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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 April 16, 2025**

**5. POLICY MATTERS**

**5.1 Presentation of Fiscal Year 2025-26 Strategic Plan and Budget - Staff presentations by department of 2025-26 plans and high-level budgets, Board to Approve Strategic Plan and Budgets**

**5.2 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. OTHER STANDING UPDATES**

**6.1 Mammoth Resorts Update - Eric Clark**

Brief update on Mammoth Mountain news, activity, and operations

**6.2 Mammoth Lakes Chamber of Commerce Update – Tom Parker**

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

**6.3 Town Council Update – John Wentworth**

Brief update on Town Council news, activity, and operations

**7. ADJOURNMENT**

The meeting will be adjourned to the next regular meeting scheduled to be held on June 18, 2025.



## **Mammoth Lakes Tourism Board**

### **Minutes of Regular Meeting**

**April 16, 2025, 1:00 p.m.**

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

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

Members Absent: Secretary John Mendel, Board Member Mary Beth Ericson

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

Chair Pat Foster called the meeting to order at 1:12 p.m. in the Council Chambers located at 437 Old Mammoth Road.

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

Chair Pat Foster reported that the Board had two open seats coming up and said that Board Member Cristi Quesada Costa and Secretary John Mendel who currently held those seats both wanted to stay on the Board. Chair Foster said that there had been no applicants for the open seats so they would just continue as is.

Vice Chair Eric Clark apologized for missing the last two meetings and reported that today was the memorial for fallen Ski Patroller Claire Murphy. Mr. Clark spoke about how the Mammoth Mountain Ski Area (MMSA) team handled the events around her tragic passing that day and beyond and the outpouring of support from other agencies who stepped in to help on the Mountain so local ski

patrollers could be with Claire. He announced that the Caldera Burn Endurance event would take place on Saturday, followed by the Pond Skim on Sunday at Canyon, and said that Sunday would be the last day that Canyon and Eagle would be open for the season. He said that starting on the 21st Main Lodge would have reduced hours from 7:30 a.m. - 2:00 p.m. with limited lifts and said that Main Lodge would be open at least through Memorial Day.

Treasurer John Morris reported that both golf courses would be open Memorial Day weekend, and the driving range would be open as staffing permitted.

Board Member Cristi Quesada-Costa said that she had family members in Town who had spoken very highly of their Advanced Air experience in Mammoth.

There was discussion between President and CEO John Urid and members of the Board.

### **3. PUBLIC COMMENTS**

Town of Mammoth Lakes (TOML) Town Manager Rob Patterson provided an update on recent Town projects and activities including fire safety mitigation efforts such as the Donut Project which he said needed ongoing support from the community. Mr. Patterson said that the Town was working with various agencies such as the Mammoth Lake Fire Protection District (MLFPD), Mammoth Community Water District (MCWD), Whitebark, and Mammoth Disposal on a program at a parcel level assisting members of the community with landscaping around their homes with demonstrations and evaluations of homes for fire mitigation efforts. He said the Town had donated funds to MLFPD to hire additional seasonal firefighters, and said that the Town would assist its Forest Service partners by providing TOML staff to clean restrooms and to perform maintenance on Forest Service trails, and that campgrounds would be opened and staffed by concessionaires. He reported that the Town would increase its number of Trail Hosts to ensure that this summer would be as smooth as in years past. Mr. Patterson said that Mono County Public Health Director Dr. Tom Boo would provide an update on the three Hantavirus deaths in Mammoth at tonight's Town Council meeting and announced that there would be an online Community Conversation tomorrow night with more information about Hantavirus prevention.

There was discussion between Mr. Patterson, President and CEO John Urdi, and members of the Board.

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

Moved by Treasurer John Morris

Seconded by Chair Pat Foster

Approve the Consent Agenda.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Board Member John Wentworth, Board Member Tom Parker, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Absent (2): Secretary John Mendel, and Board Member Mary Beth Ericson

Carried (7 to 0)

##### **4.1 Approve the minutes of the Regular Meeting of March 19, 2025**

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

##### **5.1 Presentation of Resident Sentiment Survey Results - Executive summary of the findings from fall 2024 resident sentiment surveys**

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

There was discussion between staff and members of the Board.

##### **5.2 MLT Draft Deliverables - A review of MLT's deliverables for Fiscal Year 2025-26 with Board discussion and vote to approve**

President and CEO John Urdi outlined the information in the Fiscal Year 2025/26 MLT Draft Deliverables.

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

Moved by Vice Chair Eric Clark

Seconded by Board Member John Wentworth

Approve MLT's deliverables for Fiscal Year 2025-26.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Board Member John Wentworth, Board Member Tom Parker, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Absent (2): Secretary John Mendel, and Board Member Mary Beth Ericson

Carried (7 to 0)

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

President and CEO John Urdi outlined the information in the Air Service Update.

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

**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**

President and CEO 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 Community Engagement**

Vice President, Community Engagement Betsy Truax gave an update on recent community engagement activities. Ms. Truax announced that the next Community Coffee would take place on April 24th featuring Mammoth Hospital CEO Tom Parker providing an update on the North Wing project, and said that the Hospital had donated the trivia prize which was a 5 pack of Elevate classes and said the coffee provider this month would be Starbucks on Main Street. She said that the May Community Coffee event would focus on Wildfire Preparedness Month featuring representatives from Whitebark and the Forest Service with coffee provided by Looney Bean. She reported that MLT would participate in community events as appropriate to share stewardship messaging including a table at the Cerro Coso Community College Earth Day event on the 22nd, and a table at TOML's Town Cleanup Day on May 17th to share information about the Clean Up the Lake (CUTL) program. She announced that Trashy Thursdays would start up again on June 5th at Shady Rest Park.

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

## **6.2 International**

Vice President, Global Tourism Michael Vanderhurst gave an update on international sales activities and outlined the information in the April 2025 International Visitation Sentiment and Trends for Summer handout. Mr. Vanderhurst discussed the possibility of Yosemite National Park not having a reservation system in place this year.

Vice Chair Eric Clark left the meeting at 2:45 p.m.

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

## **6.3 Marketing**

Vice President, Marketing Sarah Winters gave an update on marketing events and activities. Ms. Winters reported that MLT had launched the Spring and Summer Campaign and that she would present the results of the winter campaign at a future meeting. She said that they had launched their first paid special events Meta Campaign and said that she was working on a date for a joint agency campaign with Mammoth Mountain.

## **6.4 Digital Marketing**

Digital Marketing Manager Samantha Lindberg provided an update on digital marketing efforts and social media activity. Ms. Lindberg reported that she was working on content for National Travel and Tourism Week.

## **6.5 Local Marketing**

Marketing Manager Emily Bryant gave an update on recent local marketing activities. Ms. Bryant spoke about a new program MLT was working on with Visit California called Tourism Exchange, which is an online platform designed to help businesses increase their bookings and sales. She said that she was working with the Chamber on a Business After Hours event scheduled for June 24th which would take place at the California Welcome Center with representatives from the State's California Welcome Center Office and Visit California Representatives on site to speak with local businesses about opportunities open to them. She announced that Fishmas would take place next Saturday, and that MLT would distribute their annual window clings and post cards, and said that new Special Events posters would be available soon.

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

**6.6 Content Marketing**

Content Marketing Manager Laura Wattles gave an update on recent content marketing efforts. Ms. Wattles reported that Eastern Sierra Transit Authority (ESTA) was in the process of finalizing updates to their summer bus schedule.

**6.7 Communications and PR**

Public Relations Manager Ally Watson gave an update on communications and public relations efforts.

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

**7. OTHER STANDING UPDATES**

**7.1 Mammoth Resorts Update - Eric Clark**

Board Member Eric Clark provided this report during Agenda Item 2.

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

Board Member Tom Parker announced that the Chamber's President and CEO Brianna Goico was out on maternity leave and that David Mason Eichman would step in as the Interim Director until she returned. Mr. Parker provided some background information about Mr. Eichman and said that Mr. Eichman would give a Chamber update at the Town Council meeting.

**7.3 Town Council Update - John Wentworth**


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

**8. ADJOURNMENT**

The meeting was adjourned at 3:09 p.m. to a 4:00 p.m. workshop this afternoon with the Town Council.

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Angela Plaisted, Assistant Clerk



# FY25-26 STRATEGIC PLAN

MLT BOARD MEETING | MAY 2025



# STATE OF THE MLT BUSINESS



# WHERE HAVE WE BEEN IN FY24-25

- The Real Unreal campaign has been adjusted to be more straightforward and resulted in 87% of summer ad viewers saying “The campaign makes me want to protect Mammoth Lakes”
- Normal summer – weather and business levels
- Normal winter – average snowfall but timing was perfect before all holidays
- Late April Easter holiday – expected boom, didn’t materialize
- Winter air service strong – DEN up 23%, SFO up 31%, CLD up 8%, HHR down 3%
- Summer 2025 starting off early which will help finish FY24-25 strong
- Resident sentiment regarding benefits and value of tourism improving year-over-year and understanding of TBID up 22% from 2023
- New website driving increased visitation (up 5.6% YOY for organic sessions) and partner pass throughs (up 206% YOY)
- Dedicated Community Engagement position hired July 2024
- Tourism challenges are real, international markets, economic uncertainty, US Forest Service, National Parks . . .
- Visit CA “All Dreams Welcome” campaign to encourage visitation to the Golden State



# MLT STRATEGY 2025-2027



# Mammoth Lakes Tourism Strategic Plan 2025-2027



## PURPOSE

Mammoth Lakes Tourism invites visitors to align with our community's values—through the responsible promotion and stewardship of our mountain destination—to bring economic vitality to Mammoth Lakes.

## CORE VALUES

**Commitment**—our passion for Mammoth Lakes drives everything we do

**Stewardship**—we proactively care for our community and our environment

**Innovation**—we identify and implement creative solutions to serve the community

**Collaboration**—we engage our community, stakeholders, and partners to achieve shared goals

**Adaptability**—we are nimble and responsive to unexpected changes

## POSITION

Mammoth Lakes Tourism is the collaborative, adaptable, and responsive voice of the local tourism industry through:

- Promoting local businesses to regional, national, and international audiences through strategic and innovative marketing and collaboration with Visit California and other partners
- Driving need period visitation to support quality of experience
- Contributing to a vibrant event calendar through funding and marketing support
- Supporting access to Mammoth Lakes through reliable regional air service
- Informing our local community about the value of tourism, and engaging collaboratively to shape the Mammoth Lakes experience
- Fostering respect for the environment, our community, our businesses, and our workforce
- Advocating and providing information to the community and Town leadership supporting needs for infrastructure, beautification, and other improvements
- Driving the visitation that funds our tax base, allowing the Town to enhance resident and visitor experience

## OBJECTIVE 1:

Expand Community Engagement and Collaboration

## INDICATORS

- Growth in percentage of residents indicating that tourism improves their lives
- Growth in resident recognition of stewardship messaging

## STRATEGIES

- Develop our Community Engagement Plan to effectively communicate the value of tourism and listen to our community's priorities
- Coordinate communication systems and platforms to amplify core messages
- Develop an awareness campaign to educate on use of TOT dollars for community benefit

## OBJECTIVE 2:

Advance Destination Stewardship

## INDICATORS

- Final Stewardship Plan adopted by 6/30/2026
- Improve ratio of need period visitation to non-need periods
- Growth in percentage of visitors stating that MLT's work encourages the preservation of our destination

## STRATEGIES

- Participate in the development and implementation of Destination Stewardship Plan
- Elevate and invest in cultural tourism offerings such as history, culture, and heritage
- Educate visitors on stewardship to protect our natural and community resources
- Continue to develop approaches to influence desired patterns of visitation

## OBJECTIVE 3:

Amplify Marketing & Promotion

## INDICATORS

- Growth in overall economic impact from visitation to Mammoth Lakes
- Increase ROI on marketing campaigns
- Growth in enplanements over 2024 baseline

## STRATEGIES

- Partner with Visit California to promote Mammoth Lakes worldwide as a welcoming destination
- Tailor marketing strategies to foster Mammoth Lakes as a 12-month economy and drive overall growth in visitor spend
- Emphasize education and stewardship messaging
- Collect visitor feedback to evaluate campaign effectiveness

## OBJECTIVE 4:

Leverage Partnerships

## INDICATORS

- Growth in community infrastructure influenced by MLT advocacy
- Maintain or grow positive sentiment on annual TBID remitter survey over new 2025 baseline
- Partner on at least 5 initiatives with local partners annually

## STRATEGIES

- Build stronger relationships through collaboration and coordination with Town of Mammoth Lakes departments and other community-focused organizations
- Continue advocacy to Town Council for tourism-supportive policies and infrastructure
- Strengthen our collaboration and coordination with the Mammoth Lakes business community

# **PURPOSE**

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**Mammoth Lakes Tourism invites visitors to align with our community's values - through responsible promotion and stewardship of our mountain destination - to bring economic vitality to Mammoth Lakes.**



# CORE VALUES

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## COMMITMENT

Our passion for Mammoth Lakes drives everything we do.

## STEWARDSHIP

We proactively care for our community and our environment.

## INNOVATION

We identify and implement creative solutions to serve the community.

## COLLABORATION

We engage our community and partners to achieve shared goals.

## ADAPTABILITY

We are nimble and responsible to unexpected changes.



# POSITION

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**Mammoth Lakes Tourism is the collaborative, adaptable, and responsive voice of the local tourism industry though:**

- **Promoting local businesses to regional, national, and international audiences through strategic and innovative marketing and collaboration**
- **Driving need period visitation to support quality of experience**
- **Contributing to a vibrant event calendar through funding and marketing support**
- **Supporting access to Mammoth Lakes through reliable regional air service**



# POSITION

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**Mammoth Lakes Tourism is the collaborative, adaptable, and responsive voice of the local tourism industry though:**

- **Informing our local community about the value of tourism, and engaging collaboratively to shape the Mammoth Lakes experience**
- **Fostering respect for the environment, our community, our businesses, and our workforce**
- **Advocating and providing information to the community and Town leadership supporting needs for infrastructure, beautification, and other improvements**
- **Driving the visitation that funds our tax base, allowing the Town to enhance resident and visitor experience**



# OBJECTIVES



## Continue to Drive Responsible Visitation

1

**Expand  
Community  
Engagement &  
Collaboration**

2

**Advance  
Destination  
Stewardship**

3

**Amplify  
Marketing &  
Promotion**

3

**Leverage  
Partnerships**

# OBJECTIVE 1:

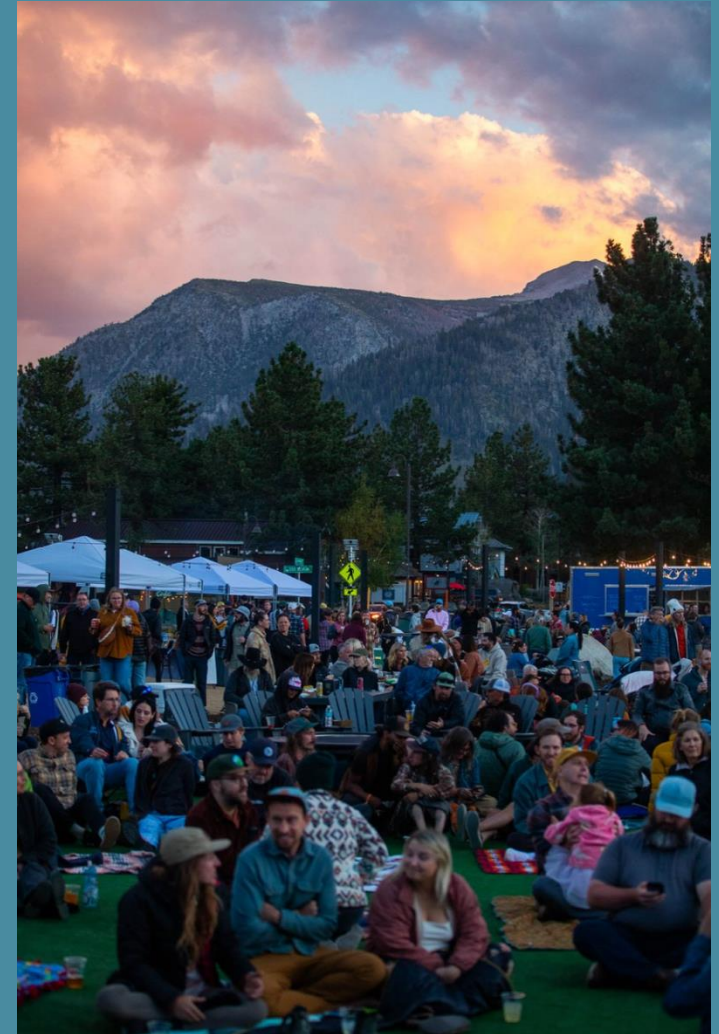
## EXPAND COMMUNITY ENGAGEMENT & COLLABORATION

### Indicators

- Growth in percentage of residents indicating that tourism improves their lives
- Growth in resident recognition of stewardship messaging

### Strategies:

- Implement Community Engagement Plan to effectively communicate the value of tourism and listen to our community's priorities
- Coordinate communication systems and platforms to amplify core messages
- Develop awareness campaign to educate on use of TOT dollars for community benefit



# OBJECTIVE 2:

## ADVANCE DESTINATION STEWARDSHIP

### Indicators

- Destination Stewardship Plan adopted by 6/30/2026

### Strategies:

- Participate in Destination Stewardship Plan development and implementation
- Elevate and invest in cultural tourism offerings such as history, culture and heritage
- Educate visitors on stewardship to protect our natural and community resources
- Continue to develop approaches to influencer desired patterns for community value



# OBJECTIVE 3:

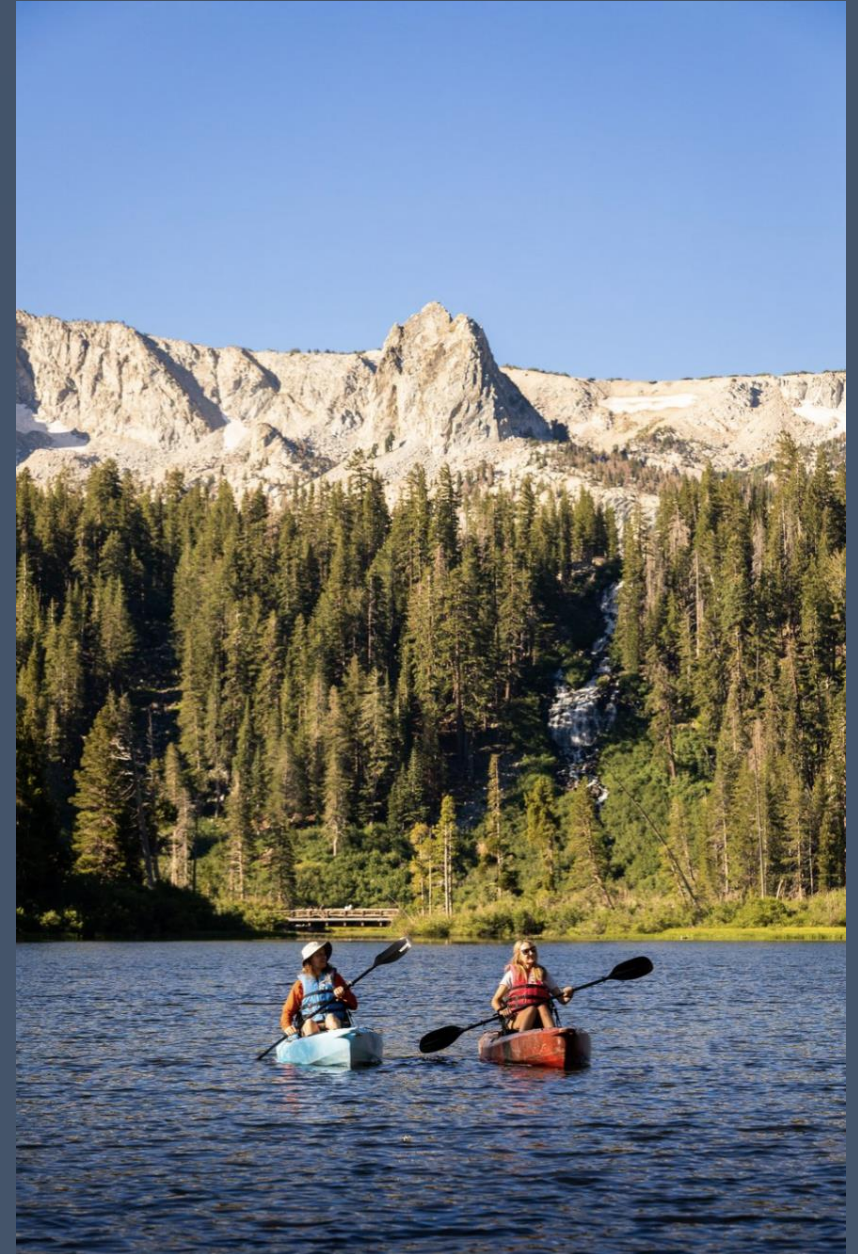
## AMPLIFY MARKETING & PROMOTION

### Indicators

- Growth in overall economic impact from visitation to Mammoth Lakes
- Increase return on investment (ROI) on marketing campaigns
- Growth in enplanements over 2024-2025 baseline

### Strategies:

- Partner with Visit California to promote Mammoth Lakes worldwide as a welcoming destination
- Tailor marketing strategies to foster Mammoth Lakes as a 12-month economy and drive overall growth in visitor spend
- Emphasize education and stewardship messaging
- Collect visitor feedback to evaluate campaign effectiveness



# OBJECTIVE 4:

## LEVERAGE PARTNERSHIPS

### Indicators

- Growth in community infrastructure influenced by MLT advocacy
- Maintain or grow positive sentiment on annual TBID remitter survey over new 2025-2026 baseline
- Partner on a least five initiatives with local partners annually

### Strategies:

- Build stronger relationships through collaboration and coordination with TOML departments and other community focused organizations
- Continue advocacy to Town Council for tourism-supportive policies and infrastructure
- Strengthen our collaboration and coordination with the Mammoth Lakes business community.



# FUNDING & BUDGET CALLOUTS

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- Dedicated Community Engagement Budget vs. placeholder in 2024-25 budget
- Increases in both MMH and BIH air subsidy caps for Summer 2025 – includes extended service through October 6th
- Increased investment into community engagement and stewardship marketing
- In general marketing expenses have all increased 10-15%
- Wages normalized over last year due to two maternity leaves in 2024-25 budget
- Staffing support (financial) for Mammoth Lakes Welcome Center
- Chinese agency representation reduced to project work

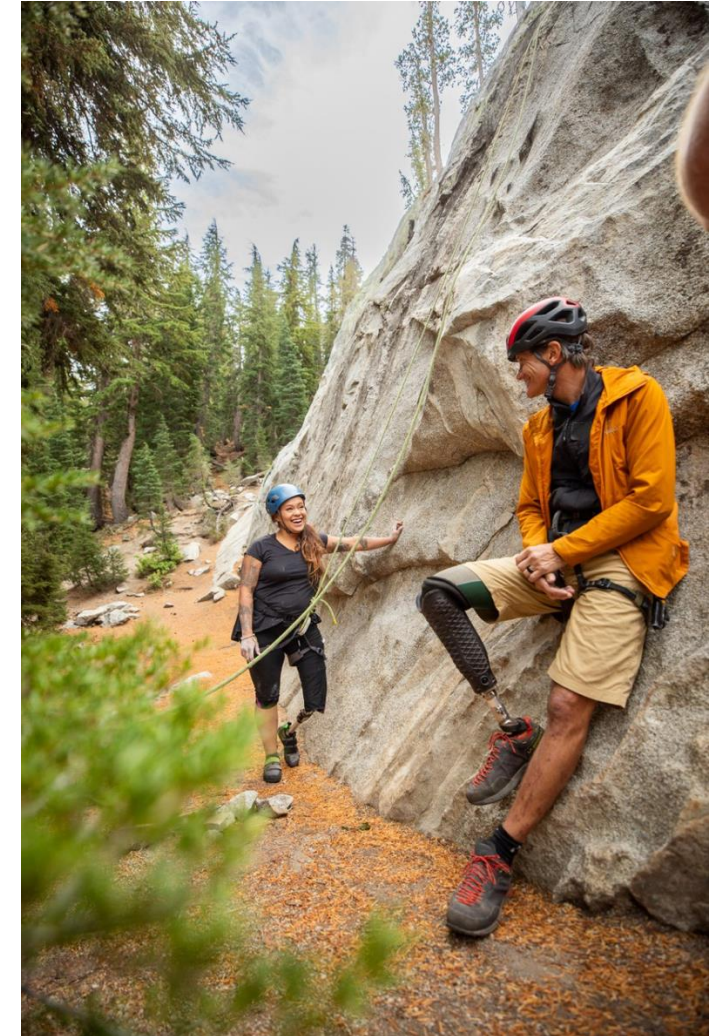
# LOCAL COMMUNITY OUTREACH & ENGAGEMENT



# COMMUNITY ENGAGEMENT



- Finalize and launch a comprehensive Community Engagement Plan by July 1, 2025
  - Informed by Resident Sentiment studies, Destination Think Collective findings, and case studies from other resort communities
  - Include all community stakeholders including Residents, Business Owners, Second Homeowners
- Continue tracking resident sentiment using the 2023 and 2024 studies as a baseline
- Continue working with the Mammoth Lakes Chamber of Commerce to engage the local business community and improve understanding of TBID.
- Participate in the development and implementation of the Destination Stewardship Plan with completion and adoption by June 30, 2026.
- Continue advocating to TOML for TBID-funded infrastructure to benefit visitors and residents, such as real-time transit information and information kiosks. Participate in the TOML Parks & Recreation Master Plan Advisory Committee.



# COMMUNITY OUTREACH



- Continue hosting and promoting at least 12 (1/month) in-person outreach events that meet the community in spaces funded by visitation dollars.
  - Community skate nights, ice cream socials, etc.
- Participate in other community events as appropriate
  - Earth Day, Indigenous Peoples Day, CRC tree lighting, etc.
- Continue sponsoring in-market stewardship initiatives like Trashy Thursdays, Clean Up the Lake, and Host Hounds and collaborate with appropriate partners to launch one new stewardship initiative.
- Work with the Chamber to coordinate at least two Hispanic Business Association events
- Explore implementing a program like Denmark's Copenpay for summer 2026 that incentivizes visitor and resident participation in stewardship-based initiatives.



# COMMUNITY COMMUNICATIONS



Coordinate communications systems and platforms to amplify core messages. Collaborate with partner entities (MLCC, TOML) as appropriate:



## Mammoth Lakes Tourism 5-in-5 5/16/2025

- Community Coffee
  - schedule 1 in Spanish
- Visitor Insights
- 5-in-5
- Annual Report
- Local Newspaper
- Local Radio
- Social Media
- In-person events
- Public meetings
- PIO collaboration and information sharing as needed
- “Did You Know” collaboration with TOML for TBID and TOT



Welcome to the 5-in-5, a weekly report on community and visitation news.

# SPECIAL EVENTS



- Minor tweaks to the Special Event Tiers & Information Guide based on 2025 implementation
- Continued promotion to existing and prospective producers through emailers, announcements, and other outreach
- Retain Grading System and continue to emphasize Green Events checklist
  - Develop “inclusive” events checklist working with partners like Born to Adapt and Access Mammoth (formerly DSES)
- Dedicated funding for special events for 2026 events season
  - Keep funding at \$350,000
  - Continue to support the 2026 Spartan Super World Championships, a Tier 1 event for fall, with a heavy focus on lodging education
  - Budget = \$50,000
  - Design, posters, targeted advertising of Mammoth Lakes as an events destination + endurance season promotion
- Work with MMSA on Canyon Lodge as the host site for Bluesapalooza in 2026 and a prospective site for additional events in 2027



# VISITOR FUNDED COMMUNITY ENGAGEMENT MARKETING



**Purpose:** An educational initiative that connects the dots between visitor dollars and real improvements in our own backyard—demonstrating the value of tourism in everyday community life.

## Why It Matters for Our Community

Tourism is more than just visitors—it's a vital part of what keeps our town running. Every dollar spent by a visitor helps fund services and infrastructure that benefit everyone who lives here. Visitation dollars fund critical community needs like housing and new amenities, maintain parks and trails, support transit, and fund events. From local jobs to essential government services, tourism plays a critical role in the health of our community.

## What's next:

- Work with the Abbi Agency team on Strategy and Creative Direction
- Engage with Community Stakeholders
- Identify Key Impact Areas to Highlight
- Campaign Messaging
- Select Outreach Channels
- Launch Campaign



# FY26 BUDGET FOR COMMUNITY ENGAGEMENT



Community Engagement	
Outreach	\$18,000
Staff Travel & Training	\$8,700
Research (includes Resident Sentiment & Destination Think)	\$52,000
Marketing (includes Community Engagement Campaign)	\$79,600
Sponsorship (includes CWC support and stewardship partnerships)	\$117,550
Supplies	\$4,200
TOTAL	\$280,050.00



# **STRATEGIC PLAN FRAMEWORK & APPROACH**

# FY26 PLANNING FRAMEWORK



PLANNING FRAMEWORK	FALL	WINTER	SPRING/SUMMER	AIR SERVICE
Impact Timing	September – November	December – Mid-April	Mid-April – August	Winter & Spring/Summer
Business Goal	Achieve Consistent \$25M in Annual TOT Revenue; 12-Months TOT Viability			
Marketing Objectives	Local Community Outreach			
	Educate Visitors on Responsible / Sustainable Tourism			
	Quality Visitation = Maintain/Increase Length of Stay & Visitor Spending			
	October & November TOT Viability (\$1M)	Increase Mid-Week Visitation Increase Far Market Visitation	June TOT Increase May TOT Viability (\$1M) Increase Mid-Week Visitation	Increase Load Factor

# BRAND POSITIONING



## CONSUMER NEEDS

A strong desire to be in a constant state of wonder (bored of anything ordinary). Looking for an authentic mountain experience.

Restoration and a sense of mental and physical well being only gained through being in nature.

Pure enjoyment of nature - feelings of awe and exhilaration, no matter the activity.

## MOTHER NATURE'S ADVENTURELAND

## MAMMOTH LAKES BRAND

Mammoth Lakes is a mountain destination that is both down to earth and otherworldly.

With vast scenic splendor and pockets of wonder, its pure nature inspires awe and offers a backdrop for exhilarating activities no matter the season.

**What sets us apart (from comp set):** You don't know until you go; a must see for yourself to satisfy your wanderlust.

**Why it works:** Allows us to continue to grow beyond California; intrigue & desire to check off the bucket list. Continues to provide a strong connection to the importance and value of sustainable/responsible travel.

**Brand Character:** Down to earth, confident, welcoming, genuine, relatable

# BRAND ATTRIBUTES



## FUNCTIONAL

- An authentic mountain destination
- Vast national forest, diverse terrain, pockets of wonder, many vacations in one
  - More space to roam; less dense
- Exhilarating environment and activities
- Pristine, natural beauty – not just nature but pure nature, natural and unrefined
- Unique local culture

## EMOTIONAL

- Unique in character/feeling, down to earth, real
- Grounded/centered/humbled - out of the chaos
- Extraordinary sense of awe, wonder and feelings of exhilaration
  - Leaves a lasting impression on you; recreation that allows you to recreate yourself
  - Feeling of being truly alive, truly well, living life fully
  - Exciting every time, not just the first time
- Carefree feeling of letting go

# CREATIVE MESSAGING STRATEGY



## THE REAL UNREAL

### BRAND

It's so incredible,  
you have to see it to  
believe it.

### STEWARDSHIP

It's so incredible,  
you have to protect it  
no matter what.

# BRAND CAMPAIGN



Introduced in Winter 2022, the *Real Unreal* brand campaign highlights Mammoth Lakes' incredible beauty and real-life adventure with sustainability at the heart of all messaging.

An overt call for responsible travel is authentically and organically integrated into the campaign, calling upon future visitors to *#KeepMammothUnreal* for everyone to experience for decades to come.



# TARGET MARKETS



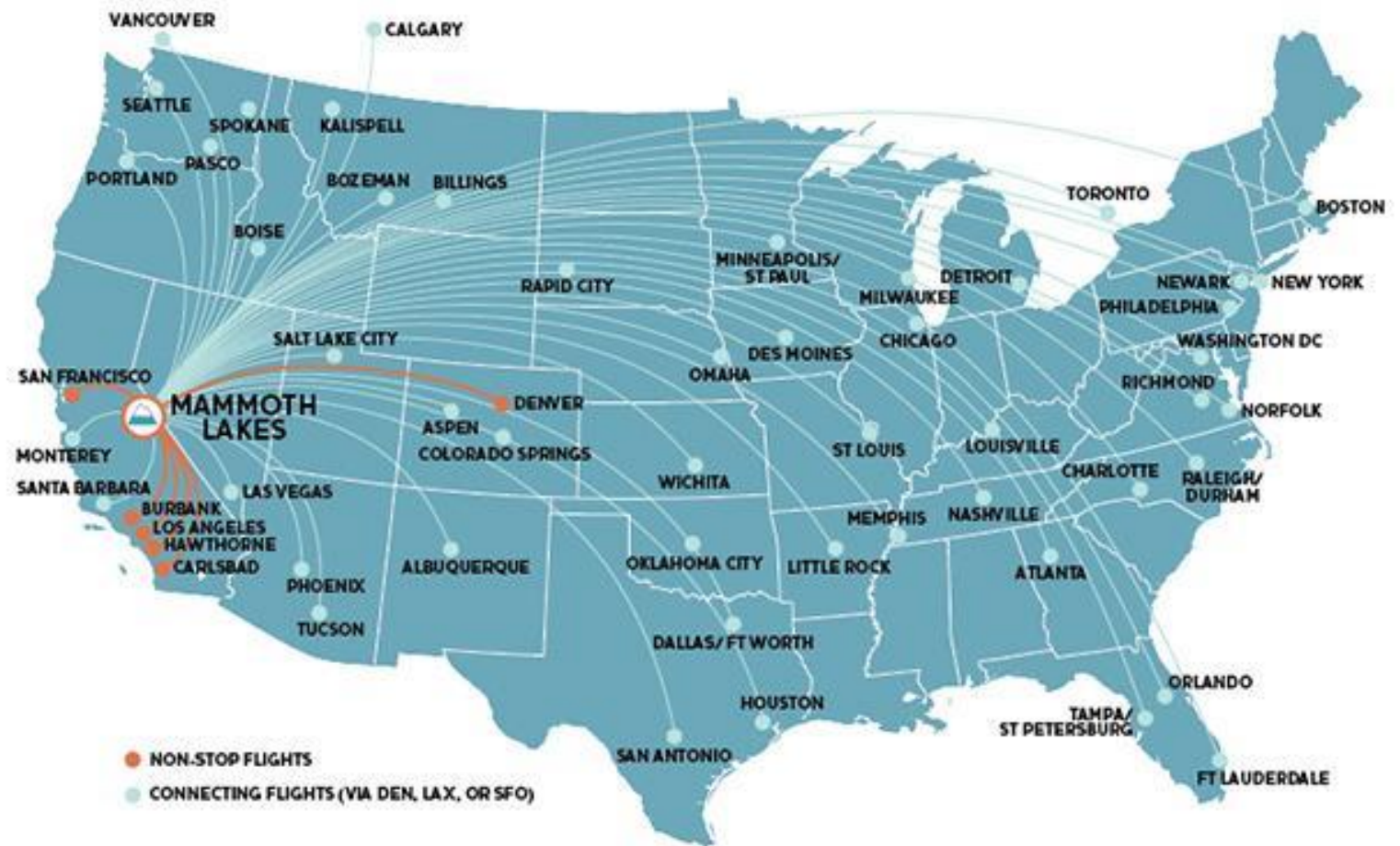
## NEAR MARKETS

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

## FAR MARKETS

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

## INTERNATIONAL



# TARGET AUDIENCES



## NATURE ENTHUSIASTS WITHOUT KIDS

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



## SNOWSPORTERS WITH & WITHOUT KIDS

Skiing (Cross Country or Downhill),  
Snowboarding or Snowmobiling



## OUTDOOR ACTIVES WITH & WITHOUT KIDS

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

# KEY IMPACT TIMING



# INTEGRATED PROGRAM PLANNING & EXECUTION



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

DETAILED PROGRAM PLANS  
OUTLINED IN THE NEXT SECTION



# MEASUREMENT



## BENCHMARKS

Set for day-to-day guidance to determine:

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

## REPORTING

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

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

## RESEARCH

Ongoing research to report on overarching program, including:

1. Ad Effectiveness Studies
2. Visitor Volume / ROI Studies
3. Seasonal Air Service Studies
4. Monthly Symphony Dashboards
5. Community Engagement Studies

# PROGRAM PLANS & BUDGETS



A man and a woman are hiking on a wooden boardwalk through a lush green forest. The woman is in the foreground, wearing an orange long-sleeved shirt, grey pants, and a green bucket hat. She has a large green backpack and is holding a leash for a husky dog. The man is behind her, wearing a brown hat, a white shirt, and a dark jacket. The husky dog is running towards the camera, its tongue out. The background is filled with tall evergreen trees and bright sunlight filtering through the canopy.

# DOMESTIC CONSUMER PROGRAM



# BRAND CREATIVE

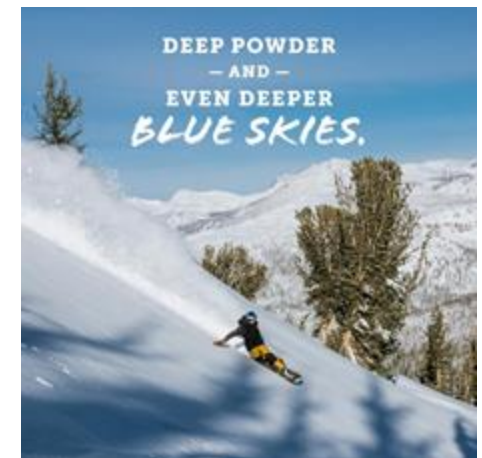
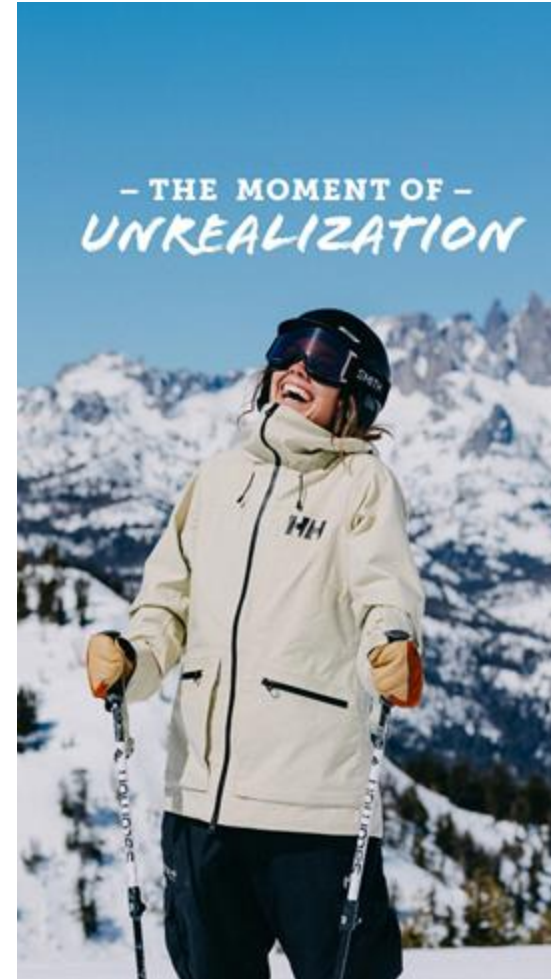


# MOMENT OF UNREALIZATION NORTHEAST CREATIVE MESSAGING

**Purpose:** To encourage the Northeastern market to make a winter trip to Mammoth Lakes a must-do on their bucket list.

The **Moment of Unrealization** plays into the feeling of being on Mammoth Mountain as you look out at 3,500 acres of breathtaking terrain. A pristine snowscape stretching into the infinite, and it hits you – you realize why this place is the *Real Unreal*.

We brought this moment to life by repurposing existing footage, including plenty of gorgeous nature, action shots, and people taking in the incredible surroundings to inspire Northeast travel to Mammoth Lakes.





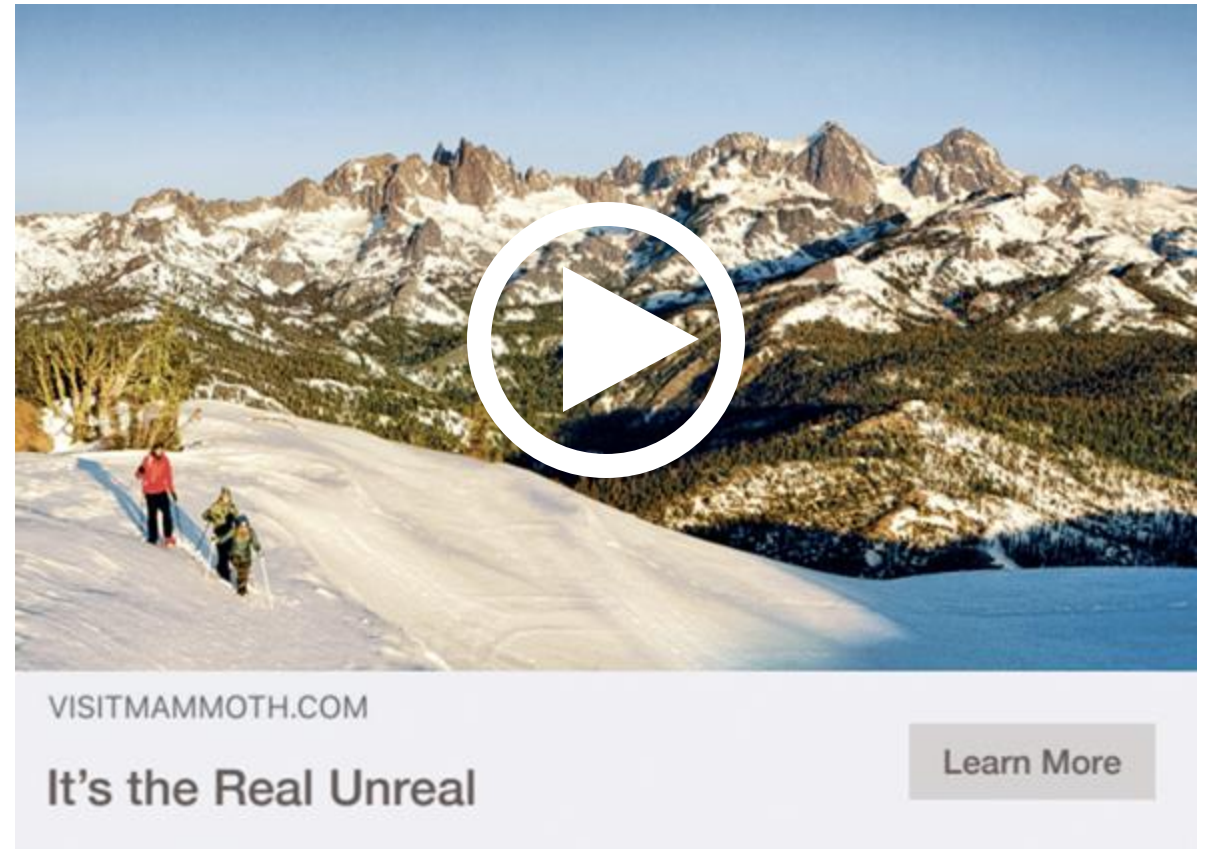
# BRAND VIDEO REFRESH

**Purpose:** The original Real Unreal campaign videos have been live in rotation since Winter 2022 (4-years).

In FY26, Mammoth Lakes Tourism will refresh these videos to ensure continued messaging relevance and interest among prospective consumers.

New assets will utilize existing footage and new footage shot economically to keep costs down, while still delivering high-end creativity and engaging messaging the Real Unreal campaign is known for.

Videos will be made in both standard and vertical formats to reach consumers in key media placements.





# GEOLOGICAL WONDERS CONTENT PROGRAM

**Purpose:** Develop a content program that promotes the geological wonders that make Mammoth Lakes 'unreal' through a stewardship lens.

Showcase locations and content through video storytelling, as well as an interactive map. Utilize education and fun facts on how the wonders were formed. Develop itineraries that weave in sustainable tourism practices and showcase local businesses.

Distribute content across all key channels (paid, owned, earned) to drive deeper consumer engagement and interest.



# PAID MEDIA



# Business Objectives

Increase qualified, responsible visitation through average length of stay (hotel/resort) and total trip spend

Increase flight load factor in core near and far markets

Educate consumers on responsible travel prior to arrival

# Media Objectives

Drive awareness, consideration, and intent to travel to Mammoth Lakes in key near and far markets

Inspire and educate travelers on things to do in-destination with an emphasis on encouraging midweek visitation

Deliver qualified traffic, with emphasis on onsite engagement

Provide paths that drive passthrough / conversion (intent) through flight exploration

Promote responsible tourism among aware audiences

# Media Strategies

Plan All Seasons together to expand opportunities and drive efficiency

Utilize a full-funnel approach to reach prospective travelers throughout the planning cycle

Lean into top performers to drive quality site traffic, while exploring new opportunities to drive awareness

Streamline creative messages by channel and time period to further messaging goals

Retarget those who have previously engaged with MLT messaging to pull those users through the funnel

Utilize midweek and air service messaging to drive high intent users to travel midweek and/or search for flights.



# FULL-FUNNEL MEDIA APPROACH

**Awareness:** Inspire new audiences, while maintaining top of mind awareness amongst familiar audiences to fill the funnel.

**Brand Awareness:**  
OOH, Rich Media, Custom Content, Video, Stories

**KPIs:** Reach, Impressions, Views, View Rate

**Consideration:** Build preference among audiences through education, driving qualified traffic to the website.

**Traffic Driving:**  
Social, Display, Native

**KPIs:** Clicks, CTR, CPC

**Secondary metrics:**  
Sessions/Engaged Sessions, Duration

**Intent:** Connect interested prospects with destination partners and booking opportunities.

**Intent:**  
Native, Social, SEM

**KPIs:** Partner handoffs, Airline Referrals



# SAMPLE MEDIA PARTNERS

A multimedia approach connects target markets with multiple messaging touchpoints.



## VIDEO & AUDIO

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



## SOCIAL

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



## PROGRAMMATIC

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



## SEARCH

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



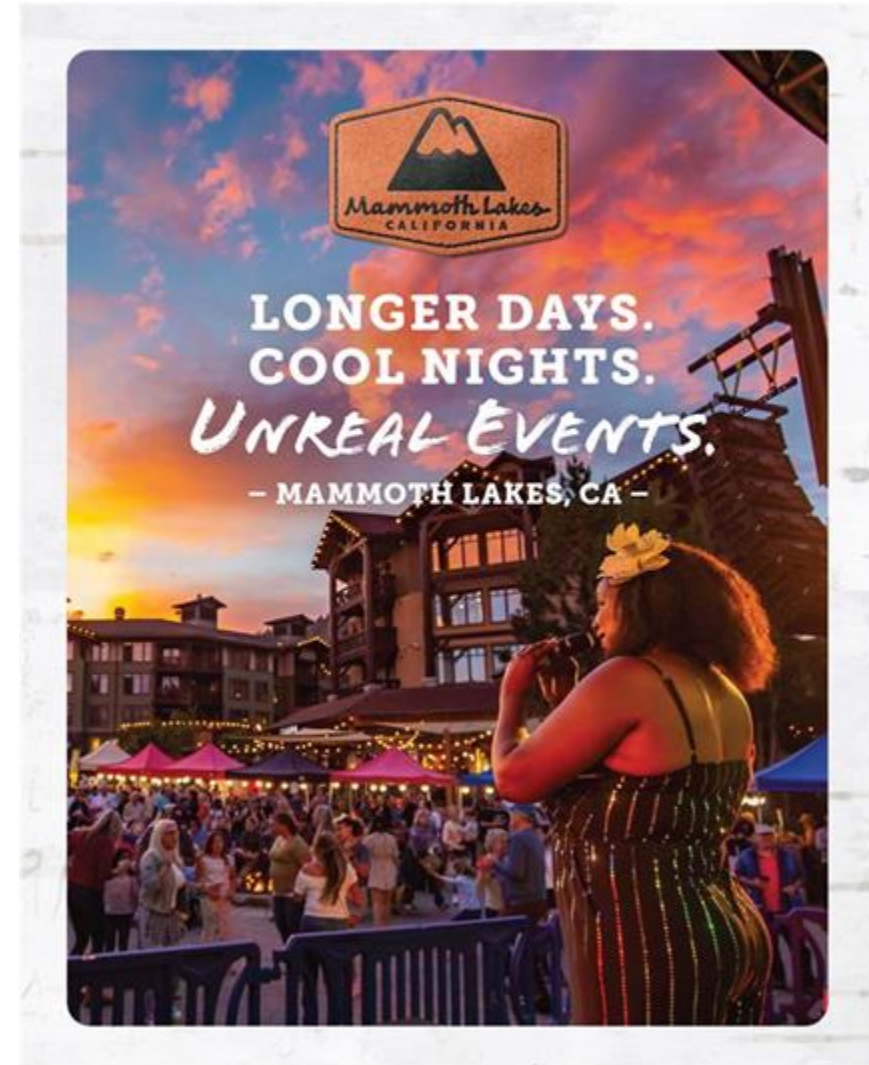
# SPECIAL EVENT PAID MEDIA

**PURPOSE:** The Special Event Paid Program was established to strategically support, enhance and attract high-quality events that align with tourism, economic development and community engagement goals. A key objective of the program is to drive visitation during need periods, helping to balance seasonal demand and support year-round economic vitality. To achieve this, 70% of program funds are allocated specifically to events taking place during non-peak times.

**CREATIVE:** To maximize effectiveness and sustainability, we've crafted evergreen marketing templates that can be reused and adapted for multiple years. The program takes a two-pronged approach, supporting both general events and a focused slate of endurance-season events, reflecting the diverse appeal of Mammoth Lakes to different visitor segments.

## PLACEMENTS:

- Meta
- The Sheet - 8 weeks with the Special Event Poster
- The Mammoth Times & Inyo Register (digital only)





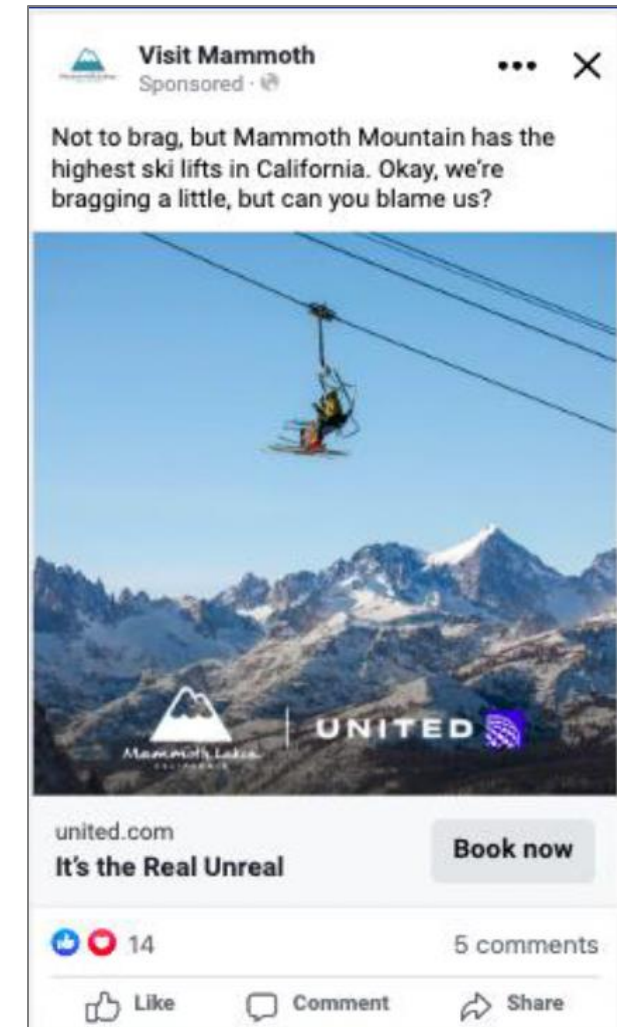
# INK x MLT PARTNERSHIP

**PURPOSE:** The INK Media Partnership was created to elevate brand awareness, consideration and travel intent for Mammoth Lakes by leveraging high-impact media across United Airlines' ecosystem. This includes airport-based video, print, digital and editorial content strategically aligned to reach active travelers at every stage of the booking journey. A key goal of this initiative is to expand Mammoth Lakes' presence in priority markets and drive demand during shoulder and off-peak seasons.

**CREATIVE:** Through a full-funnel media mix, we crafted compelling stories and travel inspiration that connect with targeted audiences. Assets are tailored to each channel: from awareness-driven video and microsite content to low-funnel units linking directly to booking platforms. The creative strategy prioritizes flexibility, consistency and seamless integration with United Airlines' ecosystem to effectively cultivate interest and convert intent into visitation.

## PLACEMENTS:

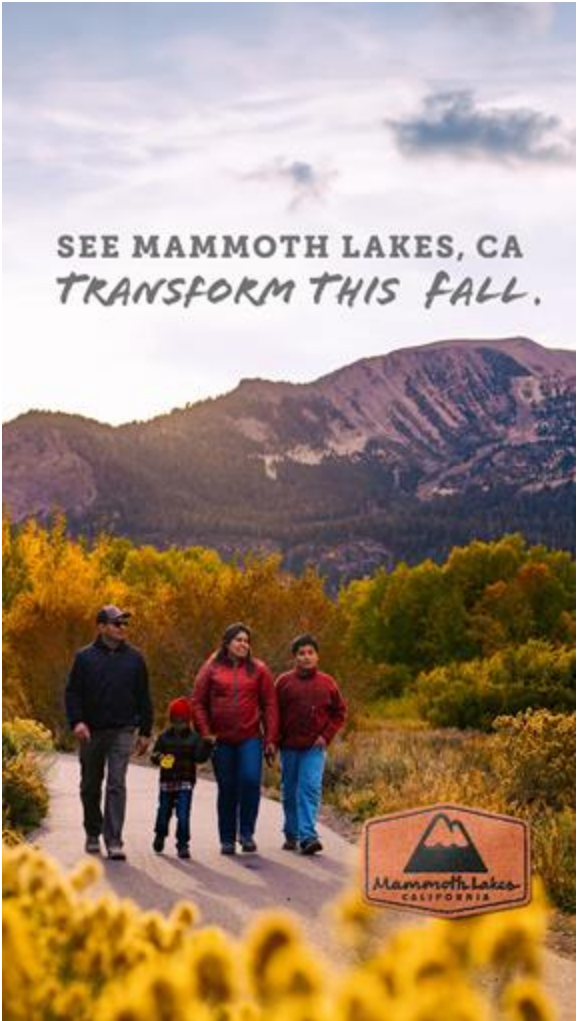
- ReachTV (airport lounges, restaurants, bars)
- Display Ads
- Advertorial
- Custom Content Articles/Blogs/Video
- Social



# FALL CAMPAIGN FRAMEWORK



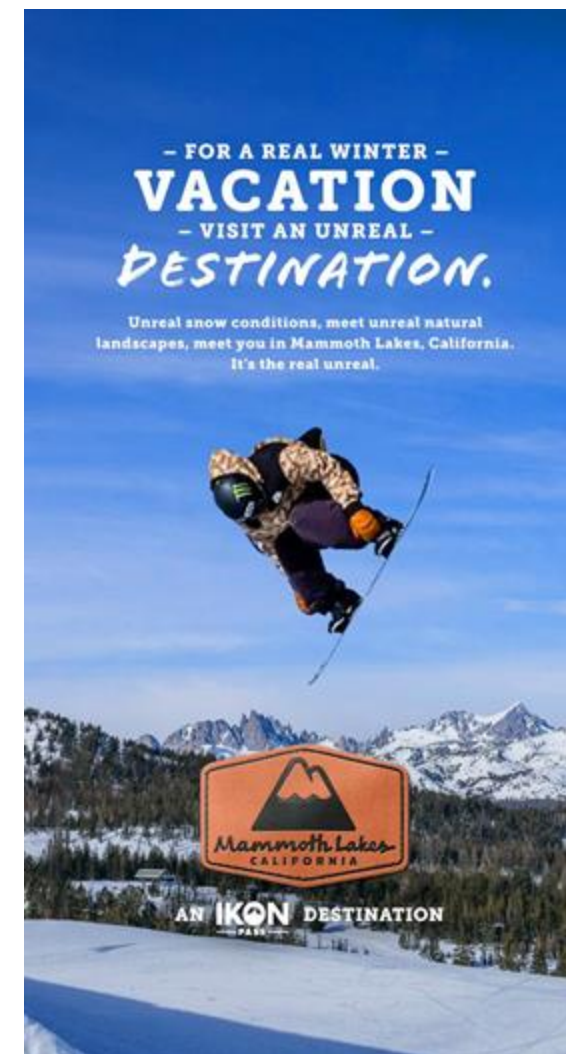
MEDIA	
Flighting	<ul style="list-style-type: none"><li>• Mid-August – October</li></ul>
Target Audience	<ul style="list-style-type: none"><li>• Nature Enthusiasts (w/o Kids)</li></ul>
Target Markets	<ul style="list-style-type: none"><li>• California &amp; Nevada Base</li><li>• Spot Markets: LA, San Diego, San Francisco, Las Vegas, Sacramento</li></ul>
Budget	<ul style="list-style-type: none"><li>• \$225,000</li></ul>
CREATIVE	
Key Messages	<ul style="list-style-type: none"><li>• Responsible/Sustainable Travel</li><li>• See Fall Colors (End-Sep through Early Oct)</li><li>• Off The Beaten Path</li><li>• Wellness/Nature is Nurture</li><li>• General Offers</li></ul>
Creative Assets	<ul style="list-style-type: none"><li>• Real Unreal Brand Campaign</li><li>• Fall Seasonal</li><li>• In Market Stewardship (incl. Pre-Arrival)</li></ul>



# WINTER CAMPAIGN FRAMEWORK



MEDIA	
Flighting	<ul style="list-style-type: none"> <li>CA/NV: October – Mid-April</li> <li>Denver: October – February</li> <li>Northeast: October – February</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>Snowsporters (with &amp; without Kids)</li> </ul>
Target Markets	<ul style="list-style-type: none"> <li>California &amp; Nevada Base (Mid-Week Push)</li> <li>Spot Markets: NorCal, Nevada, Denver, Northeast</li> </ul>
Budget	<ul style="list-style-type: none"> <li>CA/NV: \$355,000</li> <li>Denver: \$125,000</li> <li>Northeast: \$375,000</li> </ul>
CREATIVE	
Key Messages	<ul style="list-style-type: none"> <li>Responsible/Sustainable Travel</li> <li>Ski &amp; Snowboard California</li> <li>Mid-Week Offers</li> </ul>
Creative Assets	<ul style="list-style-type: none"> <li>Real Unreal Brand Campaign</li> <li>Winter Seasonal</li> <li>Moment of Unrealization (Northeast)</li> <li>In Market Stewardship (iPage 56 of 113)</li> </ul>



# SUMMER CAMPAIGN FRAMEWORK



MEDIA	
Flighting	<ul style="list-style-type: none"> <li>• Mid-April – August</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>• Outdoor Actives (with &amp; without Kids)</li> </ul>
Target Markets	<ul style="list-style-type: none"> <li>• California &amp; Nevada Base</li> <li>• Spot Markets: LA, San Francisco, Sacramento, San Diego, Las Vegas</li> </ul>
Budget	<ul style="list-style-type: none"> <li>• \$400,000</li> </ul>
CREATIVE	
Key Messages	<ul style="list-style-type: none"> <li>• Responsible/Sustainable Travel</li> <li>• Off The Beaten Path</li> <li>• Wellness/Nature is Nurture</li> <li>• Mid-Week Offers</li> </ul>
Creative Assets	<ul style="list-style-type: none"> <li>• Real Unreal Brand Campaign</li> <li>• Spring/Summer Seasonal</li> <li>• In Market Stewardship (incl. Pre-Arrival)</li> </ul>



# FY26 BUDGET FOR BRAND STRATEGY, CREATIVE & MEDIA



<b>Paid Media</b>	<b>\$1,500,000</b>
Fall (Sep, Oct)	\$225,000.00
Winter - CA/NV (Nov through Mid-Apr)	\$355,000.00
Winter - Denver (Mid-Oct through Feb)	\$125,000.00
Winter - Northeast (Mid-Oct through Feb)	\$375,000.00
CA Visitor Guide	\$20,000.00
Summer FY24/25 Continuance (Jul, Aug)	\$150,000.00
Summer FY25/26 (Mid-Apr, May, Jun)	\$250,000.00
<b>Production</b>	<b>\$120,000</b>
Seasonal Campaign Asset Execution	\$20,000.00
New Real Unreal Brand Videos	\$50,000.00
Geological Content Series + Interactive Map Landing Page	\$50,000.00

<b>Research</b>	<b>\$94,000.00</b>
Ad Tracking / Campaign ROI	\$54,000.00
Air Intercept Studies	\$20,000.00
Program Management	\$20,000.00
<b>Agency Fees</b>	<b>\$230,000.00</b>
Unreal Brand Videos / Content Program Concepting	\$35,000.00
Seasonal Campaigns	\$25,000.00
Annual Program Management	\$170,000.00
<b>Billable Travel &amp; Misc.</b>	<b>\$10,000.00</b>
Unplanned / Contingency / Travel	\$10,000.00
<b>TOTAL</b>	<b>\$1,954,000.00</b>



# AIR SERVICE OVERVIEW – UNITED

## SUMMER 2025 SAN FRANCISCO (SFO)

- June 26 – September 1 (7 days a week)
- Extended service September 4 - October 6 (Thursday, Friday, Sunday, Monday)
- Partnership with TOML, Inyo County and Mammoth Lakes Tourism

## PROPOSED WINTER 2025-2026 SERVICE SAN FRANCISCO (SFO) and DENVER (DEN)

- Denver adding 50 round-trip operations (47% increase in service)
- San Francisco adding 39 round-trips (42% increase in service)
- Reduced per flight costs – cap increased only \$100,000





# AIR SERVICE OVERVIEW – ADVANCED AIR

## SUMMER 2025

### CARLSBAD (SD) and HAWTHORNE (LA)

- June 27 – September 1 (2 days per week)
- Friday & Sunday service
- A combined membership valid summer 2025 and winter 2025-2026 – *limited sale only*

## WINTER 2025-2026 SERVICE

### CARLSBAD (SD) and HAWTHORNE (LA)

- November 25 – April 27 (4 days per week)
- Thursday, Friday, Sunday & Monday service

**NEW:** Year-round contract for summer 2025 and winter 2025-2026

**SAVINGS:** Cap Risk reduction of \$115,000



# AIR SERVICE CAMPAIGN FRAMEWORK



MEDIA	
Flighting	<ul style="list-style-type: none"> <li>• Within Winter &amp; Spring/Summer Campaigns</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>• Match Seasonal Targeting</li> </ul>
Target Markets	<ul style="list-style-type: none"> <li>• Winter: SoCal (Carlsbad), LA, San Francisco, Denver, Northeast</li> <li>• Spring/Summer: SoCal (Carlsbad), LA</li> </ul>
Budget	<ul style="list-style-type: none"> <li>• Included within Seasonal Budgets</li> </ul>
CREATIVE	
Key Messages	<ul style="list-style-type: none"> <li>• More Service Offerings &amp; Reliability</li> <li>• Spend More Vacation Time on Your Vacation</li> <li>• Increased Frequency and Reliability</li> <li>• Ikon Pass Destination</li> </ul>
Creative Assets	<ul style="list-style-type: none"> <li>• United (SFO, Denver, Northeast)</li> <li>• Advanced Air (Carlsbad, LA)</li> </ul>



# FY26 BUDGET FOR AIR SERVICE



United Airlines	
Subsidy Cap* Summer 2025	\$966,346.00
Subsidy Cap Winter 2025-2026	\$2,410,00.00
<b>Total Subsidy Risk – United Airlines</b>	<b>\$3,376,346.00</b>
Advanced Airlines	
Subsidy Cap Summer 2025 & Winter 2025-2026	\$1,450,000.00
<b>Total Subsidy Risk – Advanced Airlines</b>	<b>\$1,450,000.00</b>
<b>Total Subsidy Risk FY 25-26</b>	
<b>TOTAL</b>	<b>\$4,826,346.00</b>

## EASTERN SIERRA AIR ALLIANCE Current Financial Partners

- Town of Mammoth Lakes
- Inyo County
- Mammoth Mountain
- Mammoth Lakes Tourism

## Potential Future Financial Partners

- Bishop Paiute Tribe
- City of Bishop
- Mono County Tourism

# OWNED CHANNELS

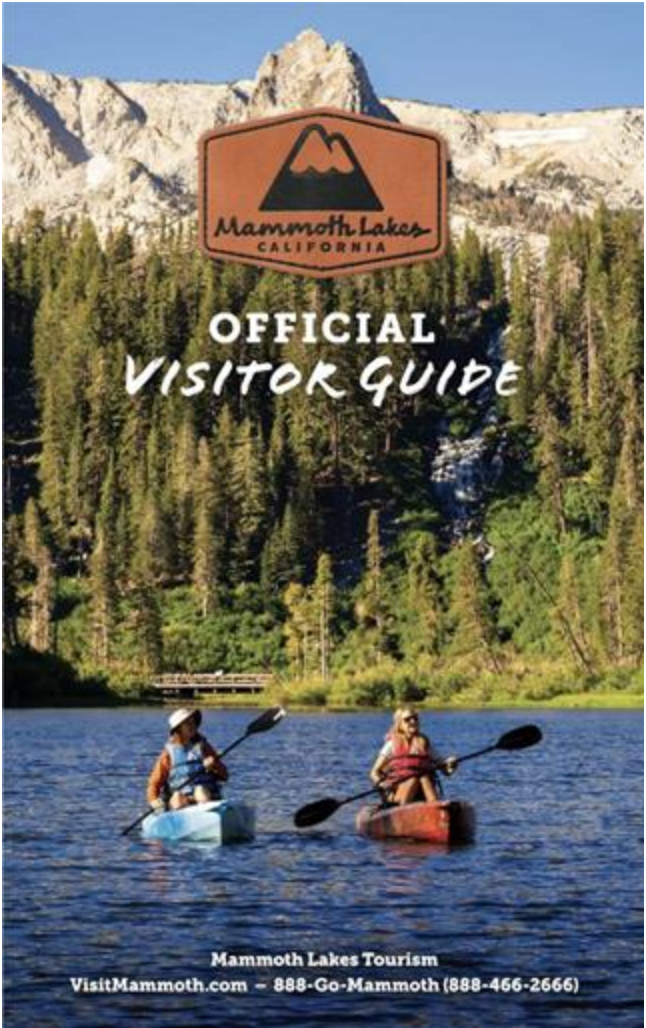


# FY25/26 OWNED CHANNEL CONVERSIONS



How are we driving people to local businesses?

SOCIAL MEDIA	WEBSITE PASS-THROUGH	NEWSLETTERS	VISITOR GUIDE
Highlight through posts, stories, and influencer content with direct tags and location features.	Pass-Throughs 153,300 YTD   206% Increase YOY  Link users to business sites via listings, blogs, trip ideas, and event pages.	Feature local businesses, deals, and events with direct calls to action linking to business listings.	Use of QR Codes to push visitors back to website for deeper experience and content.



# SOCIAL MEDIA



## OBJECTIVE

Increase awareness, engagement, and visitation through strategic, multi-platform social media efforts.

## KEY CONTENT PILLARS

- Highlight responsible travel and sustainability efforts
- Promote restaurants, shops, & lodging to support the local economy
- Feature events and seasonal experiences
- Inform and promote air travel
- Inspire travel through aspirational content
- Accurate & timely crisis communications
- (as needed)

## ONGOING KEY GOALS

- Boost following by 5% YOY.
- Collaborate with local partners to align on key messaging and amplify share initiatives across social channels.
- Continue to partner with influencers and local creators to expand reach.

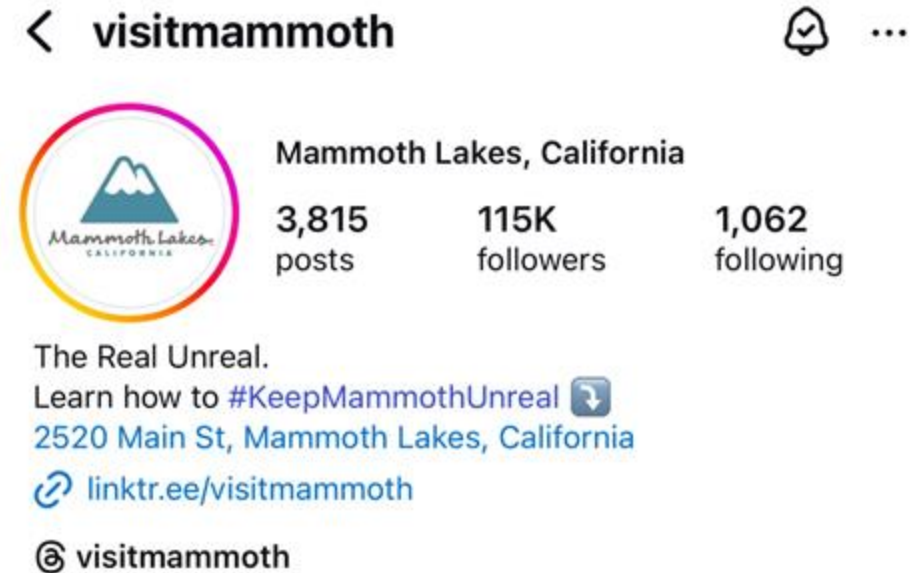


# SOCIAL MEDIA



## PRIMARY CHANNEL FUNCTIONS

- Instagram: Visual storytelling through photos, Reels, and Stories that highlight breathtaking views, local experiences, and sustainability efforts to help #KeepMammothUnreal.
- Facebook: Community hub for Mammoth Lakes, connecting visitors with local experiences, events, and sustainability initiatives.
- TikTok: Engaging short-form videos showcasing unique experiences, trending content, and aspirational moments.
- Youtube: A platform for longer-form videos, featuring in-depth destination highlights and teasers for YouTube Shorts.
- LinkedIn: Focused on stakeholder engagement, industry news, and updates on local tourism initiatives.



# SOCIAL MEDIA



## SHORT FORM VIDEO

- Increase production of short form video content to enhance engagement across social platforms, especially TikTok and YouTube Shorts.

## LINKEDIN

- Re Engage with LinkedIn to provide updates focused on stakeholder engagement, industry news, and updates on local tourism initiatives.

## EVENT/ LOCAL AMBASSADORS

Recruit passionate locals, visitors, and influencers to attend and capture content at Mammoth Lakes events, promoting the destination through authentic social storytelling and media.

### Program Goals:

- Generate high-quality user-generated content (UGC) from events.
- Increase reach and engagement on social media.
- Showcase the diversity and vibrancy of Mammoth Lakes events.
- Expand the visual content library for future marketing.

# WEBSITE SEO



## HIGHLIGHTS FROM FY 24/25

- 51 growth marketing tasks completed
- 41% YOY increase in partner referrals



## Optimized YOY traffic page wins:

- 48% increase on the Events page
- 24% increase on the Restaurants page
- 15% traffic increase on the Webcams page

## LOOKING FORWARD TO FY 25/26

- Implement a 12-month SEO initiative with Rankable, featuring monthly content creation, content writing, programmatic pages, and user funnel optimization.
- Leverage keyword research, competitor analysis, and monthly reporting to track performance and refine strategy based on defined KPIs.

# TECHNOLOGY, WHAT'S NEXT?



## AI Integration

Meet Sierra, your guide to Mammoth Lakes!

We will continue advancing chatbot integration to:

- Provide 24/7 visitor support by answering common questions and offering instant assistance.
- Assist with trip planning by recommending attractions, itineraries, and local events.
- Direct users to key resources such as air service information, seasonal deals, and stewardship content.
- Reduce staff workload by automating routine inquiries and information sharing.
- Capture user insights to better understand traveler behavior and refine marketing strategies.

## ENGAGEMENT BENCHMARKS

- Engagement Rate
- Conversation Continuation Rate
- Average Session Length
- Link Click Rate

A mockup of a chatbot interface on a dark blue background. It features a white rounded rectangle containing the text "Let me help you plan your trip to Mammoth Lakes!". In the bottom right corner, there is a white circular button with a dark blue speech bubble icon.

Let me help you plan your trip to  
Mammoth Lakes!

# COMMUNICATION: NEWSLETTERS



- Grow newsletter database by 5% year over year
- Achieve an average open rate of 30% for newsletters both the community and consumer email lists.
- Use newsletters to promote sustainability, local businesses, events, and promote long term trip planning
- Include tie-ins to campaigns and marketing initiatives showcasing history, culture, and/or heritage
- Utilize current social channels to promote newsletter signups
- Local-facing
  - 5-in-5 — weekly
  - Visitor Insights — quarterly
  - Occupancy Report — weekly
  - Snow Newsletter — as needed
- Visitor-facing
  - Visitor Newsletter — monthly
  - Fall Colors — monthly August-November, season-dependent
  - Fishing — monthly beginning in April

INSPIRATION FOR YOUR ADVENTURE



# CONTENT PROGRAMS



## Continued Marketing & Promotion

- Continue amplifying marketing efforts by promoting local travel deals, encouraging midweek and non-peak visitation, and applying growth marketing strategies to extend reach and engagement.

## Fall Colors Program

- Build on the ongoing success of the Fall Colors Program, which continues to grow each year. This initiative supports fall shoulder season visitation and represents a collaborative effort across paid, earned, and owned media channels.

## Stewardship Education

- Expand digital stewardship efforts to highlight the region's history, culture, and heritage, promoting responsible travel through engaging and educational content.

## Video Series

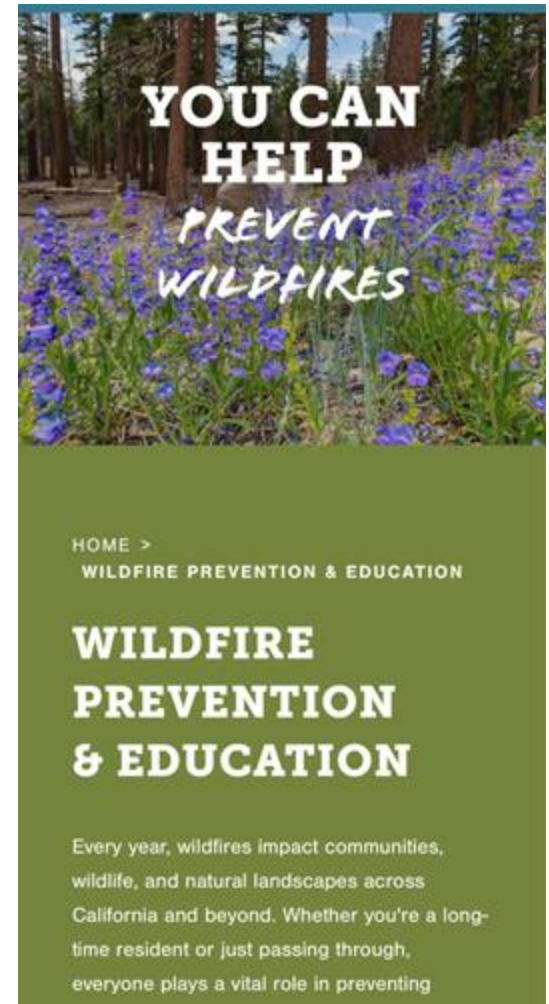
- Continue sharing the It's a Mammoth Thing video series while exploring opportunities and identifying needs for its continued development.

## Wildfire Prevention Resources

- Enhance destination resilience by strengthening the wildfire prevention section of the website with timely safety information, preparedness tools, and educational resources for both residents and visitors.

## Air Service

- Continue to educate surrounding communities on expanded service to BIH and MMH through continued regional marketing campaign through local and regional media channels.
- Continue to support the locals program
- NEW FY 26 - shared giveaway social media campaign with Advanced Air



# CONTENT PROGRAMS



## Restaurant & Retail Campaigns

- Develop programs that directly impact the restaurant and retail businesses, with the goal of increasing TBID

## Community Webpage

- Rebranded the Industry site as the Community site to better reflect its purpose: providing accessible resources for our local community and businesses

## Data Drive Insights

- Through our strategic partnerships with Tourism Economics, The Shipyard, Future Partners, and SMARI, we are implementing a collaborative approach to routinely communicate key insights derived from our tourism and economic data. This initiative is designed to transform complex analytics into clear, actionable findings that support better decision-making across our destination marketing efforts.



# IN-HOUSE DESIGN



- Utilize in-house design to lower costs, increase agility and expand capabilities of the brand
- Continue to leverage in-house design to aid and amplify partnership projects like the LA Fire response graphics and banner, Host Hounds and the LA Kings Road Trip



# EARNED MEDIA



# EARNED CHANNELS



**Position Mammoth Lakes as a premier, year-round destination by securing top-tier earned media coverage that supports visitation goals and community values.**

## Key Metrics Snapshot

- YTD placements have increased from 677 to 1150 showing a 70% increase from the previous FY.

## Key Focus

- Curated in-house media visit program (5–7 visits/year)
- Integrated stewardship and off-peak messaging
- Collaboration with Visit California and partner DMOs
- Cross-platform strategy: traditional, influencer, athlete-driven coverage
- Tracking % of placements focused on key themes - air service, stewardship, mid-week, fall colors



# EARNED CHANNELS



## SPRING/FALL

- Fall colors
- Spring wildflowers and waterfalls
- Dual sport days
- Endurance season

## WINTER

- Air service
- Off mountain activities
- Snow messaging
- Mid-week travel

## SUMMER

- Air service
- Brand awareness
- Inclusive outdoor adventures
- Special events
- Mid-week travel

**ALWAYS ON: STEWARDSHIP**

# TRADITIONAL MEDIA



**Strategy:** Prioritize high-impact, in-house media visits that highlight stewardship, off-peak travel, and community values.

- Curate immersive itineraries that align with priority themes
- Organically integrate stewardship activities and messaging into hosted media experiences
- Facilitate access to local experts, guides, and business owners for deeper storytelling
- Represent Mammoth Lakes at industry media events to expand future earned coverage opportunities



# INFLUENCERS & CREATORS



**Strategy:** Evolve the content creator program to mirror the success of traditional media outreach.

- Develop thematic itineraries for creators, aligned with brand pillars and seasonal goals
- Formalize the framework for selection, vetting, and measurement of partnerships
- Pursue co-hosted opportunities with Visit California and regional DMO partners
- Incorporate opportunities for seasonal in-person activations
- Deliver four planned collaborations annually, with flexibility for up to six reactive/inbound partnerships



**Strategy:** Activate the Mammoth Lakes Crib as a storytelling hub for athletic performance and destination exposure.

- Fully implemented new content strategy, focused on social-first storytelling and athlete features
- Leverage athlete-influencer stays to promote seasonal endurance themes and events
- Position the Crib as a high-elevation training resource for visiting elite and amateur athletes
- Use Crib guests to amplify local races, clubs, and community initiatives
- Continue partnership with Mammoth Track Club to attract relevant media and athlete talent



# FY26 BUDGET FOR PR PROGRAM



Public Relations & Communications	
Media FAM Trips	\$45,500
Staff Travel	\$9,950
Press Events	\$7,000
Dues/Subscriptions	\$525
Sponsorship	\$34,000
The Crib Condo	\$32,800
Promotional	\$46,900
PR Agency Fees	\$84,000
TOTAL	\$260,675.00

A photograph of two hikers with backpacks walking up a steep, rocky trail. The hiker in the foreground is wearing a blue jacket and jeans, while the one behind is in an orange shirt and khaki pants. The trail is composed of large, light-colored rocks. In the background, there is a steep, dark rock face with some greenery and tall pine trees under a clear blue sky.

# **INTERNATIONAL CONSUMER & B2B PROGRAMS**

# INTERNATIONAL FOCUS



**Strategy:** To further strengthen the partnership with Visit California and align MLT international efforts with Visit California's message of inclusion and "All Dreams Welcome"

- All international efforts are focused on future visitation and expanding the length of stay. Efforts are focused 12-24 months into the future
- International travelers visit in times of need, and are a driver of TOT / TBID
- International programs will be focused on consumer education, B2B trainings, and aspirational coverage in international media
- Enter China, Mexico, and Canada on a project basis, and in partnership with Visit California and the Alterra Mountain Co



# INTERNATIONAL CONSUMER EDUCATION



- Profile Mammoth Lakes as **California's** premier, four-season, year-round alpine destination
- Promote Mammoth Lakes as key part of the Western Road Trip for Spring, Summer and Autumn. Focus on promoting multiple night stays in Mammoth Lakes by using the destination as a “hub”
- Promote Mammoth Lakes & Mammoth Mountain as a **world class** destination ski resort. Focus on 5-7 nights stays



# INTERNATIONAL B2B TRAININGS



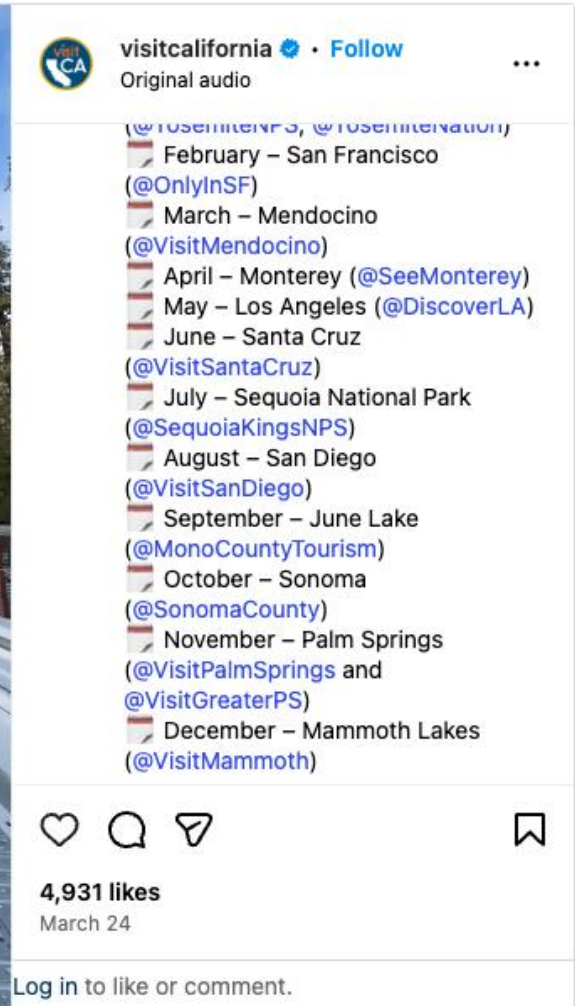
- Train and educate travel trade partners on Mammoth Lakes' location, amenities, and activities
- Promote winter air service and connectivity with United Airlines and Advanced Air
- Continue to push out the message of Mammoth Mountain's length of season, and high quality of reliable snow / sunshine blend
- Continue to partner with VCA, Alterra, Mammoth Resorts, and local partners to host year-round trade FAM visits



# INTERNATIONAL MEDIA



- Continue to supply media partners with fresh content, images, and story pitches that promote Mammoth Lakes as a year-round destination
- Continue to give international media interviews
- Continue to work with VCA, Alterra, Mammoth resorts and local partners to host media FAM visits



# INTERNATIONAL PARTNERS



- Continue to work with Brand USA, Visit California, and the Alterra Mountain Co to promote Mammoth Lakes
- Continue to work with Mono County Tourism, the City of Bishop, Inyo County and MMSA to promote visitation to the Eastern Sierra and flight service into BIH and MMH
- Continue to train and educate MLT's international agencies to promote Mammoth Lakes as a year-round destination. Explore reopening MLT's China office



# TRACKING INTERNATIONAL ROI



- Utilize the Symphony Dashboard to track international visitation, length of stay, movement / activities, and spend (VISA) within Mammoth Lakes and Mono County
- Track the value of all media placements (print / digital)
- Track the value of all Co-Op partnerships with international partners
- Continue to monitor international web traffic to VisitMammoth.com



# FY26 BUDGET FOR INTERNATIONAL



International Programs	
Agency Fees	\$320,000
International Sales Mission, Expos	\$35,000
Staff Travel T/E	\$44,000
Memberships, Dues, Subscriptions	\$16,000
International Advertising, Co-Ops	\$8,000
FAM Hosting	\$22,500
Printing, Shipping	\$3,500
Promotional Items, Branded Swag	\$4,000
Sponsorships	\$9,000
TOTAL	\$462,000



# THANK YOU



SUMMARY - Measure A

Mammoth Lakes Tourism

2025-26 Budget

Expense Accounts		July	August	September	October	November	December	January	February	March	April	May	June	Total
Overhead		\$ 77,333.37	\$ 11,833.33	\$ 12,433.33	\$ 34,333.33	\$ 11,833.33	\$ 12,133.33	\$ 29,333.33	\$ 17,133.33	\$ 11,833.33	\$ 29,333.33	\$ 12,433.33	\$ 11,833.33	\$ 271,800.00
Marketing		\$ 788,800.00	\$ 120,300.00	\$ 29,900.00	\$ 70,000.00	\$ 88,800.00	\$ 27,450.00	\$ 20,300.00	\$ 221,150.00	\$ 20,150.00	\$ 33,150.00	\$ 522,580.00	\$ 30,300.00	\$ 1,972,880.00
Events		\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ 150,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ 600,000.00
TOTAL PROJECTED REVENUE		\$ 701,725.00	\$ 275.00	\$ 400,975.00	\$ 431,525.00	\$ 100,475.00	\$ 775.00	\$ 781,725.00	\$ 275.00	\$ 975.00	\$ 431,525.00	\$ 475.00	\$ 775.00	\$ 2,851,500.00
TOTAL PROJECTED EXPENSES		\$ 866,133.37	\$ 132,133.33	\$ 42,333.33	\$ 104,333.33	\$ 200,633.33	\$ 39,583.33	\$ 49,633.33	\$ 388,283.33	\$ 31,983.33	\$ 412,483.33	\$ 535,013.33	\$ 42,133.33	\$ 2,844,680.00
Measure A Reserves														
		\$ 470,201.00												\$ 470,201.00

LY \$ Totals		\$ Change YOY		% Change YOY	
\$ 10,000.00		\$261,800.00		2618.00%	
\$ 1,878,280.00		\$94,600.00		5.04%	
\$ 650,000.00		(\$50,000.00)		-7.69%	
\$ 2,394,400.00		\$457,100.00		19.09%	
\$ 2,394,335.44		\$450,344.56		18.81%	

OVERHEAD - Measure A

Mammoth Lakes Tourism

2025-26 Budget

Expense Accounts		July	August	September	October	November	December	January	February	March	April	May	June	Total
Destination Stewardship Plan - 62460		\$ 59,833.37	\$ 11,833.33	\$ 11,833.33	\$ 16,833.33	\$ 11,833.33	\$ 11,833.33	\$ 11,833.33	\$ 16,833.33	\$ 11,833.33	\$ 11,833.33	\$ 11,833.33	\$ 11,833.33	\$ 200,000.00
CWC Staffing assistance		\$ 17,500.00			\$ 17,500.00			\$ 17,500.00			\$ 17,500.00			\$ 70,000.00
PAC contributions (Non-Measure A funds)		\$ -	\$ -	\$ 600.00	\$ -	\$ -	\$ 300.00	\$ -	\$ 300.00	\$ -	\$ -	\$ 600.00	\$ -	\$ 1,800.00
Total By Month		\$ 77,333.37	\$ 11,833.33	\$ 12,433.33	\$ 34,333.33	\$ 11,833.33	\$ 12,133.33	\$ 29,333.33	\$ 17,133.33	\$ 11,833.33	\$ 29,333.33	\$ 12,433.33	\$ 11,833.33	\$ 271,800.00

LY \$ Totals		\$ Change YOY		% Change YOY	
\$ 10,000.00					
\$ -					
\$ -					
		\$0.00			
\$ 10,000.00		\$261,800.00		2618%	

MARKETING - Measure A

Mammoth Lakes Tourism  
2025-26 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
Air Subsidy - 63010 - A																
MMH & BIH Air Subsidy	\$ 750,000.00	\$ -	\$ -		\$ 55,000.00	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ 500,000.00	\$ 15,000.00	\$ 1,520,000.00	\$ 950,000.00	\$ 570,000.00	
Total By Month 63010	\$ 750,000.00	\$ -	\$ -	\$ -	\$ 55,000.00	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ 500,000.00	\$ 15,000.00	\$ 1,520,000.00	\$ 950,000.00	\$ 570,000.00	60.00%
Contract Services - 63040 - A																
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	\$ -	0.00%
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	\$ 54,000.00	\$ -	0.00%
Mammoth Lakes History Museum - History Trolley	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,800.00	\$ (15,800.00)	-100.00%
Community Sentiment (DA)	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
68010-A LA Kings Partnership	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 100,000.00	\$ -	0.00%
Clean up the Lake	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,000.00	\$ (27,000.00)	-100.00%
Air Intercepts (TSY)	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ 20,000.00	\$ 27,000.00	\$ (7,000.00)	-25.93%
The Shipyard Monthly Program Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 170,000.00	\$ (170,000.00)	-100.00%
TSY Management Fee Community Engagement	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	\$ (20,000.00)	-100.00%
The Shipyard In-Market Stewardship Extension	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 68,000.00	\$ (68,000.00)	-100.00%
Ad Tracking / Campaign ROI (SMARI)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 54,000.00	\$ (54,000.00)	-100.00%
Growth Marketing (SEO Tempest)	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 30,000.00	\$ 48,000.00	\$ (18,000.00)	-37.50%
Total By Month 63040	\$ 9,500.00	\$ 109,500.00	\$ 17,500.00	\$ 7,000.00	\$ 7,000.00	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00	\$ 19,500.00	\$ 7,000.00	\$ 7,000.00	\$ 222,000.00	\$ 659,549.50	\$ (437,549.50)	-66.34%
	\$ -	\$ -	\$ -													
Giveaway Promotion - 63140-A																
Travel Show Giveaway	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ 6,000.00	\$ 0.00	0.00%
Travel Packages/Promotions	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ 3,000.00	\$ -	\$ -		\$ 3,000.00	\$ 3,000.00		\$ 12,000.00	\$ 12,000.00	\$ 0.00	0.00%
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	0.00%
Total By Month 63140	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 4,000.00	\$ 3,000.00	\$ 6,000.00	\$ 3,000.00	\$ 1,000.00	\$ 1,000.00	\$ 4,000.00	\$ 4,000.00	\$ 1,000.00	\$ 30,000.00	\$ 30,000.00	\$ 0.00	0.00%
Production - 63270-A																
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	\$ 33,000.00	\$ 0.00	0.00%
Community Engagement Mktg (Abbi Agency)	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Fishmas Signage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00	\$ 7,000.00	\$ (2,000.00)	-28.57%
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	\$ 13,780.00	\$ 0.00	0.00%
Visitor Guide Design & Printing	\$ -	\$ -	\$ -	\$ 56,000.00	\$ 8,000.00	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 65,500.00	\$ 65,500.00	\$ 0.00	0.00%
Local Video/photo Series	\$ 2,000.00	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 8,000.00	\$ 2,500.00	\$ 5,500.00	220.00%
Website Content (blogs/trip ideas/videos)	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 6,000.00	\$ 8,400.00	\$ (2,400.00)	-28.57%
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	\$ 3,200.00	\$ 0.00	0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
MLT Miscellaneous	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ 6,000.00	\$ 6,000.00	\$ 0.00	0.00%
Brand Book	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 35,000.00	\$ (35,000.00)	-100.00%
Total by Month 63270-T	\$ 9,800.00	\$ 9,800.00	\$ 5,800.00	\$ 59,000.00	\$ 18,800.00	\$ 5,650.00	\$ 2,800.00	\$ 650.00	\$ 4,650.00	\$ 9,650.00	\$ 6,580.00	\$ 7,300.00	\$ 140,480.00	\$ 174,380.00	\$ (33,900.00)	-19.44%
Website Development and Maintenance- 66020 - A																
New Website & CRM management systems	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ (10,000.00)	-100.00%
Tempest Annual Subscription Suite Fee	\$ 13,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,500.00	\$ 13,500.00	\$ 0.00	0.00%
Content Development	\$ -	\$ -	\$ 600.00	\$ -	\$ -	\$ 6,300.00	\$ -	\$ 10,000.00	.	\$ -	\$ -	\$ -	\$ 16,900.00	\$ 69,600.00	\$ (52,700.00)	-75.72%
Total By Month 66020	\$ 13,500.00	\$ -	\$ 600.00	\$ -	\$ -	\$ 6,300.00	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ 30,400.00	\$ 93,100.00	\$ (62,700.00)	-67.35%
Media - 66060 - A																
Local Paid Advertising	\$ 5,000.00		\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 30,000.00	\$ 31,000.00	\$ (1,000.00)	
Total By Month 66060	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 30,000.00	\$ 31,000.00	\$ (1,000.00)	-3.23%
Hosting - 66130-A																
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total By Month 66130	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Totals	\$ 788,800.00	\$ 120,300.00	\$ 29,900.00	\$ 70,000.00	\$ 88,800.00	\$ 27,450.00	\$ 20,300.00	\$ 221,150.00	\$ 20,150.00	\$ 33,150.00	\$ 522,580.00	\$ 30,300.00	\$ 1,972,880.00	\$ 1,938,029.50	\$ 34,850.50	1.80%

EVENTS - Measure A

Mammoth Lakes Tourism

2025-26 Budget

Expense Accounts		July	August	September	October	November	December	January	February	March	April	May	June	Total
Event Funding - 68030		\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ 150,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ 600,000.00
Total By Month		\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ 150,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ 600,000.00

LY \$ Totals		\$ Change YOY		% Change YOY	
\$ 650,000.00					
\$ 650,000.00		(\$50,000.00)		-8%	

REVENUE - Measure A

Mammoth Lakes Tourism

2025-26 Budget

		Account #	July	August	September	October	November	December	January	February	March	April	May	June	Total
NON-MEASURE A FUNDS															
Sponsorship		40500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Crib Rental Income from Staff			\$ 200.00		\$ 200.00		\$ 200.00		\$ 200.00		\$ 200.00		\$ 200.00		\$ 1,200.00
Brochure Distribution Revenue		40900	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 3,300.00
Retail Sales/Licensing Fees		40310	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ 2,000.00
Total Non- Measure A Funds			\$ 475.00	\$ 275.00	\$ 975.00	\$ 275.00	\$ 475.00	\$ 775.00	\$ 475.00	\$ 275.00	\$ 975.00	\$ 275.00	\$ 475.00	\$ 775.00	\$ 6,500.00
MEASURE A FUNDS															
TOT Payments from TOML		40600	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 1,725,000.00
Measure A Reserve to Balance Budget		40400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Event Funding Support (Tourism Reserve)		40400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350,000.00
Destination Stewardship Plan (Tourism Reserve)		TBD	\$ 200,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Air Subsidy TOML (Tourism Reserve?)		TBD	\$ -	\$ -	\$ 300,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00
LA Kings Partnership (Tourism Reserve)		47110	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00
Spartan Race (Tourism Reserve)		47210	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00
California Welcome Center staffing support		TBD	\$ 70,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Estimated Total Measure A Revenue			\$ 701,725.00	\$ 275.00	\$ 400,975.00	\$ 431,525.00	\$ 100,475.00	\$ 775.00	\$ 781,725.00	\$ 275.00	\$ 975.00	\$ 431,525.00	\$ 475.00	\$ 775.00	\$ 2,851,500.00

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 20,000.00	(\$20,000.00)	-100%
\$ 1,200.00		
\$ 2,400.00	\$900.00	38%
\$ 2,000.00	\$0.00	0%
\$ 25,600.00		
\$ 1,725,000.00	\$0.00	0%
\$ 15,000.00	(\$15,000.00)	-100%
\$ 350,000.00	\$0.00	0%
\$ -		
\$ 300,000.00	\$0.00	0%
\$ 100,000.00	\$0.00	0%
\$ 250,000.00	(\$150,000.00)	-60%
\$ -		
\$ 2,765,600.00	\$85,900.00	3%

\$ -

RESERVE ACCOUNTS - Measure A

Mammoth Lakes Tourism  
2025-26 Budget

															Total
Reserve Account Earmarks		Account #	July	August	September	October	November	December	January	February	March	April	May	June	
MLT Visitation Infrastructure Reserve			\$ 470,201.44	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 470,201.44
MLT Special Event Reserve			\$ 288,924.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 288,924.00
			\$ 759,125.44	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 759,125.44

TBID SUMMARY

Mammoth Lakes Tourism

2025-26 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	\$ 94,177.05	\$ 94,177.05	\$ 94,177.05	\$ 94,594.23	\$ 94,594.23	\$ 94,594.23	\$ 94,594.23	\$ 94,594.23	\$ 94,594.23	\$ 94,594.23	\$ 94,594.23	\$ 236,461.64	\$ 1,275,746.63	\$ 1,074,577.90	\$201,168.73	18.72%
100% Benefits (401k + Health Insurance)	\$ 11,200.00	\$ 11,200.00	\$ 11,200.00	\$ 11,200.00	\$ 11,200.00	\$ 11,200.00	\$ 11,200.00	\$ 11,200.00	\$ 11,200.00	\$ 11,200.00	\$ 11,200.00	\$ 11,200.00	\$ 134,400.00	\$ 120,000.00	\$14,400.00	12.00%
Overhead	\$ 40,205.00	\$ 22,255.00	\$ 18,380.00	\$ 40,330.00	\$ 240,170.00	\$ 32,680.00	\$ 43,610.00	\$ 36,780.00	\$ 31,330.00	\$ 30,480.00	\$ 17,880.00	\$ 17,580.00	\$ 571,680.00	\$ 553,360.00	\$18,320.00	3.31%
Marketing	\$ 1,337,779.50	\$ 129,334.00	\$ 153,572.00	\$ 272,186.50	\$ 353,630.00	\$ 205,222.00	\$ 1,219,586.50	\$1,139,834.00	\$ 109,802.00	\$ 72,256.50	\$ 99,707.00	\$ 523,552.00	\$ 5,616,462.00	\$ 6,017,837.71	(\$401,375.71)	-6.67%
Sales	\$ 327,500.00	\$ 16,000.00	\$ 10,000.00	\$ 24,000.00	\$ 2,500.00	\$ -	\$ 22,000.00	\$ 4,000.00	\$ 28,500.00	\$ 3,000.00	\$ 24,500.00	\$ -	\$ 462,000.00	\$ 505,000.00	(\$43,000.00)	-8.51%
Communications & PR	\$ 28,825.00	\$ 16,675.00	\$ 15,675.00	\$ 20,025.00	\$ 26,175.00	\$ 28,175.00	\$ 31,975.00	\$ 20,875.00	\$ 19,225.00	\$ 20,525.00	\$ 16,850.00	\$ 15,675.00	\$ 260,675.00	\$ 307,504.00	(\$46,829.00)	-15.23%
Events	\$ 8,850.00	\$ 7,350.00	\$ 4,850.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 8,000.00	\$ 4,250.00	\$ 6,500.00	\$ 6,500.00	\$ 46,550.00	\$ 50,000.00	(\$3,450.00)	-6.90%
Community Engagement	\$ 31,925.00	\$ 29,449.00	\$ 45,625.00	\$ 21,319.00	\$ 8,550.00	\$ 16,550.00	\$ 17,050.00	\$ 16,550.00	\$ 7,525.00	\$ 4,550.00	\$ 6,400.00	\$ 4,550.00	\$ 210,043.00	\$ 67,800	\$142,243.00	209.80%
BUDGETED TBID EXPENSES	\$ 1,880,461.55	\$ 326,440.05	\$ 353,479.05	\$ 483,654.73	\$ 736,819.23	\$ 388,671.23	\$ 1,440,015.73	\$1,323,833.23	\$ 310,176.23	\$ 240,855.73	\$ 277,631.23	\$ 815,518.64	\$ 8,577,556.63	\$ 8,696,079.61	(\$118,522.98)	-1.36%
BUDGETED TBID REVENUE	\$ 490,000.00	\$ 455,000.00	\$ 320,000.00	\$ 245,000.00	\$ 400,000.00	\$ 1,035,000.00	\$ 1,125,000.00	\$1,160,000.00	\$ 1,005,000.00	\$ 560,000.00	\$ 270,000.00	\$ 335,000.00	\$ 7,400,000.00	\$ 7,200,000.00	\$200,000.00	2.78%
TBID Penalties and Interest	\$ 2,500.00	\$ 4,500.00	\$ 5,500.00	\$ 4,500.00	\$ 4,500.00	\$ 5,000.00	\$ 8,500.00	\$ 9,000.00	\$ 6,500.00	\$ 3,500.00	\$ 2,500.00	\$ 3,500.00	\$ 60,000.00	\$ 52,500	\$7,500.00	14.29%
TBID Tier 1 & 2 Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 4,750.00	\$ 750.00	\$ -	\$ -	\$ -	\$ -	\$ 8,500.00	\$ 8,500	\$0.00	0.00%
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	\$ 35,550	\$0.00	0.00%
Possible Outside Air Subsidy Support	\$ -	\$ -	\$ -	\$ -	\$ 510,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 550,000.00	\$ 1,060,000.00	\$ 500,000	\$560,000.00	112.00%
PROJECTED OVERALL REVENUE	\$ 492,500.00	\$ 460,600.00	\$ 325,500.00	\$ 253,000.00	\$ 915,700.00	\$ 1,047,750.00	\$ 1,145,250.00	\$1,177,750.00	\$ 1,017,500.00	\$ 565,500.00	\$ 273,500.00	\$ 889,500.00	\$ 8,564,050.00	\$ 7,796,550	\$767,500.00	9.84%
Projected Budget Surplus/Shortfall	\$ (1,387,961.55)	\$ 134,159.95	\$ (27,979.05)	\$ (230,654.73)	\$ 178,880.77	\$ 659,078.77	\$ (294,765.73)	\$ (146,083.23)	\$ 707,323.77	\$ 324,644.27	\$ (4,131.23)	\$ 73,981.36	\$ (13,506.63)	\$ 899,530	(\$913,036.24)	-101.50%
TBID Reserves to Balance Budget		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 899,530	(\$899,529.61)	-100.00%
Protected 2023-24 TBID Carryover	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Available TBID Reserves																
TBID Reserve Funding (CDARS)	1,756,791.00												\$ 1,756,791.00	\$ 2,755,258	(\$998,466.67)	-36.24%

OVERHEAD

Mammoth Lakes Tourism  
2025-26 TBID Budget

Expense Accounts		July	August	September	October	November	December	January	February	March	April	May	June	Total
TOML Processing Fee 2%	62380	\$ 9,800	\$ 9,100	\$ 6,400	\$ 4,900	\$ 8,000	\$ 20,700	\$ 22,500	\$ 23,200	\$ 20,100	\$ 11,200	\$ 5,400	\$ 6,700	\$ 148,000
Tourism Infrastructure Commitment	RESERVE	\$ -	\$ -	\$ -	\$ -	\$ 175,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 175,000
Accounting Services	62020	\$ 2,750.00	\$ 2,500.00	\$ 3,000.00	\$ 17,000.00	\$ 33,000.00	\$ 3,000.00	\$ 4,000.00	\$ 3,000.00	\$ 1,750.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 75,700.00
Legal Services	62030	\$ 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
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
Insurance (non-Health)	62270	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00
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
Janitorial Services	62080	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 3,300.00
Phones - Landlines	62090	\$ 525.00	\$ 525.00	\$ 525.00	\$ 525.00	\$ 525.00	\$ 525.00	\$ 525.00	\$ 525.00	\$ 525.00	\$ 525.00	\$ 525.00	\$ 525.00	\$ 6,300.00
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
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
Postage Machine Lease	62130	\$ -	\$ 675.00	\$ -	\$ -	\$ 600.00	\$ -	\$ -	\$ 600.00	\$ -	\$ -	\$ 600.00	\$ -	\$ 2,475.00
Postage	62140	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 9,600.00
Office Supplies	62160	\$ 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
MLT Promtional Items	62440	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 10,000.00
Bank Charges	62250	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 300.00
Building Repairs & Maintenance	62320	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 800.00
Vehicle Maintenance	62190	\$ 250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 700.00	\$ -	\$ -	\$ 2,450.00
Gas	62200	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00
Uniforms	62210	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 1,000.00
IT Support	62220	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 19,200.00
Property Taxes	62370	\$ 725.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 725.00
Employee Benefits	61020	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 13,590.00	\$ -	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ 28,590.00
Employee Professional Development	62470	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ 4,000.00
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
Insperty HR Fees	62450	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 24,000.00
Totals:		\$ 40,205	\$ 22,255	\$ 18,380	\$ 40,330	\$ 240,170	\$ 32,680	\$ 43,610	\$ 36,780	\$ 31,330	\$ 30,480	\$ 17,880	\$ 17,580	\$ 571,680

LY \$ Totals		\$ Change YOY		% Change YOY	
\$ 144,000		\$4,000.00		3%	
\$ 175,000					
\$ 62,100.00		\$13,600.00		22%	
\$ 9,000.00		(\$3,000.00)		-33%	
\$ 3,780.00		\$0.00		0%	
\$ 14,000.00		\$1,000.00		7%	
\$ 5,400.00		\$0.00		0%	
\$ 3,000.00		\$300.00		10%	
\$ 8,100.00		(\$1,800.00)		-22%	
\$ 10,800.00		\$0.00		0%	
\$ 8,820.00		\$0.00		0%	
\$ 2,475.00		\$0.00			
\$ 4,600.00		\$5,000.00		109%	
\$ 9,000.00		(\$2,400.00)		-27%	
\$ 10,000.00		\$0.00		0%	
\$ 1,080.00		(\$780.00)		-72%	
\$ 800.00		\$0.00		0%	
\$ 2,450.00		\$0.00		0%	
\$ 6,600.00		(\$3,000.00)		-45%	
\$ 4,000.00		(\$3,000.00)		-75%	
\$ 16,800.00		\$2,400.00		14%	
\$ 725.00		\$0.00		0%	
\$ 28,590.00		\$0.00		0%	
\$ 10,000.00		(\$6,000.00)		-60%	
\$ 240.00		\$0.00		0%	
\$ 12,000.00		\$12,000.00		100%	
\$ 553,360.00		\$18,320.00		3%	

MARKETING

Mammoth Lakes Tourism

2025-26 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
Air Service 63010-T													\$ -			
United Airlines Subsidy	\$ 800,000.00	\$ -	\$ -	\$ -	\$ 166,346.00	\$ -	\$1,000,000.00	\$ 1,000,000.00	\$ -	\$ -	\$ -	\$ 400,000.00	\$ 3,366,346.00	\$ 2,232,000.00	1,134,346.00	50.82%
Advanced Airlines Subsidy	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 767,000.00	(767,000.00)	-100.00%
Air Service Transportation Subsidy & MMH Diversions	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 2,500.00	\$ -	\$ -	\$ -	\$ 29,000.00	\$ 25,000.00	4,000.00	16.00%
													\$ -			
Total by Month 63010-T	\$ 802,000.00	\$ 2,000.00	\$ -	\$ -	\$ 166,346.00	\$ 7,500.00	\$ 1,007,500	\$ 1,007,500.00	\$ 2,500.00	\$ -	\$ -	\$ 400,000.00	\$ 3,395,346.00	\$ 3,024,000.00	371,346.00	12.28%
Research - 63020-T																
Economic Impact/Visitor Volume (DA)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 26,800.00	(26,800.00)	-100.00%
Ad Tracking / Campaign ROI (SMARI)	\$ -	\$ -	\$ -	\$ 27,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,000.00	\$ 54,000.00	\$ 54,000.00	0.00	0.00%
Destination Think	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000.00	(12,000.00)	-100.00%
TBD Q3-4 Geo Location Parrtner	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
-TSY Program Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
AirDNA/STR/Occupancy Reporting	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 14,400.00	\$ 12,000.00	2,400.00	20.00%
Visa Vue Domestic Data	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,078.00	\$ -	\$ 8,078.00	\$ 9,000.00	(922.00)	-10.24%
Tourism Economics	\$ -	\$ -	\$ 8,368.00	\$ -	\$ -	\$ 8,368.00	\$ -	\$ -	\$ 8,368.00	\$ -	\$ -	\$ 8,368.00	\$ 33,472.00	\$ 32,472.00	1,000.00	3.08%
Intopia	\$ 6,602.50	\$ -	\$ -	\$ 6,602.50	\$ -	\$ -	\$ 6,602.50	\$ -	\$ -	\$ 6,602.50	\$ -	\$ -	\$ 26,410.00	\$ 28,725.00	(2,315.00)	-8.06%
Total by Month 63020-T	\$ 7,802.50	\$ 1,200.00	\$ 9,568.00	\$ 34,802.50	\$ 1,200.00	\$ 9,568.00	\$ 7,802.50	\$ 1,200.00	\$ 9,568.00	\$ 7,802.50	\$ 9,278.00	\$ 36,568.00	\$ 136,360.00	\$ 174,997.00	(37,322.00)	-21.33%
Contract Services - 63040-T																
The Shipyard Monthly Program Management	\$ 170,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 170,000.00	\$ 170,000.00	0.00	0.00%
TSY Seasonal Campaigns	\$ 65,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 65,000.00	\$ 65,000.00	0.00	0.00%
The Shipyard In-Market Stewardship Extension Fee	\$ 68,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 68,000.00	\$ 68,000.00	0.00	0.00%
Total by Month 63040-T	\$ 303,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 303,000.00	\$ 303,000.00	0.00	0.00%
Collateral Distribution - 63052-T																
Visitor Guide	\$ 14,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ 17,000.00	\$ 17,000.00	0.00	0.00%
Misc Shipping	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	0.00	0.00%
Total By Month 63052	\$ 14,000.00	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -	\$ 3,000.00	\$ -	\$ 2,000.00	\$ -	\$ 22,000.00	\$ 22,000.00	0.00	0.00%
Giveaway Promotion - 63140-T	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Total By Month 63140	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00	
Industry Training - 63160 - T																
Visit California Outlook Forum (3)	\$ -	\$ -	\$ -	\$ -	\$ 2,700.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,700.00	\$ 2,700.00	0.00	0.00%
ESTO (US Travel) (1)	\$ 1,250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,250.00	\$ 1,250.00	0.00	0.00%
DI Annual Convention (1)	\$ 1,095.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,095.00	\$ 1,095.00	0.00	0.00%
California Travel Summit (1)	\$ 1,298.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,298.00	\$ 1,298.00	0.00	0.00%
Destination Capitol Hill (US Travel)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 170.00	\$ -	\$ -	\$ -	\$ -	\$ 170.00	\$ 170.00	0.00	0.00%
CalTravel Rally Day/Board Meetings	\$ -	\$ -	\$ 170.00	\$ -	\$ -	\$ 170.00	\$ -	\$ 680.00	\$ -	\$ 170.00	\$ -	\$ -	\$ 1,190.00	\$ 1,190.00	0.00	0.00%
Skill Training & Team Building	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ 1,000.00	\$ 1,000.00	0.00	0.00%
Total By Month 63160	\$ 3,643.00	\$ -	\$ 420.00	\$ -	\$ 2,700.00	\$ 420.00	\$ -	\$ 850.00	\$ 250.00	\$ 170.00	\$ -	\$ 250.00	\$ 8,703.00	\$ 8,703.00	0.00	0.00%
Experiential - 63170-T																
Fred Hall Outdoor Show Long Beac + Additional Fishing Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000.00	(12,000.00)	-100.00%
Travel Adventure Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ 8,000.00	(8,000.00)	-100.00%
Total by Month 63170-T	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	(20,000.00)	-100.00%
Dues and Subscriptions - 63180 - T																
California Office of Tourism - CWC Association Dues	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ 5,000.00	\$ 5,000.00	0.00	0.00%
CalTravel Association	\$ -	\$ 8,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,000.00	\$ 8,000.00	0.00	0.00%
Destinations International	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,145.00	\$ -	\$ 10,145.00	\$ 9,560.00	585.00	6.12%
US Travel Association	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,000.00	(8,000.00)	-100.00%
Total By Month 63180	\$ -	\$ 8,000.00	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ 10,145.00	\$ 1,250.00	\$ 23,145.00	\$ 30,560.00	(7,415.00)	-24.26%
Lodging - 63191-T																
Fred Hall Outdoor Show Long Beach	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	(4,000.00)	-100.00%
Additional Fishing Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	(4,000.00)	-100.00%
Travel Adventure Shows (SF)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	(2,000.00)	-100.00%
Visit California Outlook Forum (2)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,500.00	(500.00)	-14.29%
ESTO (US Travel) (1)	\$ -	\$ 1,250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,250.00	\$ 1,000.00	250.00	25.00%
DI Annual Convention (1)	\$ 1,450.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,450.00	\$ 1,000.00	450.00	45.00%
California Travel Summit (1)	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,250.00	\$ 1,000.00	250.00	25.00%
CalTravel/CTS/Rally Day/Board Meetings	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ 4,000.00	\$ 4,000.00	0.00	0.00%
Total by Month 63191-T	\$ 1,450.00	\$ 2,250.00	\$ 1,250.00	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ 3,000.00	\$ -	\$ 1,000.00	\$ -	\$ 10,950.00	\$ 20,500.00	(9,550.00)	-46.59%

[illegible]

Hardware/Software - 66120-T																			
Miscellaneous	\$ 200.00	\$ -	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ 200.00	\$ 1,000.00	\$ 1,000.00					
Ipads	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
Dropbox	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 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	\$ 2,280.00	\$ 2,280.00					
Total By Month 66120	\$ 490.00	\$ 290.00	\$ 490.00	\$ 290.00	\$ 290.00	\$ 390.00	\$ 190.00	\$ 190.00	\$ 390.00	\$ 190.00	\$ 190.00	\$ 390.00	\$ 3,780.00	\$ 5,440.00					
Hosting - 66130-T																			
iDSS (platform) Send - Email Marketing	\$ 12,000.00	\$ 3,000.00	\$ -	\$ 3,000.00	\$ -	\$ -	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 26,000.00	\$ 14,000.00					
Sprout Social Analytics	\$ 167.00	\$ 167.00	\$ 167.00	\$ 167.00	\$ 167.00	\$ 167.00	\$ 167.00	\$ 167.00	\$ 167.00	\$ 167.00	\$ 167.00	\$ 167.00	\$ 2,004.00	\$ 1,188.00					
Survey Monkey	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00					
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	\$ 684.00	\$ 684.00					
Tempest Wesbiste hosting	\$ 4,800.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,800.00	\$ 4,800.00					
Total By Month 66130	\$ 17,024.00	\$ 3,224.00	\$ 224.00	\$ 3,224.00	\$ 224.00	\$ 224.00	\$ 4,224.00	\$ 224.00	\$ 224.00	\$ 224.00	\$ 224.00	\$ 4,224.00	\$ 33,488.00	\$ 21,672.00					
	\$ 1,337,779.50	\$ 129,334.00	\$ 153,572.00	\$ 272,186.50	\$ 353,630.00	\$ 205,222.00	\$ 1,219,586.5	\$ 1,139,834.00	\$ 109,802.00	\$ 72,256.50	\$ 99,707.00	\$ 523,552.00	\$ 5,616,462.00	\$ 5,730,859.05					

SALES

Mammoth Lakes Tourism

2025-26 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 - 64150-T																
	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 4,000.00			
Total by Month 63052-T	\$ -	\$ -	\$ 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			
Total by Month	\$ -	\$ 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			
Total by Month	\$ -	\$ 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			
Total by Month	\$ -	\$ 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			
Total by Month	\$ -	\$ 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			
Total by Month	\$ -	\$ 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			
Total by Month	\$ -	\$ 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	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ -	\$ 4,000	\$ -	\$ -	\$ -	\$ 16,000.00			
Total by Month	\$ 4,000	\$ 4,000	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ -	\$ 4,000	\$ -	\$ -	\$ -	\$ 16,000.00	\$ 8,000.00	\$8,000.00	100%
Advertising - 64070-T		\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -		\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 8,000.00			
Total by Month	\$ -	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 8,000.00	\$ 12,000.00	(\$4,000.00)	-33%
Printing, Shipping - 64080-T	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ -		\$ -	\$ 1,000	\$ -		\$ -	\$ 3,500.00			
Total by Month	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000	\$ -	\$ -	\$ -	\$ 3,500.00	\$ 7,500.00	(\$4,000.00)	-53%
Sponsorships - 64100 -T	\$ 3,500	\$ -	\$ 500	\$ 3,500	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ -	\$ -	\$ 9,000.00			
Total by Month	\$ 3,500	\$ -	\$ 500	\$ 3,500	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ -	\$ -	\$ 9,000.00	\$ 27,000.00	(\$18,000.00)	-67%
Agency Fees - 64090-T													\$ -			
Black Diamond (UK)	\$ 70,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 70,000.00	\$ 70,000.00	\$0.00	0%
Gate 7 (Australia)	\$ 90,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 90,000.00	\$ 90,000.00	\$0.00	0%
MSI (Germany)	\$ 35,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 35,000.00	\$ 35,000.00	\$0.00	0%
AviaReps (Italy / Spain)	\$ 30,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000.00	\$ 30,000.00	\$0.00	0%
Sartha Global (India)	\$ 45,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 45,000.00	\$ 45,000.00	\$0.00	0%
Chinese, Mexico,Canada projects	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 75,000.00	(\$50,000.00)	
Altantic Link (Scandinavian Agency)	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 25,000.00	\$0.00	0%
Total by Month 63052-T	\$ 320,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 320,000.00	\$ 370,000.00	(\$50,000.00)	-14%
Fam Trips - 64110-T													\$ -			
Airfare / Airport Transfers	\$ -	\$ -	\$ 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%
Total by Month 64110-T	\$ -	\$ 500.00	\$ 3,000.00	\$ 3,000.00	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00	\$ 2,500.00	\$ 3,000.00	\$ 2,500.00	\$ -	\$ 22,500.00	\$ 21,500.00	\$1,000.00	5%
	\$ 327,500.00	\$ 16,000.00	\$ 10,000.00	\$ 24,000.00	\$ 2,500.00	\$ -	\$ 22,000.00	\$ 4,000.00	\$ 28,500.00	\$ 3,000.00	\$ 24,500.00	\$ -	\$ 462,000.00	\$ 510,000.00	(\$48,000.00)	-9%

COMMUNICATIONS/PR

Mammoth Lakes Tourism

2025-26 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			
Total by Month 65011-T		\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 6,000.00	\$ 6,000.00	0.00	0%
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			
Total by Month 65011-T		\$ 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	0.00	0%
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			
Total by Month 65011-T		\$ 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%
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			
Total by Month 65011-T		\$ 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%
Ambassador Fees - 65016		\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 2,000.00			
Total by Month 65011-T		\$ 500.00	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ -	\$ 3,500.00	\$ 6,000.00	(2,500.00)	-42%
STAFF Lodging - 65012		\$ -	\$ -	\$ -	\$ 800.00	\$ -	\$ -	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ -	\$ -	\$ 4,000.00			
Total by Month		\$ -	\$ -	\$ -	\$ 800.00	\$ -	\$ -	\$800	\$800	\$ 800.00	\$800	\$ -	\$0	\$ 4,000.00	\$ 4,000.00	0.00	0%
STAFF Gas/Mileage - 65022		\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 1,000.00			
Total by Month		\$ -	\$ -	\$ -	\$ 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			
Total by Month		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 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			
Total by Month		\$ -	\$ -	\$ -	\$ 150.00	\$ -	\$ -	\$ 150.00	\$ 150.00	\$ -	\$ 150.00	\$ -	\$ -	\$ 600.00	\$ 600.00	0.00	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			
Total by Month		\$ 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	0.00	0%
Press Events - 65090																	
California		\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ 1,000.00	\$ -		\$ -	\$ 1,500.00	\$ -	\$ -	\$ 4,000.00	\$ 3,849.00		
National		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00		
Total by Month		\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ 1,000.00	\$ 1,500.00	\$ 1,500.00	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 7,000.00	\$ 6,849.00	151.00	2%
Dues/Subscriptions - 65040																	
SATW		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350.00	\$ 350.00		
PRSA		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ 175.00	\$ -	\$ 175.00	\$ 175.00		
Total by Month		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350.00	\$ -	\$ -	\$ -	\$ 175.00	\$ -	\$ 525.00	\$ 525.00	0.00	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	
Total by Month	\$ 4,000.00	\$ -	\$ -	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 34,000.00	\$ 34,000.00 0.00 0%
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	\$ 7,000.00	\$ 84,000.00
Agency Costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total by Month	\$ 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	\$ 7,000.00	\$ 84,000.00 \$ 84,000.00 0.00 0%
Crib Condo Expenses - 65200														
HOA	\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 1,150.00	\$ 13,800.00
Insurance	\$ 400.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ 1,400.00
Property Taxes	\$ 6,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,500.00
Repairs and Maintenance	\$ 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
Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ 100.00	\$ 100.00	\$ -	\$ -	\$ -	\$ 300.00
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
Crib Condo Expenses Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total by Month	\$ 8,950.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,150.00	\$ 2,150.00	\$ 3,150.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 32,800.00 \$ 32,800.00 (480.00) -1%
Promotional - 65060														
Promotional Items / Gifts						\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
utreach and Education (Community Coffee)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Trail Magic Promotion	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00
Influencer Fees	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 42,900.00
Video/Photography	\$ 750.00	\$ -	\$ -	\$ 750.00	\$ -	\$ -	\$ 750.00	\$ -	\$ -	\$ 750.00	\$ -	\$ -	\$ -	\$ 3,000.00
Total by Month 65060-T	\$ 4,325.00	\$ 3,575.00	\$ 3,575.00	\$ 4,325.00	\$ 3,575.00	\$ 3,575.00	\$ 3,575.00	\$ 4,325.00	\$ 3,575.00	\$ 3,575.00	\$ 4,325.00	\$ 4,575.00	\$ 3,575.00	\$ 46,900.00 \$ 90,900.00 (44,000.00) -48%
	\$ 28,825.00	\$ 16,675.00	\$ 15,675.00	\$ 20,025.00	\$ 26,175.00	\$ 28,175.00	\$ 31,975.00	\$ 20,875.00	\$ 19,225.00	\$ 20,525.00	\$ 16,850.00	\$ 15,675.00	\$ 260,675.00	\$ 308,404.00 (47,729.00) -15%

SPECIAL EVENTS

Mammoth Lakes Tourism

2025-26 TBID Budget

Expense Accounts		July	August	September	October	November	December	January	February	March	April	May	June	Total
Advertising - 67135														
Laura Patterson Design Work		\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 500.00
Large Events Poster Printing (300 qty)		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Events Brochure Distributon - Certified 50K		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 3,000.00
Events Brochure Printing		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 5,000.00
Campground Host Program		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Promotional Items		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Local Print/Radio/Other for Events		\$ 5,000.00	\$ 5,000.00	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 2,500.00	\$ 17,500.00
Mammoth Lakes Music Series		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Targeted Advertising		\$ 2,350.00	\$ 2,350.00	\$ 2,350.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 19,050.00
Event Surveys		\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00
		\$ 8,850.00	\$ 7,350.00	\$ 4,850.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 8,000.00	\$ 4,250.00	\$ 6,500.00	\$ 6,500.00	\$ 46,550.00

LY \$ Totals		\$ Change YOY		% Change YOY
\$ -		\$500.00		
\$ -		\$0.00		
\$ 3,000.00		\$0.00		
\$ 5,000.00		\$0.00		
\$ -		\$0.00		
\$ -		\$0.00		
\$ 20,000.00		(\$2,500.00)		-13%
\$ -		\$0.00		
\$ 2,000.00		\$17,050.00		853%
\$ 20,000.00		(\$18,500.00)		-93%
\$ 50,000.00		(\$3,450.00)		-7%



ANTICIPATED TBID REVENUE

Mammoth Lakes Tourism

2025-26 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	\$ 350,000	\$ 360,000	\$ 315,000	\$ 170,000	\$ 90,000	\$ 110,000	\$ 2,275,000
Retail		\$ 135,000	\$ 120,000	\$ 80,000	\$ 65,000	\$ 95,000	\$ 180,000	\$ 200,000	\$ 200,000	\$ 185,000	\$ 125,000	\$ 85,000	\$ 115,000	\$ 1,585,000
Restaurant		\$ 120,000	\$ 115,000	\$ 85,000	\$ 65,000	\$ 85,000	\$ 175,000	\$ 185,000	\$ 210,000	\$ 180,000	\$ 115,000	\$ 60,000	\$ 80,000	\$ 1,475,000
Ski Area		\$ 60,000	\$ 70,000	\$ 50,000	\$ 35,000	\$ 140,000	\$ 390,000	\$ 390,000	\$ 390,000	\$ 325,000	\$ 150,000	\$ 35,000	\$ 30,000	\$ 2,065,000
TBID Segment Revenue		\$ 490,000	\$ 455,000	\$ 320,000	\$ 245,000	\$ 400,000	\$ 1,035,000	\$ 1,125,000	\$ 1,160,000	\$ 1,005,000	\$ 560,000	\$ 270,000	\$ 335,000	\$ 7,400,000
TBID Penalties & Interest		\$ 2,500	\$ 4,500	\$ 5,500	\$ 4,500	\$ 4,500	\$ 4,500	\$ 8,500	\$ 9,000	\$ 6,500	\$ 3,500	\$ 2,500	\$ 3,500	\$ 59,500
TBID Tiers 1 & 2		\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 4,750	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ 8,500
TBID Interest on Investments		\$ -	\$ 1,100	\$ -	\$ 3,500	\$ 1,200	\$ 4,750	\$ 7,000	\$ 8,000	\$ 6,000	\$ 2,000	\$ 1,000	\$ 1,000	\$ 35,550
TBID Prior Year Payments		\$ 15,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000
Outside Air Subsidy Funds		\$ -	\$ -	\$ -	\$ -	\$ 510,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 550,000	\$ 1,060,000
TBID Reserve Use to Balance Budget		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL		\$ 997,500	\$ 915,600	\$ 645,500	\$ 498,000	\$ 1,315,700	\$ 2,082,250	\$ 2,270,250	\$ 2,337,750	\$ 2,022,500	\$ 1,125,500	\$ 543,500	\$ 1,224,500	\$ 8,578,550
TBID Reserve Funding (Money Market)		1,756,791.00												\$ 1,756,791

LY \$ Totals		\$ Change YOY		% Change YOY	
\$ 2,085,000		190,000.00		9%	
\$ 1,577,800		7,200.00		0%	
\$ 1,389,200		85,800.00		6%	
\$ 1,690,000		375,000.00		22%	
\$ 6,742,000		658,000.00		10%	

\$ 1,441,505	(1,441,505.00)	-100%
\$ 7,741,505	837,045.00	11%

2025-26 YOY Budget Comparison

Measure A		Measure A 2024-25		Measure A 2025-26		YOY \$ Change	YOY % Change
Wages & Payroll Taxes		\$	-	\$	-	\$0.00	0%
Employee Benefits		\$	-	\$	-	\$0.00	0%
Overhead		\$	10,000.00	\$	271,800.00	\$261,800.00	2618%
Marketing		\$	1,878,280.04	\$	1,972,880.00	\$94,599.96	5%
Sales		\$	-	\$	-	\$0.00	0%
Communications		\$	-	\$	-	\$0.00	0%
Special Events		\$	650,000.00	\$	600,000.00	(\$50,000.00)	-8%
Total Expenses		\$	2,538,280.04	\$	2,844,680.00	\$306,399.96	12%
Projected Revenue		\$	2,538,800.00	\$	2,851,500.00	\$312,700.00	12%

TBID		TBID 2024-25		TBID 2025-26		YOY \$ Change	YOY % Change
Wages & Payroll Taxes		\$	1,074,577.90	\$	1,275,746.63	\$201,168.73	19%
Employee Benefits		\$	120,000.00	\$	134,400.00	\$14,400.00	12%
Overhead		\$	553,360.00	\$	571,680.00	\$18,320.00	3%
Marketing		\$	6,017,837.71	\$	5,616,462.00	(\$401,375.71)	-7%
Sales		\$	505,000.00	\$	462,000.00	(\$43,000.00)	-9%
Communications		\$	307,504.00	\$	260,675.00	(\$46,829.00)	-15%
Special Events		\$	50,000.00	\$	46,550.00	(\$3,450.00)	-7%
Community Engagement		\$	67,800.00	\$	210,043.00	\$142,243.00	210%
Total Expenses		\$	8,696,079.61	\$	8,577,556.63	(\$118,522.98)	-1%
Projected Revenue		\$	7,796,550.00	\$	8,564,050.00	\$767,500.00	10%

Combined Budget		Combined 2023-24		Combined 2024-25		YOY \$ Change	YOY % Change
Wages & Payroll Taxes		\$	1,074,577.90	\$	1,275,746.63	\$201,168.73	19%
Employee Benefits		\$	120,000.00	\$	134,400.00	\$14,400.00	12%
Overhead		\$	563,360.00	\$	843,480.00	\$280,120.00	50%
Marketing		\$	7,896,117.75	\$	7,589,342.00	(\$306,775.75)	-4%
Sales		\$	505,000.00	\$	462,000.00	(\$43,000.00)	-9%
Communications		\$	307,504.00	\$	260,675.00	(\$46,829.00)	-15%
Special Events		\$	700,000.00	\$	646,550.00	(\$53,450.00)	-8%
Community Engagement		\$	67,800.00	\$	210,043.00	\$142,243.00	210%
Total Expenses		\$	11,234,359.65	\$	11,422,236.63	\$187,876.98	2%
Projected Revenue		\$	10,335,350.00	\$	11,415,550.00	\$1,080,200.00	10%

Projected Shortfall/Surplus	\$	(899,009.65)	\$	(6,686.63)
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MLT Budget History

2016-17		Budget	Measure A	TBID	% of Total
Wage & Benefits		\$ 833,392.90	\$ 833,300.92	\$ -	11.56%
Overhead		\$ 286,341.00	\$ 194,241.00	\$ 92,100.00	3.97%
Marketing		\$ 5,431,704.19	\$ 934,142.97	\$ 4,497,561.11	75.35%
Sales		\$ 406,400.00	\$ 304,400.00	\$ 102,000.00	5.64%
Communications		\$ 250,950.00	\$ 205,500.00	\$ 45,450.00	3.48%
Total Budgeted Expense		\$ 7,208,788.09	\$ 2,471,584.89	\$ 4,737,111.11	
Estimated Revenue		\$ 7,080,580.00	\$ 2,474,580.00	\$ 4,606,000.00	
Budgeted Reserve/Shortfall		\$ (128,208.09)			

2017-18		Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes		\$ 942,594.56	\$ 942,594.00	\$ -	10.59%
Overhead		\$ 276,160.00	\$ 170,360.00	\$ 105,800.00	3.10%
Marketing		\$ 6,824,811.00	\$ 882,895.00	\$ 5,947,290.71	76.67%
Sales		\$ 590,550.00	\$ 415,550.00	\$ 175,000.00	6.63%
Communications		\$ 267,800.00	\$ 222,350.00	\$ 48,050.00	3.01%
Total Budgeted Expense		\$ 8,901,915.56	\$ 2,633,749.00	\$ 6,276,140.71	
Estimated Revenue		\$ 7,770,318.96	\$ 2,480,000.00	\$ 5,290,000.00	
Budgeted Reserve/Shortfall		\$ (1,131,596.60)			

2018-19		Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes		\$ 1,076,290.00	\$ 1,076,300.00	\$ -	14.40%
Overhead		\$ 273,660.00	\$ 183,660.00	\$ 90,000.00	3.66%
Marketing		\$ 5,330,950.00	\$ 766,810.00	\$ 4,564,140.00	71.35%
Sales		\$ 531,000.00	\$ 417,000.00	\$ 114,000.00	7.11%
Communications		\$ 260,000.00	\$ 220,000.00	\$ 40,000.00	3.48%
Total Budgeted Expense		\$ 7,471,900.00	\$ 2,663,770.00	\$ 4,808,140.00	
Estimated Revenue		\$ 7,871,900.00	\$ 2,400,000.00	\$ 4,500,000.00	
Budgeted Reserve/Shortfall		\$ 400,000.00			

2019-20		Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes		\$ 1,076,289.00	\$ 1,076,289.00	\$ -	14.34%
Overhead		\$ 283,660.00	\$ 183,660.00	\$ 100,000.00	3.78%
Marketing		\$ 5,330,950.05	\$ 766,810.05	\$ 4,564,140.00	71.01%
Sales		\$ 531,000.00	\$ 417,000.00	\$ 114,000.00	7.07%
Communications		\$ 260,000.00	\$ 220,000.00	\$ 40,000.00	3.46%
Special Events		\$ 25,000.00	\$ 25,000.00	\$ -	0.30%
Total Budgeted Expense		\$ 7,506,899.05	\$ 2,688,759.05	\$ 4,818,140.00	
Estimated Revenue		\$ 8,204,081.00	\$ 2,700,000.00	\$ 5,000,000.00	
Budgeted Reserve/Shortfall		\$ 697,181.95			

2020-21		Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes		\$ 949,141.00	\$ 854,341.00	\$ -	16.13%
Overhead		\$ 197,902.46	\$ 132,967.00	\$ 64,935.46	3.36%
Marketing		\$ 3,972,910.40	\$ 261,883.00	\$ 3,711,027.40	67.53%
Sales		\$ 354,750.00	\$ 277,250.00	\$ 77,500.00	6.03%
Communications		\$ 193,175.00	\$ 169,425.00	\$ 23,750.00	3.28%
Special Events		\$ 215,319.00	\$ 215,319.00	\$ -	4.14%
Total Budgeted Expense		\$ 5,883,197.86	\$ 1,911,185.00	\$ 3,877,212.86	
Estimated Revenue		\$ 5,206,998.00	\$ 1,960,225.00	\$ 3,246,773.00	
Budgeted Reserve/Shortfall		\$ (676,199.86)			

2021-22		Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes		\$ 976,357.42	\$ 536,778.71	\$ 439,578.71	13.35%
Overhead		\$ 241,359.15	\$ 145,500.00	\$ 95,859.15	3.30%
Marketing		\$ 5,149,500.86	\$ 1,044,592.86	\$ 4,104,908.00	70.40%
Sales		\$ 382,000.00	\$ 293,500.00	\$ 88,500.00	5.22%
Communications		\$ 304,325.00	\$ 257,125.00	\$ 47,200.00	4.16%
Special Events		\$ 261,569.00	\$ 261,569.00	\$ -	3.57%
Total Budgeted Expense		\$ 7,315,111.43	\$ 2,539,065.57	\$ 4,776,045.86	
Estimated Revenue		\$ 7,335,236.55	\$ 2,542,279.00	\$ 4,792,957.55	
Budgeted Reserve/Shortfall		\$ 20,125.12			

2022-23		Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes		\$ 961,853.24	\$ 536,126.62	\$ 425,726.62	8.91%
Overhead		\$ 326,275.00	\$ 200,275.00	\$ 126,000.00	3.02%
Marketing		\$ 8,096,644.50	\$ 1,193,116.50	\$ 6,903,528.00	75.04%
Sales		\$ 548,000.00	\$ 393,000.00	\$ 155,000.00	5.08%
Communications		\$ 433,303.00	\$ 302,053.00	\$ 131,250.00	4.02%
Special Events		\$ 423,219.00	\$ 423,219.00	\$ -	3.92%
Total Budgeted Expense		\$ 10,789,294.74	\$ 3,047,790.12	\$ 7,741,504.62	
Estimated Revenue		\$ 10,789,294.74	\$ 3,047,790.12	\$ 7,741,504.62	
Budgeted Reserve/Shortfall		\$ -	\$ -	\$ -	

Proposed 2023-24		Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes		\$ 969,483.85	\$ 262,642.31	\$ 706,841.54	9.29%
Overhead		\$ 784,840.00	\$ -	\$ 784,840.00	7.52%
Marketing		\$ 7,186,552.00	\$ 1,408,921.59	\$ 5,777,630.41	68.87%
Sales		\$ 390,000.00	\$ -	\$ 390,000.00	3.74%
Communications		\$ 303,903.00	\$ -	\$ 303,903.00	2.91%
Special Events		\$ 800,000.00	\$ 750,000.00	\$ 50,000.00	7.67%
Total Budgeted Expense		\$ 10,434,778.85	\$ 2,421,563.90	\$ 8,013,214.95	
Estimated Revenue		\$ 9,833,500.00	\$ 1,825,000.00	\$ 8,008,500.00	
Budgeted Reserve/Shortfall		\$ (601,278.85)	\$ (596,563.90)	\$ (4,714.95)	

Proposed 2024-25		Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes		\$ 1,194,577.90	\$ -	\$ 1,194,577.90	10.63%
Overhead		\$ 563,360.00	\$ 10,000.00	\$ 553,360.00	5.01%
Marketing		\$ 7,896,117.75	\$ 1,878,280.04	\$ 6,017,837.71	70.29%
Sales		\$ 505,000.00	\$ -	\$ 505,000.00	4.50%
Communications		\$ 307,504.00	\$ -	\$ 307,504.00	2.74%
Special Events		\$ 700,000.00	\$ 650,000.00	\$ 50,000.00	6.23%
Community Engagement		\$ 67,800.00	\$ -	\$ 67,800.00	
Total Budgeted Expense		\$ 11,234,359.65	\$ 2,538,280.04	\$ 8,696,079.61	
Estimated Revenue		\$ 10,335,350.00	\$ 2,538,800.00	\$ 7,796,550.00	
Budgeted Reserve/Shortfall		\$ (899,009.65)	\$ 519.96	\$ (899,529.61)	

Proposed 2025-26		Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes		\$ 1,410,146.63	\$ -	\$ 1,410,146.63	12.35%
Overhead		\$ 843,480.00	\$ 271,800.00	\$ 571,680.00	7.38%
Marketing		\$ 7,589,342.00	\$ 1,972,880.00	\$ 5,616,462.00	66.44%
Sales		\$ 462,000.00	\$ -	\$ 462,000.00	4.04%
Communications		\$ 260,675.00	\$ -	\$ 260,675.00	2.28%
Special Events		\$ 646,550.00	\$ 600,000.00	\$ 46,550.00	5.66%
Community Engagement		\$ 210,043.00		\$ 210,043.00	
Total Budgeted Expense		\$ 11,422,236.63	\$ 2,844,680.00	\$ 8,577,556.63	
Estimated Revenue		\$ 11,415,550.00	\$ 2,851,500.00	\$ 8,564,050.00	
Budgeted Reserve/Shortfall		\$ (6,686.63)	\$ 6,820.00	\$ (13,506.63)	

Notes
G&A total = 15.53% (wages, benefits, overhead)
Restructured staff eliminating
Director of Interactive position and
Hired new Content Manager
TOT to exceed budget by 54% (\$5.7M)
TOT Budgeted at \$11.65M
First year we budgeted in season pass to TBID
TBID to exceed budget by \$1M
Measure A Revenue from TOML \$2,230,000

Notes
G&A total = 13.69% (wages, benefits, overhead)
Hired one additional FTYR employee
\$980,575.82 over revenue budget
\$423,744.60 reinvested 2016-17 air subsidy savings
\$556,831.22 from TBID reserve (Approx. \$2.7M)
MLT Measure A capped at \$2,259,619
Based on TOML TOT Budget at \$12.5M
Measure A Revenue from TOML \$2,260,000

Notes
G&A total = 18.07% (wages, benefits, overhead)
Hiring one additional FTYR employee (events)
Overhead includes \$90,560 in 2% TBID fee to TOML
\$900,000 invested from TBID reserve \$500 +\$400k air
(Appx. \$2.0M remaining balance)
MLT Measure A revenue capped at \$2,440,000
TBID revenue budgeted at \$4,808,700 ( no pass \$)
(\$188,560) was from Tourism Reserve for Snowblitz
Measure A Revenue from TOML \$2,440,385

Notes
G&A total = 15.53% (wages, benefits, overhead)
Hiring 1 additional FTYR employee(s) Mktg Mgr.
Special Events is a new budget category for 2019-20
MLCC \$260,000 out expense and revenue
Overhead includes \$100,166 in 2% TBID proc. fee to TOML
Includes \$150,000 for new 2019-20 Event Grant Funding
Includes \$100,000 for 2019-20 LA Kings Partnership
MLT Measure A revenue capped at \$2,440,000 less MLCC
MLCC funds allocated from \$2.44m of \$260,000
Measure A Revenue from TOML \$2,180,000

Notes
G&A total = 16.10% (wages, benefits, overhead)
MLCC \$260,000 out expense and revenue
Overhead includes \$64,935 in 2% TBID proc. fee to TOML
Inc. Tourism Reserve \$150,000 for Event Grant Funding
Inc. Tourism Reserve \$100,000 for 2020-21 LA Kings
MLT Measure A revenue capped at \$2,024,612 (less MLCC)
MLCC funds allocated from \$2.024m of \$273,000
Measure A Revenue from TOML \$1,751,642

Notes
G&A total = 13.35% (wages, benefits, overhead)
Overhead includes \$95,859 in 2% TBID proc. fee to TOML
Inc. Tourism Reserve \$150,000 for Event Grant Funding
Inc. Tourism Reserve \$100,000 for 2021-22 LA Kings
MLCC funds allocation \$286k from from \$2.621m Measure A
HUGE Dec snow (20'+) then drought
Measure A Revenue from TOML \$2,335,150

Notes
G&A total = 11.93% (staff wages, benefits & overhead)
TBID Overhead includes \$126k in 2% TBID proc. fee to TOML
No MLCC, Host Progam or Fish Stocking expenses for 2022-23
Includes Tourism Reserve \$100k for 2022-23 LA Kings
includes \$1,441,505 TBID Reserve Use
Includes \$300,000 Measure A Special Event Reserve Use
Includes \$422,389.12 Measure A Reserve Use
Measure A Funding from TOML capped at \$2,000,000
MASSIVE Snow year with more than 700" at Main Lodge

Notes
G&A total = 16.5% (staff wages, benefits & overhead)
Overhead inc. 2% TOML fee, CDTFA loss, 75% of Benefits
Wages - Hiring PT PR Coordinator - Making Admin Asst. FT
Marketing inc. Tourism Reserve \$100k for 2023-24 LA Kings
Revenue inc. \$750,000 in TBID Carryover Funds (22-23 surplus)
Special Events (A) includes \$450,000 for Spartan OCR Race
Slow start to the snow year hurt X-mas holidays & January
Measure A Funding capped at \$1,725,000

Notes
G&A total = 15.95% (wages, benefits & ohead) comp set= 27%
Added a Community Engagement budget line
Overhead inc. 2% TOML fee. & Infrastructure funds
Wage - Hired Markeing Coordinator - Content Mktg Mgr.
Marketing inc. Tourism Reserve \$100k for 2024-25 LA Kings
Sales - Adding back China representation at \$75,000
\$350k Event Reserve for grants - \$50k A Reserve for Strategy
Increased TBID air subsidy funding at MMH and BIH
Estimates for potential outside Air Subsidy funds \$800,000
TOTAL YOY Combine Budget Increase = 8% (\$839,581)
Measure A Funding capped at \$1,725,000

Notes
G&A total = 19.73% (wages, benefits & ohead) comp set= 27%
Increased Community Engagement budget
Wage increased YOY - two 6 month maternity leaves in 24-25
Increased TBID air subsidy funding at MMH and BIH
Estimates for potential outside Air Subsidy funds \$1,100,000
(air increased summer season and winter frequency)
\$70,000 for Welcome Center staffing support
YOY Combine Expense Budget Change = 1.6% (\$187,877)
Measure A Funding capped at \$1,725,000



## Mammoth Lakes Tourism Financial Report May 30, 2025

### **Preliminary Transient Occupancy Tax (TOT)**

- 13% TOT collections for March 2025 came in at \$3,812,526 which is +\$1,598,225 and +72% to budget
- YTD TOT rev. is \$23,675,830 which is +\$8,160,488 and +53% to Budget and +\$570,733 and +2% to LY
- March TOT was +\$38,368 and +1% to LY – March TOT was a new revenue record
- 2% Measure L collected for January 2025 = \$522,011 and YTD = \$1,385,408 for housing initiatives
- TOTAL TOT collections (combined 13% and 15%) for March 2025 were \$4,334,537

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

- TBID collections for March 2025 came in at \$958,606 which is +\$3,606 and .4% to budget.
- YTD TBID revenue is \$5,828,940 which is -\$256,060 and -4.2% to Budget and +\$190,348 and +3.4% to LY
- March TBID was +63,990 and +7.2% to LY

	March 2024	March 2025	Budget	Diff to LY	Diff to Budget	
Lodging	\$281,755	\$300,720	\$290,000	+\$277	+\$4,079	+1.2%
Retail	\$154,275	\$160,860	\$185,000	+\$6,585	-\$24,140	-13%
Restaurant	\$182,572	\$192,986	\$180,000	+\$10,414	+\$12,986	+7.2%
Ski Area*	\$276,013	\$304,220	\$300,000	+\$28,207	+\$4,220	+1.4%

\* This is not equal comparison as we have added .5% to MMSA (from 2% to 2.5%) and added golf

### **Bank Balances**

- Measure A Checking account balance = \$896,154.40
- Measure A Savings account balance = \$5,023.43
- TBID Checking account balance = \$3,146,516.95 (we will be paying United \$2,052,120)
- TBID Savings account balance = \$5,018.70
- 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 = \$470,201.44 (Value at maturity 7/31/25 = \$471,669.07)
- Special Event CDARS account balance = \$288,924 (Value at maturity 10/23/25 = \$292,548.66)

### **Money Market Account**

Balance of the FDIC Insured TBID Money Market account is \$1,756,7

### **Tourism Reserve Fund**

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

- The current balance is \$1,475,165

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

- Please let us know if you have any questions.

**Transient Occupancy Tax**  
**Collection through April 2025**

1. TOT REVENUE COLLECTIONS by FISCAL year													
Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2006-2007	633,290	718,371	404,545	240,541	275,921	1,455,122	1,694,967	1,583,253	1,249,350	765,323	241,871	363,886	9,626,441
YTD collection as % of Full Year	6.6%	14.0%	18.2%	20.7%	23.6%	38.7%	56.3%	72.8%	85.8%	93.7%	96.2%	100.0%	
2007-2008	690,020	850,958	382,541	191,090	202,902	1,533,030	1,926,497	1,890,372	1,731,631	612,581	245,108	410,409	10,667,140
YTD collection as % of Full Year	6.5%	14.4%	18.0%	19.8%	21.7%	36.1%	54.2%	71.9%	88.1%	93.9%	96.2%	100.0%	
2008-2009	726,465	973,679	379,849	232,427	247,085	1,591,709	1,561,523	1,477,336	1,028,558	774,003	299,287	364,787	9,656,710
YTD collection as % of Full Year	7.5%	17.6%	21.5%	23.9%	26.5%	43.0%	59.2%	74.5%	85.1%	93.1%	96.2%	100.0%	
2009-2010	745,522	866,044	421,313	210,599	207,989	1,735,454	1,680,851	1,687,536	1,263,038	971,363	303,667	383,274	10,476,648
YTD collection as % of Full Year	7.1%	15.4%	19.4%	21.4%	23.4%	40.0%	56.0%	72.1%	84.2%	93.4%	96.3%	100.0%	
2010-2011	833,692	934,572	471,581	229,609	302,314	1,948,908	1,685,322	1,672,809	1,338,133	985,285	355,833	451,080	11,209,138
YTD collection as % of Full Year	7.4%	15.8%	20.0%	22.0%	24.7%	42.1%	57.1%	72.1%	84.0%	92.8%	96.0%	100.0%	
2011-2012	947,459	1,061,627	566,993	276,436	314,244	1,666,408	1,042,470	1,213,076	1,193,988	753,998	307,818	536,020	9,880,538
YTD collection as % of Full Year	9.6%	20.3%	26.1%	28.9%	32.1%	48.9%	59.5%	71.7%	83.8%	91.5%	94.6%	100.0%	
2012-2013	1,035,276	1,101,555	569,118	287,742	286,349	1,758,887	1,856,579	1,703,985	1,426,186	683,196	392,990	613,159	11,715,023
YTD collection as % of Full Year	8.8%	18.2%	23.1%	25.6%	28.0%	43.0%	58.9%	73.4%	85.6%	91.4%	94.8%	100.0%	
2013-2014	1,075,023	1,134,699	533,790	306,359	317,763	1,620,490	1,284,026	1,174,950	1,205,504	662,531	376,019	672,104	10,363,258
YTD collection as % of Full Year	10.4%	21.3%	26.5%	29.4%	32.5%	48.1%	60.5%	71.9%	83.5%	89.9%	93.5%	100.0%	
2014-2015	1,175,232	1,261,290	614,628	378,296	326,836	1,815,044	1,659,854	1,451,851	1,015,507	459,664	377,564	773,232	11,308,997
YTD collection as % of Full Year	10.4%	21.5%	27.0%	30.3%	33.2%	49.3%	63.9%	76.8%	85.8%	89.8%	93.2%	100.0%	
2015-2016	1,414,925	1,323,904	782,030	470,450	589,215	2,282,317	2,371,826	2,238,590	1,897,371	830,614	526,861	1,005,404	15,733,507
YTD collection as % of Full Year	9.0%	17.4%	22.4%	25.4%	29.1%	43.6%	58.7%	72.9%	85.0%	90.3%	93.6%	100.0%	
2016-2017	1,716,610	1,535,475	1,004,815	567,405	534,223	2,370,978	2,656,510	2,475,292	2,030,473	1,599,673	673,512	926,497	18,091,464
YTD collection as % of Full Year	9.5%	18.0%	23.5%	26.7%	29.6%	42.7%	57.4%	71.1%	82.3%	91.2%	94.9%	100.0%	
2017-2018	1,753,735	1,570,110	1,050,037	612,877	601,343	2,362,405	2,515,665	2,168,214	2,351,036	1,242,482	608,463	1,031,033	17,867,401
YTD collection as % of Full Year	9.8%	18.6%	24.5%	27.9%	31.3%	44.5%	58.6%	70.7%	83.9%	90.8%	94.2%	100.0%	
2018-2019	1,771,072	1,512,891	1,001,297	635,580	591,548	2,665,867	3,074,472	2,724,480	2,604,882	1,755,830	774,268	1,098,874	20,211,061
YTD collection as % of Full Year	8.8%	16.2%	21.2%	24.3%	27.3%	40.5%	55.7%	69.2%	82.0%	90.7%	94.6%	100.0%	
2019-2020	1,893,473	1,740,322	1,068,779	747,888	629,410	2,832,607	3,113,743	2,665,842	846,251	15,748	12,529	407,657	15,974,248
YTD collection as % of Full Year	11.9%	10.9%	6.7%	4.7%	3.9%	17.7%	19.5%	16.7%	5.3%	0.1%	0.1%	2.6%	
2020-2021	1,911,690	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	4,342,251	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	2,274,839	1,960,670	1,290,607	1,014,496	919,486	3,781,842	4,394,922	4,226,441	3,812,526	2,003,779	-	-	25,679,609
YTD collection as % of Full Year	8.9%	7.6%	5.0%	4.0%	3.6%	14.7%	17.1%	16.5%	14.8%	7.8%	0.0%	0.0%	

% change from prior year	4.0%	1.6%	-10.7%	-4.3%	-9.6%	17.4%	7.5%	-2.7%	1.0%	-7.7%	0.0%	0.0%	-6.4%
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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	\$ 1,580,471	\$ 1,297,852
less Housing	6.54%	1,209,615	\$ 571,660	\$ 469,436
less Transit	6.54%	1,209,615	\$ 571,660	\$ 469,436
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		

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
FY 24-25 Actual Collection	2,274,839	1,960,670	1,290,607	1,014,496	919,486	3,781,842	4,394,922	4,226,441	3,812,526	2,003,779	-	-	25,679,609

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
FY 24-25 Differences: Budget vs Actuals YTD	732,597	726,322	513,811	388,611	89,641	1,201,018	1,441,360	1,506,438	1,598,225	545,005	-	-	8,743,029
Percent Over/(Under) Budget	48%	59%	66%	62%	11%	47%	49%	55%	72%	37%			47%

Cumulative difference to date:

8,743,029	52%
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Cumulative actual to last year actual difference to date:

440,391	2%
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**Transient Occupancy Tax**  
**Collection through February 2025**

1. TOT REVENUE COLLECTIONS by FISCAL year													
Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2024-2025 - Year 1	-	-	-	-	-	-	344,251	519,146	522,011	295,111	-	-	1,680,519
YTD collection as % of Full Year	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.5%	30.9%	31.1%	17.6%	0.0%	0.0%	
2025-2026 - Year 2	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2026-2027 - Year 3	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2027-2028 - Year 4	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2028-2029 - Year 5	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2029-2030 - Year 6	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2030-2031 - Year 7	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2031-2032 - Year 8	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2032-2033 - Year 9	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2033-2034 - Year 10	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
% change from prior year	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average monthly collection prior 3 yrs	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	344,251	519,146	522,011	297,595	-	-	1,683,003
Average Monthly collection as % of Full Year													
Average YTD collection as % of Full Year													

2. TOT Budget and Estimates - Measure L (FY 2024-2025)													
	Quarter Total: -			Quarter Total: -			Quarter Total: 1,100,000			Quarter Total: 470,000			1,570,000
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Full-Yr Total
FY 24-25 Budgeted Monthly Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 340,000	\$ 420,000	\$ 340,000	\$ 225,000	\$ 105,000	\$ 140,000	1,570,000
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
FY 24-25 Actual Collection	-	-	-	-	-	-	344,251	519,146	522,011	275,562	-	-	1,660,970
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
FY 24-25 Differences: Budget vs Actuals YTD			-	-	-	-	4,251	99,146	182,011	50,562	-	-	335,970

Cumulative actual to last year actual difference to date:
 
 0%

**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	\$9,702,890	\$7,670,919	\$7,122,800	\$28,691,600	\$31,589,239	\$33,092,117	\$30,071,975	\$0	\$0	\$0	\$179,278,946
Est. Total 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	\$97,029	\$76,709	\$71,228	\$286,916	\$315,892	\$330,921	\$300,720				\$1,792,789
\$ Change Bud to Act	(\$10,832)	(\$794)	(\$7,971)	(\$3,291)	(\$8,772)	(\$3,084)	(\$9,108)	(\$4,079)	\$10,720	(\$160,000)	(\$85,000)	(\$100,000)	(\$382,211)
% Change Bud to Act	-6.19%	-0.53%	-7.59%	-4.11%	-10.97%	-1.06%	-2.80%	-1.22%	3.70%	-100.00%	-100.00%	-100.00%	-17.57%
Cummulative Act to Bud	(\$10,832)	(\$11,626)	(\$19,597)	(\$22,888)	(\$31,660)	(\$34,744)	(\$47,851)	(\$47,930)	(\$37,211)	(\$282,211)	(\$382,211)	(\$382,211)	

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	\$4,920,206	\$3,935,303	\$5,878,665	\$11,366,600	\$12,849,673	\$9,877,408	\$10,712,028	\$0	\$0	\$0	\$75,732,439
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	\$73,803	\$59,030	\$88,180	\$170,499	\$192,745	\$148,161	\$160,680				\$1,135,987
\$ Change Bud to Act		(\$8,818)	(\$18,294)	(\$16,197)	(\$10,970)	(\$16,820)	(\$54,501)	(\$17,255)	(\$61,839)	(\$24,320)	(\$125,000)	(\$85,000)	(\$115,000)	
% Change Bud to Act		-6.30%	-14.07%	-18.00%	-15.67%	-16.02%	-24.22%	-8.22%	-29.45%	-13.15%	-100.00%	-100.00%	-100.00%	-32.78%
Cummulative Act to Bud		(\$8,818)	(\$27,112)	(\$43,309)	(\$54,279)	(\$71,099)	(\$125,600)	(\$142,855)	(\$204,694)	(\$229,013)	(\$354,013)	(\$439,013)	(\$554,013)	

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	\$5,140,348	\$4,063,195	\$5,200,785	\$11,165,000	\$11,946,465	\$12,855,179	\$12,865,741	\$0	\$0	\$0	\$78,430,640
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	\$77,105	\$60,948	\$78,012	\$167,475	\$179,197	\$192,828	\$192,986				\$1,176,460
\$ Change Bud to Act	(\$14,553)	\$2,462	(\$7,895)	\$948	(\$16,988)	(\$7,525)	\$4,197	(\$7,172)	\$12,986	(\$115,000)	(\$60,000)	(\$80,000)	
% Change Bud to Act	-11.19%	2.24%	-9.29%	1.58%	-17.88%	-4.30%	2.40%	-3.59%	7.21%	-100.00%	-100.00%	-100.00%	-19.70%
Cummulative Act to Bud	(\$14,553)	(\$12,091)	(\$19,986)	(\$19,038)	(\$36,026)	(\$43,551)	(\$39,354)	(\$46,527)	(\$33,540)	(\$148,540)	(\$208,540)	(\$288,540)	

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	\$1238,330	\$5,320,653	\$15,302,680	\$15,656,940	\$13,891,335	\$12,168,798	\$0	\$0	\$0	\$68,948,187
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	\$30,958	\$133,016	\$382,567	\$391,424	\$347,283	\$304,220				\$1,723,705
\$ Change Bud to Act	\$25,197	\$49,723	(\$50,684)	(\$19,042)	(\$11,984)	\$67,567	\$11,424	(\$32,717)	\$4,220	(\$125,000)	(\$35,000)	(\$30,000)	
% Change Bud to Act	83.99%	198.89%	-92.15%	-38.08%	-8.26%	21.45%	3.01%	-8.61%	1.41%	-100.00%	-100.00%	-100.00%	-7.82%
Cummulative Act to Bud	\$25,197	\$74,920	\$24,236	\$5,195	\$6,789	\$60,778	\$72,201	\$39,485	\$43,705	(\$81,295)	(\$16,295)	(\$146,295)	

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	\$252,253	\$227,645	\$370,436	\$1,007,457	\$1,079,258	\$1,019,193	\$958,606	\$0	\$0	\$0	\$5,828,940
Budget vs. Actual	(\$9,006)	\$33,097	(\$82,747)	(\$32,355)	(\$54,564)	\$2,457	(\$10,742)	(\$105,807)	\$3,606	(\$525,000)	(\$265,000)	(\$325,000)	(\$1,371,060)
% Difference Budget to Actual	-1.90%	7.98%	-24.70%	-12.44%	-12.84%	0.24%	-0.99%	-9.41%	0.38%	-100.00%	-100.00%	-100.00%	-19.04%
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	\$1,166,345	\$1,393,990	\$1,764,426	\$2,771,883	\$3,851,141	\$4,870,334	\$5,828,940	\$5,828,940	\$5,828,940	\$5,828,940	
Cumm Diff Budget to Actual	(\$9,006)	\$24,092	(\$58,655)	(\$91,010)	(\$145,574)	(\$143,117)	(\$153,859)	(\$259,666)	(\$256,060)	(\$781,060)	(\$1,046,060)	(\$1,371,060)	
% Difference to Actual	-1.90%	2.71%	-4.79%	-6.13%	-7.62%	-4.91%	-3.84%	-5.06%	-4.21%	-11.82%	-15.22%	-19.04%	
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	(\$72,256)	(\$22,087)	(\$16,845)	\$149,550	\$47,040	(\$56,319)	\$63,990	(\$508,979)	(\$242,902)	(\$294,650)	
% Difference YOY	6.80%	17.77%	-22.27%	-8.84%	-4.35%	17.43%	4.56%	-5.24%	7.15%	-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	
Cummulative YOY \$ Change	\$29,678	\$97,274	\$25,018	\$2,931	(\$13,914)	\$135,636	\$182,677	\$126,358	\$190,348	(\$318,631)	(\$561,532)	(\$856,182)	
Cummulative % Diff YOY	6.80%	11.91%	2.19%	0.21%	-0.78%	5.15%	4.98%	2.66%	3.38%	-5.18%	-8.79%	-12.81%	

% of Total		
30.2%	Budget	
30.8%	Actual	
23.5%	Budget	
19.5%	Actual	
20.3%	Budget	
20.2%	Actual	
26.0%	Budget	
29.6%	Actual	