# Mammoth Lakes Tourism Budget Progression

| 2011-12 NO TBID | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| Wage & Benefits | $ 627,156.53 | $ 627,156.53 | | **24.49%** | G&A total = 30.11% (wages, benefits, overhead) |
| Overhead | $ 143,693.37 | $ 143,693.37 | | **5.61%** | Included all inherited TOML staff |
| Marketing | $ 1,463,329.23 | $ 1,463,329.23 | | **57.15%** | Overhead included building loan payoff |
| Sales | $ 157,950.00 | $ 157,950.00 | | **6.17%** | |
| Communications | $ 168,325.00 | $ 168,325.00 | | **6.57%** | |
| Total Budgeted Expense | $ 2,560,454.13 | $ 2,560,454.13 | | | |
| Estimated Revenue | $ 2,572,104.00 | $ 2,572,104.00 | | | |
| Budgeted Reserve/Shortfall | $ 11,649.87 | | | | Drought Year #1 |

| 2012-13 NO TBID | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| Wage & Benefits | $ 523,688.32 | $ 523,688.32 | | **27.72%** | G&A total = 34.81% (wages, benefits, overhead) |
| Overhead | $ 134,056.00 | $ 134,056.00 | | **7.10%** | Reduced salary expenses by $104,000 |
| Marketing | $ 972,530.10 | $ 972,530.10 | | **51.48%** | Added Marketing Assistant Position |
| Sales | $ 112,025.00 | $ 112,025.00 | | **5.93%** | |
| Communications | $ 147,025.00 | $ 147,025.00 | | **7.78%** | |
| Total Budgeted Expense | $ 1,889,324.42 | $ 1,889,324.42 | | | TOT exceeded budget by 8% ($868k) |
| Estimated Revenue | $ 2,236,549.76 | $ 2,236,549.76 | | | |
| Budgeted Reserve/Shortfall | $ 347,225.34 | | | | Drought Year #2 |

| 2013-14 | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| | | | | | G&A total = 12.27% (wages, benefits, overhead) |
| Wage & Benefits | $ 544,723.45 | $ 544,723.45 | $ - | **9.75%** | First year of TBID (10 months Sept-June) |
| Overhead | $ 140,776.23 | $ 140,776.23 | $ 78,287.67 | **2.52%** | |
| Marketing | $ 4,362,663.90 | $ 1,825,388.00 | $ 2,537,275.90 | **78.08%** | Added Director of Communications in |
| Sales | $ 154,500.00 | $ 127,650.00 | $ 26,850.00 | **2.77%** | January of 2014 (only 6 months budgeted) |
| Communications | $ 306,250.00 | $ 156,150.00 | $ 150,100.00 | **5.48%** | TBID revenue fell short of budget $541k |
| Total Budgeted Expense | $ 5,587,201.25 | $ 2,794,687.68 | $ 2,792,513.57 | | TOT missed budget by 9.6% ($1.1M) |
| Estimated Revenue | $ 6,354,472.74 | $ 2,440,089.00 | $ 3,914,383.74 | | Drought Year #3 |
| Budgeted Reserve/Shortfall | $ 767,271.49 | | | | **Measure A Revenue from TOML $1,990,589** |

| 2014-15 | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| | | | | | G&A total = 19.81% (wages, benefits, overhead) |
| Wage & Benefits | $ 688,461.81 | $ 688,461.81 | $ - | **16.44%** | Added Chamber Director in Oct. 2014 |
| Overhead | $ 140,952.40 | $ 140,952.40 | $ 75,799.80 | **3.37%** | (9 months budgeted) |
| Marketing | $ 2,789,184.35 | $ 522,192.18 | $ 2,266,992.17 | **66.62%** | TBID revenue fell short of budget $328k |
| Sales | $ 278,000.00 | $ 215,000.00 | $ 63,000.00 | **6.64%** | TOT only missed budget by 2.7% ($305k) |
| Communications | $ 290,000.00 | $ 215,000.00 | $ 75,000.00 | **6.93%** | Drought Year #4 |
| Total Budgeted Expense | $ 4,186,598.56 | $ 1,781,606.39 | $ 2,480,791.97 | | Budgeted to achieve surplus for reserves |
| Estimated Revenue | $ 6,266,195.00 | $ 2,476,205.00 | $ 3,789,990.00 | | |
| Budgeted Reserve/Shortfall | $ 2,079,596.44 | | | | **Measure A Revenue from TOML $2,230,767** |

| 2015-16 | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| | | | | | |
| Wage & Benefits | $ 795,695.86 | $ 795,695.86 | | **12.57%** | G&A total = 14.53% (wages, benefits, overhead) |
| Overhead | $ 124,065.84 | $ 124,065.00 | $ 80,000.00 | **1.96%** | June 2015 started 10 months in a row |
| Marketing | $ 4,837,799.81 | $ 928,348.50 | $ 3,909,451.31 | **76.45%** | of record breaking TOT (avg. 25% ahead) |
| Sales | $ 200,300.00 | $ 200,300.00 | $ 44,000.00 | **3.17%** | TBID revenue up 26% ($1M) |
| Communications | $ 200,000.00 | $ 200,000.00 | $ 46,550.00 | **3.16%** | TOT to exceed budget by 30% ($3.5M) |
| Total Budgeted Expense | $ 6,328,410.67 | $ 2,248,409.36 | $ 4,080,001.31 | | Early snow in November |
| Estimated Revenue | $ 6,382,098.00 | $ 2,382,098.00 | $ 4,000,000.00 | | |
| Budgeted Reserve/Shortfall | $ 53,687.33 | | | | **Measure A Revenue from TOML $2,153,760** |

| 2016-17 | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| | | | | | G&A total = 15.53% (wages, benefits, overhead) |
| Wage & Benefits | $ 833,392.90 | $ 833,300.92 | $ - | **11.56%** | Restructured staff eliminating |
| Overhead | $ 286,341.00 | $ 194,241.00 | $ 92,100.00 | **3.97%** | Director of Interactive position and |
| Marketing | $ 5,431,704.19 | $ 934,142.97 | $ 4,497,561.11 | **75.35%** | Hired new Content Manager |
| Sales | $ 406,400.00 | $ 304,400.00 | $ 102,000.00 | **5.64%** | TOT to exceed budget by 54% ($5.7M) |
| Communications | $ 250,950.00 | $ 205,500.00 | $ 45,450.00 | **3.48%** | TOT Budgeted at $11.65M |
| Total Budgeted Expense | $ 7,208,788.09 | $ 2,471,584.89 | $ 4,737,111.11 | | First year we budgeted in season pass to TBID |
| Estimated Revenue | $ 7,080,580.00 | $ 2,474,580.00 | $ 4,606,000.00 | | TBID to exceed budget by $1M |
| Budgeted Reserve/Shortfall | $ (128,208.09) | | | | **Measure A Revenue from TOML $2,230,000** |

| 2017-18 | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| | | | | | |
| Wage, Benefits & Payroll Taxes | $ 942,594.56 | $ 942,594.00 | $ - | **10.59%** | G&A total = 13.69% (wages, benefits, overhead) |
| Overhead | $ 276,160.00 | $ 170,360.00 | $ 105,800.00 | **3.10%** | Hired one additional FTYR employee |
| Marketing | $ 6,824,811.00 | $ 882,895.00 | $ 5,947,290.71 | **76.67%** | **$980,575.82 over revenue budget** |
| Sales | $ 590,550.00 | $ 415,550.00 | $ 175,000.00 | **6.63%** | $423,744.60 reinvested 2016-17 air subsidy savings |
| Communications | $ 267,800.00 | $ 222,350.00 | $ 48,050.00 | **3.01%** | $556,831.22 from TBID reserve (Approx. $2.7M) |
| Total Budgeted Expense | $ 8,901,915.56 | $ 2,633,749.00 | $ 6,276,140.71 | | MLT Measure A capped at $2,259,619 |
| Estimated Revenue | $ 7,770,318.96 | $ 2,480,000.00 | $ 5,290,000.00 | | Based on TOML TOT Budget at $12.5M |
| Budgeted Reserve/Shortfall | $ (1,131,596.60) | | | | **Measure A Revenue from TOML $2,260,000** |

| 2018-19 | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| | | | | | G&A total = 18.07% (wages, benefits, overhead) |
| Wage, Benefits & Payroll Taxes | $ 1,076,290.00 | $ 1,076,300.00 | $ - | **14.40%** | Hiring one additional FTYR employee (events) |
| Overhead | $ 273,660.00 | $ 183,660.00 | $ 90,000.00 | **3.66%** | Overhead includes $90,560 in 2% TBID fee to TOML |
| Marketing | $ 5,330,950.00 | $ 766,810.00 | $ 4,564,140.00 | **71.35%** | $900,000 invested from TBID reserve $500 +$400k air |
| Sales | $ 531,000.00 | $ 417,000.00 | $ 114,000.00 | **7.11%** | (Appx. $2.0M remaining balance) |
| Communications | $ 260,000.00 | $ 220,000.00 | $ 40,000.00 | **3.48%** | MLT Measure A revenue capped at $2,440,000 |
| Total Budgeted Expense | $ 7,471,900.00 | $ 2,663,770.00 | $ 4,808,140.00 | | TBID revenue budgeted at $4,808,700 ( no pass $) |
| Estimated Revenue | $ 7,871,900.00 | $ 2,400,000.00 | $ 4,500,000.00 | | ($188,560) was from Tourism Reserve for Snowblitz |
| Budgeted Reserve/Shortfall | $ 400,000.00 | | | | **Measure A Revenue from TOML $2,440,385** |

| 2019-20 | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| | | | | | G&A total = 15.53% (wages, benefits, overhead) |
| Wage, Benefits & Payroll Taxes | $ 1,076,289.00 | $ 1,076,289.00 | $ - | **14.34%** | Hiring 1 additional FTYR employee(s) Mktg Mgr. |
| Overhead | $ 283,660.00 | $ 183,660.00 | $ 100,000.00 | **3.78%** | Special Events is a new budget category for 2019-20 |
| Marketing | $ 5,330,950.05 | $ 766,810.05 | $ 4,564,140.00 | **71.01%** | MLCC $260,000 out expense and revenue |
| Sales | $ 531,000.00 | $ 417,000.00 | $ 114,000.00 | **7.07%** | Overhead includes $100,166 in 2% TBID proc. fee to TOML |
| Communications | $ 260,000.00 | $ 220,000.00 | $ 40,000.00 | **3.46%** | Includes $150,000 for new 2019-20 Event Grant Funding |
| Special Events | $ 25,000.00 | $ 25,000.00 | $ - | **0.30%** | Includes $100,000 for 2019-20 LA Kings Partnership |
| Total Budgeted Expense | $ 7,506,899.05 | $ 2,688,759.05 | $ 4,818,140.00 | | MLT Measure A revenue capped at $2,440,000 less MLCC |
| Estimated Revenue | $ 8,204,081.00 | $ 2,700,000.00 | $ 5,000,000.00 | | MLCC funds allocated from $2.44m of $260,000 |
| Budgeted Reserve/Shortfall | $ 697,181.95 | | | | **Measure A Revenue from TOML $2,180,000** |

| 2020-21 | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| | | | | | |
| Wage, Benefits & Payroll Taxes | $ 949,141.00 | $ 854,341.00 | $ - | **16.13%** | G&A total = 16.10% (wages, benefits, overhead) |
| Overhead | $ 197,902.46 | $ 132,967.00 | $ 64,935.46 | **3.36%** | MLCC $260,000 out expense and revenue |
| Marketing | $ 3,972,910.40 | $ 261,883.00 | $ 3,711,027.40 | **67.53%** | Overhead includes $64,935 in 2% TBID proc. fee to TOML |
| Sales | $ 354,750.00 | $ 277,250.00 | $ 77,500.00 | **6.03%** | Inc. Tourism Reserve $150,000 for Event Grant Funding |
| Communications | $ 193,175.00 | $ 169,425.00 | $ 23,750.00 | **3.28%** | Inc. Tourism Reserve $100,000 for 2020-21 LA Kings |
| Special Events | $ 215,319.00 | $ 215,319.00 | $ - | **4.14%** | MLT Measure A revenue capped at $2,024,612 (less MLCC) |
| Total Budgeted Expense | $ 5,883,197.86 | $ 1,911,185.00 | $ 3,877,212.86 | | MLCC funds allocated from $2.024m of $273,000 |
| Estimated Revenue | $ 5,206,998.00 | $ 1,960,225.00 | $ 3,246,773.00 | | |
| Budgeted Reserve/Shortfall | $ (676,199.86) | | | | **Measure A Revenue from TOML $1,751,642** |

| 2021-22 | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| | | | | | |
| Wage, Benefits & Payroll Taxes | $ 976,357.42 | $ 536,778.71 | $ 439,578.71 | **13.35%** | G&A total = 13.35% (wages, benefits, overhead) |
| Overhead | $ 241,359.15 | $ 145,500.00 | $ 95,859.15 | **3.30%** | Overhead includes $95,859 in 2% TBID proc. fee to TOML |
| Marketing | $ 5,149,500.86 | $ 1,044,592.86 | $ 4,104,908.00 | **70.40%** | Inc. Tourism Reserve $150,000 for Event Grant Funding |
| Sales | $ 382,000.00 | $ 293,500.00 | $ 88,500.00 | **5.22%** | Inc. Tourism Reserve $100,000 for 2021-22 LA Kings |
| Communications | $ 304,325.00 | $ 257,125.00 | $ 47,200.00 | **4.16%** | MLCC funds allocation $286k from from $2.621m Measure A |
| 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 | | HUGE Dec snow (20'+) then drought |
| Budgeted Reserve/Shortfall | $ 20,125.12 | | | | **Measure A Revenue from TOML $2,335,150** |

| Proposed 2022-23 | Budget | Measure A | TBID | % of Total | Notes |
|---|---|---|---|---|---|
| | | | | | |
| Wage, Benefits & Payroll Taxes | $ 1,006,372.56 | $ 578,786.28 | $ 427,586.28 | **9.56%** | G&A total = 12.63% (staff wages, benefits & overhead) |
| Overhead | $ 322,775.00 | $ 196,775.00 | $ 126,000.00 | **3.07%** | TBID Overhead includes $126k in 2% TBID proc. fee to TOML |
| Marketing | $ 7,796,644.50 | $ 1,093,116.50 | $ 6,703,528.00 | **74.04%** | No MLCC, Host Progam or Fish Stocking expenses for 2022-23 |
| Sales | $ 548,000.00 | $ 393,000.00 | $ 155,000.00 | **5.20%** | Includes Tourism Reserve $100k for 2022-23 LA Kings |
| Communications | $ 433,303.00 | $ 302,053.00 | $ 131,250.00 | **4.11%** | |
| Special Events | $ 423,219.00 | $ 423,219.00 | $ - | **4.02%** | includes $1,243,364 TBID Reserve Use |
| Total Budgeted Expense | $ 10,530,314.06 | $ 2,986,949.78 | $ 7,543,364.28 | | Includes $300,000 Measure A Special Event Reserve Use |
| Estimated Revenue | $ 10,530,314.06 | $ 2,986,949.78 | $ 7,543,364.28 | | Includes $358,548 Measure A Reserve Use |
| Budgeted Reserve/Shortfall | $ - | $ - | $ - | | **Measure A Funding from TOML capped at $2,000,000** |