**TBID SUMMARY**

**Mammoth Lakes Tourism**

**2022-23 TBID Budget**

| Expense Accounts | July | August | September | October | November | December | January | February | March | April | May | June | Total | LY $ Totals | $ Change YOY | % Change YOY |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Wages & Payroll Taxes | $ 36,975.05 | $ 36,975.05 | $ 36,029.05 | $ 35,083.05 | $ 35,083.06 | $ 35,083.06 | $ 35,083.06 | $ 35,083.06 | $ 35,083.05 | $ 35,083.05 | $ 35,083.05 | $ 35,083.05 | $ 425,726.62 | $ 439,578.71 | ($13,852.09) | -3.15% |
| Overhead | $ 10,440.00 | $ 8,380.00 | $ 4,720.00 | $ 4,320.00 | $ 6,900.00 | $ 17,700.00 | $ 18,900.00 | $ 17,200.00 | $ 15,200.00 | $ 11,040.00 | $ 5,100.00 | $ 6,100.00 | $ 126,000.00 | $ 95,859.00 | $30,141.00 | 31.44% |
| Marketing | $ 968,229.00 | $ 149,204.00 | $ 465,129.00 | $ 229,404.00 | $ 395,829.00 | $ 1,354,142.63 | $ 621,467.63 | $ 484,092.63 | $ 543,672.67 | $ 191,717.63 | $ 1,118,210.81 | $ 382,429.00 | $ 6,903,528.00 | $ 4,104,908.00 | $2,798,620.00 | 68.18% |
| Sales | $ 125,000.00 | $ 500.00 | $ 4,500.00 | $ 2,000.00 | $ - | $ 2,000.00 | $ 5,000.00 | $ 5,000.00 | $ 3,000.00 | $ 2,000.00 | $ 2,000.00 | $ 4,000.00 | $ 155,000.00 | $ 77,500.00 | $77,500.00 | 100.00% |
| Communications & PR | $ 13,750.00 | $ 8,750.00 | $ 14,750.00 | $ 15,000.00 | $ 10,500.00 | $ 10,500.00 | $ 10,000.00 | $ 10,000.00 | $ 9,500.00 | $ 9,500.00 | $ 9,500.00 | $ 9,500.00 | $ 131,250.00 | $ 63,200.00 | $68,050.00 | 107.67% |
| TOTAL PROJECTED EXPENSES | $1,154,394.05 | $ 203,809.05 | $ 525,128.05 | $ 285,807.05 | $ 448,312.06 | $ 1,419,425.69 | $ 690,450.69 | $ 551,375.69 | $ 606,455.72 | $ 249,340.68 | $ 1,169,893.86 | $ 437,112.05 | $ 7,741,504.62 | $ 3,877,213 | $3,864,291.75 | 99.67% |
| TOTAL PROJECTED REVENUES | $ 522,000.00 | $ 419,000.00 | $ 236,000.00 | $ 216,000.00 | $ 345,000.00 | $ 885,000.00 | $ 945,000.00 | $ 860,000.00 | $ 760,000.00 | $ 552,000.00 | $ 255,000.00 | $ 305,000.00 | $ 6,300,000.00 | $ 4,792,957 | $1,507,043.00 | 31.44% |
| TOTAL PROJECTED RESERVE USE | $ - | $ - | $ 39,127.53 | $ - | $ - | $ 1,043,302.97 | $ - | $ 198,140.34 | $ - | $ - | $ 160,933.78 | $ - | $ 1,441,504.62 | | | |
| Projected 2022-23 Cash Flow | $ (632,394.05) | $ 215,190.95 | $ (250,000.52) | $ (69,807.05) | $(103,312.06) | $ 508,877.29 | $ 254,549.32 | $ 506,764.66 | $ 153,544.28 | $ 302,659.32 | $ (753,960.08) | $ (132,112.05) | $ 0.00 | | | |
| Available TBID Reserves | | | | | | | | | | | | | | | | |
| TBID Reserve Funding (CDARS) | $ 4,502,378 | | | | | | | | | | | | $ 4,502,378.39 | | | |
| Total Reserve | | | | | | | | | | | | | $ 4,502,378.39 | | | |

**OVERHEAD - TBID**
**Mammoth Lakes Tourism**
**2022-23 TBID Budget**

| Expense Accounts | | July | August | September | October | November | December | January | February | March | April | May | June | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| TOML Processing Fee 2% 62380-T | | $ 10,440 | $ 8,380 | $ 4,720 | $ 4,320 | $ 6,900 | $ 17,700 | $ 18,900 | $ 17,200 | $ 15,200 | $ 11,040 | $ 5,100 | $ 6,100 | $ 126,000 |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| **Totals:** | | **$ 10,440** | **$ 8,380** | **$ 4,720** | **$ 4,320** | **$ 6,900** | **$ 17,700** | **$ 18,900** | **$ 17,200** | **$ 15,200** | **$ 11,040** | **$ 5,100** | **$ 6,100** | **$ 126,000** |

| LY $ Totals | | $ Change YOY | | % Change YOY |
|---|---|---|---|---|
| | | | | |
| **$ 95,859** | | **$30,141.00** | | **31%** |
| | | | | |

**MARKETING**

**Mammoth Lakes Tourism**
**2022-23 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 | $ 294,650.00 | $ - | $ - | $ - | $ - | $ 755,000.00 | $ - | $ - | $ - | $ - | $ 655,000.00 | $ 120,350.00 | $ 1,825,000.00 | $ 1,710,000.00 | $ 115,000.00 | 6.73% |
| Advanced Airlines Subisdy | $ - | $ - | $ 200,000.00 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 200,000.00 | $ - | $ 200,000.00 | |
| Air Service Transportation Subsidy & MMH Diversions | $ - | $ - | $ - | $ - | $ - | $ 7,500.00 | $ 7,500.00 | $ 7,500.00 | $ 2,500.00 | $ - | $ 300,000.00 | $ - | $ 325,000.00 | $ - | $325,000.00 | |
| | | | | | | | | | | | | | $ - | | | |
| **Total by Month 63010-T** | $ 294,650.00 | $ - | $ 200,000.00 | $ - | $ - | $ 762,500.00 | $ 7,500.00 | $ 7,500.00 | $ 2,500.00 | $ - | $ 955,000.00 | $ 120,350.00 | $ 2,350,000.00 | $ 1,710,000.00 | $ 640,000.00 | 37.43% |
| **Research - 63020-T** | | | | | | | | | | | | | | | | |
| Ad Awareness, Vis Profile, Vis Volume Econ Impact | $ 100,000.00 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 100,000.00 | $ 125,000.00 | ($25,000.00) | -20.00% |
| Airport Research | $ 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 | |
| DMOcracy | $ 9,500.00 | | | | | | | | | | | | $ 9,500.00 | $ - | $9,500.00 | |
| STR/Occupancy Reporting | $ 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 | |
| Visa Vue Domestic Data | $ 9,000.00 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 9,000.00 | $ - | $9,000.00 | |
| **Total by Month 63020-T** | $ 122,000.00 | $ 3,500.00 | $ 1,500.00 | $ 1,000.00 | $ 1,000.00 | $ 3,500.00 | $ 3,500.00 | $ 3,500.00 | $ 3,500.00 | $ 3,500.00 | $ 1,000.00 | $ 1,000.00 | $ 148,500.00 | $ 125,000.00 | $23,500.00 | 18.80% |
| **Contract Services - 63040-T** | | | | | | | | | | | | | | | | |
| The Shipyard Monthly Agency Fee | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 204,000.00 | $ 150,000.00 | $54,000.00 | |
| ~~Meeting space~~ | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 2,250.00 | ($2,250.00) | |
| **Total by Month 63040-T** | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 17,000.00 | $ 204,000.00 | $ 152,250.00 | $51,750.00 | 33.99% |
| **Giveaway Promotion - 63140-T** | | | | | | | | | | | | | | | | |
| Travel Show Giveaway | $ - | $ - | $ - | $ - | $ 2,000.00 | $ 2,000.00 | $ 2,000.00 | $ - | $ - | $ - | $ - | $ - | $ 6,000.00 | $ 9,000.00 | ($3,000.00) | |
| **Total By Month 63140** | $ - | $ - | $ - | $ - | $ 2,000.00 | $ 2,000.00 | $ 2,000.00 | $ - | $ - | $ - | $ - | $ - | $ 6,000.00 | $ 9,000.00 | ($3,000.00) | |
| **Experiential - 63170-T** | | | | | | | | | | | | | | | | |
| Fred Hall Outdoor Show Long Beach | $ - | $ - | $ - | $ - | $ - | $ - | $ 14,000.00 | $ 3,000.00 | $ - | $ - | $ - | $ - | $ 17,000.00 | $ 7,500.00 | $9,500.00 | |
| Fred Hall Outdoor Show San Diego | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 3,000.00 | $ - | $ - | $ - | $ 3,000.00 | $ 1,000.00 | $2,000.00 | |
| Travel Adventure Shows (LA & SF) | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 4,000.00 | $ 4,000.00 | $ - | $ 8,000.00 | | | |
| ~~InstaMeet~~ | $ - | $ - | $ - | | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 3,500.00 | ($3,500.00) | -100.00% |
| **Total by Month 63170-T** | $ - | $ - | $ - | $ - | $ - | $ - | $ 14,000.00 | $ 3,000.00 | $ 3,000.00 | $ 4,000.00 | $ 4,000.00 | $ - | $ 28,000.00 | $ 12,000.00 | $16,000.00 | 133.33% |
| **Dues and Subscriptions - 63180 - T** | | | | | | | | | | | | | | | | |
| | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | | $0.00 | |
| **Total By Month 63180** | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $0.00 | |
| | | | | | | | | | | | | | | $ - | | |
| **Lodging - 63191-T** | | | | | | | | | | | | | | | | |
| Fred Hall Outdoor Show Long Beach | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 3,800.00 | $ - | $ - | $ - | $ 3,800.00 | $ 3,800.00 | $0.00 | 0.00% |
| Fred Hall Outdoor Show San Diego | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 2,800.00 | $ - | $ - | $ - | $ 2,800.00 | $ 2,800.00 | $0.00 | 0.00% |
| Travel Adventure Shows (LA & SF) | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 1,000.00 | $ 1,000.00 | $ - | $ 2,000.00 | | | |
| Kings Game activation | $ - | $ - | $ - | $ - | $ - | $ 500.00 | $ - | $ - | $ - | $ - | $ - | $ - | $ 500.00 | $ 250.00 | $250.00 | 100.00% |
| **Total by Month 63191-T** | $ - | $ - | $ - | $ - | $ - | $ 500.00 | $ - | $ - | $ 6,600.00 | $ 1,000.00 | $ 1,000.00 | $ - | $ 9,100.00 | $ 6,850.00 | $2,250.00 | 32.85% |
| **Gas/Mileage - 63192-T** | | | | | | | | | | | | | | | | |
| Various | $ 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 | $ 1,950.00 | $1,650.00 | |
| **Total by Month 63192-T** | $ 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 | $ 1,950.00 | $1,650.00 | 84.62% |
| **Flights - 63193-T** | | | | | | | | | | | | | | | | |
| Trade Shows | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $0.00 | |
| **Total by Month 63193-T** | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $0.00 | #DIV/0! |
| **Incidentals - 63194-T** | | | | | | | | | | | | | | | | |
| Misc. Incidentals | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 450.00 | $ 780.00 | $ 200.00 | $ 300.00 | $ - | $ 1,730.00 | $ 1,430.00 | $300.00 | |
| **Total by Month 63194-T** | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 450.00 | $ 780.00 | $ 200.00 | $ 300.00 | $ - | $ 1,730.00 | $ 1,430.00 | $300.00 | 20.98% |
| **Meals - 63200-T** | | | | | | | | | | | | | | | | |
| Fred Hall Outdoor Show Long Beach | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 1,000.00 | $ - | $ - | $ - | $ 1,000.00 | $ 1,000.00 | $0.00 | |
| Fred Hall Outdoor Show San Diego | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 1,000.00 | $ - | $ - | $ - | $ 1,000.00 | $ 700.00 | | |
| Travel Adventure Shows (LA & SF) | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 1,000.00 | $ 1,000.00 | $ - | $ 2,000.00 | $ - | | |
| Kings Game Activation | $ - | $ - | $ - | $ - | $ - | $ 100.00 | $ - | $ 100.00 | $ - | $ 100.00 | $ - | $ - | $ 300.00 | $ 150.00 | $150.00 | |
| **Total by Month 63200-T** | $ - | $ - | $ - | $ - | $ - | $ 100.00 | $ - | $ 100.00 | $ 2,000.00 | $ 1,100.00 | $ 1,000.00 | $ - | $ 4,300.00 | $ 1,850.00 | $2,450.00 | 132.43% |
| **Production - 63270-T*** | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Fishmas Signage | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 7,000.00 | $ - | $ - | $ 7,000.00 | $ 5,000.00 | $2,000.00 | 40.00% |
| Community Signage (stewardship) | $ 3,500.00 | $ - | $ 500.00 | $ 500.00 | $ 500.00 | $ 500.00 | $ 500.00 | $ 500.00 | $ 500.00 | $ 500.00 | $ 7,000.00 | $ - | $ 14,500.00 | $ 14,500.00 | $0.00 | 0.00% |
| Road Banners | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 2,500.00 | $ - | $ - | $ 2,500.00 | $ 2,500.00 | $0.00 | 0.00% |
| 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% |
| 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 | $ - | $ 625.00 | $ - | $ 625.00 | $ - | $ - | $ 625.00 | $ - | $ - | $ 625.00 | $ - | $ - | $ 2,500.00 | $ 2,500.00 | $0.00 | 0.00% |
| Website Content (blogs/trip ideas/videos) | $ 700.00 | $ 700.00 | $ 700.00 | $ 700.00 | $ 700.00 | $ 700.00 | $ 700.00 | $ 700.00 | $ 700.00 | $ 700.00 | $ 700.00 | $ 700.00 | $ 8,400.00 | $ 8,400.00 | $0.00 | 0.00% |
| USFS Video Permit Fees | $ 300.00 | $ 300.00 | $ 300.00 | $ 500.00 | $ 300.00 | $ 150.00 | $ 300.00 | $ 150.00 | $ 150.00 | $ 150.00 | $ 300.00 | $ 300.00 | $ 3,200.00 | $ 3,200.00 | $0.00 | 0.00% |
| MLT Video Assets | $ - | $ - | $ - | $ 3,500.00 | $ - | $ - | $ - | $ - | $ - | $ 3,500.00 | $ - | $ - | $ 7,000.00 | $ 7,000.00 | $0.00 | 0.00% |
| MLT Miscellaneous | $ - | | $ 1,500.00 | | | $ 1,750.00 | $ 400.00 | $ 250.00 | $ 500.00 | | $ 150.00 | | $ 4,550.00 | $ 4,550.00 | $0.00 | 0.00% |
| The Shipyard: No Small Adventure / Unreal - Brand spot | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 12,500.00 | ($12,500.00) | -100.00% |
| Fall Execution | $ - | $ 25,000.00 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 25,000.00 | $ 15,000.00 | $10,000.00 | 66.67% |
| Winter Execution | $ - | $ - | $ - | $ 50,000.00 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 50,000.00 | $ 20,000.00 | $30,000.00 | 150.00% |
| Summer Execution | $ - | $ - | $ - | $ - | | | | $ 50,000.00 | $ - | $ - | $ - | $ - | $ 50,000.00 | $ 25,000.00 | $25,000.00 | 100.00% |
| Video Production (New Brand Campaign) | $ 474,000.00 | $ - | $ - | $ - | $ - | $ - | $ 125,000.00 | $ - | $ - | $ - | $ - | $ 125,000.00 | $ 724,000.00 | $ 90,000.00 | $634,000.00 | 704.44% |
| ~~Experiential~~ | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 26,000.00 | ($26,000.00) | -100.00% |
| Agency Production Travel | $ 7,500.00 | $ - | $ 2,500.00 | $ - | $ - | $ - | $ 2,500.00 | $ - | $ - | $ 2,500.00 | $ - | $ - | $ 15,000.00 | $ 15,000.00 | $0.00 | 0.00% |
| Contingency | $ 10,000.00 | $ - | $ 10,000.00 | $ - | $ - | $ 10,000.00 | $ - | $ - | $ 10,000.00 | $ - | $ - | $ 10,000.00 | $ 50,000.00 | $ 20,000.00 | $0.00 | 0.00% |
| **Total by Month 63270-T** | $ 500,000.00 | $ 36,125.00 | $ 17,000.00 | $ 111,825.00 | $ 19,500.00 | $ 14,600.00 | $ 130,025.00 | $ 51,600.00 | $ 14,350.00 | $ 17,475.00 | $ 8,150.00 | $ 141,500.00 | $ 1,062,150.00 | $ 369,650.00 | $692,500.00 | 187.34% |
| | | | | | | | | | | | | | | | | |
| **Website Development and Maintenance- 66020 - T** | | | | | | | | | | | | | | | | |
| New Website & CRM management systems | $ - | $ - | $ 100,000.00 | $ - | $ - | $ 100,000.00 | $ - | $ - | $ 100,000.00 | $ - | $ - | $ - | $ 300,000.00 | $ - | | |
| **Total By Month 66020** | $ - | $ - | $ 100,000.00 | $ - | $ - | $ 100,000.00 | $ - | $ - | $ 100,000.00 | $ - | $ - | $ - | $ 300,000.00 | $ - | $300,000.00 | #DIV/0! |
| | | | | | | | | | | | | | | | | |
| **Search Engine Optimization (SEO) - 66030 - T** | | | | | | | | | | | | | | | | |
| SEO Reporting; Optimization | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 2,500.00 | $ 2,500.00 | $ 5,000.00 | $ 5,000.00 | $0.00 | 0.00% |
| **Total By Month 66030** | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 2,500.00 | $ 2,500.00 | $ 5,000.00 | $ 5,000.00 | $0.00 | 0.00% |
| | | | | | | | | | | | | | | | | |
| **Media - 66060-T**** | | | | | | | | | | | | | | | | |
| DogTrekker | $ 12,000.00 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 12,000.00 | $ - | $ 12,000.00 | |
| MLT Social: Boosted Posts | $ 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 | |
| In-destination campaigns: Google, Local Messaging | $ 5,000.00 | $ 5,000.00 | $ 5,000.00 | $ 2,000.00 | $ 3,000.00 | $ 3,000.00 | $ 3,000.00 | $ 3,000.00 | $ 3,000.00 | $ 3,000.00 | $ 5,000.00 | $ 5,000.00 | $ 45,000.00 | $ - | $ 45,000.00 | |
| Local Air Marketing | $ 10,000.00 | $ 5,000.00 | $ - | $ 5,000.00 | $ 5,000.00 | $ 9,500.00 | $ 3,500.00 | $ 6,500.00 | $ 3,500.00 | $ 3,500.00 | $ 5,500.00 | $ 500.00 | $ 57,500.00 | $ - | $ 57,500.00 | |
| The Shipyard: No Small Adventure / Unreal | | | | | | | | | | | | | $ - | | | |
| Rich Media | $ - | $ - | $ 5,000.00 | $ 10,000.00 | $ 17,500.00 | $ 19,318.18 | $ 19,318.18 | $ 19,318.18 | $ 19,318.18 | $ 6,818.18 | $ 5,659.09 | $ 4,500.00 | $ 126,749.99 | $ - | $ 126,749.99 | #DIV/0! |
| Video | $ - | $ 14,134.50 | $ 26,634.50 | $ 25,000.00 | $ 87,500.00 | $ 115,909.09 | $ 115,909.09 | $ 115,909.09 | $ 115,909.09 | $ 40,909.09 | $ 33,954.55 | $ 27,000.00 | $ 718,769.00 | $ 333,000.00 | $385,769.00 | 115.85% |
| Native Content Partnerships | $ - | $ 10,714.00 | $ 19,464.00 | $ 17,500.00 | $ 58,750.00 | $ 77,272.73 | $ 77,272.73 | $ 77,272.73 | $ 73,272.77 | $ 27,272.73 | $ 22,636.36 | $ 18,000.00 | $ 479,428.05 | $ 145,000.00 | $334,428.05 | 230.64% |
| Display | $ - | $ 18,866.00 | $ 25,116.00 | $ 12,500.00 | $ 43,750.00 | $ 57,954.55 | $ 57,954.55 | $ 57,954.55 | $ 57,954.55 | $ 20,454.55 | $ 16,977.27 | $ 13,500.00 | $ 382,982.02 | $ 463,100.00 | ($80,117.98) | -17.30% |
| *Out of Home* | $ - | $ - | $ - | $ - | $ 50,000.00 | $ 50,000.00 | $ 50,000.00 | $ - | $ - | $ - | $ - | $ - | $ 150,000.00 | $ - | $150,000.00 | #DIV/0! |
| Social (non-video) | $ - | $ 12,857.00 | $ 17,857.00 | $ 10,000.00 | $ 30,000.00 | $ 38,636.36 | $ 38,636.36 | $ 38,636.36 | $ 38,636.36 | $ 13,636.36 | $ 11,318.18 | $ 9,000.00 | $ 259,213.98 | $ 412,250.00 | ($153,036.02) | -37.12% |
| Air Tactical Marketing | $ - | $ 15,000.00 | $ 18,750.00 | $ 7,500.00 | $ 28,750.00 | $ 38,636.36 | $ 38,636.36 | $ 38,636.36 | $ 38,636.36 | $ 13,636.36 | $ 11,318.18 | $ 9,000.00 | $ 258,499.98 | $ 230,000.00 | $28,499.98 | 12.39% |
| Search Engine Marketing (SEM) | $ - | $ 3,428.50 | $ 5,928.50 | $ 5,000.00 | $ 27,500.00 | $ 38,636.36 | $ 38,636.36 | $ 38,636.36 | $ 38,636.36 | $ 13,636.36 | $ 11,318.18 | $ 9,000.00 | $ 230,356.98 | $ 81,650.00 | $ 148,706.98 | 182.13% |
| **Total by Month 66060-T** | $ 28,000.00 | $ 86,000.00 | $ 124,750.00 | $ 95,500.00 | $ 352,750.00 | $ 449,863.63 | $ 443,863.63 | $ 396,863.63 | $ 389,863.67 | $ 143,863.63 | $ 124,681.81 | $ 96,500.00 | $ 2,732,500.00 | $ 1,665,000.00 | $ 1,067,500.00 | 64.11% |
| | | | | | | | | | | | | | | | | |
| **Hardware/Software - 66120-T** | | | | | | | | | | | | | | | | |
| Miscellaneous | $ - | $ - | $ 500.00 | $ 500.00 | $ - | $ 500.00 | $ - | $ 500.00 | $ 500.00 | $ - | $ - | $ - | $ 2,500.00 | $ 5,000.00 | ($2,500.00) | |
| Computers | $ 3,000.00 | $ 3,000.00 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 6,000.00 | | | |
| Adobe License | $ 160.00 | $ 160.00 | $ 160.00 | $ 160.00 | $ 160.00 | $ 160.00 | $ 160.00 | $ 160.00 | $ 160.00 | $ 160.00 | $ 160.00 | $ 160.00 | $ 1,920.00 | $ 1,200.00 | $720.00 | |
| **Total By Month 66120** | $ 3,160.00 | $ 3,160.00 | $ 660.00 | $ 660.00 | $ 160.00 | $ 660.00 | $ 160.00 | $ 660.00 | $ 660.00 | $ 160.00 | $ 160.00 | $ 160.00 | $ 10,420.00 | $ 6,200.00 | $4,220.00 | 68.06% |
| | | | | | | | | | | | | | | | | |
| **Hosting - 66130-T** | | | | | | | | | | | | | | | | |
| Website hosting | $ 520.00 | $ 520.00 | $ 520.00 | $ 520.00 | $ 520.00 | $ 520.00 | $ 520.00 | $ 520.00 | $ 520.00 | $ 520.00 | $ 520.00 | $ 520.00 | $ 6,240.00 | $ 6,240.00 | $0.00 | 0.00% |
| Email Marketing | $ 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 | $ 31,000.00 | ($1,000.00) | -3.23% |
| Sprout Social Analytics | $ 99.00 | $ 99.00 | $ 99.00 | $ 99.00 | $ 99.00 | $ 99.00 | $ 99.00 | $ 99.00 | $ 99.00 | $ 99.00 | $ 99.00 | $ 99.00 | $ 1,188.00 | $ 1,188.00 | $0.00 | 0.00% |
| Survey Monkey | $ - | $ - | $ 800.00 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 800.00 | $ 300.00 | $500.00 | 166.67% |
| **Total By Month 66130** | $ 3,119.00 | $ 3,119.00 | $ 3,919.00 | $ 3,119.00 | $ 3,119.00 | $ 3,119.00 | $ 3,119.00 | $ 3,119.00 | $ 3,119.00 | $ 3,119.00 | $ 3,119.00 | $ 3,119.00 | $ 38,228.00 | $ 38,728.00 | ($500.00) | -1.29% |
| | | | | | | | | | | | | | | | | |
| | **$ 968,229.00** | **$ 149,204.00** | **$ 465,129.00** | **$ 229,404.00** | **$ 395,829.00** | **###########** | **$ 621,467.63** | **$ 484,092.63** | **$ 543,672.67** | **$ 191,717.63** | **$ 1,118,210.81** | **$ 382,429.00** | **$ 6,903,528.00** | **$ 4,104,908.00** | $ 2,798,620.00 | 68.18% |

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

**SALES**

**Mammoth Lakes Tourism**

**2022-23 TBID Budget**

| Expense Accounts | July | August | September | October | November | December | January | February | March | April | May | June | Total | LY $ Totals | $ Change YOY | % Change YOY |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Promotions/Videos - 64100-T** | | | | | | | | | | | | | | | | |
| International Native Language Videos | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $0.00 | #DIV/0! |
| | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $0.00 | #DIV/0! |
| **Total by Month 63052-T** | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $0.00 | #DIV/0! |
| **Agency Fees - 64090-T** | | | | | | | | | | | | | | | | |
| Black Diamond (UK) | $ 30,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 30,000 | $ 22,000 | $8,000.00 | 36% |
| Gate 7 (Australia) | $ 39,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 39,000 | $ 22,000 | $17,000.00 | 77% |
| MSI (Germany) | $ 12,500 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 12,500 | $ 8,500 | $4,000.00 | 47% |
| AviaReps (Italy / Spain) | $ 12,500 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 12,500 | $ 5,000 | $7,500.00 | 150% |
| Sartha Global (India) | $ 20,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 20,000 | $ 5,000 | $15,000.00 | 300% |
| Chinese Agency | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $0.00 | #DIV/0! |
| Altantic Link (Scandinavian Agency) | $ 11,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 11,000 | $ 5,000 | $6,000.00 | 120% |
| **Total by Month 63052-T** | $ 125,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 125,000 | $ 67,500 | $57,500.00 | 85% |
| **Fam Trips - 64110-T** | | | | | | | | | | | | | | | | |
| Airfare / Airport Transfers | $ - | $ - | $ 500 | $ - | $ - | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 1,000 | $ 4,500 | $ 4,500 | $0.00 | 0% |
| Rooms | $ - | $ 500 | $ 2,000 | $ 1,000 | $ - | $ 500 | $ 2,000 | $ 2,000 | $ 1,000 | $ 500 | $ 500 | $ 1,000 | $ 11,000 | $ 6,000 | $5,000.00 | 83% |
| Meals | $ - | $ - | $ 2,000 | $ 1,000 | $ - | $ 500 | $ 2,000 | $ 2,000 | $ 1,000 | $ 500 | $ 500 | $ 1,000 | $ 10,500 | $ 6,500 | $4,000.00 | 62% |
| Activities | $ - | $ - | $ - | $ - | $ - | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 1,000 | $ 4,000 | $ 4,000 | $0.00 | 0% |
| **Total by Month 64110-T** | $ - | $ 500 | $ 4,500 | $ 2,000 | $ - | $ 2,000 | $ 5,000 | $ 5,000 | $ 3,000 | $ 2,000 | $ 2,000 | $ 4,000 | $ 30,000 | $ 21,000 | $9,000.00 | 43% |
| | **$ 125,000** | **$ 500** | **$ 4,500** | **$ 2,000** | **$ -** | **$ 2,000** | **$ 5,000** | **$ 5,000** | **$ 3,000** | **$ 2,000** | **$ 2,000** | **$ 4,000** | **$ 155,000** | $ 88,500 | $66,500.00 | 75% |

**COMMUNICATIONS/PR**

**Mammoth Lakes Tourism**

**2022-23 TBID Budget**

| Expense Accounts | | July | August | September | October | November | December | January | February | March | April | May | June | Total | LY $ Totals | $ Change YOY | % Change YOY |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Airfare - 65011-T** | | $ 1,000 | $ 1,000 | $ 5,000 | $ 5,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 20,000 | $ 4,000 | $16,000.00 | 400% |
| **Total by Month 65011-T** | | $ 1,000 | $ 1,000 | $ 5,000 | $ 5,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 20,000 | $ 4,000 | $16,000.00 | 400% |
| **Lodging - 65012-T** | | $ 1,000 | $ 1,000 | $ 2,000 | $ 2,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 14,000 | $ 4,000 | $10,000.00 | 250% |
| **Total by Month 65011-T** | | $ 1,000 | $ 1,000 | $ 2,000 | $ 2,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 14,000 | $ 4,000 | $10,000.00 | 250% |
| **Meals - 65013-T** | | $ 500 | $ 500 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 11,000 | $ 4,000 | $7,000.00 | 175% |
| **Total by Month 65011-T** | | $ 500 | $ 500 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 11,000 | $ 4,000 | $7,000.00 | 175% |
| **Transportation - 65015-T** | | $ 500 | $ 500 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 500 | $ 500 | $ 500 | $ 500 | $ 9,000 | $ 2,000 | $7,000.00 | 350% |
| **Total by Month 65011-T** | | $ 500 | $ 500 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 500 | $ 500 | $ 500 | $ 500 | $ 9,000 | $ 2,000 | $7,000.00 | 350% |
| **Entertainment - 65020-T** | | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 6,000 | $ 2,000 | $4,000.00 | 200% |
| **Total by Month 65011-T** | | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 6,000 | $ 2,000 | $4,000.00 | 200% |
| **Promotional - 65060-T** | | | | | | | | | | | | | | | | | |
| Promotional Items / Gifts | | $ 5,000 | | | | | | $ - | $ - | $ - | $ - | $ - | $ - | $ 5,000 | $ - | | |
| Writing | | $ 250 | $ 250 | $ 250 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ 5,250 | | | |
| Influencer Fees | | $ 4,000 | $ 4,000 | $ 4,000 | $ 4,000 | $ 4,500 | $ 4,500 | $ 4,000 | $ 4,000 | $ 4,000 | $ 4,000 | $ 4,000 | $ 4,000 | $ 49,000 | | | |
| Video/Photography | | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 1,000 | $ 12,000 | | | |
| **Total by Month 65060-T** | | $ 10,250 | $ 5,250 | $ 5,250 | $ 5,500 | $ 6,000 | $ 6,000 | $ 5,500 | $ 5,500 | $ 5,500 | $ 5,500 | $ 5,500 | $ 5,500 | $ 71,250 | $ 31,200 | $40,050.00 | 128% |
| | | **$ 13,750** | **$ 8,750** | **$ 14,750** | **$ 15,000** | **$ 10,500** | **$ 10,500** | **$ 10,000** | **$ 10,000** | **$ 9,500** | **$ 9,500** | **$ 9,500** | **$ 9,500** | **$ 131,250** | $ 63,200 | $ 68,050 | 108% |

**ANTICIPATED TBID REVENUE**

**Mammoth Lakes Tourism**
**2022-23 TBID Budget**

| | July | August | September | October | November | December | January | February | March | April | May | June | Total | LY $ Totals | $ Change YOY | % Change YOY |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Lodging** | $ 200,000 | $ 150,000 | $ 75,000 | $ 75,000 | $ 75,000 | $ 275,000 | $ 275,000 | $ 250,000 | $ 215,000 | $ 150,000 | $ 75,000 | $ 90,000 | **$ 1,905,000** | $ 1,294,668 | **$ 610,332** | **47%** |
| **Retail** | $ 155,000 | $ 130,000 | $ 80,000 | $ 70,000 | $ 100,000 | $ 210,000 | $ 195,000 | $ 180,000 | $ 170,000 | $ 125,000 | $ 85,000 | $ 115,000 | **$ 1,615,000** | $ 1,096,800 | **$ 518,200** | **47%** |
| **Restaurant** | $ 130,000 | $ 100,000 | $ 70,000 | $ 65,000 | $ 80,000 | $ 140,000 | $ 175,000 | $ 155,000 | $ 150,000 | $ 102,000 | $ 60,000 | $ 80,000 | **$ 1,307,000** | $ 1,070,825 | **$ 236,175** | **22%** |
| **Ski Area** | $ 37,000 | $ 39,000 | $ 11,000 | $ 6,000 | $ 90,000 | $ 260,000 | $ 300,000 | $ 275,000 | $ 225,000 | $ 175,000 | $ 35,000 | $ 20,000 | **$ 1,473,000** | $ 1,330,665 | **$ 142,335** | **11%** |
| | **$ 522,000** | **$ 419,000** | **$ 236,000** | **$ 216,000** | **$ 345,000** | **$ 885,000** | **$ 945,000** | **$ 860,000** | **$ 760,000** | **$ 552,000** | **$ 255,000** | **$ 305,000** | **$ 6,300,000** | $ 4,792,958 | **$ 1,507,042** | **31%** |
| **Reserve Use** | $ - | $ - | $ 39,128 | $ - | $ - | $ 1,043,303 | $ - | $ 198,140 | $ - | $ - | $ 160,934 | $ - | **$ 1,441,505** | $ - | $ 1,441,505 | #DIV/0! |
| **TOTAL** | $ 522,000 | $ 419,000 | $ 275,128 | $ 216,000 | $ 345,000 | $ 1,928,303 | $ 945,000 | $ 1,058,140 | $ 760,000 | $ 552,000 | $ 415,934 | $ 305,000 | **$ 7,741,505** | $ 4,792,958 | $ 2,948,547 | 62% |
| **TBID Reserve Funding (CDARS)** | **$ 4,502,380** | | | | | | | | | | | | **$ 4,502,380** | | | |
| | | | | | | | | | | | | | **$ -** | | | |
| **Total Reserves** | | | | | | | | | | | | | **$ 4,502,380** | | | |