

Mammoth Lakes Tourism Budget Progression

2011-12		Budget	Measure A	TBID	% of Total
NO TBID					
Wage & Benefits	\$	627,156.53	\$ 627,156.53		24.49%
Overhead	\$	143,693.37	\$ 143,693.37		5.61%
Marketing	\$	1,463,329.23	\$ 1,463,329.23		57.15%
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			

2012-13		Budget	Measure A	TBID	% of Total
NO TBID					
Wage & Benefits	\$	523,688.32	\$ 523,688.32		27.72%
Overhead	\$	134,056.00	\$ 134,056.00		7.10%
Marketing	\$	972,530.10	\$ 972,530.10		51.48%
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		
Estimated Revenue	\$	2,236,549.76	\$ 2,236,549.76		
Budgeted Reserve/Shortfall	\$	347,225.34			

2013-14		Budget	Measure A	TBID	% of Total
Wage & Benefits	\$	544,723.45	\$ 544,723.45	\$ -	9.75%
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%
Sales	\$	154,500.00	\$ 127,650.00	\$ 26,850.00	2.77%
Communications	\$	306,250.00	\$ 156,150.00	\$ 150,100.00	5.48%
Total Budgeted Expense	\$	5,587,201.25	\$ 2,794,687.68	\$ 2,792,513.57	
Estimated Revenue	\$	6,354,472.74	\$ 2,440,089.00	\$ 3,914,383.74	
Budgeted Reserve/Shortfall	\$	767,271.49			

2014-15		Budget	Measure A	TBID	% of Total
Wage & Benefits	\$	688,461.81	\$ 688,461.81	\$ -	16.44%
Overhead	\$	140,952.40	\$ 140,952.40	\$ 75,799.80	3.37%
Marketing	\$	2,789,184.35	\$ 522,192.18	\$ 2,266,992.17	66.62%
Sales	\$	278,000.00	\$ 215,000.00	\$ 63,000.00	6.64%
Communications	\$	290,000.00	\$ 215,000.00	\$ 75,000.00	6.93%
Total Budgeted Expense	\$	4,186,598.56	\$ 1,781,606.39	\$ 2,480,791.97	
Estimated Revenue	\$	6,266,195.00	\$ 2,476,205.00	\$ 3,789,990.00	
Budgeted Reserve/Shortfall	\$	2,079,596.44			

2015-16		Budget	Measure A	TBID	% of Total
Wage & Benefits	\$	795,695.86	\$ 795,695.86		12.57%
Overhead	\$	124,065.84	\$ 124,065.00	\$ 80,000.00	1.96%
Marketing	\$	4,837,799.81	\$ 928,348.50	\$ 3,909,451.31	76.45%
Sales	\$	200,300.00	\$ 200,300.00	\$ 44,000.00	3.17%
Communications	\$	200,000.00	\$ 200,000.00	\$ 46,550.00	3.16%
Total Budgeted Expense	\$	6,328,410.67	\$ 2,248,409.36	\$ 4,080,001.31	
Estimated Revenue	\$	6,382,098.00	\$ 2,382,098.00	\$ 4,000,000.00	
Budgeted Reserve/Shortfall	\$	53,687.33			

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			

Proposed 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	\$	-	\$ -	\$ -	

Notes
G&A total = 30.11% (wages, benefits, overhead)
Included all inherited TOML staff
Overhead included building loan payoff
Drought Year #1

Notes
G&A total = 34.81% (wages, benefits, overhead)
Reduced salary expenses by \$104,000
Added Marketing Assistant Position
TOT exceeded budget by 8% (\$868k)
Drought Year #2

Notes
G&A total = 12.27% (wages, benefits, overhead)
First year of TBID (10 months Sept-June)
Added Director of Communications in January of 2014 (only 6 months budgeted)
TBID revenue fell short of budget \$541k
TOT missed budget by 9.6% (\$1.1M)
Drought Year #3
Measure A Revenue from TOML \$1,990,589

Notes
G&A total = 19.81% (wages, benefits, overhead)
Added Chamber Director in Oct. 2014
(9 months budgeted)
TBID revenue fell short of budget \$328k
TOT only missed budget by 2.7% (\$305k)
Drought Year #4
Budgeted to achieve surplus for reserves
Measure A Revenue from TOML \$2,230,767

Notes
G&A total = 14.53% (wages, benefits, overhead)
June 2015 started 10 months in a row
of record breaking TOT (avg. 25% ahead)
TBID revenue up 26% (\$1M)
TOT to exceed budget by 30% (\$3.5M)
Early snow in November
Measure A Revenue from TOML \$2,153,760

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 Program 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