

TBID SUMMARY

Mammoth Lakes Tourism
2022-23 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
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
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
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
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
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
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
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
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

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 439,578.71	(\$13,852.09)	-3.15%
\$ 95,859.00	\$30,141.00	31.44%
\$ 4,104,908.00	\$2,798,620.00	68.18%
\$ 77,500.00	\$77,500.00	100.00%
\$ 63,200.00	\$68,050.00	107.67%
\$ 3,877,213	\$3,864,291.75	99.67%
\$ 4,792,957	\$1,507,043.00	31.44%

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%

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	\$ 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	\$ 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	\$ 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	\$ 300.00	\$ 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	\$ 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	\$ 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	\$ -	\$ -	\$ 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	\$ 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	\$ -	\$ -	\$ 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	\$ -	\$ -	\$ 300,000.00	\$ -	\$ -	#DIV/0!	
Total By Month 66020	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -	\$ 300,000.00	\$ -	\$ -	\$ 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	\$ 5,000.00	\$ 0.00	0.00%
Total By Month 66030	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 2,500.00	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 0.00	0.00%
Media - 66060-T**																				
DogTrekker	\$ 12,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 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	\$ 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	\$ 3,000.00	\$ 5,000.00	\$ 5,000.00	\$ 45,000.00	\$ -	\$ 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	\$ -	\$ 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	\$ -	\$ 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	\$ 718,769.99	\$ 333,000.00	\$ 385,769.99	\$ 115.85%	\$ 333,000.00	\$ 385,769.99	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%	\$ 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%	\$ 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!	\$ -	\$ 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%	\$ 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%	\$ 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%	\$ 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%	\$ 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)		\$ 5,000.00	\$ (2,500.00)		
Computers	\$ 3,000.00	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ -	\$ -	\$ 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		\$ 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%	\$ 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%	\$ 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%	\$ 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%	\$ 1,188.00	\$ 0.00	0.00%	
Survey Monkey	\$ -	\$ -	\$ 800.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 800.00	\$ 300.00	\$ 500.00	166.67%	\$ 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%	\$ 38,728.00	\$ (500.00)	-1.29%	
Total	\$ 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%	\$ 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	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total by Month 63052-T	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
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	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
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
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
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
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

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 1,294,668	\$ 610,332	47%
\$ 1,096,800	\$ 518,200	47%
\$ 1,070,825	\$ 236,175	22%
\$ 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
Reserve Use	\$ -	\$ -	\$ 39,128	\$ -	\$ -	\$ 1,043,303	\$ -	\$ 198,140	\$ -	\$ -	\$ 160,934	\$ -	\$ 1,441,505
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
TBID Reserve Funding (CDARS)	\$ 4,502,380												\$ 4,502,380
													\$ -
Total Reserves													\$ 4,502,380

\$ 4,792,958	\$ 1,507,042	31%
\$ -	\$ 1,441,505	#DIV/0!
\$ 4,792,958	\$ 2,948,547	62%