Mammoth Lakes Tourism Budget Progression

2011-12		Budget	Measure A	TBID	% of Tota
NO TBID					
Wage & Benefits	\$	627,156.53	\$ 627,156.53		24.4
Overhead	\$	143,693.37	\$ 143,693.37		5.6
Marketing	\$	1,463,329.23	\$ 1,463,329.23		57.1
Sales	\$	157,950.00	\$ 157,950.00		6.1
Communications	\$	168,325.00	\$ 168,325.00		6.5
Total Budgeted Expense	\$	2,560,454.13	\$ 2,560,454.13		
Estimated Revenue	\$	2,572,104.00	\$ 2,572,104.00		
Budgeted Recense/Shortfall	¢	11 6/0 97			

2012-13	Budget	Measure A	TBID	% c	f 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			
Rudgeted Reserve/Shortfall	\$ 347 225 34				

2013-14	Budget		Measure A	TBID			% of Total
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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	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	
Rudgeted 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	Ś	(1,131,596.60)						

2018-19		Budget	Measure A		TBID	%	of Total
Wage, Benefits & Payroll Taxes	\$	1,076,290.00	\$ 1,076,300.00	9	-		14.40%
Overhead	\$	273,660.00	\$ 183,660.00	Ş	90,000.00		3.66%
Marketing	\$	5,330,950.00	\$ 766,810.00	Ş	4,564,140.00		71.35%
Sales	\$	531,000.00	\$ 417,000.00	Ş	114,000.00		7.11%
Communications	\$	260,000.00	\$ 220,000.00	Ş	40,000.00		3.48%
Total Budgeted Expense	\$	7,471,900.00	\$ 2,663,770.00	5	4,808,140.00		
Estimated Revenue	\$	7,871,900.00	\$ 2,400,000.00	9	4,500,000.00		
Budgeted Reserve/Shortfall	Ś	400.000.00					•

2019-20	Budget	Measure A	TBID			% of Total
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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		
Dudanted Deserva/Chantfell	ć	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 = 30.119	6 (wages, benefits, overhead)	
Included all inherit	ed TOML staff	
Overhead included	building loan payoff	
Drought Year #1		

Votes
6&A total = 34.81% (wages, benefits, overhead)
Reduced salary expenses by \$104,000
Added Marketing Assistant Position
OT exceeded budget by 8% (\$868k)
·
Prought Vear #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	

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	

G&A total = 14.53	8% (wages, benefits, overhe	ad)
June 2015 started	d 10 months in a row	
of record breakin	g TOT (avg. 25% ahead)	
TBID revenue up	26% (\$1M)	
TOT to exceed bu	dget by 30% (\$3.5M)	
Early snow in No	vember	

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 TOMI \$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	
Moscure A Payanua from TOMI \$2,250,000	

Note	es es
G&A	total = 18.07% (wages, benefits, overhead)
Hirin	g one additional FTYR employee (events)
Over	head includes \$90,560 in 2% TBID fee to TOML
\$900	0,000 invested from TBID reserve \$500 +\$400k air
(Арр	x. \$2.0M remaining balance)
VILT	Measure A revenue capped at \$2,440,000
TBID	revenue budgeted at \$4,808,700 (no pass \$)
\$18	8,560) was from Tourism Reserve for Snowblitz
Mea	sure A Revenue from TOML \$2,440,385

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

G&A tota	I = 16.10% (wages, benefits, overhead)
MLCC \$2	50,000 out expense and revenue
Overhead	l includes \$64,935 in 2% TBID proc. fee to TOML
Inc. Touri	sm Reserve \$150,000 for Event Grant Funding
Inc. Touri	sm Reserve \$100,000 for 2020-21 LA Kings
MLT Mea	sure A revenue capped at \$2,024,612 (less MLCC)
MLCC fur	ds allocated from \$2.024m of \$273,000

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

Notes	
G&A tota	= 11.93% (staff wages, benefits & overhead)
TBID Ove	head includes \$126k in 2% TBID proc. fee to TOML
No MLCC	Host Progam or Fish Stocking expenses for 2022-23
Includes 1	ourism Reserve \$100k for 2022-23 LA Kings
includes \$	1,441,505 TBID Reserve Use
Includes S	300,000 Measure A Special Event Reserve Use
Includes S	422,389.12 Measure A Reserve Use
Moscuro	A Funding from TOMI conned at \$2,000,000