

2022-23 Q2 MLT Budget Variance Summary
February 1, 2023

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Revenues					
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:	
45010 - TBID Income - Lodging	TBID Lodging Revenue	\$37,647.59	-9.8%	Strong Business Levels	
45020 - TBID Income Restaurant	TBID Restaurant Revenue	\$63,899.75	2.8%	Missed Budget in July - beat it in Aug/Sept	
45030 - TBID Income - Retail	TBID Retail Revenue	\$16,685.80	-3.3%	Missed Budget in July/August - beat it in Sept	
45040 - TBID Income - Ski Area	TBID Ski Area	\$68,933.47	-19.0%	Missed Budget in July/August - beat it in Sept	
45070 - TBID Penalties and Interest	Penalties and Interest charged on late payments	\$18,063.03	100.0%	Unbudgeted revenue	
40500 - Sponsorship	Special Event Sponsorship	(\$10,000.00)	-100.0%	Timing - secured \$20k from United Airlines 1/24	
47110 - LA Kings Promotional Partnership	Funded from Tourism Reserve	(\$100,000.00)	-100.0%	Invoicing TOML - Kings invoice received 1/20	
Benefits					
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:	
61020 - Employee Benefits	Employee Benefits (Personal tax)	\$6,214.30	47.0%	Fringe benefit Urdi vehicle use for tax purposes	
Overhead					
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:	
61060 - Payroll Expense	Staffing payroll	\$7,702.05	1.9%	Jetsabel staying on full time (budget was thru Sept)	
62030 - Legal Services	Legal assistance	\$17,512.00	489.0%	Public records assistance & contract review	
62400 - Promotional Items	MLT Giveaway items	(\$6,022.82)	-59.0%	Fringe benefit Urdi vehicle use for tax purposes	
62385 - TBID Renewal Expenses	TBID Renewal efforts including legal review	\$39,000.00	100.0%	unbudgeted 2022-23 exp (budget was 21-22)	
62450 - Insperty HR Fees	Human Resource Management for MLT	\$10,020.90	100.0%	Unbudgeted expense for HR services in 2022-23	
Marketing					
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:	
63010 - Air Subsidy	United & Advanced Air	\$653,276.40	139%	Timing of subsidies and prepaying United Kings contract moved to 3/1 (\$100k invoice submitted 1/25)	
63040 - Contract Services	Kings	(\$92,289.67)	-66%		
63052 - Collateral Distribution	Certified Folder	(\$7,895.96)	-34%	Was able to stretch out '22 VG distribution through 1/25 when new '23 guides were delivered.	
63020 - Research	Zartico	\$54,626.12	141%	Timing. New Vendor incentive to pay early. Due Jan 23.	
63170 - Experiential	Travel Adventure Shows	\$9,975.00	100%	Timing. Paid early to get 3 shows for the price of 2. Budgeted April & May '23	
63191 - Lodging	Lodging	\$7,321.92	238%	Timing on Lodging reservations (prebill savings).	
63270 - Production	Unreal & Winter assets	(\$192,638.60)	-74%	Prepaid the \$150K Last fiscal, \$50K Matador shoot moved to late Jan after storms.	
66020 - Website Development & Maint.	New website	(\$210,967.14)	-15%	Selection of new website company moved to Jan 23 due to launch of new Unreal campaign.	
66060 - Media	Winter assets	\$624,118.67	155%	Timing. Pre-billed to save	
63180 - Dues and Subscriptions	US Travel Association	(\$5,791.67)	-81%	US Travel dues paid in Jan.	
63140 - Giveaway Promotions	Travel Packages/Promotions/Travel Show Giveaway	(10,430.01)	-34.8%	Timing of contest winners arriving Mammoth, and cost savings related to give-aways for upcoming travel shows	
Sales					
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:	
64030 - Inter Research/Data/Training	Ubermedia, California Star, Visa Vue	(\$17,116.67)	-50.4%	Timing; additional payments scheduled for 2023	
64070 - Advertising	advertising in multiple inter markets	(\$29,815.27)	-18.5%	Timing; more opportunities in 2023	
64090 - Agency Fee	Inter agency fees	(\$8,696.67)	-28.2%	Timing; waiting on another invoice for 2023	
64080-Supplies, Shipping	Vacation planner, shipping of print & swag	(\$8,908.64)	-6.2%	Timing; swag to be shipped in 2023	
64010-International Travel Shows	Promoting Mammoth Lakes	(\$12,887.21)	-96.5%	Timing; more travel in 2023 with VC and BUSA	
PR/Communciations					
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:	
65011 - FAM Trips Airfare	Airfare	(\$12,889.37)	-40%	Timing with booking and credit card	
65012 - FAM Trips Lodging	Lodging	(\$9,783.87)	-57%	Timing with booking and credit card	
65050 - Sponsorship	Sponsorship	\$5,373.69	109%	Overage with MTJA conference	
65060 - Promotion	Promotion	\$10,596.42	124%	MTJA conference coverage and MLT open house	
65015 - FAM Trips Transportation	Transportation	(\$11,761.53)	-26.5%	Timing with booking and credit card	
Special Events					
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:	
67135 - Special Event Advertising	Advertising	(\$39,797.35)	-87.0%	Main summer event marketing was already in market by July 1 / Advertising was mainly digital under social budget. No surveys yet / print posters / brochures	