

## MLT Budget History

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%
<b>Total Budgeted Expense</b>		<b>\$ 6,328,410.67</b>	<b>\$ 2,248,409.36</b>	<b>\$ 4,080,001.31</b>	
Estimated Revenue		\$ 6,382,098.00	\$ 2,382,098.00	\$ 4,000,000.00	
Budgeted Reserve/Shortfall		\$ 53,687.33			

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
<b>Measure A Revenue from TOML \$2,153,760</b>

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%
<b>Total Budgeted Expense</b>		<b>\$ 7,208,788.09</b>	<b>\$ 2,471,584.89</b>	<b>\$ 4,737,111.11</b>	
Estimated Revenue		\$ 7,080,580.00	\$ 2,474,580.00	\$ 4,606,000.00	
Budgeted Reserve/Shortfall		\$ (128,208.09)			

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
<b>Measure A Revenue from TOML \$2,230,000</b>

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%
<b>Total Budgeted Expense</b>		<b>\$ 8,901,915.56</b>	<b>\$ 2,633,749.00</b>	<b>\$ 6,276,140.71</b>	
Estimated Revenue		\$ 7,770,318.96	\$ 2,480,000.00	\$ 5,290,000.00	
Budgeted Reserve/Shortfall		\$ (1,131,596.60)			

Notes
G&A total = 13.69% (wages, benefits, overhead)
Hired one additional FTYR employee
<b>\$980,575.82 over revenue budget</b>
\$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
<b>Measure A Revenue from TOML \$2,260,000</b>

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%
<b>Total Budgeted Expense</b>		<b>\$ 7,471,900.00</b>	<b>\$ 2,663,770.00</b>	<b>\$ 4,808,140.00</b>	
Estimated Revenue		\$ 7,871,900.00	\$ 2,400,000.00	\$ 4,500,000.00	
Budgeted Reserve/Shortfall		\$ 400,000.00			

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 \$)
<b>(\$188,560)</b> was from Tourism Reserve for Snowblitz
<b>Measure A Revenue from TOML \$2,440,385</b>

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%
<b>Total Budgeted Expense</b>		<b>\$ 7,506,899.05</b>	<b>\$ 2,688,759.05</b>	<b>\$ 4,818,140.00</b>	
Estimated Revenue		\$ 8,204,081.00	\$ 2,700,000.00	\$ 5,000,000.00	
Budgeted Reserve/Shortfall		\$ 697,181.95			

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 \$273,000
<b>Measure A Revenue from TOML \$2,180,000</b>

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%
<b>Total Budgeted Expense</b>		<b>\$ 5,883,197.86</b>	<b>\$ 1,911,185.00</b>	<b>\$ 3,872,212.86</b>	
Estimated Revenue		\$ 5,206,998.00	\$ 1,960,225.00	\$ 3,246,773.00	
Budgeted Reserve/Shortfall		\$ (676,199.86)			

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
<b>Measure A Revenue from TOML \$1,751,642</b>

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%
<b>Total Budgeted Expense</b>		<b>\$ 7,315,111.43</b>	<b>\$ 2,539,065.57</b>	<b>\$ 4,776,045.86</b>	
Estimated Revenue		\$ 7,335,236.55	\$ 2,542,279.00	\$ 4,792,957.55	
Budgeted Reserve/Shortfall		\$ 20,125.12			

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
<b>HUGE Dec snow (20'+) then drought</b>
<b>Measure A Revenue from TOML \$2,335,150</b>

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%
<b>Total Budgeted Expense</b>		<b>\$ 10,789,294.74</b>	<b>\$ 3,047,790.12</b>	<b>\$ 7,741,504.62</b>	
Estimated Revenue		\$ 10,789,294.74	\$ 3,047,790.12	\$ 7,741,504.62	
Budgeted Reserve/Shortfall		\$ -	\$ -	\$ -	

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
<b>Measure A Funding from TOML capped at \$2,000,000</b>
<b>MASSIVE Snow year with more than 700" at Main Lodge</b>

Proposed 2023-24		Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes		\$ 1,007,113.19	\$ 276,528.30	\$ 730,584.89	9.74%
Overhead		\$ 698,840.00	\$ -	\$ 698,840.00	6.76%
Marketing		\$ 7,186,552.00	\$ 1,408,921.59	\$ 5,777,630.41	69.53%
Sales		\$ 390,000.00	\$ -	\$ 390,000.00	3.77%
Communications		\$ 303,903.00	\$ -	\$ 303,903.00	2.94%
Special Events		\$ 750,000.00	\$ 750,000.00	\$ -	7.26%
<b>Total Budgeted Expense</b>		<b>\$ 10,336,408.19</b>	<b>\$ 2,435,449.89</b>	<b>\$ 7,900,958.30</b>	
Estimated Revenue		\$ 9,775,500.00	\$ 1,825,000.00	\$ 7,950,500.00	
Budgeted Reserve/Shortfall		\$ (560,908.19)	\$ (610,449.89)	\$ 49,541.70	

Notes
G&A total = 16.5% (staff wages, benefits & overhead)
Overhead inc. 2% TOML fee, CDTFA loss, 75% of Benefits
Wages - Hiring PT PR Coordinator - Making Admin Asst. FT
Marketing inc. Tourism Reserve \$100k for 2023-24 LA Kings
Revenue inc. \$750,000 in TBID Carryover Funds (22-23 surplus)
Special Events (A) includes \$450,000 for Spartan OCR Race
<b>Measure A Funding estimated capped at \$1,725,000</b>