

MLT Budget History

	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)			

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

	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	\$ 5,941,916.00	76.67%
Sales	\$ 590,550.00	\$ 415,550.00	\$ 175,000.00	6.63%
Communications	\$ 267,800.00	\$ 222,350.00	\$ 45,450.00	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)			

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

	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			

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

	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			

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

	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)			

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

	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			

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

	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 = 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
MASSIVE Snow year with more than 700" at Main Lodge

	Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes	\$ 969,483.85	\$ 262,642.31	\$ 706,841.54	9.29%
Overhead	\$ 784,840.00	\$ -	\$ 784,840.00	7.52%
Marketing	\$ 7,186,552.00	\$ 1,408,921.59	\$ 5,777,630.41	68.87%
Sales	\$ 390,000.00	\$ -	\$ 390,000.00	3.74%
Communications	\$ 303,903.00	\$ -	\$ 303,903.00	2.91%
Special Events	\$ 800,000.00	\$ 750,000.00	\$ 50,000.00	7.67%
Total Budgeted Expense	\$ 10,434,778.85	\$ 2,421,563.90	\$ 8,013,214.95	
Estimated Revenue	\$ 9,833,500.00	\$ 1,825,000.00	\$ 8,008,500.00	
Budgeted Reserve/Shortfall	\$ (601,278.85)	\$ (596,563.90)	\$ (4,714.95)	

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
Slow start to the snow year hurt X-mas holidays & January
Measure A Funding capped at \$1,725,000

	Budget	Measure A	TBID	% of Total
Wage, Benefits & Payroll Taxes	\$ 1,194,577.90	\$ -	\$ 1,194,577.90	10.63%
Overhead	\$ 563,360.00	\$ 10,000.00	\$ 553,360.00	5.01%
Marketing	\$ 7,896,117.75	\$ 1,878,280.04	\$ 6,017,837.71	70.29%
Sales	\$ 505,000.00	\$ -	\$ 505,000.00	4.50%
Communications	\$ 307,504.00	\$ -	\$ 307,504.00	2.74%
Special Events	\$ 700,000.00	\$ 650,000.00	\$ 50,000.00	6.23%
Community Engagement	\$ 67,800.00	\$ -	\$ 67,800.00	
Total Budgeted Expense	\$ 11,234,359.65	\$ 2,538,280.04	\$ 8,696,079.61	
Estimated Revenue	\$ 10,335,350.00	\$ 2,538,800.00	\$ 7,796,550.00	
Budgeted Reserve/Shortfall	\$ (899,009.65)	\$ 519.96	\$ (899,529.61)	

Notes
G&A total = 15.95% (wages, benefits & ohead) comp set= 27%
Added a Community Engagement budget line
Overhead inc. 2% TOML fee. & Infrastructure funds
Wage - Hired Marketing Coordinator - Content Mktg Mgr.
Marketing inc. Tourism Reserve \$100k for 2024-25 LA Kings
Sales - Adding back China representation at \$75,000
\$350k Event Reserve for grants - \$50k A Reserve for Strategy
Increased TBID air subsidy funding at MMH and BIH
Estimates for potential outside Air Subsidy funds \$800,000
TOTAL YOY Combine Budget Increase = 8% (\$839,581)
Measure A Funding capped at \$1,725,000