

MARKETING - Measure A

Mammoth Lakes Tourism
2024-25 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
Air Subsidy - 63010 - A																
MMH & BIH Air Subsidy	\$ 250,000.00	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ 300,000.00	\$ -	\$ 950,000.00	\$ 725,000.00	\$ 225,000.00	
Total By Month 63010	\$ 250,000.00	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ 300,000.00	\$ -	\$ 950,000.00	\$ 725,000.00	\$ 225,000.00	31.03%
Contract Services - 63040 - A																
Airport Research (Local BIH/MMH)	\$ 2,500.00	\$ 2,500.00	\$ 500.00	\$ -	\$ -	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ -	\$ -	\$ 18,000.00	\$ -	\$ 18,000.00	
Airplanners LLC - Air Service Consulting	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 54,000.00	\$ 48,000.00	\$ 6,000.00	12.50%
Mammoth Lakes History Museum - History Trolley	\$ -	\$ 15,800.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,800.00	\$ 16,000.00	(\$200.00)	100.00%
Community Sentiment (DA)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 66,800.00	\$ (66,800.00)	-100.00%
68010-A LA Kings Partnership	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 100,000.00	\$ -	
Air Intercepts (TSY)	\$ -	\$ -	\$ 13,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,500.00	\$ -	\$ -	\$ 27,000.00	\$ 26,900.00	\$ 100.00	
The Shipyard Monthly Program Management	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 14,166.67	\$ 170,000.04	#		\$ 204,000.00
TSY Management Fee Community Engagement	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	#		\$ 204,000.00
The Shipyard In-Market Stewardship Extension	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 5,666.67	\$ 68,000.00	#		\$ 204,000.00
Ad Tracking / Campaign ROI (SMARI)	\$ -	\$ -	\$ 27,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,000.00	\$ -	\$ 54,000.00			
Growth Marketing (SEO Tempest)	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 48,000.00	\$ 26,900.00	\$ 21,100.00	
Total By Month 63040	\$ 40,833.34	\$ 146,633.34	\$ 69,333.34	\$ 28,333.34	\$ 28,333.34	\$ 30,833.34	\$ 30,833.34	\$ 40,833.34	\$ 30,833.34	\$ 44,333.34	\$ 55,333.34	\$ 28,333.30	\$ 574,800.04	\$ 342,349.50	\$ 232,450.54	67.90%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	(\$5,000.00)	-100.00%
Giveaway Promotion - 63140-A																
Travel Show Giveaway	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ 8,000.00	(\$2,000.00)	
Travel Packages/Promotions	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00	\$ -	\$ 12,000.00	\$ 8,000.00		
VIP Promotions	\$ 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	\$ 0.00	
Total By Month 63140	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 4,000.00	\$ 3,000.00	\$ 6,000.00	\$ 3,000.00	\$ 1,000.00	\$ 1,000.00	\$ 4,000.00	\$ 4,000.00	\$ 1,000.00	\$ 30,000.00	\$ 28,000.00	\$ 2,000.00	7.14%
Industry Training - 63160 - A																
Clean up the Lake	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 6,000.00	(\$6,000.00)	
Total By Month 63160	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	\$ 6,000.00	\$ 19,000.00	233.33%
Production - 63270-A																
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	\$ 2,400.00	\$ 30,600.00	1275.00%
Community Engagement Mktg (Abbi Agency)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,000.00	\$ -	\$ -	\$ 7,000.00	#		\$ 0.00
Fishmas Signage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#		#
Community Signage (stewardship)	\$ 3,500.00	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,280.00	\$ -	\$ 13,780.00	#		#
Visitor Guide Design & Printing	\$ -	\$ -	\$ -	\$ 56,000.00	\$ 8,000.00	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 65,500.00	#		#
Local Video/photo Series	\$ -	\$ 625.00	\$ -	\$ 625.00	\$ -	\$ -	\$ 625.00	\$ -	\$ -	\$ 625.00	\$ -	\$ -	\$ 2,500.00	#		#
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	\$ 8,400.00	#		#
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	\$ 3,200.00	#		#
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#		#
MLT Miscellaneous	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ 6,000.00	#		#
Brand Guide Book	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 35,000.00	\$ -	\$ -	\$ 35,000.00	#		#
Total by Month 63270-T	\$ 8,500.00	\$ 11,125.00	\$ 4,500.00	\$ 58,325.00	\$ 19,500.00	\$ 4,350.00	\$ 2,125.00	\$ 1,350.00	\$ 5,350.00	\$ 43,975.00	\$ 7,280.00	\$ 8,000.00	\$ 174,380.00	\$ 2,400.00	\$ 171,980.00	7165.83%
Website Development and Maintenance- 66020 - A																
New Website & CRM management systems	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 10,000.00	\$ 58,450.00	(\$48,450.00)	-82.89%
Tempest Annual Subscription Suite Fee	\$ 13,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,500.00	\$ 50,000.00	(\$36,500.00)	
Content Development	\$ 19,600.00	\$ -	\$ 12,500.00	\$ -	\$ -	\$ 12,500.00	\$ -	\$ -	\$ 12,500.00	\$ -	\$ -	\$ 12,500.00	\$ 69,600.00	\$ 30,000.00	\$ 39,600.00	
Total By Month 66020	\$ 33,100.00	\$ -	\$ 12,500.00	\$ 5,000.00	\$ -	\$ 12,500.00	\$ -	\$ -	\$ 17,500.00	\$ -	\$ -	\$ 12,500.00	\$ 93,100.00	\$ 138,450.00	(\$45,350.00)	-32.76%
Media - 66060 - A																
Local Air Marketing	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 9,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 31,000.00	\$ 31,000.00	\$ -	
Total By Month 66060	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 9,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 31,000.00	\$ 31,000.00	\$ -	0.00%
Hosting - 66130-A																
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total By Month 66130	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
Totals	\$ 360,433.34	\$ 160,758.34	\$ 89,333.34	\$ 297,658.34	\$ 59,833.34	\$ 55,683.34	\$ 37,958.34	\$ 245,183.34	\$ 56,683.34	\$ 94,308.34	\$ 368,613.34	\$ 51,833.30	\$ 1,878,280.04	\$ 1,397,081.50	\$ 481,198.54	34.44%

EVENTS - Measure A

Mammoth Lakes Tourism
2024-25 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
Event Grant Funding - 68030	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ 650,000.00
Total By Month	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ 650,000.00
Totals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ 650,000.00

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 300,000.00	\$ 0.00	
\$ 750,000.00	(\$100,000.00)	-13%
\$ 873,219.00	(\$223,219.00)	-26%

REVENUE - Measure A
Mammoth Lakes Tourism
2024-25 Budget

Revenue Accounts	Account #	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
NON-MEASURE A FUNDS																	
Sponsorship	40500	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 20,000.00	\$ -	\$20,000.00	#DIV/0!
Brochure Distribution Revenue	40900	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,400.00	\$ 3,400.00	(\$1,000.00)	-29%
Retail Sales/Licensing Fees	40310	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ 2,000.00	\$ 2,000.00	\$0.00	0%
		\$ 200.00	\$ 200.00	\$ 10,700.00	\$ 200.00	\$ 200.00	\$ 700.00	\$ 200.00	\$ 200.00	\$ 10,700.00	\$ 200.00	\$ 200.00	\$ 700.00	\$ 24,400.00			
MEASURE A FUNDS																	
TOT Payments from TOML	40600	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 1,725,000.00	\$ 2,000,000.00	(\$275,000.00)	-14%
Reserve to Balance	40400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ -	\$15,000.00	#DIV/0!
Event Reserve to Balance	40400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350,000.00	\$ -	\$350,000.00	#DIV/0!
Air Subsidy Support TOML	TBD	\$ -	\$ -	\$ 300,000.00	\$ -									\$ 300,000.00	\$ 200,000.00	\$100,000.00	50%
LA Kings Partnership (Tourism Reserve)	47110	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 100,000.00	\$0.00	0%
OCR World Championships (Tourism res)	47210	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	#DIV/0!
Estimated Total Revenues		\$ 431,650.00	\$ 400.00	\$ 421,400.00	\$ 431,650.00	\$ 400.00	\$ 1,400.00	\$ 781,650.00	\$ 15,400.00	\$ 21,400.00	\$ 431,650.00	\$ 400.00	\$ 1,400.00	\$ 2,538,800.00	\$ 2,305,400.00	\$233,400.00	10%

