

**SUMMARY - Measure A**

Mammoth Lakes Tourism  
2024-25 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
Overhead	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00
Marketing	\$ 442,933.34	\$ 160,758.34	\$ 89,333.34	\$ 215,158.34	\$ 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
Events	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ 650,000.00
<b>TOTAL PROJECTED REVENUE</b>	<b>\$ 431,650.00</b>	<b>\$ 400.00</b>	<b>\$ 421,400.00</b>	<b>\$ 431,650.00</b>	<b>\$ 400.00</b>	<b>\$ 1,400.00</b>	<b>\$ 781,650.00</b>	<b>\$ 15,400.00</b>	<b>\$ 21,400.00</b>	<b>\$ 431,650.00</b>	<b>\$ 400.00</b>	<b>\$ 1,400.00</b>	<b>\$ 2,538,800.00</b>
<b>TOTAL PROJECTED EXPENSES</b>	<b>\$ 442,933.34</b>	<b>\$ 160,758.34</b>	<b>\$ 89,333.34</b>	<b>\$ 215,158.34</b>	<b>\$ 59,833.34</b>	<b>\$ 355,683.34</b>	<b>\$ 37,958.34</b>	<b>\$ 605,183.34</b>	<b>\$ 56,683.34</b>	<b>\$ 94,308.34</b>	<b>\$ 368,613.34</b>	<b>\$ 51,833.30</b>	<b>\$ 2,538,280.04</b>
<b>Measure A Reserves</b>													
	\$ 1,087,468.00												\$ 1,087,468.00

LY \$ Totals	\$ Change YOY	% Change YOY
\$ -	\$10,000.00	#DIV/0!
\$ 1,408,721.59	\$469,558.45	33.33%
\$ 750,000.00	(\$100,000.00)	-13.33%
\$ 2,394,400.00	\$144,400.00	6.03%
\$ 2,394,335.44	\$143,944.60	6.01%

*Net (Reserve/Shortfall)* **\$ 519.96**

**Overhead - Measure A**

Mammoth Lakes Tourism  
2024-25 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
Strategic Planning	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00
<b>Total By Month</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,000.00</b>
<b>Totals</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,000.00</b>

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 300,000.00		
	\$0.00	
\$ 750,000.00	(\$740,000.00)	-99%
\$ 873,219.00	(\$863,219.00)	-99%

**MARKETING - Measure A**

Mammoth Lakes Tourism  
2024-25 Budget

<b>Expense Accounts</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>Total</b>	<b>LY \$ Totals</b>	<b>\$ Change YOY</b>	<b>% Change YOY</b>
<b>Air Subsidy - 63010 - A</b>																
MMH & BIH Air Subsidy	\$ 332,500.00	\$ -	\$ -	\$ 117,500.00	\$ -	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ 300,000.00	\$ -	\$ 950,000.00	\$ 725,000.00	\$ 225,000.00	
<b>Total By Month 63010</b>	\$ 332,500.00	\$ -	\$ -	\$ 117,500.00	\$ -	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ 300,000.00	\$ -	\$ 950,000.00	\$ 725,000.00	\$ 225,000.00	31.03%
<b>Contract Services - 63040 - A</b>																
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	\$ -	
Clean up the Lake	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 25,000.00	\$ 0.00	
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	\$ 5,666.63	\$ 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	
<b>Total By Month 63040</b>	\$ 65,833.34	\$ 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	\$ 599,800.04	\$ 367,349.50	\$ 232,450.54	63.28%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	(\$5,000.00)	-100.00%
<b>Giveaway Promotion - 63140-A</b>																
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	
<b>Total By Month 63140</b>	\$ 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%
<b>Production - 63270-A</b>																
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)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		#	\$ 0.00
Fishmas Signage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,000.00	\$ -	\$ -	\$ 7,000.00		#	
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		#	\$ 10,000.00
<b>Total by Month 63270-T</b>	\$ 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%
<b>Website Development and Maintenance- 66020 - A</b>																
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	
<b>Total By Month 66020</b>	\$ 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%
<b>Media - 66060 - A</b>																
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	\$ -	
<b>Total By Month 66060</b>	\$ 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%
<b>Hosting - 66130-A</b>																
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
<b>Total By Month 66130</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
<b>Totals</b>	\$ 442,933.34	\$ 160,758.34	\$ 89,333.34	\$ 215,158.34	\$ 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	\$ 1,416,081.50	\$ 462,198.54	32.64%

**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
<b>Total By Month</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 300,000.00</b>	<b>\$ -</b>	<b>\$ 350,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 650,000.00</b>
<b>Totals</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 300,000.00</b>	<b>\$ -</b>	<b>\$ 350,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 650,000.00</b>

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
<b>NON-MEASURE A FUNDS</b>																	
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			
<b>MEASURE A FUNDS</b>																	
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%

