

SUMMARY - Measure A

Mammoth Lakes Tourism

2025-26 Budget

Expense Accounts		July	August	September	October	November	December	January	February	March	April	May	June	Total
Overhead		\$ 77,333.37	\$ 11,833.33	\$ 12,433.33	\$ 34,333.33	\$ 11,833.33	\$ 12,133.33	\$ 29,333.33	\$ 17,133.33	\$ 11,833.33	\$ 29,333.33	\$ 12,433.33	\$ 11,833.33	\$ 271,800.00
Marketing		\$ 788,800.00	\$ 120,300.00	\$ 29,900.00	\$ 70,000.00	\$ 88,800.00	\$ 27,450.00	\$ 20,300.00	\$ 221,150.00	\$ 20,150.00	\$ 33,150.00	\$ 522,580.00	\$ 30,300.00	\$ 1,972,880.00
Events		\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ 150,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ 600,000.00
TOTAL PROJECTED REVENUE		\$ 701,725.00	\$ 275.00	\$ 400,975.00	\$ 431,525.00	\$ 100,475.00	\$ 775.00	\$ 781,725.00	\$ 275.00	\$ 975.00	\$ 431,525.00	\$ 475.00	\$ 775.00	\$ 2,851,500.00
TOTAL PROJECTED EXPENSES		\$ 866,133.37	\$ 132,133.33	\$ 42,333.33	\$ 104,333.33	\$ 200,633.33	\$ 39,583.33	\$ 49,633.33	\$ 388,283.33	\$ 31,983.33	\$ 412,483.33	\$ 535,013.33	\$ 42,133.33	\$ 2,844,680.00
Measure A Reserves														
		\$ 470,201.00												\$ 470,201.00

LY \$ Totals		\$ Change YOY		% Change YOY	
\$ 10,000.00		\$261,800.00		2618.00%	
\$ 1,878,280.00		\$94,600.00		5.04%	
\$ 650,000.00		(\$50,000.00)		-7.69%	
\$ 2,394,400.00		\$457,100.00		19.09%	
\$ 2,394,335.44		\$450,344.56		18.81%	

OVERHEAD - Measure A

Mammoth Lakes Tourism

2025-26 Budget

Expense Accounts		July	August	September	October	November	December	January	February	March	April	May	June	Total
Destination Stewardship Plan - 62460		\$ 59,833.37	\$ 11,833.33	\$ 11,833.33	\$ 16,833.33	\$ 11,833.33	\$ 11,833.33	\$ 11,833.33	\$ 16,833.33	\$ 11,833.33	\$ 11,833.33	\$ 11,833.33	\$ 11,833.33	\$ 200,000.00
CWC Staffing assistance		\$ 17,500.00			\$ 17,500.00			\$ 17,500.00			\$ 17,500.00			\$ 70,000.00
PAC contributions (Non-Measure A funds)		\$ -	\$ -	\$ 600.00	\$ -	\$ -	\$ 300.00	\$ -	\$ 300.00	\$ -	\$ -	\$ 600.00	\$ -	\$ 1,800.00
Total By Month		\$ 77,333.37	\$ 11,833.33	\$ 12,433.33	\$ 34,333.33	\$ 11,833.33	\$ 12,133.33	\$ 29,333.33	\$ 17,133.33	\$ 11,833.33	\$ 29,333.33	\$ 12,433.33	\$ 11,833.33	\$ 271,800.00

LY \$ Totals		\$ Change YOY		% Change YOY	
\$ 10,000.00					
\$ -					
\$ -					
		\$0.00			
\$ 10,000.00		\$261,800.00		2618%	

MARKETING - Measure A

Mammoth Lakes Tourism
2025-26 Budget

Expense Accounts														% Change		
	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	YOY
Air Subsidy - 63010 - A																
MMH & BIH Air Subsidy	\$ 750,000.00	\$ -	\$ -		\$ 55,000.00	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ 500,000.00	\$ 15,000.00	\$ 1,520,000.00	\$ 950,000.00	\$ 570,000.00	
Total By Month 63010	\$ 750,000.00	\$ -	\$ -	\$ -	\$ 55,000.00	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ 500,000.00	\$ 15,000.00	\$ 1,520,000.00	\$ 950,000.00	\$ 570,000.00	60.00%
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	\$ -	0.00%
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	\$ 54,000.00	\$ -	0.00%
Mammoth Lakes History Museum - History Trolley	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,800.00	\$ (15,800.00)	-100.00%
Community Sentiment (DA)	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
68010-A LA Kings Partnership	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 100,000.00	\$ -	0.00%
Clean up the Lake	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,000.00	\$ (27,000.00)	-100.00%
Air Intercepts (TSY)	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ 20,000.00	\$ 27,000.00	\$ (7,000.00)	-25.93%
The Shipyard Monthly Program Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 170,000.00	\$ (170,000.00)	-100.00%
TSY Management Fee Community Engagement	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	\$ (20,000.00)	-100.00%
The Shipyard In-Market Stewardship Extension	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 68,000.00	\$ (68,000.00)	-100.00%
Ad Tracking / Campaign ROI (SMARI)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 54,000.00	\$ (54,000.00)	-100.00%
Growth Marketing (SEO Tempest)	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 30,000.00	\$ 48,000.00	\$ (18,000.00)	-37.50%
Total By Month 63040	\$ 9,500.00	\$ 109,500.00	\$ 17,500.00	\$ 7,000.00	\$ 7,000.00	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00	\$ 19,500.00	\$ 7,000.00	\$ 7,000.00	\$ 222,000.00	\$ 659,549.50	\$ (437,549.50)	-66.34%
	\$ -	\$ -	\$ -													
Giveaway Promotion - 63140-A																
Travel Show Giveaway	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ 6,000.00	\$0.00	0.00%
Travel Packages/Promotions	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ 3,000.00	\$ -	\$ -		\$ 3,000.00	\$ 3,000.00		\$ 12,000.00	\$ 12,000.00	\$0.00	0.00%
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	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	\$ 30,000.00	\$0.00	0.00%
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	\$ 33,000.00	\$0.00	0.00%
Community Engagement Mktg (Abbi Agency)	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Fishmas Signage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00	\$ 7,000.00	\$ (2,000.00)	-28.57%
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	\$ 13,780.00	\$0.00	0.00%
Visitor Guide Design & Printing	\$ -	\$ -	\$ -	\$ 56,000.00	\$ 8,000.00	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 65,500.00	\$ 65,500.00	\$0.00	0.00%
Local Video/photo Series	\$ 2,000.00	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 8,000.00	\$ 2,500.00	\$5,500.00	220.00%
Website Content (blogs/trip ideas/videos)	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 6,000.00	\$ 8,400.00	\$ (2,400.00)	-28.57%
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	\$ 3,200.00	\$0.00	0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
MLT Miscellaneous	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00	\$ 6,000.00	\$ 6,000.00	\$0.00	0.00%
Brand Book	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 35,000.00	\$ (35,000.00)	-100.00%
Total by Month 63270-T	\$ 9,800.00	\$ 9,800.00	\$ 5,800.00	\$ 59,000.00	\$ 18,800.00	\$ 5,650.00	\$ 2,800.00	\$ 650.00	\$ 4,650.00	\$ 9,650.00	\$ 6,580.00	\$ 7,300.00	\$ 140,480.00	\$ 174,380.00	\$ (33,900.00)	-19.44%
Website Development and Maintenance- 66020 - A																
New Website & CRM management systems	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ (10,000.00)	-100.00%
Tempest Annual Subscription Suite Fee	\$ 13,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,500.00	\$ 13,500.00	\$0.00	0.00%
Content Development	\$ -	\$ -	\$ 600.00	\$ -	\$ -	\$ 6,300.00	\$ -	\$ 10,000.00	.	\$ -	\$ -	\$ -	\$ 16,900.00	\$ 69,600.00	\$ (52,700.00)	-75.72%
Total By Month 66020	\$ 13,500.00	\$ -	\$ 600.00	\$ -	\$ -	\$ 6,300.00	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ 30,400.00	\$ 93,100.00	\$ (62,700.00)	-67.35%
Media - 66060 - A																
Local Paid Advertising	\$ 5,000.00		\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 30,000.00	\$ 31,000.00	\$ (1,000.00)	
Total By Month 66060	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ 30,000.00	\$ 31,000.00	\$ (1,000.00)	-3.23%
Hosting - 66130-A																
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total By Month 66130	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Totals	\$ 788,800.00	\$ 120,300.00	\$ 29,900.00	\$ 70,000.00	\$ 88,800.00	\$ 27,450.00	\$ 20,300.00	\$ 221,150.00	\$ 20,150.00	\$ 33,150.00	\$ 522,580.00	\$ 30,300.00	\$ 1,972,880.00	\$ 1,938,029.50	\$ 34,850.50	1.80%

EVENTS - Measure A

Mammoth Lakes Tourism

2025-26 Budget

Expense Accounts		July	August	September	October	November	December	January	February	March	April	May	June	Total
Event Funding - 68030		\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ 150,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ 600,000.00
Total By Month		\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ 150,000.00	\$ -	\$ 350,000.00	\$ -	\$ -	\$ 600,000.00

LY \$ Totals		\$ Change YOY		% Change YOY
\$ 650,000.00				
\$ 650,000.00		(\$50,000.00)		-8%

REVENUE - Measure A

Mammoth Lakes Tourism

2025-26 Budget

		Account #	July	August	September	October	November	December	January	February	March	April	May	June	Total
NON-MEASURE A FUNDS															
Sponsorship		40500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Crib Rental Income from Staff			\$ 200.00		\$ 200.00		\$ 200.00		\$ 200.00		\$ 200.00		\$ 200.00		\$ 1,200.00
Brochure Distribution Revenue		40900	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 3,300.00
Retail Sales/Licensing Fees		40310	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ 2,000.00
Total Non- Measure A Funds			\$ 475.00	\$ 275.00	\$ 975.00	\$ 275.00	\$ 475.00	\$ 775.00	\$ 475.00	\$ 275.00	\$ 975.00	\$ 275.00	\$ 475.00	\$ 775.00	\$ 6,500.00
MEASURE A FUNDS															
TOT Payments from TOML		40600	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 431,250.00	\$ -	\$ -	\$ 1,725,000.00
Measure A Reserve to Balance Budget		40400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Event Funding Support (Tourism Reserve)		40400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350,000.00
Destination Stewardship Plan (Tourism Reserve)		TBD	\$ 200,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Air Subsidy TOML (Tourism Reserve?)		TBD	\$ -	\$ -	\$ 300,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00
LA Kings Partnership (Tourism Reserve)		47110	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00
Spartan Race (Tourism Reserve)		47210	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00
California Welcome Center staffing support		TBD	\$ 70,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Estimated Total Measure A Revenue			\$ 701,725.00	\$ 275.00	\$ 400,975.00	\$ 431,525.00	\$ 100,475.00	\$ 775.00	\$ 781,725.00	\$ 275.00	\$ 975.00	\$ 431,525.00	\$ 475.00	\$ 775.00	\$ 2,851,500.00

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 20,000.00	(\$20,000.00)	-100%
\$ 1,200.00		
\$ 2,400.00	\$900.00	38%
\$ 2,000.00	\$0.00	0%
\$ 25,600.00		
\$ 1,725,000.00	\$0.00	0%
\$ 15,000.00	(\$15,000.00)	-100%
\$ 350,000.00	\$0.00	0%
\$ -		
\$ 300,000.00	\$0.00	0%
\$ 100,000.00	\$0.00	0%
\$ 250,000.00	(\$150,000.00)	-60%
\$ -		
\$ 2,765,600.00	\$85,900.00	3%

**Mammoth Lakes Tourism
2025-26 Budget**

[illegible]