

TBID SUMMARY

Mammoth Lakes Tourism

2025-26 TBID Budget

| Expense Accounts                        | July              | August        | September      | October         | November      | December        | January         | February        | March           | April         | May           | June          | Total           | LY \$ Totals    | \$ Change YOY  | % Change YOY |
|-----------------------------------------|-------------------|---------------|----------------|-----------------|---------------|-----------------|-----------------|-----------------|-----------------|---------------|---------------|---------------|-----------------|-----------------|----------------|--------------|
| 100% Wages & Payroll Taxes              | \$ 94,177.05      | \$ 94,177.05  | \$ 94,177.05   | \$ 94,594.23    | \$ 94,594.23  | \$ 94,594.23    | \$ 94,594.23    | \$ 94,594.23    | \$ 94,594.23    | \$ 94,594.23  | \$ 94,594.23  | \$ 236,461.64 | \$ 1,275,746.63 | \$ 1,074,577.90 | \$201,168.73   | 18.72%       |
| 100% Benefits (401k + Health Insurance) | \$ 11,200.00      | \$ 11,200.00  | \$ 11,200.00   | \$ 11,200.00    | \$ 11,200.00  | \$ 11,200.00    | \$ 11,200.00    | \$ 11,200.00    | \$ 11,200.00    | \$ 11,200.00  | \$ 11,200.00  | \$ 11,200.00  | \$ 134,400.00   | \$ 120,000.00   | \$14,400.00    | 12.00%       |
| Overhead                                | \$ 40,205.00      | \$ 22,255.00  | \$ 18,380.00   | \$ 40,330.00    | \$ 240,170.00 | \$ 32,680.00    | \$ 43,610.00    | \$ 36,780.00    | \$ 31,330.00    | \$ 30,480.00  | \$ 17,880.00  | \$ 17,580.00  | \$ 571,680.00   | \$ 553,360.00   | \$18,320.00    | 3.31%        |
| Marketing                               | \$ 1,337,779.50   | \$ 129,334.00 | \$ 153,572.00  | \$ 272,186.50   | \$ 353,630.00 | \$ 205,222.00   | \$ 1,219,586.50 | \$1,139,834.00  | \$ 109,802.00   | \$ 72,256.50  | \$ 99,707.00  | \$ 523,552.00 | \$ 5,616,462.00 | \$ 6,017,837.71 | (\$401,375.71) | -6.67%       |
| Sales                                   | \$ 327,500.00     | \$ 16,000.00  | \$ 10,000.00   | \$ 24,000.00    | \$ 2,500.00   | \$ -            | \$ 22,000.00    | \$ 4,000.00     | \$ 28,500.00    | \$ 3,000.00   | \$ 24,500.00  | \$ -          | \$ 462,000.00   | \$ 505,000.00   | (\$43,000.00)  | -8.51%       |
| Communications & PR                     | \$ 28,825.00      | \$ 16,675.00  | \$ 15,675.00   | \$ 20,025.00    | \$ 26,175.00  | \$ 28,175.00    | \$ 31,975.00    | \$ 20,875.00    | \$ 19,225.00    | \$ 20,525.00  | \$ 16,850.00  | \$ 15,675.00  | \$ 260,675.00   | \$ 307,504.00   | (\$46,829.00)  | -15.23%      |
| Events                                  | \$ 8,850.00       | \$ 7,350.00   | \$ 4,850.00    | \$ -            | \$ -          | \$ 250.00       | \$ -            | \$ -            | \$ 8,000.00     | \$ 4,250.00   | \$ 6,500.00   | \$ 6,500.00   | \$ 46,550.00    | \$ 50,000.00    | (\$3,450.00)   | -6.90%       |
| Community Engagement                    | \$ 31,925.00      | \$ 29,449.00  | \$ 45,625.00   | \$ 21,319.00    | \$ 8,550.00   | \$ 16,550.00    | \$ 17,050.00    | \$ 16,550.00    | \$ 7,525.00     | \$ 4,550.00   | \$ 6,400.00   | \$ 4,550.00   | \$ 210,043.00   | \$ 67,800       | \$142,243.00   | 209.80%      |
| BUDGETED TBID EXPENSES                  | \$ 1,880,461.55   | \$ 326,440.05 | \$ 353,479.05  | \$ 483,654.73   | \$ 736,819.23 | \$ 388,671.23   | \$ 1,440,015.73 | \$1,323,833.23  | \$ 310,176.23   | \$ 240,855.73 | \$ 277,631.23 | \$ 815,518.64 | \$ 8,577,556.63 | \$ 8,696,079.61 | (\$118,522.98) | -1.36%       |
| BUDGETED TBID REVENUE                   | \$ 490,000.00     | \$ 455,000.00 | \$ 320,000.00  | \$ 245,000.00   | \$ 400,000.00 | \$ 1,035,000.00 | \$ 1,125,000.00 | \$1,160,000.00  | \$ 1,005,000.00 | \$ 560,000.00 | \$ 270,000.00 | \$ 335,000.00 | \$ 7,400,000.00 | \$ 7,200,000.00 | \$200,000.00   | 2.78%        |
| TBID Penalties and Interest             | \$ 2,500.00       | \$ 4,500.00   | \$ 5,500.00    | \$ 4,500.00     | \$ 4,500.00   | \$ 5,000.00     | \$ 8,500.00     | \$ 9,000.00     | \$ 6,500.00     | \$ 3,500.00   | \$ 2,500.00   | \$ 3,500.00   | \$ 60,000.00    | \$ 52,500       | \$7,500.00     | 14.29%       |
| TBID Tier 1 & 2 Fees                    | \$ -              | \$ -          | \$ -           | \$ -            | \$ -          | \$ 3,000.00     | \$ 4,750.00     | \$ 750.00       | \$ -            | \$ -          | \$ -          | \$ -          | \$ 8,500.00     | \$ 8,500        | \$0.00         | 0.00%        |
| TBID Interest on Investments            | \$ -              | \$ 1,100.00   | \$ -           | \$ 3,500.00     | \$ 1,200.00   | \$ 4,750.00     | \$ 7,000.00     | \$ 8,000.00     | \$ 6,000.00     | \$ 2,000.00   | \$ 1,000.00   | \$ 1,000.00   | \$ 35,550.00    | \$ 35,550       | \$0.00         | 0.00%        |
| Possible Outside Air Subsidy Support    | \$ -              | \$ -          | \$ -           | \$ -            | \$ 510,000.00 | \$ -            | \$ -            | \$ -            | \$ -            | \$ -          | \$ -          | \$ 550,000.00 | \$ 1,060,000.00 | \$ 500,000      | \$560,000.00   | 112.00%      |
| PROJECTED OVERALL REVENUE               | \$ 492,500.00     | \$ 460,600.00 | \$ 325,500.00  | \$ 253,000.00   | \$ 915,700.00 | \$ 1,047,750.00 | \$ 1,145,250.00 | \$1,177,750.00  | \$ 1,017,500.00 | \$ 565,500.00 | \$ 273,500.00 | \$ 889,500.00 | \$ 8,564,050.00 | \$ 7,796,550    | \$767,500.00   | 9.84%        |
| Projected Budget Surplus/Shortfall      | \$ (1,387,961.55) | \$ 134,159.95 | \$ (27,979.05) | \$ (230,654.73) | \$ 178,880.77 | \$ 659,078.77   | \$ (294,765.73) | \$ (146,083.23) | \$ 707,323.77   | \$ 324,644.27 | \$ (4,131.23) | \$ 73,981.36  | \$ (13,506.63)  | \$ 899,530      | (\$913,036.24) | -101.50%     |
| TBID Reserves to Balance Budget         |                   | \$ -          | \$ -           | \$ -            | \$ -          | \$ -            | \$ -            | \$ -            | \$ -            | \$ -          | \$ -          | \$ -          | \$ -            | \$ 899,530      | (\$899,529.61) | -100.00%     |
| Protected 2023-24 TBID Carryover        | \$ -              | \$ -          | \$ -           | \$ -            | \$ -          | \$ -            | \$ -            | \$ -            | \$ -            | \$ -          | \$ -          | \$ -          | \$ -            |                 |                |              |
| Available TBID Reserves                 |                   |               |                |                 |               |                 |                 |                 |                 |               |               |               |                 |                 |                |              |
| TBID Reserve Funding (CDARS)            | 1,756,791.00      |               |                |                 |               |                 |                 |                 |                 |               |               |               | \$ 1,756,791.00 | \$ 2,755,258    | (\$998,466.67) | -36.24%      |

OVERHEAD

Mammoth Lakes Tourism  
2025-26 TBID Budget

| Expense Accounts                  |         | July         | August      | September   | October      | November     | December    | January     | February    | March       | April       | May         | June        | Total        |
|-----------------------------------|---------|--------------|-------------|-------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                                   |         |              |             |             |              |              |             |             |             |             |             |             |             |              |
|                                   |         |              |             |             |              |              |             |             |             |             |             |             |             |              |
| TOML Processing Fee 2%            | 62380   | \$ 9,800     | \$ 9,100    | \$ 6,400    | \$ 4,900     | \$ 8,000     | \$ 20,700   | \$ 22,500   | \$ 23,200   | \$ 20,100   | \$ 11,200   | \$ 5,400    | \$ 6,700    | \$ 148,000   |
| Tourism Infrastructure Commitment | RESERVE | \$ -         | \$ -        | \$ -        | \$ -         | \$ 175,000   | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ 175,000   |
| Accounting Services               | 62020   | \$ 2,750.00  | \$ 2,500.00 | \$ 3,000.00 | \$ 17,000.00 | \$ 33,000.00 | \$ 3,000.00 | \$ 4,000.00 | \$ 3,000.00 | \$ 1,750.00 | \$ 1,900.00 | \$ 1,900.00 | \$ 1,900.00 | \$ 75,700.00 |
| Legal Services                    | 62030   | \$ 500.00    | \$ 500.00   | \$ 500.00   | \$ 500.00    | \$ 500.00    | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 6,000.00  |
| Internet Access                   | 62040   | \$ 315.00    | \$ 315.00   | \$ 315.00   | \$ 315.00    | \$ 315.00    | \$ 315.00   | \$ 315.00   | \$ 315.00   | \$ 315.00   | \$ 315.00   | \$ 315.00   | \$ 315.00   | \$ 3,780.00  |
| Insurance (non-Health)            | 62270   | \$ 15,000.00 | \$ -        | \$ -        | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ 15,000.00 |
| Electricity                       | 62060   | \$ 450.00    | \$ 450.00   | \$ 450.00   | \$ 450.00    | \$ 450.00    | \$ 450.00   | \$ 450.00   | \$ 450.00   | \$ 450.00   | \$ 450.00   | \$ 450.00   | \$ 450.00   | \$ 5,400.00  |
| Janitorial Services               | 62080   | \$ 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  |
| Phones - Landlines                | 62090   | \$ 525.00    | \$ 525.00   | \$ 525.00   | \$ 525.00    | \$ 525.00    | \$ 525.00   | \$ 525.00   | \$ 525.00   | \$ 525.00   | \$ 525.00   | \$ 525.00   | \$ 525.00   | \$ 6,300.00  |
| Phones - Cellular                 | 62100   | \$ 900.00    | \$ 900.00   | \$ 900.00   | \$ 900.00    | \$ 900.00    | \$ 900.00   | \$ 900.00   | \$ 900.00   | \$ 900.00   | \$ 900.00   | \$ 900.00   | \$ 900.00   | \$ 10,800.00 |
| Copier Lease & Usage              | 62110   | \$ 720.00    | \$ 720.00   | \$ 720.00   | \$ 720.00    | \$ 720.00    | \$ 720.00   | \$ 900.00   | \$ 720.00   | \$ 720.00   | \$ 720.00   | \$ 720.00   | \$ 720.00   | \$ 8,820.00  |
| Postage Machine Lease             | 62130   | \$ -         | \$ 675.00   | \$ -        | \$ -         | \$ 600.00    | \$ -        | \$ -        | \$ 600.00   | \$ -        | \$ -        | \$ 600.00   | \$ -        | \$ 2,475.00  |
| Postage                           | 62140   | \$ 800.00    | \$ 800.00   | \$ 800.00   | \$ 800.00    | \$ 800.00    | \$ 800.00   | \$ 800.00   | \$ 800.00   | \$ 800.00   | \$ 800.00   | \$ 800.00   | \$ 800.00   | \$ 9,600.00  |
| Office Supplies                   | 62160   | \$ 550.00    | \$ 550.00   | \$ 550.00   | \$ 550.00    | \$ 550.00    | \$ 550.00   | \$ 550.00   | \$ 550.00   | \$ 550.00   | \$ 550.00   | \$ 550.00   | \$ 550.00   | \$ 6,600.00  |
| MLT Promtional Items              | 62440   | \$ 2,500.00  | \$ -        | \$ -        | \$ 2,500.00  | \$ -         | \$ -        | \$ 2,500.00 | \$ -        | \$ -        | \$ 2,500.00 | \$ -        | \$ -        | \$ 10,000.00 |
| Bank Charges                      | 62250   | \$ 25.00     | \$ 25.00    | \$ 25.00    | \$ 25.00     | \$ 25.00     | \$ 25.00    | \$ 25.00    | \$ 25.00    | \$ 25.00    | \$ 25.00    | \$ 25.00    | \$ 25.00    | \$ 300.00    |
| Building Repairs & Maintenance    | 62320   | \$ 200.00    | \$ -        | \$ -        | \$ 200.00    | \$ -         | \$ -        | \$ 200.00   | \$ -        | \$ -        | \$ 200.00   | \$ -        | \$ -        | \$ 800.00    |
| Vehicle Maintenance               | 62190   | \$ 250.00    | \$ -        | \$ -        | \$ 1,250.00  | \$ -         | \$ -        | \$ 250.00   | \$ -        | \$ -        | \$ 700.00   | \$ -        | \$ -        | \$ 2,450.00  |
| Gas                               | 62200   | \$ 300.00    | \$ 300.00   | \$ 300.00   | \$ 300.00    | \$ 300.00    | \$ 300.00   | \$ 300.00   | \$ 300.00   | \$ 300.00   | \$ 300.00   | \$ 300.00   | \$ 300.00   | \$ 3,600.00  |
| Uniforms                          | 62210   | \$ -         | \$ -        | \$ -        | \$ 500.00    | \$ -         | \$ -        | \$ -        | \$ -        | \$ 500.00   | \$ -        | \$ -        | \$ -        | \$ 1,000.00  |
| IT Support                        | 62220   | \$ 1,600.00  | \$ 1,600.00 | \$ 1,600.00 | \$ 1,600.00  | \$ 1,600.00  | \$ 1,600.00 | \$ 1,600.00 | \$ 1,600.00 | \$ 1,600.00 | \$ 1,600.00 | \$ 1,600.00 | \$ 1,600.00 | \$ 19,200.00 |
| Property Taxes                    | 62370   | \$ 725.00    | \$ -        | \$ -        | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ 725.00    |
| Employee Benefits                 | 61020   | \$ -         | \$ -        | \$ -        | \$ 5,000.00  | \$ 13,590.00 | \$ -        | \$ 5,000.00 | \$ -        | \$ -        | \$ 5,000.00 | \$ -        | \$ -        | \$ 28,590.00 |
| Employee Professional Development | 62470   | \$ -         | \$ 1,000.00 | \$ -        | \$ -         | \$ 1,000.00  | \$ -        | \$ -        | \$ 1,000.00 | \$ -        | \$ -        | \$ 1,000.00 | \$ -        | \$ 4,000.00  |
| Bad Debt Expense                  | 62390   | \$ 20.00     | \$ 20.00    | \$ 20.00    | \$ 20.00     | \$ 20.00     | \$ 20.00    | \$ 20.00    | \$ 20.00    | \$ 20.00    | \$ 20.00    | \$ 20.00    | \$ 20.00    | \$ 240.00    |
| Insperity HR Fees                 | 62450   | \$ 2,000.00  | \$ 2,000.00 | \$ 2,000.00 | \$ 2,000.00  | \$ 2,000.00  | \$ 2,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 24,000.00 |
|                                   |         |              |             |             |              |              |             |             |             |             |             |             |             |              |
| Totals:                           |         | \$ 40,205    | \$ 22,255   | \$ 18,380   | \$ 40,330    | \$ 240,170   | \$ 32,680   | \$ 43,610   | \$ 36,780   | \$ 31,330   | \$ 30,480   | \$ 17,880   | \$ 17,580   | \$ 571,680   |

| LY \$ Totals  |  | \$ Change YOY |  | % Change YOY |  |
|---------------|--|---------------|--|--------------|--|
| \$ 144,000    |  | \$4,000.00    |  | 3%           |  |
| \$ 175,000    |  |               |  |              |  |
| \$ 62,100.00  |  | \$13,600.00   |  | 22%          |  |
| \$ 9,000.00   |  | (\$3,000.00)  |  | -33%         |  |
| \$ 3,780.00   |  | \$0.00        |  | 0%           |  |
| \$ 14,000.00  |  | \$1,000.00    |  | 7%           |  |
| \$ 5,400.00   |  | \$0.00        |  | 0%           |  |
| \$ 3,000.00   |  | \$300.00      |  | 10%          |  |
| \$ 8,100.00   |  | (\$1,800.00)  |  | -22%         |  |
| \$ 10,800.00  |  | \$0.00        |  | 0%           |  |
| \$ 8,820.00   |  | \$0.00        |  | 0%           |  |
| \$ 2,475.00   |  | \$0.00        |  |              |  |
| \$ 4,600.00   |  | \$5,000.00    |  | 109%         |  |
| \$ 9,000.00   |  | (\$2,400.00)  |  | -27%         |  |
| \$ 10,000.00  |  | \$0.00        |  | 0%           |  |
| \$ 1,080.00   |  | (\$780.00)    |  | -72%         |  |
| \$ 800.00     |  | \$0.00        |  | 0%           |  |
| \$ 2,450.00   |  | \$0.00        |  | 0%           |  |
| \$ 6,600.00   |  | (\$3,000.00)  |  | -45%         |  |
| \$ 4,000.00   |  | (\$3,000.00)  |  | -75%         |  |
| \$ 16,800.00  |  | \$2,400.00    |  | 14%          |  |
| \$ 725.00     |  | \$0.00        |  | 0%           |  |
| \$ 28,590.00  |  | \$0.00        |  | 0%           |  |
| \$ 10,000.00  |  | (\$6,000.00)  |  | -60%         |  |
| \$ 240.00     |  | \$0.00        |  | 0%           |  |
| \$ 12,000.00  |  | \$12,000.00   |  | 100%         |  |
| \$ 553,360.00 |  | \$18,320.00   |  | 3%           |  |

MARKETING

Mammoth Lakes Tourism

2025-26 TBID Budget

| Expense Accounts                                           | July          | August      | September   | October      | November      | December    | January        | February        | March       | April       | May          | June          | Total           | LY \$ Totals    | \$ Change YOY | % Change YOY |
|------------------------------------------------------------|---------------|-------------|-------------|--------------|---------------|-------------|----------------|-----------------|-------------|-------------|--------------|---------------|-----------------|-----------------|---------------|--------------|
| Air Service 63010-T                                        |               |             |             |              |               |             |                |                 |             |             |              |               | \$ -            |                 |               |              |
| United Airlines Subsidy                                    | \$ 800,000.00 | \$ -        | \$ -        | \$ -         | \$ 166,346.00 | \$ -        | \$1,000,000.00 | \$ 1,000,000.00 | \$ -        | \$ -        | \$ -         | \$ 400,000.00 | \$ 3,366,346.00 | \$ 2,232,000.00 | 1,134,346.00  | 50.82%       |
| Advanced Airlines Subsidy                                  | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ 767,000.00   | (767,000.00)  | -100.00%     |
| Air Service Transportation Subsidy & MMH Diversions        | \$ 2,000.00   | \$ 2,000.00 | \$ -        | \$ -         | \$ -          | \$ 7,500.00 | \$ 7,500.00    | \$ 7,500.00     | \$ 2,500.00 | \$ -        | \$ -         | \$ -          | \$ 29,000.00    | \$ 25,000.00    | 4,000.00      | 16.00%       |
|                                                            |               |             |             |              |               |             |                |                 |             |             |              |               | \$ -            |                 |               |              |
| Total by Month 63010-T                                     | \$ 802,000.00 | \$ 2,000.00 | \$ -        | \$ -         | \$ 166,346.00 | \$ 7,500.00 | \$ 1,007,500   | \$ 1,007,500.00 | \$ 2,500.00 | \$ -        | \$ -         | \$ 400,000.00 | \$ 3,395,346.00 | \$ 3,024,000.00 | 371,346.00    | 12.28%       |
| Research - 63020-T                                         |               |             |             |              |               |             |                |                 |             |             |              |               |                 |                 |               |              |
| Economic Impact/Visitor Volume (DA)                        | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ 26,800.00    | (26,800.00)   | -100.00%     |
| Ad Tracking / Campaign ROI (SMARI)                         | \$ -          | \$ -        | \$ -        | \$ 27,000.00 | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ 27,000.00  | \$ 54,000.00    | \$ 54,000.00    | 0.00          | 0.00%        |
| Destination Think                                          | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ 12,000.00    | (12,000.00)   | -100.00%     |
| TBD Q3-4 Geo Location Parrtner                             | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ -            |               |              |
| -TSY Program Management                                    | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ -            |               |              |
| AirDNA/STR/Occupancy Reporting                             | \$ 1,200.00   | \$ 1,200.00 | \$ 1,200.00 | \$ 1,200.00  | \$ 1,200.00   | \$ 1,200.00 | \$ 1,200.00    | \$ 1,200.00     | \$ 1,200.00 | \$ 1,200.00 | \$ 1,200.00  | \$ 1,200.00   | \$ 14,400.00    | \$ 12,000.00    | 2,400.00      | 20.00%       |
| Visa Vue Domestic Data                                     | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ 8,078.00  | \$ -          | \$ 8,078.00     | \$ 9,000.00     | (922.00)      | -10.24%      |
| Tourism Economics                                          | \$ -          | \$ -        | \$ 8,368.00 | \$ -         | \$ -          | \$ 8,368.00 | \$ -           | \$ -            | \$ 8,368.00 | \$ -        | \$ -         | \$ 8,368.00   | \$ 33,472.00    | \$ 32,472.00    | 1,000.00      | 3.08%        |
| Intopia                                                    | \$ 6,602.50   | \$ -        | \$ -        | \$ 6,602.50  | \$ -          | \$ -        | \$ 6,602.50    | \$ -            | \$ -        | \$ 6,602.50 | \$ -         | \$ -          | \$ 26,410.00    | \$ 28,725.00    | (2,315.00)    | -8.06%       |
| Total by Month 63020-T                                     | \$ 7,802.50   | \$ 1,200.00 | \$ 9,568.00 | \$ 34,802.50 | \$ 1,200.00   | \$ 9,568.00 | \$ 7,802.50    | \$ 1,200.00     | \$ 9,568.00 | \$ 7,802.50 | \$ 9,278.00  | \$ 36,568.00  | \$ 136,360.00   | \$ 174,997.00   | (37,322.00)   | -21.33%      |
| Contract Services - 63040-T                                |               |             |             |              |               |             |                |                 |             |             |              |               |                 |                 |               |              |
| The Shipyard Monthly Program Management                    | \$ 170,000.00 | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 170,000.00   | \$ 170,000.00   | 0.00          | 0.00%        |
| TSY Seasonal Campaigns                                     | \$ 65,000.00  | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 65,000.00    | \$ 65,000.00    | 0.00          | 0.00%        |
| The Shipyard In-Market Stewardship Extension Fee           | \$ 68,000.00  | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 68,000.00    | \$ 68,000.00    | 0.00          | 0.00%        |
| Total by Month 63040-T                                     | \$ 303,000.00 | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 303,000.00   | \$ 303,000.00   | 0.00          | 0.00%        |
| Collateral Distribution - 63052-T                          |               |             |             |              |               |             |                |                 |             |             |              |               |                 |                 |               |              |
| Visitor Guide                                              | \$ 14,000.00  | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ 1,000.00    | \$ -            | \$ -        | \$ -        | \$ 2,000.00  | \$ -          | \$ 17,000.00    | \$ 17,000.00    | 0.00          | 0.00%        |
| Misc Shipping                                              | \$ -          | \$ -        | \$ 1,000.00 | \$ -         | \$ -          | \$ 1,000.00 | \$ -           | \$ -            | \$ 3,000.00 | \$ -        | \$ -         | \$ -          | \$ 5,000.00     | \$ 5,000.00     | 0.00          | 0.00%        |
| Total By Month 63052                                       | \$ 14,000.00  | \$ -        | \$ 1,000.00 | \$ -         | \$ -          | \$ 1,000.00 | \$ 1,000.00    | \$ -            | \$ 3,000.00 | \$ -        | \$ 2,000.00  | \$ -          | \$ 22,000.00    | \$ 22,000.00    | 0.00          | 0.00%        |
| Giveaway Promotion - 63140-T                               | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            |                 |               |              |
| Total By Month 63140                                       | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ -            | 0.00          |              |
| Industry Training - 63160 - T                              |               |             |             |              |               |             |                |                 |             |             |              |               |                 |                 |               |              |
| Visit California Outlook Forum (3)                         | \$ -          | \$ -        | \$ -        | \$ -         | \$ 2,700.00   | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 2,700.00     | \$ 2,700.00     | 0.00          | 0.00%        |
| ESTO (US Travel) (1)                                       | \$ 1,250.00   | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 1,250.00     | \$ 1,250.00     | 0.00          | 0.00%        |
| DI Annual Convention (1)                                   | \$ 1,095.00   | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 1,095.00     | \$ 1,095.00     | 0.00          | 0.00%        |
| California Travel Summit (1)                               | \$ 1,298.00   | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 1,298.00     | \$ 1,298.00     | 0.00          | 0.00%        |
| Destination Capitol Hill (US Travel)                       | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ 170.00       | \$ -        | \$ -        | \$ -         | \$ -          | \$ 170.00       | \$ 170.00       | 0.00          | 0.00%        |
| CalTravel Rally Day/Board Meetings                         | \$ -          | \$ -        | \$ 170.00   | \$ -         | \$ -          | \$ 170.00   | \$ -           | \$ 680.00       | \$ -        | \$ 170.00   | \$ -         | \$ -          | \$ 1,190.00     | \$ 1,190.00     | 0.00          | 0.00%        |
| Skill Training & Team Building                             | \$ -          | \$ -        | \$ 250.00   | \$ -         | \$ -          | \$ 250.00   | \$ -           | \$ -            | \$ 250.00   | \$ -        | \$ -         | \$ 250.00     | \$ 1,000.00     | \$ 1,000.00     | 0.00          | 0.00%        |
| Total By Month 63160                                       | \$ 3,643.00   | \$ -        | \$ 420.00   | \$ -         | \$ 2,700.00   | \$ 420.00   | \$ -           | \$ 850.00       | \$ 250.00   | \$ 170.00   | \$ -         | \$ 250.00     | \$ 8,703.00     | \$ 8,703.00     | 0.00          | 0.00%        |
| Experiential - 63170-T                                     |               |             |             |              |               |             |                |                 |             |             |              |               |                 |                 |               |              |
| Fred Hall Outdoor Show Long Beac + Additional Fishing Show | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           |                 | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ 12,000.00    | (12,000.00)   | -100.00%     |
| Travel Adventure Show                                      | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        |              | \$ -          | \$ -            | \$ 8,000.00     | (8,000.00)    | -100.00%     |
| Total by Month 63170-T                                     | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ 20,000.00    | (20,000.00)   | -100.00%     |
| Dues and Subscriptions - 63180 - T                         |               |             |             |              |               |             |                |                 |             |             |              |               |                 |                 |               |              |
| California Office of Tourism - CWC Association Dues        | \$ -          | \$ -        | \$ 1,250.00 | \$ -         | \$ -          | \$ 1,250.00 | \$ -           | \$ -            | \$ 1,250.00 | \$ -        | \$ -         | \$ 1,250.00   | \$ 5,000.00     | \$ 5,000.00     | 0.00          | 0.00%        |
| CalTravel Association                                      | \$ -          | \$ 8,000.00 | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 8,000.00     | \$ 8,000.00     | 0.00          | 0.00%        |
| Destinations International                                 | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ 10,145.00 | \$ -          | \$ 10,145.00    | \$ 9,560.00     | 585.00        | 6.12%        |
| US Travel Association                                      | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ 8,000.00     | (8,000.00)    | -100.00%     |
| Total By Month 63180                                       | \$ -          | \$ 8,000.00 | \$ 1,250.00 | \$ -         | \$ -          | \$ 1,250.00 | \$ -           | \$ -            | \$ 1,250.00 | \$ -        | \$ 10,145.00 | \$ 1,250.00   | \$ 23,145.00    | \$ 30,560.00    | (7,415.00)    | -24.26%      |
| Lodging - 63191-T                                          |               |             |             |              |               |             |                |                 |             |             |              |               |                 |                 |               |              |
| Fred Hall Outdoor Show Long Beach                          | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ 4,000.00     | (4,000.00)    | -100.00%     |
| Additional Fishing Show                                    | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ 4,000.00     | (4,000.00)    | -100.00%     |
| Travel Adventure Shows (SF)                                | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ -            | \$ 2,000.00     | (2,000.00)    | -100.00%     |
| Visit California Outlook Forum (2)                         | \$ -          | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ 3,000.00 | \$ -        | \$ -         | \$ -          | \$ 3,000.00     | \$ 3,500.00     | (500.00)      | -14.29%      |
| ESTO (US Travel) (1)                                       | \$ -          | \$ 1,250.00 | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 1,250.00     | \$ 1,000.00     | 250.00        | 25.00%       |
| DI Annual Convention (1)                                   | \$ 1,450.00   | \$ -        | \$ -        | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 1,450.00     | \$ 1,000.00     | 450.00        | 45.00%       |
| California Travel Summit (1)                               | \$ -          | \$ -        | \$ 1,250.00 | \$ -         | \$ -          | \$ -        | \$ -           | \$ -            | \$ -        | \$ -        | \$ -         | \$ -          | \$ 1,250.00     | \$ 1,000.00     | 250.00        | 25.00%       |
| CalTravel/CTS/Rally Day/Board Meetings                     | \$ -          | \$ 1,000.00 | \$ -        | \$ -         | \$ 1,000.00   | \$ -        | \$ -           | \$ 1,000.00     | \$ -        | \$ -        | \$ 1,000.00  | \$ -          | \$ 4,000.00     | \$ 4,000.00     | 0.00          | 0.00%        |
| Total by Month 63191-T                                     | \$ 1,450.00   | \$ 2,250.00 | \$ 1,250.00 | \$ -         | \$ 1,000.00   | \$ -        | \$ -           | \$ 1,000.00     | \$ 3,000.00 | \$ -        | \$ 1,000.00  | \$ -          | \$ 10,950.00    | \$ 20,500.00    | (9,550.00)    | -46.59%      |



[illegible]



|                                        |    |                 |               |               |               |               |               |                |                 |               |              |              |               |                 |                 |              |    |          |    |           |
|----------------------------------------|----|-----------------|---------------|---------------|---------------|---------------|---------------|----------------|-----------------|---------------|--------------|--------------|---------------|-----------------|-----------------|--------------|----|----------|----|-----------|
| Hardware/Software - 66120-T            |    |                 |               |               |               |               |               |                |                 |               |              |              |               |                 |                 |              |    |          |    |           |
| Miscellaneous                          | \$ | 200.00          | \$            | -             | \$            | 200.00        | \$            | -              | \$              | -             | \$           | 200.00       | \$            | -               | \$              | -            | \$ | 200.00   | \$ | 1,000.00  |
| Ipads                                  | \$ | -               | \$            | -             | \$            | -             | \$            | -              | \$              | -             | \$           | -            | \$            | -               | \$              | -            | \$ | -        | \$ | -         |
| Dropbox                                | \$ | 100.00          | \$            | 100.00        | \$            | 100.00        | \$            | 100.00         | \$              | 100.00        | \$           | -            | \$            | -               | \$              | -            | \$ | -        | \$ | 500.00    |
| Adobe License                          | \$ | 190.00          | \$            | 190.00        | \$            | 190.00        | \$            | 190.00         | \$              | 190.00        | \$           | 190.00       | \$            | 190.00          | \$              | 190.00       | \$ | 190.00   | \$ | 2,280.00  |
| Total By Month 66120                   | \$ | 490.00          | \$            | 290.00        | \$            | 490.00        | \$            | 290.00         | \$              | 290.00        | \$           | 390.00       | \$            | 190.00          | \$              | 190.00       | \$ | 390.00   | \$ | 3,780.00  |
| Hosting - 66130-T                      |    |                 |               |               |               |               |               |                |                 |               |              |              |               |                 |                 |              |    |          |    |           |
| iDSS (platform) Send - Email Marketing | \$ | 12,000.00       | \$            | 3,000.00      | \$            | -             | \$            | 3,000.00       | \$              | -             | \$           | -            | \$            | -               | \$              | -            | \$ | 4,000.00 | \$ | 26,000.00 |
| Sprout Social Analytics                | \$ | 167.00          | \$            | 167.00        | \$            | 167.00        | \$            | 167.00         | \$              | 167.00        | \$           | 167.00       | \$            | 167.00          | \$              | 167.00       | \$ | 167.00   | \$ | 2,004.00  |
| Survey Monkey                          | \$ | -               | \$            | -             | \$            | -             | \$            | -              | \$              | -             | \$           | -            | \$            | -               | \$              | -            | \$ | -        | \$ | -         |
| Monday                                 | \$ | 57.00           | \$            | 57.00         | \$            | 57.00         | \$            | 57.00          | \$              | 57.00         | \$           | 57.00        | \$            | 57.00           | \$              | 57.00        | \$ | 57.00    | \$ | 684.00    |
| Tempest Wesbiste hosting               | \$ | 4,800.00        | \$            | -             | \$            | -             | \$            | -              | \$              | -             | \$           | -            | \$            | -               | \$              | -            | \$ | -        | \$ | 4,800.00  |
| Total By Month 66130                   | \$ | 17,024.00       | \$            | 3,224.00      | \$            | 224.00        | \$            | 3,224.00       | \$              | 224.00        | \$           | 224.00       | \$            | 224.00          | \$              | 224.00       | \$ | 4,224.00 | \$ | 33,488.00 |
|                                        |    |                 |               |               |               |               |               |                |                 |               |              |              |               |                 |                 |              |    |          |    |           |
|                                        |    | \$ 1,337,779.50 | \$ 129,334.00 | \$ 153,572.00 | \$ 272,186.50 | \$ 353,630.00 | \$ 205,222.00 | \$ 1,219,586.5 | \$ 1,139,834.00 | \$ 109,802.00 | \$ 72,256.50 | \$ 99,707.00 | \$ 523,552.00 | \$ 5,616,462.00 | \$ 5,730,859.05 | (114,397.05) |    |          |    | -2.00%    |

SALES

Mammoth Lakes Tourism

2025-26 TBID Budget

| Expense Accounts                       | July          | August       | September    | October      | November    | December | January      | February    | March        | April       | May          | June | Total         |
|----------------------------------------|---------------|--------------|--------------|--------------|-------------|----------|--------------|-------------|--------------|-------------|--------------|------|---------------|
| Promotional items - 64150-T            |               |              |              |              |             |          |              |             |              |             |              |      |               |
|                                        | \$ -          | \$ -         | \$ 2,000.00  | \$ -         | \$ -        | \$ -     | \$ -         | \$ -        | \$ 2,000.00  | \$ -        | \$ -         | \$ - | \$ 4,000.00   |
| Total by Month 63052-T                 | \$ -          | \$ -         | \$ 2,000.00  | \$ -         | \$ -        | \$ -     | \$ -         | \$ -        | \$ 2,000.00  | \$ -        | \$ -         | \$ - | \$ 4,000.00   |
| International Sales Missions - 64010-T | \$ -          | \$5,000      | \$ -         | \$8,000      | \$ -        | \$ -     | \$5,000      | \$ -        | \$7,000      | \$ -        | \$10,000     | \$ - | \$ 35,000.00  |
| Total by Month                         | \$ -          | \$ 5,000     | \$ -         | \$ 8,000     | \$ -        | \$ -     | \$ 5,000     | \$ -        | \$ 7,000     | \$ -        | \$ 10,000    | \$ - | \$ 35,000.00  |
| Lodging- 64041- T                      | \$ -          | \$ 2,000     | \$ -         | \$ 4,000     | \$ -        | \$ -     | \$ 4,000     | \$ -        | \$ 4,000     | \$ -        | \$ 4,000     | \$ - | \$ 18,000.00  |
| Total by Month                         | \$ -          | \$ 2,000     | \$ -         | \$ 4,000     | \$ -        | \$ -     | \$ 4,000     | \$ -        | \$ 4,000     | \$ -        | \$ 4,000     | \$ - | \$ 18,000.00  |
| Gas / Milage - 64042-T                 | \$ -          | \$ 250       | \$ -         | \$ 250       | \$ -        | \$ -     | \$ 250       | \$ -        | \$ 250       | \$ -        | \$ 500       | \$ - | \$ 1,500.00   |
| Total by Month                         | \$ -          | \$ 250       | \$ -         | \$ 250       | \$ -        | \$ -     | \$ 250       | \$ -        | \$ 250       | \$ -        | \$ 500       | \$ - | \$ 1,500.00   |
| Airfare - 64043-T                      | \$ -          | \$ 3,000     | \$ -         | \$ 3,000     | \$ -        | \$ -     | \$ 3,000     | \$ -        | \$ 3,000     | \$ -        | \$ 3,000     | \$ - | \$ 15,000.00  |
| Total by Month                         | \$ -          | \$ 3,000     | \$ -         | \$ 3,000     | \$ -        | \$ -     | \$ 3,000     | \$ -        | \$ 3,000     | \$ -        | \$ 3,000     | \$ - | \$ 15,000.00  |
| Incidentals - 64044-T                  | \$ -          | \$ 250       | \$ -         | \$ 250       | \$ -        | \$ -     | \$ 250       | \$ -        | \$ 250       | \$ -        | \$ 500       | \$ - | \$ 1,500.00   |
| Total by Month                         | \$ -          | \$ 250       | \$ -         | \$ 250       | \$ -        | \$ -     | \$ 250       | \$ -        | \$ 250       | \$ -        | \$ 500       | \$ - | \$ 1,500.00   |
| Meals - 64050-T                        | \$ -          | \$ 1,000     | \$ -         | \$ 2,000     | \$ -        | \$ -     | \$ 1,000     | \$ -        | \$ 2,000     | \$ -        | \$ 2,000     | \$ - | \$ 8,000.00   |
| Total by Month                         | \$ -          | \$ 1,000     | \$ -         | \$ 2,000     | \$ -        | \$ -     | \$ 1,000     | \$ -        | \$ 2,000     | \$ -        | \$ 2,000     | \$ - | \$ 8,000.00   |
| Memberships Dues - 64060-T             | \$ 4,000      | \$ 4,000     | \$ -         | \$ -         | \$ -        | \$ -     | \$ 4,000     | \$ -        | \$ 4,000     | \$ -        | \$ -         | \$ - | \$ 16,000.00  |
| Total by Month                         | \$ 4,000      | \$ 4,000     | \$ -         | \$ -         | \$ -        | \$ -     | \$ 4,000     | \$ -        | \$ 4,000     | \$ -        | \$ -         | \$ - | \$ 16,000.00  |
| Advertising - 64070-T                  |               | \$ -         | \$ 2,000     | \$ -         | \$ 2,000    | \$ -     |              | \$ -        | \$ 2,000     | \$ -        | \$ 2,000     | \$ - | \$ 8,000.00   |
| Total by Month                         | \$ -          | \$ -         | \$ 2,000     | \$ -         | \$ 2,000    | \$ -     | \$ -         | \$ -        | \$ 2,000     | \$ -        | \$ 2,000     | \$ - | \$ 8,000.00   |
| Printing, Shipping - 64080-T           | \$ -          | \$ -         | \$ 2,500     | \$ -         | \$ -        | \$ -     |              | \$ -        | \$ 1,000     | \$ -        |              | \$ - | \$ 3,500.00   |
| Total by Month                         | \$ -          | \$ -         | \$ 2,500     | \$ -         | \$ -        | \$ -     | \$ -         | \$ -        | \$ 1,000     | \$ -        | \$ -         | \$ - | \$ 3,500.00   |
| Sponsorships - 64100 -T                | \$ 3,500      | \$ -         | \$ 500       | \$ 3,500     | \$ 500      | \$ -     | \$ 500       | \$ -        | \$ 500       | \$ -        | \$ -         | \$ - | \$ 9,000.00   |
| Total by Month                         | \$ 3,500      | \$ -         | \$ 500       | \$ 3,500     | \$ 500      | \$ -     | \$ 500       | \$ -        | \$ 500       | \$ -        | \$ -         | \$ - | \$ 9,000.00   |
| Agency Fees - 64090-T                  |               |              |              |              |             |          |              |             |              |             |              |      | \$ -          |
| Black Diamond (UK)                     | \$ 70,000.00  | \$ -         | \$ -         | \$ -         | \$ -        | \$ -     | \$ -         | \$ -        | \$ -         | \$ -        | \$ -         | \$ - | \$ 70,000.00  |
| Gate 7 (Australia)                     | \$ 90,000.00  | \$ -         | \$ -         | \$ -         | \$ -        | \$ -     | \$ -         | \$ -        | \$ -         | \$ -        | \$ -         | \$ - | \$ 90,000.00  |
| MSI (Germany)                          | \$ 35,000.00  | \$ -         | \$ -         | \$ -         | \$ -        | \$ -     | \$ -         | \$ -        | \$ -         | \$ -        | \$ -         | \$ - | \$ 35,000.00  |
| AviaReps (Italy / Spain)               | \$ 30,000.00  | \$ -         | \$ -         | \$ -         | \$ -        | \$ -     | \$ -         | \$ -        | \$ -         | \$ -        | \$ -         | \$ - | \$ 30,000.00  |
| Sartha Global (India)                  | \$ 45,000.00  | \$ -         | \$ -         | \$ -         | \$ -        | \$ -     | \$ -         | \$ -        | \$ -         | \$ -        | \$ -         | \$ - | \$ 45,000.00  |
| Chinese, Mexico,Canada projects        | \$ 25,000.00  | \$ -         | \$ -         | \$ -         | \$ -        | \$ -     | \$ -         | \$ -        | \$ -         | \$ -        | \$ -         | \$ - | \$ 25,000.00  |
| Altantic Link (Scandinavian Agency)    | \$ 25,000.00  | \$ -         | \$ -         | \$ -         | \$ -        | \$ -     | \$ -         | \$ -        | \$ -         | \$ -        | \$ -         | \$ - | \$ 25,000.00  |
| Total by Month 63052-T                 | \$ 320,000.00 | \$ -         | \$ -         | \$ -         | \$ -        | \$ -     | \$ -         | \$ -        | \$ -         | \$ -        | \$ -         | \$ - | \$ 320,000.00 |
| Fam Trips - 64110-T                    |               |              |              |              |             |          |              |             |              |             |              |      | \$ -          |
| Airfare / Airport Transfers            | \$ -          | \$ -         | \$ 500.00    | \$ 500.00    | \$ -        | \$ -     | \$ 500.00    | \$ 500.00   |              | \$ 500.00   | \$ 500.00    | \$ - | \$ 3,000.00   |
| Rooms                                  | \$ -          | \$ 500.00    | \$ 1,000.00  | \$ 1,000.00  | \$ -        | \$ -     | \$ 2,000.00  | \$ 2,000.00 | \$ 1,000.00  | \$ 1,000.00 | \$ 500.00    | \$ - | \$ 9,000.00   |
| Meals                                  | \$ -          | \$ -         | \$ 1,000.00  | \$ 1,000.00  | \$ -        | \$ -     | \$ 1,000.00  | \$ 1,000.00 | \$ 1,000.00  | \$ 1,000.00 | \$ 1,000.00  | \$ - | \$ 7,000.00   |
| Activities                             | \$ -          | \$ -         | \$ 500.00    | \$ 500.00    | \$ -        | \$ -     | \$ 500.00    | \$ 500.00   | \$ 500.00    | \$ 500.00   | \$ 500.00    | \$ - | \$ 3,500.00   |
| Total by Month 64110-T                 | \$ -          | \$ 500.00    | \$ 3,000.00  | \$ 3,000.00  | \$ -        | \$ -     | \$ 4,000.00  | \$ 4,000.00 | \$ 2,500.00  | \$ 3,000.00 | \$ 2,500.00  | \$ - | \$ 22,500.00  |
|                                        |               |              |              |              |             |          |              |             |              |             |              |      |               |
|                                        | \$ 327,500.00 | \$ 16,000.00 | \$ 10,000.00 | \$ 24,000.00 | \$ 2,500.00 | \$ -     | \$ 22,000.00 | \$ 4,000.00 | \$ 28,500.00 | \$ 3,000.00 | \$ 24,500.00 | \$ - | \$ 462,000.00 |

| LY \$ Totals  | \$ Change YOY | % Change YOY |
|---------------|---------------|--------------|
|               |               |              |
|               |               |              |
|               |               |              |
| \$ 4,000.00   | \$0.00        | 0%           |
|               |               |              |
|               |               |              |
| \$ 30,000.00  | \$5,000.00    | 17%          |
|               |               |              |
|               |               |              |
| \$ 12,000.00  | \$6,000.00    | 50%          |
|               |               |              |
|               |               |              |
| \$ 1,500.00   | \$0.00        | 0%           |
|               |               |              |
|               |               |              |
| \$ 9,000.00   | \$6,000.00    | 67%          |
|               |               |              |
|               |               |              |
| \$ 1,500.00   | \$0.00        | 0%           |
|               |               |              |
|               |               |              |
| \$ 6,000.00   | \$2,000.00    | 33%          |
|               |               |              |
|               |               |              |
| \$ 8,000.00   | \$8,000.00    | 100%         |
|               |               |              |
|               |               |              |
| \$ 12,000.00  | (\$4,000.00)  | -33%         |
|               |               |              |
|               |               |              |
| \$ 7,500.00   | (\$4,000.00)  | -53%         |
|               |               |              |
|               |               |              |
| \$ 27,000.00  | (\$18,000.00) | -67%         |
|               |               |              |
|               |               |              |
| \$ 70,000.00  | \$0.00        | 0%           |
| \$ 90,000.00  | \$0.00        | 0%           |
| \$ 35,000.00  | \$0.00        | 0%           |
| \$ 30,000.00  | \$0.00        | 0%           |
| \$ 45,000.00  | \$0.00        | 0%           |
| \$ 75,000.00  | (\$50,000.00) |              |
| \$ 25,000.00  | \$0.00        | 0%           |
| \$ 370,000.00 | (\$50,000.00) | -14%         |
|               |               |              |
|               |               |              |
| \$ 3,000.00   | \$0.00        | 0%           |
| \$ 8,500.00   | \$500.00      | 6%           |
| \$ 6,500.00   | \$500.00      | 8%           |
| \$ 3,500.00   | \$0.00        | 0%           |
| \$ 21,500.00  | \$1,000.00    | 5%           |
|               |               |              |
| \$ 510,000.00 | (\$48,000.00) | -9%          |

COMMUNICATIONS/PR

Mammoth Lakes Tourism

2025-26 TBID Budget

| Expense Accounts             |  | July        | August      | September   | October     | November    | December    | January     | February    | March       | April       | May         | June        | Total        |
|------------------------------|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| FAM Airfare - 65011          |  | \$ 1,000.00 | \$ 1,000.00 | \$ -        | \$ -        | \$ -        | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ -        | \$ -        | \$ -        | \$ 6,000.00  |
| Total by Month 65011-T       |  | \$ 1,000.00 | \$ 1,000.00 | \$ -        | \$ -        | \$ -        | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ -        | \$ -        | \$ -        | \$ 6,000.00  |
| FAM Lodging - 65012          |  | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 18,000.00 |
| Total by Month 65011-T       |  | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 18,000.00 |
| FAM Meals - 65013            |  | \$ 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 |
| Total by Month 65011-T       |  | \$ 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 |
| FAM Transportation - 65015   |  | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 6,000.00  |
| Total by Month 65011-T       |  | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 6,000.00  |
| Ambassador Fees - 65016      |  | \$ 500.00   | \$ -        | \$ -        | \$ 500.00   | \$ -        | \$ -        | \$ 500.00   | \$ -        | \$ -        | \$ 500.00   | \$ -        | \$ -        | \$ 2,000.00  |
| Total by Month 65011-T       |  | \$ 500.00   | \$ -        | \$ -        | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ -        | \$ 500.00   | \$ -        | \$ -        | \$ 3,500.00  |
| STAFF Lodging - 65012        |  | \$ -        | \$ -        | \$ -        | \$ 800.00   | \$ -        | \$ -        | \$ 800.00   | \$ 800.00   | \$ 800.00   | \$ 800.00   | \$ -        | \$ -        | \$ 4,000.00  |
| Total by Month               |  | \$ -        | \$ -        | \$ -        | \$ 800.00   | \$ -        | \$ -        | \$800       | \$800       | \$ 800.00   | \$800       | \$ -        | \$0         | \$ 4,000.00  |
| STAFF Gas/Mileage - 65022    |  | \$ -        | \$ -        | \$ -        | \$ 500.00   | \$ -        | \$ -        | \$ -        | \$ -        | \$ 500.00   | \$ -        | \$ -        | \$ -        | \$ 1,000.00  |
| Total by Month               |  | \$ -        | \$ -        | \$ -        | \$ 500.00   | \$ -        | \$ -        | \$ -        | \$ -        | \$ 500.00   | \$ -        | \$ -        | \$ -        | \$ 1,000.00  |
| STAFF Airfare - 65023        |  | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ 1,000.00 | \$ 1,000.00 | \$ -        | \$ 1,000.00 | \$ -        | \$ -        | \$ 3,000.00  |
| Total by Month               |  | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ 1,000.00 | \$ 1,000.00 | \$ -        | \$ 1,000.00 | \$ -        | \$ -        | \$ 3,000.00  |
| STAFF Transportation - 65028 |  | \$ -        | \$ -        | \$ -        | \$ 150.00   | \$ -        | \$ -        | \$ 150.00   | \$ 150.00   | \$ -        | \$ 150.00   | \$ -        | \$ -        | \$ 600.00    |
| Total by Month               |  | \$ -        | \$ -        | \$ -        | \$ 150.00   | \$ -        | \$ -        | \$ 150.00   | \$ 150.00   | \$ -        | \$ 150.00   | \$ -        | \$ -        | \$ 600.00    |
| STAFF Meals - 65030          |  | \$ 50.00    | \$ 50.00    | \$ 50.00    | \$ 200.00   | \$ 50.00    | \$ 50.00    | \$ 200.00   | \$ 200.00   | \$ 200.00   | \$ 200.00   | \$ 50.00    | \$ 50.00    | \$ 1,350.00  |
| Total by Month               |  | \$ 50.00    | \$ 50.00    | \$ 50.00    | \$ 200.00   | \$ 50.00    | \$ 50.00    | \$ 200.00   | \$ 200.00   | \$ 200.00   | \$ 200.00   | \$ 50.00    | \$ 50.00    | \$ 1,350.00  |
| Press Events - 65090         |  |             |             |             |             |             |             |             |             |             |             |             |             |              |
| California                   |  | \$ -        | \$ -        | \$ -        | \$ 1,500.00 | \$ -        | \$ 1,000.00 | \$ -        |             | \$ -        | \$ 1,500.00 | \$ -        | \$ -        | \$ 4,000.00  |
| National                     |  | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ 1,500.00 | \$ 1,500.00 | \$ -        | \$ -        | \$ -        | \$ -        | \$ 3,000.00  |
| Total by Month               |  | \$ -        | \$ -        | \$ -        | \$ 1,500.00 | \$ -        | \$ 1,000.00 | \$ 1,500.00 | \$ 1,500.00 | \$ -        | \$ 1,500.00 | \$ -        | \$ -        | \$ 7,000.00  |
| Dues/Subscriptions - 65040   |  |             |             |             |             |             |             |             |             |             |             |             |             |              |
| SATW                         |  | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ 350.00   | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ 350.00    |
| PRSA                         |  | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        |             | \$ -        | \$ -        | \$ -        | \$ 175.00   | \$ -        | \$ 175.00    |
| Total by Month               |  | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ 350.00   | \$ -        | \$ -        | \$ -        | \$ 175.00   | \$ -        | \$ 525.00    |

| LY \$ Totals |  | \$ Change YOY |  | % Change YOY |  |
|--------------|--|---------------|--|--------------|--|
| \$ 6,000.00  |  | 0.00          |  | 0%           |  |
| \$ 18,000.00 |  | 0.00          |  | 0%           |  |
| \$ 12,000.00 |  | 0.00          |  | 0%           |  |
| \$ 6,000.00  |  | 0.00          |  | 0%           |  |
| \$ 6,000.00  |  | (2,500.00)    |  | -42%         |  |
| \$ 4,000.00  |  | 0.00          |  | 0%           |  |
| \$ 2,400.00  |  | (1,400.00)    |  | -58%         |  |
| \$ 2,500.00  |  | 500.00        |  | 20%          |  |
| \$ 600.00    |  | 0.00          |  | 0%           |  |
| \$ 1,350.00  |  | 0.00          |  | 0%           |  |
| \$ 3,849.00  |  |               |  |              |  |
| \$ 3,000.00  |  |               |  |              |  |
| \$ 6,849.00  |  | 151.00        |  | 2%           |  |
| \$ 350.00    |  |               |  |              |  |
| \$ 175.00    |  |               |  |              |  |
| \$ 525.00    |  | 0.00          |  | 0%           |  |



|                                               |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |            |    |            |             |           |             |          |  |  |  |
|-----------------------------------------------|----|-----------|----|-----------|----|-----------|----|-----------|----|-----------|----|-----------|----|-----------|----|-----------|----|-----------|----|-----------|----|-----------|----|-----------|----|------------|----|------------|-------------|-----------|-------------|----------|--|--|--|
| Sponsorship - 65050                           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |            |    |            |             |           |             |          |  |  |  |
| Mammoth Track Club and California Fall Colors | \$ | 4,000.00  | \$ | -         | \$ | -         | \$ | -         | \$ | 10,000.00 | \$ | 10,000.00 | \$ | 10,000.00 | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | 34,000.00  |    |            |             |           |             |          |  |  |  |
| Total by Month                                | \$ | 4,000.00  | \$ | -         | \$ | -         | \$ | -         | \$ | 10,000.00 | \$ | 10,000.00 | \$ | 10,000.00 | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -          | \$ | 34,000.00  | \$          | 34,000.00 | 0.00        | 0%       |  |  |  |
| Agency - 65080                                |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |            |    |            |             |           |             |          |  |  |  |
| Agency Fee                                    | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00   | \$ | 84,000.00  |             |           |             |          |  |  |  |
| Agency Costs                                  | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -          | \$ | -          |             |           |             |          |  |  |  |
| Total by Month                                | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00  | \$ | 7,000.00   | \$ | 84,000.00  | \$          | 84,000.00 | 0.00        | 0%       |  |  |  |
| Crib Condo Expenses - 65200                   |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |            |    |            |             |           |             |          |  |  |  |
| HOA                                           | \$ | 1,150.00  | \$ | 1,150.00  | \$ | 1,150.00  | \$ | 1,150.00  | \$ | 1,150.00  | \$ | 1,150.00  | \$ | 1,150.00  | \$ | 1,150.00  | \$ | 1,150.00  | \$ | 1,150.00  | \$ | 1,150.00  | \$ | 1,150.00  | \$ | 1,150.00   | \$ | 13,800.00  | \$          | 12,480.00 |             |          |  |  |  |
| Insurance                                     | \$ | 400.00    | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | 1,000.00  | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -          | \$ | -          | \$          | 1,400.00  | \$          | 1,400.00 |  |  |  |
| Property Taxes                                | \$ | 6,500.00  | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -          | \$ | -          | \$          | 6,500.00  | \$          | 6,500.00 |  |  |  |
| Repairs and Maintenance                       | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00     | \$ | 5,400.00   | \$          | 7,200.00  |             |          |  |  |  |
| Supplies                                      | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | 100.00    | \$ | 100.00    | \$ | 100.00    | \$ | -         | \$ | -         | \$ | -         | \$ | -          | \$ | 300.00     | \$          | 300.00    |             |          |  |  |  |
| Utilities                                     | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00    | \$ | 450.00     | \$ | 5,400.00   | \$          | 5,400.00  |             |          |  |  |  |
| Crib Condo Expenses Other                     | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -          | \$ | -          |             |           |             |          |  |  |  |
| Total by Month                                | \$ | 8,950.00  | \$ | 2,050.00  | \$ | 2,050.00  | \$ | 2,050.00  | \$ | 2,050.00  | \$ | 2,050.00  | \$ | 2,150.00  | \$ | 2,150.00  | \$ | 3,150.00  | \$ | 2,050.00  | \$ | 2,050.00  | \$ | 2,050.00  | \$ | 2,050.00   | \$ | 32,800.00  | \$          | 33,280.00 | (480.00)    | -1%      |  |  |  |
| Promotional - 65060                           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |            |    |            |             |           |             |          |  |  |  |
| Promotional Items / Gifts                     |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |            |    |            |             |           |             |          |  |  |  |
| utreach and Education (Community Coffee)      | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -          | \$ | -          | \$          | -         |             |          |  |  |  |
| Trail Magic Promotion                         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | -         | \$ | 1,000.00   | \$ | -          | \$          | 1,000.00  | \$          | 2,400.00 |  |  |  |
| Influencer Fees                               | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 3,575.00   | \$ | 42,900.00  | \$          | 66,000.00 |             |          |  |  |  |
| Video/Photography                             | \$ | 750.00    | \$ | -         | \$ | -         | \$ | 750.00    | \$ | -         | \$ | -         | \$ | 750.00    | \$ | -         | \$ | -         | \$ | 750.00    | \$ | -         | \$ | -         | \$ | -          | \$ | 3,000.00   | \$          | 9,000.00  |             |          |  |  |  |
| Total by Month 65060-T                        | \$ | 4,325.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 4,325.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 4,325.00  | \$ | 3,575.00  | \$ | 3,575.00  | \$ | 4,325.00  | \$ | 4,575.00  | \$ | 3,575.00  | \$ | 3,575.00   | \$ | 46,900.00  | \$          | 90,900.00 | (44,000.00) | -48%     |  |  |  |
|                                               |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |           |    |            |    |            |             |           |             |          |  |  |  |
|                                               | \$ | 28,825.00 | \$ | 16,675.00 | \$ | 15,675.00 | \$ | 20,025.00 | \$ | 26,175.00 | \$ | 28,175.00 | \$ | 31,975.00 | \$ | 20,875.00 | \$ | 19,225.00 | \$ | 20,525.00 | \$ | 16,850.00 | \$ | 15,675.00 | \$ | 260,675.00 | \$ | 308,404.00 | (47,729.00) | -15%      |             |          |  |  |  |



SPECIAL EVENTS

Mammoth Lakes Tourism

2025-26 TBID Budget

| Expense Accounts                            |  | July        | August      | September   | October | November | December  | January | February | March       | April       | May         | June        | Total        |
|---------------------------------------------|--|-------------|-------------|-------------|---------|----------|-----------|---------|----------|-------------|-------------|-------------|-------------|--------------|
|                                             |  |             |             |             |         |          |           |         |          |             |             |             |             |              |
| Advertising - 67135                         |  |             |             |             |         |          |           |         |          |             |             |             |             |              |
| Laura Patterson Design Work                 |  | \$ -        | \$ -        | \$ -        | \$ -    | \$ -     | \$ 250.00 | \$ -    | \$ -     | \$ -        | \$ 250.00   | \$ -        | \$ -        | \$ 500.00    |
| Large Events Poster Printing (300 qty)      |  | \$ -        | \$ -        | \$ -        | \$ -    | \$ -     | \$ -      | \$ -    | \$ -     | \$ -        | \$ -        | \$ -        | \$ -        | \$ -         |
| Events Brochure Distributon - Certified 50K |  | \$ -        | \$ -        | \$ -        | \$ -    | \$ -     | \$ -      | \$ -    | \$ -     | \$ 3,000.00 | \$ -        | \$ -        | \$ -        | \$ 3,000.00  |
| Events Brochure Printing                    |  | \$ -        | \$ -        | \$ -        | \$ -    | \$ -     | \$ -      | \$ -    | \$ -     | \$ 5,000.00 | \$ -        | \$ -        | \$ -        | \$ 5,000.00  |
| Campground Host Program                     |  | \$ -        | \$ -        | \$ -        | \$ -    | \$ -     | \$ -      | \$ -    | \$ -     | \$ -        | \$ -        | \$ -        | \$ -        | \$ -         |
| Promotional Items                           |  | \$ -        | \$ -        | \$ -        | \$ -    | \$ -     | \$ -      | \$ -    | \$ -     | \$ -        | \$ -        | \$ -        | \$ -        | \$ -         |
| Local Print/Radio/Other for Events          |  | \$ 5,000.00 | \$ 5,000.00 | \$ 2,500.00 | \$ -    | \$ -     | \$ -      | \$ -    | \$ -     | \$ -        | \$ -        | \$ 2,500.00 | \$ 2,500.00 | \$ 17,500.00 |
| Mammoth Lakes Music Series                  |  | \$ -        | \$ -        | \$ -        | \$ -    | \$ -     | \$ -      | \$ -    | \$ -     | \$ -        | \$ -        | \$ -        | \$ -        | \$ -         |
| Targeted Advertising                        |  | \$ 2,350.00 | \$ 2,350.00 | \$ 2,350.00 | \$ -    | \$ -     | \$ -      | \$ -    | \$ -     | \$ -        | \$ 4,000.00 | \$ 4,000.00 | \$ 4,000.00 | \$ 19,050.00 |
| Event Surveys                               |  | \$ 1,500.00 | \$ -        | \$ -        | \$ -    | \$ -     | \$ -      | \$ -    | \$ -     | \$ -        | \$ -        | \$ -        | \$ -        | \$ 1,500.00  |
|                                             |  |             |             |             |         |          |           |         |          |             |             |             |             |              |
|                                             |  | \$ 8,850.00 | \$ 7,350.00 | \$ 4,850.00 | \$ -    | \$ -     | \$ 250.00 | \$ -    | \$ -     | \$ 8,000.00 | \$ 4,250.00 | \$ 6,500.00 | \$ 6,500.00 | \$ 46,550.00 |

| % Change     |               |      |
|--------------|---------------|------|
| LY \$ Totals | \$ Change YOY | YOY  |
|              |               |      |
|              |               |      |
| \$ -         | \$500.00      |      |
| \$ -         | \$0.00        |      |
| \$ 3,000.00  | \$0.00        |      |
| \$ 5,000.00  | \$0.00        |      |
| \$ -         | \$0.00        |      |
| \$ -         | \$0.00        |      |
| \$ 20,000.00 | (\$2,500.00)  | -13% |
| \$ -         | \$0.00        |      |
| \$ 2,000.00  | \$17,050.00   | 853% |
| \$ 20,000.00 | (\$18,500.00) | -93% |
|              |               |      |
| \$ 50,000.00 | (\$3,450.00)  | -7%  |

## COMMUNITY ENGAGEMENT

**Mammoth Lakes Tourism  
2025-26 TBID Budget**

| Expense Accounts                             |  | July         | August       | September    | October      | November    | December     | January      | February     | March       | April       | May         | June        | Total         |
|----------------------------------------------|--|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|---------------|
|                                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Community Engagement - 69000-T               |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
|                                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Outreach                                     |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Community Nights (skate nights, other)       |  | \$ 500.00    | \$ 500.00    | \$ 500.00    | \$ 500.00    | \$ 500.00   | \$ 500.00    | \$ 500.00    | \$ 500.00    | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 500.00   | \$ 6,000.00   |
| Community Coffee                             |  | \$ 650.00    | \$ 650.00    | \$ 650.00    | \$ 650.00    | \$ 650.00   | \$ 650.00    | \$ 650.00    | \$ 650.00    | \$ 650.00   | \$ 650.00   | \$ 650.00   | \$ 650.00   | \$ 7,800.00   |
| Mobilozophy platform                         |  | \$ -         | \$ -         | \$ -         | \$ 1,800.00  | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 1,800.00   |
| Meals                                        |  | \$ 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   |
|                                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Industry Trainings & Meetings                |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| CalTravel Summit                             |  | \$ -         | \$ -         | \$ -         | \$ 1,199.00  | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 1,199.00   |
| Outlook Forum                                |  | \$ -         | \$ 849.00    | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 849.00     |
| CalTravel Advocacy Day                       |  | \$ -         | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ -          |
| Yosemite Gateway Partners                    |  | \$ 25.00     | \$ -         | \$ 25.00     | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 50.00      |
|                                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Lodging                                      |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| CalTravel Summit                             |  | \$ -         | \$ -         | \$ -         | \$ 1,300.00  | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 1,300.00   |
| Outlook Forum                                |  | \$ -         | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         | \$ 1,200.00 | \$ -        | \$ -        | \$ -        | \$ 1,200.00   |
| CalTravel Advocacy Day                       |  | \$ -         | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ 1,100.00 | \$ -        | \$ 1,100.00   |
| LA Kings Mammoth Lakes Road Trip             |  | \$ -         | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         | \$ 500.00   | \$ -        | \$ -        | \$ -        | \$ 500.00     |
|                                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Travel expenses                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Gas/Mileage                                  |  | \$ -         | \$ -         | \$ -         | \$ 170.00    | \$ -        | \$ -         | \$ -         | \$ -         | \$ 675.00   | \$ -        | \$ 400.00   | \$ -        | \$ 1,245.00   |
| Meals                                        |  | \$ -         | \$ -         | \$ -         | \$ 200.00    | \$ -        | \$ -         | \$ -         | \$ -         | \$ 350.00   |             | \$ 200.00   | \$ -        | \$ 750.00     |
| Parking                                      |  | \$ -         | \$ -         | \$ -         | \$ 100.00    | \$ -        | \$ -         | \$ -         | \$ -         | \$ 250.00   | \$ -        | \$ 150.00   | \$ -        | \$ 500.00     |
|                                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Marketing - 69020-T                          |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Community Engagement campaign local          |  | \$ 2,000.00  | \$ 2,000.00  | \$ 3,000.00  | \$ 3,000.00  | \$ 3,000.00 | \$ 3,000.00  | \$ 3,000.00  | \$ 3,000.00  | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 34,000.00  |
| Abbi Agency - Community engagement           |  | \$ -         | \$ -         | \$ 35,000.00 | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 35,000.00  |
| Social ads                                   |  | \$ 50.00     | \$ 50.00     | \$ 50.00     | \$ 50.00     | \$ 50.00    | \$ 50.00     | \$ 50.00     | \$ 50.00     | \$ 50.00    | \$ 50.00    | \$ 50.00    | \$ 50.00    | \$ 600.00     |
|                                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Research - 69030-T                           |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Destination Think dues                       |  | \$ 12,500.00 | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ 12,500.00 | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 25,000.00  |
| Future Partners - resident sentiment survey  |  | \$ -         | \$ -         | \$ -         | \$ 11,000.00 | \$ -        | \$ -         | \$ -         | \$ 11,000.00 | \$ -        | \$ -        | \$ -        | \$ -        | \$ 22,000.00  |
| The Shipyard - resident sentiment agency fee |  | \$ -         | \$ -         | \$ -         | \$ -         | \$ -        | \$ 5,000.00  | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 5,000.00   |
|                                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Production                                   |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Annual Report - printing/shipping            |  | \$ -         | \$ -         | \$ -         | \$ -         | \$ -        | \$ 7,000.00  | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 7,000.00   |
| Resident sentiment posters                   |  | \$ -         | \$ -         | \$ -         | \$ -         | \$ 1,000.00 | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 1,000.00   |
| Community night posters                      |  | \$ -         | \$ -         | \$ -         | \$ 1,000.00  | \$ -        | \$ -         | \$ -         | \$ 1,000.00  | \$ -        | \$ -        | \$ -        | \$ -        | \$ 2,000.00   |
|                                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Sponsorships                                 |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Chamber of Commerce gala                     |  | \$ -         | \$ -         | \$ 5,000.00  | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 5,000.00   |
| Clean Up the Lake                            |  | \$ -         | \$ 25,000.00 | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 25,000.00  |
| Mammoth Lakes History Museum - History       |  | \$ 15,800.00 | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 15,800.00  |
| Stewardship partnerships (Trashy             |  | \$ 100.00    | \$ 100.00    | \$ 1,100.00  | \$ 50.00     | \$ 50.00    | \$ 50.00     | \$ 50.00     | \$ 50.00     | \$ 50.00    | \$ 50.00    | \$ 50.00    | \$ 50.00    | \$ 1,750.00   |
| CWC support placeholder                      |  | \$ -         |              |              | \$ -         |             |              | \$ -         |              |             | \$ -        |             |             | \$ -          |
|                                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| Supplies - 69040-T                           |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
| TEC Color Craft - Locals' sticker            |  | \$ -         | \$ -         | \$ -         | \$ -         | \$ 3,000.00 | \$ -         | \$ -         | \$ -         | \$ -        | \$ -        | \$ -        | \$ -        | \$ 3,000.00   |
| Outreach events supplies                     |  | \$ 100.00    | \$ 100.00    | \$ 100.00    | \$ 100.00    | \$ 100.00   | \$ 100.00    | \$ 100.00    | \$ 100.00    | \$ 100.00   | \$ 100.00   | \$ 100.00   | \$ 100.00   | \$ 1,200.00   |
|                                              |  |              |              |              |              |             |              |              |              |             |             |             |             |               |
|                                              |  | \$ 31,925.00 | \$ 29,449.00 | \$ 45,625.00 | \$ 21,319.00 | \$ 8,550.00 | \$ 16,550.00 | \$ 17,050.00 | \$ 16,550.00 | \$ 7,525.00 | \$ 4,550.00 | \$ 6,400.00 | \$ 4,550.00 | \$ 210,043.00 |

[illegible]

ANTICIPATED TBID REVENUE

Mammoth Lakes Tourism

2025-26 TBID Budget

|                                     |  | July         | August     | September  | October    | November     | December     | January      | February     | March        | April        | May        | June         | Total        |
|-------------------------------------|--|--------------|------------|------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|
| Lodging                             |  | \$ 175,000   | \$ 150,000 | \$ 105,000 | \$ 80,000  | \$ 80,000    | \$ 290,000   | \$ 350,000   | \$ 360,000   | \$ 315,000   | \$ 170,000   | \$ 90,000  | \$ 110,000   | \$ 2,275,000 |
| Retail                              |  | \$ 135,000   | \$ 120,000 | \$ 80,000  | \$ 65,000  | \$ 95,000    | \$ 180,000   | \$ 200,000   | \$ 200,000   | \$ 185,000   | \$ 125,000   | \$ 85,000  | \$ 115,000   | \$ 1,585,000 |
| Restaurant                          |  | \$ 120,000   | \$ 115,000 | \$ 85,000  | \$ 65,000  | \$ 85,000    | \$ 175,000   | \$ 185,000   | \$ 210,000   | \$ 180,000   | \$ 115,000   | \$ 60,000  | \$ 80,000    | \$ 1,475,000 |
| Ski Area                            |  | \$ 60,000    | \$ 70,000  | \$ 50,000  | \$ 35,000  | \$ 140,000   | \$ 390,000   | \$ 390,000   | \$ 390,000   | \$ 325,000   | \$ 150,000   | \$ 35,000  | \$ 30,000    | \$ 2,065,000 |
| TBID Segment Revenue                |  | \$ 490,000   | \$ 455,000 | \$ 320,000 | \$ 245,000 | \$ 400,000   | \$ 1,035,000 | \$ 1,125,000 | \$ 1,160,000 | \$ 1,005,000 | \$ 560,000   | \$ 270,000 | \$ 335,000   | \$ 7,400,000 |
| TBID Penalties & Interest           |  | \$ 2,500     | \$ 4,500   | \$ 5,500   | \$ 4,500   | \$ 4,500     | \$ 4,500     | \$ 8,500     | \$ 9,000     | \$ 6,500     | \$ 3,500     | \$ 2,500   | \$ 3,500     | \$ 59,500    |
| TBID Tiers 1 & 2                    |  | \$ -         | \$ -       | \$ -       | \$ -       | \$ -         | \$ 3,000     | \$ 4,750     | \$ 750       | \$ -         | \$ -         | \$ -       | \$ -         | \$ 8,500     |
| TBID Interest on Investments        |  | \$ -         | \$ 1,100   | \$ -       | \$ 3,500   | \$ 1,200     | \$ 4,750     | \$ 7,000     | \$ 8,000     | \$ 6,000     | \$ 2,000     | \$ 1,000   | \$ 1,000     | \$ 35,550    |
| TBID Prior Year Payments            |  | \$ 15,000    | \$ -       | \$ -       | \$ -       | \$ -         | \$ -         | \$ -         | \$ -         | \$ -         | \$ -         | \$ -       | \$ -         | \$ 15,000    |
| Outside Air Subsidy Funds           |  | \$ -         | \$ -       | \$ -       | \$ -       | \$ 510,000   | \$ -         | \$ -         | \$ -         | \$ -         | \$ -         | \$ -       | \$ 550,000   | \$ 1,060,000 |
| TBID Reserve Use to Balance Budget  |  | \$ -         | \$ -       | \$ -       | \$ -       | \$ -         | \$ -         | \$ -         | \$ -         | \$ -         | \$ -         | \$ -       | \$ -         | \$ -         |
| TOTAL                               |  | \$ 997,500   | \$ 915,600 | \$ 645,500 | \$ 498,000 | \$ 1,315,700 | \$ 2,082,250 | \$ 2,270,250 | \$ 2,337,750 | \$ 2,022,500 | \$ 1,125,500 | \$ 543,500 | \$ 1,224,500 | \$ 8,578,550 |
| TBID Reserve Funding (Money Market) |  | 1,756,791.00 |            |            |            |              |              |              |              |              |              |            |              | \$ 1,756,791 |

| LY \$ Totals |  | \$ Change YOY |  | % Change YOY |  |
|--------------|--|---------------|--|--------------|--|
| \$ 2,085,000 |  | 190,000.00    |  | 9%           |  |
| \$ 1,577,800 |  | 7,200.00      |  | 0%           |  |
| \$ 1,389,200 |  | 85,800.00     |  | 6%           |  |
| \$ 1,690,000 |  | 375,000.00    |  | 22%          |  |
| \$ 6,742,000 |  | 658,000.00    |  | 10%          |  |

|              |                |       |
|--------------|----------------|-------|
| \$ 1,441,505 | (1,441,505.00) | -100% |
| \$ 7,741,505 | 837,045.00     | 11%   |