

SUMMARY - Measure A

Mammoth Lakes Tourism
2018-19 Budget

| Expense Accounts | July | August | September | October | November | December | January | February | March | April | May | June | Total |
|------------------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|--------------------------------|
| Wages & Payroll Taxes | \$ 79,350.68 | \$ 79,432.08 | \$ 79,615.66 | \$ 78,618.53 | \$ 78,618.53 | \$ 78,618.53 | \$ 79,993.53 | \$ 78,893.53 | \$ 80,089.23 | \$ 82,924.53 | \$ 80,067.56 | \$ 80,067.56 | \$ 956,289.95 |
| Employee Benefits | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 120,000.00 |
| Overhead | \$ 18,275.00 | \$ 14,545.00 | \$ 11,545.00 | \$ 14,975.00 | \$ 21,545.00 | \$ 19,345.00 | \$ 18,775.00 | \$ 11,545.00 | \$ 12,795.00 | \$ 17,225.00 | \$ 11,545.00 | \$ 11,545.00 | \$ 183,660.00 |
| Marketing | \$ 111,322.63 | \$ 46,865.13 | \$ 31,672.39 | \$ 80,538.09 | \$ 33,408.94 | \$ 35,027.13 | \$ 65,434.63 | \$ 188,225.13 | \$ 37,359.13 | \$ 65,861.63 | \$ 29,470.17 | \$ 41,625.05 | \$ 766,810.05 |
| Sales | \$ 124,500.00 | \$ 3,500.00 | \$ 101,000.00 | \$ 12,000.00 | \$ 16,750.00 | \$ 6,500.00 | \$ 14,800.00 | \$ 28,750.00 | \$ 33,500.00 | \$ 24,000.00 | \$ 36,700.00 | \$ 15,000.00 | \$ 417,000.00 |
| Communications & PR | \$ 31,450.00 | \$ 15,250.00 | \$ 13,950.00 | \$ 15,350.00 | \$ 12,950.00 | \$ 14,250.00 | \$ 20,150.00 | \$ 13,450.00 | \$ 21,250.00 | \$ 22,800.00 | \$ 24,950.00 | \$ 14,200.00 | \$ 220,000.00 |
| TOTAL PROJECTED REVENUE | \$ 522,200.00 | \$ 22,200.00 | \$ 19,200.00 | \$ 477,200.00 | \$ 27,200.00 | \$ 19,700.00 | \$ 927,200.00 | \$ 7,200.00 | \$ 5,200.00 | \$ 412,200.00 | \$ 2,200.00 | \$ 2,200.00 | \$ 2,443,900.00 |
| TOTAL PROJECTED EXPENSES | \$ 374,898.31 | \$ 169,592.21 | \$ 247,783.05 | \$ 211,481.62 | \$ 173,272.47 | \$ 163,740.66 | \$ 209,153.16 | \$ 330,863.66 | \$ 194,993.36 | \$ 222,811.16 | \$ 192,732.73 | \$ 172,437.61 | \$ 2,663,760.00 |
| | | | | | | | | | | | | | <i>Net (Reserve/Shortfall)</i> |
| | | | | | | | | | | | | | \$ (219,860.00) |
| Measure A Infrastructure Reserves | | | | | | | | | | | | | |
| Special Events Venue | \$ 250,000.00 | | | | | | | | | | | | \$ 250,000.00 |
| MMH Airport Terminal | \$ 500,000.00 | | | | | | | | | | | | \$ 500,000.00 |
| Wayfinding Signage | \$ 350,000.00 | | | | | | | | | | | | \$ 350,000.00 |
| Conference Center | \$ 250,000.00 | | | | | | | | | | | | \$ 250,000.00 |
| | | | | | | | | | | | | | \$ 1,350,000.00 |
| MLT Measure A Operating Reserve | \$ 310,155.00 | | | | | | | | | | | | \$ 310,155.00 |
| Total MLT Measure A Reserve | | | | | | | | | | | | | \$ 1,660,155.00 |

| LY \$ Totals | \$ Change YOY | % Change YOY |
|-----------------|-----------------|--------------|
| \$ 834,594.56 | \$ 121,695.39 | 15% |
| \$ 108,000.00 | \$ 12,000.00 | 11% |
| \$ 170,360.00 | \$ 13,300.00 | 8% |
| \$ 882,895.00 | \$ (116,084.95) | -13% |
| \$ 415,550.00 | \$ 1,450.00 | 0% |
| \$ 222,350.00 | \$ (2,350.00) | -1% |
| \$ 2,480,700.00 | \$ (36,800.00) | -1% |
| \$ 2,633,750.37 | \$ 30,009.63 | 1% |

OVERHEAD - Measure A

Mammoth Lakes Tourism
2018-19 Budget

| Expense Accounts | Account # | July | August | September | October | November | December | January | February | March | April | May | June | Total |
|------------------------------------------|-----------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| Office Rent to TOML | 62010 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Accounting Services | 62020 | \$ 2,200.00 | \$ 2,200.00 | \$ 2,200.00 | \$ 2,200.00 | \$ 2,200.00 | \$ 7,000.00 | \$ 7,000.00 | \$ 2,200.00 | \$ 2,200.00 | \$ 2,200.00 | \$ 2,200.00 | \$ 2,200.00 | \$ 36,000.00 |
| Legal Services (inc. TBID Formation) | 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 - Commercial Auto | 62050 | \$ 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 |
| Insurance - Directors & Officers | 62270 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 1,560.00 |
| Insurance - Volunteer Accident | XXXXX | \$ 300.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 300.00 |
| Insurance - Workers Comp | 62400 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 4,800.00 |
| Insurance - General Liability & Property | 62270 | \$ 1,200.00 | \$ - | \$ - | \$ 1,200.00 | \$ - | \$ - | \$ 1,200.00 | \$ - | \$ - | \$ 1,200.00 | \$ - | \$ - | \$ 4,800.00 |
| Electricity | 62060 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 4,800.00 |
| Pest Control | 62070 | \$ 65.00 | \$ 65.00 | \$ 65.00 | \$ 65.00 | \$ 65.00 | \$ 65.00 | \$ 65.00 | \$ 65.00 | \$ 65.00 | \$ 65.00 | \$ 65.00 | \$ 65.00 | \$ 780.00 |
| Janitorial Services | 62080 | \$ 180.00 | \$ 180.00 | \$ 180.00 | \$ 180.00 | \$ 180.00 | \$ 180.00 | \$ 180.00 | \$ 180.00 | \$ 180.00 | \$ 180.00 | \$ 180.00 | \$ 180.00 | \$ 2,160.00 |
| Phones - Landlines | 62090 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 4,800.00 |
| Phones - Cellular | 62100 | \$ 600.00 | \$ 600.00 | \$ 600.00 | \$ 600.00 | \$ 600.00 | \$ 600.00 | \$ 600.00 | \$ 600.00 | \$ 600.00 | \$ 600.00 | \$ 600.00 | \$ 600.00 | \$ 7,200.00 |
| Copier Lease | 62110 | \$ 695.00 | \$ 695.00 | \$ 695.00 | \$ 695.00 | \$ 695.00 | \$ 695.00 | \$ 695.00 | \$ 695.00 | \$ 695.00 | \$ 695.00 | \$ 695.00 | \$ 695.00 | \$ 8,340.00 |
| Copier Usage Contract | 62120 | \$ 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 |
| Postage Machine Lease | 62130 | \$ 725.00 | \$ - | \$ - | \$ 725.00 | \$ - | \$ - | \$ 725.00 | \$ - | \$ - | \$ 725.00 | \$ - | \$ - | \$ 2,900.00 |
| Postage | 62140 | \$ - | \$ 3,000.00 | \$ - | \$ - | \$ - | \$ 3,000.00 | \$ - | \$ - | \$ - | \$ 3,000.00 | \$ - | \$ - | \$ 9,000.00 |
| Mail Delivery Service | 62150 | \$ 405.00 | \$ - | \$ - | \$ 405.00 | \$ - | \$ - | \$ 405.00 | \$ - | \$ - | \$ 405.00 | \$ - | \$ - | \$ 1,620.00 |
| Office Supplies | 62160 | \$ 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 |
| Storage Unit Rent | 62330 | \$ 385.00 | \$ 385.00 | \$ 385.00 | \$ 385.00 | \$ 385.00 | \$ 385.00 | \$ 385.00 | \$ 385.00 | \$ 385.00 | \$ 385.00 | \$ 385.00 | \$ 385.00 | \$ 4,620.00 |
| Bank Charges | 62250 | \$ 55.00 | \$ 55.00 | \$ 55.00 | \$ 55.00 | \$ 55.00 | \$ 55.00 | \$ 55.00 | \$ 55.00 | \$ 55.00 | \$ 55.00 | \$ 55.00 | \$ 55.00 | \$ 660.00 |
| Building Repairs & Maintenance | 62320 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 250.00 | \$ - | \$ - | \$ - | \$ - | \$ 250.00 |
| Depreciation Expense | 62360 | \$ 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 |
| Vehicle Maintenance | 62190 | \$ 100.00 | \$ - | \$ - | \$ 100.00 | \$ - | \$ - | \$ 100.00 | \$ - | \$ - | \$ 100.00 | \$ - | \$ - | \$ 400.00 |
| Gas | 62200 | \$ 325.00 | \$ 325.00 | \$ 325.00 | \$ 325.00 | \$ 325.00 | \$ 325.00 | \$ 325.00 | \$ 325.00 | \$ 325.00 | \$ 325.00 | \$ 325.00 | \$ 325.00 | \$ 3,900.00 |
| Uniforms | 62210 | \$ - | \$ - | \$ - | \$ 1,000.00 | \$ - | \$ - | \$ - | \$ - | \$ 1,000.00 | \$ - | \$ - | \$ - | \$ 2,000.00 |
| IT Support | 62220 | \$ 375.00 | \$ 375.00 | \$ 375.00 | \$ 375.00 | \$ 375.00 | \$ 375.00 | \$ 375.00 | \$ 375.00 | \$ 375.00 | \$ 375.00 | \$ 375.00 | \$ 375.00 | \$ 4,500.00 |
| Property Taxes | 62370 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 250.00 | \$ - | \$ - | \$ - | \$ 250.00 |
| 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 |
| Employee Benefits | 61020 | \$ 4,000.00 | \$ - | \$ - | \$ - | \$ 10,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 14,000.00 |
| Vehicle Leases or Payments | 62410 | \$ 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 |
| Special Event Operations | TBD | \$ 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: | | \$ 18,275.00 | \$ 14,545.00 | \$ 11,545.00 | \$ 14,975.00 | \$ 21,545.00 | \$ 19,345.00 | \$ 18,775.00 | \$ 11,545.00 | \$ 12,795.00 | \$ 17,225.00 | \$ 11,545.00 | \$ 11,545.00 | \$ 183,660.00 |

| LY \$ Totals | \$ Change YOY | % Change |
|---------------|----------------|----------|
| | | YOY |
| \$ - | \$ - | N/A |
| \$ 36,000.00 | \$ - | 0% |
| \$ 21,000.00 | \$ (15,000.00) | -71% |
| \$ 3,780.00 | \$ - | 0% |
| \$ 4,200.00 | \$ 1,800.00 | 43% |
| \$ 1,560.00 | \$ - | 0% |
| \$ 300.00 | \$ - | N/A |
| \$ 4,500.00 | \$ 300.00 | 7% |
| \$ 4,200.00 | \$ 600.00 | N/A |
| \$ 4,800.00 | \$ - | 0% |
| \$ 780.00 | \$ - | 0% |
| \$ 2,160.00 | \$ - | 0% |
| \$ 4,800.00 | \$ - | 0% |
| \$ 6,000.00 | \$ 1,200.00 | 20% |
| \$ 8,340.00 | \$ - | 0% |
| \$ 2,400.00 | \$ - | 0% |
| \$ 2,900.00 | \$ - | 0% |
| \$ 9,000.00 | \$ - | 0% |
| \$ 1,620.00 | \$ - | 0% |
| \$ 3,600.00 | \$ - | 0% |
| \$ 4,620.00 | \$ - | 0% |
| \$ 660.00 | \$ - | 0% |
| \$ 4,250.00 | \$ (4,000.00) | -94% |
| \$ 6,000.00 | \$ - | 0% |
| \$ 1,200.00 | \$ (800.00) | -67% |
| \$ 3,600.00 | \$ 300.00 | 8% |
| \$ 2,000.00 | \$ - | 0% |
| \$ 4,500.00 | \$ - | 0% |
| \$ 250.00 | \$ - | 0% |
| \$ 240.00 | \$ - | 0% |
| \$ 11,500.00 | \$ 2,500.00 | 22% |
| \$ 9,600.00 | \$ 2,400.00 | 25% |
| \$ - | \$ 24,000.00 | #DIV/0! |
| \$ - | \$ - | #DIV/0! |
| \$ - | \$ - | #DIV/0! |
| \$ - | \$ - | #DIV/0! |
| \$ - | \$ - | #DIV/0! |
| \$ 170,360.00 | \$ 13,300.00 | 8% |

MARKETING - Measure A

Mammoth Lakes Tourism
2018-2019 Budget

| Expense Accounts | July | August | September | October | November | December | January | February | March | April | May | June | Total |
|-----------------------------------------------------|---------------------|--------------------|--------------------|---------------------|--------------------|--------------------|---------------------|----------------------|--------------------|---------------------|--------------------|--------------------|----------------------|
| Air Subsidy - 63010 - A | | | | | | | | | | | | | |
| Mammoth Mountain Ski Area | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 150,000.00 | \$ - | \$ - | \$ - | \$ - | \$ 150,000.00 |
| Total By Month 63010 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 150,000.00 | \$ - | \$ - | \$ - | \$ - | \$ 150,000.00 |
| Contract Services - 63040 - A | | | | | | | | | | | | | |
| ML Chamber of Commerce - Quarterly Payment | \$ 15,750.00 | | | \$ 15,750.00 | | | \$ 15,750.00 | | | \$ 15,750.00 | \$ - | \$ - | \$ 63,000.00 |
| ESIA Management Fee of CWC | \$ 14,437.50 | | | \$ 14,437.00 | | | \$ 14,437.50 | | | \$ 14,437.50 | \$ - | \$ - | \$ 57,749.50 |
| Airplanners LLC - Air Service Consulting | \$ 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 | \$ 2,750.00 | \$ 2,750.00 | \$ 30,500.00 |
| Embark Air Agency | \$ 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 | \$ 3,000.00 | \$ 3,000.00 | \$ 36,000.00 |
| Desert Springs Fish Stocking | \$ 40,000.00 | | | | | | | | | | \$ - | \$ - | \$ 40,000.00 |
| Total By Month 63040 | \$ 75,687.50 | \$ 5,500.00 | \$ 5,500.00 | \$ 35,687.00 | \$ 5,500.00 | \$ 5,500.00 | \$ 35,687.50 | \$ 5,500.00 | \$ 5,500.00 | \$ 35,687.50 | \$ 5,750.00 | \$ 5,750.00 | \$ 227,249.50 |
| Collateral Distribution - 63052-A | | | | | | | | | | | | | |
| Visitor Guide | | \$ 550.00 | \$ 400.00 | \$ 12,690.96 | | | | | | | \$ 1,550.00 | \$ - | \$ 15,190.96 |
| Misc Shipping | | | \$ 3,000.00 | | | \$ 3,000.00 | | \$ 3,000.00 | | | | | \$ 9,000.00 |
| Total By Month 63052 | \$ - | \$ 550.00 | \$ 3,400.00 | \$ 12,690.96 | \$ - | \$ 3,000.00 | \$ - | \$ - | \$ 3,000.00 | \$ - | \$ 1,550.00 | \$ - | \$ 24,190.96 |
| Giveaway Promotion - 63140-A | | | | | | | | | | | | | |
| Travel Show Giveaway | | \$ 4,000.00 | \$ - | \$ - | \$ 5,401.80 | \$ - | \$ - | \$ 4,000.00 | | \$ - | \$ - | \$ 5,000.00 | \$ 18,401.80 |
| Total By Month 63140 | \$ - | \$ 4,000.00 | \$ - | \$ - | \$ 5,401.80 | \$ - | \$ - | \$ 4,000.00 | \$ - | \$ - | \$ - | \$ 5,000.00 | \$ 18,401.80 |
| Industry Training - 63160 - A | | | | | | | | | | | | | |
| Visit California Outlook Forum | | | | | | | | \$ 1,600.00 | | | | \$ - | \$ 1,600.00 |
| ESTO (US Travel) | | | | | | | | | \$ 1,600.00 | | | | \$ 1,600.00 |
| California Travel Summit | | | | | \$ 700.00 | | | | | | | \$ - | \$ 700.00 |
| Destination Capitol Hill (US Travel) | | | | | | | | \$ 170.00 | | | | \$ - | \$ 170.00 |
| CalTravel Rally Day/Board Meetings | | | \$ 170.00 | | | \$ 170.00 | | \$ 680.00 | | \$ 170.00 | | \$ - | \$ 1,190.00 |
| Skill Training & Team Building | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 400.00 | \$ 4,800.00 |
| Total By Month 63160 | \$ 400.00 | \$ 400.00 | \$ 570.00 | \$ 400.00 | \$ 1,100.00 | \$ 570.00 | \$ 400.00 | \$ 2,850.00 | \$ 2,000.00 | \$ 570.00 | \$ 400.00 | \$ 400.00 | \$ 10,060.00 |
| Dues and Subscriptions - 63180 - A | | | | | | | | | | | | | |
| California Office of Tourism - CWC Association Dues | | | \$ 1,250.00 | | | \$ 1,250.00 | | | \$ 1,250.00 | | | \$ 1,250.00 | \$ 5,000.00 |
| CalTravel Association | | \$ 6,592.00 | | | | | | | | | | | \$ 6,592.00 |
| US Travel Association | \$ 2,600.00 | | | | | | \$ 2,600.00 | | | | | | \$ 5,200.00 |
| Total By Month 63180 | \$ 2,600.00 | \$ 6,592.00 | \$ 1,250.00 | \$ - | \$ - | \$ 1,250.00 | \$ 2,600.00 | \$ - | \$ 1,250.00 | \$ - | \$ - | \$ 1,250.00 | \$ 16,792.00 |
| Lodging - 63191-A | | | | | | | | | | | | | |
| CalTravel Board Quarterly Meeting | \$ 975.00 | \$ - | \$ - | \$ 3,900.00 | \$ - | \$ - | \$ 3,900.00 | \$ - | \$ - | \$ 3,900.00 | \$ - | \$ - | \$ 12,675.00 |
| CalTravel Summit | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,950.00 | \$ 1,950.00 |
| ESTO (US Travel) | \$ - | \$ 2,600.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,600.00 |
| US Travel Destination Capitol Hill | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 650.00 | \$ - | \$ - | \$ - | \$ 650.00 |
| Visit California Board Quarterly Meeting | \$ 650.00 | \$ - | \$ - | \$ 650.00 | \$ - | \$ - | \$ 650.00 | \$ - | \$ - | \$ - | \$ 650.00 | \$ - | \$ 2,600.00 |
| Visit California Welcome Center Meetings | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 300.00 | \$ - | \$ - | \$ 300.00 | \$ - | \$ - | \$ 600.00 |
| Visit California Outlook Forum | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,600.00 | \$ - | \$ - | \$ - | \$ - | \$ 2,600.00 |
| Total By Month 63191 | \$ 1,625.00 | \$ 2,600.00 | \$ - | \$ 4,550.00 | \$ - | \$ - | \$ 4,850.00 | \$ 2,600.00 | \$ 650.00 | \$ 4,200.00 | \$ 650.00 | \$ 1,950.00 | \$ 23,675.00 |
| Gas/Mileage - 63192-A | | | | | | | | | | | | | |
| Various | \$ 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 |
| Total By Month 63192 | \$ 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 |
| Flights - 63193-A | | | | | | | | | | | | | |
| ESTO (US Travel Summit), Phoenix | \$ 800.00 | | | | | | | | | | | \$ - | \$ 800.00 |
| US Travel Destination Capitol Hill, Washington, DC | | | | | | | | \$ 1,400.00 | | | | \$ - | \$ 1,400.00 |
| Total By Month 63193 | \$ 800.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,400.00 | \$ - | \$ - | \$ - | \$ - | \$ 2,200.00 |
| Incidentals - 63194-A | | | | | | | | | | | | | |
| Various | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 720.00 |
| Total By Month 63194 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 60.00 | \$ 720.00 |
| Meals - 63200-A | | | | | | | | | | | | | |

| LY \$ Totals | \$ Change YOY | % Change YOY |
|---------------|-----------------|--------------|
| \$ 265,000.00 | \$ (115,000.00) | -43% |
| \$ 204,394.50 | \$ 22,855.00 | 11% |
| \$ 48,672.87 | \$ (24,481.91) | -50% |
| \$ 5,000.00 | \$ 13,401.80 | 268% |
| \$ 9,549.00 | \$ 511.00 | 5% |
| \$ 15,867.00 | \$ 925.00 | 6% |
| \$ 30,225.00 | \$ (6,550.00) | -22% |
| \$ 1,200.00 | \$ - | 0% |
| \$ 5,800.00 | \$ (3,600.00) | -62% |
| \$ 720.00 | \$ - | 0% |

| | | | | | | | | | | | | | | | | |
|--------------------------------------------------------------------|----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------|---------------------|---------------------|---------------------|---------------------|----------------------|----------------------|------------------------|-------------|
| CalTravel Board Quarterly Meeting | \$ 426.00 | | | \$ 426.00 | \$ - | \$ - | \$ 639.00 | \$ - | | \$ 426.00 | \$ - | \$ 1,917.00 | | | | |
| CalTravel Summit | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 568.00 | \$ 568.00 | | | |
| Destination Capitol Hill (US Travel) | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 852.00 | \$ - | \$ - | \$ - | \$ 852.00 | | | |
| ESTO (US Travel) | \$ - | \$ 710.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 710.00 | | | |
| Visit California Board Quarterly Meeting | \$ 213.00 | \$ - | \$ - | \$ 213.00 | \$ - | \$ - | \$ 213.00 | \$ - | \$ - | \$ - | \$ 213.00 | \$ - | \$ 852.00 | | | |
| Visit California Welcome Center Meetings | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 284.00 | \$ - | \$ - | \$ 284.00 | | | |
| Visit California Outlook Forum | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 568.00 | \$ - | \$ - | \$ - | \$ 568.00 | | | |
| Yosemite Gateway Partners Quarterly Meeting | \$ 20.00 | \$ - | \$ - | \$ 20.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 40.00 | | | |
| Total By Month 63200 | \$ 659.00 | \$ 710.00 | \$ - | \$ 659.00 | \$ - | \$ - | \$ 852.00 | \$ 568.00 | \$ 852.00 | \$ 710.00 | \$ 213.00 | \$ 568.00 | \$ 5,791.00 | \$ 6,288.00 | \$ (497.00) | -8% |
| Production - 63270-A | | | | | | | | | | | | | | | | |
| Miles Travel | \$ 416.67 | \$ 416.67 | \$ 416.63 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 5,000.00 | | | |
| Miles - Google DMO Content Program | \$ 5,333.33 | \$ 5,333.33 | \$ 5,333.33 | \$ 5,333.33 | \$ 5,333.33 | \$ 5,333.33 | \$ 5,333.33 | \$ 5,333.33 | \$ 5,333.33 | \$ 5,333.33 | \$ 5,333.33 | \$ 5,333.37 | \$ 64,000.00 | | | |
| Miles - Content Program Optimizations | \$ 541.67 | \$ 541.67 | \$ 541.67 | \$ 541.67 | \$ 541.67 | \$ 541.67 | \$ 541.67 | \$ 541.67 | \$ 541.67 | \$ 541.67 | \$ 541.67 | \$ 541.63 | \$ 6,500.00 | | | |
| Fact Checking | \$ 6,000.00 | \$ 6,000.00 | \$ 3,000.00 | \$ 700.01 | \$ 4,000.00 | \$ 338.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 3,987.00 | \$ 200.04 | \$ 6,000.00 | \$ 34,225.05 | | | | |
| Total by Month 63270-T | \$ 12,291.67 | \$ 12,291.67 | \$ 6,291.63 | \$ 9,291.67 | \$ 6,991.68 | \$ 10,291.67 | \$ 6,629.67 | \$ 8,291.67 | \$ 8,291.67 | \$ 10,278.67 | \$ 6,491.71 | \$ 12,291.67 | \$ 109,725.05 | \$ 80,000.00 | \$ 29,725.05 | 37% |
| Website Development and Maintenance- 66020 - A | | | | | | | | | | | | | | | | |
| Miles - Development | \$ 2,076.67 | \$ 2,076.67 | \$ 2,076.67 | \$ 2,076.67 | \$ 2,076.67 | \$ 2,076.67 | \$ 2,076.67 | \$ 2,076.67 | \$ 2,076.67 | \$ 2,076.67 | \$ 2,076.67 | \$ 2,076.67 | \$ 24,920.04 | | | |
| Miles - Maintenance | \$ 2,800.00 | \$ 2,800.00 | \$ 2,800.00 | \$ 2,800.00 | \$ 2,800.00 | \$ 2,800.00 | \$ 2,800.00 | \$ 2,800.00 | \$ 2,800.00 | \$ 2,800.00 | \$ 2,800.00 | \$ 2,800.00 | \$ 33,600.00 | | | |
| Miles - Analytics Reporting | \$ 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 | | | |
| Miles - Get Smart Content | \$ 1,750.00 | \$ 1,750.00 | \$ 1,750.00 | \$ 1,750.00 | \$ 1,750.00 | \$ 1,750.00 | \$ 1,750.00 | \$ 1,750.00 | \$ 1,750.00 | \$ 1,750.00 | \$ 1,750.00 | \$ 1,750.00 | \$ 21,000.00 | | | |
| Miles - Visitor Guide ebook App | \$ 291.67 | \$ 291.67 | \$ 291.67 | \$ 291.67 | \$ 291.67 | \$ 291.67 | \$ 291.67 | \$ 291.67 | \$ 291.67 | \$ 291.67 | \$ 291.67 | \$ 291.63 | \$ 3,500.00 | | | |
| Miles - SnowCountry App and URL | \$ 41.67 | \$ 41.67 | \$ 41.67 | \$ 41.67 | \$ 41.67 | \$ 41.67 | \$ 41.67 | \$ 41.67 | \$ 41.67 | \$ 41.67 | \$ 41.67 | \$ 41.63 | \$ 500.00 | | | |
| Woofu.com - Visitor Guide Fulfillment App | \$ 14.95 | \$ 14.95 | \$ 14.95 | \$ 14.95 | \$ 14.95 | \$ 14.95 | \$ 14.95 | \$ 14.95 | \$ 14.95 | \$ 14.95 | \$ 14.95 | \$ 14.95 | \$ 179.40 | | | |
| Miles - Onniver 360 Player | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.67 | \$ 416.63 | \$ 5,000.00 | | | |
| OAG - Flightview App | \$ 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 | | | |
| Miles - CrowdRiff Licensing | \$ 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 | | | |
| Domain Names (various) | \$ 20.83 | \$ 20.83 | \$ 20.83 | \$ 20.83 | \$ 20.83 | \$ 20.83 | \$ 20.83 | \$ 20.83 | \$ 20.83 | \$ 20.83 | \$ 20.83 | \$ 20.87 | \$ 250.00 | | | |
| Total By Month 66020 | \$ 10,962.46 | \$ 10,962.46 | \$ 10,962.46 | \$ 10,962.46 | \$ 10,962.46 | \$ 10,962.46 | \$ 10,962.46 | \$ 10,962.46 | \$ 10,962.46 | \$ 10,962.46 | \$ 10,962.46 | \$ 10,962.38 | \$ 131,549.44 | \$ 157,849.93 | \$ (26,300.49) | -17% |
| Search Engine Optimization (SEO) - 66030 - A | | | | | | | | | | | | | | | | |
| BrightEdge Software (300 words); Reporting; Optimization (4 hours) | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 21,300.00 | | | |
| Total By Month 66030 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 1,775.00 | \$ 21,300.00 | \$ 21,300.00 | \$ - | 0% |
| Hosting - 66130-A | | | | | | | | | | | | | | | | |
| Website hosting | \$ 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 | | | |
| Barberstock | \$ 2,844.00 | | | \$ 2,844.00 | | | | | | | | | \$ 5,688.00 | | | |
| Mail Chimp Email Marketing | \$ 419.00 | \$ 225.00 | \$ 364.30 | \$ 419.00 | \$ 419.00 | \$ 419.00 | \$ 419.00 | \$ 419.00 | \$ 419.00 | \$ 419.00 | \$ 419.00 | \$ 419.00 | \$ 4,779.30 | | | |
| Sprout Social Analytics | \$ 199.00 | \$ 199.00 | \$ 199.00 | \$ 199.00 | \$ 199.00 | \$ 199.00 | \$ 199.00 | \$ 199.00 | \$ 199.00 | \$ 199.00 | \$ 199.00 | \$ 199.00 | \$ 2,388.00 | | | |
| Survey Monkey | \$ - | \$ - | \$ 300.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 300.00 | | | |
| Total By Month 66130 | \$ 4,362.00 | \$ 1,324.00 | \$ 1,763.30 | \$ 4,362.00 | \$ 1,518.00 | \$ 1,518.00 | \$ 1,518.00 | \$ 1,518.00 | \$ 1,518.00 | \$ 1,518.00 | \$ 1,518.00 | \$ 1,518.00 | \$ 23,955.30 | \$ 25,654.30 | \$ (1,699.00) | -7% |
| Totals | \$ 111,322.63 | \$ 46,865.13 | \$ 31,672.39 | \$ 80,538.09 | \$ 33,408.94 | \$ 35,027.13 | \$ 65,434.63 | \$ 188,225.13 | \$ 37,359.13 | \$ 65,861.63 | \$ 29,470.17 | \$ 41,625.05 | \$ 766,810.05 | \$ 882,597.95 | \$ (115,787.90) | -13% |

COMMUNICATIONS/PR - Measure A

Mammoth Lakes Tourism
2018-19 Budget

| Expense Accounts | July | August | September | October | November | December | January | February | March | April | May | June | Total |
|---------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|------------------|--------------------|--------------------|---------------------|
| FAM Trip Airfare - 65011 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 2,600.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 10,100.00 |
| Total By Month 65011 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 2,600.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 10,100.00 |
| FAM Trip Lodging - 65012 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 4,000.00 | \$ 1,000.00 | \$ 14,000.00 |
| Total By Month 65012 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 4,000.00 | \$ 1,000.00 | \$ 14,000.00 |
| FAM Trip Meals - 65013 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 8,400.00 |
| Total By Month 65013 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 700.00 | \$ 8,400.00 |
| FAM Trip Transportation - 65015 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 3,000.00 |
| Total By Month 65015 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 3,000.00 |
| Ambassador Fees - 65016 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 2,400 |
| Total by Month 65016 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 200 | \$ 2,400 |
| STAFF Lodging - 65021 | \$ - | \$ - | \$ 500.00 | \$ 500.00 | \$ - | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ - | \$ 500.00 | \$ - | \$ 500.00 | \$ 3,500.00 |
| Total By Month 65021 | \$ - | \$ - | \$ 500.00 | \$ 500.00 | \$ - | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ - | \$ 500.00 | \$ - | \$ 500.00 | \$ 3,500.00 |
| STAFF Gas/Mileage - 65022 | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ 400.00 | \$ 500.00 | \$ 500.00 | \$ 2,400.00 |
| Total By Month 65022 | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ 400.00 | \$ 500.00 | \$ 500.00 | \$ 2,400.00 |
| STAFF Airfare - 65023 | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | \$ 500.00 | \$ - | \$ 1,500.00 |
| Total By Month 65023 | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | \$ 500.00 | \$ - | \$ 1,500.00 |
| STAFF Entertainment - 65024 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Total By Month 65024 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| STAFF Transportation - 65028 | \$ - | \$ - | \$ - | \$ 100.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 100.00 | \$ - | \$ 200.00 | \$ 400.00 |
| Total By Month 65028 | \$ - | \$ - | \$ - | \$ 100.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 100.00 | \$ - | \$ 200.00 | \$ 400.00 |
| STAFF Meals - 65030 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Meals | \$ - | \$ - | \$ 200.00 | \$ - | \$ 200.00 | \$ - | \$ - | \$ - | \$ - | \$ 250.00 | \$ - | \$ 250.00 | \$ 900.00 |
| Total By Month 65030 | \$ - | \$ - | \$ 200.00 | \$ - | \$ 200.00 | \$ - | \$ - | \$ - | \$ - | \$ 250.00 | \$ - | \$ 250.00 | \$ 900.00 |
| Press Events - 65090 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| California | \$ 1,200.00 | \$ - | \$ - | \$ - | \$ 1,000.00 | \$ 2,000.00 | \$ - | \$ 1,200.00 | \$ - | \$ - | \$ - | \$ - | \$ 5,400.00 |
| National | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 800.00 | \$ - | \$ - | \$ 800.00 |
| Total By Month 65090 | \$ 1,200.00 | \$ - | \$ - | \$ - | \$ 1,000.00 | \$ 2,000.00 | \$ - | \$ 1,200.00 | \$ - | \$ 800.00 | \$ - | \$ - | \$ 6,200.00 |
| Dues/Subscriptions - 65040 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| NASJA | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 200.00 | \$ - | \$ 200.00 |
| SATW | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 350.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 350.00 |
| ATTA | \$ 1,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,000.00 |
| PRSA | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| NATJA | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 |
| TravMedia | \$ - | \$ - | \$ - | \$ - | \$ 1,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,000.00 |
| Cision Subscription | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 6,275.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 6,275.00 |
| Total By Month 65040 | \$ 1,000.00 | \$ 500.00 | \$ - | \$ - | \$ 1,000.00 | \$ - | \$ 6,800.00 | \$ - | \$ - | \$ - | \$ 200.00 | \$ - | \$ 9,500.00 |
| Sponsorship - 65050 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Mammoth Track Club | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ - | \$ 30,000.00 |
| High Altitude Training House | \$ 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 | \$ 3,000.00 | \$ 3,000.00 | \$ 36,000.00 |
| SATW Conference wrap up | \$ 15,000 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 15,000.00 |

| LY \$ Totals | \$ Change YOY | % Change YOY |
|--------------|---------------|--------------|
| \$ 10,100.00 | \$ - | 0% |
| \$ 11,000.00 | \$ 3,000.00 | 27% |
| \$ 8,400.00 | \$ - | 0% |
| \$ 3,000.00 | \$ - | 0% |
| \$ 0 | \$ 2,400.00 | #DIV/0! |
| \$ 4,500.00 | \$ (1,000.00) | -22% |
| \$ 2,400.00 | \$ - | 0% |
| \$ 1,500.00 | \$ - | 0% |
| \$ 250.00 | \$ (250.00) | -100% |
| \$ 800.00 | \$ (400.00) | -50% |
| \$ 1,850.00 | \$ (950.00) | -51% |
| \$ 12,700.00 | \$ (6,500.00) | -51% |
| \$ 17,350.00 | \$ (7,850.00) | -45% |

| | | | | | | | | | | | | | | | | |
|---------------------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------|---------------|---------------|---------|
| Fall Colors with John Poimiroo | \$ - | \$ - | | \$ 1,500.00 | \$ - | | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,500.00 | | | |
| Total By Month 65050 | \$ 18,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 4,500.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 13,000.00 | \$ 13,000.00 | \$ 13,000.00 | \$ 3,000.00 | \$ 82,500.00 | \$ 77,500.00 | \$ 5,000.00 | 6% |
| Promotional and Community PR - 65060 | | | | | | | | | | | | | | | | |
| Community Coffee | \$100 | \$ 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 | | | |
| Community Open House | \$1,500 | \$1,500 | | | | | | | | | | | \$3,000 | | | |
| Total By Month 65060 | \$1,600 | \$ 1,600.00 | \$ 100.00 | \$ 100.00 | \$ 100.00 | \$ 100.00 | \$ 100.00 | \$ 100.00 | \$ 100.00 | \$ 100.00 | \$ 100.00 | \$ 100.00 | \$ 4,200.00 | \$ - | \$ 4,200.00 | #DIV/0! |
| Agency - 65080 | | | | | | | | | | | | | | | | |
| Lyman PR | \$ 7,000.00 | \$ 7,000.00 | \$ 7,000.00 | \$ 7,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 7,000.00 | \$ 70,000.00 | | |
| Agency costs | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,000.00 | | |
| Total By Month 65080 | \$ 7,000.00 | \$ 7,000.00 | \$ 7,500.00 | \$ 7,000.00 | \$ 5,000.00 | \$ 5,500.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 7,000.00 | \$ 71,000.00 | \$ - | 0% |
| Totals | \$ 31,450.00 | \$ 15,250.00 | \$ 13,950.00 | \$ 15,350.00 | \$ 12,950.00 | \$ 14,250.00 | \$ 20,150.00 | \$ 13,450.00 | \$ 21,250.00 | \$ 22,800.00 | \$ 24,950.00 | \$ 14,200.00 | \$ 220,000.00 | \$ 222,350.00 | \$ (2,350.00) | -1% |

SALES - Measure A

Mammoth Lakes Tourism
2018-19 Budget

| Expense Accounts | July | August | September | October | November | December | January | February | March | April | May | June | Total | LY \$ Totals | \$ Change YOY | % Change YOY |
|----------------------------------------------|--------------------|--------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|--------------|---------------|--------------|
| MLT Promo Items - 64160 | | | | | | | | | | | | | | | | |
| Promotional Items / SWAG/Stickers/ Maps | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 8,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 8,500.00 | \$ 1,500.00 | \$ 32,000.00 | \$ 32,000.00 | \$ - | 0% |
| Total By Month 64160 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 8,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 8,500.00 | \$ 1,500.00 | \$ 32,000.00 | | | |
| International Travel Shows - 64010 | | | | | | | | | | | | | | | | |
| Australian Consumer Shows | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 5,500.00 | \$ - | \$ 5,500.00 | | | |
| ITB Sales Missions | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 5,000.00 | \$ - | \$ - | \$ - | \$ 5,000.00 | | | |
| WTM | \$ - | \$ - | \$ - | \$ - | \$ 5,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 5,000.00 | | | |
| Showcase USA, Italy | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 4,000.00 | \$ - | \$ - | \$ - | \$ 4,000.00 | | | |
| Scandinavia Sales Mission | \$ - | \$ - | \$ 4,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 4,000.00 | | | |
| India Sales Mission (BUSAVC) | \$ - | \$ - | \$ 6,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 6,000.00 | | | |
| Mexico Sales Mission | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 4,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 4,000.00 | | | |
| Brazil Sales Mission | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 4,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 4,000.00 | | | |
| China / S.Korea Sales Missions | \$ - | \$ - | \$ - | \$ 3,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 5,000.00 | \$ - | \$ - | \$ 8,000.00 | | | |
| Canada Sales Mission | \$ - | \$ - | \$ - | \$ 3,500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 3,500.00 | | | |
| International PowWow | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 4,000.00 | \$ 4,000.00 | | | |
| Total By Month 64010 | \$ - | \$ - | \$ 10,000.00 | \$ 6,500.00 | \$ 5,000.00 | \$ 4,000.00 | \$ 4,000.00 | \$ - | \$ 9,000.00 | \$ 5,000.00 | \$ 5,500.00 | \$ 4,000.00 | \$ 53,000.00 | \$ 53,000.00 | \$ - | 0% |
| Domestic Travel Shows - 64020 | | | | | | | | | | | | | | | | |
| MTS | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 4,000.00 | \$ - | \$ - | \$ 4,000.00 | | | |
| Ski Tops Network | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 | \$ - | \$ - | \$ - | \$ 2,500.00 | | | |
| Meeting / Groups Shows | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ 1,000.00 | | | |
| Total By Month 64020 | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 3,000.00 | \$ 4,000.00 | \$ - | \$ - | \$ 7,500.00 | \$ 9,000.00 | \$ (1,500.00) | -17% |
| Ski Clubs/Professional Groups - 64030 | | | | | | | | | | | | | | | | |
| East Coast Ski Clubs | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,000.00 | \$ - | \$ 2,000.00 | | | |
| Crescent Ski Council | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,000.00 | \$ - | \$ - | \$ 2,000.00 | | | |
| Mid West Ski Clubs | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,000.00 | \$ - | \$ 2,000.00 | | | |
| Florida Ski Council | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,000.00 | \$ 2,000.00 | | | |
| Total By Month 64030 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,000.00 | \$ 4,000.00 | \$ 2,000.00 | \$ 8,000.00 | \$ 8,000.00 | \$ - | 0% |
| Lodging - 64041 | | | | | | | | | | | | | | | | |
| | \$ - | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 1,500.00 | \$ - | \$ - | \$ 500.00 | \$ 2,500.00 | \$ 3,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 14,000.00 | | | |
| Total By Month 64041 | \$ - | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 1,500.00 | \$ - | \$ - | \$ 500.00 | \$ 2,500.00 | \$ 3,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 14,000.00 | \$ 14,000.00 | \$ - | 0% |
| Gas/Mileage - 64042 | | | | | | | | | | | | | | | | |
| | \$ - | \$ - | \$ - | \$ - | \$ 250.00 | \$ - | \$ - | \$ 250.00 | \$ - | \$ - | \$ 250.00 | \$ - | \$ 750.00 | | | |
| Total By Month 64042 | \$ - | \$ - | \$ - | \$ - | \$ 250.00 | \$ - | \$ - | \$ 250.00 | \$ - | \$ - | \$ 250.00 | \$ - | \$ 750.00 | \$ 750.00 | \$ - | 0% |
| Airfare - 64043 | | | | | | | | | | | | | | | | |
| | \$ - | \$ - | \$ 1,500.00 | \$ 1,500.00 | \$ 500.00 | \$ - | \$ - | \$ 500.00 | \$ 2,000.00 | \$ 3,500.00 | \$ 2,000.00 | \$ 1,000.00 | \$ 12,500.00 | | | |
| Total By Month 64043 | \$ - | \$ - | \$ 1,500.00 | \$ 1,500.00 | \$ 500.00 | \$ - | \$ - | \$ 500.00 | \$ 2,000.00 | \$ 3,500.00 | \$ 2,000.00 | \$ 1,000.00 | \$ 12,500.00 | \$ 12,500.00 | \$ - | 0% |
| Incidentals - 64044 | | | | | | | | | | | | | | | | |
| | \$ 500.00 | \$ - | \$ 500.00 | \$ - | \$ 500.00 | \$ - | \$ 500.00 | \$ - | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ - | \$ 3,500.00 | | | |
| Total By Month 64044 | \$ 500.00 | \$ - | \$ 500.00 | \$ - | \$ 500.00 | \$ - | \$ 500.00 | \$ - | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ - | \$ 3,500.00 | \$ 3,500.00 | \$ - | 0% |
| Meals - 64050 | | | | | | | | | | | | | | | | |
| Meals | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 1,000.00 | \$ 500.00 | \$ 1,000.00 | \$ 500.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 8,500.00 | | | |
| Total By Month 64050 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 1,000.00 | \$ 500.00 | \$ 1,000.00 | \$ 500.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 8,500.00 | \$ 8,500.00 | \$ - | 0% |
| Membership Dues & Subs - 64060 | | | | | | | | | | | | | | | | |
| NTA | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,000.00 | | | |
| Visit USA, Italy | \$ 2,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,000.00 | | | |
| Visit USA, France | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,000.00 | | | |
| Visit USA, UK | \$ 1,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,000.00 | | | |
| HSVC | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 | | | |
| ABA | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,000.00 | | | |
| MPI | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | | | |
| Visa Vue Membership | \$ 3,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 3,000.00 | | | |
| VisitUSA, Belgium, Lux | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 800.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 800.00 | | | |
| CaISAE | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | | | |

| | | | | | | | | | | | | | | | | |
|------------------------------------------|---------------|-------------|---------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|----------------|------|
| Total By Month 64060 | \$ 7,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 7,300.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 14,300.00 | \$ 13,300.00 | \$ 1,000.00 | 8% |
| Advertising - 64070 | | | | | | | | | | | | | | | | |
| Australia Print / Co-Ops | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 13,000.00 | \$ - | \$ - | \$ - | \$ 13,000.00 | | | |
| Australia Digital | \$ - | \$ - | \$ 12,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 12,000.00 | | | |
| Brand USA / Ski USA | \$ - | \$ - | \$ 20,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 20,000.00 | | | |
| Visit California | \$ - | \$ - | \$ 25,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 25,000.00 | | | |
| UK Print / Co-Ops | \$ - | \$ - | \$ 10,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 10,000.00 | | | |
| German Print / Co-Ops | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 10,000.00 | \$ - | \$ - | \$ - | \$ - | \$ 10,000.00 | | | |
| Dutch Print / Co-Ops | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 | | | |
| Italian Print / Co-Ops | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 | | | |
| French Print / Co-Ops | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 | | | |
| Latin America Print / Co-Ops | \$ - | \$ - | \$ 2,500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 | | | |
| S. Korean Print / Co-Ops | \$ - | \$ - | \$ 5,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 5,000.00 | | | |
| Canadian Print / Co-Ops | \$ - | \$ - | \$ 2,500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 | | | |
| Chinese Print / Co-Ops | \$ - | \$ - | \$ 5,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 5,000.00 | | | |
| Scandinavian Co-Ops | \$ - | \$ - | \$ - | \$ - | \$ 5,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 5,000.00 | | | |
| Total By Month 64070 | \$ - | \$ - | \$ 82,000.00 | \$ - | \$ 5,000.00 | \$ - | \$ - | \$ 17,500.00 | \$ 13,000.00 | \$ - | \$ - | \$ - | \$ 117,500.00 | \$ 127,500.00 | \$ (10,000.00) | -8% |
| Supplies - 64080 | | | | | | | | | | | | | | | | |
| Printing of Vacation Planners | \$ - | \$ - | \$ 2,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,000.00 | \$ - | \$ - | \$ 4,000.00 | | | |
| Shipping of Promo Items | \$ - | \$ - | \$ 500.00 | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ 1,500.00 | | | |
| Shipping of Print Collateral | \$ 500.00 | \$ 500.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 500.00 | \$ 500.00 | \$ 8,500.00 | | | |
| Total By Month 64080 | \$ 500.00 | \$ 500.00 | \$ 3,500.00 | \$ 1,000.00 | \$ 1,500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 1,000.00 | \$ 3,500.00 | \$ 500.00 | \$ 500.00 | \$ 14,000.00 | \$ 14,000.00 | \$ - | 0% |
| Agency Fees - 64090 | | | | | | | | | | | | | | | | |
| Black Diamond (UK) | \$ 24,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 24,000.00 | | | |
| Gate 7 (Australia) | \$ 20,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 20,000.00 | | | |
| Masters Consulting (Italy, Spain) | \$ 8,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 8,000.00 | | | |
| MSI (Germany) | \$ 12,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 12,000.00 | | | |
| S. Korean Agency | \$ 20,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 20,000.00 | | | |
| Chinese Agency | \$ 20,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 20,000.00 | | | |
| Atlantic Link (Scandinavian Agency) | \$ 10,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 20,000.00 | | | |
| Total By Month 64090 | \$ 114,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 114,000.00 | \$ 116,500.00 | \$ (2,500.00) | -2% |
| Promotions / Sponsorships - 64100 | | | | | | | | | | | | | | | | |
| California CUP | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 3,000.00 | \$ 3,000.00 | | | |
| MLT Ambassadors | \$ 500.00 | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ 500.00 | \$ 2,000.00 | | | |
| IPW | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 12,450.00 | \$ - | \$ 12,450.00 | | | |
| Total By Month 64100 | \$ 500.00 | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ 12,450.00 | \$ 3,500.00 | \$ 17,450.00 | \$ 3,000.00 | \$ 14,450.00 | 482% |
| Totals | \$ 124,500.00 | \$ 3,500.00 | \$ 101,000.00 | \$ 12,000.00 | \$ 16,750.00 | \$ 6,500.00 | \$ 14,800.00 | \$ 28,750.00 | \$ 33,500.00 | \$ 24,000.00 | \$ 36,700.00 | \$ 15,000.00 | \$ 417,000.00 | \$ 415,550.00 | \$ 1,450.00 | 0% |

REVENUE - Measure A

Mammoth Lakes Tourism
2018-19 Budget

| Revenue Accounts | Account # | July | August | September | October | November | December | January | February | March | April | May | June | Total |
|---------------------------------|-----------|---------------|--------------|--------------|---------------|--------------|--------------|---------------|-------------|-------------|---------------|-------------|-------------|-----------------|
| USFS Office Lease | 40110 | \$ 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 |
| Mono County Air Subsidy Support | 63010 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 35,000.00 | \$ - | \$ - | \$ 35,000.00 |
| Visitor Guide Sales | 40400 | \$ - | \$ 20,000.00 | \$ 17,000.00 | \$ 15,000.00 | \$ 15,000.00 | \$ 15,000.00 | \$ 10,000.00 | \$ 5,000.00 | \$ 3,000.00 | \$ - | \$ - | \$ - | \$ 100,000.00 |
| Sponsorship | 40500 | \$ - | \$ - | \$ - | \$ - | \$ 10,000.00 | \$ - | \$ - | \$ - | \$ - | \$ 10,000.00 | \$ - | \$ - | \$ 20,000.00 |
| Brochure Distribution Revenue | 40900 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 3,500.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 1,000.00 | \$ 14,500.00 |
| Retail Sales/Licensing Fees | 40310 | \$ 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 |
| TOT Payments from TOML | 40600 | \$ 520,000.00 | \$ - | \$ - | \$ 460,000.00 | \$ - | \$ - | \$ 915,000.00 | \$ - | \$ - | \$ 365,000.00 | \$ - | \$ - | \$ 2,260,000.00 |
| | | \$ 522,200.00 | \$ 22,200.00 | \$ 19,200.00 | \$ 477,200.00 | \$ 27,200.00 | \$ 19,700.00 | \$ 927,200.00 | \$ 7,200.00 | \$ 5,200.00 | \$ 412,200.00 | \$ 2,200.00 | \$ 2,200.00 | \$ 2,443,900.00 |

| LY \$ Totals | \$ Change YOY | % Change YOY |
|-----------------|----------------|--------------|
| \$ 12,000.00 | \$ - | 0% |
| \$ 50,000.00 | \$ (15,000.00) | -30% |
| \$ 90,000.00 | \$ 10,000.00 | 11% |
| \$ 20,000.00 | \$ - | 0% |
| \$ 14,500.00 | \$ - | 0% |
| \$ 2,400.00 | \$ - | 0% |
| \$ 2,260,000.00 | \$ - | 0% |
| \$ 2,448,900.00 | \$ (5,000.00) | 0% |

RESERVE ACCOUNTS - Measure A

Mammoth Lakes Tourism
2018-19 Budget

| Reserve Account Earmarks | Account # | July | August | September | October | November | December | January | February | March | April | May | June | Total |
|----------------------------------------------|-----------|------------------------|--------|-----------|---------|----------|----------|---------|----------|-------|-------|------|------|------------------------|
| MLT Visitation Infrastructure Reserve | | | | | | | | | | | | | | |
| Special Events Venue | | \$ 250,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 250,000.00 |
| MMH Airport Terminal | | \$ 500,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500,000.00 |
| Wayfinding Signage | | \$ 350,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 350,000.00 |
| Conference Center | | \$ 250,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 250,000.00 |
| | | \$ 1,350,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,350,000.00 |
| MLT Measure A Operating Reserve | | \$ 310,155.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 310,155.00 |
| Total MLT Measure A Reserve | | | | | | | | | | | | | | \$ 1,660,155.00 |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |

As of 4-20-18 we have \$1,250,000 in the Measure A reserve account to review and allocate