

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

MEAS

Ordinary Income/Expense	Jul '16 - Jun 17	Budget
Income		
40110 · Rental Income - USFS	12,000.00	12,000.00
40115 · Service Agreement Income - MLR	1,800.00	1,800.00
40300 · Retail Sales		
40310 · Taxable	518.98	0.00
40300 · Retail Sales - Other	0.00	3,600.00
Total 40300 · Retail Sales	518.98	3,600.00
40400 · Visitor Guide Sales	91,980.00	84,000.00
40500 · Sponsorship	0.00	10,000.00
40600 · TOT Payments from TOML	2,240,293.50	2,240,293.50
40700 · True-up/(down) TOT Pmts	267,941.50	
40800 · TOML Business License Fees	263,520.36	34,438.00
40900 · Brochure Distribution Revenue	9,059.00	14,500.00
41500 · Website Advertising	13,750.00	68,000.00
41600 · Royalty Income - Licensing Prog	1,570.37	
45000 · TBID Income		
45010 · Lodging	0.00	0.00
45020 · Restaurants	0.00	0.00
45030 · Retail	0.00	0.00
45040 · Ski Area	0.00	0.00
Total 45000 · TBID Income	0.00	0.00
45100 · TBID Income - Other		
45050 · Tier 2 & 3	0.00	
45070 · TBID Penalties & Interest Inc.	0.00	
Total 45100 · TBID Income - Other	0.00	
Total Income	2,902,433.71	2,468,631.50
Gross Profit	2,902,433.71	2,468,631.50
Expense		
61000 · Wages		
61010 · 401(k) Employer Match	18,924.15	18,000.00
61020 · Benefits	7,564.66	0.00
61040 · Insurance - Health	69,406.62	72,000.00
61050 · Insurance - Worker's Comp	354.92	
61060 · Payroll Expenses	659,881.41	659,782.21
61070 · Payroll Taxes	51,749.51	65,978.20
61075 · Payroll Processing Fees	383.00	
61000 · Wages - Other	0.00	0.00
Total 61000 · Wages	808,264.27	815,760.41
62000 · Overhead		
62020 · Accounting Services	34,293.45	34,500.00
62030 · Legal Services	37,165.75	71,220.00
62040 · Internet	3,780.00	3,780.00
62050 · Auto Insurance	3,582.00	9,235.00
62060 · Electricity	4,514.79	5,400.00
62070 · Pest Control	1,146.60	780.00

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62080 · Janitorial Services	2,400.00	2,160.00
62090 · Telephone - Landlines	4,690.38	5,700.00
62100 · Telephone - Cellular	5,977.28	6,000.00
62110 · Copier Lease	694.45	7,716.00
62120 · Copier Usage Contract	7,153.95	2,400.00
62130 · Postage Machine Lease	2,729.52	2,900.00
62140 · Postage	9,710.46	2,250.00
62150 · Mail Services (delivery)	810.00	1,620.00
62160 · Office Supplies	5,693.77	1,200.00
62170 · Cleaning Supplies	85.93	
62190 · Vehicle Maintenance	1,428.71	1,200.00
62200 · Gas	4,321.83	3,000.00
62210 · Uniforms	6,209.82	1,500.00
62220 · IT Support	4,834.35	5,400.00
62230 · Computer Hardware	3,152.90	
62240 · Computer Software	69.99	
62250 · Bank Charges	893.08	900.00
62270 · Insurance		
62271 · Directors & Officers	0.00	1,560.00
62272 · General Liability	1,929.52	0.00
62273 · Volunteer Accident	0.00	0.00
Total 62270 · Insurance	1,929.52	1,560.00
62280 · Meals and Entertainment	1,287.12	
62290 · Moving Expenses	6,500.94	
62320 · Repairs and Maintenance	3,255.67	500.00
62330 · Storage Unit	4,620.00	1,920.00
62340 · Travel		
62341 · Lodging	61.00	
62342 · Parking	19.00	
62344 · Transportation	36.61	
Total 62340 · Travel	116.61	
62360 · Depreciation Expense	5,889.00	7,500.00
62370 · Property Taxes	240.67	400.00
62380 · TOML Processing Fee 2% - TBID	0.00	
62390 · Bad Debt Expense	200.00	1,200.00
62400 · Insurance - Workers Comp	6,921.71	6,300.00
62410 · Vehicle Lease	335.68	6,000.00
62000 · Overhead - Other	0.00	0.00
Total 62000 · Overhead	176,635.93	194,241.00
Marketing & Interactive		
63000 · Marketing		
63010 · Air Subsidy	84,503.80	215,000.00
63020 · Research	12,845.00	15,500.00
63030 · Branding/Promotional Items	22,885.63	12,148.00
63040 · Contract Services	163,295.65	162,899.86
63050 · Collateral & Printing		

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	Jul '16 - Jun 17	Budget
63051 · Printing	18,845.81	12,801.74
63052 · Collateral Distribution	25,631.06	22,921.06
63050 · Collateral & Printing - Other	86.45	
Total 63050 · Collateral & Printing	44,563.32	35,722.80
63060 · Guide Books	0.00	
63070 · Newspaper	8,211.95	
63090 · Magazine	4,492.00	
63100 · Radio	15,936.46	
63110 · Television	0.00	
63120 · Out of Home (OOH)	0.00	
63140 · Giveaway Promotions		
63144 · Lift Tickets	0.00	1,200.00
63140 · Giveaway Promotions - Other	1,407.10	3,000.00
Total 63140 · Giveaway Promotions	1,407.10	4,200.00
63160 · Industry Training	9,392.23	9,765.00
63170 · Domestic Consumer Shows	177.50	
63180 · Dues and Subscriptions	7,746.25	13,277.50
63190 · Travel and Entertainment		
63191 · Lodging	13,133.85	12,000.00
63192 · Gas/Mileage	828.64	4,000.00
63193 · Airfare	3,363.30	7,037.49
63194 · Incidentals	1,824.01	6,194.54
63190 · Travel and Entertainment - Other	2,015.00	
Total 63190 · Travel and Entertainment	21,164.80	29,232.03
63200 · Meals	5,047.12	6,501.00
63260 · Photo Usage	54.49	
63270 · Production	45,033.87	30,977.38
63000 · Marketing - Other	5,364.24	10,000.00
Total 63000 · Marketing	452,121.41	545,223.57
66000 · Interactive		
66020 · Website Development & Maint.	143,352.77	135,479.40
66030 · Search Engine Optimiz. (SEO)	20,902.27	10,000.00
66040 · Content	65,625.77	146,600.00
66050 · Search Engine Marketing (SEM)	9,140.00	21,300.00
66060 · Digital Advertising	0.00	
66070 · Email	419.00	
66080 · Travel & Entertainment		
66081 · Lodging	0.00	0.00
66082 · Travel	0.00	0.00
Total 66080 · Travel & Entertainment	0.00	0.00
66090 · Meals	0.00	0.00
66100 · Training & Education	0.00	0.00
66120 · Hardware/ Software	1,456.74	750.00
66130 · Hosting	28,749.38	17,230.00
66140 · Social Media	8,733.39	7,560.00
66150 · Supplies	0.00	0.00

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66000 · Interactive - Other	0.00	0.00
Total 66000 · Interactive	278,379.32	338,919.40
Total Marketing & Interactive	730,500.73	884,142.97
64000 · Sales		
64010 · International Travel Shows	32,339.21	43,000.00
64020 · Domestic Travel Shows	1,298.00	7,500.00
64030 · Ski Clubs and Professional Grps	0.00	8,000.00
64040 · Travel & Entertainment		
64041 · Lodging	17,962.51	14,000.00
64042 · Gas/Mileage	1,093.68	1,000.00
64043 · Airfare	9,049.50	12,500.00
64044 · Incidentals	2,713.35	3,500.00
Total 64040 · Travel & Entertainment	30,819.04	31,000.00
64050 · Meals	6,489.49	8,500.00
64060 · Dues & Subscriptions	7,972.97	11,400.00
64070 · Advertising	168,050.00	117,500.00
64080 · Supplies	5,743.33	10,500.00
64090 · Agency Fee	66,854.50	54,000.00
64100 · Promotions	5,544.38	3,000.00
64110 · FAM Trip	1,348.02	
64150 · Merch. COGS & Promo Items	30,476.01	10,000.00
64000 · Sales - Other	0.00	0.00
Total 64000 · Sales	356,934.95	304,400.00
65000 · Communications & PR		
65010 · Fam Trips		
65011 · Airfare	602.30	10,100.00
65012 · Lodging	13,843.61	11,000.00
65013 · Meals	384.88	8,400.00
65014 · Gifts	24.09	0.00
65015 · Transportation	993.20	3,000.00
65010 · Fam Trips - Other	0.00	
Total 65010 · Fam Trips	15,848.08	32,500.00
65020 · Travel & Entertainment (staff)		
65021 · Lodging	4,008.40	4,500.00
65022 · Gas/Mileage	1,410.91	2,400.00
65023 · Airfare	796.46	1,500.00
65024 · Entertainment	5.00	250.00
65028 · Transportation	147.55	800.00
65020 · Travel & Entertainment (staff) - Other	305.40	0.00
Total 65020 · Travel & Entertainment (staff)	6,673.72	9,450.00
65030 · Meals	412.49	1,850.00
65040 · Dues and Subscriptions	16,203.99	17,550.00
65050 · Sponsorship	32,490.86	36,500.00
65050A · Sponsorship - Rent	22,500.00	21,000.00
65060 · Promotion	5,967.52	3,000.00
65070 · Supplies	1,083.15	

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65080 · Agency	69,184.91	71,000.00
65090 · Press Events	4,034.00	12,700.00
65000 · Communications & PR - Other	0.00	0.00
Total 65000 · Communications & PR	174,398.72	205,550.00
69000 · Grant Exp. - Wood Site Event V.	300,025.00	
Total Expense	2,546,759.60	2,404,094.38
Net Ordinary Income	355,674.11	64,537.12
Other Income/Expense		
Other Income		
70000 · Other Income		
70200 · Interest Income	31.10	
Total 70000 · Other Income	31.10	
Total Other Income	31.10	
Other Expense		
Needs Research	3,313.86	
80000 · Other Expenses		
80040 · Income Tax - Federal	1,680.00	
80050 · Income Tax - CA	992.00	
80070 · Penalties	4.77	
Total 80000 · Other Expenses	2,676.77	
Total Other Expense	5,990.63	
Net Other Income	-5,959.53	
Net Income	349,714.58	64,537.12

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	\$ Over Budget	% of Budget
Ordinary Income/Expense		
Income		
40110 · Rental Income - USFS	0.00	100.0%
40115 · Service Agreement Income - MLR	0.00	100.0%
40300 · Retail Sales		
40310 · Taxable	518.98	100.0%
40300 · Retail Sales - Other	-3,600.00	0.0%
Total 40300 · Retail Sales	-3,081.02	14.42%
40400 · Visitor Guide Sales	7,980.00	109.5%
40500 · Sponsorship	-10,000.00	0.0%
40600 · TOT Payments from TOML	0.00	100.0%
40700 · True-up/(down) TOT Pmts		
40800 · TOML Business License Fees	229,082.36	765.2%
40900 · Brochure Distribution Revenue	-5,441.00	62.48%
41500 · Website Advertising	-54,250.00	20.22%
41600 · Royalty Income - Licensing Prog		
45000 · TBID Income		
45010 · Lodging	0.00	0.0%
45020 · Restaurants	0.00	0.0%
45030 · Retail	0.00	0.0%
45040 · Ski Area	0.00	0.0%
Total 45000 · TBID Income	0.00	0.0%
45100 · TBID Income - Other		
45050 · Tier 2 & 3		
45070 · TBID Penalties & Interest Inc.		
Total 45100 · TBID Income - Other	0.00	0.0%
Total Income	433,802.21	117.57%
Gross Profit	433,802.21	117.57%
Expense		
61000 · Wages		
61010 · 401(k) Employer Match	924.15	105.13%
61020 · Benefits	7,564.66	100.0%
61040 · Insurance - Health	-2,593.38	96.4%
61050 · Insurance - Worker's Comp		
61060 · Payroll Expenses	99.20	100.02%
61070 · Payroll Taxes	-14,228.69	78.43%
61075 · Payroll Processing Fees		
61000 · Wages - Other	0.00	0.0%
Total 61000 · Wages	-7,496.14	99.08%
62000 · Overhead		
62020 · Accounting Services	-206.55	99.4%
62030 · Legal Services	-34,054.25	52.18%
62040 · Internet	0.00	100.0%
62050 · Auto Insurance	-5,653.00	38.79%
62060 · Electricity	-885.21	83.61%
62070 · Pest Control	366.60	147.0%

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	\$ Over Budget	% of Budget
62080 · Janitorial Services	240.00	111.11%
62090 · Telephone - Landlines	-1,009.62	82.29%
62100 · Telephone - Cellular	-22.72	99.62%
62110 · Copier Lease	-7,021.55	9.0%
62120 · Copier Usage Contract	4,753.95	298.08%
62130 · Postage Machine Lease	-170.48	94.12%
62140 · Postage	7,460.46	431.58%
62150 · Mail Services (delivery)	-810.00	50.0%
62160 · Office Supplies	4,493.77	474.48%
62170 · Cleaning Supplies		
62190 · Vehicle Maintenance	228.71	119.06%
62200 · Gas	1,321.83	144.06%
62210 · Uniforms	4,709.82	413.99%
62220 · IT Support	-565.65	89.53%
62230 · Computer Hardware		
62240 · Computer Software		
62250 · Bank Charges	-6.92	99.23%
62270 · Insurance		
62271 · Directors & Officers	-1,560.00	0.0%
62272 · General Liability	1,929.52	100.0%
62273 · Volunteer Accident	0.00	0.0%
Total 62270 · Insurance	369.52	123.69%
62280 · Meals and Entertainment		
62290 · Moving Expenses		
62320 · Repairs and Maintenance	2,755.67	651.13%
62330 · Storage Unit	2,700.00	240.63%
62340 · Travel		
62341 · Lodging		
62342 · Parking		
62344 · Transportation		
Total 62340 · Travel		
62360 · Depreciation Expense	-1,611.00	78.52%
62370 · Property Taxes	-159.33	60.17%
62380 · TOML Processing Fee 2% - TBID		
62390 · Bad Debt Expense	-1,000.00	16.67%
62400 · Insurance - Workers Comp	621.71	109.87%
62410 · Vehicle Lease	-5,664.32	5.6%
62000 · Overhead - Other	0.00	0.0%
Total 62000 · Overhead	-17,605.07	90.94%
Marketing & Interactive		
63000 · Marketing		
63010 · Air Subsidy	-130,496.20	39.3%
63020 · Research	-2,655.00	82.87%
63030 · Branding/Promotional Items	10,737.63	188.39%
63040 · Contract Services	395.79	100.24%
63050 · Collateral & Printing		

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	\$ Over Budget	% of Budget
63051 · Printing	6,044.07	147.21%
63052 · Collateral Distribution	2,710.00	111.82%
63050 · Collateral & Printing - Other		
Total 63050 · Collateral & Printing	8,840.52	124.75%
63060 · Guide Books		
63070 · Newspaper		
63090 · Magazine		
63100 · Radio		
63110 · Television		
63120 · Out of Home (OOH)		
63140 · Giveaway Promotions		
63144 · Lift Tickets	-1,200.00	0.0%
63140 · Giveaway Promotions - Other	-1,592.90	46.9%
Total 63140 · Giveaway Promotions	-2,792.90	33.5%
63160 · Industry Training	-372.77	96.18%
63170 · Domestic Consumer Shows		
63180 · Dues and Subscriptions	-5,531.25	58.34%
63190 · Travel and Entertainment		
63191 · Lodging	1,133.85	109.45%
63192 · Gas/Mileage	-3,171.36	20.72%
63193 · Airfare	-3,674.19	47.79%
63194 · Incidentals	-4,370.53	29.45%
63190 · Travel and Entertainment - Other		
Total 63190 · Travel and Entertainment	-8,067.23	72.4%
63200 · Meals	-1,453.88	77.64%
63260 · Photo Usage		
63270 · Production	14,056.49	145.38%
63000 · Marketing - Other	-4,635.76	53.64%
Total 63000 · Marketing	-93,102.16	82.92%
66000 · Interactive		
66020 · Website Development & Maint.	7,873.37	105.81%
66030 · Search Engine Optimiz. (SEO)	10,902.27	209.02%
66040 · Content	-80,974.23	44.77%
66050 · Search Engine Marketing (SEM)	-12,160.00	42.91%
66060 · Digital Advertising		
66070 · Email		
66080 · Travel & Entertainment		
66081 · Lodging	0.00	0.0%
66082 · Travel	0.00	0.0%
Total 66080 · Travel & Entertainment	0.00	0.0%
66090 · Meals	0.00	0.0%
66100 · Training & Education	0.00	0.0%
66120 · Hardware/ Software	706.74	194.23%
66130 · Hosting	11,519.38	166.86%
66140 · Social Media	1,173.39	115.52%
66150 · Supplies	0.00	0.0%

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	\$ Over Budget	% of Budget
66000 · Interactive - Other	0.00	0.0%
Total 66000 · Interactive	-60,540.08	82.14%
Total Marketing & Interactive	-153,642.24	82.62%
64000 · Sales		
64010 · International Travel Shows	-10,660.79	75.21%
64020 · Domestic Travel Shows	-6,202.00	17.31%
64030 · Ski Clubs and Professional Grps	-8,000.00	0.0%
64040 · Travel & Entertainment		
64041 · Lodging	3,962.51	128.3%
64042 · Gas/Mileage	93.68	109.37%
64043 · Airfare	-3,450.50	72.4%
64044 · Incidentals	-786.65	77.52%
Total 64040 · Travel & Entertainment	-180.96	99.42%
64050 · Meals	-2,010.51	76.35%
64060 · Dues & Subscriptions	-3,427.03	69.94%
64070 · Advertising	50,550.00	143.02%
64080 · Supplies	-4,756.67	54.7%
64090 · Agency Fee	12,854.50	123.81%
64100 · Promotions	2,544.38	184.81%
64110 · FAM Trip		
64150 · Merch. COGS & Promo Items	20,476.01	304.76%
64000 · Sales - Other	0.00	0.0%
Total 64000 · Sales	52,534.95	117.26%
65000 · Communications & PR		
65010 · Fam Trips		
65011 · Airfare	-9,497.70	5.96%
65012 · Lodging	2,843.61	125.85%
65013 · Meals	-8,015.12	4.58%
65014 · Gifts	24.09	100.0%
65015 · Transportation	-2,006.80	33.11%
65010 · Fam Trips - Other		
Total 65010 · Fam Trips	-16,651.92	48.76%
65020 · Travel & Entertainment (staff)		
65021 · Lodging	-491.60	89.08%
65022 · Gas/Mileage	-989.09	58.79%
65023 · Airfare	-703.54	53.1%
65024 · Entertainment	-245.00	2.0%
65028 · Transportation	-652.45	18.44%
65020 · Travel & Entertainment (staff) - Other	305.40	100.0%
Total 65020 · Travel & Entertainment (staff)	-2,776.28	70.62%
65030 · Meals	-1,437.51	22.3%
65040 · Dues and Subscriptions	-1,346.01	92.33%
65050 · Sponsorship	-4,009.14	89.02%
65050A · Sponsorship - Rent	1,500.00	107.14%
65060 · Promotion	2,967.52	198.92%
65070 · Supplies		

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	<u>\$ Over Budget</u>	<u>% of Budget</u>
65080 · Agency	-1,815.09	97.44%
65090 · Press Events	-8,666.00	31.76%
65000 · Communications & PR - Other	0.00	0.0%
Total 65000 · Communications & PR	-31,151.28	84.85%
69000 · Grant Exp. - Wood Site Event V.		
Total Expense	<u>142,665.22</u>	<u>105.93%</u>
Net Ordinary Income	291,136.99	551.12%
Other Income/Expense		
Other Income		
70000 · Other Income		
70200 · Interest Income		
Total 70000 · Other Income		
Total Other Income		
Other Expense		
Needs Research		
80000 · Other Expenses		
80040 · Income Tax - Federal		
80050 · Income Tax - CA		
80070 · Penalties		
Total 80000 · Other Expenses		
Total Other Expense		
Net Other Income		
Net Income	<u><u>285,177.46</u></u>	<u><u>541.88%</u></u>

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TBII

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Ordinary Income/Expense		
Income		
40110 · Rental Income - USFS	0.00	
40115 · Service Agreement Income - MLR	0.00	
40300 · Retail Sales		
40310 · Taxable	0.00	
40300 · Retail Sales - Other	0.00	
Total 40300 · Retail Sales	<u>0.00</u>	
40400 · Visitor Guide Sales	0.00	
40500 · Sponsorship	0.00	
40600 · TOT Payments from TOML	0.00	
40700 · True-up/(down) TOT Pmts	0.00	
40800 · TOML Business License Fees	0.00	
40900 · Brochure Distribution Revenue	0.00	
41500 · Website Advertising	0.00	
41600 · Royalty Income - Licensing Prog	0.00	
45000 · TBID Income		
45010 · Lodging	1,400,992.79	1,000,000.00
45020 · Restaurants	1,141,001.51	910,000.00
45030 · Retail	1,224,043.59	1,065,000.00
45040 · Ski Area	1,969,204.76	1,631,000.00
Total 45000 · TBID Income	<u>5,735,242.65</u>	<u>4,606,000.00</u>
45100 · TBID Income - Other		
45050 · Tier 2 & 3	9,676.02	
45070 · TBID Penalties & Interest Inc.	38,835.51	
Total 45100 · TBID Income - Other	<u>48,511.53</u>	
Total Income	<u>5,783,754.18</u>	<u>4,606,000.00</u>
Gross Profit	5,783,754.18	4,606,000.00
Expense		
61000 · Wages		
61010 · 401(k) Employer Match	0.00	
61020 · Benefits	0.00	
61040 · Insurance - Health	0.00	
61050 · Insurance - Worker's Comp	0.00	
61060 · Payroll Expenses	0.00	
61070 · Payroll Taxes	0.00	
61075 · Payroll Processing Fees	0.00	
61000 · Wages - Other	0.00	
Total 61000 · Wages	<u>0.00</u>	
62000 · Overhead		
62020 · Accounting Services	0.00	
62030 · Legal Services	9,596.00	
62040 · Internet	0.00	
62050 · Auto Insurance	0.00	
62060 · Electricity	0.00	
62070 · Pest Control	0.00	

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62080 · Janitorial Services	0.00	
62090 · Telephone - Landlines	0.00	
62100 · Telephone - Cellular	0.00	
62110 · Copier Lease	0.00	
62120 · Copier Usage Contract	0.00	
62130 · Postage Machine Lease	0.00	
62140 · Postage	0.00	
62150 · Mail Services (delivery)	0.00	
62160 · Office Supplies	0.00	
62170 · Cleaning Supplies	0.00	
62190 · Vehicle Maintenance	0.00	
62200 · Gas	0.00	
62210 · Uniforms	0.00	
62220 · IT Support	0.00	
62230 · Computer Hardware	0.00	
62240 · Computer Software	0.00	
62250 · Bank Charges	0.56	
62270 · Insurance		
62271 · Directors & Officers	0.00	
62272 · General Liability	0.00	
62273 · Volunteer Accident	0.00	
Total 62270 · Insurance	0.00	
62280 · Meals and Entertainment	0.00	
62290 · Moving Expenses	0.00	
62320 · Repairs and Maintenance	0.00	
62330 · Storage Unit	0.00	
62340 · Travel		
62341 · Lodging	0.00	
62342 · Parking	0.00	
62344 · Transportation	0.00	
Total 62340 · Travel	0.00	
62360 · Depreciation Expense	0.00	
62370 · Property Taxes	0.00	
62380 · TOML Processing Fee 2% - TBID	115,675.08	0.00
62390 · Bad Debt Expense	0.00	
62400 · Insurance - Workers Comp	0.00	
62410 · Vehicle Lease	0.00	
62000 · Overhead - Other	0.00	
Total 62000 · Overhead	125,271.64	0.00
Marketing & Interactive		
63000 · Marketing		
63010 · Air Subsidy	1,626,985.14	2,010,000.00
63020 · Research	94,096.10	104,275.00
63030 · Branding/Promotional Items	808.17	2,920.00
63040 · Contract Services	180,000.00	180,000.00
63050 · Collateral & Printing		

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

TBII

	<u>Jul '16 - Jun 17</u>	<u>Budget</u>
63051 · Printing	85,387.28	85,000.00
63052 · Collateral Distribution	3,426.10	16,742.07
63050 · Collateral & Printing - Other	434.12	
Total 63050 · Collateral & Printing	89,247.50	101,742.07
63060 · Guide Books	27,354.27	20,000.00
63070 · Newspaper	0.00	0.00
63090 · Magazine	15,541.00	
63100 · Radio	197,167.06	0.00
63110 · Television	0.00	0.00
63120 · Out of Home (OOH)	374,016.53	0.00
63140 · Giveaway Promotions		
63144 · Lift Tickets	0.00	
63140 · Giveaway Promotions - Other	0.00	0.00
Total 63140 · Giveaway Promotions	0.00	0.00
63160 · Industry Training	66.55	
63170 · Domestic Consumer Shows	77,495.30	26,400.00
63180 · Dues and Subscriptions	0.00	
63190 · Travel and Entertainment		
63191 · Lodging	9,991.47	8,600.00
63192 · Gas/Mileage	1,449.54	1,700.00
63193 · Airfare	692.00	600.00
63194 · Incidentals	1,424.78	
63190 · Travel and Entertainment - Other	8,949.68	0.00
Total 63190 · Travel and Entertainment	22,507.47	10,900.00
63200 · Meals	2,953.76	3,692.00
63260 · Photo Usage	0.00	
63270 · Production	505,143.74	329,097.43
63000 · Marketing - Other	1,188.24	90,000.00
Total 63000 · Marketing	3,214,570.83	2,879,026.50
66000 · Interactive		
66020 · Website Development & Maint.	2,000.00	
66030 · Search Engine Optimiz. (SEO)	0.00	0.00
66040 · Content	16,333.74	
66050 · Search Engine Marketing (SEM)	298,746.99	0.00
66060 · Digital Advertising	1,191,530.34	1,618,534.72
66070 · Email	0.00	
66080 · Travel & Entertainment		
66081 · Lodging	0.00	
66082 · Travel	0.00	
Total 66080 · Travel & Entertainment	0.00	
66090 · Meals	0.00	
66100 · Training & Education	0.00	
66120 · Hardware/ Software	0.00	0.00
66130 · Hosting	2,844.00	0.00
66140 · Social Media	169,142.07	0.00
66150 · Supplies	0.00	

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

TBII

	Jul '16 - Jun 17	Budget
66000 · Interactive - Other	0.00	0.00
Total 66000 · Interactive	1,680,597.14	1,618,534.72
Total Marketing & Interactive	4,895,167.97	4,497,561.22
64000 · Sales		
64010 · International Travel Shows	0.00	
64020 · Domestic Travel Shows	0.00	
64030 · Ski Clubs and Professional Grps	0.00	
64040 · Travel & Entertainment		
64041 · Lodging	0.00	
64042 · Gas/Mileage	0.00	
64043 · Airfare	0.00	
64044 · Incidentals	0.00	
Total 64040 · Travel & Entertainment	0.00	
64050 · Meals	739.43	
64060 · Dues & Subscriptions	0.00	
64070 · Advertising	0.00	
64080 · Supplies	954.89	
64090 · Agency Fee	59,902.50	54,000.00
64100 · Promotions	5,703.16	32,000.00
64110 · FAM Trip	20,934.73	16,000.00
64150 · Merch. COGS & Promo Items	161.63	
64000 · Sales - Other	0.00	0.00
Total 64000 · Sales	88,396.34	102,000.00
65000 · Communications & PR		
65010 · Fam Trips		
65011 · Airfare	1,500.00	5,500.00
65012 · Lodging	6,716.92	5,500.00
65013 · Meals	6,025.36	4,200.00
65014 · Gifts	0.00	
65015 · Transportation	2,398.65	2,750.00
65010 · Fam Trips - Other	3,591.88	0.00
Total 65010 · Fam Trips	20,232.81	17,950.00
65020 · Travel & Entertainment (staff)		
65021 · Lodging	0.00	
65022 · Gas/Mileage	0.00	
65023 · Airfare	0.00	
65024 · Entertainment	0.00	0.00
65028 · Transportation	0.00	
65020 · Travel & Entertainment (staff) - Other	0.00	1,100.00
Total 65020 · Travel & Entertainment (staff)	0.00	1,100.00
65030 · Meals	0.00	
65040 · Dues and Subscriptions	0.00	
65050 · Sponsorship	508.98	
65050A · Sponsorship - Rent	0.00	
65060 · Promotion	19,829.00	26,400.00
65070 · Supplies	0.00	

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
 July 2016 through June 2017

TBII

	Jul '16 - Jun 17	Budget
65080 · Agency	0.00	
65090 · Press Events	0.00	
65000 · Communications & PR - Other	0.00	0.00
Total 65000 · Communications & PR	40,570.79	45,450.00
69000 · Grant Exp. - Wood Site Event V.	0.00	
Total Expense	5,149,406.74	4,645,011.22
Net Ordinary Income	634,347.44	-39,011.22
Other Income/Expense		
Other Income		
70000 · Other Income		
70200 · Interest Income	3.43	
Total 70000 · Other Income	3.43	
Total Other Income	3.43	
Other Expense		
Needs Research	0.00	
80000 · Other Expenses		
80040 · Income Tax - Federal	0.00	
80050 · Income Tax - CA	0.00	
80070 · Penalties	0.00	
Total 80000 · Other Expenses	0.00	
Total Other Expense	0.00	
Net Other Income	3.43	
Net Income	634,350.87	-39,011.22

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

	\$ Over Budget	% of Budget
Ordinary Income/Expense		
Income		
40110 · Rental Income - USFS		
40115 · Service Agreement Income - MLR		
40300 · Retail Sales		
40310 · Taxable		
40300 · Retail Sales - Other		
Total 40300 · Retail Sales		
40400 · Visitor Guide Sales		
40500 · Sponsorship		
40600 · TOT Payments from TOML		
40700 · True-up/(down) TOT Pmts		
40800 · TOML Business License Fees		
40900 · Brochure Distribution Revenue		
41500 · Website Advertising		
41600 · Royalty Income - Licensing Prog		
45000 · TBID Income		
45010 · Lodging	400,992.79	140.1%
45020 · Restaurants	231,001.51	125.39%
45030 · Retail	159,043.59	114.93%
45040 · Ski Area	338,204.76	120.74%
Total 45000 · TBID Income	1,129,242.65	124.52%
45100 · TBID Income - Other		
45050 · Tier 2 & 3		
45070 · TBID Penalties & Interest Inc.		
Total 45100 · TBID Income - Other		
Total Income	1,177,754.18	125.57%
Gross Profit	1,177,754.18	125.57%
Expense		
61000 · Wages		
61010 · 401(k) Employer Match		
61020 · Benefits		
61040 · Insurance - Health		
61050 · Insurance - Worker's Comp		
61060 · Payroll Expenses		
61070 · Payroll Taxes		
61075 · Payroll Processing Fees		
61000 · Wages - Other		
Total 61000 · Wages		
62000 · Overhead		
62020 · Accounting Services		
62030 · Legal Services		
62040 · Internet		
62050 · Auto Insurance		
62060 · Electricity		
62070 · Pest Control		

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

	<u>\$ Over Budget</u>	<u>% of Budget</u>
62080 · Janitorial Services		
62090 · Telephone - Landlines		
62100 · Telephone - Cellular		
62110 · Copier Lease		
62120 · Copier Usage Contract		
62130 · Postage Machine Lease		
62140 · Postage		
62150 · Mail Services (delivery)		
62160 · Office Supplies		
62170 · Cleaning Supplies		
62190 · Vehicle Maintenance		
62200 · Gas		
62210 · Uniforms		
62220 · IT Support		
62230 · Computer Hardware		
62240 · Computer Software		
62250 · Bank Charges		
62270 · Insurance		
62271 · Directors & Officers		
62272 · General Liability		
62273 · Volunteer Accident		
Total 62270 · Insurance		
62280 · Meals and Entertainment		
62290 · Moving Expenses		
62320 · Repairs and Maintenance		
62330 · Storage Unit		
62340 · Travel		
62341 · Lodging		
62342 · Parking		
62344 · Transportation		
Total 62340 · Travel		
62360 · Depreciation Expense		
62370 · Property Taxes		
62380 · TOML Processing Fee 2% - TBID	115,675.08	100.0%
62390 · Bad Debt Expense		
62400 · Insurance - Workers Comp		
62410 · Vehicle Lease		
62000 · Overhead - Other		
Total 62000 · Overhead	<u>125,271.64</u>	<u>100.0%</u>
Marketing & Interactive		
63000 · Marketing		
63010 · Air Subsidy	-383,014.86	80.95%
63020 · Research	-10,178.90	90.24%
63030 · Branding/Promotional Items	-2,111.83	27.68%
63040 · Contract Services	0.00	100.0%
63050 · Collateral & Printing		

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

	<u>\$ Over Budget</u>	<u>% of Budget</u>
63051 · Printing	387.28	100.46%
63052 · Collateral Distribution	-13,315.97	20.46%
63050 · Collateral & Printing - Other		
Total 63050 · Collateral & Printing	-12,494.57	87.72%
63060 · Guide Books	7,354.27	136.77%
63070 · Newspaper	0.00	0.0%
63090 · Magazine		
63100 · Radio	197,167.06	100.0%
63110 · Television	0.00	0.0%
63120 · Out of Home (OOH)	374,016.53	100.0%
63140 · Giveaway Promotions		
63144 · Lift Tickets		
63140 · Giveaway Promotions - Other	0.00	0.0%
Total 63140 · Giveaway Promotions	0.00	0.0%
63160 · Industry Training		
63170 · Domestic Consumer Shows	51,095.30	293.54%
63180 · Dues and Subscriptions		
63190 · Travel and Entertainment		
63191 · Lodging	1,391.47	116.18%
63192 · Gas/Mileage	-250.46	85.27%
63193 · Airfare	92.00	115.33%
63194 · Incidentals		
63190 · Travel and Entertainment - Other	8,949.68	100.0%
Total 63190 · Travel and Entertainment	11,607.47	206.49%
63200 · Meals	-738.24	80.0%
63260 · Photo Usage		
63270 · Production	176,046.31	153.49%
63000 · Marketing - Other	-88,811.76	1.32%
Total 63000 · Marketing	335,544.33	111.66%
66000 · Interactive		
66020 · Website Development & Maint.		
66030 · Search Engine Optimiz. (SEO)	0.00	0.0%
66040 · Content		
66050 · Search Engine Marketing (SEM)	298,746.99	100.0%
66060 · Digital Advertising	-427,004.38	73.62%
66070 · Email		
66080 · Travel & Entertainment		
66081 · Lodging		
66082 · Travel		
Total 66080 · Travel & Entertainment		
66090 · Meals		
66100 · Training & Education		
66120 · Hardware/ Software	0.00	0.0%
66130 · Hosting	2,844.00	100.0%
66140 · Social Media	169,142.07	100.0%
66150 · Supplies		

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

	\$ Over Budget	% of Budget
66000 · Interactive - Other	0.00	0.0%
Total 66000 · Interactive	62,062.42	103.83%
Total Marketing & Interactive	397,606.75	108.84%
64000 · Sales		
64010 · International Travel Shows		
64020 · Domestic Travel Shows		
64030 · Ski Clubs and Professional Grps		
64040 · Travel & Entertainment		
64041 · Lodging		
64042 · Gas/Mileage		
64043 · Airfare		
64044 · Incidentals		
Total 64040 · Travel & Entertainment		
64050 · Meals		
64060 · Dues & Subscriptions		
64070 · Advertising		
64080 · Supplies		
64090 · Agency Fee	5,902.50	110.93%
64100 · Promotions	-26,296.84	17.82%
64110 · FAM Trip	4,934.73	130.84%
64150 · Merch. COGS & Promo Items		
64000 · Sales - Other	0.00	0.0%
Total 64000 · Sales	-13,603.66	86.66%
65000 · Communications & PR		
65010 · Fam Trips		
65011 · Airfare	-4,000.00	27.27%
65012 · Lodging	1,216.92	122.13%
65013 · Meals	1,825.36	143.46%
65014 · Gifts		
65015 · Transportation	-351.35	87.22%
65010 · Fam Trips - Other	3,591.88	100.0%
Total 65010 · Fam Trips	2,282.81	112.72%
65020 · Travel & Entertainment (staff)		
65021 · Lodging		
65022 · Gas/Mileage		
65023 · Airfare		
65024 · Entertainment	0.00	0.0%
65028 · Transportation		
65020 · Travel & Entertainment (staff) - Other	-1,100.00	0.0%
Total 65020 · Travel & Entertainment (staff)	-1,100.00	0.0%
65030 · Meals		
65040 · Dues and Subscriptions		
65050 · Sponsorship		
65050A · Sponsorship - Rent		
65060 · Promotion	-6,571.00	75.11%
65070 · Supplies		

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
 July 2016 through June 2017

	\$ Over Budget	% of Budget
65080 · Agency		
65090 · Press Events		
65000 · Communications & PR - Other	0.00	0.0%
Total 65000 · Communications & PR	-4,879.21	89.27%
69000 · Grant Exp. - Wood Site Event V.		
Total Expense	504,395.52	110.86%
Net Ordinary Income	673,358.66	-1,626.06%
Other Income/Expense		
Other Income		
70000 · Other Income		
70200 · Interest Income		
Total 70000 · Other Income		
Total Other Income		
Other Expense		
Needs Research		
80000 · Other Expenses		
80040 · Income Tax - Federal		
80050 · Income Tax - CA		
80070 · Penalties		
Total 80000 · Other Expenses		
Total Other Expense		
Net Other Income		
Net Income	673,362.09	-1,626.07%

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

	Jul '16 - Jun 17	Budget
Ordinary Income/Expense		TOTAL
Income		
40110 · Rental Income - USFS	12,000.00	12,000.00
40115 · Service Agreement Income - MLR	1,800.00	1,800.00
40300 · Retail Sales		
40310 · Taxable	518.98	0.00
40300 · Retail Sales - Other	0.00	3,600.00
Total 40300 · Retail Sales	518.98	3,600.00
40400 · Visitor Guide Sales	91,980.00	84,000.00
40500 · Sponsorship	0.00	10,000.00
40600 · TOT Payments from TOML	2,240,293.50	2,240,293.50
40700 · True-up/(down) TOT Pmts	267,941.50	0.00
40800 · TOML Business License Fees	263,520.36	34,438.00
40900 · Brochure Distribution Revenue	9,059.00	14,500.00
41500 · Website Advertising	13,750.00	68,000.00
41600 · Royalty Income - Licensing Prog	1,570.37	0.00
45000 · TBID Income		
45010 · Lodging	1,400,992.79	1,000,000.00
45020 · Restaurants	1,141,001.51	910,000.00
45030 · Retail	1,224,043.59	1,065,000.00
45040 · Ski Area	1,969,204.76	1,631,000.00
Total 45000 · TBID Income	5,735,242.65	4,606,000.00
45100 · TBID Income - Other		
45050 · Tier 2 & 3	9,676.02	0.00
45070 · TBID Penalties & Interest Inc.	38,835.51	0.00
Total 45100 · TBID Income - Other	48,511.53	0.00
Total Income	8,686,187.89	7,074,631.50
Gross Profit	8,686,187.89	7,074,631.50
Expense		
61000 · Wages		
61010 · 401(k) Employer Match	18,924.15	18,000.00
61020 · Benefits	7,564.66	0.00
61040 · Insurance - Health	69,406.62	72,000.00
61050 · Insurance - Worker's Comp	354.92	0.00
61060 · Payroll Expenses	659,881.41	659,782.21
61070 · Payroll Taxes	51,749.51	65,978.20
61075 · Payroll Processing Fees	383.00	0.00
61000 · Wages - Other	0.00	0.00
Total 61000 · Wages	808,264.27	815,760.41
62000 · Overhead		
62020 · Accounting Services	34,293.45	34,500.00
62030 · Legal Services	46,761.75	71,220.00
62040 · Internet	3,780.00	3,780.00
62050 · Auto Insurance	3,582.00	9,235.00
62060 · Electricity	4,514.79	5,400.00
62070 · Pest Control	1,146.60	780.00

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

	<u>Jul '16 - Jun 17</u>	<u>Budget</u>
		TOTAL
62080 · Janitorial Services	2,400.00	2,160.00
62090 · Telephone - Landlines	4,690.38	5,700.00
62100 · Telephone - Cellular	5,977.28	6,000.00
62110 · Copier Lease	694.45	7,716.00
62120 · Copier Usage Contract	7,153.95	2,400.00
62130 · Postage Machine Lease	2,729.52	2,900.00
62140 · Postage	9,710.46	2,250.00
62150 · Mail Services (delivery)	810.00	1,620.00
62160 · Office Supplies	5,693.77	1,200.00
62170 · Cleaning Supplies	85.93	0.00
62190 · Vehicle Maintenance	1,428.71	1,200.00
62200 · Gas	4,321.83	3,000.00
62210 · Uniforms	6,209.82	1,500.00
62220 · IT Support	4,834.35	5,400.00
62230 · Computer Hardware	3,152.90	0.00
62240 · Computer Software	69.99	0.00
62250 · Bank Charges	893.64	900.00
62270 · Insurance		
62271 · Directors & Officers	0.00	1,560.00
62272 · General Liability	1,929.52	0.00
62273 · Volunteer Accident	0.00	0.00
Total 62270 · Insurance	1,929.52	1,560.00
62280 · Meals and Entertainment	1,287.12	0.00
62290 · Moving Expenses	6,500.94	0.00
62320 · Repairs and Maintenance	3,255.67	500.00
62330 · Storage Unit	4,620.00	1,920.00
62340 · Travel		
62341 · Lodging	61.00	0.00
62342 · Parking	19.00	0.00
62344 · Transportation	36.61	0.00
Total 62340 · Travel	116.61	0.00
62360 · Depreciation Expense	5,889.00	7,500.00
62370 · Property Taxes	240.67	400.00
62380 · TOML Processing Fee 2% - TBID	115,675.08	0.00
62390 · Bad Debt Expense	200.00	1,200.00
62400 · Insurance - Workers Comp	6,921.71	6,300.00
62410 · Vehicle Lease	335.68	6,000.00
62000 · Overhead - Other	0.00	0.00
Total 62000 · Overhead	301,907.57	194,241.00
Marketing & Interactive		
63000 · Marketing		
63010 · Air Subsidy	1,711,488.94	2,225,000.00
63020 · Research	106,941.10	119,775.00
63030 · Branding/Promotional Items	23,693.80	15,068.00
63040 · Contract Services	343,295.65	342,899.86
63050 · Collateral & Printing		

Mammoth Lakes Tourism Profit & Loss Budget vs. Actual July 2016 through June 2017

	<u>Jul '16 - Jun 17</u>	<u>Budget</u>
		TOTAL
63051 · Printing	104,233.09	97,801.74
63052 · Collateral Distribution	29,057.16	39,663.13
63050 · Collateral & Printing - Other	520.57	0.00
Total 63050 · Collateral & Printing	133,810.82	137,464.87
63060 · Guide Books	27,354.27	20,000.00
63070 · Newspaper	8,211.95	0.00
63090 · Magazine	20,033.00	0.00
63100 · Radio	213,103.52	0.00
63110 · Television	0.00	0.00
63120 · Out of Home (OOH)	374,016.53	0.00
63140 · Giveaway Promotions		
63144 · Lift Tickets	0.00	1,200.00
63140 · Giveaway Promotions - Other	1,407.10	3,000.00
Total 63140 · Giveaway Promotions	1,407.10	4,200.00
63160 · Industry Training	9,458.78	9,765.00
63170 · Domestic Consumer Shows	77,672.80	26,400.00
63180 · Dues and Subscriptions	7,746.25	13,277.50
63190 · Travel and Entertainment		
63191 · Lodging	23,125.32	20,600.00
63192 · Gas/Mileage	2,278.18	5,700.00
63193 · Airfare	4,055.30	7,637.49
63194 · Incidentals	3,248.79	6,194.54
63190 · Travel and Entertainment - Other	10,964.68	0.00
Total 63190 · Travel and Entertainment	43,672.27	40,132.03
63200 · Meals	8,000.88	10,193.00
63260 · Photo Usage	54.49	0.00
63270 · Production	550,177.61	360,074.81
63000 · Marketing - Other	6,552.48	100,000.00
Total 63000 · Marketing	3,666,692.24	3,424,250.07
66000 · Interactive		
66020 · Website Development & Maint.	145,352.77	135,479.40
66030 · Search Engine Optimiz. (SEO)	20,902.27	10,000.00
66040 · Content	81,959.51	146,600.00
66050 · Search Engine Marketing (SEM)	307,886.99	21,300.00
66060 · Digital Advertising	1,191,530.34	1,618,534.72
66070 · Email	419.00	0.00
66080 · Travel & Entertainment		
66081 · Lodging	0.00	0.00
66082 · Travel	0.00	0.00
Total 66080 · Travel & Entertainment	0.00	0.00
66090 · Meals	0.00	0.00
66100 · Training & Education	0.00	0.00
66120 · Hardware/ Software	1,456.74	750.00
66130 · Hosting	31,593.38	17,230.00
66140 · Social Media	177,875.46	7,560.00
66150 · Supplies	0.00	0.00

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

		TOTAL
	<u>Jul '16 - Jun 17</u>	<u>Budget</u>
66000 · Interactive - Other	0.00	0.00
Total 66000 · Interactive	1,958,976.46	1,957,454.12
Total Marketing & Interactive	5,625,668.70	5,381,704.19
64000 · Sales		
64010 · International Travel Shows	32,339.21	43,000.00
64020 · Domestic Travel Shows	1,298.00	7,500.00
64030 · Ski Clubs and Professional Grps	0.00	8,000.00
64040 · Travel & Entertainment		
64041 · Lodging	17,962.51	14,000.00
64042 · Gas/Mileage	1,093.68	1,000.00
64043 · Airfare	9,049.50	12,500.00
64044 · Incidentals	2,713.35	3,500.00
Total 64040 · Travel & Entertainment	30,819.04	31,000.00
64050 · Meals	7,228.92	8,500.00
64060 · Dues & Subscriptions	7,972.97	11,400.00
64070 · Advertising	168,050.00	117,500.00
64080 · Supplies	6,698.22	10,500.00
64090 · Agency Fee	126,757.00	108,000.00
64100 · Promotions	11,247.54	35,000.00
64110 · FAM Trip	22,282.75	16,000.00
64150 · Merch. COGS & Promo Items	30,637.64	10,000.00
64000 · Sales - Other	0.00	0.00
Total 64000 · Sales	445,331.29	406,400.00
65000 · Communications & PR		
65010 · Fam Trips		
65011 · Airfare	2,102.30	15,600.00
65012 · Lodging	20,560.53	16,500.00
65013 · Meals	6,410.24	12,600.00
65014 · Gifts	24.09	0.00
65015 · Transportation	3,391.85	5,750.00
65010 · Fam Trips - Other	3,591.88	0.00
Total 65010 · Fam Trips	36,080.89	50,450.00
65020 · Travel & Entertainment (staff)		
65021 · Lodging	4,008.40	4,500.00
65022 · Gas/Mileage	1,410.91	2,400.00
65023 · Airfare	796.46	1,500.00
65024 · Entertainment	5.00	250.00
65028 · Transportation	147.55	800.00
65020 · Travel & Entertainment (staff) - Other	305.40	1,100.00
Total 65020 · Travel & Entertainment (staff)	6,673.72	10,550.00
65030 · Meals	412.49	1,850.00
65040 · Dues and Subscriptions	16,203.99	17,550.00
65050 · Sponsorship	32,999.84	36,500.00
65050A · Sponsorship - Rent	22,500.00	21,000.00
65060 · Promotion	25,796.52	29,400.00
65070 · Supplies	1,083.15	0.00

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
 July 2016 through June 2017

TOTA

	Jul '16 - Jun 17	Budget
65080 · Agency	69,184.91	71,000.00
65090 · Press Events	4,034.00	12,700.00
65000 · Communications & PR - Other	0.00	0.00
Total 65000 · Communications & PR	214,969.51	251,000.00
69000 · Grant Exp. - Wood Site Event V.	300,025.00	0.00
Total Expense	7,696,166.34	7,049,105.60
Net Ordinary Income	990,021.55	25,525.90
Other Income/Expense		
Other Income		
70000 · Other Income		
70200 · Interest Income	34.53	0.00
Total 70000 · Other Income	34.53	0.00
Total Other Income	34.53	0.00
Other Expense		
Needs Research	3,313.86	0.00
80000 · Other Expenses		
80040 · Income Tax - Federal	1,680.00	0.00
80050 · Income Tax - CA	992.00	0.00
80070 · Penalties	4.77	0.00
Total 80000 · Other Expenses	2,676.77	0.00
Total Other Expense	5,990.63	0.00
Net Other Income	-5,956.10	0.00
Net Income	984,065.45	25,525.90

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

	\$ Over Budget	% of Budget
Ordinary Income/Expense		
Income		
40110 · Rental Income - USFS	0.00	100.0%
40115 · Service Agreement Income - MLR	0.00	100.0%
40300 · Retail Sales		
40310 · Taxable	518.98	100.0%
40300 · Retail Sales - Other	-3,600.00	0.0%
Total 40300 · Retail Sales	-3,081.02	14.42%
40400 · Visitor Guide Sales	7,980.00	109.5%
40500 · Sponsorship	-10,000.00	0.0%
40600 · TOT Payments from TOML	0.00	100.0%
40700 · True-up/(down) TOT Pmts	267,941.50	100.0%
40800 · TOML Business License Fees	229,082.36	765.2%
40900 · Brochure Distribution Revenue	-5,441.00	62.48%
41500 · Website Advertising	-54,250.00	20.22%
41600 · Royalty Income - Licensing Prog	1,570.37	100.0%
45000 · TBID Income		
45010 · Lodging	400,992.79	140.1%
45020 · Restaurants	231,001.51	125.39%
45030 · Retail	159,043.59	114.93%
45040 · Ski Area	338,204.76	120.74%
Total 45000 · TBID Income	1,129,242.65	124.52%
45100 · TBID Income - Other		
45050 · Tier 2 & 3	9,676.02	100.0%
45070 · TBID Penalties & Interest Inc.	38,835.51	100.0%
Total 45100 · TBID Income - Other	48,511.53	100.0%
Total Income	1,611,556.39	122.78%
Gross Profit	1,611,556.39	122.78%
Expense		
61000 · Wages		
61010 · 401(k) Employer Match	924.15	105.13%
61020 · Benefits	7,564.66	100.0%
61040 · Insurance - Health	-2,593.38	96.4%
61050 · Insurance - Worker's Comp	354.92	100.0%
61060 · Payroll Expenses	99.20	100.02%
61070 · Payroll Taxes	-14,228.69	78.43%
61075 · Payroll Processing Fees	383.00	100.0%
61000 · Wages - Other	0.00	0.0%
Total 61000 · Wages	-7,496.14	99.08%
62000 · Overhead		
62020 · Accounting Services	-206.55	99.4%
62030 · Legal Services	-24,458.25	65.66%
62040 · Internet	0.00	100.0%
62050 · Auto Insurance	-5,653.00	38.79%
62060 · Electricity	-885.21	83.61%
62070 · Pest Control	366.60	147.0%

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

	<u>\$ Over Budget</u>	<u>% of Budget</u>
62080 · Janitorial Services	240.00	111.11%
62090 · Telephone - Landlines	-1,009.62	82.29%
62100 · Telephone - Cellular	-22.72	99.62%
62110 · Copier Lease	-7,021.55	9.0%
62120 · Copier Usage Contract	4,753.95	298.08%
62130 · Postage Machine Lease	-170.48	94.12%
62140 · Postage	7,460.46	431.58%
62150 · Mail Services (delivery)	-810.00	50.0%
62160 · Office Supplies	4,493.77	474.48%
62170 · Cleaning Supplies	85.93	100.0%
62190 · Vehicle Maintenance	228.71	119.06%
62200 · Gas	1,321.83	144.06%
62210 · Uniforms	4,709.82	413.99%
62220 · IT Support	-565.65	89.53%
62230 · Computer Hardware	3,152.90	100.0%
62240 · Computer Software	69.99	100.0%
62250 · Bank Charges	-6.36	99.29%
62270 · Insurance		
62271 · Directors & Officers	-1,560.00	0.0%
62272 · General Liability	1,929.52	100.0%
62273 · Volunteer Accident	0.00	0.0%
Total 62270 · Insurance	369.52	123.69%
62280 · Meals and Entertainment	1,287.12	100.0%
62290 · Moving Expenses	6,500.94	100.0%
62320 · Repairs and Maintenance	2,755.67	651.13%
62330 · Storage Unit	2,700.00	240.63%
62340 · Travel		
62341 · Lodging	61.00	100.0%
62342 · Parking	19.00	100.0%
62344 · Transportation	36.61	100.0%
Total 62340 · Travel	116.61	100.0%
62360 · Depreciation Expense	-1,611.00	78.52%
62370 · Property Taxes	-159.33	60.17%
62380 · TOML Processing Fee 2% - TBID	115,675.08	100.0%
62390 · Bad Debt Expense	-1,000.00	16.67%
62400 · Insurance - Workers Comp	621.71	109.87%
62410 · Vehicle Lease	-5,664.32	5.6%
62000 · Overhead - Other	0.00	0.0%
Total 62000 · Overhead	107,666.57	155.43%
Marketing & Interactive		
63000 · Marketing		
63010 · Air Subsidy	-513,511.06	76.92%
63020 · Research	-12,833.90	89.29%
63030 · Branding/Promotional Items	8,625.80	157.25%
63040 · Contract Services	395.79	100.12%
63050 · Collateral & Printing		

Mammoth Lakes Tourism Profit & Loss Budget vs. Actual July 2016 through June 2017

	\$ Over Budget	% of Budget
63051 · Printing	6,431.35	106.58%
63052 · Collateral Distribution	-10,605.97	73.26%
63050 · Collateral & Printing - Other	520.57	100.0%
Total 63050 · Collateral & Printing	-3,654.05	97.34%
63060 · Guide Books	7,354.27	136.77%
63070 · Newspaper	8,211.95	100.0%
63090 · Magazine	20,033.00	100.0%
63100 · Radio	213,103.52	100.0%
63110 · Television	0.00	0.0%
63120 · Out of Home (OOH)	374,016.53	100.0%
63140 · Giveaway Promotions		
63144 · Lift Tickets	-1,200.00	0.0%
63140 · Giveaway Promotions - Other	-1,592.90	46.9%
Total 63140 · Giveaway Promotions	-2,792.90	33.5%
63160 · Industry Training	-306.22	96.86%
63170 · Domestic Consumer Shows	51,272.80	294.22%
63180 · Dues and Subscriptions	-5,531.25	58.34%
63190 · Travel and Entertainment		
63191 · Lodging	2,525.32	112.26%
63192 · Gas/Mileage	-3,421.82	39.97%
63193 · Airfare	-3,582.19	53.1%
63194 · Incidentals	-2,945.75	52.45%
63190 · Travel and Entertainment - Other	10,964.68	100.0%
Total 63190 · Travel and Entertainment	3,540.24	108.82%
63200 · Meals	-2,192.12	78.49%
63260 · Photo Usage	54.49	100.0%
63270 · Production	190,102.80	152.8%
63000 · Marketing - Other	-93,447.52	6.55%
Total 63000 · Marketing	242,442.17	107.08%
66000 · Interactive		
66020 · Website Development & Maint.	9,873.37	107.29%
66030 · Search Engine Optimiz. (SEO)	10,902.27	209.02%
66040 · Content	-64,640.49	55.91%
66050 · Search Engine Marketing (SEM)	286,586.99	1,445.48%
66060 · Digital Advertising	-427,004.38	73.62%
66070 · Email	419.00	100.0%
66080 · Travel & Entertainment		
66081 · Lodging	0.00	0.0%
66082 · Travel	0.00	0.0%
Total 66080 · Travel & Entertainment	0.00	0.0%
66090 · Meals	0.00	0.0%
66100 · Training & Education	0.00	0.0%
66120 · Hardware/ Software	706.74	194.23%
66130 · Hosting	14,363.38	183.36%
66140 · Social Media	170,315.46	2,352.85%
66150 · Supplies	0.00	0.0%

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
July 2016 through June 2017

	\$ Over Budget	% of Budget
66000 · Interactive - Other	0.00	0.0%
Total 66000 · Interactive	1,522.34	100.08%
Total Marketing & Interactive	243,964.51	104.53%
64000 · Sales		
64010 · International Travel Shows	-10,660.79	75.21%
64020 · Domestic Travel Shows	-6,202.00	17.31%
64030 · Ski Clubs and Professional Grps	-8,000.00	0.0%
64040 · Travel & Entertainment		
64041 · Lodging	3,962.51	128.3%
64042 · Gas/Mileage	93.68	109.37%
64043 · Airfare	-3,450.50	72.4%
64044 · Incidentals	-786.65	77.52%
Total 64040 · Travel & Entertainment	-180.96	99.42%
64050 · Meals	-1,271.08	85.05%
64060 · Dues & Subscriptions	-3,427.03	69.94%
64070 · Advertising	50,550.00	143.02%
64080 · Supplies	-3,801.78	63.79%
64090 · Agency Fee	18,757.00	117.37%
64100 · Promotions	-23,752.46	32.14%
64110 · FAM Trip	6,282.75	139.27%
64150 · Merch. COGS & Promo Items	20,637.64	306.38%
64000 · Sales - Other	0.00	0.0%
Total 64000 · Sales	38,931.29	109.58%
65000 · Communications & PR		
65010 · Fam Trips		
65011 · Airfare	-13,497.70	13.48%
65012 · Lodging	4,060.53	124.61%
65013 · Meals	-6,189.76	50.88%
65014 · Gifts	24.09	100.0%
65015 · Transportation	-2,358.15	58.99%
65010 · Fam Trips - Other	3,591.88	100.0%
Total 65010 · Fam Trips	-14,369.11	71.52%
65020 · Travel & Entertainment (staff)		
65021 · Lodging	-491.60	89.08%
65022 · Gas/Mileage	-989.09	58.79%
65023 · Airfare	-703.54	53.1%
65024 · Entertainment	-245.00	2.0%
65028 · Transportation	-652.45	18.44%
65020 · Travel & Entertainment (staff) - Other	-794.60	27.76%
Total 65020 · Travel & Entertainment (staff)	-3,876.28	63.26%
65030 · Meals	-1,437.51	22.3%
65040 · Dues and Subscriptions	-1,346.01	92.33%
65050 · Sponsorship	-3,500.16	90.41%
65050A · Sponsorship - Rent	1,500.00	107.14%
65060 · Promotion	-3,603.48	87.74%
65070 · Supplies	1,083.15	100.0%

Mammoth Lakes Tourism
Profit & Loss Budget vs. Actual
 July 2016 through June 2017

	<u>\$ Over Budget</u>	<u>% of Budget</u>
65080 · Agency	-1,815.09	97.44%
65090 · Press Events	-8,666.00	31.76%
65000 · Communications & PR - Other	0.00	0.0%
Total 65000 · Communications & PR	-36,030.49	85.65%
69000 · Grant Exp. - Wood Site Event V.	300,025.00	100.0%
Total Expense	647,060.74	109.18%
Net Ordinary Income	964,495.65	3,878.5%
Other Income/Expense		
Other Income		
70000 · Other Income		
70200 · Interest Income	34.53	100.0%
Total 70000 · Other Income	34.53	100.0%
Total Other Income	34.53	100.0%
Other Expense		
Needs Research	3,313.86	100.0%
80000 · Other Expenses		
80040 · Income Tax - Federal	1,680.00	100.0%
80050 · Income Tax - CA	992.00	100.0%
80070 · Penalties	4.77	100.0%
Total 80000 · Other Expenses	2,676.77	100.0%
Total Other Expense	5,990.63	100.0%
Net Other Income	-5,956.10	100.0%
Net Income	958,539.55	3,855.17%