

**Mammoth Lakes Tourism
Profit & Loss by Class
July 2016 through June 2017**

	<u>MEAS. A</u>	<u>TBID</u>
Ordinary Income/Expense		
Income		
40110 · Rental Income - USFS	12,000.00	0.00
40115 · Service Agreement Income - MLR	1,800.00	0.00
40300 · Retail Sales		
40310 · Taxable	518.98	0.00
Total 40300 · Retail Sales	518.98	0.00
40400 · Visitor Guide Sales	91,980.00	0.00
40600 · TOT Payments from TOML	2,240,293.50	0.00
40700 · True-up/(down) TOT Pmts	267,941.50	0.00
40800 · TOML Business License Fees	263,520.36	0.00
40900 · Brochure Distribution Revenue	9,059.00	0.00
41500 · Website Advertising	13,750.00	0.00
41600 · Royalty Income - Licensing Prog	1,570.37	0.00
45000 · TBID Income		
45010 · Lodging	0.00	1,400,992.79
45020 · Restaurants	0.00	1,141,001.51
45030 · Retail	0.00	1,224,043.59
45040 · Ski Area	0.00	1,969,204.76
Total 45000 · TBID Income	0.00	5,735,242.65
45100 · TBID Income - Other		
45050 · Tier 2 & 3	0.00	9,676.02
45070 · TBID Penalties & Interest Inc.	0.00	38,835.51
Total 45100 · TBID Income - Other	0.00	48,511.53
Total Income	2,902,433.71	5,783,754.18
Gross Profit	2,902,433.71	5,783,754.18
Expense		
61000 · Wages		
61010 · 401(k) Employer Match	18,924.15	0.00
61020 · Benefits	7,564.66	0.00
61040 · Insurance - Health	69,406.62	0.00
61050 · Insurance - Worker's Comp	354.92	0.00
61060 · Payroll Expenses	659,881.41	0.00
61070 · Payroll Taxes	51,749.51	0.00
61075 · Payroll Processing Fees	383.00	0.00
61000 · Wages - Other	0.00	0.00
Total 61000 · Wages	808,264.27	0.00
62000 · Overhead		
62020 · Accounting Services	34,293.45	0.00
62030 · Legal Services	37,165.75	9,596.00
62040 · Internet	3,780.00	0.00
62050 · Auto Insurance	3,582.00	0.00
62060 · Electricity	4,514.79	0.00
62070 · Pest Control	1,146.60	0.00
62080 · Janitorial Services	2,400.00	0.00
62090 · Telephone - Landlines	4,690.38	0.00
62100 · Telephone - Cellular	5,977.28	0.00

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62110 · Copier Lease	694.45	0.00
62120 · Copier Usage Contract	7,153.95	0.00
62130 · Postage Machine Lease	2,729.52	0.00
62140 · Postage	9,710.46	0.00
62150 · Mail Services (delivery)	810.00	0.00
62160 · Office Supplies	5,693.77	0.00
62170 · Cleaning Supplies	85.93	0.00
62190 · Vehicle Maintenance	1,428.71	0.00
62200 · Gas	4,321.83	0.00
62210 · Uniforms	6,209.82	0.00
62220 · IT Support	4,834.35	0.00
62230 · Computer Hardware	3,152.90	0.00
62240 · Computer Software	69.99	0.00
62250 · Bank Charges	893.08	0.56
62270 · Insurance		
62272 · General Liability	1,929.52	0.00
Total 62270 · Insurance	1,929.52	0.00
62280 · Meals and Entertainment	1,287.12	0.00
62290 · Moving Expenses	6,500.94	0.00
62320 · Repairs and Maintenance	3,255.67	0.00
62330 · Storage Unit	4,620.00	0.00
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	0.00
62370 · Property Taxes	240.67	0.00
62380 · TOML Processing Fee 2% - TBID	0.00	115,675.08
62390 · Bad Debt Expense	200.00	0.00
62400 · Insurance - Workers Comp	6,921.71	0.00
62410 · Vehicle Lease	335.68	0.00
Total 62000 · Overhead	176,635.93	125,271.64
Marketing & Interactive		
63000 · Marketing		
63010 · Air Subsidy	84,503.80	1,626,985.14
63020 · Research	12,845.00	94,096.10
63030 · Branding/Promotional Items	22,885.63	808.17
63040 · Contract Services	163,295.65	180,000.00
63050 · Collateral & Printing		
63051 · Printing	18,845.81	85,387.28
63052 · Collateral Distribution	25,631.06	3,426.10
63050 · Collateral & Printing - Other	86.45	434.12
Total 63050 · Collateral & Printing	44,563.32	89,247.50
63060 · Guide Books	0.00	27,354.27
63070 · Newspaper	8,211.95	0.00
63090 · Magazine	4,492.00	15,541.00

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63100 · Radio	15,936.46	197,167.06
63120 · Out of Home (OOH)	0.00	374,016.53
63140 · Giveaway Promotions	1,407.10	0.00
63160 · Industry Training	9,392.23	66.55
63170 · Domestic Consumer Shows	177.50	77,495.30
63180 · Dues and Subscriptions	7,746.25	0.00
63190 · Travel and Entertainment		
63191 · Lodging	13,133.85	9,991.47
63192 · Gas/Mileage	828.64	1,449.54
63193 · Airfare	3,363.30	692.00
63194 · Incidentals	1,824.01	1,424.78
63190 · Travel and Entertainment - Other	2,015.00	8,949.68
Total 63190 · Travel and Entertainment	21,164.80	22,507.47
63200 · Meals	5,047.12	2,953.76
63260 · Photo Usage	54.49	0.00
63270 · Production	45,033.87	505,143.74
63000 · Marketing - Other	5,364.24	1,188.24
Total 63000 · Marketing	452,121.41	3,214,570.83
66000 · Interactive		
66020 · Website Development & Maint.	143,352.77	2,000.00
66030 · Search Engine Optimiz. (SEO)	20,902.27	0.00
66040 · Content	65,625.77	16,333.74
66050 · Search Engine Marketing (SEM)	9,140.00	298,746.99
66060 · Digital Advertising	0.00	1,191,530.34
66070 · Email	419.00	0.00
66120 · Hardware/ Software	1,456.74	0.00
66130 · Hosting	28,749.38	2,844.00
66140 · Social Media	8,733.39	169,142.07
Total 66000 · Interactive	278,379.32	1,680,597.14
Total Marketing & Interactive	730,500.73	4,895,167.97
64000 · Sales		
64010 · International Travel Shows	32,339.21	0.00
64020 · Domestic Travel Shows	1,298.00	0.00
64040 · Travel & Entertainment		
64041 · Lodging	17,962.51	0.00
64042 · Gas/Mileage	1,093.68	0.00
64043 · Airfare	9,049.50	0.00
64044 · Incidentals	2,713.35	0.00
Total 64040 · Travel & Entertainment	30,819.04	0.00
64050 · Meals	6,489.49	739.43
64060 · Dues & Subscriptions	7,972.97	0.00
64070 · Advertising	168,050.00	0.00
64080 · Supplies	5,743.33	954.89
64090 · Agency Fee	66,854.50	59,902.50
64100 · Promotions	5,544.38	5,703.16
64110 · FAM Trip	1,348.02	20,934.73
64150 · Merch. COGS & Promo Items	30,476.01	161.63

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Total 64000 · Sales	356,934.95	88,396.34
65000 · Communications & PR		
65010 · Fam Trips		
65011 · Airfare	602.30	1,500.00
65012 · Lodging	13,843.61	6,716.92
65013 · Meals	384.88	6,025.36
65014 · Gifts	24.09	0.00
65015 · Transportation	993.20	2,398.65
65010 · Fam Trips - Other	0.00	3,591.88
Total 65010 · Fam Trips	<u>15,848.08</u>	<u>20,232.81</u>
65020 · Travel & Entertainment (staff)		
65021 · Lodging	4,008.40	0.00
65022 · Gas/Mileage	1,410.91	0.00
65023 · Airfare	796.46	0.00
65024 · Entertainment	5.00	0.00
65028 · Transportation	147.55	0.00
65020 · Travel & Entertainment (staff) - Other	305.40	0.00
Total 65020 · Travel & Entertainment (staff)	<u>6,673.72</u>	<u>0.00</u>
65030 · Meals	412.49	0.00
65040 · Dues and Subscriptions	16,203.99	0.00
65050 · Sponsorship	32,490.86	508.98
65050A · Sponsorship - Rent	22,500.00	0.00
65060 · Promotion	5,967.52	19,829.00
65070 · Supplies	1,083.15	0.00
65080 · Agency	69,184.91	0.00
65090 · Press Events	4,034.00	0.00
Total 65000 · Communications & PR	<u>174,398.72</u>	<u>40,570.79</u>
69000 · Grant Exp. - Wood Site Event V.	300,025.00	0.00
Total Expense	<u>2,546,759.60</u>	<u>5,149,406.74</u>
Net Ordinary Income	355,674.11	634,347.44
Other Income/Expense		
Other Income		
70000 · Other Income		
70200 · Interest Income	31.10	3.43
Total 70000 · Other Income	<u>31.10</u>	<u>3.43</u>
Total Other Income	31.10	3.43
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	<u>2,676.77</u>	<u>0.00</u>
Total Other Expense	<u>5,990.63</u>	<u>0.00</u>
Net Other Income	-5,959.53	3.43
Net Income	<u><u>349,714.58</u></u>	<u><u>634,350.87</u></u>

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	<u>TOTAL</u>
Ordinary Income/Expense	
Income	
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40115 · Service Agreement Income - MLR	1,800.00
40300 · Retail Sales	
40310 · Taxable	518.98
Total 40300 · Retail Sales	<u>518.98</u>
40400 · Visitor Guide Sales	91,980.00
40600 · TOT Payments from TOML	2,240,293.50
40700 · True-up/(down) TOT Pmts	267,941.50
40800 · TOML Business License Fees	263,520.36
40900 · Brochure Distribution Revenue	9,059.00
41500 · Website Advertising	13,750.00
41600 · Royalty Income - Licensing Prog	1,570.37
45000 · TBID Income	
45010 · Lodging	1,400,992.79
45020 · Restaurants	1,141,001.51
45030 · Retail	1,224,043.59
45040 · Ski Area	1,969,204.76
Total 45000 · TBID Income	<u>5,735,242.65</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>8,686,187.89</u>
Gross Profit	<u>8,686,187.89</u>
Expense	
61000 · Wages	
61010 · 401(k) Employer Match	18,924.15
61020 · Benefits	7,564.66
61040 · Insurance - Health	69,406.62
61050 · Insurance - Worker's Comp	354.92
61060 · Payroll Expenses	659,881.41
61070 · Payroll Taxes	51,749.51
61075 · Payroll Processing Fees	383.00
61000 · Wages - Other	0.00
Total 61000 · Wages	<u>808,264.27</u>
62000 · Overhead	
62020 · Accounting Services	34,293.45
62030 · Legal Services	46,761.75
62040 · Internet	3,780.00
62050 · Auto Insurance	3,582.00
62060 · Electricity	4,514.79
62070 · Pest Control	1,146.60
62080 · Janitorial Services	2,400.00
62090 · Telephone - Landlines	4,690.38
62100 · Telephone - Cellular	5,977.28

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	TOTAL
62110 · Copier Lease	694.45
62120 · Copier Usage Contract	7,153.95
62130 · Postage Machine Lease	2,729.52
62140 · Postage	9,710.46
62150 · Mail Services (delivery)	810.00
62160 · Office Supplies	5,693.77
62170 · Cleaning Supplies	85.93
62190 · Vehicle Maintenance	1,428.71
62200 · Gas	4,321.83
62210 · Uniforms	6,209.82
62220 · IT Support	4,834.35
62230 · Computer Hardware	3,152.90
62240 · Computer Software	69.99
62250 · Bank Charges	893.64
62270 · Insurance	
62272 · General Liability	1,929.52
Total 62270 · Insurance	1,929.52
62280 · Meals and Entertainment	1,287.12
62290 · Moving Expenses	6,500.94
62320 · Repairs and Maintenance	3,255.67
62330 · Storage Unit	4,620.00
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
62370 · Property Taxes	240.67
62380 · TOML Processing Fee 2% - TBID	115,675.08
62390 · Bad Debt Expense	200.00
62400 · Insurance - Workers Comp	6,921.71
62410 · Vehicle Lease	335.68
Total 62000 · Overhead	301,907.57
Marketing & Interactive	
63000 · Marketing	
63010 · Air Subsidy	1,711,488.94
63020 · Research	106,941.10
63030 · Branding/Promotional Items	23,693.80
63040 · Contract Services	343,295.65
63050 · Collateral & Printing	
63051 · Printing	104,233.09
63052 · Collateral Distribution	29,057.16
63050 · Collateral & Printing - Other	520.57
Total 63050 · Collateral & Printing	133,810.82
63060 · Guide Books	27,354.27
63070 · Newspaper	8,211.95
63090 · Magazine	20,033.00

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	TOTAL
63100 · Radio	213,103.52
63120 · Out of Home (OOH)	374,016.53
63140 · Giveaway Promotions	1,407.10
63160 · Industry Training	9,458.78
63170 · Domestic Consumer Shows	77,672.80
63180 · Dues and Subscriptions	7,746.25
63190 · Travel and Entertainment	
63191 · Lodging	23,125.32
63192 · Gas/Mileage	2,278.18
63193 · Airfare	4,055.30
63194 · Incidentals	3,248.79
63190 · Travel and Entertainment - Other	10,964.68
Total 63190 · Travel and Entertainment	43,672.27
63200 · Meals	8,000.88
63260 · Photo Usage	54.49
63270 · Production	550,177.61
63000 · Marketing - Other	6,552.48
Total 63000 · Marketing	3,666,692.24
66000 · Interactive	
66020 · Website Development & Maint.	145,352.77
66030 · Search Engine Optimiz. (SEO)	20,902.27
66040 · Content	81,959.51
66050 · Search Engine Marketing (SEM)	307,886.99
66060 · Digital Advertising	1,191,530.34
66070 · Email	419.00
66120 · Hardware/ Software	1,456.74
66130 · Hosting	31,593.38
66140 · Social Media	177,875.46
Total 66000 · Interactive	1,958,976.46
Total Marketing & Interactive	5,625,668.70
64000 · Sales	
64010 · International Travel Shows	32,339.21
64020 · Domestic Travel Shows	1,298.00
64040 · Travel & Entertainment	
64041 · Lodging	17,962.51
64042 · Gas/Mileage	1,093.68
64043 · Airfare	9,049.50
64044 · Incidentals	2,713.35
Total 64040 · Travel & Entertainment	30,819.04
64050 · Meals	7,228.92
64060 · Dues & Subscriptions	7,972.97
64070 · Advertising	168,050.00
64080 · Supplies	6,698.22
64090 · Agency Fee	126,757.00
64100 · Promotions	11,247.54
64110 · FAM Trip	22,282.75
64150 · Merch. COGS & Promo Items	30,637.64

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	TOTAL
Total 64000 · Sales	445,331.29
65000 · Communications & PR	
65010 · Fam Trips	
65011 · Airfare	2,102.30
65012 · Lodging	20,560.53
65013 · Meals	6,410.24
65014 · Gifts	24.09
65015 · Transportation	3,391.85
65010 · Fam Trips - Other	3,591.88
Total 65010 · Fam Trips	36,080.89
65020 · Travel & Entertainment (staff)	
65021 · Lodging	4,008.40
65022 · Gas/Mileage	1,410.91
65023 · Airfare	796.46
65024 · Entertainment	5.00
65028 · Transportation	147.55
65020 · Travel & Entertainment (staff) - Other	305.40
Total 65020 · Travel & Entertainment (staff)	6,673.72
65030 · Meals	412.49
65040 · Dues and Subscriptions	16,203.99
65050 · Sponsorship	32,999.84
65050A · Sponsorship - Rent	22,500.00
65060 · Promotion	25,796.52
65070 · Supplies	1,083.15
65080 · Agency	69,184.91
65090 · Press Events	4,034.00
Total 65000 · Communications & PR	214,969.51
69000 · Grant Exp. - Wood Site Event V.	300,025.00
Total Expense	7,696,166.34
Net Ordinary Income	990,021.55
Other Income/Expense	
Other Income	
70000 · Other Income	
70200 · Interest Income	34.53
Total 70000 · Other Income	34.53
Total Other Income	34.53
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	-5,956.10
Net Income	984,065.45