

TBID SUMMARY

Mammoth Lakes Tourism
2017-18 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
													\$ -
Overhead	\$ 5,960.00	\$ 7,760.00	\$ 4,160.00	\$ 3,500.00	\$ 5,200.00	\$ 14,800.00	\$ 16,500.00	\$ 16,200.00	\$ 16,600.00	\$ 8,100.00	\$ 3,300.00	\$ 3,720.00	\$ 105,800.00
Marketing	\$ 374,621.67	\$ 366,895.98	\$ 246,055.11	\$ 300,878.19	\$ 938,339.01	\$ 398,576.62	\$ 558,647.70	\$ 316,545.24	\$ 311,473.28	\$ 363,165.28	\$ 1,070,121.28	\$ 696,521.28	\$ 5,941,840.64
Sales	\$ 118,500.00	\$ 11,500.00	\$ 3,000.00	\$ 3,000.00	\$ 11,500.00	\$ 1,000.00	\$ 4,500.00	\$ 4,000.00	\$ 15,000.00	\$ 1,000.00	\$ 1,500.00	\$ 500.00	\$ 175,000.00
Communications & PR	\$ 3,550.00	\$ 5,350.00	\$ 5,150.00	\$ 5,400.00	\$ 2,550.00	\$ 2,550.00	\$ 2,600.00	\$ 2,600.00	\$ 2,600.00	\$ 5,150.00	\$ 5,150.00	\$ 5,400.00	\$ 48,050.00
TOTAL PROJECTED EXPENSES	\$ 502,631.67	\$ 391,505.98	\$ 258,365.11	\$ 312,778.19	\$ 957,589.01	\$ 416,926.62	\$ 582,247.70	\$ 339,345.24	\$ 345,673.28	\$ 377,415.28	\$ 1,080,071.28	\$ 706,141.28	\$ 6,270,690.64
TOTAL PROJECTED REVENUES	\$ 298,000.00	\$ 388,000.00	\$ 208,000.00	\$ 175,000.00	\$ 260,000.00	\$ 740,000.00	\$ 825,000.00	\$ 810,000.00	\$ 830,000.00	\$ 405,000.00	\$ 165,000.00	\$ 186,000.00	\$ 5,290,000.00
Projected 2017-18 Cash Flow	(\$204,631.67)	(\$3,505.98)	(\$50,365.11)	(\$137,778.19)	(\$697,589.01)	\$323,073.38	\$242,752.30	\$470,654.76	\$484,326.72	\$27,584.72	(\$915,071.28)	(\$520,141.28)	(\$980,690.64)
TBID Reserves													
TBID Reserve Funding (CDARS)	\$ 1,750,112												\$ 1,750,112.21
Projected 2016-17 TBID gains	\$ 1,000,000												\$ 1,000,000.00
Total Reserve													\$ 2,750,112.21

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 92,120.00	\$ 13,680.00	15%
\$ 4,497,561.20	\$ 1,444,279.44	32%
\$ 102,000.00	\$ 73,000.00	72%
\$ 45,450.00	\$ 2,600.00	6%
\$ 4,737,131.20	\$ 1,533,559.44	32%
\$ 4,606,000.00	\$ 684,000.00	15%

ANTICIPATED TBID REVENUE
Mammoth Lakes Tourism
2017-18 Budget

	July	August	September	October	November	December	January	February	March	April	May	June	Total
Lodging	\$ 90,000.00	\$ 150,000.00	\$ 70,000.00	\$ 45,000.00	\$ 45,000.00	\$ 140,000.00	\$ 225,000.00	\$ 200,000.00	\$ 125,000.00	\$ 50,000.00	\$ 30,000.00	\$ 60,000.00	\$ 1,230,000.00
Retail	\$ 95,000.00	\$ 110,000.00	\$ 60,000.00	\$ 40,000.00	\$ 65,000.00	\$ 165,000.00	\$ 160,000.00	\$ 160,000.00	\$ 125,000.00	\$ 65,000.00	\$ 50,000.00	\$ 65,000.00	\$ 1,160,000.00
Restaurant	\$ 95,000.00	\$ 110,000.00	\$ 60,000.00	\$ 60,000.00	\$ 50,000.00	\$ 135,000.00	\$ 140,000.00	\$ 150,000.00	\$ 130,000.00	\$ 65,000.00	\$ 50,000.00	\$ 55,000.00	\$ 1,100,000.00
Ski Area	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ 30,000.00	\$ 100,000.00	\$ 300,000.00	\$ 300,000.00	\$ 300,000.00	\$ 450,000.00	\$ 225,000.00	\$ 35,000.00	\$ 6,000.00	\$ 1,800,000.00
	\$ 298,000.00	\$ 388,000.00	\$ 208,000.00	\$ 175,000.00	\$ 260,000.00	\$ 740,000.00	\$ 825,000.00	\$ 810,000.00	\$ 830,000.00	\$ 405,000.00	\$ 165,000.00	\$ 186,000.00	\$ 5,290,000.00
TBID Reserve Funding (CDARS)	\$ 1,750,112												\$ 1,750,112.21
Projected 2016-17 TBID gains	\$ 1,000,000												\$ 1,000,000.00
Total Reserves													\$ 2,750,112.21

LY \$ Totals	\$ Change YOY	% Change YOY
	\$ 1,230,000.00	#DIV/0!
	\$ 1,160,000.00	#DIV/0!
	\$ 1,100,000.00	#DIV/0!
	\$ -	#DIV/0!
	\$ 1,800,000.00	#DIV/0!
	\$ 5,290,000.00	#DIV/0!

OVERHEAD - TBID

Mammoth Lakes Tourism
2017-18 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
TOML Processing Fee 2% 62380-T	\$ 5,960.00	\$ 7,760.00	\$ 4,160.00	\$ 3,500.00	\$ 5,200.00	\$ 14,800.00	\$ 16,500.00	\$ 16,200.00	\$ 16,600.00	\$ 8,100.00	\$ 3,300.00	\$ 3,720.00	\$ 105,800.00
Totals:	\$ 5,960.00	\$ 7,760.00	\$ 4,160.00	\$ 3,500.00	\$ 5,200.00	\$ 14,800.00	\$ 16,500.00	\$ 16,200.00	\$ 16,600.00	\$ 8,100.00	\$ 3,300.00	\$ 3,720.00	\$ 105,800.00

MARKETING

Mammoth Lakes Tourism
2017-18 Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total	LY \$ Totals	\$ Change YOY	% Change YOY
Air Subsidy 63010-T																
Mammoth Mountain Ski Area	\$ -	\$ -	\$ -	\$ -	\$ 500,000.00	\$ -	\$ -		\$ -	\$ -	\$ 755,000.00	\$ 462,600.00	\$ 1,717,600.00	\$ 2,010,000.00	\$ (292,400.00)	-14.55%
Total by Month 63010-T	\$ -	\$ -	\$ -	\$ -	\$ 500,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 755,000.00	\$ 462,600.00	\$ 1,717,600.00	\$ 2,010,000.00	\$ (292,400.00)	-14.55%
Research - 63020-T																
MeringCarson	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 142,500.00			
Visa Vue Domestic Data		\$ 7,950.00											\$ 7,950.00			
Total by Month 63020-T	\$ 11,875.00	\$ 19,825.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 11,875.00	\$ 150,450.00	\$ 104,275.00	\$ 46,175.00	44.28%
Contract Services - 63040-T																
MeringCarson Monthly Agency Fee	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 180,000.00			
Westin	\$ 1,000.00		\$ 1,000.00	\$ 1,000.00					\$ 1,000.00				\$ 4,000.00			
Total by Month 63040-T	\$ 16,000.00	\$ 15,000.00	\$ 16,000.00	\$ 16,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 16,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 184,000.00	\$ 180,000.00	\$ 4,000.00	2.22%
Printing - 63051-T																
AMI Graphics	\$ 223.35								\$ 1,000.00		\$ -	\$ -	\$ 1,223.35			
Overnight Prints	\$ 417.50												\$ 417.50			
Road Banners + Entry banners	\$ 2,500.00		\$ 1,200.00	\$ 2,500.00		\$ 1,200.00			\$ 1,500.00	\$ 1,200.00			\$ 10,100.00			
Town Maps - Printers Litho	\$ -	\$ 19,000.00							\$ 19,000.00		\$ -	\$ -	\$ 38,000.00			
Visitor Guide + Maps	\$ 20,000.00	\$ -	\$ -	\$ -	\$ 85,000.00	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ 105,000.00			
Total by Month 63051-T	\$ 23,140.85	\$ 19,000.00	\$ 1,200.00	\$ 2,500.00	\$ 85,000.00	\$ 1,200.00	\$ -	\$ -	\$ 21,500.00	\$ 1,200.00	\$ -	\$ -	\$ 154,740.85	\$ 97,801.74	\$ 56,939.11	58.22%
Collateral Distribution - 63052-T																
Certified Folder Display Services	\$ 10,055.79	\$ 518.70	\$ 398.38						\$ 15,000.00		\$ 500.00	\$ -	\$ 26,472.87			
Visitor Guide Fulfillment	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 19,200.00			
Misc Shipping			\$ 3,000.00										\$ 3,000.00			
Total By Month 63052	\$ 11,655.79	\$ 2,118.70	\$ 4,998.38	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 16,600.00	\$ 1,600.00	\$ 2,100.00	\$ 1,600.00	\$ 48,672.87	\$ 39,663.13	\$ 9,009.74	22.72%
Guide Books - 63060-T																
MeringCarson - Visit CA Full Page Ad							\$ 15,000.00						\$ 15,000.00			
Total by Month 63060-T	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ 35,000.00	\$ (20,000.00)	-57.14%
Newspaper - 63070-T																
Mammoth Times - Seasonal Marketing Message and air promotions		\$ -	\$ 3,500.00	\$ -	\$ -		\$ 3,500.00	\$ -	\$ -	\$ -	\$ 3,500.00	\$ -	\$ 10,500.00			
Total By Month 63144	\$ -	\$ -	\$ 3,500.00	\$ -	\$ -	\$ -	\$ 3,500.00	\$ -	\$ -	\$ -	\$ 3,500.00	\$ -	\$ 10,500.00	NA	\$ 10,500.00	
Radio - 63100 - T																
KMMT/KHRV + Sierra Wave - Seasonal Marketing Message and air promotions	\$ 2,500.00				\$ 2,500.00			\$ 2,500.00			\$ 2,500.00		\$ 10,000.00			
MeringCarson					\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 35,000.00				\$ 235,000.00			
Total by Month 63060-T	\$ 2,500.00	\$ -	\$ -	\$ -	\$ 52,500.00	\$ 50,000.00	\$ 50,000.00	\$ 52,500.00	\$ 35,000.00	\$ -	\$ 2,500.00	\$ -	\$ 245,000.00	NA	\$ 245,000.00	
Television - 63110-T																
Channel 72 - No Small Adventure Videos + welcome videos	\$ 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			
Total By Month 63144	\$ 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	NA	\$ 3,600.00	
Giveaway Promotion - 63140-T																
Travel Show Giveaway	\$ 2,500.00		\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00			
Total By Month 63140	\$ 2,500.00	\$ -	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 4,200.00	\$ 800.00	19.05%
Out of Home (OOO) - 63120 - T																
MeringCarson	\$ 50,000.00	\$ 50,000.00				\$ 50,000.00				\$ 50,000.00	\$ 55,700.00		\$ 255,700.00			
Total by Month 63060-T	\$ 50,000.00	\$ 50,000.00	\$ -	\$ -	\$ -	\$ 50,000.00	\$ -	\$ -	\$ -	\$ 50,000.00	\$ 55,700.00	\$ -	\$ 255,700.00	NA	\$ 255,700.00	
Domestic Consumer Shows/Experiential - 63170-T																
Bay Area Travel and Adventure Show	\$ 3,200.00						\$ 2,000.00		\$ -	\$ -	\$ -	\$ -	\$ 5,200.00			
LA Travel and Adventure Show	\$ 3,200.00						\$ 2,000.00		\$ -	\$ -	\$ -	\$ -	\$ 5,200.00			
San Diego Travel and Adventure Show	\$ 3,200.00								\$ -	\$ -	\$ -	\$ -	\$ 3,200.00			

Fred Hall Outdoor Show Long Beach								\$ 12,500.00	\$ 2,000.00		\$ -	\$ -	\$ -	\$ 14,500.00				
Fred Hall Outdoor Show San Diego	\$ -									\$ 1,500.00	\$ -	\$ -	\$ -	\$ 1,500.00				
Virtual Reality Execution - MeringCarson					\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00						\$ 100,000.00				
Total by Month 63170-T	\$ 9,600.00	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 25,000.00	\$ 41,500.00	\$ 27,000.00	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ 129,600.00	\$ 26,400.00	\$ 103,200.00	390.91%	
Travel and Entertainment - Other - 63190 -T																		
Miles Travel			\$ 2,500.00			\$ 2,500.00			\$ 2,500.00					\$ 7,500.00				
MeringCarson - Scouting, planning	\$ 7,000.00			\$ 7,000.00			\$ 7,000.00			\$ 7,000.00			\$ 7,000.00	\$ 35,000.00				
Total by Month 63191-T	\$ 7,000.00	\$ -	\$ 2,500.00	\$ 7,000.00	\$ -	\$ 2,500.00	\$ 7,000.00	\$ -	\$ 2,500.00	\$ 7,000.00	\$ -	\$ 7,000.00	\$ 42,500.00	NA	\$ 42,500.00			
Lodging - 63191-T																		
Bay Area Travel and Adventure Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,400.00	\$ -	\$ -	\$ -	\$ 2,400.00					
LA Travel and Adventure Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,400.00	\$ -	\$ -	\$ -	\$ -	\$ 2,400.00					
San Diego Travel and Adventure Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,400.00	\$ -	\$ -	\$ -	\$ -	\$ 2,400.00					
Fred Hall Outdoor Show Long Beach	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,300.00	\$ -	\$ -	\$ -	\$ 6,300.00					
Fred Hall Outdoor Show San Diego	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ -	\$ 1,500.00					
San Diego Half Marathon									\$ 600.00	\$ -	\$ -	\$ -	\$ 600.00					
Total by Month 63191-T	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,400.00	\$ 2,400.00	\$ 10,800.00	\$ -	\$ -	\$ -	\$ 15,600.00	\$ 8,600.00	\$ 7,000.00	81.40%	
Gas/Mileage - 63192-T																		
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	\$ 100.00	\$ 1,200.00				
Total by Month 63192-T	\$ 100.00	\$ 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	\$ 1,700.00	\$ (500.00)	-29.41%	
Flights - 63193-T																		
San Diego Travel and Adventure Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00	\$ -	\$ -	\$ -	\$ -	\$ 400.00				
Fred Hall Outdoor Experience, Long Beach	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ 200.00				
Total by Month 63193-T	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00	\$ 200.00	\$ -	\$ -	\$ -	\$ 600.00	\$ 600.00	\$ -	0.00%	
Incidentals - 63194-T																		
Misc. Incidentals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 450.00	\$ 780.00	\$ 200.00	\$ -	\$ -	\$ 1,430.00				
Total by Month 63194-T	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 450.00	\$ 780.00	\$ 200.00	\$ -	\$ -	\$ 1,430.00	NA	\$ 1,430.00		
Meals - 63200-T																		
Bay Area Travel and Adventure Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 710.00	\$ -	\$ -	\$ -	\$ 710.00				
LA Travel and Adventure Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 710.00	\$ -	\$ -	\$ -	\$ -	\$ 710.00				
San Diego Travel and Adventure Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 710.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 710.00				
Fred Hall Outdoor Show Long Beach	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,136.00	\$ -	\$ -	\$ -	\$ 1,136.00				
Fred Hall Outdoor Show San Diego	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 426.00	\$ -	\$ -	\$ -	\$ 426.00				
Total by Month 63200-T	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 710.00	\$ 710.00	\$ 2,272.00	\$ -	\$ -	\$ -	\$ 3,692.00	\$ 3,692.00	\$ -	0.00%	
Production - 63270-T																		
Newspaper, banners, posters for in-market	\$ 3,000.00			\$ 3,000.00			\$ 3,000.00						\$ 9,000.00					
Laura Patterson	\$ 20,000.00												\$ 20,000.00					
Scarlett Letter	\$ 6,000.00	\$ 6,000.00									\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 24,000.00				
MeringCarson	\$ 3,065.00	\$ 32,500.00	\$ 3,270.16	\$ 31,012.91	\$ 32,417.73	\$ 15,660.00	\$ 145,572.42	\$ 830.62					\$ 264,328.84					
Total by Month 63270-T	\$ 32,065.00	\$ 38,500.00	\$ 3,270.16	\$ 34,012.91	\$ 32,417.73	\$ 15,660.00	\$ 148,572.42	\$ 830.62	\$ -	\$ 9,000.00	\$ 6,000.00	\$ 6,000.00	\$ 317,328.84	\$ 329,097.43	\$ (11,768.59)	-3.58%		
Website Development and Maintenance- 66020 T																		
Miles - Development/Refresh	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 74,400.00				
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	\$ 2,800.00	\$ 33,600.00				
Miles - Analytics Reporting	\$ 780.00	\$ 780.00	\$ 780.00	\$ 780.00	\$ 780.00	\$ 780.00	\$ 780.00	\$ 780.00	\$ 780.00	\$ 780.00	\$ 780.00	\$ 780.00	\$ 780.00	\$ 9,360.00				
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	\$ 1,750.00	\$ 21,000.00				
Miles - Visitor Guide App							\$ 3,265.00							\$ 3,265.00				
Miles - SnowCountry App and URL								\$ 1,500.00						\$ 1,500.00				
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	\$ 14.95	\$ 179.40				
OAG - Flightview App	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 14,400.00				
Domain Names (various)	\$ 81.85	\$ -	\$ -	\$ -	\$ -	\$ 30.34	\$ 33.34	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 145.53				
Total By Month 66020	\$ 12,826.80	\$ 12,744.95	\$ 12,744.95	\$ 12,744.95	\$ 12,744.95	\$ 16,040.29	\$ 12,744.95	\$ 14,278.29	\$ 12,744.95	\$ 12,744.95	\$ 12,744.95	\$ 12,744.95	\$ 12,744.95	\$ 157,849.93	\$ 135,479.40	\$ 22,370.53	16.51%	
Search Engine Optimization (SEO) - 66030 T																		
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	\$ 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	\$ 1,775.00	\$ 21,300.00	\$ 21,300.00	\$ -	0.00%	
Content - 66040 - T																		
Website Content and Blogs	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 21,600.00				
Miles - Campaign Support	\$ 6,500.00			\$ 6,000.00			\$ 6,000.00						\$ 6,000.00	\$ 24,500.00				
Website content buildout	\$ 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	\$ 2,000.00	\$ 24,000.00				

USFS Video Permit Fees	\$ 5,000.00													\$ 5,000.00				
Photography + Associated Fees (models)				\$ 12,000.00						\$ 12,000.00				\$ 24,000.00				
Video - Evergreen edits and new	\$ 1,000.00			\$ 9,000.00			\$ 10,000.00			\$ 10,000.00				\$ 30,000.00				
Total By Month 66040	\$ 16,300.00	\$ 3,800.00	\$ 3,800.00	\$ 30,800.00	\$ 3,800.00	\$ 3,800.00	\$ 19,800.00	\$ 3,800.00	\$ 3,800.00	\$ 25,800.00	\$ 9,800.00	\$ 3,800.00	\$ 129,100.00		\$ 146,600.00	\$ (17,500.00)		-11.94%
Search Engine Marketing (SEM) - 66050-T																		
MeringCarson	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 30,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 250,000.00					
Total by Month 66060-T	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 30,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 250,000.00		\$ 21,300.00	\$ 228,700.00		1073.71%
Display, Native, Video Advertising - 66060-T																		
MeringCarson	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 1,817,499.96					
Total by Month 66060-T	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 151,458.33	\$ 1,817,499.96		\$ 1,618,534.72	\$ 198,965.24		12.29%
Hardware/Software - 66120-A																		
Photography/Video Equipment	\$ 213.90	\$ 200.00											\$ 413.90					
Software			\$ 19.99	\$ 600.00									\$ 619.99					
Total By Month 66120	\$ 213.90	\$ 200.00	\$ 19.99	\$ 600.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,033.89		\$ 750.00	\$ 283.89		37.85%
Hosting - 66130-A																		
Website hosting	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 9,000.00					
Barberstock	\$ 2,844.00			\$ 2,844.00			\$ 2,844.00		\$ 2,844.00		\$ 2,844.00		\$ 11,376.00					
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					
Vimeo	\$ 199.00												\$ 199.00					
Survey Monkey	\$ -	\$ -	\$ 300.00		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300.00					
Total By Month 66130	\$ 4,212.00	\$ 975.00	\$ 1,414.30	\$ 4,013.00	\$ 1,169.00	\$ 1,169.00	\$ 4,013.00	\$ 1,169.00	\$ 1,169.00	\$ 4,013.00	\$ 1,169.00	\$ 1,169.00	\$ 25,654.30		\$ 27,230.00	\$ (1,575.70)		-5.79%
Social Media - 66140-T																		
Facebook	\$ 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					
Instagram													\$ -					
Twitter													\$ -					
Influencer and Instameets		\$ 5,000.00		\$ 5,000.00									\$ 10,000.00					
Sprout Social Analytics	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 1,188.00					
MeringCarson		\$ 25,000.00	\$ 10,000.00		\$ 20,000.00	\$ 30,000.00	\$ 50,000.00			\$ 50,000.00	\$ 20,000.00		\$ 205,000.00					
Total by Month 66060-T	\$ 1,099.00	\$ 31,099.00	\$ 11,099.00	\$ 6,099.00	\$ 21,099.00	\$ 31,099.00	\$ 51,099.00	\$ 1,099.00	\$ 1,099.00	\$ 51,099.00	\$ 21,099.00	\$ 1,099.00	\$ 228,188.00		\$ 7,560.00	\$ 220,628.00		2918.36%

COMMUNICATIONS/PR

Mammoth Lakes Tourism
2017-18 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
Airfare - 65011-T	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 5,500.00
Total by Month 65011-T	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 5,500.00
Lodging - 65012-T	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 5,500.00
Total by Month 65012-T	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 5,500.00
Meals - 65013-T	\$ -	\$ 450.00	\$ 250.00	\$ 500.00	\$ 250.00	\$ 250.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 250.00	\$ 250.00	\$ 500.00	\$ 4,200.00
Total by Month 65013-T	\$ -	\$ 450.00	\$ 250.00	\$ 500.00	\$ 250.00	\$ 250.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 250.00	\$ 250.00	\$ 500.00	\$ 4,200.00
Transportation - 65015-T	\$ -	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 2,750.00
Total by Month 65015-T	\$ -	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 2,750.00
Entertainment - 65020-T	\$ -	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,100.00
Total by Month 65020-T	\$ -	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,100.00
Promotional - 65060-T													
Promotional Items / Gifts	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400.00
Writing	\$ 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
Social Media	\$ 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
Video/Photography	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 19,600.00
Total by Month 65060-T	\$ 3,550.00	\$ 3,550.00	\$ 3,550.00	\$ 3,550.00	\$ 950.00	\$ 950.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 3,550.00	\$ 3,550.00	\$ 3,550.00	\$ 29,000.00
	\$ 3,550.00	\$ 5,350.00	\$ 5,150.00	\$ 5,400.00	\$ 2,550.00	\$ 2,550.00	\$ 2,600.00	\$ 2,600.00	\$ 2,600.00	\$ 5,150.00	\$ 5,150.00	\$ 5,400.00	\$ 48,050.00

LY \$ Totals	\$ Change YOY	% Change YOY
\$ 5,500.00	\$ -	0%
\$ 5,500.00	\$ -	0%
\$ 4,200.00	\$ -	0%
\$ 2,750.00	\$ -	0%
\$ 1,100.00	\$ -	0%
	\$ -	#DIV/0!
\$ 4,000.00	\$ 2,000.00	50%
\$ 26,400.00	\$ 2,600.00	10%
\$ 45,450.00	\$ 2,600.00	6%

SALES

Mammoth Lakes Tourism
2017-18 TBID Budget

Expense Accounts	July	August	September	October	November	December	January	February	March	April	May	June	Total
Promotions/Videos - 64100-T													
International Native Language Videos	\$ -	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 30,000.00
		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total by Month 63052-T	\$ -	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 30,000.00
Agency Fees - 64090-T													
Black Diamond (UK)	\$ 24,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 24,000.00
Gate 7 (Australia)	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00
MSI (Germany)	\$ 12,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000.00
Masters Consulting (Italy)	\$ 8,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,000.00
South Korea Agency	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00
Chinese Agency	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00
Altantic Link (Scandinavian Agency)	\$ 7,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,500.00
Total by Month 63052-T	\$ 116,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 116,500.00
Fam Trips - 64110-T													
Airfare	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 2,500.00
Rooms	\$ 500.00	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 500.00	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 11,000.00
Meals	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 12,000.00
Entertainment	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 3,000.00
Total by Month 64110-T	\$ 2,000.00	\$ 1,500.00	\$ 3,000.00	\$ 3,000.00	\$ 1,500.00	\$ 1,000.00	\$ 4,500.00	\$ 4,000.00	\$ 5,000.00	\$ 1,000.00	\$ 1,500.00	\$ 500.00	\$ 28,500.00
	\$ 118,500.00	\$ 11,500.00	\$ 3,000.00	\$ 3,000.00	\$ 11,500.00	\$ 1,000.00	\$ 4,500.00	\$ 4,000.00	\$ 15,000.00	\$ 1,000.00	\$ 1,500.00	\$ 500.00	\$ 175,000.00

LY \$ Totals	\$ Change YOY	% Change YOY
\$ -	\$ 30,000.00	#DIV/0!
\$ 54,000.00	\$ 62,500.00	116%
\$ 16,000.00	\$ 12,500.00	78%
	\$ 175,000.00	#DIV/0!