

**Mammoth Lakes Tourism  
Profit & Loss by Class  
June 2017**

	<u>MEAS. A</u>	<u>TBID</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
40110 · Rental Income - USFS	1,000.00	0.00
40115 · Service Agreement Income - MLR	150.00	0.00
40600 · TOT Payments from TOML	97,752.00	0.00
40700 · True-up/(down) TOT Pmts	-53,890.50	0.00
40900 · Brochure Distribution Revenue	580.96	0.00
41600 · Royalty Income - Licensing Prog	336.59	0.00
45000 · TBID Income		
45010 · Lodging	0.00	70,919.89
45020 · Restaurants	0.00	68,564.11
45030 · Retail	0.00	77,837.26
45040 · Ski Area	0.00	27,640.36
<b>Total 45000 · TBID Income</b>	<u>0.00</u>	<u>244,961.62</u>
45100 · TBID Income - Other		
45050 · Tier 2 & 3	0.00	0.00
45070 · TBID Penalties & Interest Inc.	0.00	7,543.65
<b>Total 45100 · TBID Income - Other</b>	<u>0.00</u>	<u>7,543.65</u>
<b>Total Income</b>	<u>45,929.05</u>	<u>252,505.27</u>
<b>Gross Profit</b>	45,929.05	252,505.27
<b>Expense</b>		
61000 · Wages		
61010 · 401(k) Employer Match	1,848.06	0.00
61020 · Benefits	304.98	0.00
61040 · Insurance - Health	6,211.15	0.00
61050 · Insurance - Worker's Comp	354.92	0.00
61060 · Payroll Expenses	69,365.68	0.00
61070 · Payroll Taxes	4,791.45	0.00
61075 · Payroll Processing Fees	31.50	0.00
61000 · Wages - Other	0.00	0.00
<b>Total 61000 · Wages</b>	<u>82,907.74</u>	<u>0.00</u>
62000 · Overhead		
62020 · Accounting Services	1,799.45	0.00
62040 · Internet	315.00	0.00
62060 · Electricity	364.19	0.00
62080 · Janitorial Services	240.00	0.00
62090 · Telephone - Landlines	369.64	0.00
62100 · Telephone - Cellular	548.76	0.00
62120 · Copier Usage Contract	528.89	0.00
62130 · Postage Machine Lease	224.18	0.00
62140 · Postage	-277.90	0.00
62150 · Mail Services (delivery)	135.00	0.00
62160 · Office Supplies	642.24	0.00
62200 · Gas	377.75	0.00
62210 · Uniforms	26.94	0.00
62220 · IT Support	363.00	0.00
62250 · Bank Charges	72.16	0.19

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	<u>MEAS. A</u>	<u>TBID</u>
62290 · Moving Expenses	461.00	0.00
62330 · Storage Unit	385.00	0.00
62360 · Depreciation Expense	490.75	0.00
62380 · TOML Processing Fee 2% - TBID	0.00	5,050.10
62390 · Bad Debt Expense	150.00	0.00
<b>Total 62000 · Overhead</b>	<b>7,216.05</b>	<b>5,050.29</b>
<b>Marketing &amp; Interactive</b>		
<b>63000 · Marketing</b>		
63010 · Air Subsidy	0.00	1,086,255.41
63030 · Branding/Promotional Items	9,797.93	0.00
63040 · Contract Services	2,718.84	15,000.00
<b>63050 · Collateral &amp; Printing</b>		
63051 · Printing	112.50	316.26
63052 · Collateral Distribution	13,979.57	3,217.05
<b>Total 63050 · Collateral &amp; Printing</b>	<b>14,092.07</b>	<b>3,533.31</b>
63090 · Magazine	4,492.00	0.00
63120 · Out of Home (OOH)	0.00	79,850.50
63160 · Industry Training	235.00	0.00
63180 · Dues and Subscriptions	1,250.00	0.00
<b>63190 · Travel and Entertainment</b>		
63191 · Lodging	1,033.32	0.00
63193 · Airfare	326.40	0.00
63194 · Incidentals	386.64	12.00
63190 · Travel and Entertainment - Other	0.00	-1,179.00
<b>Total 63190 · Travel and Entertainment</b>	<b>1,746.36</b>	<b>-1,167.00</b>
63200 · Meals	481.13	485.89
63270 · Production	5,418.00	16,229.84
63000 · Marketing - Other	76.31	0.00
<b>Total 63000 · Marketing</b>	<b>40,307.64</b>	<b>1,200,187.95</b>
<b>66000 · Interactive</b>		
66020 · Website Development & Maint.	8,592.45	0.00
66030 · Search Engine Optimiz. (SEO)	1,807.27	0.00
66040 · Content	1,660.28	1,783.74
66050 · Search Engine Marketing (SEM)	0.00	11,511.23
66060 · Digital Advertising	0.00	145,018.54
66120 · Hardware/ Software	285.04	0.00
66130 · Hosting	1,974.00	0.00
66140 · Social Media	489.43	0.00
<b>Total 66000 · Interactive</b>	<b>14,808.47</b>	<b>158,313.51</b>
<b>Total Marketing &amp; Interactive</b>	<b>55,116.11</b>	<b>1,358,501.46</b>
<b>64000 · Sales</b>		
64010 · International Travel Shows	5,045.44	0.00
<b>64040 · Travel &amp; Entertainment</b>		
64041 · Lodging	3,321.82	0.00
64042 · Gas/Mileage	179.76	0.00
64043 · Airfare	791.64	0.00
64044 · Incidentals	152.63	0.00

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	<u>MEAS. A</u>	<u>TBID</u>
Total 64040 · Travel & Entertainment	4,445.85	0.00
64050 · Meals	932.04	0.00
64070 · Advertising	111,889.49	0.00
64090 · Agency Fee	15,023.50	10,003.50
64100 · Promotions	459.25	0.00
64110 · FAM Trip	0.00	693.94
64150 · Merch. COGS & Promo Items	18,828.35	0.00
<b>Total 64000 · Sales</b>	<b>156,623.92</b>	<b>10,697.44</b>
<b>65000 · Communications &amp; PR</b>		
65010 · Fam Trips		
65013 · Meals	0.00	122.36
<b>Total 65010 · Fam Trips</b>	<b>0.00</b>	<b>122.36</b>
65050 · Sponsorship	10,000.00	0.00
65050A · Sponsorship - Rent	3,000.00	0.00
65060 · Promotion	3,977.80	4,980.00
65070 · Supplies	555.20	0.00
65080 · Agency	7,000.00	0.00
<b>Total 65000 · Communications &amp; PR</b>	<b>24,533.00</b>	<b>5,102.36</b>
<b>Total Expense</b>	<b>326,396.82</b>	<b>1,379,351.55</b>
<b>Net Ordinary Income</b>	<b>-280,467.77</b>	<b>-1,126,846.28</b>
<b>Other Income/Expense</b>		
<b>Other Income</b>		
70000 · Other Income		
70200 · Interest Income	0.12	0.12
<b>Total 70000 · Other Income</b>	<b>0.12</b>	<b>0.12</b>
<b>Total Other Income</b>	<b>0.12</b>	<b>0.12</b>
<b>Other Expense</b>		
Needs Research	1,114.28	0.00
<b>Total Other Expense</b>	<b>1,114.28</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>-1,114.16</b>	<b>0.12</b>
<b>Net Income</b>	<b>-281,581.93</b>	<b>-1,126,846.16</b>

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<b>Ordinary Income/Expense</b>	
<b>Income</b>	
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40115 · Service Agreement Income - MLR	150.00
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40900 · Brochure Distribution Revenue	580.96
41600 · Royalty Income - Licensing Prog	336.59
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45010 · Lodging	70,919.89
45020 · Restaurants	68,564.11
45030 · Retail	77,837.26
45040 · Ski Area	27,640.36
<b>Total 45000 · TBID Income</b>	<u>244,961.62</u>
45100 · TBID Income - Other	
45050 · Tier 2 & 3	0.00
45070 · TBID Penalties & Interest Inc.	7,543.65
<b>Total 45100 · TBID Income - Other</b>	<u>7,543.65</u>
<b>Total Income</b>	<u>298,434.32</u>
<b>Gross Profit</b>	<u>298,434.32</u>
<b>Expense</b>	
61000 · Wages	
61010 · 401(k) Employer Match	1,848.06
61020 · Benefits	304.98
61040 · Insurance - Health	6,211.15
61050 · Insurance - Worker's Comp	354.92
61060 · Payroll Expenses	69,365.68
61070 · Payroll Taxes	4,791.45
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61000 · Wages - Other	0.00
<b>Total 61000 · Wages</b>	<u>82,907.74</u>
62000 · Overhead	
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62040 · Internet	315.00
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62380 · TOML Processing Fee 2% - TBID	5,050.10
62390 · Bad Debt Expense	150.00
<b>Total 62000 · Overhead</b>	<b>12,266.34</b>
<b>Marketing &amp; Interactive</b>	
<b>63000 · Marketing</b>	
63010 · Air Subsidy	1,086,255.41
63030 · Branding/Promotional Items	9,797.93
63040 · Contract Services	17,718.84
63050 · Collateral & Printing	
63051 · Printing	428.76
63052 · Collateral Distribution	17,196.62
<b>Total 63050 · Collateral &amp; Printing</b>	<b>17,625.38</b>
63090 · Magazine	4,492.00
63120 · Out of Home (OOH)	79,850.50
63160 · Industry Training	235.00
63180 · Dues and Subscriptions	1,250.00
63190 · Travel and Entertainment	
63191 · Lodging	1,033.32
63193 · Airfare	326.40
63194 · Incidentals	398.64
63190 · Travel and Entertainment - Other	-1,179.00
<b>Total 63190 · Travel and Entertainment</b>	<b>579.36</b>
63200 · Meals	967.02
63270 · Production	21,647.84
63000 · Marketing - Other	76.31
<b>Total 63000 · Marketing</b>	<b>1,240,495.59</b>
<b>66000 · Interactive</b>	
66020 · Website Development & Maint.	8,592.45
66030 · Search Engine Optimiz. (SEO)	1,807.27
66040 · Content	3,444.02
66050 · Search Engine Marketing (SEM)	11,511.23
66060 · Digital Advertising	145,018.54
66120 · Hardware/ Software	285.04
66130 · Hosting	1,974.00
66140 · Social Media	489.43
<b>Total 66000 · Interactive</b>	<b>173,121.98</b>
<b>Total Marketing &amp; Interactive</b>	<b>1,413,617.57</b>
<b>64000 · Sales</b>	
64010 · International Travel Shows	5,045.44
64040 · Travel & Entertainment	
64041 · Lodging	3,321.82
64042 · Gas/Mileage	179.76
64043 · Airfare	791.64
64044 · Incidentals	152.63

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	<b>TOTAL</b>
Total 64040 · Travel & Entertainment	4,445.85
64050 · Meals	932.04
64070 · Advertising	111,889.49
64090 · Agency Fee	25,027.00
64100 · Promotions	459.25
64110 · FAM Trip	693.94
64150 · Merch. COGS & Promo Items	18,828.35
Total 64000 · Sales	167,321.36
65000 · Communications & PR	
65010 · Fam Trips	
65013 · Meals	122.36
Total 65010 · Fam Trips	122.36
65050 · Sponsorship	10,000.00
65050A · Sponsorship - Rent	3,000.00
65060 · Promotion	8,957.80
65070 · Supplies	555.20
65080 · Agency	7,000.00
Total 65000 · Communications & PR	29,635.36
Total Expense	1,705,748.37
Net Ordinary Income	-1,407,314.05
Other Income/Expense	
Other Income	
70000 · Other Income	
70200 · Interest Income	0.24
Total 70000 · Other Income	0.24
Total Other Income	0.24
Other Expense	
Needs Research	1,114.28
Total Other Expense	1,114.28
Net Other Income	-1,114.04
Net Income	-1,408,428.09