

2018-19 Budget Variance Summary

Wages

| Budget Item | \$ Variance to 2017-18 | % Variance to 2017-18 | Notes: |
|-------------|------------------------|-----------------------|--|
| Staff Wages | \$ 121,695.39 | 15% | Recommend adding one FTYR Staff Position (Special Event Director) plus budgeted staff 4% performance increases, increased payroll taxes by 15% |

Benefits

| Budget Item | \$ Variance to 2017-18 | % Variance to 2017-18 | Notes: |
|--------------------|------------------------|-----------------------|--|
| 401k Matching Fund | \$ 6,000.00 | 25% | New FTYR employee (events) and increased participation in 401k program |

Overhead

| Budget Item | \$ Variance to 2017-18 | % Variance to 2017-18 | Notes: |
|----------------------------------|------------------------|-----------------------|---|
| Legal Services | \$ (15,000.00) | -71% | TBID renewal legal costs paid in 17-18 |
| Commercial Auto Insurance | \$ 1,800.00 | 43% | potential increase for new vehicles |
| Cell Phones | \$ 1,200.00 | 20% | Increased # of users to 17-18 |
| Building Repairs and Maintenance | \$ (4,000.00) | -94% | Budgeted in 17-18 to replace furnace but didn't |
| Vehicle Maintenance | \$ (800.00) | -67% | New Vehicles = less maintenance |
| Employee Benefits | \$ 2,500.00 | 22% | New Employee and higher pass prices |
| Vehicle Leases or Payments | \$ 2,400.00 | 25% | Two new vehicles lease or loan payment |
| Special Events Operating Budget | \$ 24,000.00 | n/a | New department for 2018-19 |

Marketing

| Budget Item | \$ Variance to 2017-18 | % Variance to 2017-18 | Notes: |
|--|------------------------|-----------------------|--|
| Air Subsidy (Mea A) | (\$115,000.00) | -43% | |
| Cleaned up code of accounts to reflect DMO best practices and simplified reporting/viewing. Combined all media under media. Combine all production items under production. | | | |
| Contract Services (Mea A) | \$22,855.00 | 11% | 38k increase to Chamber. \$10k decrease in fish stocking. |
| Collateral Distribution (Mea A) | (\$24,481.91) | -50% | Strategically reducing visitor guide placement to US 395, Mammoth Lakes and California Welcome Center. Streamlining collateral program by eliminating event brochure and adding a starburst on the visitor guide that indicates events calendar is inside. |
| Giveaway Promotion (Mea A) | \$13,401.80 | 268% | Optimizing program by contracting legal sweepstakes for each giveaway. |
| Industry Training (Mea A) | \$511.00 | 5% | Increase in conference fees. |
| Dues and Subscriptions (Mea A) | \$925.00 | 6% | Increase in US Travel dues |
| Lodging (Mea A) | (\$6,550.00) | -22% | 2 members of team terming off boards |
| Flights (Mea A) | (\$3,600.00) | 62% | 2 members of team terming off national boards |
| Meals (Mea A) | (\$497.00) | -8% | 2 members of team terming off national boards |
| Production (Mea A) | \$29,725.00 | 37% | Executing Google DMO Content Program |
| Website Maintenance & Development (Mea A) | (\$26,300.49) | -17% | Reduction in overall budget. Moving a few development items to 19/20. |
| Hosting (Mea A) | (\$1,699.00) | -7% | Eliminating Barberstock Photo Library and migrating to new digital asset management (DAM) company - Crowdriff. DAM is included in our UGC contract. |
| Air Subsidy (TBID) | \$140,000.00 | 7% | Increase in air subsidy per TBID District Management Plan. |
| Research (TBID) | (\$57,450.00) | -38% | Visitor Profile and Visitor Volume studies are completed every other year. They will be executed again in 19/20. |
| Experiential (NEW name for trade shows) (TBID) | (\$105,100.00) | -81% | Budget for experiential is moved to production to reflect best practice. Also streamlined campaign by eliminating the Travel and Adventure Shows. Focusing on Fred Hall shows to consumer engagement |
| Lodging (TBID) | (\$7,900.00) | -51% | Eliminated 3 trade shows |
| Flights (TBID) | \$900.00 | 150% | Increased flight line item as flights were used more often. |
| Meals (TBID) | (\$1,905.00) | -52% | Eliminated 3 trade shows |
| Production (TBID) (Consolidated and includes production and printing) | (\$62,146.69) | -12% | Reduction in overall budget. Also streamlining efforts by repurposing existing assets which are proven to still be high performing. |
| Media (TBID) (NEW name and reflects all media buys (radio, digital, billboards, etc). Streamlined approach aligns us with best practices) | (\$1,190,487.96) | -42% | Reduction in overall budget. |
| Hardware/Software | \$6,466.11 | 625% | Aging equipment and new 360 viewing technology being released 18/19. |

| Sales | Budget Item | \$ Variance to 2017-18 | % Variance to 2017-18 | Notes: |
|-------|-----------------------------------|------------------------|-----------------------|--|
| | Domestic Travel Shows (Mea A) | \$1,500 | -17% | Ski specific shows; anticipated decrease in the amount of support MR needs in promoting the ski product |
| | Promotional Videos (TBID) | \$30,000 | -100% | Program completed in 2017/18 |
| | FAM Trips (TBID) | \$3,000 | 18% | Increased to support more visits from TT & Media |
| | Agency Fees (TBID) | \$21,500 | -18% | Shift of some fees to Mea A |
| | Promotions / Sponsorships (Mea A) | \$12,450 | 482% | MLT is looking into having a larger presence and footprint at IPW 2019; with IPW 2019 being held in Anaheim, it would present an opportunity to showcase the VR experience |

| PR/Communciations | Budget Item | \$ Variance to 2017-18 | % Variance to 2017-18 | Notes: |
|-------------------|------------------------------------|------------------------|-----------------------|---|
| | Fam Trips lodging - Measure A | \$14,000 | 27% | Change in ownership at the Westin is leading to higher rates when booking there |
| | Staff Lodging - Measure A | \$3,500 | -22% | With a decrease in budget staff is choosing to take the hit in some of its travel costs |
| | Staff Entertainment - Measure A | \$0 | -100% | With a decrease in budget staff is choosing to take the hit in some of its travel costs |
| | Staff Transportation - Measure A | \$400 | -50% | Staff is using Lyft over taxis when traveling which cuts down on transportation costs |
| | Staff Meals - Measure A | \$900 | -51% | Most of the travel staff will do will have meals included |
| | Press Events - Measure A | \$6,200 | -51% | With a decrease in budget staff is being a little more choosy on events it attends |
| | Dues and Subscriptions - Measure A | \$10,225 | -41% | Staff is weeding out memberships that are not useful to MLT anymore |
| | FAM Trip costs - TBID | \$0 | -100% | With a decrease in budget staff has moved all FAM trip costs to Measure A |
| | Promotional Writing TBID | \$2,800 | -30% | Staff has moved more money to social media and video |
| | Promotional Social Media - TBID | \$3,600 | 20% | Staff has moved more money to social media and video |
| | Promotional Video - TBID | \$33,600 | 71% | Staff has moved more money to social media and video |