



MLT's Overarching Goal – as of 5-18-18

Support efforts that get Mammoth Lakes to at least 10 months of economic stability

Economic Stability = \$1,000,000 minimum in TOT collected in 10 of 12 months annually

Currently we are consistently at \$1,000,000+ in **nine** months of the year (In October 2015 when goal was set we only had six months over \$1m)

	<u>5 Year Avg.</u>	<u>Change 2018 vs. 15</u>		<u>All-Time High</u>	<u>Change 2018 vs. 15</u>		<u>Peak Year</u>
1. December	\$2,089,375	+\$327,375	+18.6%	\$2,370,978	+\$422,070	+21.7%	2016
2. January	\$2,093,218	+\$82,032	+38.5%	\$2,656,510	+\$730,013	+37.9%	2017
3. February	\$1,808,934	+\$366,111	+25.4%	\$2,475,292	+\$584,920	+31.0%	2017
4. March	\$1,696,121	+\$460,423	+37.3%	\$2,331,748	+\$600,117	+34.7%	2018
5. *April	\$847,136	+\$138,194	+19.5%	\$1,599,673	+\$614,388	+62.4%	2017
6. *June	\$798,079	+\$189,123	+31.0%	\$1,005,404	+\$232,990	+30.0%	2017
7. July	\$1,427,105	+\$315,460	+28.4%	\$1,753,735	+\$428,848	+32.4%	2017
8. August	\$1,365,096	+\$202,600	+17.4%	\$1,570,110	+\$299,055	+23.5%	2017
9. *September	\$797,066	+194,151	+32.2%	\$1,050,067	+\$320,023	+43.8%	2017

*New month's achieving \$1,000,000 in revenue since 2015

Months still below \$1,000,000

	<u>5 Year Avg.</u>	<u>Change 2018 vs. 15</u>		<u>All-Time High</u>	<u>Change 2018 vs. 15</u>		<u>Peak Year</u>
10. May	\$469,389	+\$107,344	+29.6%	\$673,512	+\$280,522	+71.4%	2017
11. October	\$467,045	+\$171,294	+57.9%	\$612,714	+\$234,106	+61.8%	2017
12. November	\$473,842	+\$164,340	+53.1%	\$601,171	+\$277,331	+85.6%	2017

NOTE: To grow TOT by \$100,000 means roughly \$770,000 in direct lodging spending in our community

- \$200,000 = \$1,540,000 in direct spending
- \$300,000 = \$2,310,000 in direct spending
- \$400,000 = \$3,080,000 in direct spending
- \$500,000 = \$3,850,000 in direct spending
- \$600,000 = \$4,620,000 in direct spending