



Mammoth Lakes Tourism Board Agenda

Wednesday, July 7, 2021, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members of the Board

Chair John Morris, Vice Chair Jeremy Goico, Secretary Michael Ledesma,
Board Member Lynda Salcido, Board Member Eric Clark, Board Member Jess Karell,
Board Member Pat Foster, Board Member John Mendel, Board Member Larry Crabb

NOTE: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Town of Mammoth Lakes at (760) 965-3600. Notification 48 hours prior to the meeting will enable the Town to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 13.102-35.104 ADA Title II)

NOTE: Materials related to an item on this agenda submitted after distribution of the agenda packet are available for public inspection in the Town Offices located at 437 Old Mammoth Road, Suite 230 during normal business hours. Such documents are also available on the Town of Mammoth Lakes website at www.townofmammothlakes.ca.gov subject to staff's ability to post the documents before the meeting.

NOTE: This meeting will be conducted pursuant to the provisions of the Governor's Executive Order which suspends certain requirements of the Ralph M. Brown Act. You are encouraged to watch this meeting live through the online eSCRIBE system here: <https://pub-townofmammothlakes.escribemeetings.com>, on the local government cable channel 18, or by utilizing the Zoom link below.

ZOOM INFORMATION FOR MLT BOARD MEETINGS

Join from a PC, Mac, iPad, iPhone, or Android device:

Please click this URL to join. <https://monocounty.zoom.us/j/97273142801>

Or join by phone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 312 626 6799 or +1 646 876 9923 or +1 301 715 8592 Webinar ID: 972 7314 2801 - **Callers: To Raise your hand Press *9, to Unmute/Mute Press *6**

International numbers available: <https://monocounty.zoom.us/j/97273142801>

1. **CALL TO ORDER**
2. **BOARD MEMBER REPORTS**
3. **PUBLIC COMMENTS**

Public Comments may be sent via email to the Town of Mammoth Lakes Assistant Clerk before or during the meeting at clerk@townofmammothlakes.ca.gov or may be made via Zoom or in person during the meeting in Suite Z.
4. **CONSENT AGENDA**
 - 4.1. **Approve the minutes of the Regular Meeting of June 2, 2021**
5. **POLICY MATTERS**
 - 5.1. **Presentation – Sustainable Recreation and Tourism Initiative - John Wentworth**

Brief update on the Sustainable Recreation Tourism Initiative (SRTI) efforts.
 - 5.2. **Welcome New Board Member Larry Crab**

Larry Crabb joins the Board as our new At-Large Member.
 - 5.3. **MLT Board Executive Committee Selections– John Morris**

Board discussion and approval of appointment of Chair, Vice Chair, Treasurer and Secretary to the MLT Board Executive Committee.
 - 5.4. **Marketing Presentation – Meghan Miranda, Molly Horner & Dakota Snider**

Update on current MLT visitor education and stewardship efforts.
 - 5.5. **Budget Discussion – John Morris**

Board discussion on possible adjustment recommendation by Town of Mammoth Lakes Town Manager Dan Holler.
 - 5.6. **Financial Reports - John Urdi**

Receive an update regarding the financial health of Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT), Tourism Business Improvement District (TBID) and current account balances.
 - 5.7. **Tourism Business Improvement District (TBID) Appeal Panel Request**

Request for three Board Members to participate in an ad hoc TBID appeal for a retail business.
6. **DEPARTMENT UPDATES**

A brief recap of past, current, and future efforts of each department. – **5 minutes each**

 - 6.1. **International Sales**

Receive and update on international sales from Director of Sales and International Marketing Michael Vanderhurst.
 - 6.2. **Communications**

Receive and update on communications activities from Director of Communications Lara Kaylor.

6.3. Digital Marketing

Receive and update on digital marketing activities from Senior Content Marketing Manager Meghan Miranda.

6.4. Local Marketing

Receive an update regarding local marketing activities from Local Marketing Manager Molly Horner.

6.5. Social Media/Events

Receive an update regarding social media activities from Digital Marketing Coordinator/Special Events Manager Dakota Snider.

7. OTHER STANDING UPDATES

7.1. Mammoth Resorts Update - Eric Clark 5 minutes

Brief update on Mammoth Mountain news, activity, and operations.

7.2. Mammoth Lakes Chamber of Commerce Update - Jeremy Goico 5 minutes

Brief update on Mammoth Lakes Chamber of Commerce news, activity, and operations.

7.3. Town Council Update - Lynda Salcido 5 minutes

Brief update on Town Council news, activity, and operations.

8. ADJOURNMENT

The meeting will be adjourned to the next regular meeting scheduled to be held on August 4, 2021.



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

June 2, 2021, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members Present: Chair John Morris, Vice Chair Jeremy Goico, Treasurer Rhonda Duggan, Secretary Michael Ledesma, Board Member Lynda Salcido, Board Member Eric Clark, Board Member Jess Karell, Board Member Pat Foster, Board Member John Mendel

1. CALL TO ORDER

Chair John Morris called the meeting to order at 1:02 p.m. in the Council Chamber located at 437 Old Mammoth Road, Suite Z. Members of the Board attended the meeting via videoconference.

2. BOARD MEMBER REPORTS

Vice Chair Jeremy Goico announced that he was setting up a summer business through Black Tie that would offer eBike and motorcycle rentals. Mr. Goico said that that the new business would be called Play Big Outdoors, LLC and reported that this business would be the new local affiliate for Rad Power Bikes and said that for motorcycle rentals he had teamed up with Eagle Riders out of Los Angeles.

Treasurer Rhonda Duggan thanked the members of the Board for all they had done for the community and said that she had appreciated her time on the Board. Ms. Duggan announced that the Rural Counties Representatives of California (RCRC) would hold their annual conference in Mammoth in a couple of weeks which would bring several visitors to Town.

Secretary Michael Ledesma thanked Ms. Duggan for her service on the Board and spoke about the upcoming events in Mammoth this summer.

Board Member John Mendel joined the meeting at 1:07 p.m.

Board Member Eric Clark thanked Ms. Duggan for her service on the Board and said that he was glad that she would still be serving the community. Mr. Clark reported that he had traveled last week and noticed that the areas he had visited had no masking requirements. He said that he had seen a parking meter at a trailhead in Colorado which was set up as a means to make donations for the trail.

Board Member Lynda Salcido discussed two dispersed camping meetings she had participated in over the past month. Ms. Salcido reported that she had attended two Planning and Economic Development meetings, a few Town Council meetings and was working with Mono County Public Health (MCPH) and said she looked forward to reopening on June 15th. She said that she would miss having Ms. Duggan on the Board.

Board Member Jess Karell thanked Ms. Duggan for her service and mentorship. Ms. Karell reported that she had traveled recently and noticed very different behaviors in other areas with regard to a lack of COVID restrictions. She said that business had picked up and that she was excited for summer events being able to move forward this year.

Board Member Pat Foster thanked Ms. Duggan and said that he appreciated that she would still be serving our community. Mr. Foster reported that he had recently returned from a trip to Hawaii and said that they had very strict guidelines related to COVID including masking while outdoors. He said that he had met with some local business owners to discuss how MLT could assist them.

Board Member John Mendel said that he appreciated Ms. Duggan's efforts in the community. Mr. Mendel reported that he had met with Mammoth Lakes Chamber of Commerce Executive Director Ken Brengle to work on establishment of a Retail Board.

Chair John Morris announced that Snowcreek Golf Course had a strong opening weekend and said that most people cooperated with the masking requirements. Chair Morris reported that the Lodging Association Steering Committee had met twice and that they were working on increasing participation in the association and unifying for advocacy. He said that he had some conversations with local business owners about revenue management and managing crowds moving forward, as well as how to make the quality of life better for our residents when the Town was busy.

3. PUBLIC COMMENTS

There were no comments given at this time.

4. CONSENT AGENDA

Moved by Board Member John Mendel
Seconded by Board Member Jess Karell

Approve the Consent Agenda.

For (9): Chair John Morris, Vice Chair Jeremy Goico, Treasurer Rhonda Duggan, Secretary Michael Ledesma, Board Member Lynda Salcido, Board Member Eric Clark, Board Member Jess Karell, Board Member Pat Foster, and Board Member John Mendel

Carried (9 to 0)

4.1 Approve the minutes of the Regular Meeting of May 5, 2021.

5. POLICY MATTERS

5.1 Thank you to outgoing Board Member Rhonda Duggan for her hard work and dedication to MLT.

Chair John Morris thanked Rhonda Duggan for her service on the Board and presented her with a thank you gift.

There was discussion between Executive Director John Urdi and members of the Board.

5.2 New Board Member Nomination – Lodging Seat

Board Member Jess Karell announced that the Lodging Association had nominated John Morris to continue as the Lodging Representative.

Moved by Treasurer Rhonda Duggan
Seconded by Vice Chair Jeremy Goico

Reappoint Chair John Morris to the Lodging Association Seat on the Board.

For (8): Vice Chair Jeremy Goico, Treasurer Rhonda Duggan, Secretary Michael Ledesma, Board Member Lynda Salcido, Board Member Eric Clark, Board Member Jess Karell, Board Member Pat Foster, and Board Member John Mendel

Abstain (1): Chair John Morris

Carried (8 to 0)

5.3 New Board Member Nomination – At-Large Seat

Vice Chair Jeremy Goico discussed the process the Negotiations Committee went through to select and interview a nominee for the open At-Large Seat and announced that the Committee's recommendation was Larry Crabb.

There was discussion among members of the Board.

Moved by Vice Chair Jeremy Goico
Seconded by Secretary Michael Ledesma

Appoint Larry Crabb to the At-Large Seat on the MLT Board.

For (9): Chair John Morris, Vice Chair Jeremy Goico, Treasurer Rhonda Duggan, Secretary Michael Ledesma, Board Member Lynda Salcido, Board Member Eric Clark, Board Member Jess Karell, Board Member Pat Foster, and Board Member John Mendel

Carried (9 to 0)

5.4 MLT Board Executive Committee Selections

This item was tabled to the July 7, 2021 meeting per MLT's bylaws requirement that the elections take place in July.

5.5 Fiscal Year 2021-22 Business Plan and Budget Approval

Executive Director John Urdi spoke about changes to the information in the Fiscal Year 2021-22 Business Plan and Budget presented at the May meeting and spoke about some of the events that would be able to move forward with their summer plans due to the COVID restrictions that would be lifted on June 15th. Mr. Urdi discussed some of the challenges the community would face due to COVID restrictions, trash issues and the potential for wildfires due to the drought, and discussed the continued educational messaging that would be included in MLT's marketing. Mr. Urdi announced that Digital Marketing Coordinator Dakota Snider would be moving into the position of Special Events Manager.

There was discussion between staff and members of the Board.

Moved by Board Member Eric Clark

Seconded by Board Member John Mendel

Approve the Fiscal Year 2021-22 Business Plan and Budget as presented at the May 5, 2021 meeting, with the expectation that additional funding for events would be received as outlined by Executive Director John Urdi.

For (8): Chair John Morris, Vice Chair Jeremy Goico, Treasurer Rhonda Duggan, Secretary Michael Ledesma, Board Member Eric Clark, Board Member Jess Karell, Board Member Pat Foster, and Board Member John Mendel

Abstain (1): Board Member Lynda Salcido

Carried (8 to 0)

5.6 Financial Reports

Executive Director John Urdi outlined the information in the Financial Reports.

There was discussion between Mr. Urdi and members of the Board.

6. DEPARTMENT UPDATES

6.1 International Sales

Director of Sales and International Marketing Michael Vanderhurst discussed current vaccine rates in the US and in several international markets and gave an update on international travel restrictions moving forward. Mr. Vanderhurst discussed recent international sales and marketing activities and reported that he had attended two domestic virtual expos that were focused on fall and winter visitation.

There was discussion between Mr. Vanderhurst and members of the Board.

6.2 Communications

Director of Communications Lara Kaylor gave an update on recent and upcoming public relations activities. Ms. Kaylor reported that members of the media that come to Mammoth for media visits would be asked to include responsible recreation messaging in the pieces they write.

There was discussion between staff and members of the Board.

6.3 Digital Marketing

Content Marketing Manager Meghan Miranda gave an update on paid marketing campaigns and reported that MLT was driving all of the content from the Mammoth Lakes Love Song to their sustainable tourism page and spoke about the upcoming Hug What You Love campaign. Ms. Miranda gave an update on recent digital marketing activities.

There was discussion between staff and members of the Board.

6.4 Local Marketing

Local Marketing Manager Molly Horner gave an update on local marketing and sustainability activities. Ms. Horner announced that there would be another Mammoth Lakes Gift Card "buy one/get one" offer coming soon for the summer season. She announced that they had partnered with Mammoth Lakes Trails and Public Access (MLTPA) and were in the process of creating a virtual summer trail challenge with the goal of dispersing people out of the Lakes Basin.

Ms. Miranda said that registration for the challenge would begin on June 28th and the event would run through the months of July and August and said that they were looking for local businesses to help sponsor the event.

There was discussion between staff and members of the Board.

6.5 Social Media

Digital Marketing Coordinator Dakota Snider gave an update on recent media activity. Mr. Snider announced that his Digital Marketing Coordinator position was open since he was moving to the Special Events Manager position and said that MLT was actively looking for a replacement.

There was discussion between staff and members of the Board.

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark

Board Member Eric Clark gave an update on Mammoth Resorts activities and operations and thanked MLT staff for their efforts in creating the new business plan. Mr. Clark reported that Mammoth Mountain's ski season had ended over the past weekend and said that the Sierra Star Golf Course had opened with their best opening weekend ever. He reported that the bike park had good participation and would be opening new terrain soon and said that the gondola was closed for maintenance until the 18th. He reported that the road to Minaret Vista was open but the road to Red's Meadow was not open yet.

There was discussion between Executive Director John Urdi and members of the Board.

7.2 Mammoth Lakes Chamber of Commerce Update - Jeremy Goico

Vice Chair Jeremy Goico reported that the Customer Service Speaker Series led by Wellness Travel Coach & Consultant Sahara Rose De Vore would take place in person and said that there would be Frontline and Management sessions on June 15th and a second Frontline session on the 16th. Mr. Goico announced that the 4th of July parade was on and that the Chamber was looking for sponsors and float entries. He said that the Chamber strategy session would take place on June 9th and reported that Curtis Shapiro was leaving the Workforce Housing Coordinator position and that there may be changes to that position moving forward.

7.3 Town Council Update - Lynda Salcido

Board Member Lynda Salcido reported that the Town Council was still working on the budget and had completed their strategic planning priorities process. Ms. Salcido spoke about items that would be on tonight's Town Council meeting including the potential extension of outdoor dining permits for our local restaurants. She said that camping in the Lakes Basin, including Shady Rest, was all by reservation this year and said that she was able to easily get a camping spot for two days recently.

Chair John Morris reported that the Lodging Association supported the extension of the outdoor dining permits, but they were unable to get a letter of support together prior to the meeting.

Vice Chair Jeremy Goico reported that the Chamber had sent a letter of support for the extension of outdoor dining permits.

Dakota Snider played the Love Mammoth video for the members of the Board.

There was discussion between Ms. Salcido and members of the Board.

8. ADJOURNMENT

The meeting was adjourned at 2:54 p.m. to the next regular meeting scheduled to be held on July 7, 2021.

Angela Plaisted, Assistant Clerk



**Eastern Sierra Sustainable Recreation Partnership
Sustainable Recreation and Tourism Initiative**

Mammoth Lakes Tourism

July 7, 2021

EASTERN SIERRA
Sustainable Recreation Partnership

SUSTAINABLE RECREATION & TOURISM INITIATIVE
Funded by a grant from Proposition 68 and the Sierra Nevada Conservancy

Public lands in the United States hold the creation stories, burial grounds, and ceremonies of Indigenous people who were killed or forcibly removed from their ancestral homes during territorial acquisition.

Many tribes, comprised of different bands, live in the Eastern Sierra region, caring for their native lands as they coexist with the ongoing impacts of colonization. Past or present tribes and bands associated with the region that this effort is aware of include, but are not limited to, the Miwok, Mono Lake Kutzadika'a, Mono/Monache, Nüümü (Paiute), Newe (Shoshone), Timbi-Sha, Utu Utu Gwaitu Paiute, and Washoe.

Two Nüümü terms describe the region and provide important context to ideas offered in this presentation. The first is Pamidu Toiyabe (Western Mountains), and the other, more widely known, place name is Payahuunadü (The Place Where Water Flows).

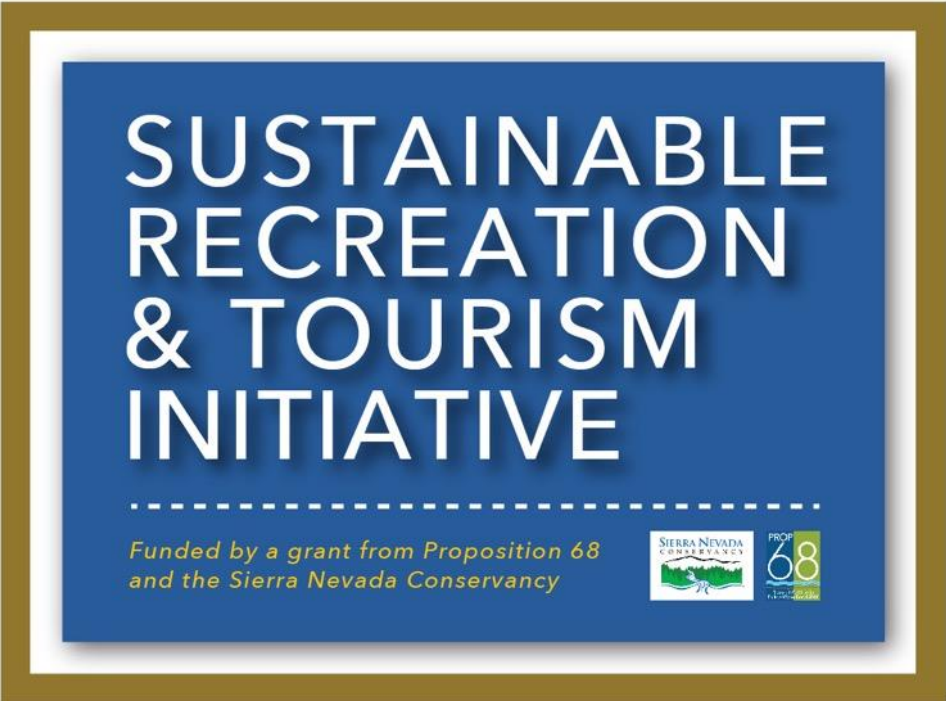
This acknowledgement is an invitation to all organizations, residents, and visitors to recognize the way this history has shaped the present as all parties work together in anticipation of a better future.



EASTERN SIERRA

Sustainable Recreation Partnership

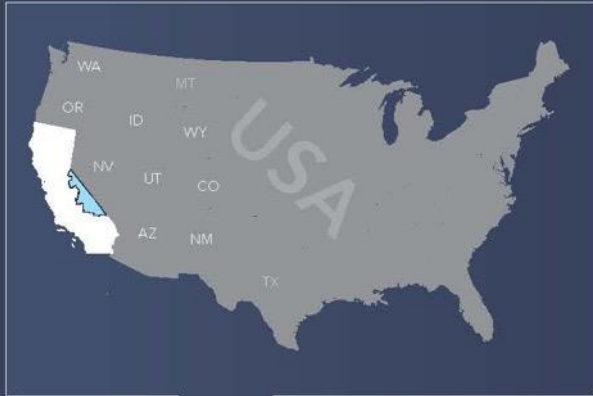




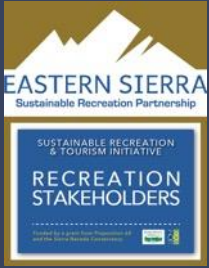
- **“Sustainable Recreation and Tourism Initiative”**
 - **Grant Awarded March 7, 2019 - \$618,750**
 - **Proposition 68 - Sierra Nevada Conservancy**
 - **Awarded to the Town on Behalf of Regional Partners**
 - **Work Initiated July 1, 2019**

THE EASTERN SIERRA REGION

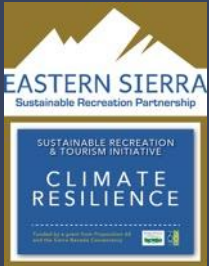
- UNITED STATES
- CALIFORNIA
- THE EASTERN SIERRA REGION



- **Contractors Delivering Services**
 - **HighBar Global Consulting**
 - **“Recreation Stakeholders” – Track #1**
 - **“Projects and Funding” – Track #4**
 - **Placeworks + ICF**
 - **“Climate Adaptation and Resilience Assessment” – Track #2**
 - **SMG Consulting**
 - **“Visitor Connection Working Group” – Track #3**
 - **Mammoth Lakes Trails and Public Access Foundation (MLTPA)**
 - **Project Management + Progress and Final Grant Reporting**
 - **Staff Support for all Tracks**

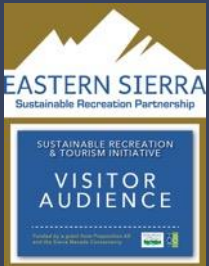


“Recreation Stakeholders” – Track #1

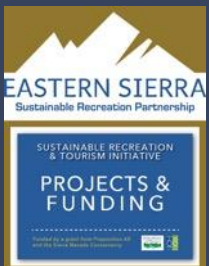


“Climate Adaptation and Resilience Assessment” – Track #2

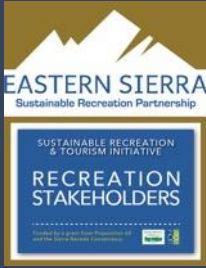
- Completion: April, 2021 / ESSRP Report Out May



“Visitor Audience” – Track #3

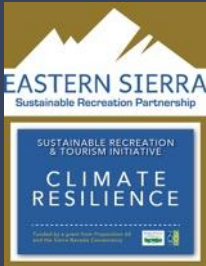


“Projects and Funding” – Track #4



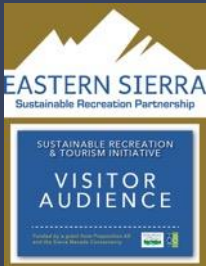
“Recreation Stakeholders” – *Track #1*

- Final Tally of Projects: 183
- **Completed February 1, 2021**



“Climate Adaptation and Resilience Assessment” – *Track #2*

- “Vulnerability Assessment” + “Natural Capital Assessment”
- **Completion: May 2021**



“Visitor Audience” – *Track #3*

- “Visitor Connection Package”
- **Completed February 22, 2021**

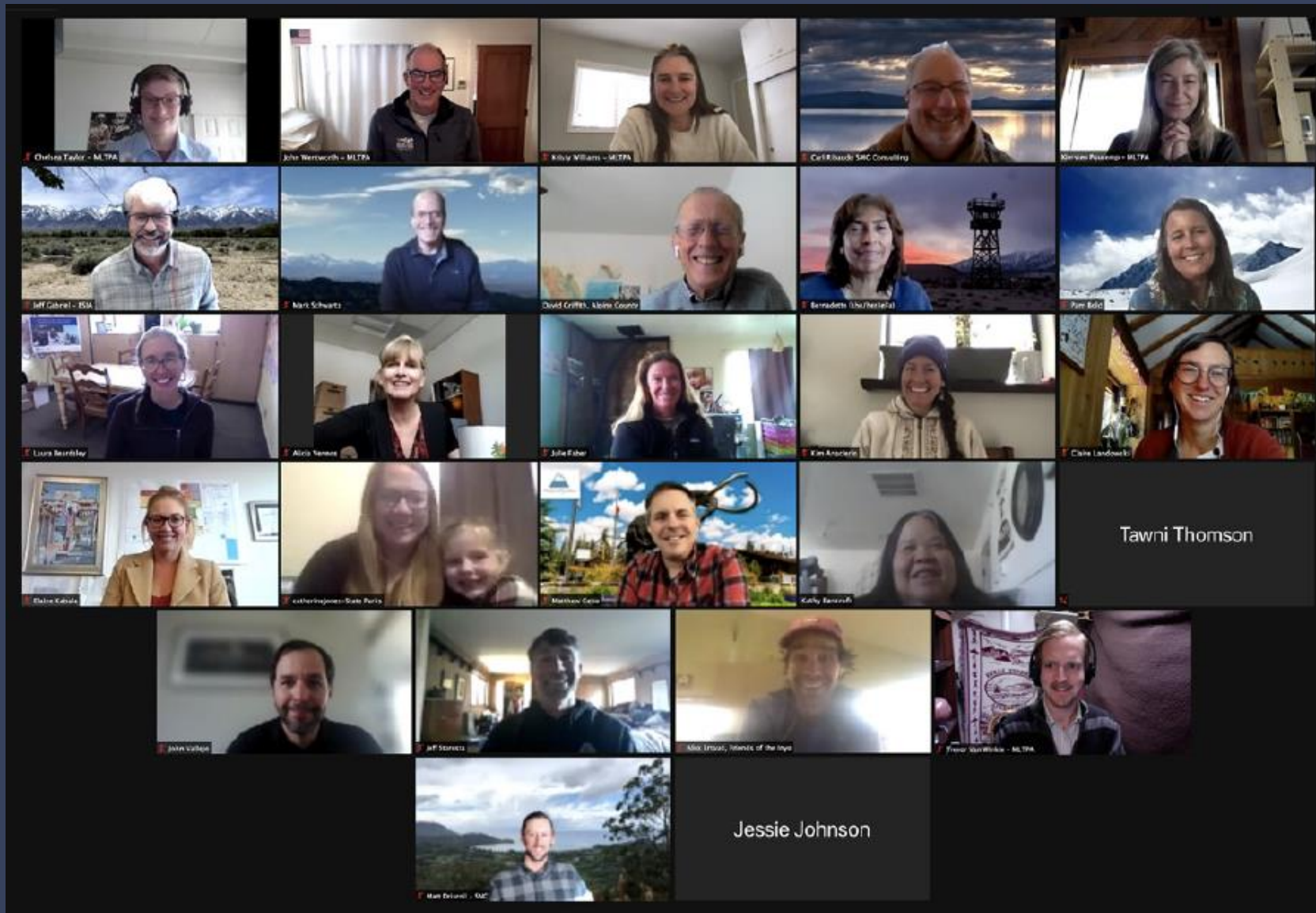


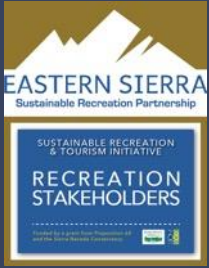
“Projects and Funding” – *Track #4*

- **Completion: December 2021**

From In Person...

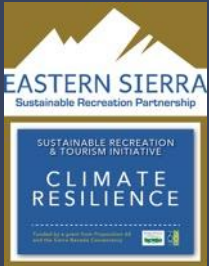






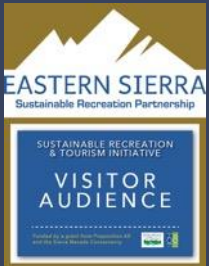
“Recreation Stakeholders” – *Track #1*

- Final Tally of Projects: 183
- **Completed February 1, 2021**



“Climate Adaptation and Resilience Assessment” – *Track #2*

- “Vulnerability Assessment” + “Natural Capital Assessment”
- Completion: April, 2021 / ESSRP Report Out May 3



“Visitor Audience” – *Track #3*

- “Visitor Connection Package” + 8 Working Group Meetings
- Completed February 22, 2021



“Projects and Funding” – *Track #4*

- Completion: December 2021

“Recreation Stakeholders” – Track #1 – 183 Project Ideas

ESSRP Projects 1 to 183 - Sorted by Type and Composite Desirability Scores Above “18”

ID	Score	Stewardship	Access	Benefits	Project Name	Project Location	Project type	Short summary
3	22.28	7.95	6.68	7.65	This is Our Home: Treat this like your home	Southern Inyo County	Outreach and Communications	A three-pronged education program to reach visitors, engage local businesses, teach local kids how to care for the environment.
143	21.71	7.07	7.33	7.31	Eastern Sierra Visitor Centers Exhibit Inspection and Review, Repair and Replacement.	Visitor Centers in Lone Pine, the Ancient Bristlecone Pine Forest, the White Mountain Ranger Station, Mammoth Lakes, and Lee Vining	Education	Visitor Center exhibits provide information and education for visitors. This project will inspect, repair, and/or replace exhibits needing rehabilitation because of wear, or to be more current.
5	21.64	7.6	6.95	7.09	Where to "Go" in the Alabama Hills	Alabama Hills; Regional	Outreach and Communications	Leverage agency partnerships to provide regular on the ground presence and establish a regionally coordinated information network (Signs, websites, apps) on etiquette, way finding and interpretation.
108	21.11	6.96	7.13	7.02	Celebrating Indigenous History and Culture	Entire east side	Education	Interpretive tours of local Indigenous sites, by local Indigenous guides
112	20.98	6.98	7.09	6.91	Kids in Nature	Mammoth Lakes area	Education	Provides science and nature-based outdoor education programs to get kids outside exploring and learning about nature and how to responsibly enjoy the outdoors
150	20.98	6.89	7.11	6.98	Eastern Sierra Visitor Center and Regional Interpretive Program and Visitor Services Review, and Development and	Lone Pine, Ancient Bristlecone Pines Forest, White Mountain Ranger Station, Mammoth Lakes, and Lee Vining	Education	All Eastern Sierra Visitor Centers and the region need quality interpretive programs and visitor services. This project would review these current programs and develop and implement improvement plans.

“Recreation Stakeholders” – 183 Project Ideas Scored

ESSRP Projects 1 to 183 - Sorted by Type and Composite Desirability Scores Above “18”

ID	Score	Stewardship	Access	Benefits	Project Name	Project Location	Project type
3	22.28	7.95	6.68	7.65	This is Our Home: Treat this like your home	Southern Inyo County	Outreach and Communications
143	21.71	7.07	7.33	7.31	Eastern Sierra Visitor Centers Exhibit	Visitor Centers in Lone Pine, the	Education

“Recreation Stakeholders” – 183 Project Ideas Scored

ESSRP Projects 1 to 183 - Sorted by Type and Composite Desirability Scores Above “18”

ID	Score	Stewardship	Access	Benefits	Project Name	Project Location	Project type
3	22.28	7.95	6.68	7.65	This is Our Home: Treat this like your home	Southern Inyo County	Outreach and Communications
143	21.71	7.07	7.33	7.31	Eastern Sierra Visitor Centers Exhibit	Visitor Centers in Lone Pine, the	Education

SRTI Projects and Funding – Dispersed Camping 2021



Education

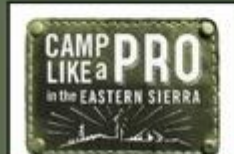
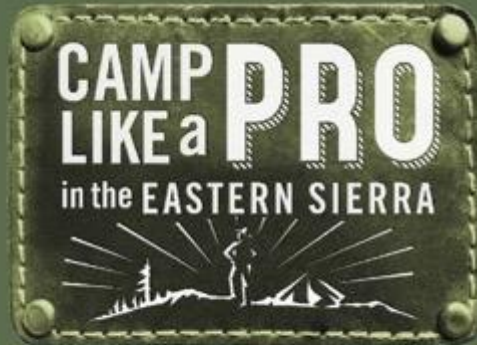
Purpose: To establish consistent, effective messaging that educates the public on responsible, safe Dispersed Camping practices and proactive stewardship of the Eastern Sierra.

“Camp Like a Pro” Branding & Messaging:

1. Stay in a designated campground
2. Campsite selection – essrp.org/camping (map)
3. Pack It In - Pack It Out
4. Fire Safety
5. Poo like a Pro
6. Be a good neighbor

Materials & Distribution:

- A. Printed rack cards – visitor contacts
- B. QR code – map/resources
- C. Toolkit with Social Media graphics/posts, images, and poster.
- D. Camp Like A Pro stickers
- E. Downloadable one-sheet – essrp.org/camping



CURRENT FIRE RESTRICTIONS
www.dfg.ca.gov

PROS PREPARE, KNOW BEFORE YOU GO
 Pros Plan, look for and sometimes pay, for the other pros of dispersed camping and know when you can or can't camp. Be prepared for extreme weather and emergencies—bring your tent in long, dry air, whether in a tent or in a shelter area.

PRO CAMPSITE SELECTION
 Established Campgrounds – With over 100 developed campgrounds in the Eastern Sierra, this is your best bet for a great camping experience. But also consider our outdoor classrooms, Reserves and outdoor education opportunities at www.dfg.ca.gov.

Dispersed Camping – Dispersed camping is allowed in designated areas. It's important to know where dispersed camping is allowed and to respect the land and other visitors.

PACK IT IN, PACK IT OUT
 Bring your own trash bags and take out ALL waste, including toilet paper, food scraps and pet waste. Pros leave their sites better than they found it!

Pro Campfire Skills
 Start your setting before a candle and a wildfire using 100% sticks. Don't be the campfire that starts the big fire.

- Get your mandatory California Campfire Permit at www.dfg.ca.gov or www.fire.ca.gov.
- Always check for CURRENT FIRE RESTRICTIONS at www.dfg.ca.gov.
- Prepare the area, have a 5-gallon water bucket and shovel at the ready.
- Test your fire like a boss. If you are not watching it, douse it.
- **KNOW HOW TO PUT YOUR FIRE COMPLETELY OUT**—and enough for you to stick your hand in the ashes. (Be careful looking at)

Poo Like a Pro
 Your number 2 is a number one problem. Plan's how to do it right at a dispersed campsite.

- **DO NOT** dig up your Pro Poo Zone at least 200 feet from your campsite and your toilet.
- **DO NOT** bury your waste at least 6 inches deep. Always pack out your toilet paper!
- **DO PRO** Use “wig tags” or a portable toilet.
- Remember to clean up after your pet, too.

MAPS & RESOURCES
 SCAN THIS QR CODE for all current fire restrictions and helpful visitor center and ranger station contact info. Visit the Interactive Camp Like a Pro Map: essrp.org/camping

THANKS FOR CAMPING LIKE A PRO
 California's Eastern Sierra

Dispersed Camping Information Handout

Education (continued)



PROS PREPARE, KNOW BEFORE YOU GO
 Pros Plan, look for and sometimes pay, for the other pros of dispersed camping and know when you can or can't camp. Be prepared for extreme weather and emergencies—bring your tent in long, dry air, whether in a tent or in a shelter area.

PRO CAMPSITE SELECTION
 Established Campgrounds – With over 100 developed campgrounds in the Eastern Sierra, this is your best bet for a great camping experience. But also consider our outdoor classrooms, Reserves and outdoor education opportunities at www.dfg.ca.gov.

Dispersed Camping – Dispersed camping is allowed in designated areas. It's important to know where dispersed camping is allowed and to respect the land and other visitors.

Pro Campfire Skills
 Start your setting before a candle and a wildfire using 100% sticks. Don't be the campfire that starts the big fire.

- Get your mandatory California Campfire Permit at www.dfg.ca.gov or www.fire.ca.gov.
- Always check for CURRENT FIRE RESTRICTIONS at www.dfg.ca.gov.
- Prepare the area, have a 5-gallon water bucket and shovel at the ready.
- Test your fire like a boss. If you are not watching it, douse it.
- **KNOW HOW TO PUT YOUR FIRE COMPLETELY OUT**—and enough for you to stick your hand in the ashes. (Be careful looking at)

PACK IT IN, PACK IT OUT
 Bring your own trash bags and take out ALL waste, including toilet paper, food scraps and pet waste. Pros leave their sites better than they found it!

Poo Like a Pro
 Your number 2 is a number one problem. Plan's how to do it right at a dispersed campsite.

- **DO NOT** dig up your Pro Poo Zone at least 200 feet from your campsite and any water source.
- **DO NOT** bury your waste at least 6 inches deep. Always pack out your toilet paper!
- **DO PRO** Use “wig tags” or a portable toilet.
- Remember to clean up after your pet, too.

MAPS & RESOURCES
 SCAN THIS QR CODE for helpful visitor center and ranger station contact info. Visit the Interactive Camp Like a Pro Map: essrp.org/camping

THANKS FOR CAMPING LIKE A PRO
 California's Eastern Sierra



VISITOR CENTERS AND AREA INFO

EASTERN SIERRA INTER-AGENCY VISITOR CENTER
 US-205 & SA-136, Lone Pine, CA 93545 • 760-876-4200
www.dfg.ca.gov

BUREAU OF LAND MANAGEMENT
 351 Pine Lane, Suite 300, Bishop, CA 93338 • 760-872-5000
www.blm.gov

BISHOP AREA CHAMBER OF COMMERCE & VISITOR CENTER
 600 N. Main Street, Bishop, CA 93334 • 760-873-8420
www.visitbiop.com

INYO NATIONAL FOREST
 White Mountain Ranger District
 700 N. Main Street, Bishop, CA 93334 • 760-873-2500
www.dfg.ca.gov

Mammoth Lakes Ranger District/Mono Basin District
 Mammoth Lakes California Welcome Center
 2102 Main Street, Mammoth Lakes, CA 93546 • 760-824-1000
www.dfg.ca.gov

Mono Basin Science Area Visitor Center
 Lee Vining Creek Trail, Lee Vining, CA 93541 • 760-647-3044
www.monobasin.org

MONO LAKE COMMITTEE INFORMATION CENTER & BOOKSTORE
 US-205 at 3rd Street, Lee Vining, CA 93542 • 760-647-6305
www.monolake.org

HUMBOLDT-TYNDEN NATIONAL FOREST
 Bridgport Ranger District
 US-205 south of Bridgport, CA 93748 • 760-930-3030
www.dfg.ca.gov

MAMMOTH LAKES TOURISM
 2112 Main Street, Mammoth Lakes, CA 93544 • 888-886-2666
www.visitmammoth.com

MENARD COUNTY TOURISM
 Main County • 800-885-7927
www.visitmenard.org

ROAD & WEATHER REPORTS

CALIFORNIA ROADS / CALTRANS
 800-427-7672
www.dfg.ca.gov

Seasonal Road Closures
 Due to winter weather at higher elevations, the following mountain passes are closed from approximately mid-November to mid-May, depending on snow.

SR 120 (Stage Pass into Yosemite)
 SR 120 (Cottonwood Pass)
 SR 99 (Mammoth Pass)

Mono County Roads
 760-930-5482 • www.MonoCounty.ca.gov
 County road conditions for Benton Crossing, Cottonwood Canyon, Lands Lake, Virginia Lakes, Rock Creek, Scudding Lake and Twin Lakes.

National Weather Service
www.weather.gov

MEDICAL

Mammoth Hospital
 Sierra Park Road, Mammoth Lakes, CA 93546
 760-834-3333 • www.MammothHospital.org

Northern Inyo Hospital
 address: Bishop, CA
 760-873-1881 • www.NIH.org

EMERGENCIES
 DIAL 911
 Medical - Fire - Police - Sheriff
 Search and Rescue



8.5X11 Downloadable one-sheet – essrp.org/camping



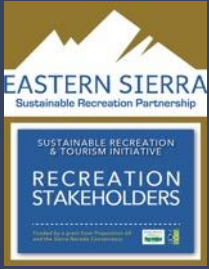
RECREATION STAKEHOLDER PROJECT IDEAS

**Sustainable Recreation
Opportunities for
Eastern Sierra Communities**



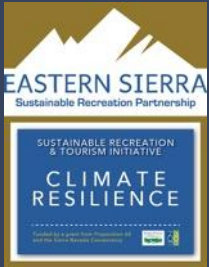
- “Recreation Stakeholder Project Ideas”
 - 183 Stakeholder Generated Projects Ideas
 - Funding Opportunities for Individual SRTI Project Ideas
 - ESSRP / SRTI Project Portfolio Prospectus (June 2021)

Web Page: <https://mltpa.org/essrp/sustainable-recreation-and-tourism-project/rec-stakeholders>



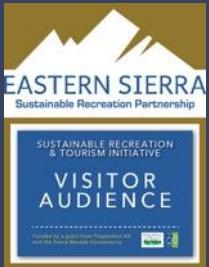
“Recreation Stakeholders” – *Track #1*

- Final Tally of Projects: 183
- Completed February 1, 2021



“Climate Adaptation and Resilience Assessment” – *Track #2*

- “Vulnerability Assessment” + “Natural Capital Assessment”
- **Completion: May 2021**



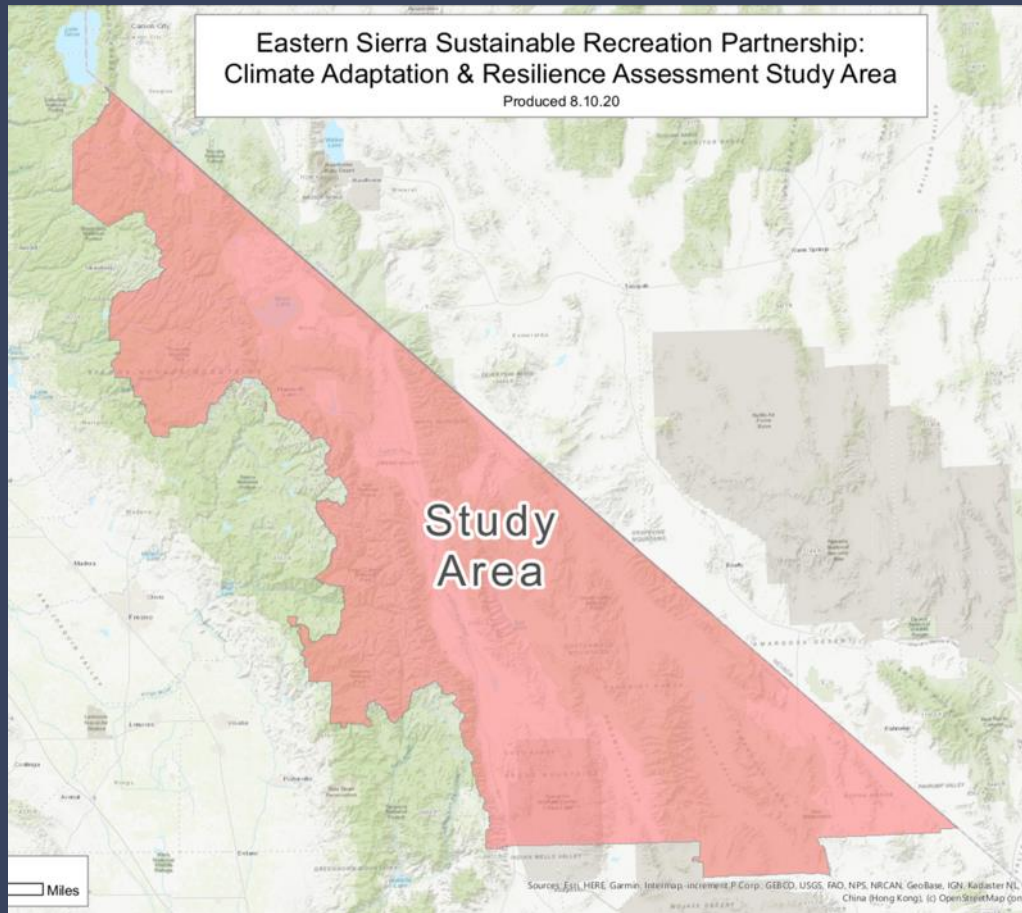
“Visitor Audience” – *Track #3*

- “Visitor Connection Package”
- Completed February 22, 2021



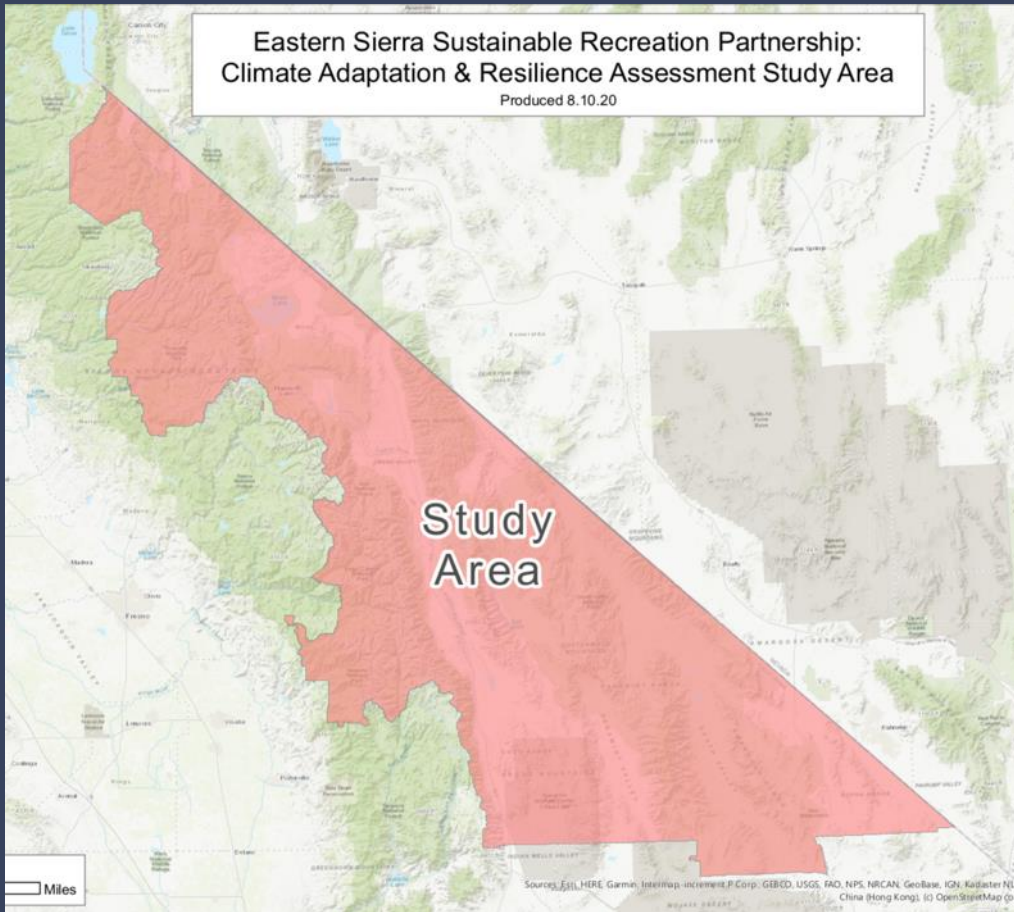
“Projects and Funding” – *Track #4*

- Completion: December 2021





Vulnerability Assessment



Sustainable Recreation and Tourism Initiative: Baseline Natural Capital Assessment

Draft

November 17, 2020

Submitted to:
Mammoth Lakes Trails and Public Access Foundation (MLTPA)

Submitted by:
ICF Incorporated, L.L.C.



Vulnerability Assessment



CALIFORNIA ADAPTATION PLANNING GUIDE



June 2020



Sustainable Recreation and Tourism Initiative: Baseline Natural Capital Assessment

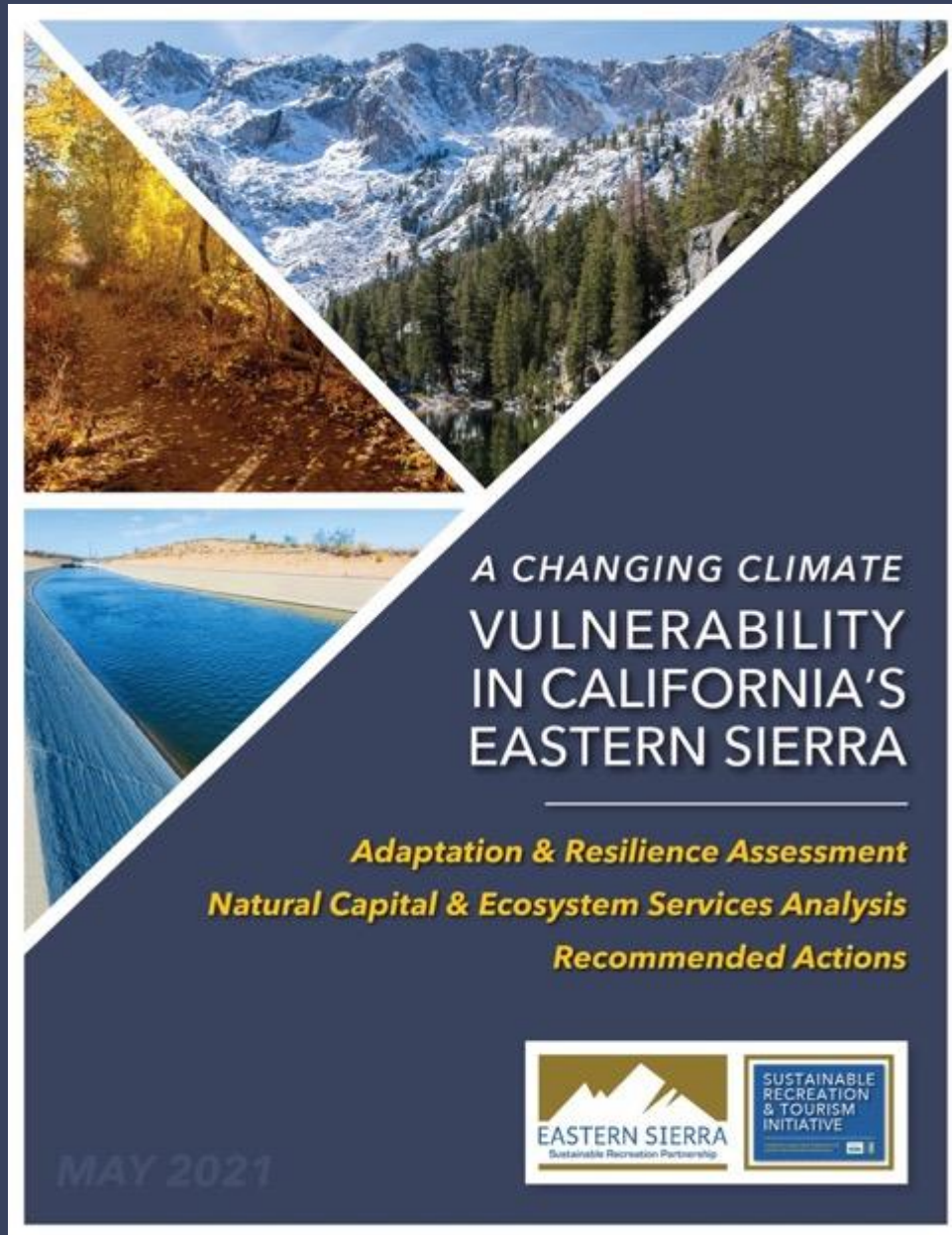
Draft

November 17, 2020

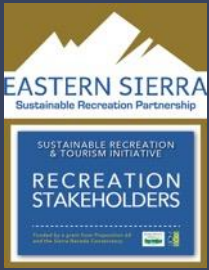
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ICF proprietary and confidential. Do not copy, distribute, or disclose.

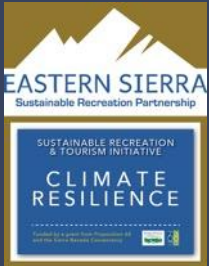


- Executive Summary
- Adaptation & Resilience Assessment
- Natural Capital & Ecosystem Services Analysis
- Recommended Actions
- Appendices:
 - A: Natural Capital Assessment Technical
 - B: Populations And Assets
 - C: Vulnerability Assessment Results Matrix



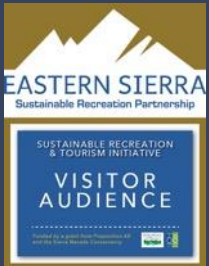
“Recreation Stakeholders” – *Track #1*

- Final Tally of Projects: 183
- Completed February 1, 2021



“Climate Adaptation and Resilience Assessment” – *Track #2*

- “Vulnerability Assessment” + “Natural Capital Assessment”
- Completion: April, 2021 / ESSRP Report Out May



“Visitor Audience” – *Track #3*

- “Visitor Connection Package” + 8 Working Group Meetings
- **Completed February 22, 2021**



“Projects and Funding” – *Track #4*

- Completion: December 2021

MESSAGING THEMES FOR THE EASTERN SIERRA

RESPECT - APPRECIATION - STEWARDSHIP

ESCAPE - ADVENTURE - SURPRISE

MEMORY - TRADITION - CONNECTION

EXPANSIVE - DRAMATIC - TIMELESS

RESPECT - APPRECIATION - STEWARDSHIP



ESCAPE - ADVENTURE - SURPRISE



MEMORY - TRADITION - CONNECTION



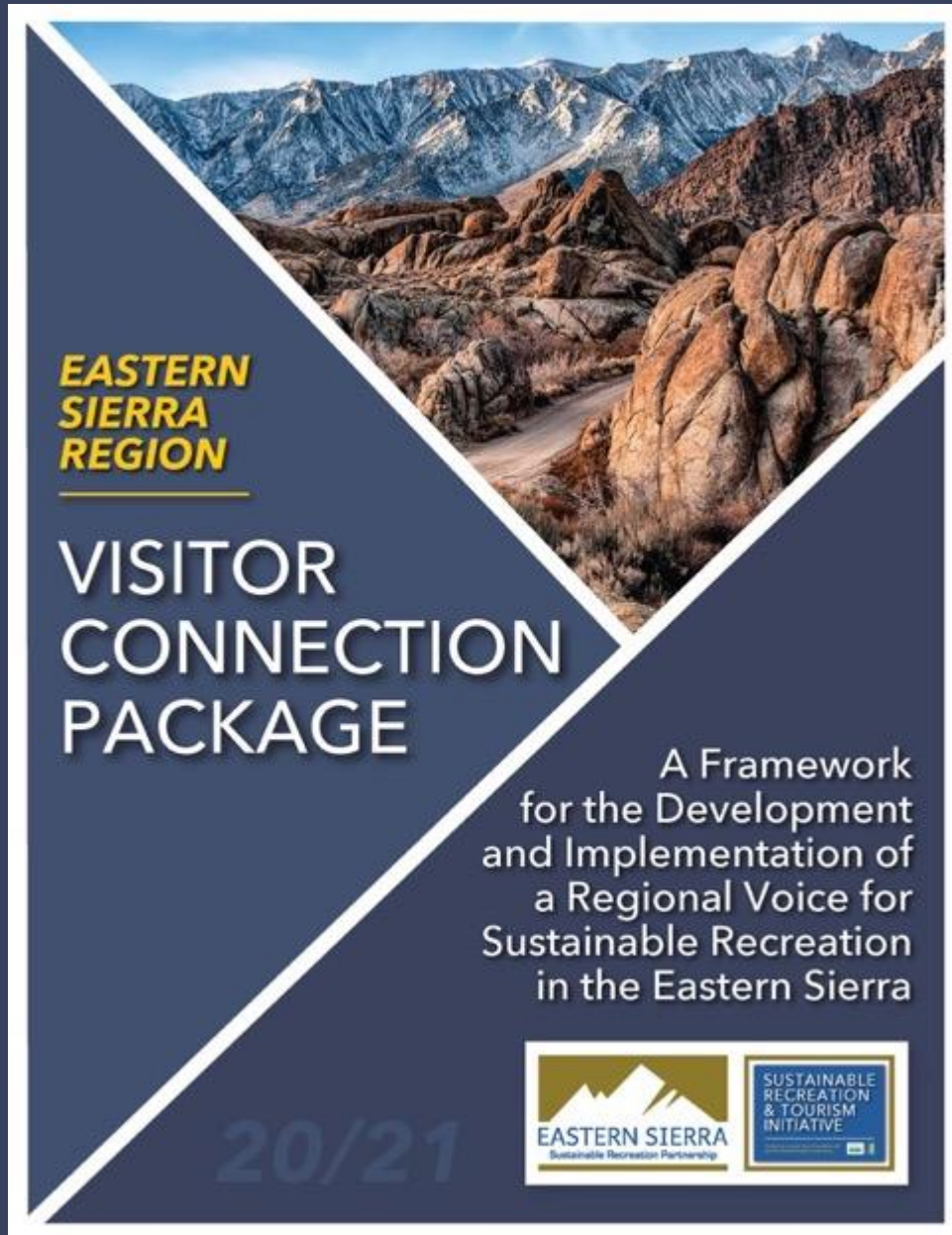
EXPANSIVE - DRAMATIC - TIMELESS

GUIDING PRINCIPLES

- ★ Focus on stewardship education and the celebration of local culture.
- ★ Be reliable, implementable, and forward thinking.
- ★ Utilize informed and collaborative decision-making.
- ★ Employ a phased approach to develop tools and capacity.
- ★ Leverage existing communication assets to engage visitors throughout their "sequence of encounter."
- ★ Not compete with existing efforts in the region.

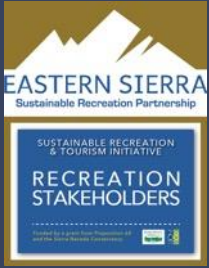
“Visitor Audience” – Visitor Connection Working Group





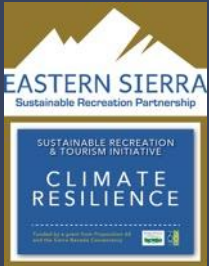
- “Visitor Connection Package”
 - Visitor Connection Working Group
 - Visitor Connection Strategy

Web Page: <https://mltpa.org/essrp/sustainable-recreation-and-tourism-project/visitor-audience>



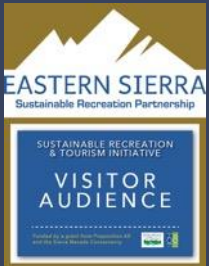
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“Projects and Funding” – *Track #4*

- **Completion: December 2021**



EASTERN SIERRA
Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

**PROJECTS &
FUNDING**

*Funded by a grant from Proposition 68
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SRTI Project

- **8 Final Projects - ESSRP Partner Lead**
- **Portfolio of Projects - ESSRP**

- **All “ESSRP Projects”**
- **All “Sustainable Recreation Projects”**
- **All “Project Ideas”**

ideas

filters



ideas

projects



filters



ideas

projects



filters



ideas

- SRTI Recreation Stakeholders; SRTI Climate Report; SRTI Visitor Connection Package
- ESSRP Partner Projects

projects



filters

- From Desirability to Feasibility
- Funding: Highest Probability for Success



ideas

- SRTI Recreation Stakeholders; SRTI Climate Report; SRTI Visitor Connection Package
- ESSRP Partner Projects

projects

- Identified Applicants Funding
- ESSRP Partners / Regional Authority (*ESCOG JPA*)

filters

- From Desirability to Feasibility
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ideas

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projects



filters



ideas

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projects



filters



ideas

- Identified Applicants Funding
- ESSRP Partners / regional authority (ESCOG / JPA)

- **Funding: Highest Probability for Success**

- **8 Project Summaries**

projects



filters



ideas

- **Identified Funding Applicant**

- **Funding: Highest Probability for Success**

- **8 Project Summaries**

ESSRP SRTI Project Portfolio Prospectus- Draft 3

Prospectus for Portfolio Investments

Original Intent – SRTI: The purpose of the Project is to support the Eastern Sierra Sustainable Recreation Partnership (ESSRP), a unique and locally generated public/public partnership between Eastern Sierra governments and the U.S. Forest Service (USFS). As documented in the Partnership’s agreement, the stated goal of the ESSRP is to “...design, plan, implement, and report out projects to improve and maintain recreational opportunities as well as restore ecosystems to their natural resiliency and functions.” (SRTI Target is “B” Final Projects – with the Prospectus Focused on “Near-Term Funding” During 2021-2024)

Regional Investment Priorities: Ecosystem Resilience & Recreation Economy

#	¹ SRTI Investment Priorities	² Stakeholder/ Partner/ Consultant Preferred Projects: ID #'s - Desirability & CV Scores (if applicable)	³ 10 Year Goals/ Indicators (++) SRTI Performance Measures)
1	Visitor Connection and Management	<p>* Visitor Connection Phase 1 Action Plan, Tools, and Channels as a macro project with relevant stakeholder projects bundled</p> <p>** Sustainable Recreation Education Programs - 511</p> <p>Campground Inspection, Repair, and Replacement: 151 - 22.44 - 10</p> <p>Day Use Recreation Facility Inspect, Repair, Replace: 154 - 21.13 - 10</p> <p>Celebrating Indigenous History and Culture: 108 - 21.11 - 10</p> <p>Friends of the Inyo Trail Ambassadors: 54 - 21.04 - 8</p> <p>Dispersed Camping: 129- 22.71 - 6</p> <p>Natural History Education: 201</p> <p>Improve Education, with a many pronged approach (BLM): 222</p>	<p>Congressionally approved funding for managing visitation is supported by public advocacy</p> <ul style="list-style-type: none"> • visitors are active stewards of the public lands • better signage or information call in system is in place to guide visitors consistent with regional priorities • (automated) kiosks better serve people in the moment • better data to track activity • variety of tools engage visitors and support distribution • campgrounds dispersing impact and giving people more options to stay • "Invisible trailhead" app/ data collection visitor count shows where people are, where they have gone, to support ownership/ stewardship, improved planning
2	Climate Adaptation/ Mitigation	<p>** Evacuation Route Mapping and Signage – 502</p> <p>** Air Quality Improvements: Owens Lake – 503</p> <p>** Water Stations and Shade Cover at Trailheads/Parks – 504</p> <p>** Airport Upgrades for Recreation Travel/Emergency Services - 505</p> <p>** Emergency Notification System for Residents and Visitors - 506</p> <p>** Recreation Building Weatherization Program - 507</p> <p>This is Our Home: Treat this like your home: 3 - 22.28 - 5</p> <p>Kids in Nature: 112 - 20.98</p> <p>Eastern Sierra Rails to Trail (ESR2T): 21 - 20.4</p> <p>Free ESTA For All: 32 - 20.07</p> <p>Southern Mono Trail System/ Non-motorized: 19 - 20.03</p> <p>Science-Based Conservation Conversations: 113 - 19.54</p> <p>Inventory and Description of all Eastern Sierra Fire-Related Resources, Create Clearinghouse for Information: 158 - 18.14</p>	<p>Reporting on climate impacts are fully integrated into management tools, planning, and documentation</p> <ul style="list-style-type: none"> • more solar on public buildings • fire ecology education • fewer car trips (visitors are "out of cars" via a people moving infrastructure)

¹ Direct ecosystem investments to achieve resilience; Primary (direct user activities), Secondary (product supply chain and cultural assets) and Tertiary (jobs)

² Projects bundled by strategy and deliverable alignment (Phase 1 implementation); subject to Stakeholder Scoring and Critical Vulnerability Scores

³ Goals and Indicators defined by ESSRP Partners and Subject to Regional Pillars/ Leadership Principles/ Feasibility Requirements



EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

PROJECTS & FUNDING

*Funded by a grant from Proposition 68
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- **All “ESSRP Projects”**
- **All “Sustainable Recreation Projects”**
- **All “Project Ideas”**



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- **“Sustainable Recreation and Tourism Initiative”**
 - **On Time and On Budget**
 - **Volunteer Hours = \$70,000**
 - **Cash donations = \$5,000**

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- **On Time and On Budget**

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- **Roadshow Presentations**

- **Mammoth Lakes Town Council - March 3, 2021**
- **Mono County Board of Supervisors – April 6, 2021**
- **USFS: HT + Inyo NF - April 14, 2021**
- **City of Bishop – April 12, 2021**
- **Alpine County – April 20, 2021**
- **Regional: Vulnerability Assessment – May 12, 2021**
- **ESIA Board of Directors – June 22, 2021**
- **MLT Board of Directors – July 7, 2021**

ESCOG Joint Powers Authority



- ESCOG Meeting - Friday, August 13 @ 08:30
- “Sustainable Recreation and Ecosystem Management Program”
 - CDFW Grant Awarded

IFNF Grant Program



- A Business Plan to Leverage Outside Resources
- ESSRP: Opportunities for SRTI April 5

ESCOG Joint Powers Authority

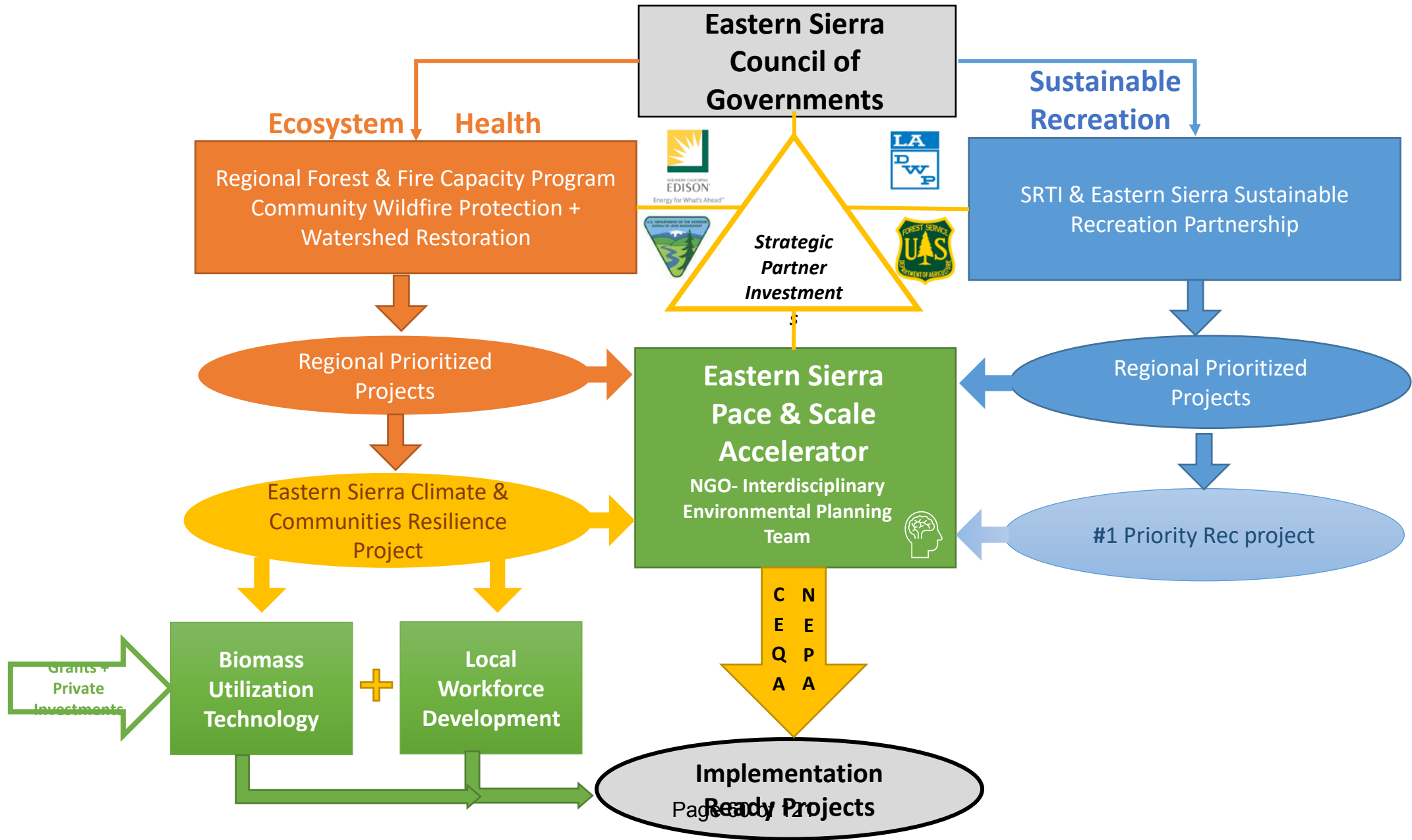


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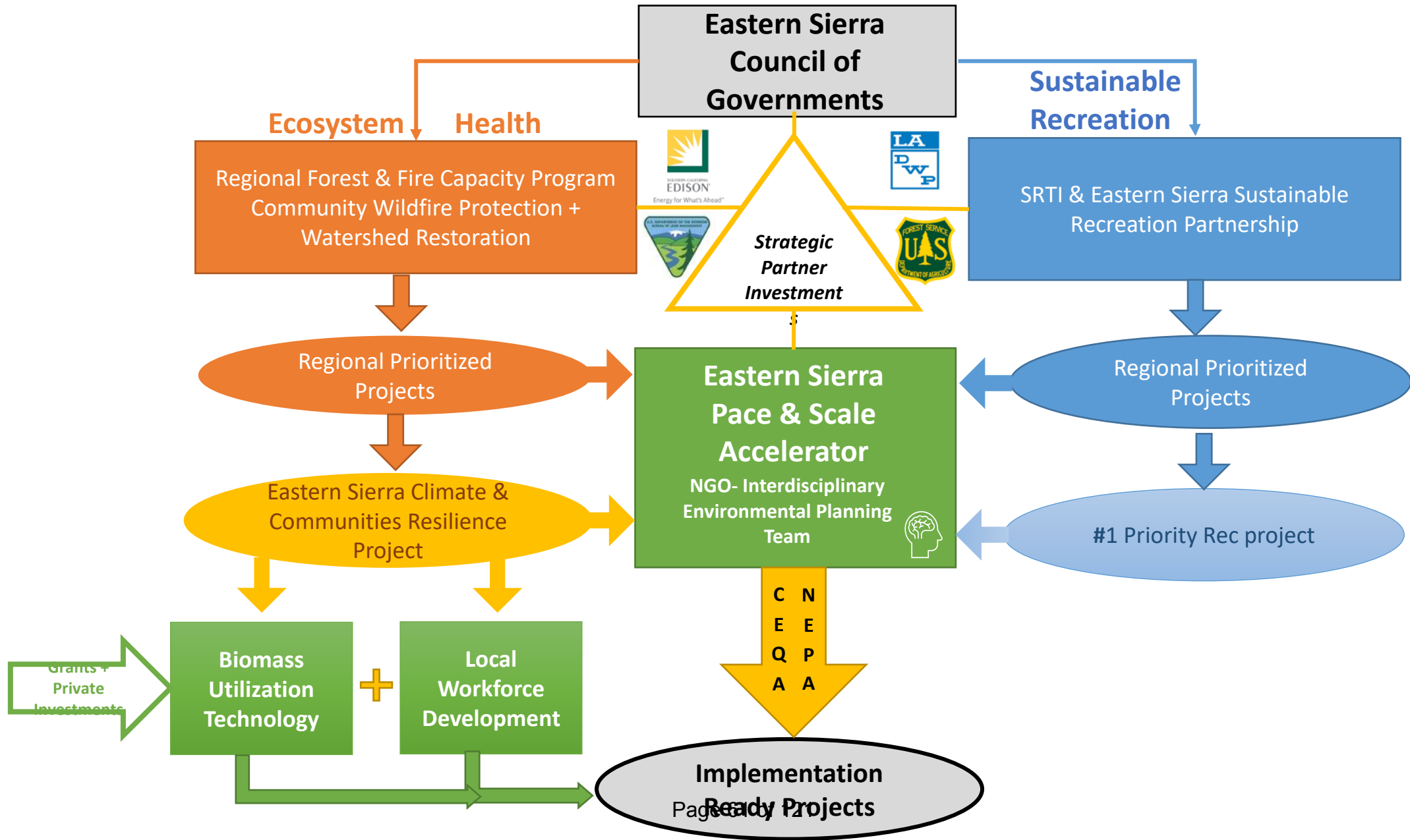
IFNF Grant Program




- A Business Plan to Leverage Outside Resources
- ESSRP: Opportunities for SRTI April 5



ESCOG Grant Award: \$3,384,269 for NEPA ID Team



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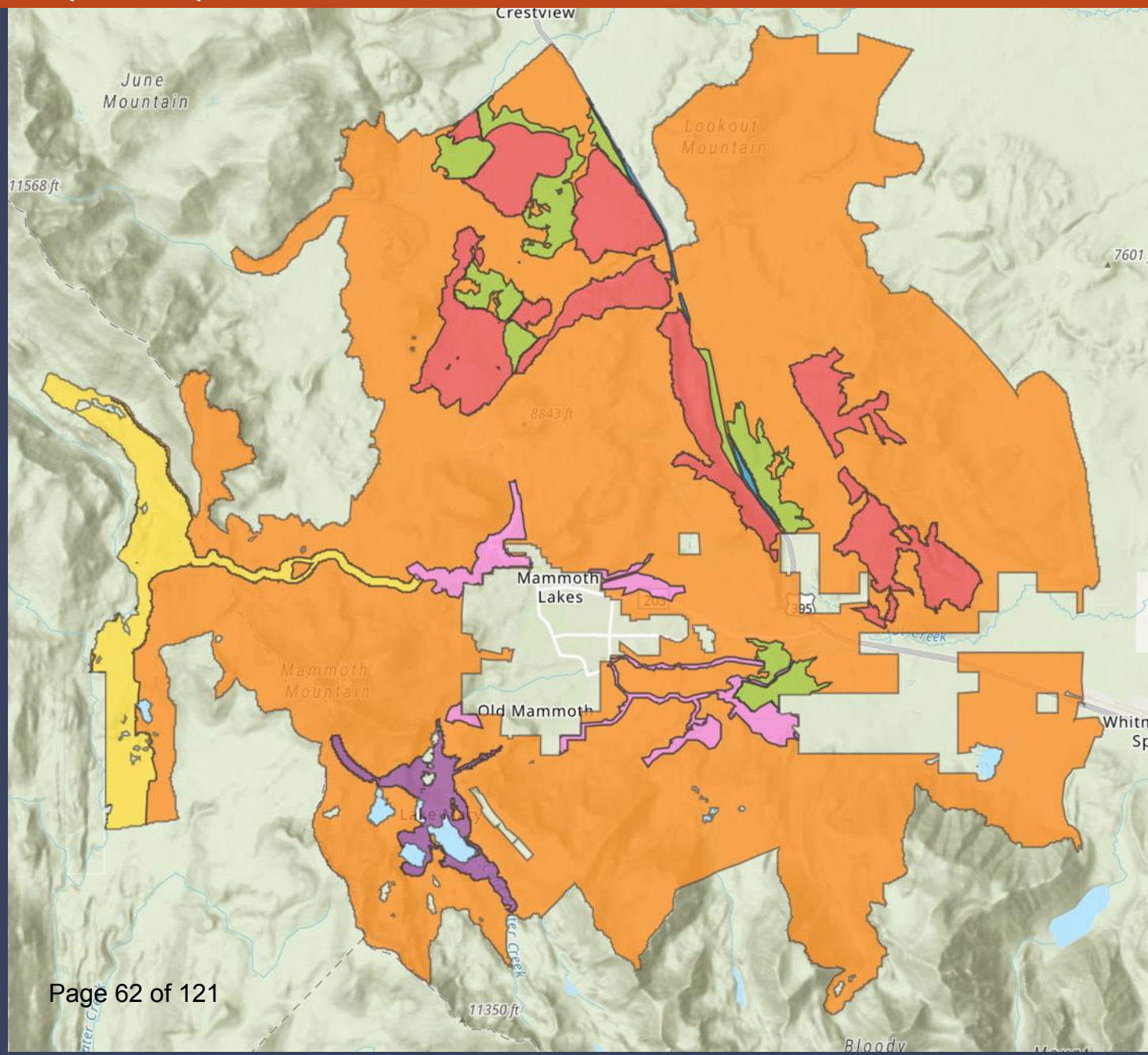


PRO P 1

GOVERNOR GAVIN NEWSOM
WATER BOND 2014
RELIABILITY | RESTORATION | RESILIENCE

Proposition 1 Restoration Grants

[Grant Program Guidelines \(PDF\)](#)



ESCOG Joint Powers Authority



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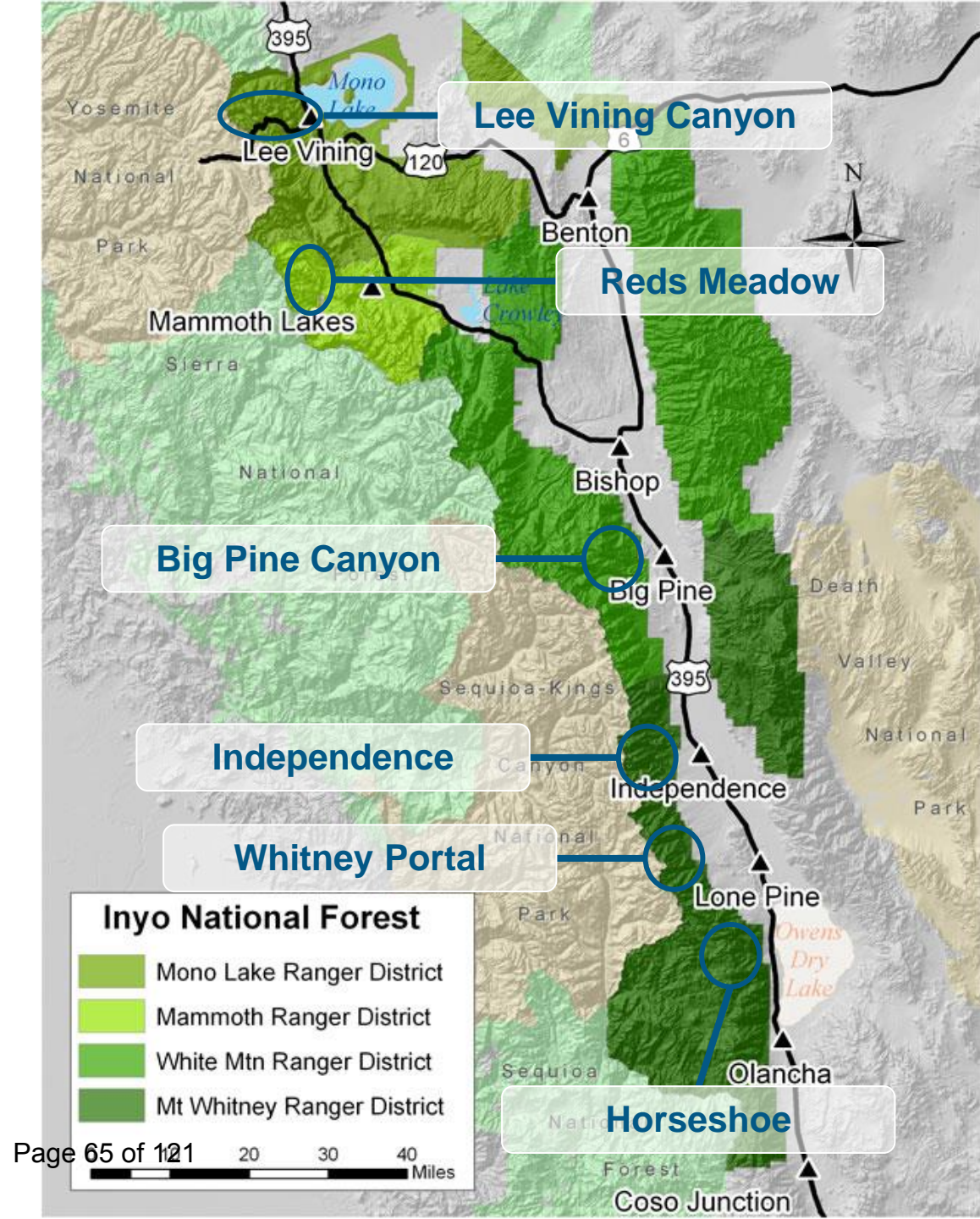
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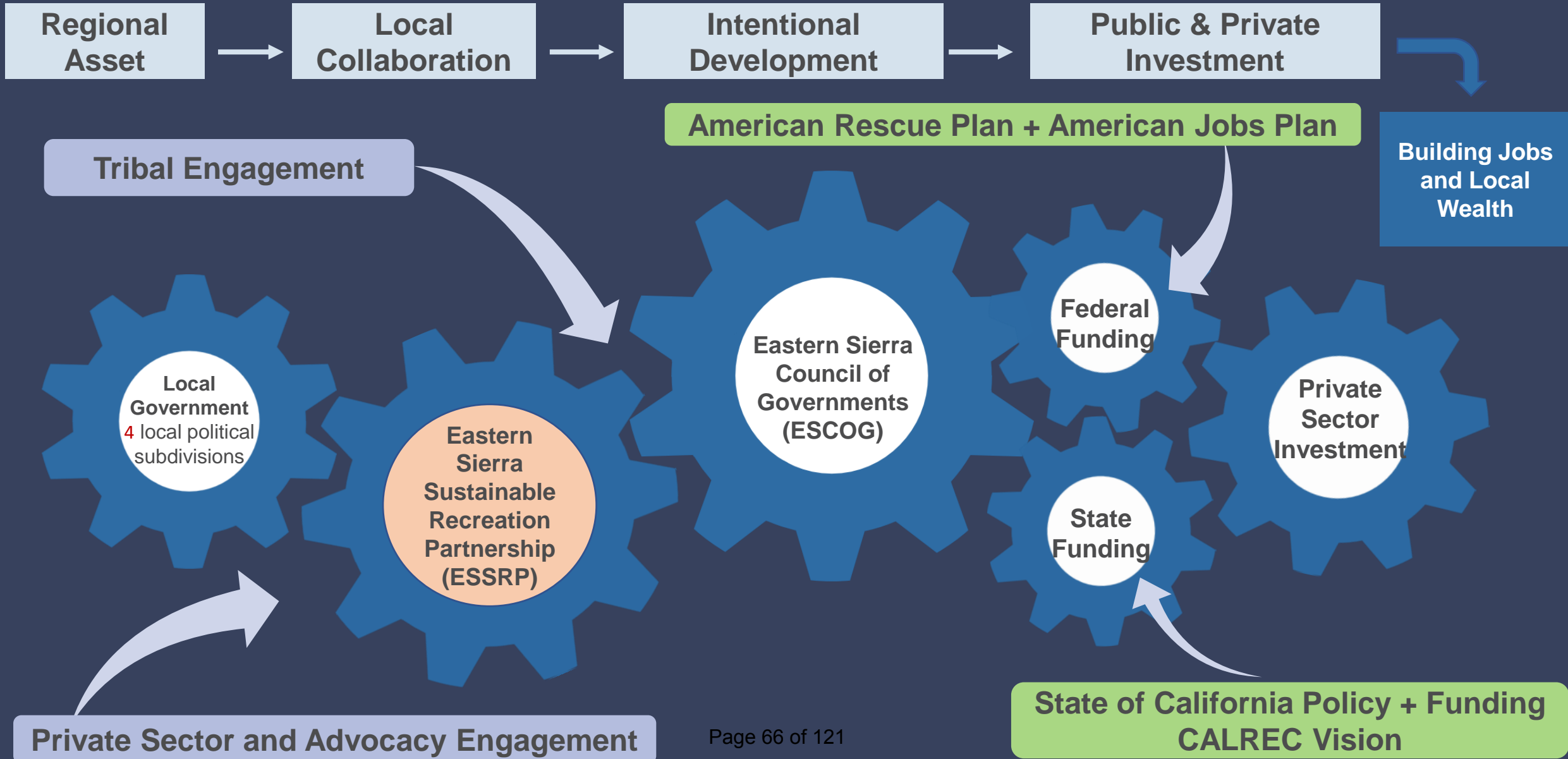
- **A Business Plan to Leverage Outside Resources**
- **ESSRP: Opportunities for IFNF and SRTI**

Status: We have defined geographic areas of focus for the business plan.

- We identified **geographic areas** with high potential.
- We are defining a high-level concept of a project for each area to use in our business plan.
- The final business plan will be delivered in September 2021.
- In the later design phase, multiple campgrounds within this area would be examined, delivering a design plans that makes sense for the geographic area as a whole.



IFNF + QV: Building Jobs and Local Wealth Through Sustainability



Situational Awareness: Nature + Jobs and Wealth

“Following the tour of the Shaver South Fuel Break project, Governor Newsom announced that he is expanding and refocusing the Forest Management Task Force to deliver on the key commitments in the Wildfire and Forest Resilience Action Plan issued in January, including the \$1 billion in investments.

“The reconstituted Wildfire and Forest Resilience Task Force will be co-chaired by California Natural Resources Secretary Wade Crowfoot and U.S. Forest Service Regional Forester Randy Moore. They will be joined by CalEPA Secretary Jared Blumenfeld, Governor’s Office of Planning and Research Director Kate Gordon, CAL FIRE Director Thom Porter, California State Association of Counties President James Gore, Rural County Representatives of California Chair Stacy Corless and Don Hankins of the Inter-Tribal Indigenous Stewardship Project.”

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Situational Awareness: Nature + Jobs and Wealth



CALIFORNIA RE

AGREEMENT FOR SHARED STEWARDSHIP OF CALIFORNIA'S FOREST AND RANGELANDS
Between the
STATE OF CALIFORNIA
And the
USDA, FOREST SERVICE
PACIFIC SOUTHWEST REGION

This MEMORANDUM OF UNDERSTANDING (MOU) is hereby made and entered into by and between the State of California, hereinafter referred to as "the State," and the United States Department of Agriculture (USDA), Forest Service, Pacific Southwest Region, hereinafter referred to as "the U.S. Forest Service" and together referred to as "The Parties."

TITLE: Agreement for Shared Stewardship of California's Forests and Rangelands

PURPOSE:

This MOU establishes a joint framework to enhance science-based forest and rangeland stewardship in California. The U.S. Forest Service and the State of California commit to maintain and restore healthy forests and rangelands that reduce public safety risks, protect natural and built infrastructure, and enhance ecological habitat and biological diversity. The Parties agree to develop shared tools, coordinated processes, and innovative approaches to increase the pace, scale, and effectiveness of forest and rangeland stewardship in California.

The U.S. Forest Service and the State of California, through the California Natural Resources Agency, make this commitment in accordance with the following provisions.

STATEMENT OF MUTUAL BENEFIT AND INTERESTS:

Restoring healthy forests and rangelands in California will yield both ecological and community benefits. Healthy forests will improve climate resilience and reduce the risk of catastrophic wildfire, safeguard water quality and air quality, protect fish and wildlife habitat, enhance biological diversity, sequester carbon, improve recreational opportunities, and generate good jobs and economic opportunities.

BACKGROUND:

Home to some of the largest, tallest and oldest trees in the world, rich biological diversity, vast watersheds, and spectacular recreation, the grandeur of California's wildlands has captivated generations. California's forests naturally adapted to low-intensity fire, nature's preferred management tool, but Gold Rush-era clearcutting followed by a wholesale policy of fire suppression resulted in the overly dense, ailing forests that dominate the landscape today.

Compounding risks have made it nearly impossible for nature to self-correct. A cycle of catastrophic wildfires, longer fire seasons, severe drought, intense wind, tree mortality, invasive species, and human population pressure threaten to convert conifer forests to shrublands and shrublands to invasive grasses.



Situational Awareness: Nature + Jobs and Wealth



EXECUTIVE ORDER N-82-20

WHEREAS the well-being of our communities and California's economic sustainability are interconnected with our natural and cultural resources; and

WHEREAS the State's long-term vitality is threatened by the loss of biodiversity - the variety and variability of plant and animal life in our State - and the impacts of climate change; and

WHEREAS California's natural and working lands – our forests, rangelands, farms, wetlands, coast, deserts, and urban greenspaces – sustain our economy, support our unique biodiversity, contribute to the global food supply, support outdoor heritage and provide clean water and air; and

WHEREAS since time immemorial, California Native Americans have stewarded, managed and lived interdependently with the lands that now make up the State of California; and

WHEREAS California is home to more species of plants and animals than any other state, and this biodiversity accounts for about one third of all species found in the nation; and

WHEREAS soils are home to more than a quarter of the world's biodiversity and California boasts more than 2,500 different soil types; and

WHEREAS California's rich biodiversity is increasingly threatened by loss of habitat, spread of invasive species, decreasing water supplies, and increasingly frequent and severe climate impacts; and

WHEREAS the climate change crisis is happening now, impacting California in unprecedented ways including intensifying wildfires, mud slides, floods and drought, sea level rise and extreme heat, that threaten our economy, communities, public safety, and cultural and natural resources; and

WHEREAS as we work to mitigate greenhouse gas emissions, we must also accelerate actions to enable the State to adapt and become more resilient to the impacts of climate change, including expanding nature-based solutions – the use of sustainable land management practices to tackle environmental, social and economic challenges; and

WHEREAS national, subnational and indigenous leaders across the globe are coming together to accelerate implementation of nature-based solutions to our climate and extinction crises, improve the way land is managed to absorb carbon pollution from the atmosphere, build resilience by protecting communities and natural places from climate-driven disasters, and restore healthy ecosystems; and

WHEREAS addressing the biodiversity crisis and accelerating nature-based solutions requires inclusive partnerships and collaboration among federal, state



Situational Awareness: Nature + Jobs and Wealth



“Provide input on meeting the State’s commitment to conserve 30 percent of California’s lands and coastal waters by 2030 and accelerate nature-based solutions to address climate change.”

Save the Date 

Virtual Regional Workshops

Provide input on meeting the State’s commitment to conserve 30 percent of California’s lands and coastal waters by 2030 and accelerate nature-based solutions to address climate change.

MEETING DATE/REGION

- April 20 — Sacramento Valley Region
- April 21 — San Francisco Bay Area Region
- April 27 — Central Coast Region
- April 28 — Sierra Nevada Region
- April 29 — San Joaquin Valley Region
- May 4 — North Coast Region
- May 5 — Los Angeles Region
- May 6 — Inland Deserts Region
- May 11 — San Diego Region

All meeting times are 4:00 – 6:00 p.m.



Situational Awareness: Nature + Jobs and Wealth



“Provide input on meeting the State’s commitment to conserve 30 percent of California’s lands and coastal waters by 2030 and accelerate nature-based solutions to address climate change.”

Sierra Nevada - April 28 4:00 – 6:00 PM

Save the Date 

Virtual Regional Workshops

Provide input on meeting the State’s commitment to conserve 30 percent of California’s lands and coastal waters by 2030 and accelerate nature-based solutions to address climate change.

MEETING DATE/REGION

- April 20 — Sacramento Valley Region
- April 21 — San Francisco Bay Area Region
- April 27 — Central Coast Region
- April 28 — Sierra Nevada Region
- April 29 — San Joaquin Valley Region
- May 4 — North Coast Region
- May 5 — Los Angeles Region
- May 6 — Inland Deserts Region
- May 11 — San Diego Region

All meeting times are 4:00 – 6:00 p.m.

A map of California divided into nine regions, each with a different color: North Coast (blue), Sacramento Valley (red), San Francisco Bay Area (green), Central Coast (purple), Sierra Nevada (purple), San Joaquin Valley (green), Los Angeles (green), Inland Desert (orange), and San Diego (pink).

Situational Awareness: Nature + Jobs and Wealth



“Join the California Natural Resources Agency (CNRA) for a topical workshop exploring opportunities for the state to protect and maintain its unique biodiversity through conservation of lands and coastal waters.”

July 27, 2021 – 3:00 PM

Save the Date 

Virtual Regional Workshops

Provide input on meeting the State's commitment to conserve 30 percent of California's lands and coastal waters by 2030 and accelerate nature-based solutions to address climate change.

MEETING DATE/REGION

- April 20 — Sacramento Valley Region
- April 21 — San Francisco Bay Area Region
- April 27 — Central Coast Region
- April 28 — Sierra Nevada Region
- April 29 — San Joaquin Valley Region
- May 4 — North Coast Region
- May 5 — Los Angeles Region
- May 6 — Inland Deserts Region
- May 11 — San Diego Region

All meeting times are 4:00 – 6:00 p.m.

A map of California divided into ten regions, each color-coded: North Coast (blue), Sacramento Valley (red), San Francisco Bay Area (green), Central Coast (purple), Sierra Nevada (purple), San Joaquin Valley (green), Los Angeles (green), Inland Desert (orange), and San Diego (pink).

Visit: <https://resources.ca.gov/Initiatives/Expanding-Nature-Based-Solutions>

Situational Awareness: Nature + Jobs and Wealth



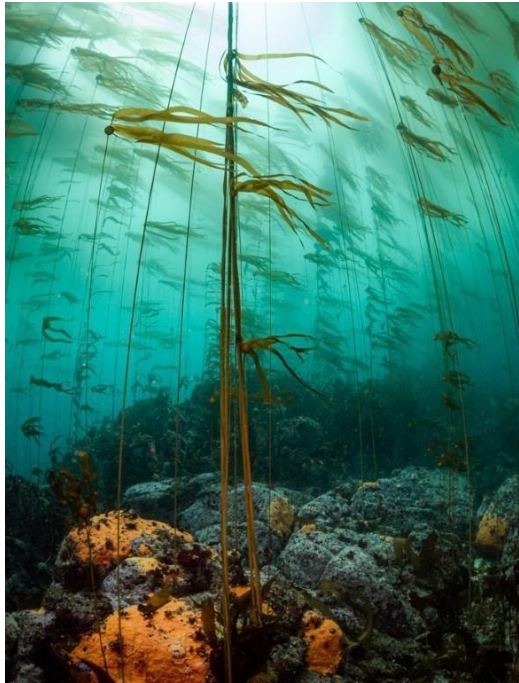
2021 State Climate Adaptation Strategy

Building Resilience and Reducing Risks

EXTREME HEAT | WILDFIRE | DROUGHT | FLOODS | SEA LEVEL RISE

Public Overview
March 26, 2021

Situational Awareness: Nature + Jobs and Wealth



Nesting Existing Efforts

Priorities

The Strategy should drive action toward critical priorities:



Strengthen protections for climate vulnerable communities



Protect public health and safety in the event of climate disasters



Reduce climate risks to California's economy



Help nature adapt to climate change, and accelerate nature-based solutions



Make decisions based on best available climate science



Leverage resources for climate action through partnerships and collaboration

Situational Awareness: Nature + Jobs and Wealth



Help nature adapt to climate change, and accelerate nature-based solutions



Leverage resources for climate action through partnerships and collaboration



Approach

Our approach reflects the Administration's broader effort to integrate and coordinate existing adaptation efforts.

Utilizing the Integrated Climate Adaptation and Resiliency Program as a resilience coordination hub

Pulling the pieces together so that our overarching strategy is easily understood.

Accelerating strategic implementation

Situational Awareness: Nature + Jobs and Wealth



CALIFORNIA RE

Public Law 116–152 116th Congress

An Act

To amend title 54, United States Code, to establish, fund, and provide for the use of amounts in a National Parks and Public Land Legacy Restoration Fund to address the maintenance backlog of the National Park Service, the United States Fish and Wildlife Service, the Bureau of Land Management, the Forest Service, and the Bureau of Indian Education, and to provide permanent, dedicated funding for the Land and Water Conservation Fund, and for other purposes.

Aug. 4, 2020
[H.R. 1957]

Great American
Outdoors Act.
54 USC 100101
note.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the “Great American Outdoors Act”.

SEC. 2. NATIONAL PARKS AND PUBLIC LAND LEGACY RESTORATION FUND.

(a) IN GENERAL.—Subtitle II of title 54, United States Code, is amended by inserting after chapter 2003 the following:

54 USC 200401
prec.

“CHAPTER 2004—NATIONAL PARKS AND PUBLIC LAND LEGACY RESTORATION FUND

“Sec.

“200401. Definitions.

“200402. National Parks and Public Land Legacy Restoration Fund.

54 USC 200401.

“§ 200401. Definitions

“In this chapter:

“(1) ASSET.—The term ‘asset’ means any real property, including any physical structure or grouping of structures, landscape, trail, or other tangible property, that—

“(A) has a specific service or function; and

“(B) is tracked and managed as a distinct, identifiable entity by the applicable covered agency.

“(2) COVERED AGENCY.—The term ‘covered agency’ means—

“(A) the Service;

“(B) the United States Fish and Wildlife Service;

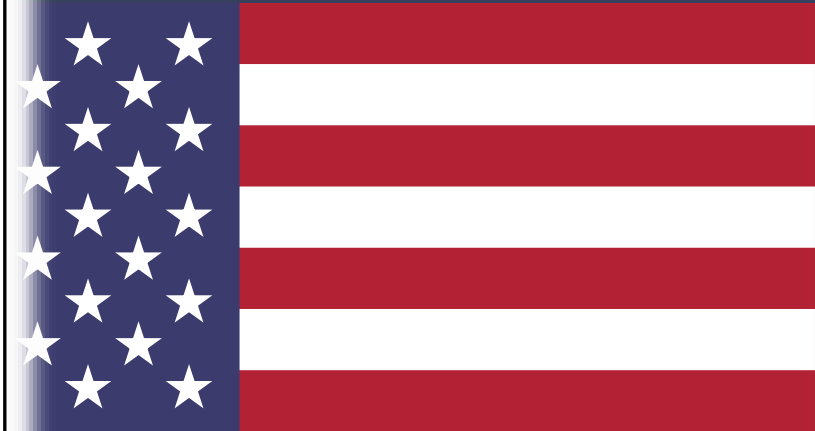
“(C) the Forest Service;

“(D) the Bureau of Land Management; and

“(E) the Bureau of Indian Education.

“(3) FUND.—The term ‘Fund’ means the National Parks and Public Land Legacy Restoration Fund established by section 200402(a).

“(4) PROJECT.—The term ‘project’ means any activity to reduce or eliminate deferred maintenance of an asset, which





The Department of Finance welcomes you to the

California Budget

2021-22

Gavin Newsom Governor
State of California

“California lawmakers voted tonight to approve a record-busting state budget that reflects new agreements with Gov. Gavin Newsom to expand health care for undocumented immigrants, spend billions to alleviate homelessness and help Californians still struggling through the pandemic.” – *June 28, 2021*



The Department of Finance welcomes you to the

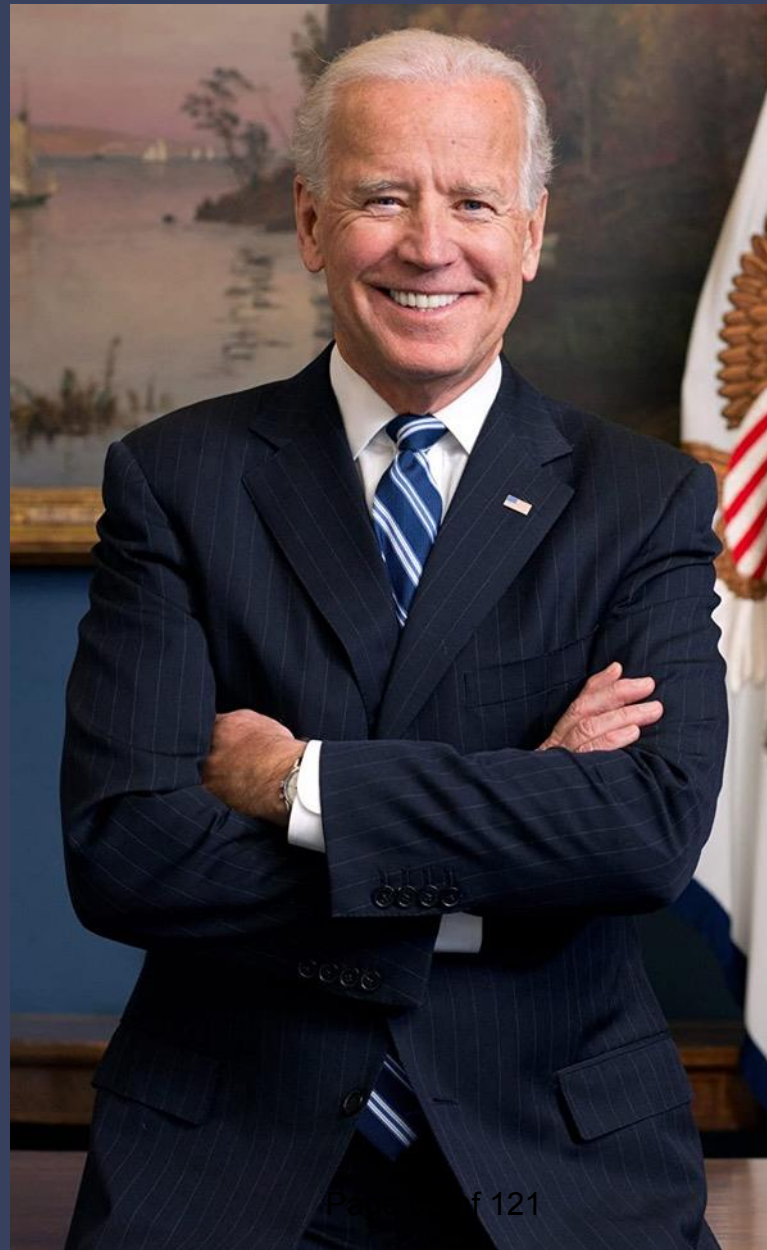
California Budget

2021-22

Gavin Newsom Governor
State of California

“They did not decide exactly how to spend billions of dollars to address the threats posed by wildfires and drought. The budget includes \$1 billion over several years for wildfire prevention, \$3 billion to alleviate drought and \$3.7 billion over three years to mitigate dangers posed by climate change — but Newsom and legislative leaders are still figuring out how to spend the funds.”

Situational Awareness: Nature + Jobs and Wealth



Situational Awareness: Nature + Jobs and Wealth



BRIEFING ROOM

President Biden Announces American Rescue Plan

JANUARY 20, 2021 • LEGISLATION

Emergency Legislative Package to Fund Vaccinations, Provide Immediate, Direct Relief to Families Bearing the Brunt of the COVID-19 Crisis, and Support Struggling Communities

The COVID-19 pandemic and the corresponding economic crisis are devastating families across the country. More than [20 million Americans](#) [have contracted COVID-19](#), and at least 370,000 have died. From big cities to small towns, too many Americans are barely scraping by, or not scraping by at all. And the pandemic has shined a light on the persistence of racial injustice in our healthcare system and our economy. The need to act is clear in the lines at food banks, the small businesses that are closed or closing, and the [growing](#) [number of Americans experiencing housing insecurity](#). After nearly a year of the public health crisis, our nation remains in this dark winter of the pandemic and facing a deep economic crisis.

President Biden is laying out the first step of an aggressive, two-step plan for rescue, from the depths of this crisis, and recovery, by investing in America, creating millions of additional good-paying jobs, combatting the climate crisis, advancing racial equity, and building back better than before.

While Congress's bipartisan action in December was a step in the right direction, it was only a down payment. It fell far short of the resources needed to tackle the immediate crisis. We are in a race against time, and absent additional government assistance, the economic and public health crises could worsen in the months ahead; schools will not be able to safely reopen; and vaccinations will remain far too slow.



NACo Analysis of the American Rescue Plan Act

Mar. 12, 2021

[DOWNLOAD ANALYSIS](#)

[COUNTY-BY-COUNTY ALLOCATION ESTIMATES](#)

On March 11, 2021, President Biden signed the American Rescue Plan Act of 2021 (H.R. 1319) into law. The \$1.9 trillion package, based on President Biden's American Rescue Plan, is intended to combat the COVID-19 pandemic, including the public health and economic impacts.

As part of the \$362 billion in federal fiscal recovery aid for state and local governments, \$65.1 billion is provided in direct aid to counties and an additional \$1.5 billion for public land counties. The American Rescue Plan Act also allocates hundreds of billions of dollars for public health and vaccines, assistance for vulnerable populations, education and housing stabilization, economic recovery assistance and direct assistance for families and individuals.

This analysis highlights key provisions for county governments.

In a major victory for America's counties, the State and Local Coronavirus Fiscal Recovery Funds legislation, part of the American Rescue Plan Act, was signed into law by President Biden on March 11. The bill includes \$65.1 billion in direct, flexible aid to every county in America, as well as other crucial investments in local communities, including \$1.5 billion over two years for public lands counties.

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Situational Awareness: Nature + Jobs and Wealth



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BRIEFING ROOM

FACT SHEET: The American Jobs Plan

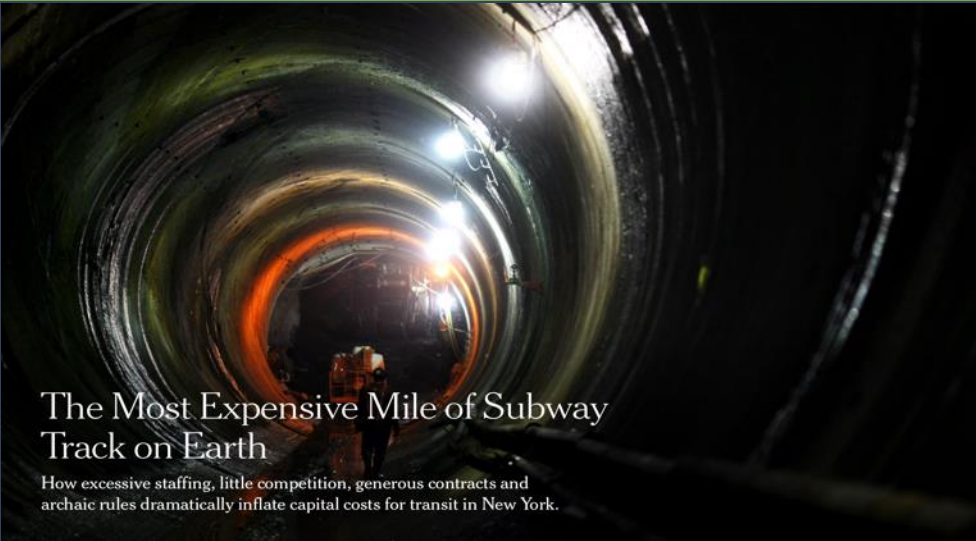
MARCH 31, 2021 • STATEMENTS AND RELEASES

While the American Rescue Plan is changing the course of the pandemic and delivering relief for working families, this is no time to build back to the way things were. This is the moment to reimagine and rebuild a new economy. The American Jobs Plan is an investment in America that will create millions of good jobs, rebuild our country's infrastructure, and position the United States to out-compete China. Public domestic investment as a share of the economy has fallen by more than 40 percent since the 1960s. The American Jobs Plan will invest in America in a way we have not invested since we built the interstate highways and won the Space Race.

The United States of America is the wealthiest country in the world, yet we rank 13th when it comes to the overall quality of our infrastructure. After decades of disinvestment, our roads, bridges, and water systems are crumbling. Our electric grid is vulnerable to catastrophic outages. Too many lack access to affordable, high-speed Internet and to quality housing. The past year has led to job losses and threatened economic security, eroding more than 30 years of progress in women's labor force participation. It has unmasked the fragility of our caregiving infrastructure. And, our nation is falling behind its biggest competitors on research and development (R&D), manufacturing, and training. It has never been more important for us to invest in strengthening our infrastructure and competitiveness, and in creating the good-paying, union jobs of the future.

Like great projects of the past, the President's plan will unify and mobilize the country to meet the great challenges of our time: the

Situational Awareness: Nature + Jobs and Wealth



NYC's brand new subway is the most expensive in the world — that's a problem

The tragedy of the Second Avenue Subway.

Matthew Yglesias • Jan 1, 2017, 10:00am EST



Situational Awareness: Nature + Jobs and Wealth



The Most Expensive Mile of Subway Track on Earth

How excessive staffing, little competition, generous contracts and archaic rules dramatically inflate capital costs for transit in New York.

NYC's brand new subway is the most expensive in the world — that's a problem

The tragedy of the Second Avenue Subway.

Matthew Yglesias • Jan 1, 2017, 10:00am EST



REVISED DRAFT 2020 BUSINESS PLAN

California Assembly wants bullet train contract deferred in rebuke of project's current plan

By Ralph Vartabedian • June 5, 2020 10:20 AM PT

In the strongest challenge to the California bullet train project in the past decade, a majority of the California Assembly has co-sponsored a resolution directing the state rail authority to defer awarding a contract this year to build a partial high speed system between Merced and Bakersfield.

California high-speed rail board delays key finance plan after lawmakers push back

By Ralph Vartabedian • June 24, 2020 5 AM PT

Following a stunning rebuke by the State Assembly, the board of California's high-speed rail authority this week put off approving a crucial 2020 business plan, a sign it has agreed to reassess the project's current blueprint.

Secretary Tom Vilsack announces the 20th Chief of the Forest Service

June 28, 2021

I am pleased to announce Pacific Southwest Regional Forester Randy Moore will serve as the 20th Chief of the U.S. Department of Agriculture's Forest Service beginning on July 26, 2021.

Throughout his long Forest Service career, Randy has been a catalyst for change and creativity in carrying out the Forest Service's mission to sustain the health, diversity and productivity of the nation's forests and grasslands to meet the needs of present and future generations. In his role as regional forester, Randy has been a conservation leader on the forefront of tackling climate change, most notably in leading the region's response to the dramatic increase of catastrophic wildfires in California over the last decade. His proven track record of supporting and developing employees and putting communities at the center of the Forest Service's work positions him well to lead the agency into the future at this critical time in our country.



Secretary of Agriculture Tom Vilsack

Randy Moore selected as new Chief of the U.S. Forest Service

Bill Gabbert June 28, 2021 Uncategorized Randy Moore, Victoria Christiansen

Agriculture Secretary Tom Vilsack today announced that Randy Moore will serve as the 20th Chief of the U.S. Department of Agriculture's Forest Service.

“Randy Moore has been a catalyst for change and creativity in carrying out the Forest Service’s mission to sustain the health, diversity and productivity of the nation’s forests and grasslands to meet the needs of present and future generations,” said Secretary Vilsack. “In his role as Regional Forester, Randy has been a conservation leader on the forefront of climate change, most notably leading the Region’s response to the dramatic increase in catastrophic wildfires in California over the last decade. His proven track record of supporting and developing employees and putting communities at the center of the Forest Service’s work positions him well to lead the agency into the future at this critical time in our country.”



Randy Moore, 20th Chief of the U.S. Forest Service.







Thank You

**Eastern Sierra Sustainable Recreation Partnership
Sustainable Recreation and Tourism Initiative**

Mammoth Lakes Tourism

July 7, 2021





MARKETING UPDATE

MLT BOARD MEETING | JULY 2021



New Faces on the Team

JOINING THE TEAM

Brian Wright, Director of Marketing

MOVING INTO A NEW ROLE

Dakota Snider, Special Events Manager

HIRING FOR THESE POSITIONS

Digital Marketing Coordinator

Local Marketing Manager




PAID MEDIA

Spring/Summer Campaign Framework


MEDIA	
Flighting	Mid-April – Mid-August
Target Audience	Outdoor Actives (with & without Kids)
Target Markets	<ul style="list-style-type: none"> • California & Nevada Base • Spot Markets: LA, San Francisco, Sacramento, San Diego, Las Vegas
Budget	\$350,000
CREATIVE	
Key Messages	<ul style="list-style-type: none"> • Responsible/Sustainable Travel • Like A Local/Off The Beaten Path • Wellness/Nature is Nurture • Mid-Week
Creative Assets	<ul style="list-style-type: none"> • No Small Adventure • Spring/Summer Seasonal (+Swinter, if needed) • No Small Backyard/Maladies • NEW Mammoth Love Song Video • NEW Hug What You Love

Page 99 of 121




Visit Mammoth
 Written by MeringCarson [?] · May 8 · 🌐

Mammoth Lakes is where summer vacation is transformed into the stuff of legends.



VISITMAMMOTH.COM
A Summer of Wonder
 Visit Mammoth Lakes [Learn More](#)




Visit Mammoth
 Mammoth Lakes
 CALIFORNIA

MAKE IT ONE FOR THE STORYBOOKS
 NO SMALL ADVENTURE

ADVENTURE IS EASIER WHEN YOU FLY
 Fly to Mammoth Lakes from dozens of cities across the U.S. and Internationally.

Responsible Travel Video: Mammoth Love Song

LAUNCHED IN MAY 2021

IN THE MARKET

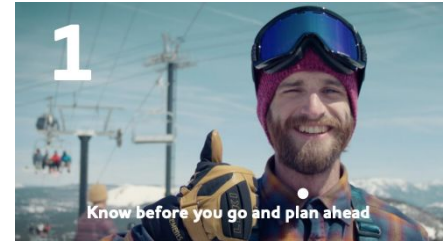
+503,000 views since launch

- Paid media directed video and website
- Supporting sustainability content on website
- Boosted social posts across channels

LOCAL ACTIVATION

- Played on local radio stations
- Instagram specific cut for locals to share
- Playing at Minaret Cinemas before films

Page 100 of 121



Creative Campaign: Hug What You Love

LAUNCHING LATE SUMMER 2021

PRODUCTION

- Hired all local talent and a local camera/sound crew
- Used the “sets” for lifestyle photoshoots to maximize budget

IN THE MARKET

- Paid and owned media supporting:
 - One full-length commercial
 - Four 15-second spots

LOCAL ACTIVATION

- Hug What You Love supporting materials around town



Creative Campaign: Don't Be a Bleephole

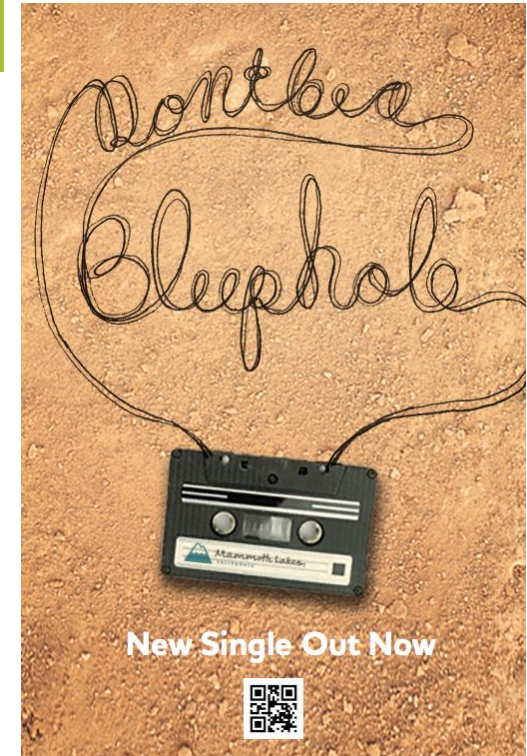
LAUNCHING LATE SUMMER 2021

CREATIVE CONCEPT

- Playful song (no video) driving to sustainability content
- From the voice of Mother Nature
- Educating visitors on how not to be a “bleephole”

ACTIVATION

- In the local market as an Easter egg (i.e. stickers on dumpsters, northbound billboard, posters)
- Hug What You Love as the lead campaign
- QR code driving to a landing page with song
- Additional positive messaging about what TO do





OWNED CHANNELS

- Paid and owned media

Website – Interactive Map

LAUNCHED MEMORIAL DAY WEEKEND 2021

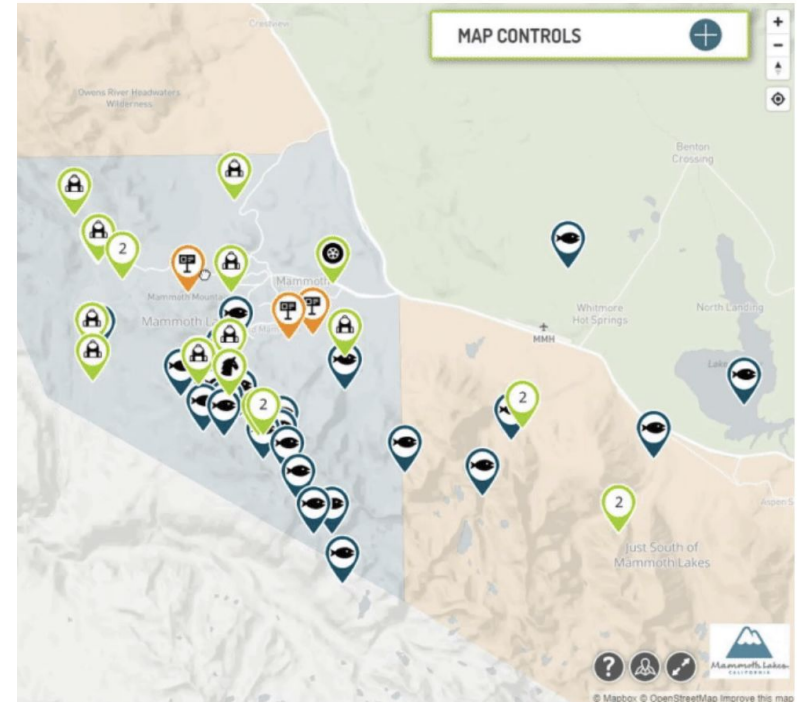
IN THE MARKET

+3,300 visitors since launch

- Highlights Mammoth Lakes rentals/retail
- Locations supported with facilities/parking

ADDITIONAL UPDATES

- Public bathrooms/trash noted on map
- Accessibility, guided tours/lessons added to searchable activities



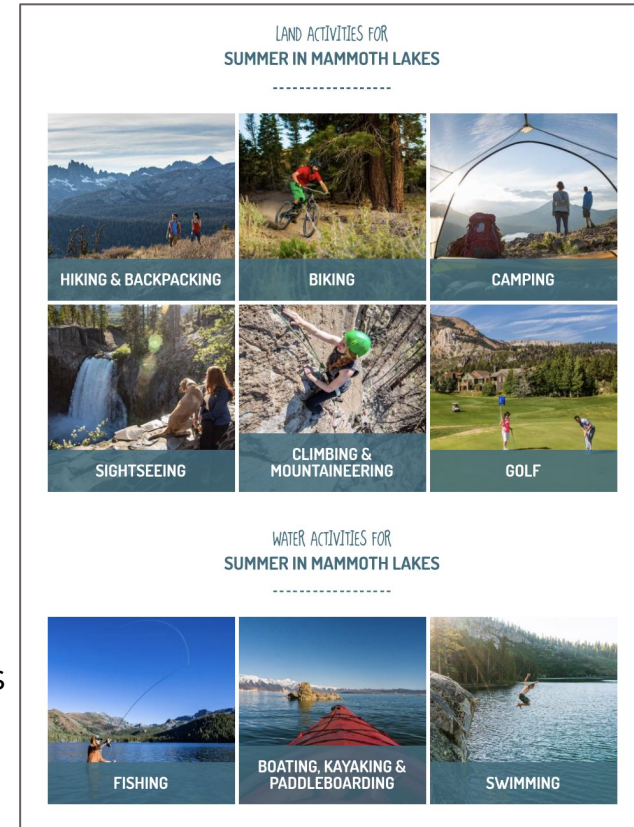
Website – Summer Traffic & Content

SITE TRAFFIC

- Summer Activities landing page – 88,700 pageviews
- Campaign & CPC – 77,430 sessions
- Drive markets bringing most site traffic
 - California – 205,700 sessions
 - Nevada – 15,700 sessions
 - Arizona – 3,700 sessions

TOP CONTENT & INITIATIVES

- Things to Do & Trip Ideas – 136,900 pageviews
 - Camping-related content – 46,800
 - Responsible Travel & Sustainability – 24,100 pageviews
 - Hotels & Lodging – 52,800 pageviews
 - Restaurants – 17,400 pageviews
- Page 105 of 121



Email Marketing

MONTHLY NEWSLETTER SENDS

SUMMER EMAIL KPIS

- Subscribers reached – 27,214
- Average open rate – 31.8%
- Average click rate – 3.0%

PROMOTED CONTENT

- Seasonal road/activity openings
- Mammoth Trails Challenge & \$500 giveaway
- Interactive map
- Sustainable travel & wildlife safety



HIT THE TRAILS FOR A CHANCE TO WIN A \$500 MAMMOTH CARD
Over the next two months (July 1–Aug 31) challenge yourself to complete 60 miles of off-the-beaten-path trails in and around Mammoth Lakes. Whether you're in it to discover a new favorite trail or push your athletic limits, this challenge will get you outside our typically busy areas and have a slice of this adventureland all to yourself. You could also win a \$500 Mammoth e-Gift Card – the more miles you cover, the better your chances. Participation is free, so register now and hit the trails starting July 1.

[READ MORE](#)


MAMMOTH LAKES 4th OF JULY CELEBRATIONS
Independence Day is the most popular summer weekend for visiting Mammoth Lakes. If you're headed to Mammoth Lakes this Fourth of July, make these town traditions part of your holiday celebrations.

THE NO. 1 TIP FOR VIEWING WILDLIFE IN MAMMOTH LAKES
Summertime is one of the best times of year to view wildlife. But when we talk about "wildlife viewing", wild is the key term. Do your part to help keep wildlife wild by following this important rule.

[READ MORE](#)
[READ MORE](#)

Social Media – Seasonal Engagement Calendar

FALL	<ul style="list-style-type: none">• Pushing Sustainable Recreation Messaging• Fall Colors Influencers Visit• Fall Photography Meetup
WINTER	<ul style="list-style-type: none">• Snow Season, Snow Updates (Live Posts)• Winter Contest• Local Business Association Promotions
SPRING	<ul style="list-style-type: none">• Pushing Sustainable Recreation Messaging• Wildflower and Waterfall Updates• Nature and History, cross channel stories
SUMMER	<ul style="list-style-type: none">• Pushing Sustainable Recreation Messaging• Summer Adventure Contest

Social Media – Summer Initiatives Support

PLANNING FOR TRAVEL

- Plan ahead #RecreateResponsibly messaging
- Supporting Hug What You Love

IN MARKET CONTENT

- Events/what's happening updates
- Boosted posts to in-market visitors:
 - Mammoth Lakes Love Song and sustainability information
 - Mammoth Trail Challenge



Community Photo Assets

CROWDRIFT LIBRARY USAGE

- More than 200 registered users
 - Local business owners
 - Journalists/Media
- Access to nearly 8,000 photos

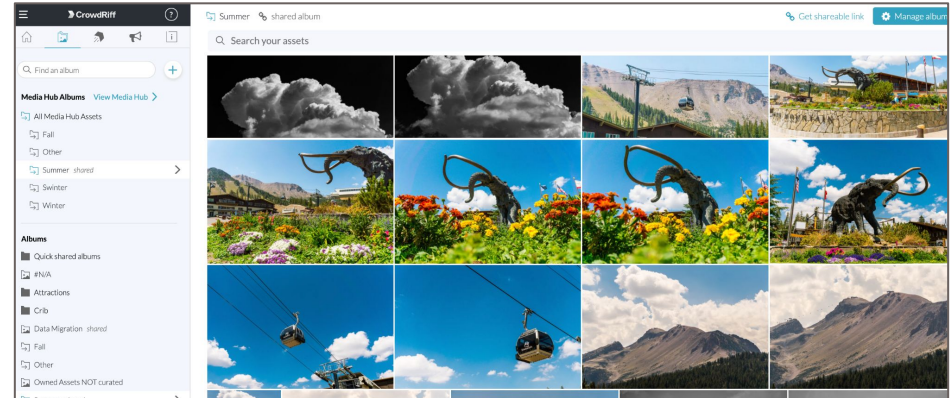


PHOTO ASSET INITIATIVES

- Continuously refreshing content and adding to the library
- Focus on accurately representing diversity of guest and locals
- Soon to have two photographers on staff





LOCAL MARKETING

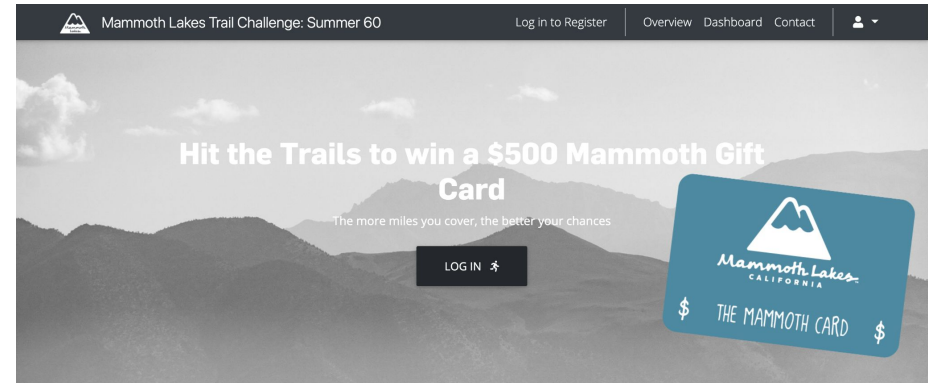
Local Marketing – Trail Challenge: Summer 60

LAUNCHED JULY 2021

PURPOSE

- As part of our sustainability initiative, and to help alleviate crowding in the Lakes Basin, we are incentivizing visitors and locals to explore lesser known trails in the area.
- Create another avenue to educate guests on how to #RecreateResponsibly.
- Offer a promotional opportunity for local Businesses, as well as reward visitors for doing their part to keep Mammoth safe and clean.

MammothChallenge.com



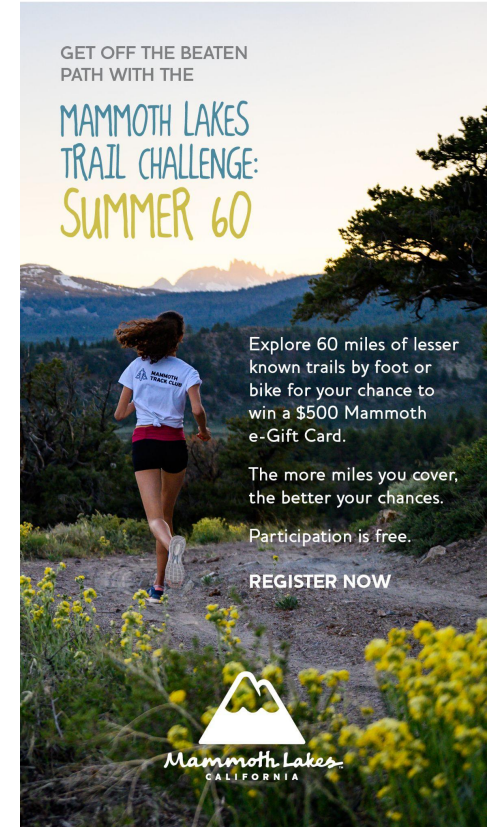
Local Marketing – Trail Challenge

DETAILS

- Two months (July–August) to complete all 17 segments
- Free registration
- Donations collected for local organizations
 - MLTPA, ESIA, MLR & Friends of the Inyo
- \$500 Mammoth Card Giveaway
 - One entry for each mile completed (60 miles = 60 entries)
- Reward emails sent at 5, 10, 20, 30, 40, 50 & 60 miles
 - Include sustainability tips & link to Mammoth Promise
 - Highlights local business offers
 - Suggestion to donate

FUTURE CHALLENGES

- Fall Colors Trail Challenge
- Winter XC Ski or Spring Trail Challenge



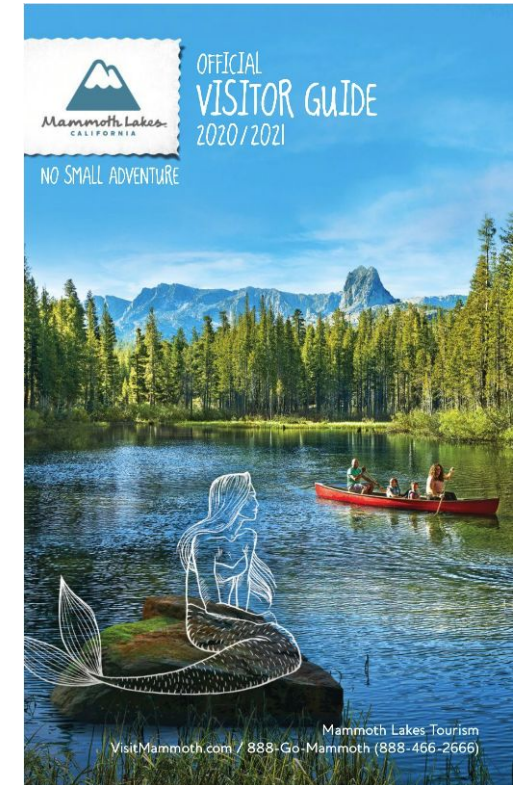
Local Marketing – 2022 Visitor Guide

NEW IDEAS

- With the environment in mind, looking to reduce waste by dividing into a few targeted pieces
 - **Plan a Trip:** Multi-page brochure pushing to website to inspire with vacation ideas
 - **While Here:** Dining guide, business directory & local information to help navigate town

PRINTING & DISTRIBUTION

- Follow typical timeline:
 - Printed in the fall
 - Distribution through Certified Folder starting in November 2021



Local Marketing – Town Collateral

STREET BANNERS

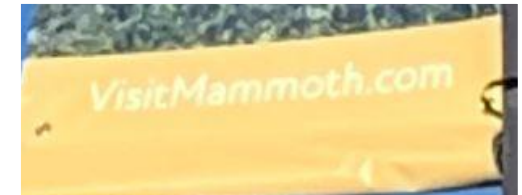
- All new banners are up around town
- Feature some new imagery of seasonal activities
- Replaced geotags with VisitMammoth.com to deter people from crowded locations, as well as to direct people to helpful information while in town

STICKERS

- Three new limited, specialty designs:
 - Flag for 4th of July
 - Topography for Summer
 - Fish scales for Fishmas & Fishing Shows



Page 114 of 121



Local Marketing – Town Collateral

KIDS PLACEMATS

- To help educate kids (and adults!) on LNT principles in a fun way.
- Distributed to town restaurants.
- Considering digital version (for iPad) for lodging guests to enjoy
 - QR code in room to access

TOWN MAP

- Many new useful edits to help educate & inform visitors:
 - Added bus stop numbers
 - Include e-bike usage
 - Trail etiquette language added
 - Mammoth Promise included



SPECIAL EVENTS



Special Events – Funding

FUNDING ANNOUNCED JULY 2021

SPECIAL EVENT FUNDING COMMITTEE

- **Stuart Brown**, Parks and Recreation Director, Town of Mammoth Lakes
- **John Morris**, Director of Operations, Snowcreek Resort
- **Brent Truax**, Events Committee Chair, Mammoth Lakes Chamber of Commerce
- **Dakota Snider**, Special Events Manager Director, Mammoth Lakes Tourism

2021 FUNDING APPLICATION SCHEDULE

- June 23 – Application opened
- July 2 – Application closed
- July 9 – Committee meets to allocate funding
- July 12 – Funding decisions announced

Special Events – Summer Initiatives

IN MARKET EVENT SUPPORT

- Event ads running in local papers beginning with 4th of July ad
- Email marketing and additional local awareness initiatives for frontline staff

NEW TRASH THURSDAYS

- In partnership with Mammoth Mountain and MLTPA
- Organized clean up events
- MLT funding through Trail Hosts program



A FULL DAY OF 4th OF JULY FUN!

<p>ON THE 4TH OF JULY:</p> <p>Lions Club Pancake Breakfast 7 – 11 am at 106 Old Mammoth Road</p> <p>Arts on the 4th 9 am at Footloose Sports parking lot</p> <p>VIP Beer Garden (advance tickets only) 10 am – 2 pm at Sierra Nevada Resort parking lot</p> <p>Footloose Freedom Mile 10:30 am starting at Snowcreek Driving Range on Old Mammoth Road</p> <p>4th of July Parade 11 am on Old Mammoth Road and Main Street</p> <p>Pops in the Park 2 pm at Shady Rest Park</p> <p>Fireworks Spectacular 9:15 pm at Crowley Lake Marina</p> <p>Village Festivities Throughout the day at The Village at Mammoth</p>	<p>THROUGHOUT THE HOLIDAY WEEKEND:</p> <p>Arts on the 4th Footloose Sports parking lot July 2-5 starting at 10 am</p> <p>Village Festivities The Village at Mammoth July 2-4 throughout the day</p> <p>Family-Friendly Beer Garden Mammoth Adventure Center Garden July 3 from 11 am – 3 pm</p> <p>Mono County Free Fishing Day Waters in and around Mammoth Lakes all day on July 3 – no fishing license required</p>
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For more information please go to [visitmammoth.com/events](https://www.visitmammoth.com/events)

NO PERSONAL FIREWORKS ALLOWED IN THE TOWN OF MAMMOTH LAKES OR MONO COUNTY



Mammoth Lakes Tourism Financial Report July 7, 2021

Preliminary Transient Occupancy Tax (TOT)

- TOT collections for May 2021 came in at \$896,170 which is +\$504,170 and +129% to budget
- Compared to the previous record - TOT collections for May 2021 are +\$121,902 and +16%
- YTD TOT collections are +\$14,969,778 and are +\$4,416,778 and +42% to budget thru May
- Thru May 2021 – TOT revenues YTD of \$14,969,778 have exceed the year end budget of \$11,200,000
 - +\$3,769,778 to YE Budget which is +34%

Preliminary Tourism Business Improvement District (TBID)

- TBID collections for May 2021 came in at \$244,587 which is +\$100,692 and +142% to budget
- YTD TBID collections are +\$4,045,557 and are +\$798,780 and +24% to budget thru May
- Thru May 2021 – TBID revenues YTD of \$4,045,557 have exceed the year end budget of \$3,246,776
 - +\$798,780 to YE Budget which is 24%

Bank Balances

- Measure A Checking account balance = \$532,069.04
- Measure A Savings account balance = \$5,015.73
- TBID Checking account balance = \$3,192,004.64
- TBID Savings account balance = \$5,011.17
- Special Events Checking account balance = \$5,000.00

Certificate of Deposit Account Registry Service (CDARS)

CDARS are accounts in place because the FDIC only provides bank accounts with up to \$250,000 in insurance if a bank fails and it is a way for us to protect our funds and make a small amount of interest.

- Measure A CDARS account balance = \$800,557.05
- TBID CDARS account balance = \$2,002,051.33
- Special Event CDARS account balance = \$617,663.51

Tourism Reserve Fund

Estimated balance in the Town Council/MLT Tourism Reserve Account – funds more than budgeted TOT

- \$798,418 YTD FY thru May 2021
- MLT Board recommendation is that this entire amount is dedicated to support housing initiatives

Profit and Loss Statements (P&L)

- P&L Reports provided to the board – please let us know if there are any questions

Transient Occupancy Tax

Collection through June 2021

1. TOT REVENUE COLLECTIONS by FISCAL year

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2006-2007	633,290	718,371	404,545	240,541	275,921	1,455,122	1,694,967	1,583,253	1,249,350	765,323	241,871	363,886	9,626,441
YTD collection as % of Full Year	6.6%	14.0%	18.2%	20.7%	23.6%	38.7%	56.3%	72.8%	85.8%	93.7%	96.2%	100.0%	
2007-2008	690,020	850,958	382,541	191,090	202,902	1,533,030	1,926,497	1,890,372	1,731,631	612,581	245,108	410,409	10,667,140
YTD collection as % of Full Year	6.5%	14.4%	18.0%	19.8%	21.7%	36.1%	54.2%	71.9%	88.1%	93.9%	96.2%	100.0%	
2008-2009	726,465	973,679	379,849	232,427	247,085	1,591,709	1,561,523	1,477,336	1,028,558	774,003	299,287	364,787	9,656,710
YTD collection as % of Full Year	7.5%	17.6%	21.5%	23.9%	26.5%	43.0%	59.2%	74.5%	85.1%	93.1%	96.2%	100.0%	
2009-2010	745,522	866,044	421,313	210,599	207,989	1,735,454	1,680,851	1,687,536	1,263,038	971,363	303,667	383,274	10,476,648
YTD collection as % of Full Year	7.1%	15.4%	19.4%	21.4%	23.4%	40.0%	56.0%	72.1%	84.2%	93.4%	96.3%	100.0%	
2010-2011	833,692	934,572	471,581	229,609	302,314	1,948,908	1,685,322	1,672,809	1,338,133	985,285	355,833	451,080	11,209,138
YTD collection as % of Full Year	7.4%	15.8%	20.0%	22.0%	24.7%	42.1%	57.1%	72.1%	84.0%	92.8%	96.0%	100.0%	
2011-2012	947,459	1,061,627	566,993	276,436	314,244	1,666,408	1,042,470	1,213,076	1,193,988	753,998	307,818	536,020	9,880,538
YTD collection as % of Full Year	9.6%	20.3%	26.1%	28.9%	32.1%	48.9%	59.5%	71.7%	83.8%	91.5%	94.6%	100.0%	
2012-2013	1,035,276	1,101,555	569,118	287,742	286,349	1,758,887	1,856,579	1,703,985	1,426,186	683,196	392,990	613,159	11,715,023
YTD collection as % of Full Year	8.8%	18.2%	23.1%	25.6%	28.0%	43.0%	58.9%	73.4%	85.6%	91.4%	94.8%	100.0%	
2013-2014	1,075,023	1,134,699	533,790	306,359	317,763	1,620,490	1,284,026	1,174,950	1,205,504	662,531	376,019	672,104	10,363,258
YTD collection as % of Full Year	10.4%	21.3%	26.5%	29.4%	32.5%	48.1%	60.5%	71.9%	83.5%	89.9%	93.5%	100.0%	
2014-2015	1,175,232	1,261,290	614,628	378,296	326,836	1,815,044	1,659,854	1,451,851	1,015,507	459,664	377,564	773,232	11,308,997
YTD collection as % of Full Year	10.4%	21.5%	27.0%	30.3%	33.2%	49.3%	63.9%	76.8%	85.8%	89.8%	93.2%	100.0%	
2015-2016	1,414,925	1,323,904	782,030	470,450	589,215	2,282,317	2,371,826	2,238,590	1,897,371	830,614	526,861	1,005,404	15,733,507
YTD collection as % of Full Year	9.0%	17.4%	22.4%	25.4%	29.1%	43.6%	58.7%	72.9%	85.0%	90.3%	93.6%	100.0%	
2016-2017	1,716,610	1,535,475	1,004,815	567,405	534,223	2,370,978	2,656,510	2,475,292	2,030,473	1,599,673	673,512	926,497	18,091,464
YTD collection as % of Full Year	9.5%	18.0%	23.5%	26.7%	29.6%	42.7%	57.4%	71.1%	82.3%	91.2%	94.9%	100.0%	
2017-2018	1,753,735	1,570,110	1,050,037	612,877	601,343	2,362,405	2,515,665	2,168,214	2,351,036	1,242,482	608,463	1,031,033	17,867,401
YTD collection as % of Full Year	9.8%	18.6%	24.5%	27.9%	31.3%	44.5%	58.6%	70.7%	83.9%	90.8%	94.2%	100.0%	
2018-2019	1,771,072	1,512,891	1,001,297	635,580	591,548	2,665,867	3,074,472	2,724,480	2,604,882	1,755,830	774,268	1,098,874	20,211,061
YTD collection as % of Full Year	8.8%	16.2%	21.2%	24.3%	27.3%	40.5%	55.7%	69.2%	82.0%	90.7%	94.6%	100.0%	
2019-2020	1,893,473	1,740,322	1,068,779	747,888	629,410	2,832,607	3,113,743	2,665,842	846,251	15,748	12,529	407,657	15,974,248
YTD collection as % of Full Year	11.9%	10.9%	6.7%	4.7%	3.9%	17.7%	19.5%	16.7%	5.3%	0.1%	0.1%	2.6%	
2020-2021	1,911,746	1,899,259	661,177	676,433	965,234	295,193	717,028	2,553,074	2,637,917	1,756,544	896,170	-	14,969,778
YTD collection as % of Full Year	12.8%	12.7%	4.4%	4.5%	6.4%	2.0%	4.8%	17.1%	17.6%	11.7%	6.0%	0.0%	

% change from prior year	1.0%	9.1%	-38.1%	-9.6%	53.4%	-89.6%	-77.0%	-4.2%	211.7%	11053.9%	7053.0%	-62.9%	-6.3%
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Average monthly collection prior 3 yrs	1,747,139	1,539,492	1,018,716	605,287	575,705	2,466,417	2,748,883	2,455,995	2,328,797	1,532,661	685,414	1,018,801	18,723,308
Average Monthly collection as % of Full Year	9.3%	8.2%	5.4%	3.2%	3.1%	13.2%	14.7%	13.1%	12.4%	8.2%	3.7%	5.4%	100.0%
Average YTD collection as % of Full Year	9.3%	17.6%	23.0%	26.2%	29.3%	42.5%	57.2%	70.3%	82.7%	90.9%	94.6%	100.0%	

2. TOT Budget and Estimates (FY 2020-2021)

FY 20-21 BUDGETED full-year revenue	Rate	11,200,000	Estimated Reserves (*)	Actual Reserves
less Tourism	18.08%	2,025,000	\$ 798,418	\$ 681,460
less Housing	6.54%	732,308	\$ 288,789	\$ 246,485
less Transit	6.54%	732,308	\$ 288,789	\$ 246,485
Net to Town's General Fund		7,710,385	* Based on performance to budget YTD, final reserve account balances will be determined by actual performance to budget at completion of Fiscal Year	

FY 20-21 BUDGETED monthly revenue	Quarter Total: 2,471,000			Quarter Total: 2,307,000			Quarter Total: 4,595,000			Quarter Total: 1,827,000			11,200,000
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Full-Yr Total
	975,000	881,000	615,000	358,000	373,000	1,576,000	1,700,000	1,535,000	1,360,000	788,000	392,000	647,000	11,200,000

FY 20-21 ACTUAL collection	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	1,911,746	1,899,259	661,177	676,433	965,234	295,193	717,028	2,553,074	2,637,917	1,756,544	896,170	-	14,969,778

FY 20-21 Differences: Budget vs Actuals YTD	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	936,746	1,018,259	46,177	318,433	592,234	(1,280,807)	(982,972)	1,018,074	1,277,917	968,544	504,170	(647,000)	3,769,778
Percent over/(under) budget	96%	116%	8%	89%	159%	-81%	-58%	66%	94%	123%	129%	-100%	34%

Cumulative difference to date: **4,416,778** **42%**

Cumulative actual to last year actual difference to date: **(596,813)** **-4%**

Estimated TBID Revenue Fiscal 2020-21

LODGING ALL	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	% of Total
Est. TOT Revenue	1,050,000.00	930,000.00	630,000.00	375,000.00	348,000.00	1,525,000.00	1,677,500.00	1,440,000.00	1,350,000.00	915,000.00	360,000.00	600,000.00	11,200,500.00	
Est. Total Revenue	8,076,923.08	7,153,846.15	4,846,153.85	2,884,615.38	2,676,923.08	11,730,769.23	12,903,846.15	11,076,923.08	10,384,615.38	7,038,461.54	2,769,230.77	4,615,384.62	86,157,692.31	
Est. TBID Revenue @1%	80,769.23	71,538.46	48,461.54	28,846.15	26,769.23	117,307.69	129,038.46	110,769.23	103,846.15	70,384.62	27,692.31	46,153.85	861,576.92	
Actual Revenue	86,363.14	188,297.11	\$ 50,338.68	53,657.62	74,201.17	23,374.97	50,059.97	201,303.28	202,228.00	132,825.00	72,869.43		1,135,518.37	0.28
\$ Change Bud to Act	5,593.91	116,758.65	1,877.14	24,811.47	47,431.94	(93,932.72)	(78,978.49)	90,534.05	98,381.85	62,440.38	45,177.12	(46,153.85)	273,941.45	
% Change Bud to Act	6.93%	163.21%	3.87%	86.01%	177.19%	-80.07%	-61.21%	81.73%	94.74%	88.71%	163.14%	-100.00%	31.80%	
Cummulative Act to Bud	5,593.91	122,352.56	124,229.70	149,041.17	196,473.10	102,540.38	23,561.89	114,095.94	212,477.79	274,918.17	320,095.29	273,941.45		
Retail	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	
Est. Total Revenue	4,400,000.00	4,400,000.00	3,200,000.00	2,000,000.00	2,800,000.00	7,000,000.00	7,000,000.00	6,200,000.00	5,000,000.00	2,400,000.00	1,600,000.00	2,600,000.00	48,600,000.00	
Est. TBID Revenue @ 1.5%	66,000.00	66,000.00	48,000.00	30,000.00	42,000.00	105,000.00	105,000.00	93,000.00	75,000.00	36,000.00	24,000.00	39,000.00	729,000.00	
Actual Revenue	121,684.16	160,979.74	61,978.84	51,559.17	99,540.36	125,705.66	106,579.98	178,818.26	175,326.00	121,114.00	87,024.86		1,290,311.03	0.32
\$ Change Bud to Act	55,684.16	94,979.74	13,978.84	21,559.17	57,540.36	20,705.66	1,579.98	85,818.26	100,326.00	85,114.00	63,024.86	(39,000.00)		
% Change Bud to Act	84.37%	143.91%	29.12%	71.86%	137.00%	19.72%	1.50%	92.28%	133.77%	236.43%	262.60%	-100.00%		77.00%
Cummulative Act to Bud	55,684.16	150,663.90	164,642.74	186,201.91	243,742.27	264,447.93	266,027.91	351,846.17	452,172.17	537,286.17	600,311.03	561,311.03		
Restaurant	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	
Est. Total Revenue	4,666,666.67	4,433,333.33	3,500,000.00	2,333,333.33	2,333,333.33	6,066,666.67	6,766,666.67	6,066,666.67	5,833,333.33	2,800,000.00	1,866,666.67	2,566,666.67	49,233,333.33	
Est. TBID Revenue @1.5%	70,000.00	66,500.00	52,500.00	35,000.00	35,000.00	91,000.00	101,500.00	91,000.00	87,500.00	42,000.00	28,000.00	38,500.00	738,500.00	
Actual Revenue	71,294.43	90,016.91	34,069.22	34,041.18	53,328.20	48,669.39	46,768.73	93,392.38	110,514.00	87,305.00	63,506.00		732,905.44	0.18
\$ Change Bud to Act	1,294.43	23,516.91	(18,430.78)	(958.82)	18,328.20	(42,330.61)	(54,731.27)	2,392.38	23,014.00	45,305.00	35,506.00	(38,500.00)		
% Change Bud to Act	1.85%	35.36%	-35.11%	-2.74%	52.37%	-46.52%	-53.92%	2.63%	26.30%	107.87%	126.81%	-100.00%		-0.76%
Cummulative Act to Bud	1,294.43	24,811.34	6,380.56	5,421.74	23,749.94	(18,580.67)	(73,311.94)	(70,919.56)	(47,905.56)	(2,600.56)	32,905.44	(5,594.56)		
MMSA Lift & Ski School	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	
Est. Total Revenue	875,000.00	700,000.00	175,000.00	35,000.00	1,050,000.00	9,625,000.00	9,625,000.00	8,400,000.00	8,050,000.00	6,125,000.00	1,050,000.00	175,000.00	45,885,000.00	
Est. TBID Revenue @2%	17,500.00	14,000.00	3,500.00	700.00	21,000.00	192,500.00	192,500.00	168,000.00	161,000.00	122,500.00	21,000.00	3,500.00	917,700.00	
Actual Revenue	25,612.00	21,060.00	4,269.00	5,613.00	22,354.00	69,120.11	118,222.00	252,664.42	257,361.36	89,359.00	21,187.23		886,822.12	0.22
\$ Change Bud to Act	8,112.00	7,060.00	769.00	4,913.00	1,354.00	(123,379.89)	(74,278.00)	84,664.42	96,361.36	(33,141.00)	187.23	(3,500.00)		
% Change Bud to Act	46.35%	50.43%	21.97%	701.86%	6.45%	-64.09%	-38.59%	50.40%	59.85%	-27.05%	0.89%	-100.00%		-3.36%
Cummulative Act to Bud	8,112.00	15,172.00	15,941.00	20,854.00	22,208.00	(101,171.89)	(175,449.89)	(90,785.47)	5,575.89	(27,565.11)	(27,377.88)	(30,877.88)		
Monthly TBID Rev Budget	\$ 234,269.23	\$ 218,038.46	\$ 152,461.54	\$ 94,546.15	\$ 124,769.23	\$ 505,807.69	\$ 528,038.46	\$ 462,769.23	\$ 427,346.15	\$ 270,884.62	\$ 100,692.31	\$ 127,153.85	\$ 3,246,776.92	
ACTUALS by Month	\$ 304,953.73	\$ 460,353.76	\$ 150,655.74	\$ 144,870.97	\$ 249,423.73	\$ 266,870.13	\$ 321,630.68	\$ 726,178.34	\$ 745,429.36	\$ 430,603.00	\$ 244,587.52	\$ -	\$ 4,045,556.96	
Budget vs. Actual	70,684.50	242,315.30	(1,805.80)	50,324.82	124,654.50	(238,937.56)	(206,407.78)	263,409.11	318,083.21	159,718.38	143,895.21	(127,153.85)	798,780.04	
% Difference Budget to Actual	30.17%	111.13%	-1.18%	53.23%	99.91%	-47.24%	-39.09%	56.92%	74.43%	58.96%	142.91%	-100.00%	24.60%	
Cumulative Budget \$\$\$	234,269.23	452,307.69	604,769.23	699,315.38	824,084.62	1,329,892.31	1,857,930.77	2,320,700.00	2,748,046.15	3,018,930.77	3,119,623.08	3,246,776.92		
YTD Actual Cumulative \$\$\$	304,953.73	765,307.49	915,963.23	1,060,834.20	1,310,257.93	1,577,128.06	1,898,758.74	2,624,937.08	3,370,366.44	3,800,969.44	4,045,556.96	4,045,556.96		
Cumm Diff Budget to Actual	70,684.50	312,999.80	311,194.00	361,518.82	486,173.31	247,235.75	40,827.97	304,237.08	622,320.29	782,038.67	925,933.88	798,780.04		
% Difference to Actual	30.17%	69.20%	51.46%	51.70%	59.00%	18.59%	2.20%	13.11%	22.65%	25.90%	29.68%	24.60%		
Actual 2018-19	361,417.98	323,747.93	228,976.28	151,274.08	192,018.66	836,444.61	882,118.63	787,883.56	714,496.46	663,077.96	223,140.40	293,959.26	5,658,555.81	
\$ Difference YOY	(56,464.25)	136,605.83	(78,320.54)	(6,403.11)	57,405.07	(569,574.48)	(560,487.95)	(61,705.22)	30,932.90	(232,474.96)	21,447.12	(293,959.26)		
% Difference YOY	-15.62%	42.20%	-34.20%	-4.23%	29.90%	-68.09%	-63.54%	-7.83%	4.33%	-35.06%	9.61%	-100.00%		
LY Cumulative	361,417.98	685,165.91	914,142.19	1,065,416.27	1,257,434.93	2,093,879.54	2,975,998.17	3,763,881.73	4,478,378.19	5,141,456.15	5,364,596.55	5,658,555.81		
Cumulative YOY \$ Change	(56,464.25)	80,141.58	1,821.04	(4,582.07)	52,823.00	(516,751.48)	(1,077,239.43)	(1,138,944.65)	(1,108,011.75)	(1,340,486.71)	(1,319,039.59)	(1,612,998.85)		
Cummulative % Diff YOY	-15.62%	11.70%	0.20%	-0.43%	4.20%	-24.68%	-36.20%	-30.26%	-24.74%	-26.07%	-24.59%	-28.51%		