



Mammoth Lakes Tourism Board Agenda

Wednesday, January 3, 2024, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members of the Board

Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel,
Board Member John Wentworth, Board Member Darlene Magner, Board Member Jess Karell,
Board Member Kirk Wallace, Board Member Cristi Quesada-Costa

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: You may attend this meeting in person, or watch it 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 AND ROLL CALL**
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. All comments will be limited to a speaking time of three minutes.
4. **CONSENT AGENDA**
 - 4.1 **Approve the minutes of the Regular Meeting of December 6, 2023.**
5. **POLICY MATTERS**
 - 5.1 **2023 Summer & Fall Ad Tracking Presentation - Review of 2023 Summer and Fall advertising effectiveness**
 - 5.2 **Winter Air Service Update - Update on bookings for both MMH and BIH Airports**
 - 5.3 **MLT Annual Financial Audit Fiscal Year 2022-23 - Review and discussion of the MLT annual audit with Board vote to approve the audit**
 - 5.4 **Financial Reports**

Receive an update regarding the financial health of the Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT), Tourism Business Improvement District (TBID) and current account balances
6. **DEPARTMENT UPDATES**
 - 6.1 **International Sales**

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

Receive an update on communications activities from Director of Content, Communications and Public Relations Lara Kaylor.
 - 6.3 **Marketing**

Receive an update on marketing activities from Director of Marketing Sarah Winters.
 - 6.4 **Local Marketing**

Receive an update regarding local marketing efforts from Marketing Manager Emily Bryant.
 - 6.5 **Digital Marketing**

Receive an update regarding digital marketing efforts and social media from Digital Marketing Manager Samantha Lindberg.
7. **OTHER STANDING UPDATES**
 - 7.1 **Mammoth Resorts Update - Eric Clark**

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

7.2 Mammoth Lakes Chamber of Commerce Update - Jess Karell
Brief update on Mammoth Lakes Chamber of Commerce news, activity, and operations.

7.3 Town Council Update - John Wentworth
Brief update on Town Council news, activity, and operations.

8. CLOSED SESSION

8.1 CONFERENCE WITH LEGALCOUNSEL- EXISTING LITIGATION (Paragraph 1 of subdivision (d) of Section 54956.9) Name of case: Main Street Taxpayer Association v. Mammoth Lakes Tourism.

9. ANNOUCEMENT OF ACTION TAKEN IN CLOSED SESSION

10. ADJOURNMENT

Next regular meeting is being rescheduled to be held on a special day - Monday, February 5, 2024. Time to be determined.



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

December 6, 2023, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members Present: Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Board Member Bill Sauser, Board Member Jess Karell, Board Member Cristi Quesada-Costa, Board Member Kirk Wallace

Members Absent: Secretary John Mendel, Board Member Darlene Magner

1. CALL TO ORDER AND ROLL CALL

Chair Pat Foster called the meeting to order at 1:03 p.m. in the Council Chambers located at 437 Old Mammoth Road.

2. BOARD MEMBER REPORTS

Board Member Kirk Wallace reported that all the breweries and distilleries in Mono and Inyo Counties had formed a small alliance to discuss various issues within their industry. Mr. Wallace said that last summer the group started a Spirit and Ale Trail, which provided participants with a map of all the locations to get stamped with each visit which could be turned in when full to receive a patch.

Treasurer John Morris provided an update on the recent efforts of the Short Term Rental (STR) Advisory Committee and reported that they had formed three sub-committees: Ordinance (quality of life ordinance and certified properties program), Zoning, and Carrots and Sticks (to consider ways to incentivize people to rent long-term via the STR program and ways to raise money for housing via STRs). Mr. Morris said that the information gathered from these three sub-

committees was supposed to be presented to the Town Council by the first February Town Council meeting.

Board Member Cristi Quesada-Costa said that she was preparing for Christmas and noted that the lack of snow had been affecting business.

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

3. PUBLIC COMMENTS

There were no comments given at this time.

4. CONSENT AGENDA

Moved by Board Member Bill Sauser
Seconded by Treasurer John Morris

Approve the Consent Agenda.

For (8): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member Bill Sauser, Board Member Jess Karell, Board Member Cristi Quesada-Costa, and Board Member Kirk Wallace

Absent (1): Board Member Darlene Magner

Carried (8 to 0)

4.1 Approve the minutes of the Regular Meeting of November 1, 2023

5. POLICY MATTERS

5.1 2023 Fall Marketing Campaign Recap - Review of 2023 Fall Marketing and Communications Efforts

Director of Marketing Sarah Winters outlined the information in the 2023 Fall Marketing Campaign Recap PowerPoint.

There was discussion between staff and members of the Board.

5.2 Update on the Community Recreation Center - Update on the opening of the CRC from Recreation Director Stu Brown

This item was taken out of order.

Parks and Recreation Director Stu Brown outlined the information in the Community Recreation Update PowerPoint.

Board Member Cristi Quesada-Costa joined the meeting at 1:18 p.m.

There was discussion between Mr. Brown, staff, and members of the Board.

5.3 Overview of the Visit California strategic planning effort for the High Sierra - Hear from Bethanie DeRose from JLL on the Visit CA strategy planning for our region

This item was taken out of order.

Jones Lang LaSalle (JLL) Senior Vice President Destination Advisory Bethanie DeRose discussed the Visit California strategic planning effort for the High Sierra and outlined the information in the Regional Tourism Strategic Plans Development PowerPoint.

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

5.4 Financial Reports

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

This item was taken out of order.

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

A brief recap of past, current, and future efforts of each department.

6.1 International Sales

Director of Sales and International Marketing Michael Vanderhurst gave an update on international sales activities. Mr. Vanderhurst reported that on the public relations side, MLT had hosted three Familiarization Visits (FAMs) from Australia, India, and the UK, and said that he went with Brand USA to the UK on a media mission. He reported that on the trade side, MLT had hosted FAMs from Australia, Sweden, and Germany, and said

that he had joined a delegation in France with Visit California to talk about California as a vacation destination.

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

6.2 Communications

Director of Content, Communications and Public Relations Lara Kaylor gave an update on recent communications activities. Ms. Kaylor reported that Mammoth had the biggest Fall media coverage this year since they started covering it. She said that Fox 5 did a segment last week at the Community Recreation Center (CRC) and then went up to the Mountain. She said the Fox 5 crew had flown in on Advanced Air and had promoted those flights. Ms. Kaylor announced that Community Coffee would be held tomorrow and would include presentations from JLL Senior Vice President Bethanie De Rose and Mammoth Mountain Ski Area Communications Coordinator Justin Romano who would provide a season update and lift tickets to the trivia winner.

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

6.3 Marketing

Director of Marketing Sarah Winters gave an update on marketing events and activities. Ms. Winters provided an update on the Community Sentiment Survey, and said that the annual recap principal piece would be out soon and that the winter content had been launched.

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

6.4 Local Marketing

Marketing Manager Emily Bryant gave an update on recent local marketing activities, including air service. Ms. Bryant announced that the extranet portal attached to the new VisitMammoth.com website, which allows local businesses to add information and make their own updates, was now up and running and provided a demonstration for business owners on how to use the portal.

There was discussion between staff and members of the Board.

6.5 Digital Marketing

Digital Marketing Manager Samantha Lindberg provided an update on digital marketing efforts and social media activity.

PUBLIC COMMENT:

Ted Carlton spoke about the pricing for Advanced Airline flights and asked about the potential for a standby option on flights that had open seats. Mr. Carlton asked about the difference between releasing unfilled seats at a discounted rate versus paying a subsidy for them.

There was discussion between staff, Mr. Carlton, and members of the Board.

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark

Vice Chair Eric Clark gave an update on Mammoth Mountain Ski Area (MMSA) news, activities, and operations. Mr. Clark reported that the Mountain had received 15 total inches of snow so far for the season. He said that the Thanksgiving holiday was successful, and that there were a lot of new participants, and a more diverse group, on the Mountain. He announced that Chairs 4 and 10 would open on Saturday, and that Chairs 8, 15, and 17 should open the following weekend, and said that he hoped the Coaster would open in time for the holiday rush. Mr. Clark announced that Woolly's had three lanes open and was currently operating Fridays through Sundays, and would be open daily starting the 15th. He said that the Night of Lights would take place on the 16th, June Mountain would open on the 16th, and provided an update on Chair 16.

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

7.2 Mammoth Lakes Chamber of Commerce Update - Jess Karell

Board Member Jess Karell reported that the Chamber was going to chat about STR reporting.

7.3 Town Council Update - Bill Sauser

Board Member Bill Sauser gave an update on Town Council news, activities, and operations. Mr. Sauser said that tonight's Town Council meeting would include the following topics: a workshop with MLT, funding

for the Access Apartments, a request for a relinquishing report for State Route 203, an eBike Ordinance, Council prioritizations, end of the 2022/23 Financial Reports, and changes to the 2023/24 Budget as needed. He reported that over the next week or two there would be drones flying overhead in Town as part of a study for the possibility of fiber optics.

8. CLOSED SESSION

The Board went into closed session at 2:36 p.m.

**8.1 CONFERENCE WITH LEGALCOUNSEL - EXISTING LITIGATION
(Paragraph 1 of subdivision (d) of Section 54956.9) Name of case:
Main Street Taxpayer Association v. Mammoth Lakes Tourism.**

9. ANNOUNCEMENT OF ACTION TAKEN IN CLOSED SESSION

The Board reconvened from closed session at 2:49 p.m. and announced that there was no reportable action taken.

10. ADJOURNMENT

The meeting was adjourned at 3:00 p.m. to the next regular meeting scheduled to be held on January 3, 2024.

Angela Plaisted, Assistant Clerk



Mammoth Lakes Summer and Fall 2023 Ad Effectiveness

Objectives

- Mammoth Lakes Tourism (MLT) has partnered with Strategic Marketing & Research Insights (SMARInsights) to conduct advertising effectiveness research since 2014. MLT engaged SMARInsights to conduct quantitative research to understand the impact of the 2023 advertising campaign.
- Specific goals of the research include measuring:
 - Level of advertising recall among targeted consumers by market;
 - Changes in attitudes or perceptions that can be linked to the advertising;
 - Ad influence on likelihood to visit the destination;
 - Strength of the creative at communicating key messages;
 - Ad impact on travel anticipation behaviors such as researching the destination;
 - Ad influence on leisure visits to Mammoth Lakes and on visitor spending; and
 - Economic impact and return on investment (ROI) of the 2023 advertising

Ad Tracker Evolution

- As Mammoth Lake Tourism’s advertising program evolves, research methodology must be re-evaluated regularly to ensure the most accurate data is utilized to report out on total program impact.
- Now in its 9th year (since FY14-15), MLT’s campaign has grown beyond its original goal to create destination viability beyond Winter and skiing, which leaned into season-specific activities to drive incremental visitation in Summer and Fall. Today’s program runs year-round and showcases the “Unreal” landscapes and experiences responsible visitors can expect to find and enjoy any time of year, supported secondarily by seasonal messaging.
 - This is a great feat for the MLT program, matching the likes of Visit California that sustains and measures success against a year-round, integrated program of work, leading to greater advertising impact.
- FY22-23 brought one of Mammoth Lake’s longest Winter in years and a first for the advertising program, running Winter-season creative to support the extended ski season through mid-July. In addition, a condensed Summer quickly transitioned into Fall, essentially creating one Non-Winter season in the eyes of visitors. Because of this:
 - The extended Winter messaging makes it more difficult to assign Summer incremental travel, as visitors could have been encouraged by extended Winter or Summer activities.
 - The succession of Summer into Fall messaging led to overlap in advertising recall, and in turn drove stronger incremental travel to the destination.
- Understanding MLT’s evolved advertising program, the unpredictability of Winter weather, and the positive impact of Summer + Fall messaging overlap, it is recommended moving forward to measure in two waves for (1) Winter and (2) Total year ROI that includes additional travel generated by the Summer/Fall advertising. This is reflected in the following report.

MAMMOTH LAKES TOURISM CREATIVE ROTATION

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT
2021-22		WINTER					SUMMER					FALL	
2022-23		WINTER					EXTENDED WINTER/SPRING SKIING			SUMMER	FALL		

Methodology

- SMARInsights' advertising effectiveness methodology requires respondents to view the actual advertising to gauge awareness, so we developed and programmed an online survey. National sample vendors provided a survey link to potential respondents.
- Ads were tested in the markets where MLT ran creative: California and Nevada for both the waves and Denver and the Northeast for the Winter wave. SMARInsights developed the sampling plan based on how the media was placed in these markets.
- For this latest wave, 1,000 interviews were completed in November and December 2023. In order to qualify for the survey, respondents had to be travel decision-makers who:
 - Are over the age of 18.
 - Regularly take overnight leisure trips of at least 50 miles from home.
 - Either engage in outdoor activities or have taken an outdoor, nature-focused vacation in the spring, summer, or fall.
- Upon completion of data collection, the results were cleaned, coded and weighted to be representative of the population.
- The following report summarizes the results of the research and combines the findings with the Winter ROI measure to provide a fiscal-year ROI.

Ad Effectiveness Research		
	Winter	Summer/Fall
CA+NV	1,615	1,000
Denver	204	
Northeast	1,126	
TOTAL	2,944	1,000

Insights

- The FY22-23 campaigns influenced 445,000 trips and \$799 million in visitor spending. This translates into an ROI of \$398 in spending in the community for each \$1 in marketing, and a tax ROI of \$30.
 - The strong ROI was achieved by reaching more people and creating synergy between the seasonal campaigns. The winter campaign ROI was \$358, but with the continued marketing and the synergy between the campaigns, the ROI increased for the fiscal year.
- Consumer reaction to the creative concepts tested was overwhelmingly positive at over 80%, and there was almost no negative reaction. The creative resonates with the target audience.
 - The advertising effectively improves familiarity and perceptions of the destination. The strongest impact of the ads is positioning Mammoth Lakes as an inclusive destination that values sustainability and stewardship like nowhere else.
 - The advertising works holistically with MLT-owned media – especially Facebook, Instagram, YouTube, and the Visitor Guide.
- The result is that those with ad recall indicate they are much more likely to visit Mammoth – the percentage jumps from 22% for the unaware to 45% for the ad-aware. This is positive as it will help generate more visitation and attract additional new visitors to the destination.
 - This past year, 50% of the visitors indicated that they were returning, up from 40% last year. With a large base of returning travelers and limited new visitors, it is important to speak specifically to potential first-time visitors to the area to broaden the reach and effectiveness of the advertising.
- Another positive finding is that the ads appeal to the audience of travelers who want to preserve the destination. This will lead to more visitors who are respectful of the destination and help preserve it.
- The ads were also helpful in attracting visitors who fly to the destination. Almost half of the ad-aware visitors indicate that they flew to Mammoth, compared to only 12% of the unaware.

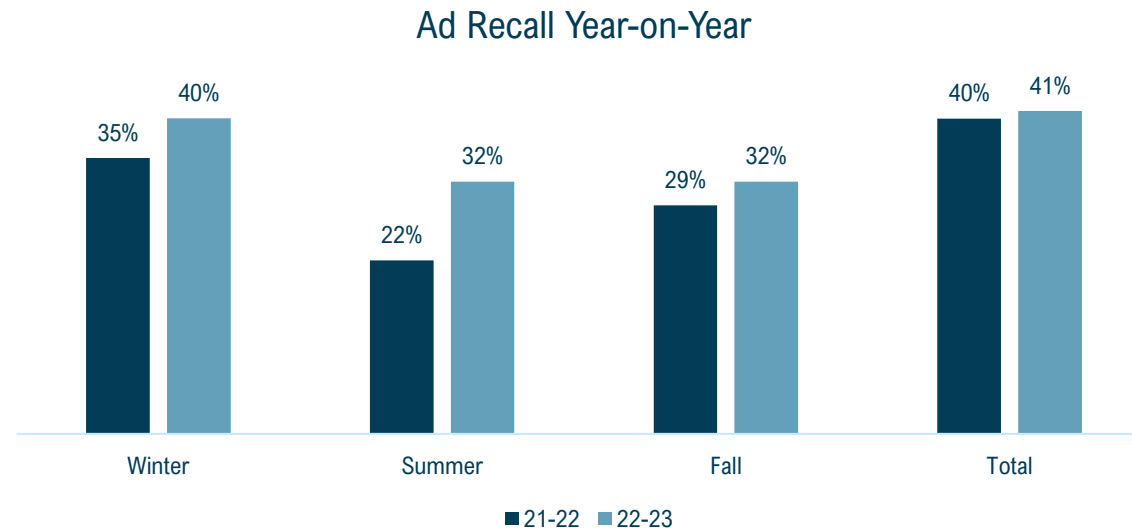
Ad Awareness



SMARInsights

Awareness

- Recall across all seasonal campaigns was higher than in 2022, resulting in a slight bump in overall awareness for the year. The high level of recall across the seasonal campaigns is positive and shows that consumers were exposed to multiple seasonal messages.
- While reach is important, overlap can increase the impact of the advertising and increase incremental travel. This will be explored later in the report, but the lower recall with stronger overlap can be a better strategy.

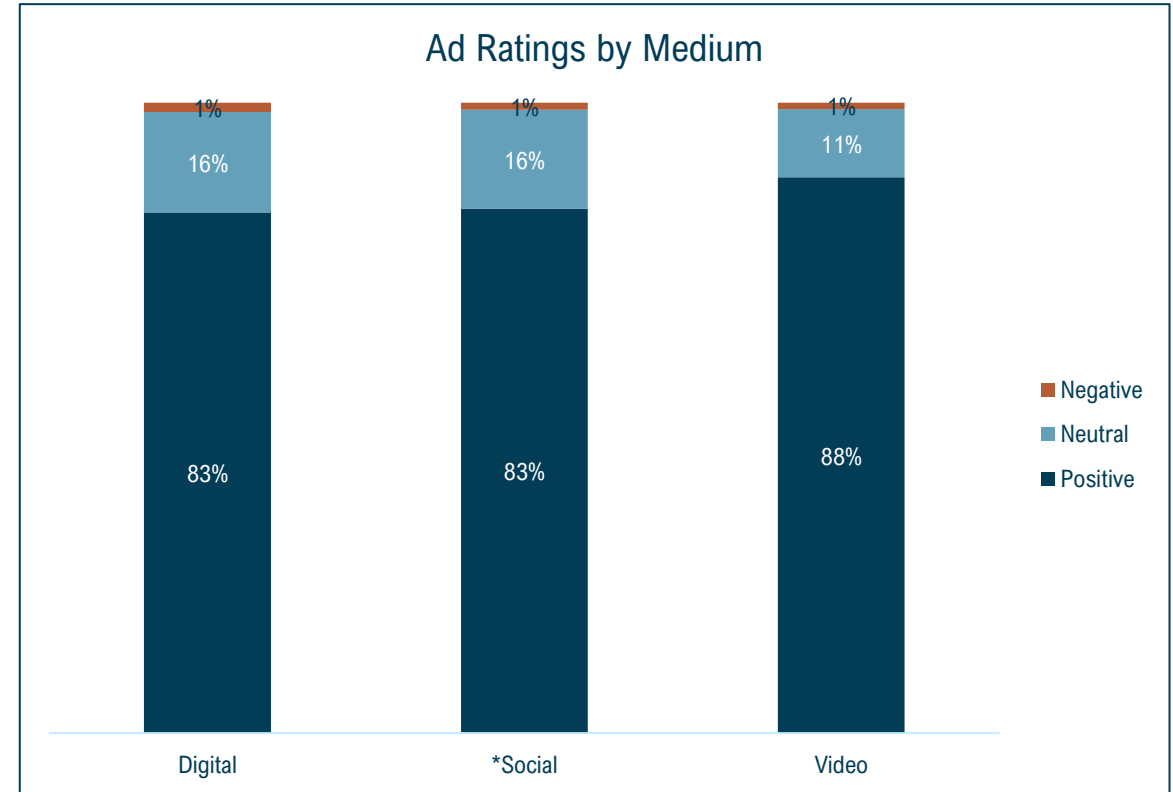
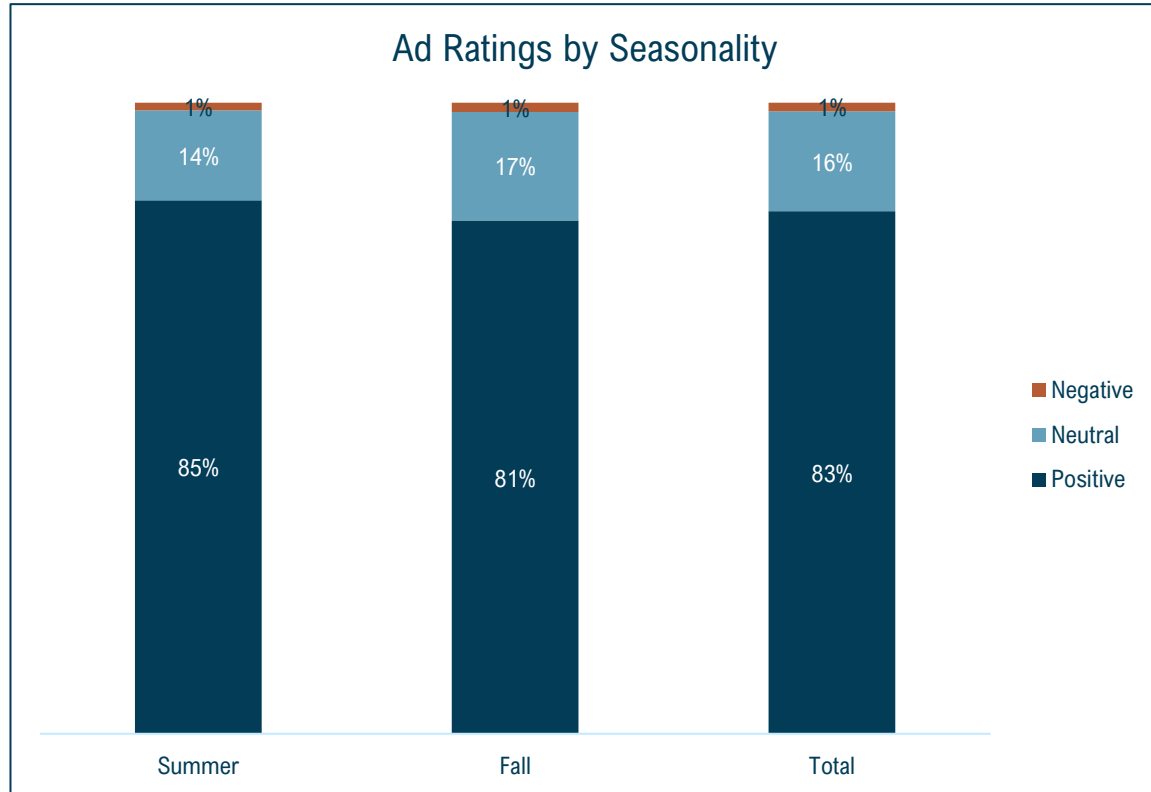


Overall Recall

- The winter campaign targets a much larger geography including California, Nevada, Denver and the Northeast, while the summer and fall efforts are targeted within California and Nevada.
- Thus, the cost per aware household is a good way to evaluate the efficiency of the media.
- The campaigns are effective in reaching households, as seen by an overall cost per aware household of \$0.24.
- The campaign is performing better than the average CPAH for SMARInsights studies, which is \$0.42 per aware household. Both seasonal campaigns perform better than average – showing strong media efficiency.
- Though the Summer/Fall campaign appeared to be more efficient with the media spending, it benefited from the momentum generated by the winter ads that ran much longer than usual this year. Plus, as noted, the winter campaign includes far market targeting and households less familiar with Mammoth Lakes, as well as utilizes a broader set of traditional and digital paid media partners to ensure reach and impact.

	Winter 2022 (+ Extended Winter)	Summer/Fall 2023	2023 Total
Recall	40%	44%	41%
Aware Households	5,432,301	3,005,222	8,437,523
Media Spending	\$1,703,835	\$304,128	\$2,007,963
Cost per Aware Household	\$0.31	\$0.10	\$0.24

Consumers are positive about the creative

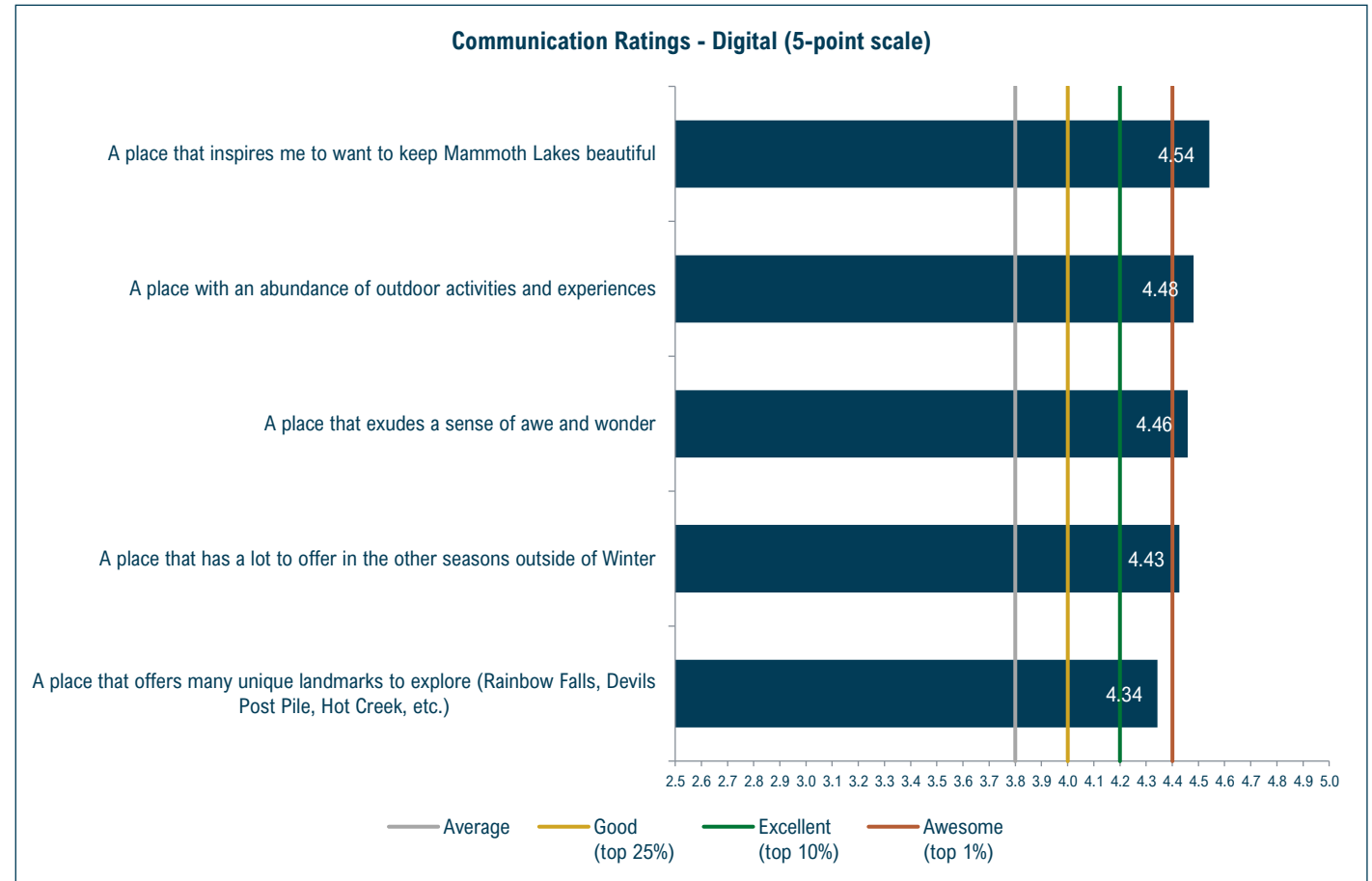


**For the rest of this report, social and digital will combined and referred to as "digital."*

For ads across all media types and seasons, the response was extremely positive. The benchmark for positive responses is 60%, so by achieving over 80% it is clear that the ads have strong appeal to the target audience.

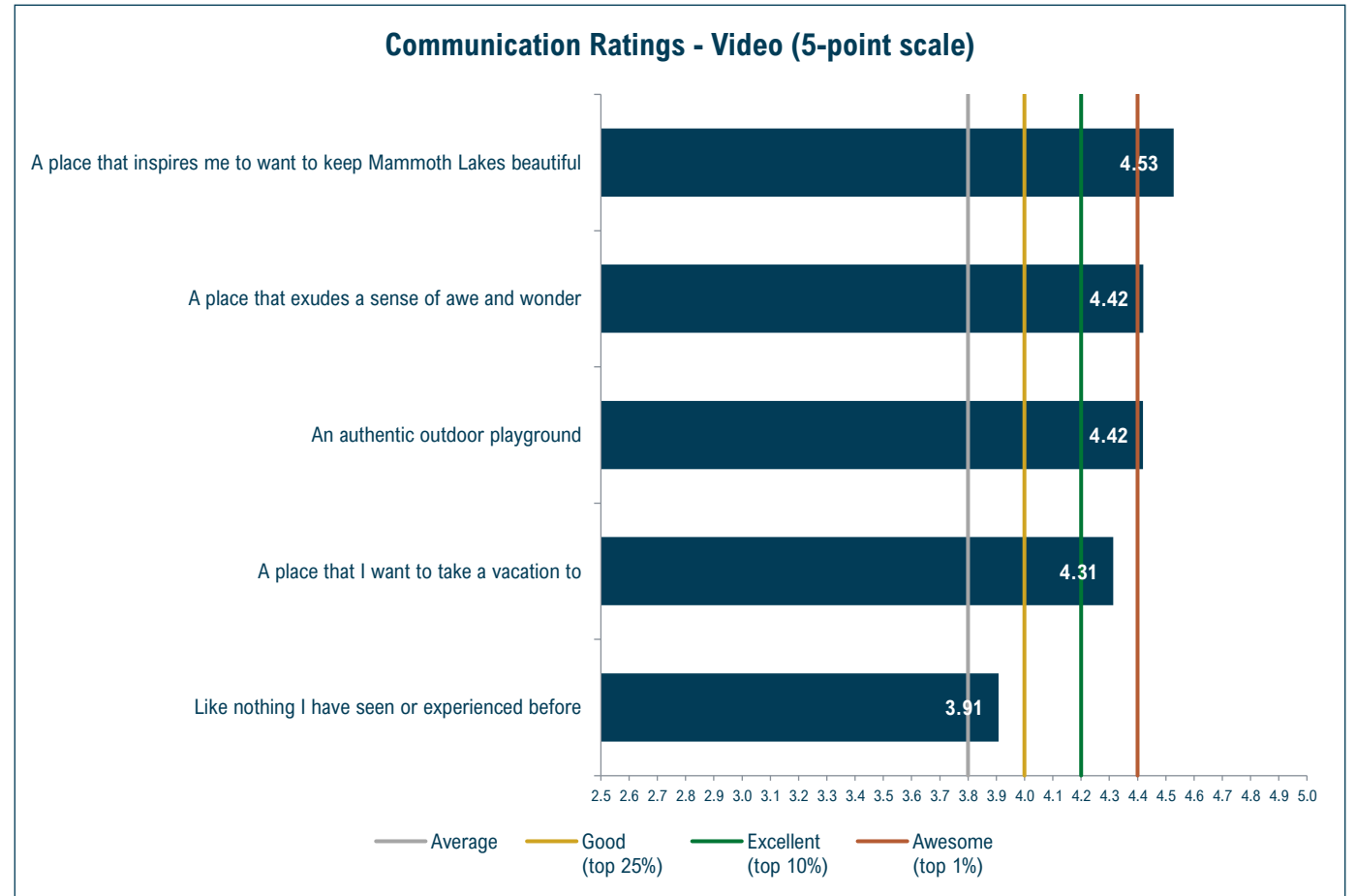
Communications Ratings – Digital Ads

- SMARInsights has developed benchmarks for destination creative based on the evaluation of hundreds of campaigns. On a 5-point scale, the average rating for something the creative is attempting to communicate is 3.8, with campaigns in the top 10% generating rating of 4.2 or higher.
- The positive overall response to the creative is echoed by the strong communication ratings received by the campaign’s digital assets.
- The digital ads in this campaign received ratings well over the threshold to be part of the top 10% of campaigns for all metrics.



Communications Ratings – Video Ads

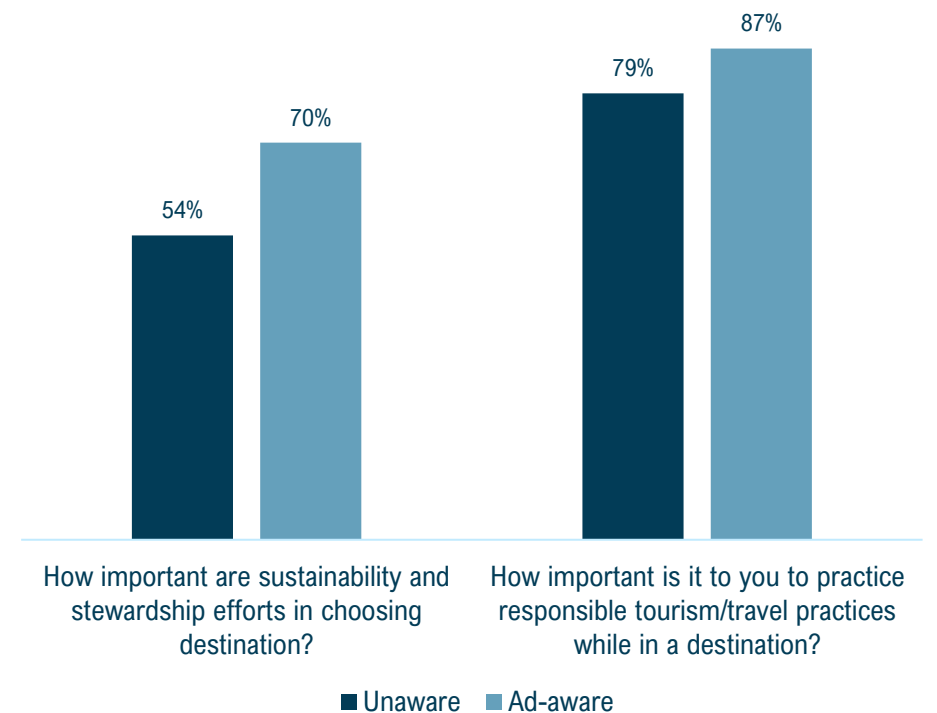
- Continuing the campaign’s strong performance, the video assets used in summer and fall 2023 also received strong communications ratings.
- The video ads received ratings in the top 10% for all communications metrics except for being “like nothing I have seen or experienced before,” which performed slightly better than average.
- The communication ratings across the board for this campaign are exceptionally strong regardless of medium.



The ads encourage responsible tourism practices

- The top communication rating for both digital and video assets was for showing “A place that inspires me to want to keep Mammoth Lakes beautiful.” The messaging goes beyond helping educate potential travelers by impacting the behavior of Mammoth Visitors.
- Ad-aware travelers place more importance in choosing a destination that focuses on sustainability efforts as well as personally practicing responsible tourism during their trips.
- This is critical as the ads are effective at attracting visitors who will respect the destination and help preserve what makes Mammoth Lakes so appealing.

Ad Impact on Responsible Practices
Top Two Box



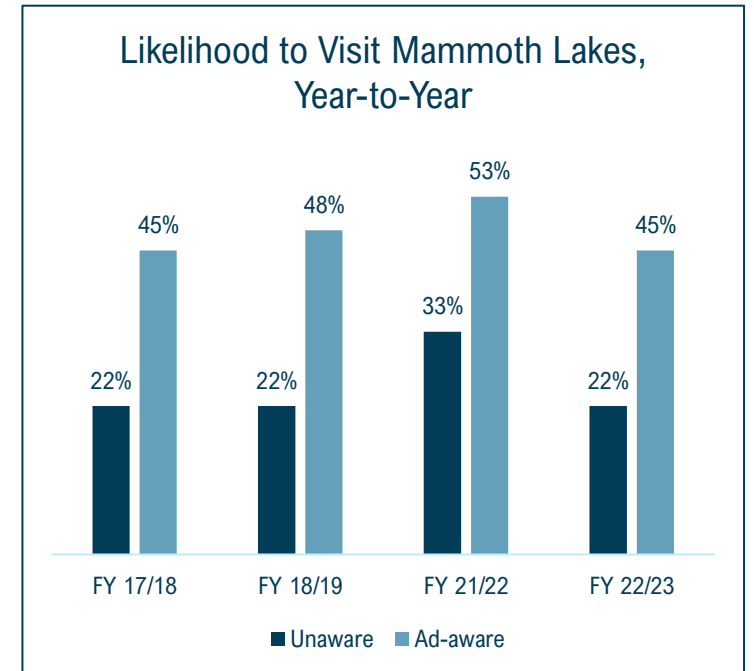
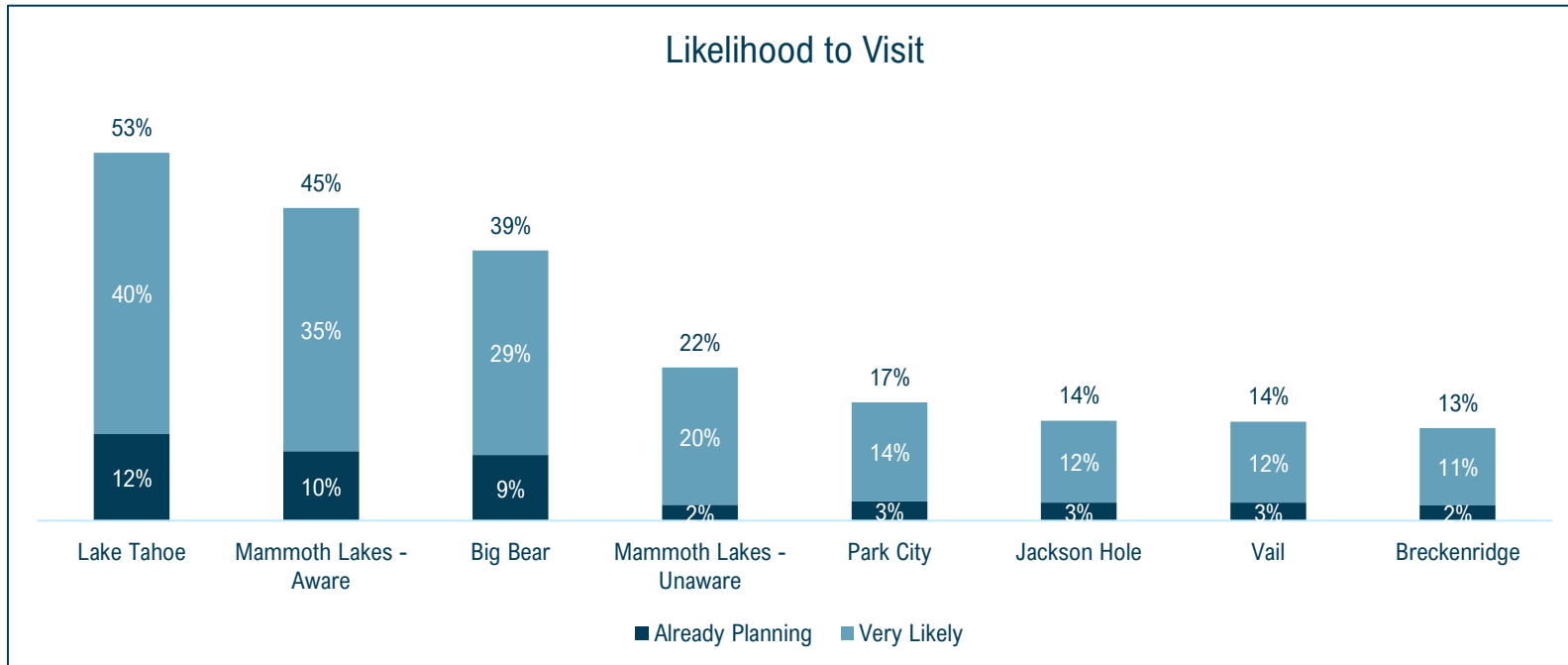
The ads improve consumers' image of Mammoth Lakes

- The strong response to the ads leads to a sizable lift in areas that Mammoth Lakes received comparably low scores for, such as being inclusive, valuing sustainability, and showing something the viewer hasn't seen before.
- Interestingly, the only metric that decreases among the ad-aware group is that Mammoth Lakes is "rustic and rugged." This likely means that the ads help broaden the image of Mammoth Lakes to potential travelers.

	Mammoth Lakes - Unaware	Mammoth Lakes - Ad-aware	Lift
Is an inclusive and welcoming place	3.83	4.12	0.30
Is a destination that values sustainability and stewardship	3.78	4.01	0.23
Is like nothing you have ever seen before	3.62	3.85	0.23
Offers an extraordinary sense of awe and feeling of exhilaration	3.97	4.15	0.18
Is unpretentious and down-to-earth	3.79	3.94	0.15
Offers an abundance of year-round activities right outside your door	3.91	4.06	0.15
Is majestic in scale and awesome in its natural beauty	4.08	4.21	0.13
Is a destination for outdoor adventurers	4.16	4.29	0.13
Has an abundance of diverse terrain	3.92	4.05	0.12
Is a place you want to protect or keep beautiful	4.28	4.35	0.06
Is an authentic outdoor playground	4.06	4.11	0.05
Is rustic and rugged	3.86	3.68	-0.17

The ads help drive likelihood to visit

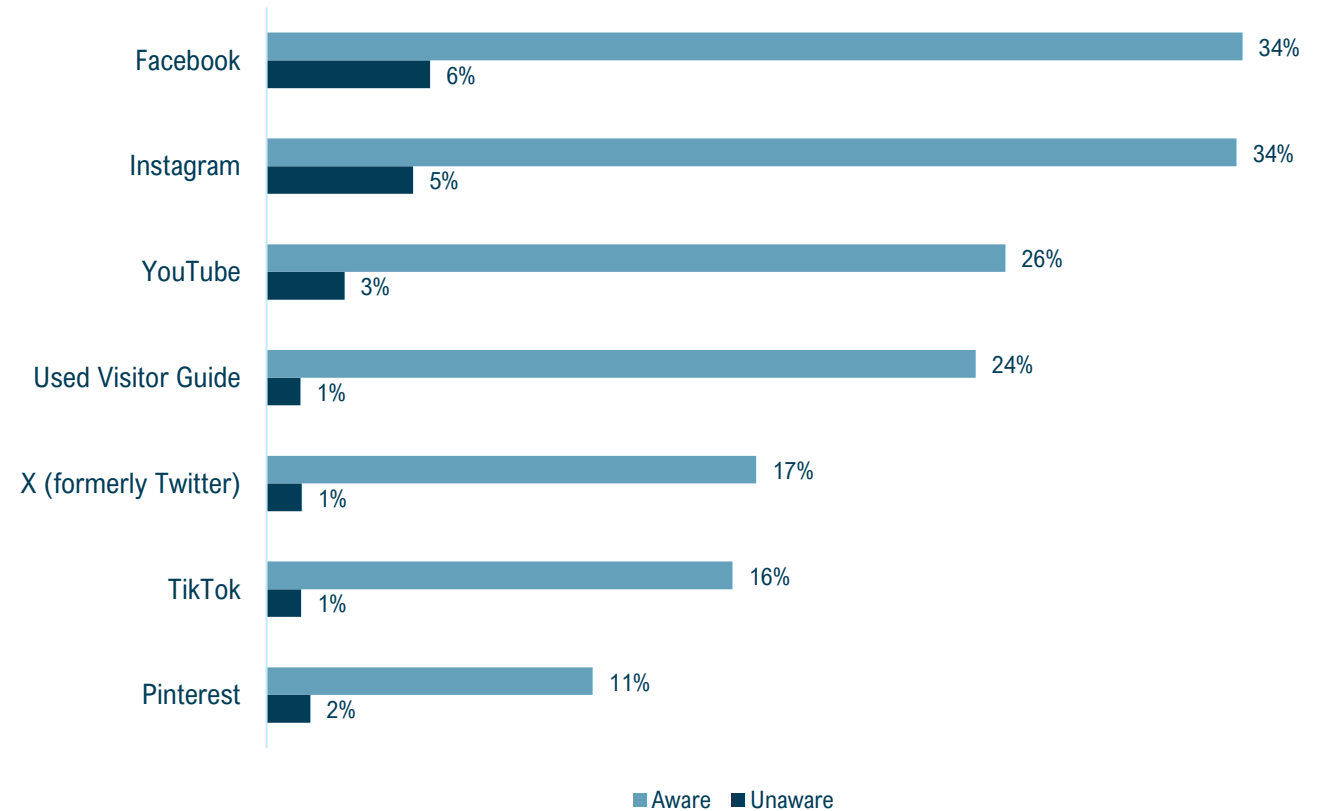
- The positive response to the campaign goes beyond strong ratings and improved perceptions of Mammoth Lakes. These ads are effectively encouraging future travel, as can be seen by the lift of 23% in likelihood to travel to Mammoth Lakes when comparing ad-aware and unaware individuals
- While likelihood to visit Mammoth Lakes decreased from FY21-22, the performance this year is in line with past trends. The spike in FY21-22 could be due to increased travel rates and demand following the easing of COVID-19 related-travel restrictions while FY22-23 more closely resembles a normal, pre-COVID year.



The ads direct consumers to owned media

- The ads are effectively driving consumers to Mammoth Lakes' owned media, as can be shown by the large lift in usage between ad-aware and unaware respondents.

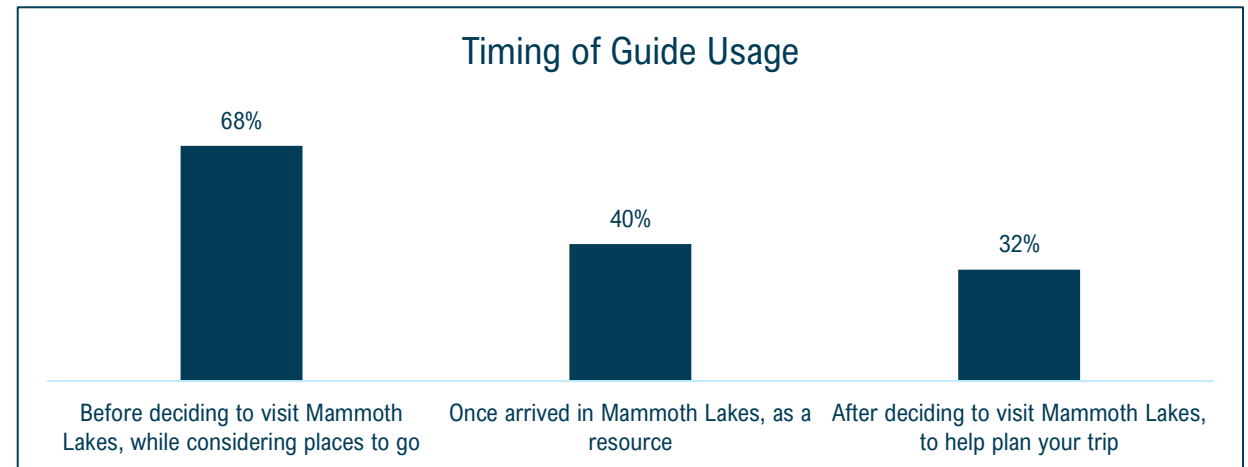
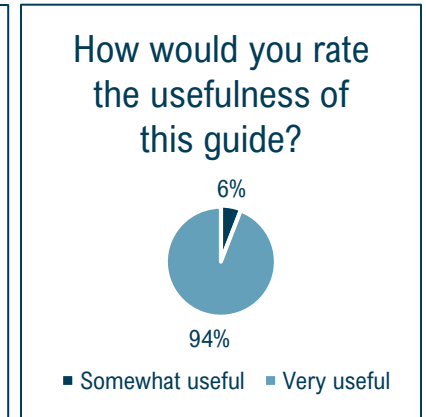
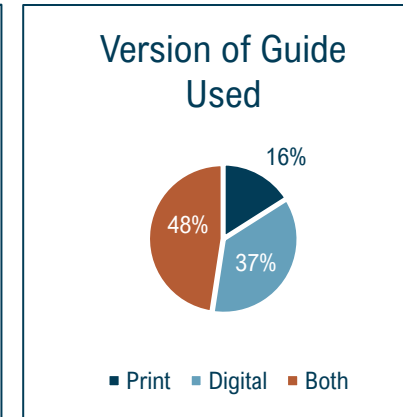
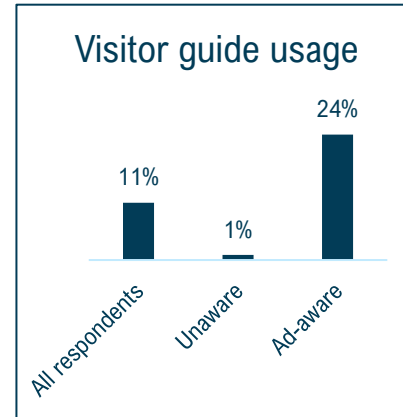
Ad Impact on Usage of Owned Media



The ads influence usage of the Visitor Guide

The effectiveness of the ads at directing consumers' to MLT owned media is demonstrated further when looking at visitor guide usage.

- Nearly a quarter of ad-aware visitors used the visitor guide during their trip in contrast to only 1% of unaware visitors.
- Nearly half of individuals who used the guide used it in both digital and print formats. The guide was mostly used as a planning tool prior to deciding to travel to Mammoth Lakes. However, it was common for visitors to use after booking and during their trip as well.
- 94% of visitor guide users found it very useful, and no one found it less than somewhat useful. This asset is effective in educating travelers about the destination, helping them to get the most out of their trips.



FY22-23 ROI



SMARInsights

Incremental Travel

The initial winter campaign generated 292,000 incremental trips, and another 137,000 were generated through the summer and fall – for a total of 445,000 incremental trips

- As noted, this year with the extended winter season and the use of winter creative into the summer months, the impact of the specific seasonal campaigns is hard to determine – but the total impact is clear.
- This year, campaigns reached over 8 million households and generated over 445,000 trips to Mammoth Lakes which generated nearly \$799 million dollars in visitor spending.

	Winter	Full Year
Total HHs	13,580,753	20,410,803
Aware%	40%	41%
Aware HHs	5,432,301	8,437,523
Increment	5.6%	5.3%
Influenced Trips	292,459	445,157
Trip Spend	\$1,954	\$1,795
Influenced Spend	\$571,585,411	\$798,837,533

Return on Investment

2023 advertising achieved a strong ROI of \$398.

- Mammoth Lakes Tourism’s 2023 campaigns influenced more than 445,000 trips. For every dollar MLT spent, leisure visitors spent \$398 in the community.
- Visitor spending generated over \$60 million in taxes in Mammoth Lakes communities or \$30 generated for every advertising dollar spent by MLT.
- The winter ROI (measured in June) was \$335, but with the ability to extend the winter season, and the promotion of summer and fall, the full-year ROI increases to \$398. The ability to build synergy between the seasonal campaigns was effective in efficiently attracting additional visitation to the community.
- For comparison, the combined ROI last year was \$249 – but it did not include all markets. This year was the first year to provide adequate sample & visitation from all markets.

	Winter	Full Year
Awareness	40%	41%
Aware HH	5,432,301	8,437,523
Increment	5.6%	5.3%
Influenced Trips	292,459	445,157
Trip Spending	\$1,954	\$1,795
Influenced Visitor Spending	\$571,585,411	\$798,837,533
Media Spending	\$1,703,835	\$2,007,963
ROI	\$335	\$398
Local Tax Impact	\$44,007,238	\$60,938,012
Tax ROI	\$26	\$30

Trip Specifics



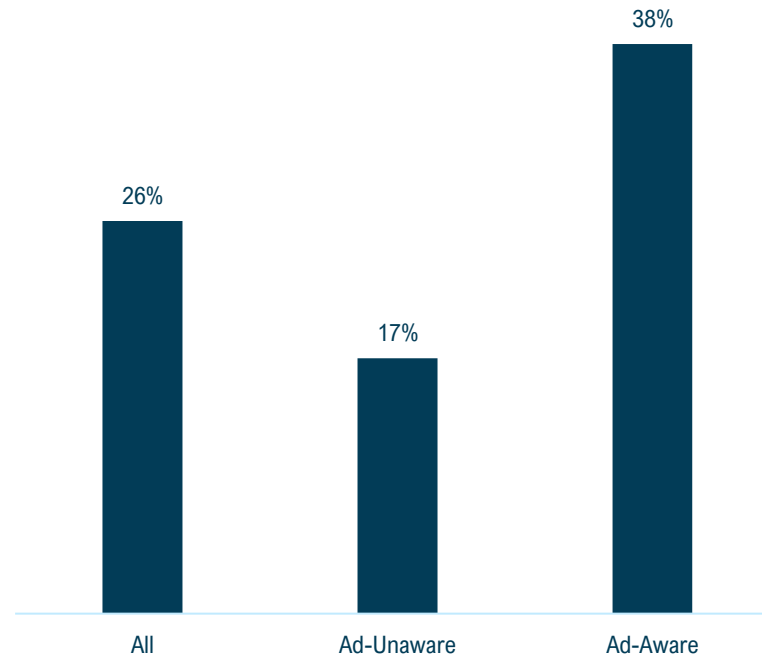
SMARInsights

Flights to Mammoth

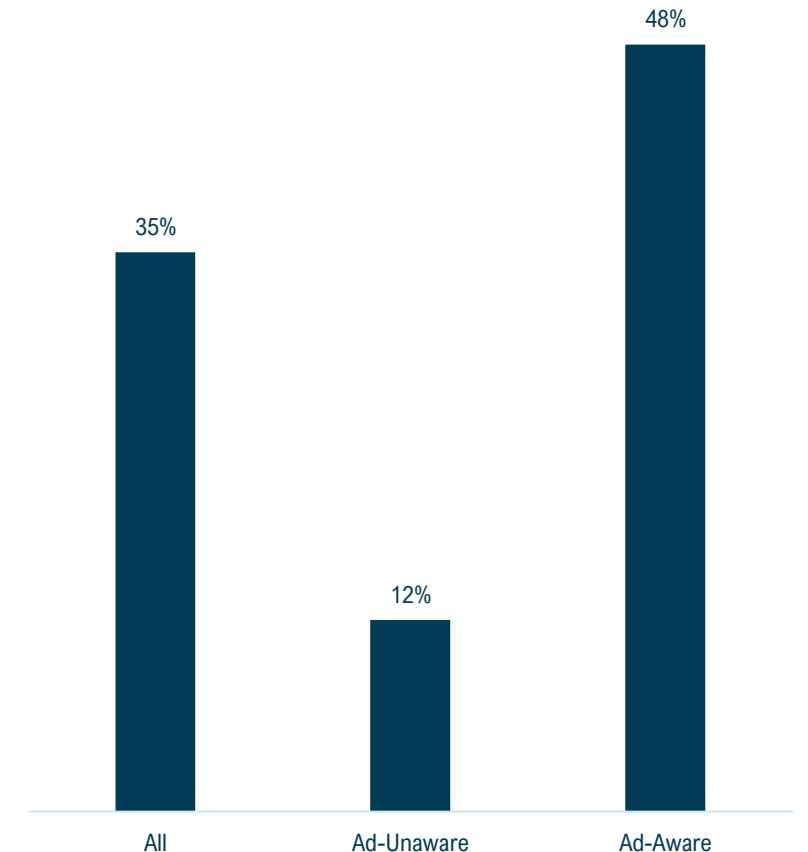
The method of travel for most Mammoth Lakes visitors is driving, but it is nearly an even split among the ad-aware.

- The ads help direct potential travelers to flight options to Mammoth Lakes that other travelers may not be aware of as can be seen by the 21-point lift in awareness of flight options between the ad-aware and unaware groups.
- The ads don't just inform; they lead to action. 35% of visitors chose to travel by air; however, this figure increases to just shy of 50% among the ad-aware.
- Visitors who fly to Mammoth spend more money in the destination - \$2615 for flyers vs \$1661 for those who drove.

Aware of Air Service Options to Mammoth Lakes



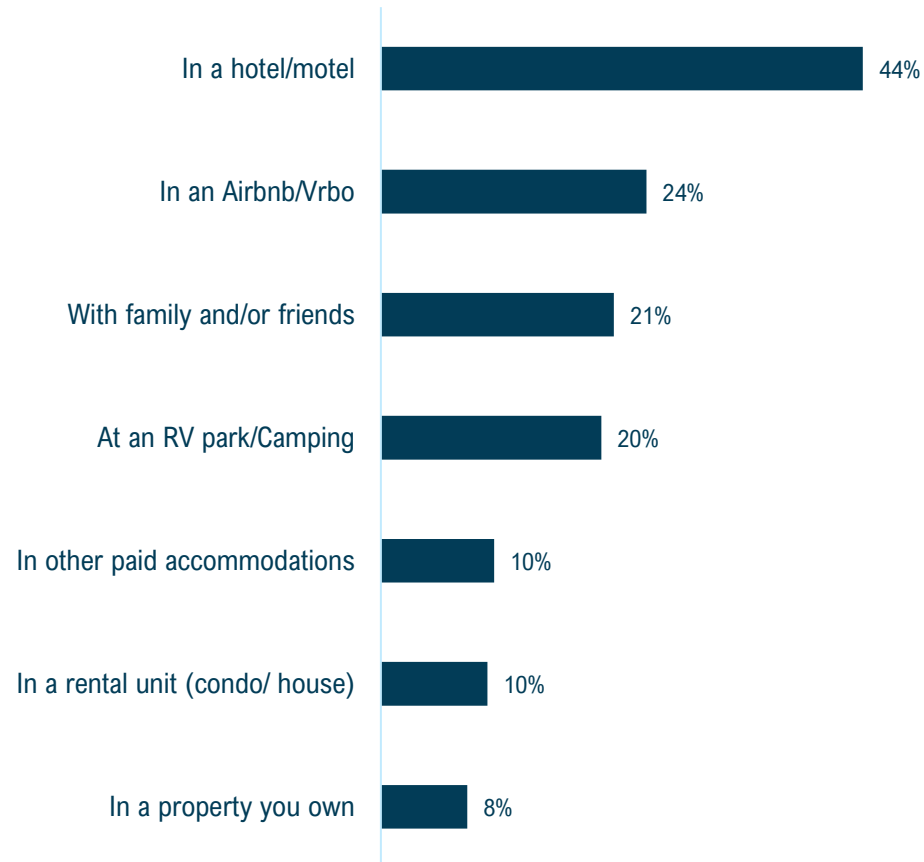
Flew to Mammoth



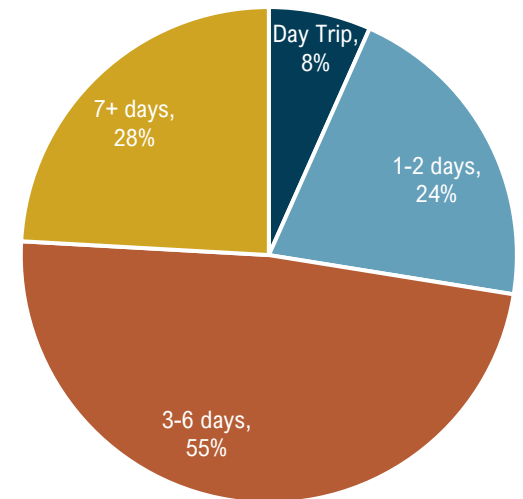
Lodging and Stay Length

- Day trips made up a small portion of travel to Mammoth Lakes, with most travelers opting to stay between 3 and 6 days.
- Hotels and motels were the most frequently utilized lodging type by a sizable margin.

Lodging Type

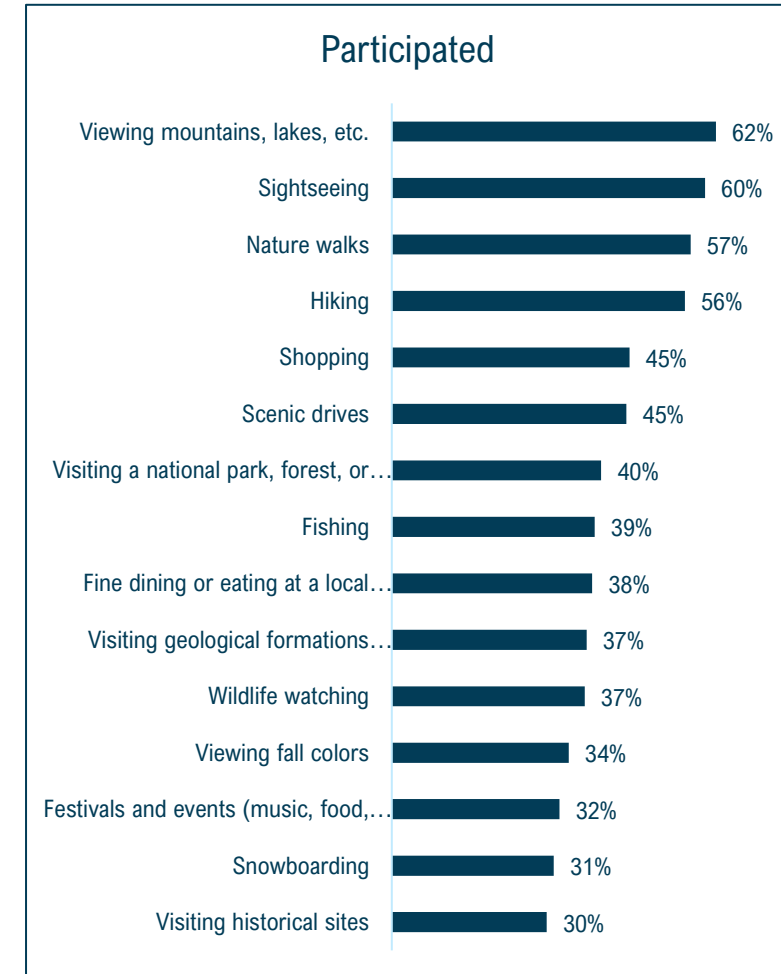
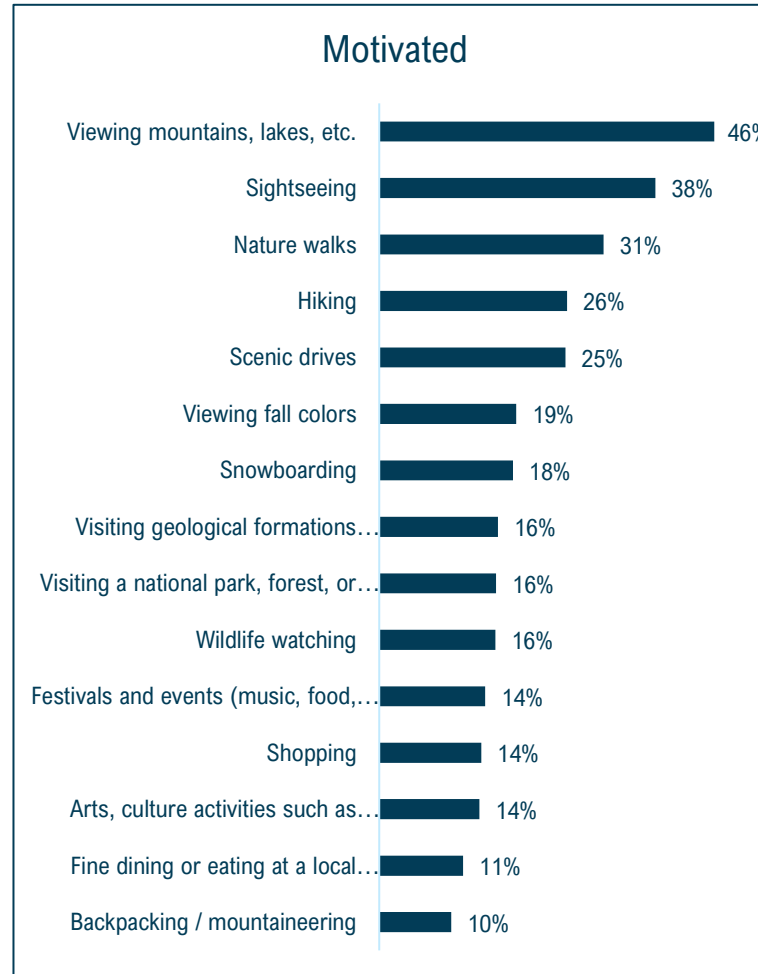


Nights Stayed



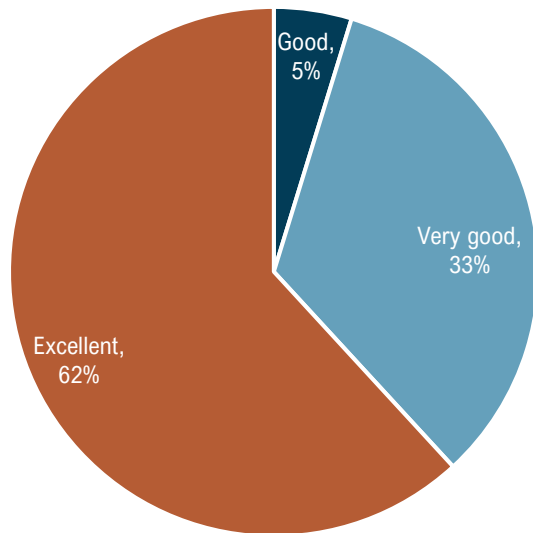
Activities

- Natural beauty is a major strength of Mammoth Lakes. As a result, the top nine motivators for trips to Mammoth Lakes are tied to outdoor sightseeing and activities.
- Although the scenery is a major draw, travelers do more than experience the outdoors on their trips. Travelers shop (46%) and eat at local restaurants (39%), spending more money in the communities in Mammoth Lakes.
- Additionally, travelers participate in fishing at high rates (39%) even though it does not place among the top 15 trip motivators.



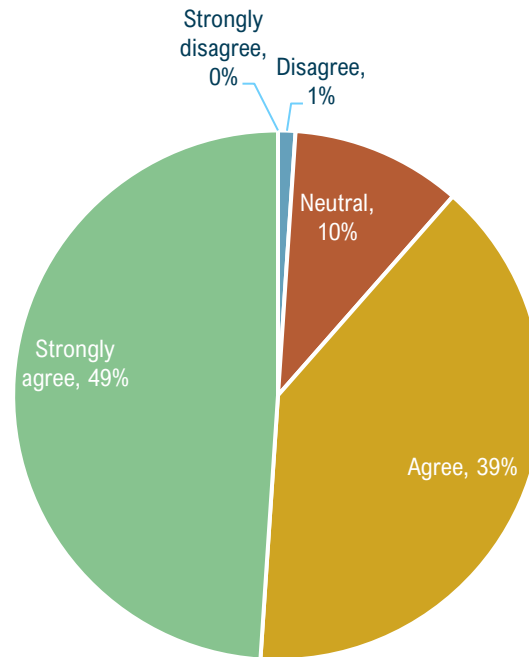
Travelers to Mammoth Lakes are overwhelmingly positive about their experiences.

Trip Experience Rating

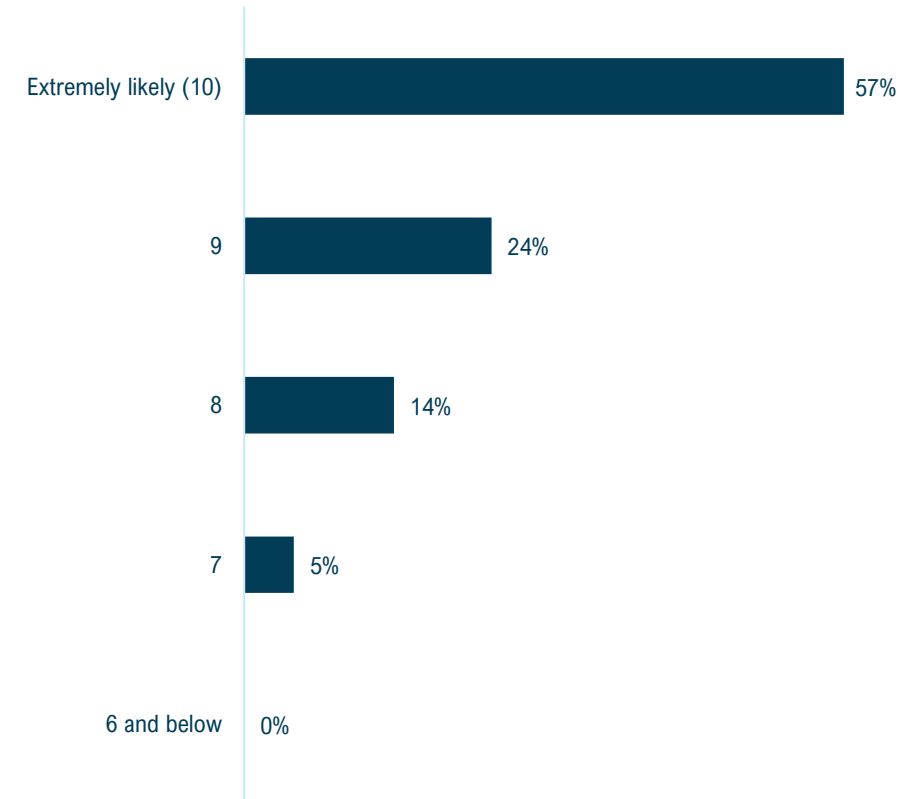


No trips rated less than "Good."

Mammoth is Inclusive and Welcoming



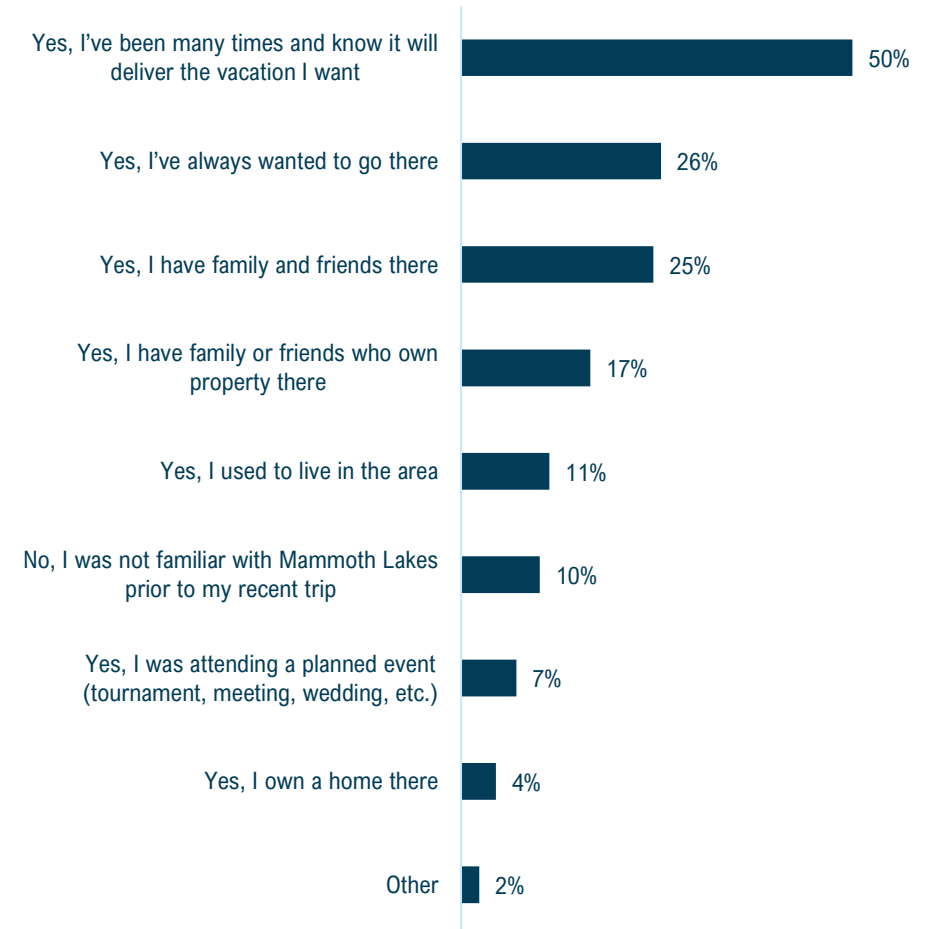
Likelihood to Recommend Mammoth Lakes (1-10 Scale)



Familiarity Prior to Trip

The combination of advertising, destination features, and past experiences has helped build a loyal population of travelers.

- The number of travelers who returned to Mammoth Lakes increased from 40% in FY21-22 to 50% this year. This suggests a growing pool of travelers who plan to return to Mammoth Lakes year after year.
- Only 10% of travelers to Mammoth Lakes were not familiar with the destination prior to their trip. With a large base of returning travelers and limited new visitors, it could be beneficial to begin shaping messaging to speak specifically to potential first-time visitors to the area to broaden the reach and effectiveness of the advertising.



Appendix: Questionnaire



SMARInsights

Questionnaire

Mammoth Lakes, California (Shipyard)
Ad Effectiveness SUMMER & FALL 2023

[COMPETITIVE SET]	Breckenridge, CO
Mammoth Lakes, CA	Park City, UT
Big Bear Mountain, CA	Jackson Hole, WY
Lake Tahoe	Vail, CO

ZIP. What is your ZIP code? _____

S1. Who in your household is responsible for making decisions concerning travel destinations?

- Me
- Me and my spouse/partner
- My spouse/partner → [TERMINATE]

Please indicate which of the following describe you.

[ROTATE]	YES	NO
I use video streaming services like Prime Video, Disney+, AppleTV+, Netflix, Max or Hulu		
I engage in outdoor activities like hiking, biking, fishing, backpacking, nature walks, etc.		TERMINATE IF NO TO BOTH OF THESE AT END OF SCREENER
Have taken outdoor, nature-focused vacations in the spring, summer or fall.		
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home		TERMINATE IF NO TO BOTH at end of screeners
I am currently planning or have already planned an upcoming leisure trip		
I regularly use social media such as Facebook, X (formerly known as Twitter), Instagram or TikTok		
I regularly engage in some form of physical exercise like walking, biking or participating in sports to help stay healthy		

AGE. What is your age? _____ [IF UNDER 18 → TERMINATE AT END OF SCREENING QUESTIONS]

[END OF SCREENERS]

COMPETITIVE SET QUESTIONS

Q1. How familiar are you with each of the following as a place to visit for a leisure trip?

[ROTATE]	Not at all familiar	Not very familiar	Somewhat familiar	Very familiar
[INSERT COMPETITIVE SET]				

Strategic Marketing & Research, Inc.
- 1 -

Q2. Which of these places would you most like to visit for a leisure trip?

[ROTATE]
[INSERT COMP SET]

Q3. Based on what you know or have heard, how would you rate each of the following as a place to visit for a leisure trip?

[ROTATE]	Poor	Fair	Good	Very good	Excellent
[INSERT COMPETITIVE SET]					

Q4. Which of these places have you visited in the past 12 months?

[ROTATE]
[INSERT COMP SET]

Q4A. [ASK IF VISITED IN Q4] Which of these places have you visited since June 2023?

[ROTATE]
[INSERT COMP SET SELECTED IN Q4]
None of these

Q5. How likely are you to visit each of these places in the next year for a leisure trip?

[ROTATE]	Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
[INSERT COMPETITIVE SET]					

Q6. How important are sustainability and stewardship efforts (a destination's practices around responsible tourism, such as conservation, recycling, etc.) in choosing the destinations you visit?

Not at all important	Slightly important	Neutral	Moderately important	Very important

Strategic Marketing & Research, Inc.
- 2 -

Q7. How important is it to you to practice responsible tourism/travel practices while in a destination?

Not at all important	Slightly important	Neutral	Moderately important	Very important

Q8a. While visiting a destination do you take any of the following actions? Select all that apply.

- Stay in eco-friendly accommodations
- Make optimal use of environmental resources
- Take public transportation
- Respect the culture of local communities
- Buy from and support local businesses
- Travel slow
- Say NO to single-use plastic
- Eat local food
- Other, specify _____
- None of these

Q8. [UNAIDED BRAND AWARENESS] Now we'd like you to rate two of these destinations. How much do you agree that [RATE MAMMOTH LAKES AND LAKE TAHOE; ROTATE DESTINATIONS] ...?

[ROTATE]	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Is a destination that values sustainability and stewardship					
Is a place you want to protect or keep beautiful					
Is an authentic outdoor playground					
Is a destination for outdoor adventurers					
Offers an abundance of year-round activities right outside your door					
Has an abundance of diverse terrain					
Is majestic in scale and awesome in its natural beauty					
Offers an extraordinary sense of awe and feeling of exhilaration					
Is rustic and rugged					
Is unpretentious and down-to-earth					
Is like nothing you have ever seen before					
Is an inclusive and welcoming place					

Strategic Marketing & Research, Inc.
- 3 -

Questionnaire

T7a. Are you aware of air service options to access the Mammoth Lakes? Yes No

VISITOR ANSWERED YES TO Q4A_1

VISITATION

T1. When during the following months did you travel to Mammoth Lakes for a leisure trip? [SHOW MONTHS JUNE 2023 THROUGH NOVEMBER 2023] *Select all that apply.*

T1a. Are you an Ikon pass holder?

- Yes
- No

Please tell us about your leisure trip to Mammoth Lakes in [MONTH YEAR]. [ONLY ASKING ABOUT FIRST TRIP FROM T1 TRIP]

T2. How important were sustainability and stewardship efforts in your destination choice for this trip?

Not at all important	Slightly important	Neutral	Moderately important	Very important
----------------------	--------------------	---------	----------------------	----------------

T3. Approximately, how many times have you visited Mammoth Lakes before your visit in [SHOW FIRST MONTH SELECTED]?

None, this was my first trip [FIRST TIME VISITOR]

Enter approximate number of trips prior to this trip _____

T4. When people travel for leisure, they will often have different needs or motivations depending on the particular trips. Please choose the top three motivations for this trip.

[ROTATE]

Helped me enjoy life to the fullest
Allowed me to let go and feel completely carefree
Allowed me to immerse myself in the local life and culture
Helped me to meet new people and create memories
Allowed me to enjoy special moments together with my loved ones
Allowed me to strengthen relationships with those close to me
Restored my sense of harmony and balance
Helped me to escape from everyday stress and pressure and find a sense of relaxation
Provided me with unique and interesting experiences
Broadened my knowledge and enriched my understanding of the world
Gave me a sense of exhilaration
Challenged me to try something new
Gave me time out to think and regain control of my life
Allowed me to feel organized and avoid surprises
Allowed me to connect with nature

Strategic Marketing & Research, Inc.

- 4 -

T5. How many nights did you stay in Mammoth Lakes during this [MONTH YEAR] trip? *If you did not stay overnight, please enter '0'.* ____

T6. Including you, how many people were in your travel party? ____ [ASK IF Q5>1]

T6A. How many people in your travel party were children under the age of 18?

T7. How did you travel to Mammoth Lakes for this trip?

- Flew
- Drove

[ASK OF ENTIRE BASE]

Q6A_1. Are you aware of air service options to access the Mammoth Lakes? Yes/No

T8. How far in advance of this trip did you choose Mammoth Lakes as your destination?

- Less than a week
- One to two weeks
- Three to four weeks
- One to three months
- Three to six months
- More than six months

[IF T5=0, SKIP Q9 SERIES]

T9. While in Mammoth Lakes, did you stay...? [ROTATE]

- With family and/or friends
- In a property you own
- In a rental unit (condo/house)
- In an Airbnb/Vrbo
- In a hotel/motel
- At an RV park/Camping
- In other paid accommodations

T9A. [SHOW ONLY PAID ACCOMMODATIONS (CONDO THRU OTHER) SELECTED IN Q7]

We'd like to better understand the economic impact of tourism. Approximately how much did your travel party spend on this trip on your... [SHOW WITH NUM BOX]

- Rental unit (condo/house)
- Airbnb/Vrbo
- Hotel/motel
- RV park/Camping
- Other paid accommodations

Strategic Marketing & Research, Inc.

- 5 -

T10. Approximately how much did your travel party spend in Mammoth Lakes on the following **non-lodging** items during your [MONTH YEAR] trip?

If you spent nothing in a category, enter "0"

- Dining out/nightlife
- Groceries
- Outdoor activities/attractions
- Shopping
- Entertainment such as shows, theater or concerts
- Transportation to/from Mammoth Lakes
- Transportation within Mammoth Lakes
- Other

T11. Which of the following activities did you, or members of your travel party, participate in during your [MONTH YEAR] trip? *Select all that apply.* [ROTATE]

Skiing & Snowsports [CONFIRM WITH CLIENT MONTHS WITH SNOW]

Downhill skiing
Cross country skiing
Backcountry skiing
Snowboarding
Snowshoeing

Viewing & Enjoying Natural Scenery

Scenic drives
Scenic helicopter rides
Gondola rides
Visiting geological formations unique to the area
Sightseeing
Viewing mountains, lakes, etc.
Viewing fall colors
Other, specify _____

Outdoor Activities

Hiking
Backpacking/mountaineering
High altitude training
Nature walks
Wildlife watching
Rock climbing
Fishing
Road biking [ANCHOR POSITION]
Mountain biking [ANCHOR POSITION]
Other biking [ANCHOR POSITION]
Other outdoor activity, specify _____

Strategic Marketing & Research, Inc.

- 6 -

Questionnaire

Special Events
Festivals and events (music, food, arts, health & wellness, etc.)
Arts, culture activities such as theater performances, museums
Attending or participating in a sporting event
Other event, specify _____
Other Activities
Visiting small towns and rural areas
Visiting historical sites
Visiting a brewery/distillery
Visiting a spa
Fine dining or eating at a local restaurant
Shopping
Entertainment and nightlife
Visiting a national park, forest, or monument
Health & wellness
Other, specify _____
None of these activities [EXCLUSIVE]

T12. [SHOW ACTIVITIES SELECTED IN Q9 AND None of these] Which of these activities motivated your Mammoth Lakes vacation planning? *You may choose up to 5.*

T13. Thinking about your overall experience in Mammoth Lakes, would you say it was...?

Poor	Fair	Good	Very good	Excellent
------	------	------	-----------	-----------

T14. How likely are you to recommend Mammoth Lakes to your friends or family as a destination to visit for a leisure trip?

Not at all likely										Extremely likely
1	2	3	4	5	6	7	8	9	10	

T15. Thinking about your overall experience in Mammoth Lakes, how much do you agree or disagree it was an inclusive and welcoming place? – rate scale 1 to 5

PLANNING & MOTIVATION

Now we'd like you to think more generally about how you planned your trip(s) to Mammoth Lakes over the past year.

P1. In the course of researching or planning a leisure trip, have you gathered information in any of the following ways? (Select all that apply.) [ROTATE]

- Destination website (www.visitmammoth.com)
- Resort website (mammothmountain.com)
- Other destination website (Mono County Tourism, Visit California, etc.) [ANCHOR AFTER ABOVE]
- Family or friends
- Online travel advice websites (TripAdvisor.com, AAA.com, etc.)
- Guide books/websites like Frommer's or Lonely Planet
- Magazine and newspaper articles
- Advertisements (television, online, magazine, etc.)
- Airline ad
- Social media (Facebook, X (formerly Twitter), Instagram, etc.)
- Online traveler reviews
- Travel guide, visitor planning guide
- Travel agent
- Travel blog
- Ski-snowboard website
- Trade show
- Video platform (YouTube, Vimeo)
- Other, specify _____
- Did not gather information

P2. Was Mammoth Lakes familiar to you prior to your recent visit? *Select all that apply.* [ROTATE, ANCHOR OTHER AND NO..., I WAS NOT...]

Yes, I have family and friends there
Yes, I have family or friends who own property there
Yes, I've been many times and know it will deliver the vacation I want
Yes, I used to live in the area
Yes, I've always wanted to go there
Yes, I was attending a planned event (tournament, meeting, wedding, etc.)
Yes, I own a home there
Other (specify) _____
No, I was not familiar with Mammoth Lakes prior to my recent trip

AD AWARENESS

Next you will be shown some travel advertisements. Please take a moment to view the ads and answer the questions. [ROTATE ADS WITHIN EACH MEDIUM]

Ad1. [ASK AFTER EACH AD/GROUP OF ADS] Do you recall seeing [this ad/these ads] or ads like them for Mammoth Lakes, CA?

- Yes
- No

Ad2. Thinking about all of the ads you have just seen, what is your reaction to [this ad/these ads]?

- Positive
- Negative
- Neutral

Ad3. [ASK IF Ad2 IS NEGATIVE; ASK] Why do you feel that way? _____

VIDEO - SPRING/SUMMER + FALL

SOURCE: YouTube Video Summer + Fall

VIDEOS [SHOW ONLY :30 EXECUTION AND ONE :15 VIDEO; ROTATE TO ENSURE SUFFICIENT MEASURE OF EACH VIDEO]

 :30	 :15
MAMMOTH_THE_REAL_UNREAL_30_REV WEB VIMEO: https://vimeo.com/766283231	3-MAMMOTH_50000 YEARS_15_WEBMIX_UNSLATED_FINAL VIMEO: https://vimeo.com/766283092
 :15	 :15
5-MAMMOTH_ANOTHER PLANET_15_WEBMIX_UNSLATED_FINAL VIMEO: https://vimeo.com/766283167	6-MAMMOTH_HOW UNREAL_15_WEBMIX_UNSLATED_FINAL VIMEO: https://vimeo.com/766283212

Questionnaire

INTERACTIVE WEB - SPRING/SUMMER + FALL

SOURCE: Undertone Summer + Fall

F: Ads Master/Mammoth Lakes 2023 Spring Summer Fall

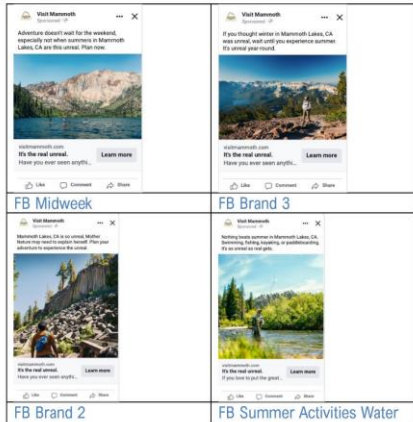


Laptop.jpg

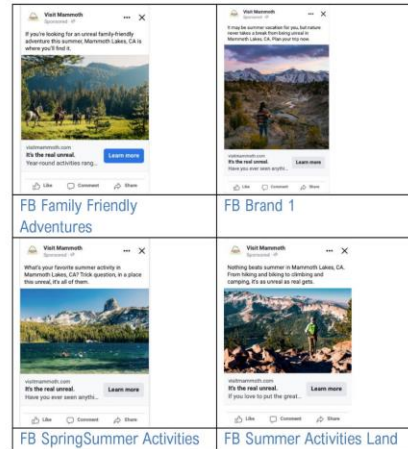
Mobile.jpg

SOCIAL DISPLAY - SPRING/SUMMER

SOURCE: FB + IG

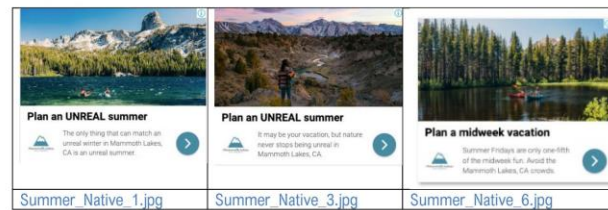


Strategic Marketing & Research, Inc.
- 10 -



NATIVE DISPLAY - Spring/Summer

SOURCE: GDN

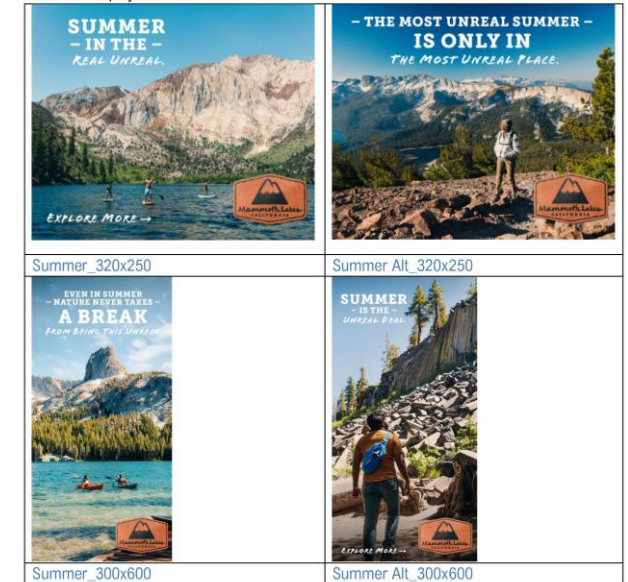


Strategic Marketing & Research, Inc.
- 11 -



DIGITAL - SUMMER/SPRING BRAND

SOURCE: Display Banners



Strategic Marketing & Research, Inc.
- 12 -

Questionnaire



DIGITAL – SUMMER/SPRING AIR SERVICE

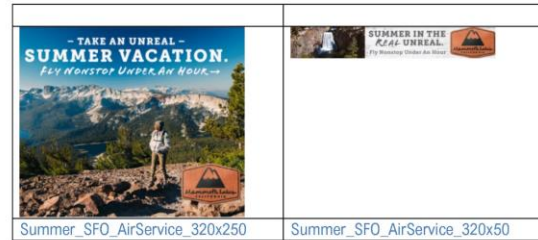
SOURCE: Air Service

SHW ONLY 1 OF THE WIDE ADS

Ads Master\Mammoth Lakes\2023 Spring Summer Fall\Display Banners\Air Service



Strategic Marketing & Research, Inc.
- 13 -



ASK AFTER ALL SPRING SUMMER ADS ARE SHOWN

GRID. When you think about the digital content you just saw as a whole, how much do you agree that this content communicates that Mammoth Lakes is...?

ROTATE	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
A place that inspires me to want to keep Mammoth Lakes beautiful					
A place that exudes a sense of awe and wonder					
An authentic outdoor playground					
Like nothing I have seen or experienced before					
A place that I want to take a vacation to					

Strategic Marketing & Research, Inc.
- 14 -

FALL ADS

[ASK AFTER EACH AD/GROUP OF ADS]

Ad1. Do you recall seeing [this ad/these ads] or ads like them for Mammoth Lakes, California?

- Yes
- No

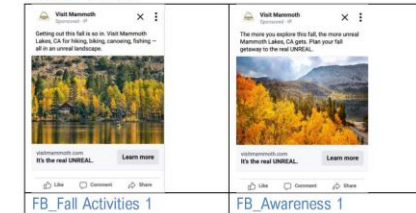
Ad2. Thinking about all of the ads you have just seen, what is your reaction to [this ad/these ads]?

- Positive
- Negative
- Neutral

Ad3. [ASK IF Ad2 IS NEGATIVE; ASK] Why do you feel that way? _____

SOCIAL DISPLAY - FALL

SOURCE: FB + IG



INSTAGRAM – FALL

SOURCE: FB + IG



Strategic Marketing & Research, Inc.
- 15 -

Questionnaire

NATIVE DISPLAY - FALL

SOURCE: GDN

Plan a Midweek Fall Getaway

Native Midweek 4

See UNREAL Fall Colors

Native Fall Colors 3

Try These UNREAL Fall Must-dos

Native Awareness 1

DIGITAL - FALL BRAND

SOURCE: Trade Desk

FALL INTO THE REAL UNREAL

Trade Desk_Fall_320x250

FALL INTO THE REAL UNREAL

Trade Desk_Fall_300x600

YOU DIDN'T KNOW EXISTED.

Trade Desk_Fall_728x90

WE'D LIKE TO SEE AI MAKE THIS.

Trade Desk_Fall_160x600

DIGITAL - NATIVE

SOURCE: Trade Desk

Plan now for fall fun

Native MLT Preview Fall 2023

Native MLT Preview Fall 2023

Screenshot MLT Fall 2023 - ABC

Screenshot MLT Fall 2023 - ABC

Screenshot MLT Fall 2023 - Today

Screenshot MLT Fall 2023 - Today

PINTEREST - FALL

SOURCE: Pinterest

PLAN AN UNREAL FALL GETAWAY

Pinterest_Fall_Standard Pin

PLAN AN UNREAL FALL GETAWAY

Pinterest_Fall_VideoPin

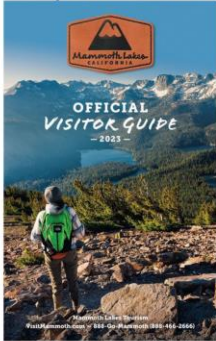
ASK AFTER ALL ADS FROM SPRING-SUMMER-FALL HAVE BEEN SHOWN

When you think of the Spring/Summer and Fall digital content you just saw as a whole, how much do you agree that this content communicates that Mammoth Lakes is...?

ROTATE	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
A place that inspires me to want to keep Mammoth Lakes beautiful					
A place that exudes a sense of awe and wonder					
A place with an abundance of outdoor activities and experiences					
A place that offers many unique landmarks to explore (Rainbow Falls, Devils Post Pile, Hot Creek, etc.)					
A place that has a lot to offer in the other seasons outside of Winter					

Questionnaire

GUIDE. [SHOW COVER OF VISITOR GUIDE] Have you used this Visitor Guide? Yes/No



[ASK GUIDE2 AND GUIDE3 IF YES AT GUIDE; SHOW ALL QUESTIONS ON SAME SCREEN WITH IMAGE]

GUIDE2. Which version of the Visitor Guide did you use? Print/Digital/Both

GUIDE3. Did you review the Visitor Guide...?

- Before deciding to visit Mammoth Lakes, while considering places to go
- After deciding to visit Mammoth Lakes, to help plan your trip
- Once arrived in Mammoth Lakes, as a resource

GUIDE4. How would you rate the usefulness of the guide?

Not useful	Somewhat useful	Very useful
------------	-----------------	-------------

GUIDE5. Please tell us why you rated it this way. _____

SOCIAL 1. Do you follow Visit Mammoth on any of the following social channels? [SHOW MLT TILE FOR EACH]

- Facebook
- Instagram
- X (formerly Twitter)
- TikTok
- YouTube
- Pinterest
- Other
- Do not follow Visit Mammoth on any social channels



Strategic Marketing & Research, Inc.
- 19 -

DEMOS

The following questions are for classification purposes only so that your responses may be grouped with those of others.

marital. Are you currently...?
 Married
 Divorced/separated
 Widowed
 Single/never married

PPinHH. Including you, how many people are currently living in your household? _____

[IF PPHINHH>]Kids. How many living in your household are children under the age of 18? _____

education. Which of the following categories represents the last grade of school you completed?

- High school or less
- Some college/technical school
- College graduate
- Post-graduate degree

income. Which of the following categories best represents your total household income before taxes?

- Less than \$35,000
- \$35,000 but less than \$50,000
- \$50,000 but less than \$75,000
- \$75,000 but less than \$100,000
- \$100,000 but less than \$150,000
- \$150,000 but less than \$200,000
- \$200,000 but less than \$300,000
- \$300,000 but less than \$400,000
- \$400,000 but less than \$500,000
- \$500,000+

eth. Which of the following best describes your ethnic heritage? Select all that apply.

[ALLOW MULTI]

- Caucasian/White
- African-American/Black
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Other, specify _____

Strategic Marketing & Research, Inc.
- 20 -

eth2. Do you identify as Hispanic or Latino? Yes/No

gender. Do you identify as...

- Male
- Female
- Non-binary
- Prefer not to answer

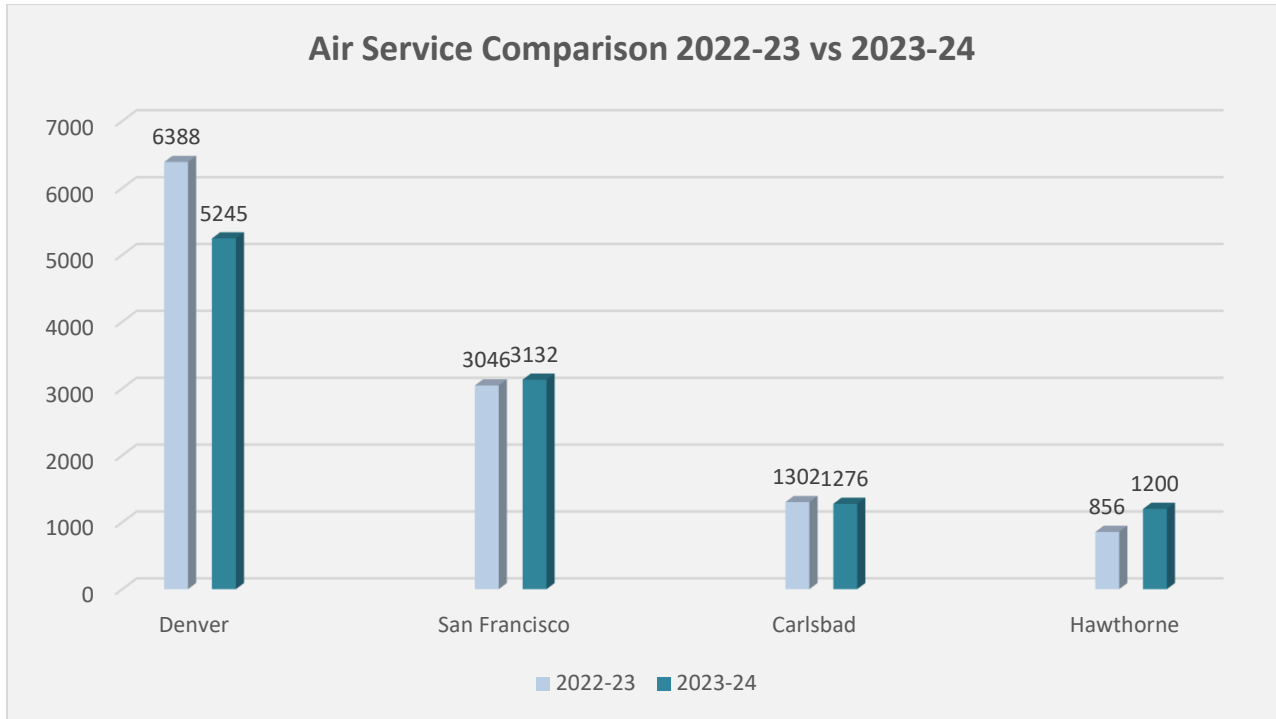
Identity. Do you identify as LGBTQ+?

- Yes
- No
- Prefer not to answer

Strategic Marketing & Research, Inc.
- 21 -

Air Service Update 1-3-24

Bookings



Year-over-year roundtrips

- Denver is down -1,143, which is -18% to last year.
- San Francisco is up +86, which is +3% to last year.
- Carlsbad is down -26, which is -2% to last year.
- Hawthorne is up +344, which is +40% to last year.

Total we are down -739 round trips across all markets – roughly 370 individual passengers

Marketing

MLT destination marketing efforts started in east coast markets at the end of October

United’s marketing campaign with us started mid-December

Lack of measurable snowfall continues to be a challenge but with massive rains and flooding at east coast resorts, we may be able to gain some momentum in Q1 2024 if we can get some snow.

E175 Update – New aircraft likely not online at BIH until Summer 2024 due to delays with SkyWest



December 20, 2023

To the Board of Directors
Mammoth Lakes Tourism
Mammoth Lakes, California

We have audited the financial statements of Mammoth Lakes Tourism (the “Organization”) as of and for the year ended June 30, 2023 and have issued our report thereon dated December 20, 2023. Professional standards require that we advise you of the following matters relating to our audit.

Our Responsibility in Relation to the Financial Statement Audit

As communicated in our letter dated November 1, 2023, our responsibility, as described by professional standards, is to form and express an opinion about whether the financial statements that have been prepared by management with your oversight are presented fairly, in all material respects, in accordance with accounting principles generally accepted in the United States of America. Our audit of the financial statements does not relieve you or management of its respective responsibilities.

Our responsibility, as prescribed by professional standards, is to plan and perform our audit to obtain reasonable, rather than absolute, assurance about whether the financial statements are free of material misstatement. An audit of financial statements includes consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization’s internal control over financial reporting. Accordingly, as part of our audit, we considered the internal control of the Organization solely for the purpose of determining our audit procedures and not to provide any assurance concerning such internal control.

We are also responsible for communicating significant matters related to the audit that are, in our professional judgment, relevant to your responsibilities in overseeing the financial reporting process. However, we are not required to design procedures for the purpose of identifying other matters to communicate to you.

Planned Scope and Timing of the Audit

We conducted our audit consistent with the planned scope and timing we previously communicated to you.

Compliance with All Ethics Requirements Regarding Independence

The engagement team, others in our firm, as appropriate, our firm, and other firms utilized in the engagement, if applicable, have complied with all relevant ethical requirements regarding independence.

Qualitative Aspects of the Entity's Significant Accounting Practices

Significant Accounting Policies

Management has the responsibility to select and use appropriate accounting policies. A summary of the significant accounting policies adopted by the Organization is included in Note 1 to the financial statements. There have been no initial selection of accounting policies and no changes in significant accounting policies or their application during the year ended June 30, 2023, except for the implementation of ASC 842, *Leases*, which did not have an impact on the Organization's financial statement. No matters have come to our attention that would require us, under professional standards, to inform you about (1) the methods used to account for significant unusual transactions and (2) the effect of significant accounting policies in controversial or emerging areas for which there is a lack of authoritative guidance or consensus.

Significant Accounting Estimates

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's current judgments. Those judgments are normally based on knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ markedly from management's current judgments. No such significant accounting estimates were identified.

Financial Statement Disclosures

Certain financial statement disclosures involve significant judgment and are particularly sensitive because of their significance to financial statement users. The most sensitive disclosures affecting the Organization's financial statements relate to:

- The disclosure in Note 1 regarding the Nature of Activities and Revenue Recognition.
- The disclosures in Note 7 regarding Commitments, Contingencies and Subsequent Events.

Significant Difficulties Encountered during the Audit

We encountered no significant difficulties in dealing with management relating to the performance of the audit.

Uncorrected and Corrected Misstatements

For purposes of this communication, professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that we believe are trivial, and communicate them to the appropriate level of management. Further, professional standards require us to also communicate the effect of uncorrected misstatements related to prior periods on the relevant classes of transactions, account balances or disclosures, and the financial statements as a whole. There were no corrected misstatements identified as a result of our audit procedures.

The following summarizes the uncorrected financial statement misstatement whose effect in the current period, as determined by management, is immaterial to the financial statements taken as a whole.

To pass on recording the impact of contributed rent

Understatement of Rent Expense	\$84,000	
Understatement of Contribution Revenue		\$84,000

The effect of this uncorrected misstatement as of and for the year ended June 30, 2023 did not impact the change in net assets or net assets.

Disagreements with Management

For purposes of this letter, professional standards define a disagreement with management as a matter, whether or not resolved to our satisfaction, concerning a financial accounting, reporting, or auditing matter, which could be significant to the financial statements or the auditor’s report. No such disagreements arose during the course of the audit.

Circumstances that Affect the Form and Content of the Auditor’s Report

For purposes of this letter, professional standards require that we communicate any circumstances that affect the form and content of our auditor’s report. We did not identify any circumstances that affect the form and content of the auditor’s report.

Representations Requested from Management

We have requested certain written representations from management that are included in the management representation letter dated December 20, 2023.

Management’s Consultations with Other Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters. Management informed us that, and to our knowledge, there were no consultations with other accountants regarding auditing and accounting matters.

Other Significant Matters, Findings, or Issues

In the normal course of our professional association with the Organization we generally discuss a variety of matters, including the application of accounting principles and auditing standards, business conditions affecting the entity, and business plans and strategies that may affect the risks of material misstatement. None of the matters discussed resulted in a condition to our retention as the Organization’s auditors.

This report is intended solely for the information and use of the Board of Directors and management of Mammoth Lakes Tourism and is not intended to be and should not be used by anyone other than these specified parties.



Reno, Nevada



Financial Statements
June 30, 2023

Mammoth Lakes Tourism

Independent Auditor’s Report	1
Financial Statements	
Statement of Financial Position	4
Statement of Activities	5
Statement of Functional Expenses	6
Statement of Cash Flows	7
Notes to Financial Statements	8
Supplementary Information	
Schedule of Revenue and Expenses – Budget to Actual – Tourism Taxes	17
Schedule of Revenue and Expenses – Budget to Actual – Business Improvement District.....	18



Independent Auditor's Report

To the Board of Directors
Mammoth Lakes Tourism
Mammoth Lakes, California

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Mammoth Lakes Tourism (the "Organization"), which comprise the statement of financial position as of June 30, 2023, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements referred to above present fairly, in all material respects, the financial position of the Organization as of June 30, 2023, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Organization and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern for one year after the date that the financial statements are available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The schedules of revenue and expenses – budget to actual on pages 17 and 18 are presented for the purposes of additional analysis and are not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audits of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with GAAS. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

Report on Summarized Comparative Information

We have previously audited the 2022 financial statements of the Organization, and we expressed an unmodified audit opinion on those audited financial statements in our report dated January 9, 2023. In our opinion, the summarized comparative information presented herein as of and for the year ended June 30, 2023, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Eide Bailly LLP

Reno, Nevada
December 20, 2023

Mammoth Lakes Tourism
Statement of Financial Position
June 30, 2023
(with Comparative Totals for 2022)

	2023			2022
	Tourism Taxes	Business Improvement District	Total	Total
Assets				
Current Assets				
Cash and cash equivalents	\$ 1,434,184	\$ 5,837,653	\$ 7,271,837	\$ 9,752,458
Accounts receivable	107,684	900,890	1,008,574	735,491
Prepaid expenses	289,421	191,328	480,749	92,419
Inventory	15,644	-	15,644	6,950
Total current assets	1,846,933	6,929,871	8,776,804	10,587,318
Property and Equipment, Net	514,297	148,375	662,672	497,084
Total assets	<u>\$ 2,361,230</u>	<u>\$ 7,078,246</u>	<u>\$ 9,439,476</u>	<u>\$ 11,084,402</u>
Liabilities and Net Assets				
Accounts payable	\$ 142,595	\$ 303,394	\$ 445,989	\$ 1,091,196
Due to tourism taxes/(from) Business Improvement District	(752)	752	-	-
Accrued payroll, related benefits and compensated absences	73,244	43,631	116,875	94,332
Sales tax payable	2,230	-	2,230	311
Total liabilities	217,317	347,777	565,094	1,185,839
Net Assets				
Without donor restrictions				
Invested in property and equipment, net	514,297	148,375	662,672	497,084
Undesignated	1,629,616	6,582,094	8,211,710	9,401,479
Total net assets	2,143,913	6,730,469	8,874,382	9,898,563
Total Liabilities and Net Assets	<u>\$ 2,361,230</u>	<u>\$ 7,078,246</u>	<u>\$ 9,439,476</u>	<u>\$ 11,084,402</u>

Mammoth Lakes Tourism
Statement of Activities
Year Ended June 30, 2023
(with Comparative Totals for 2022)

	2023			2022
	Tourism Taxes	Business Improvement District	Total	Total
Change in Net Assets Without Donor Restrictions				
Revenue				
Town of Mammoth Lakes				
Transient occupancy tax	\$ 2,000,000	\$ -	\$ 2,000,000	\$ 2,334,500
Improvement District				
assessment	-	7,038,404	7,038,404	6,457,763
Designated joint reserve fund	100,000	-	100,000	50,000
Certified folder display income	2,063	-	2,063	2,377
Other revenue	3,684	-	3,684	1,767
Assessment interest and				
penalties	-	56,714	56,714	53,555
Interest income	440	16,798	17,238	2,800
Total revenue	<u>2,106,187</u>	<u>7,111,916</u>	<u>9,218,103</u>	<u>8,902,762</u>
Net Assets Released from Restrictions	-	-	-	125,000
Expenses				
Marketing program				
General marketing	1,909,393	6,445,948	8,355,341	6,170,124
Sales	410,296	222,274	632,570	442,791
Public relations	402,359	171,526	573,885	343,774
Total marketing program	<u>2,722,048</u>	<u>6,839,748</u>	<u>9,561,796</u>	<u>6,956,689</u>
Supporting services				
General and administrative	352,678	327,810	680,488	574,930
Total expenses	<u>3,074,726</u>	<u>7,167,558</u>	<u>10,242,284</u>	<u>7,531,619</u>
Change in Net Assets Without Donor Restrictions	<u>(968,539)</u>	<u>(55,642)</u>	<u>(1,024,181)</u>	<u>1,496,143</u>
Change in Net Assets With Donor Restrictions				
Net assets released from restriction	-	-	-	(125,000)
Decrease in Net Assets With Donor Restrictions	-	-	-	(125,000)
Change in Total Net Assets	(968,539)	(55,642)	(1,024,181)	1,371,143
Net Assets, Beginning of Year	<u>3,112,452</u>	<u>6,786,111</u>	<u>9,898,563</u>	<u>8,527,420</u>
Net Assets, End of Year	<u>\$ 2,143,913</u>	<u>\$ 6,730,469</u>	<u>\$ 8,874,382</u>	<u>\$ 9,898,563</u>

Mammoth Lakes Tourism
Statement of Functional Expenses
Year Ended June 30, 2023
(with Comparative Totals for 2022)

	2023											2022
	Tourism Taxes			Business Improvement District				Supporting Services				Total
				Marketing Program				General and Administrative				
	General Marketing	Sales	Public Relations	General Marketing	Sales	Public Relations	Total Marketing Program	Tourism Taxes	Business Improvement District	Total Supporting Services	Total Expenses	
Salaries	\$ 225,024	\$ 65,294	\$ 51,561	\$ 225,024	\$ 65,294	\$ 51,561	\$ 683,758	\$ 92,265	\$ 92,265	\$ 184,530	\$ 868,288	\$ 779,900
Payroll taxes and employee benefits	87,199	25,302	19,980	16,497	4,787	3,780	157,545	35,754	6,764	42,518	200,063	181,193
Agency fees	-	130,429	86,607	-	120,652	-	337,688	-	-	-	337,688	221,232
Air subsidy	491,373	-	-	1,949,785	-	-	2,441,158	-	-	-	2,441,158	2,073,468
Branding and promotional	-	2,420	20,791	-	-	52,724	75,935	-	-	-	75,935	31,094
Collateral and printing	18,301	-	-	-	-	-	18,301	19,912	-	19,912	38,213	12,531
Contract services	-	-	-	-	-	-	-	-	142,216	142,216	142,216	130,248
Crib condo expenses	-	-	34,109	-	-	-	34,109	-	-	-	34,109	28,811
Depreciation and amortization	29,089	-	-	1,128	-	-	30,217	-	-	-	30,217	29,185
Dues and subscriptions	29,247	6,892	5,034	-	-	59	41,232	-	-	-	41,232	24,991
Event marketing	69,669	-	-	111	-	-	69,780	-	-	-	69,780	28,593
Insurance	-	-	-	-	-	-	-	21,476	21	21,497	21,497	6,408
Interactive advertising	879	56,079	-	2,845,904	-	-	2,902,862	-	-	-	2,902,862	1,871,384
Joint reserve fund expenses	530,000	-	-	-	-	-	530,000	-	-	-	530,000	343,336
Marketing design	65,551	-	-	766,103	-	-	831,654	-	-	-	831,654	676,751
Marketing shows	-	38,313	-	27,080	-	-	65,393	-	-	-	65,393	36,699
Miscellaneous expense	-	-	-	-	-	-	-	375	74,118	74,493	74,493	83,506
Office operating and supplies	-	-	-	-	-	-	-	27,689	386	28,075	28,075	23,573
Professional development	10,740	-	-	85	-	-	10,825	-	-	-	10,825	11,347
Professional services	241,723	-	-	204,083	921	-	446,727	95,945	12,010	107,955	554,682	492,623
Rent and other operating	-	-	-	-	-	-	-	3,800	-	3,800	3,800	2,882
Research and surveys	-	-	-	328,989	-	-	328,989	598	30	628	329,617	107,841
Social media and technology	448	-	-	34,309	-	-	34,757	15,758	-	15,758	50,515	45,300
Sponsorship	19,720	-	112,226	2,602	-	5,500	140,048	-	-	-	140,048	66,315
Supplies	-	15,209	148	-	-	-	15,357	-	-	-	15,357	12,551
Telephone and utilities	-	-	-	-	-	-	-	27,638	-	27,638	27,638	22,937
Travel, meals, and entertainment	38,964	70,358	71,903	23,559	30,620	57,902	293,306	-	-	-	293,306	116,651
Vehicle	-	-	-	-	-	-	-	11,468	-	11,468	11,468	11,797
Website redesign	51,466	-	-	20,689	-	-	72,155	-	-	-	72,155	58,472
	<u>\$ 1,909,393</u>	<u>\$ 410,296</u>	<u>\$ 402,359</u>	<u>\$ 6,445,948</u>	<u>\$ 222,274</u>	<u>\$ 171,526</u>	<u>\$ 9,561,796</u>	<u>\$ 352,678</u>	<u>\$ 327,810</u>	<u>\$ 680,488</u>	<u>\$ 10,242,284</u>	<u>\$ 7,531,619</u>

Mammoth Lakes Tourism
Statement of Cash Flows
Year Ended June 30, 2023
(with Comparative Totals for 2022)

	2023			2022
	Tourism Taxes	Business Improvement District	Total	Total
Operating Activities				
Change in net assets	\$ (968,539)	\$ (55,642)	\$ (1,024,181)	\$1,371,143
Adjustments to reconcile change in net assets to net cash from (used for) operating activities				
Depreciation and amortization	29,089	1,128	30,217	29,185
Changes in				
Accounts receivable	77,929	(351,012)	(273,083)	287,448
Prepaid expenses	(202,502)	(185,828)	(388,330)	(27,317)
Note receivable	-	-	-	225,138
Inventory	(8,694)	-	(8,694)	(2,989)
Accounts payable	(12,421)	(632,786)	(645,207)	699,739
Due to tourism taxes/(from)				
Business Improvement District	15	(15)	-	-
Accrued payroll, related benefits and compensated absences	10,858	11,685	22,543	21,533
Sales tax payable	1,919	-	1,919	305
Net Cash from (used for) Operating Operating Activities	(1,072,346)	(1,212,470)	(2,284,816)	2,604,185
Investing Activities				
Purchase of property and equipment	(46,302)	(149,503)	(195,805)	(3,508)
Net Change in Cash and Cash Equivalents	(1,118,648)	(1,361,973)	(2,480,621)	2,600,677
Cash and Cash Equivalents, Beginning of Year	2,552,832	7,199,626	9,752,458	7,151,781
Cash and Cash Equivalents, End of Year	<u>\$ 1,434,184</u>	<u>\$ 5,837,653</u>	<u>\$ 7,271,837</u>	<u>\$ 9,752,458</u>

Note 1 - Nature of Activities and Summary of Significant Accounting Policies

Nature of Activities

Mammoth Lakes Tourism (Organization) was incorporated on June 15, 2010 under the Nonprofit Mutual Benefit Corporation Law in the State of California. The Organization is organized under Section 501(c)(6) of the Internal Revenue Code. The primary function of the Organization is to engage in such activities as are meant to improve the tourism industry in the Town of Mammoth Lakes, CA (Town). The Organization's revenue is derived primarily from Mammoth Lakes Tourism Business Improvement District (TBID) assessments and transient occupancy taxes (TOT or tourism taxes) collected in the Town.

The Organization has entered into a contract with the Town to receive 2.35 points of the 13% tourism taxes. As of July 1, 2023, the Town set a flat rate of \$1,725,000 that the Organization will receive for the 2023-2024 fiscal year. Pursuant to the Organization's contract with the Town, should revenue collected exceed the budgeted amounts, such surplus is held in a designated joint reserve account for marketing purposes and controlled by joint approval from both the Organization's Board of Directors and the Town Council. Additional sources of funding are received from retail and advertising sales.

On July 24, 2013, TBID was formed to enhance funding for marketing efforts with a destination marketing and collective tourism strategy. The Organization will receive 100% of funds collected in conjunction with TBID, less the 2% paid to the Town for processing the monthly returns. Funds will be collected by the Town with businesses paying a percentage of revenue as noted below. The TBID was renewed in July 2018 for a five-year term through September 30, 2023, and it was renewed again in July 2023 for a five-year term through June 30, 2028.

TBID assessments commenced on September 1, 2013 and vary by business type and annual revenue. The TBID was renewed and collections began under the new Management District Plan on September 1, 2018. Retail businesses and restaurants are categorized as Tier 1, Tier 2, or Tier 3 based on annual gross revenue with assessments ranging from a \$50 flat rate per year to 1.5% of gross sales. Lodging businesses are assessed 1% of gross room revenue. Ski resorts are assessed 2% of lift ticket and ski school revenue, in addition to paying 1% on resort lodging revenues and 1.5% on resort retail and restaurant revenues. TBID funds can be used primarily for sales, marketing, public relations, and air service subsidy expenses. Businesses may also be reclassified to a different category if greater than 50% of revenue is generated from locals; an appeals procedure and panel is in place. Effective May 1, 2023 due to a modification of the TBID Management District Plan, businesses are collecting the 1.5% TBID assessment, but remitting 1.38% to the Organization in order to offset the impact of sales tax.

All significant interfund transactions have been eliminated.

Comparative Financial Information

The accompanying financial statements include certain prior-year summarized comparative information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with accounting principles generally accepted in the United States of America (GAAP). Accordingly, such information should be read in conjunction with the Organization's audited financial statements for the year ended June 30, 2022, from which the summarized information was derived.

Cash and Cash Equivalents

The Organization considers certificates of deposit with original maturities of three months or less to be cash equivalents.

Accounts Receivable

Accounts receivable consist primarily of revenue payments due from the Town and amounts due from advertising customers. Management has not reflected an allowance for doubtful accounts as management believes all accounts were collectible at June 30, 2023.

Inventory

Inventory consists primarily of general merchandise with the Mammoth Lakes logo provided at conferences. Inventory is valued at lower of cost or net realizable value and determined on the first-in, first out (FIFO) basis.

Property and Equipment

Property and equipment consist primarily of a high-altitude training condo known as “the Crib,” a virtual reality film, vehicles, and a website. Property and equipment additions over \$2,500 are recorded at cost, and depreciation on these assets is provided on a straight-line basis at annual rates over the estimated useful life of the assets. Contributed equipment is recorded at fair value at the date of contribution. The estimated useful life of property and equipment ranges between 2-39 years.

Maintenance, repairs, and renewals, which neither materially add to the value of the property nor appreciably prolong its life, are charged to expense as incurred. Gains or losses on the disposition of property and equipment are included in the statement of activities.

The carrying values of property and equipment are reviewed for impairment whenever events or circumstances indicate that the carrying value of an asset may not be recoverable from the estimated future cash flows expected to result from its use and eventual disposition. When considered impaired, an impairment loss is recognized to the extent carrying value exceeds the fair value of the asset. There were no indicators of asset impairment during the year ended June 30, 2023.

Net Assets

Net assets, revenues, gains, and losses are classified based on the existence or absence of donor or grantor-imposed restrictions. Accordingly, net assets and changes therein are classified and reported as follows:

- *Net Assets Without Donor Restrictions* – Net assets available for use in general operations and not subject to donor (or certain grantor) restrictions.
- *Net Assets With Donor Restrictions* – Net assets subject to donor- (or certain grantor-) imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. The Organization reports contributions restricted by donors as increases in net assets without donor restrictions if the restrictions expire (that is, when a stipulated time restriction ends, or purpose restriction is accomplished) in the reporting period in which the revenue is recognized. All other donor-restricted contributions are reported as increases in net assets with donor restrictions, depending on the nature of the restrictions. When a restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions.

Revenue and Revenue Recognition

Revenue is recognized in the period in which it is applicable for TOT and TBID revenue passed through from Town. Certain other revenue such as joint reserve fund revenue is recognized when the activity that gives rise to the revenue is authorized. Revenue such as assessment interest and penalties is recognized upon the performance of the noted activity.

Contributions are recognized when cash, securities or other assets, or an unconditional promise to give is received. Conditional promises to give, that is, those with a measurable performance or other barrier, and a right of return, are not recognized until the conditions on which they depend have been substantially met.

Donated Services

Donated professional services are recorded at the respective fair value of the services recognized if the services received (a) create or enhance non-financial assets or (b) require specialized skills, are provided by individuals possessing those skills, and would typically need to be purchased if not provided by donation. Services requiring specialized skills are those provided by accountants, architects, carpenters, doctors, electricians, lawyers, nurses, plumbers, teachers, and other professional craftsmen.

Members of the Board of Directors donate their time to various activities of the Organization. The services donated do not meet the criteria for recognition as defined above. Accordingly, the financial statements do not reflect the value of these services.

Advertising Costs

Advertising costs relate to the promotion of tourism in the Mammoth Lakes region. The Organization expenses advertising costs as incurred. Advertising expense, including all marketing efforts, is reflected by type in the accompanying financial statements in the statement of functional expenses.

Functional Allocation of Expenses

The costs of marketing program and administrative supporting activities have been summarized on a functional basis in the statement of activities. The statement of functional expenses presents the natural classification detail of expenses by function. Accordingly, certain costs have been allocated among the programs and supporting activities benefited. The financial statements report certain categories of expenses that are attributed to more than one program or supporting function. Therefore, expenses require allocation on a consistently applied, reasonable basis. Allocated expenses include salaries, payroll taxes and benefits. Expenses are allocated based on estimated time and effort.

Income Taxes

The Organization is organized as a California nonprofit corporation and has been recognized by the Internal Revenue Service (IRS) as exempt from federal income taxes under Internal Revenue Code Section 501(c)(6) and Section 2370(f) of the California Tax Code as a business league. The entity is required to file a Return of Organization Exempt from Income Tax (Form 990) with the IRS. In addition, the Organization is subject to income tax on net income that is derived from business activities that are unrelated to its exempt purposes. The Organization determined that it is not subject to unrelated business income tax and has not filed an Exempt Organization Business Income Tax Return (Form 990-T) with the IRS.

Management believes that the Organization has appropriate support for any tax positions taken affecting its annual filing requirements, and as such, does not have any uncertain tax positions that are material to the consolidated financial statements. The Organization would recognize future accrued interest and penalties related to unrecognized tax benefits and liabilities in income tax expense if such interest and penalties are incurred.

Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires the Organization to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates, and those differences could be material.

Financial Instruments and Credit Risk

Deposit concentration risk is managed by placing cash and certificates of deposit with financial institutions believed by the Organization to be creditworthy. The Organization maintains its cash in bank deposit accounts which exceed federally insured limits. Accounts are guaranteed by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000 per depositor, per insured bank, for each account ownership category. At June 30, 2023, the Organization had \$2,737,171 respectively, in excess of FDIC-insured limits.

Credit risk associated with accounts receivable is considered as limited due to the high historical collection rates and because substantial portions of the outstanding amounts are due from Town of Mammoth Lakes.

Change in Accounting Principle

Effective July 1, 2022, the Organization adopted the new lease accounting guidance ASU No. 2016-02, *Leases*. This guidance requires that lessees recognize a lease liability and a right-of-use asset (initially measured at the present value of the lease payments) on their balance sheets for operating leases. The accounting for lessors remains largely unchanged from prior guidance. Upon adoption, lessees and lessors are required to recognize and measure leases at the beginning of the earliest period using a modified retrospective approach. The implementation of this guidance did not have a material impact on the Organization’s financial Statements.

Subsequent Events

Subsequent events have been evaluated through December 20, 2023, which represents the date the financial statements were available to be issued.

Note 2 - Liquidity and Availability

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the statement of financial position date, comprise the following:

Cash in banks	\$ 2,637,073
Certificates of deposit	4,634,764
Accounts and current settlement receivable	<u>1,008,574</u>
	<u><u>\$ 8,280,411</u></u>

As part of a liquidity management plan, cash in excess of daily requirements is invested in certificates of deposit with original maturities less than three months and savings accounts.

Note 3 - Concentration of Revenue

The Organization generates substantially all its revenue from TOT and TBID assessments collected in the Mammoth Lakes, California area. TOT and TBID assessments represented approximately 98% of total revenue for the year ended June 30, 2023.

Note 4 - Property and Equipment

Property and equipment are stated at cost or fair market value, if donated, and consists of the following at June 30, 2023:

Capital assets, not being depreciated	
Land	\$ 102,565
Construction in Progress - Website	<u>178,350</u>
Capital assets, being depreciated	
Furniture and fixtures	41,708
Machinery and equipment	44,567
Vehicles	71,342
Building and improvements	426,671
Interactive	<u>468,630</u>
Total capital assets, being depreciated	1,052,918
Less accumulated depreciation	<u>(671,161)</u>
Total depreciable assets, net	<u>381,757</u>
Net capital assets	<u><u>\$ 662,672</u></u>

Note 5 - Leases

The Organization currently leases office space from the Town. The term of the lease with the Town began July 1, 2020 and ends June 30, 2023. The lease called for a one-time payment of \$100. The lease was extended for another three-year term ending July 30, 2026.

Note 6 - Retirement Plan

Eligible employees are authorized to contribute a portion of their wages to a qualified retirement plan established under Section 401(k) of the Internal Revenue Code. The plan reports on a calendar year basis. The Organization's contribution consists of a required Safe Harbor Non-Elective contribution, as defined by the plan documents, equal to 100% of salary deferrals that do not exceed 3% of the eligible employee's annual compensation, plus 50% of salary deferrals that are between 3% and 5% of the eligible employee's annual compensation. During the year ended June 30, 2023, the Organization's Safe Harbor Non-Elective contribution totaled \$32,549.

Note 7 - Commitments, Contingencies, and Subsequent Events

Commercial Air Service Cost Sharing Agreements

On December 7, 2022, the Organization renewed its cost sharing agreement with Mammoth Mountain Ski Area LLC (MMSA) relating to Winter Season commercial air service. Under the terms of the cost sharing agreement, the Organization is responsible for a minimum revenue guarantee not to exceed \$1,410,000 for the airlines providing commercial air services to Bishop, California. Funding for that portion of the cost sharing agreement is paid by TBID funds. Amounts in excess of the subsidy are the responsibility of the County of Inyo and MMSA.

On May 15, 2023, the Organization entered into an agreement to subsidize certain air service provided by Advanced Air LLC for the 2023-2024 Season. Advanced Air LLC and Mammoth Lakes Tourism each have the right to reduce or cancel the air service once either determine the 2023-2024 season is no longer a viable financial investment. The Organization pays upfront an initial deposit toward flight operations of \$250,000 into a service reserve account. Thereafter, the Organization pays as needed to maintain the account at \$250,000. At the end of the season, any excess funds, net of deductions, shall be the property of the Organization. The Town has agreed to commit \$300,000 towards winter 2023-2024 and summer 2024 air subsidy per a soon to be executed cost sharing agreement.

Services Agreement

The Organization is contracted under a three-year service agreement through June 30, 2026 with the Town encompassing the responsibility for all tourism attraction, marketing and branding services. The Organization is compensated by the Town at the rate of 2.35 points of the 13% TOT, net of the Town's administrative costs. The rate of 2.35 points is subject to change annually as part of Town's budgeting process. As of July 1, 2023, the Town set a flat rate of \$1,725,000 that the Organization will receive for the 2023-2024 fiscal year. Additionally, TBID funds will be passed through to the Organization at 100%, less funding support for the Town's employee assigned to TBID collection, enforcement, and related work.

California Welcome Center Agreement

The Organization signed an ongoing contractor agreement with the State of California Business, Transportation, and Housing Authority to operate an official California Welcome Center. This agreement calls for an annual fee totaling \$5,000 per year through June 30, 2028.

Los Angeles Kings Promotional Partnership

The Organization entered into a new agreement on October 8, 2022, with the Los Angeles Kings (Kings) for various marketing and promotional activations during Kings games for the 2023-2024 through the 2024-2025 season at a cost of \$100,000 per year. Additionally, the agreement includes an option to extend for two additional seasons through the 2026-2027 season.

Advertising, Marketing, and Public Relations

The Organization entered into an agreement dated July 1, 2020 with The Shipyard, LLC ("Shipyard") to provide various marketing services to be paid primarily through TBID revenue, including development of a strategic marketing plan, presentations, general brand management, integrated media planning and purchases, creative development services, and research. On July 1, 2023, the Organization and Shipyard entered into an agreement for the renegotiated Statement of Work. The Statement of Work is for the period of July 1, 2023 through June 30, 2024 and is broken down into six different services with a total amount of \$2,500,000.

The Organization also entered into agreements with various firms to provide international marketing, air service consulting, and public relations services. The agreements include, but are not limited to, services account management, quarterly reporting, travel trade, public relations and in-market events. The Organization has one or more agreements with the following agencies:

- Marketing Services International, Germany, Austria, and Switzerland, \$15,000 per year, effective until terminated
- Marketing Services International, Germany, Austria, and Switzerland, \$20,000 per year, effective until terminated
- Gate 7, Australia and New Zealand, \$81,900 per year, effective through June 30, 2024
- AVIAREPS srl, Italy, \$10,000 per year, effective through August 31, 2024
- Black Diamond, United Kingdom and Ireland, \$50,000 per year, effective through June 30, 2024
- Bluebird Communications, \$7,000 per month, effective until terminated and cancelable at any time with a 30-day written notice.
- Airplanners, \$4,500 per month, effective through July 31, 2024
- Glen Plake, \$35,000 per year, effective through October 31, 2025, and cancellable anytime with a 5-day advanced written notice.
- Atlantic Link, Scandinavia and Finland, \$20,000 per year, effective through June 30, 2024
- Tempest Interactive Media LLC, Growth Marketing Services, \$4,000 per month, effective until June 30, 2024
- Tempest Interactive Media LLC, subscription and hosting fees, \$18,300 per year, effective 3 years after Go Live date
- iDSS Global LLC, \$12,000 per year, effective 3 years after Go Live date

Joint Reserve Funds

The Town holds funds on reserve based on excess TOT collections, which are made available to the Organization at the Town's discretion. During the year ended June 30, 2023, no amount was released from restriction.

As of June 30, 2023, the reserve funds, which are held by Town and not reflected in the accompanying financial statements of the Organization, totaled \$1,137,147.

Note 8 - Related Party Transactions

During the year ended June 30, 2023, the Organization entered into various related party transactions with companies where Board members are employed. These transactions included: marketing expense of \$11,901, marketing trip expense of \$28,470, event grant funding of \$15,000, and sponsorship expense of \$15,201.



Supplementary Information
June 30, 2023

Mammoth Lakes Tourism

Mammoth Lakes Tourism
Schedule of Revenue and Expenses – Budget to Actual – Tourism Taxes
Year Ended June 30, 2023

	Tourism Taxes		
	Budget	Actual	Variance
Revenue			
Town of Mammoth Lakes - transient occupancy taxes	\$ 2,000,000	\$ 2,000,000	\$ -
Designated joint reserve fund	100,000	100,000	-
Visitor guide sales	20,000	-	(20,000)
Retail sales/royalty income	2,000	-	(2,000)
Certified folder display income	3,400	2,063	(1,337)
Other revenue	-	3,684	3,684
Interest income	-	440	440
Total revenue	<u>2,125,400</u>	<u>2,106,187</u>	<u>(19,213)</u>
Expenses			
Marketing program			
General marketing	1,798,025	1,909,393	(111,368)
Sales	503,753	410,296	93,457
Public relations	389,511	402,359	(12,848)
Total marketing program	<u>2,691,289</u>	<u>2,722,048</u>	<u>(30,759)</u>
Supporting services			
General and administrative	156,502	352,678	(196,176)
Total expenses	<u>2,847,791</u>	<u>3,074,726</u>	<u>(226,935)</u>
Change in Net Assets	<u>\$ (722,391)</u>	<u>\$ (968,539)</u>	<u>\$ (246,148)</u>

Mammoth Lakes Tourism
Schedule of Revenue and Expenses – Budget to Actual – Business Improvement District
Year Ended June 30, 2023

	Business Improvement District		
	Budget	Actual	Variance
Revenue			
Tourism assessment revenue	\$ 6,300,000	\$ 7,038,404	\$ 738,404
Assessment interest and penalties	-	56,714	56,714
Interest income	-	16,798	16,798
Total revenue	<u>6,300,000</u>	<u>7,111,916</u>	<u>811,916</u>
Expenses			
Marketing program			
General marketing	7,189,497	6,445,948	743,549
Sales	237,978	222,274	15,704
Public relations	196,775	171,526	25,249
Total marketing program	<u>7,624,250</u>	<u>6,839,748</u>	<u>784,502</u>
Supporting services			
General and administrative	117,254	327,810	(210,556)
Total expenses	<u>7,741,504</u>	<u>7,167,558</u>	<u>573,946</u>
Change in Net Assets	<u>\$ (1,441,504)</u>	<u>\$ (55,642)</u>	<u>\$ 1,385,862</u>



**Mammoth Lakes Tourism Financial Report
January 3, 2024**

Preliminary Transient Occupancy Tax (TOT)

- TOT collections for November 2023 came in at \$1,001,561 which is +\$85,491 and +9% to budget
- Year-to-date overall TOT revenues are \$7,623,666 which is +\$2,394,256 and +46% to budget and +\$127,237 and +2% to LY
- November TOT was -\$358,078 and -26.3% to LY

Preliminary Tourism Business Improvement District (TBID)

- TBID collections for November 2023 came in at \$370,903 which is -\$24,096 and -6.1% to budget.
- Year-to-date overall TBID revenues are \$1,757,269 which is -\$52,730 and -2.9% to budget and -\$23,051 and -1.3% to LY
- November TBID was -\$79,388 and -17.6% to LY

	2022	2023	Budget	Diff to LY	Difference to Budget	
Lodging	\$112,089	\$74,845	\$75,000	-\$37,244	-\$155	On Budget
Retail	\$122,560	\$90,483	\$115,000	-\$32,077	-\$24,517	-21.3%
Restaurant	\$105,655	\$65,162	\$95,000	+\$40,493	-\$29,838	-31.4%
Ski Area	\$109,987	\$140,411	\$110,000	+\$30,424	+\$30,411	+27.6%

Bank Balances

- Measure A Checking account balance = \$7787,279.82
- Measure A Savings account balance = \$5,019.89
- TBID Checking account balance = \$223,232.87
- TBID Savings account balance = \$5,015.16
- 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 = \$463,682.31
- Special Event CDARS account balance = \$618,240.39

Money Market Account

Balance of the FDIC Insured TBID Money Market account is \$4,254,801.51

Tourism Reserve Fund

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

- The current balance as of 12-27-23 is \$432,808

Profit and Loss Statements (P&L)

- Please let us know if you have any questions.



— OFFICIAL —
VACATION PLANNER



Mammoth Lakes Tourism

VisitMammoth.com — 888-Go-Mammoth (888-466-2666)



— IT'S THE —
REAL
 UNREAL.™

UNREAL ADVENTURE

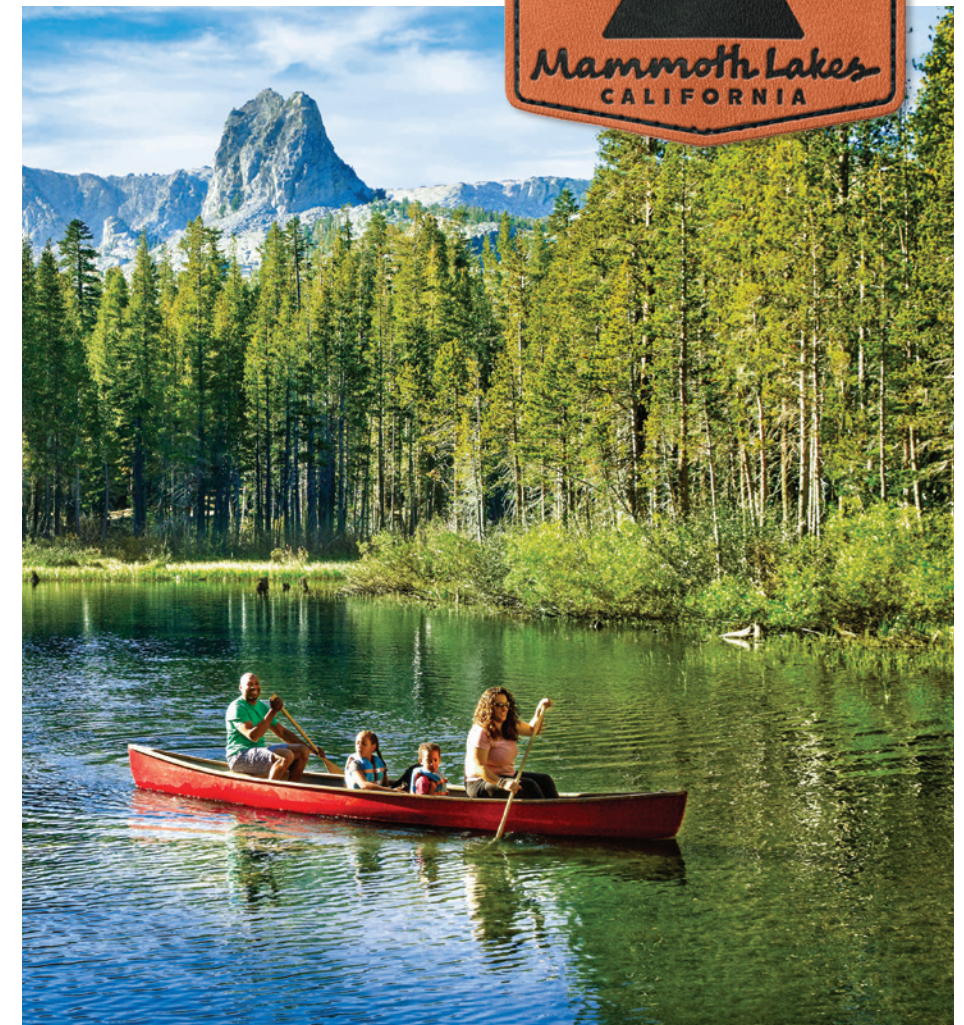
- 2 Your Launchpad for Adventure**
 Town overview of the gateway to California's natural wonders.
- 4 Yosemite National Park**
 The perfect basecamp for touring Yosemite National Park and all of its iconic wonders.
- 6 Bodie State Historic Park**
 Step back in time for a peek into life in the wildest town in the West during California's Gold Rush era.
- 8 Mono Lake**
 Explore the natural wonders of this ancient lake and learn about its tufa towers, brine shrimp and millions of migratory birds.



© 2024 Mammoth Lakes Tourism. All information in this guide is subject to change and/or cancellation without notice. Mammoth Lakes Tourism will not be held financially responsible for incorrect information.



#VISITMAMMOTH



- 10 Mammoth Lakes**
 Hike to amazing vistas, ride the extensive bike path network, paddle on alpine lakes and take in music and art festivals—fun for everyone.
- 12 Mammoth Adventure Center**
 Extreme fun headquarters with Scenic Gondola Rides, Mountain Coaster, Via Ferrata and Mammoth Bike Park—the #1 mountain bike park in the United States.

- 14 Mammoth Mountain**
 World-class skiing and boarding at California's highest mountain resort.
- 18 More Winter Fun**
 Tamarack Cross Country Ski Center and fun off the slopes in this spectacular, snowy wonderland.

- 19 Unreal Fly or Drive Trips**
 How to build your California trip around this majestic-in-scale destination.
- 20 The Ultimate Map**
 Getting to the unbelievable is unbelievably easy.



FRONT COVER: CONVICT LAKE IN FALL © SAMANTHA LINDBERG / MAMMOTH LAKES TOURISM • GLEN PLAKE ON MAMMOTH MOUNTAIN © PETER MORNING / MMSA • WOOLLY'S TUBE PARK © PETER MORNING / MMSA • CANOEING IN MAMMOTH LAKES BASIN © CHRISTIAN PONDELLA • TRAIL RIDE TO VALENTINE LAKE © MAMMOTHTRAILS.ORG

YOUR LAUNCHPAD FOR ADVENTURE

Mother Nature is at her year-round best in Mammoth Lakes, but the town also has plenty of modern conveniences – including a commercial airport, full-service hospital, and state-of-the-art fitness facilities. After your epic day of play in the mountains, enjoy a fantastic meal at one of over 65 restaurants. Choose from classic American hamburgers and BBQ, to French, German, Mexican, Japanese, and Italian cuisines. Care to try an American craft beer? Mammoth Lakes is home to three award-winning breweries and dozens of welcoming pubs and bars, where you can recount the day's adventures with friends and family.



MAMMOTH MOUNTAIN
SUMMIT
3,369 m / 11,053 ft

MINARETS
3,738 m / 12,264 ft

MT. RITTER
4,008 m / 13,150 ft

BANNER PEAK
3,943 m / 12,936 ft

MAMMOTH LAKES
BASIN
2,625 m / 8,612 ft

Panorama Gondola
to Mammoth
Mountain
Summit

MAMMOTH MOUNTAIN'S
MAIN BASE LODGE
2,713 m / 8,901 ft

MAMMOTH MOUNTAIN'S
CANYON BASE LODGE
2,546 m / 8,353 ft

MAMMOTH MOUNTAIN'S
EAGLE BASE LODGE
2,424 m / 7,953 ft

THE VILLAGE
AT MAMMOTH
2,454 m / 8,051 ft

Village
Gondola to
Canyon
Lodge

MAIN STREET
2,377 m / 7,798 ft

TOWN OF MAMMOTH LAKES

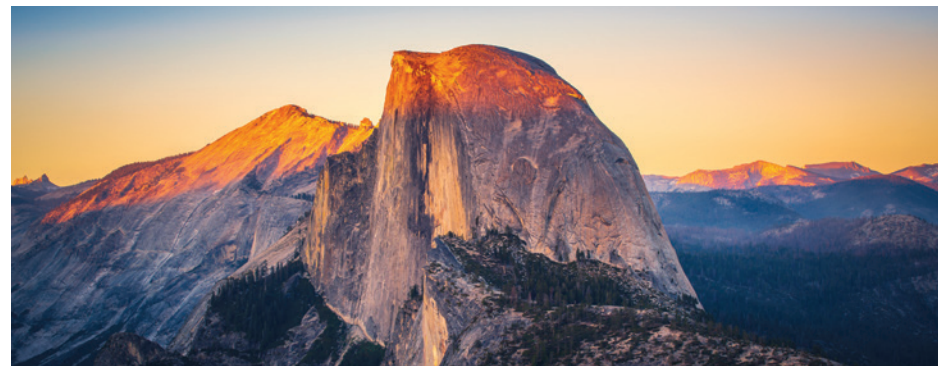


YOSEMITE NATIONAL PARK

Visit Yosemite Like a Pro

No trip to California would be complete without visiting Yosemite National Park! Known for deep valleys containing some of the world’s tallest waterfalls, granite monoliths, giant sequoia trees and wild meadows, the immense park stretches nearly 3,108 square kilometers (1,931 square miles).

Yosemite’s eastern entrance is just 45 minutes from Mammoth Lakes and accessed via Tioga Pass, the highest highway pass in California – open from early summer to late fall (subject to snow conditions). Visiting from the east side allows you to not only see the iconic sights of Yosemite Valley, about a two-hour drive away, but also to spend time in the nearby, often-overlooked high country. Waterfalls reach peak flows in late spring and early summer, while the high-elevation Tuolumne Meadows area is spectacular and uncrowded in the fall.



YOSEMITE ADVENTURES

Yosemite Valley and Giant Sequoias

Tour Yosemite National Park including Yosemite Valley.

Hike among giant sequoias in the Tuolumne and Merced groves, or channel your inner Ansel Adams with a stop at Tunnel View to frame the ultimate photo of Yosemite Valley. Feel the spray of Bridalveil and Yosemite falls, walk alongside the towering granite of Half Dome to Mirror Lake and marvel at climbers scaling the vertices of El Capitan.

Tuolumne Meadows High Country

Assemble a gourmet picnic and catch the Yosemite Area Regional Transportation System bus into the Yosemite high country. Disembark at the Tuolumne Visitor Center and choose an easy hike to a carbonated spring or a moderate scramble up a granite dome.

Use the park’s free shuttle to roam from the pristine shores of Tenaya Lake to the craggy outlooks of Olmsted Point.



TUNNEL VIEW AT YOSEMITE NATIONAL PARK © STEPHEN ADOBE STOCK • SUNSET VIEW OF HALF DOME © HEHENGEL / ADOBE STOCK
VERNAL FALL © MARIUSZ BLACH / ADOBE STOCK • YARTS BUS © GERALD ROBINSON PHOTOGRAPHY

YOSEMITE AREA REGIONAL TRANSPORTATION SYSTEM

YARTS

Watch the scenery – not the road! Round-trip transportation on YARTS’ luxury buses is offered daily from Mammoth Lakes. Your fare includes the park entrance fee, and YARTS connects with free park shuttles inside Yosemite.

Ride YARTS for free when you show your boarding pass for flights in or out of Mammoth Lakes. Arrive in Yosemite refreshed and ready to explore!



BODIE STATE HISTORIC PARK

California's Official Ghost Town

Bodie State Historic Park is the largest unrestored, best preserved ghost town from California's Gold Rush era, having produced over \$35 million in gold and silver from 1877 to 1888 when the community swelled to nearly 8,000 residents!

Once notorious as the wildest town in the West – with its saloons, bordellos, gambling houses and opium dens – the town is now preserved as a California State Historic Park, with beautifully weathered buildings, a museum and visitor center. 170 structures still stand in a state of "arrested decay," including a general store where the same items remain from when it was locked up in 1912.



BODIE GHOST TOWN TIPS

Wander the long-abandoned streets of Bodie and peek into the windows of the general store, hotel, saloon, jail, school-house, barbershop, undertaker and several houses for a glimpse of life in a bygone era. Visit the museum and cemetery and take a tour of Bodie's last remaining gold and silver ore stamp mill.

The road to Bodie is closed once winter storms arrive, and re-opens in spring when weather permits. Note: the last three miles of road are unpaved.

Drinking water and restrooms are the only services available, so pack a picnic lunch, sunscreen and jacket for your Bodie outing.





MONO LAKE

An Ancient Lake

Over a million years old and covering more than 168 square kilometers (104 square miles), Mono Lake has no outlet, so water leaves only through evaporation—causing the lake to be 2.5 times saltier and 80 times as alkaline as the ocean. The unique biosphere supports tiny brine shrimp and alkalai flies, which provide food to millions of migratory and nesting birds.

The photography focal point is the oddly-shaped tufa towers, formed by fresh water springs percolating up from the bottom of the lake and interacting with the lake’s salt water. These tufa towers have grown to heights over 9.1 m (30 ft).

Stop by the Mono Basin Scenic Area Visitor Center to learn more about this fascinating, ancient inland sea—and stroll among the tufas at the lake’s South Tufa State Reserve.

MONO LAKE Tufa AT SUNSET © BEBOY / ADOBE STOCK • KAYAKING ON MONO LAKE © CHRISTIAN PONDELLA
FISHING ALONG THE JUNE LAKE LOOP © CHRISTIAN PONDELLA



MONO LAKE AND JUNE LAKE ADVENTURES

Rise early and drive 30 minutes north from Mammoth Lakes for a morning kayak tour among Mono Lake’s otherworldly limestone tufa towers. Don’t miss exploring the South Tufa State Reserve where a short, self-guided interpretive trail winds through the tufa towers and describes the lake and importance of its ecosystems.

Grab some food in Lee Vining before heading south, and take a side trip to June Lake. Cast a line in one of the many lakes along the June Lake Loop, or rent a stand-up paddleboard or kayak right on the beach, then spend the rest of the afternoon relaxing in the soft sand.

MAMMOTH LAKES

Play big in our massive mountain paradise!

Endless adventures await – from hikes to amazing vistas, cycling on scenic bike paths, exploring the wilderness on horseback, or sampling world-class cuisine at a festival, Mammoth Lakes delivers excitement for everyone.

With a name like Mammoth Lakes, you can be sure that water activities abound here! Clear, pristine lakes beckon – perfect for dipping your toes or catching a trophy trout. Create lasting memories as you pilot a pontoon boat, balance a stand-up paddleboard or hike to a sandy beach.

Devils Postpile National Monument and Rainbow Falls

The 323.7 hectare (798 acre) Devils Postpile National Monument is situated in Mammoth Lakes’ “backyard” and preserves a columnar basalt formation formed by flowing lava about 82,000 years ago. As the lava cooled, it contracted and split into symmetrical, vertical columns subsequently smoothed by glacial ice. Downstream, Rainbow Falls drops over 30 m (101 ft) and is named for the colorful rainbows reflected in the mist by the midday sun.



MAMMOTH LAKES ADVENTURES

Mammoth Lakes Basin

Rent bikes and jump on the free trolley to Mammoth Lakes Basin from The Village at Mammoth. At Horseshoe Lake, ride the unpaved loop trail, crossing seven bridges before joining the paved Lakes Basin path. Pass lakes and waterfalls beneath towering granite crags as you descend the 8 km (5 miles) back to town, stopping at designated pullouts for perfect photo opportunities. Spend your afternoon paddling a kayak or stand-up paddleboard. Rentals are available at marinas in the Mammoth Lakes Basin.

Horseback tours, golf, entertainment

Spend your morning on horseback! Take a half-day ride through pine forests with Mammoth Lakes Pack Outfit, passing high alpine lakes and lush meadows. Shorter rides are available for families with very young children.

Play an afternoon round of golf on one of two stunning mountain courses. Your ball flies further at altitude, so you may even take a few strokes off your game! Take in free entertainment at The Village at Mammoth for the evening, whether it’s family movie night or there’s a live band playing. Unwind over cocktails while the kids hang out in a nearby sandbox or play ping-pong or ladder ball.



DEVILS POSTPILE AND RAINBOW FALLS TIP

Catch the Reds Meadow Scenic Shuttle (fee) from Mammoth Mountain Adventure Center to Devils Postpile National Monument. Hike along the San Joaquin River to the monument, then follow the trail to the top to see the hexagonal columns resembling floor tiles. Continue on the easy 3.2 km (2 mile) hike to Rainbow Falls before jumping back on the shuttle and return to the Mammoth Adventure Center.



LAKES BASIN TROLLEY

The free Lakes Basin Trolley travels from The Village at Mammoth to the Mammoth Lakes Basin during summer and fall. The trolley stops at four alpine lakes, providing access to fishing spots, hiking trails, marinas, resorts and a pack station. The trolley also has a 16-bike trailer – so bring your bike and ride the Lakes Basin Path back down to town!



PHOTOGRAPHING FALL COLOR © JOSH WIRAY / MAMMOTH LAKES TOURISM • MOUNTAIN BIKING © DAKOTA SNIDER / MAMMOTH LAKES TOURISM • DEVILS POSTPILE NATIONAL MONUMENT © INSTUDIO / ADOBE STOCK
TROLLEY © EASTERN SIERRA TRAVEL AUTHORITY • FAMILY AT RAINBOW FALLS © MAMMOTH LAKES TOURISM





ADVENTURE CENTER

Summit Adventures

Ride the Scenic Gondola to the top of Mammoth Mountain where you can snap a selfie at the 3,369 m (11,053 ft) summit sign, enjoy lunch with panoramic views at the Eleven53 Café, and discover the Sierra's history at the interpretive center. For a one-way trip, head back down on foot for a rewarding hike.

Via Ferrata

Challenge yourself with a guided Euro-style climbing adventure on the rugged cliffs of Mammoth Mountain. Via Ferrata, which means "iron path," is a network of climbing routes using steel cables, iron rungs and suspended bridges fixed to the rock that climbers are attached to for safety. Great for families, groups or individuals—no previous climbing experience required.

Mammoth Bike Park

With 130+ km (80+ miles) of singletrack offering plenty of jumps, berms and drops, and some of the most radical terrain in the country, Mammoth is the biggest, baddest and best bike park in the U.S. Our beginner-friendly Discovery Zone is the best place to learn and is specifically designed to make progression easy.

Try a class 1 pedal assist e-bike and explore more of the mountain without tiring yourself out. Top-of-the-line e-bikes and beginner-friendly e-biking lessons available.

Woolly's Adventure Summit

The new Mountain Coaster at Woolly's Adventure Summit provides a thrilling ride through the forest down exciting curves, spiral twists and roller jumps as riders descend 1,662.7 m (5,455 ft) of downhill track back down to the start house.



ADVENTURE CENTER KIDS' ACTIVITIES

Ropes Course

Mini adventurers climb, stretch, balance and crawl through a climbing net, log walk, planks, swings and more—then rappel to finish.

Bungee Trampoline

The amazing multi-station EuroBungee safely flings bouncers nearly 7.6 m (25 ft) in the air to flip and perform gravity defying stunts.

Climbing Wall

Climbers of all ages and abilities can take the challenge on this rock wall featuring routes from easy to nearly impossible. The experienced staff will teach you the ropes to get you started and make it to the top.

Junior Zip Line

Fly without wings as you sail almost 7.3 m (25 ft) in the air along the 93-m (306-ft) long zip line located behind the Adventure Center. Smile as you fly over a creek, and wave to the bikers below.

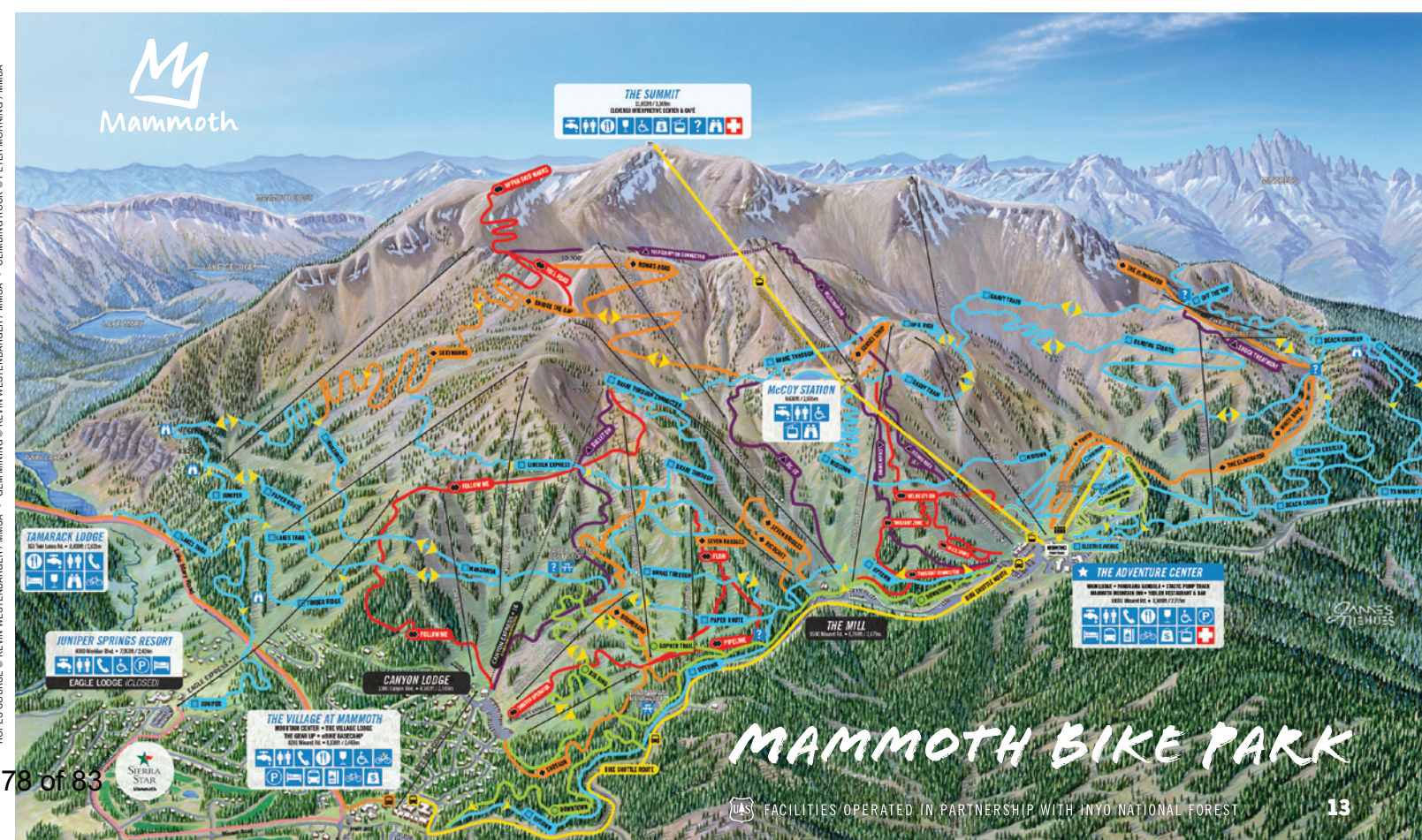
Gem Mining

Pint-sized prospectors will enjoy sifting through sand and rocks at Woolly's Mining Co. in hopes of striking it rich. Uncover gemstones, arrowheads and more by using a sluice box.

STACYC™ Full Throttle Pump Track

Hop on a STACYC™ powered stability cycle and take a spin around our pump track, where kids can get the feel for whoops, berms, and balance while having a blast. It's the perfect introduction to the Mammoth Bike Park for littler rippers.

PANORAMA COURSE © PETER MORNING / AMBA • VIA FERRATA © PETER MORNING / AMBA • MAMMOTH BIKE PARK © PETER MORNING / AMBA • ROPE COURSE © KEVIN WESTENBERGER / AMBA • GEM MINING © KEVIN WESTENBERGER / AMBA • CLIMBING ROCK © PETER MORNING / AMBA



MAMMOTH MOUNTAIN

Skiing and Snowboarding

World-famous Mammoth Mountain Ski Area truly lives up to its 'Mammoth' name, with 28 chairlifts and two gondolas accessing over 1,416 hectares (1,500 acres) of skiable terrain. Boasting a summit elevation of 3,369 m (11,053 ft), Mammoth is the highest resort in California. 150 distinct runs offer something for everyone, from easy learning terrain to wide-open bowls and expert chutes. It's not unusual here to share a chairlift ride with an Olympian or see a gold medalist soaring high above a massive terrain park. Mammoth Mountain is an official training mountain of the U.S. Olympic Team, annually hosting numerous events featuring both professional and up-and-coming athletes.



MAMMOTH MOUNTAIN TIPS

Canyon Lodge Area

Begin your adventure at Canyon Lodge and get acquainted with Mammoth Mountain's vast terrain by taking a morning mountain tour led by a friendly host. Then cruise perfectly groomed runs between Canyon and Eagle lodges, bash bumps or seek out powder stashes off Chair 22 or the Cloud Nine Express.

After a full morning of skiing, take the Village Gondola or the Ski Back Trail to The Village at Mammoth for a leisurely lunch before finishing the day with a trip to Woolly's Adventure Summit. Zoom down groomed lanes in the Tube Park, or for the ultimate adrenaline rush, don't miss the new Mountain Coaster. With 1,662.7 m (5,455 ft) of twists, turns, and speeds up to 40.25 km/h (25 mph), it's an exhilarating journey through mountain terrain that will leave you craving more.

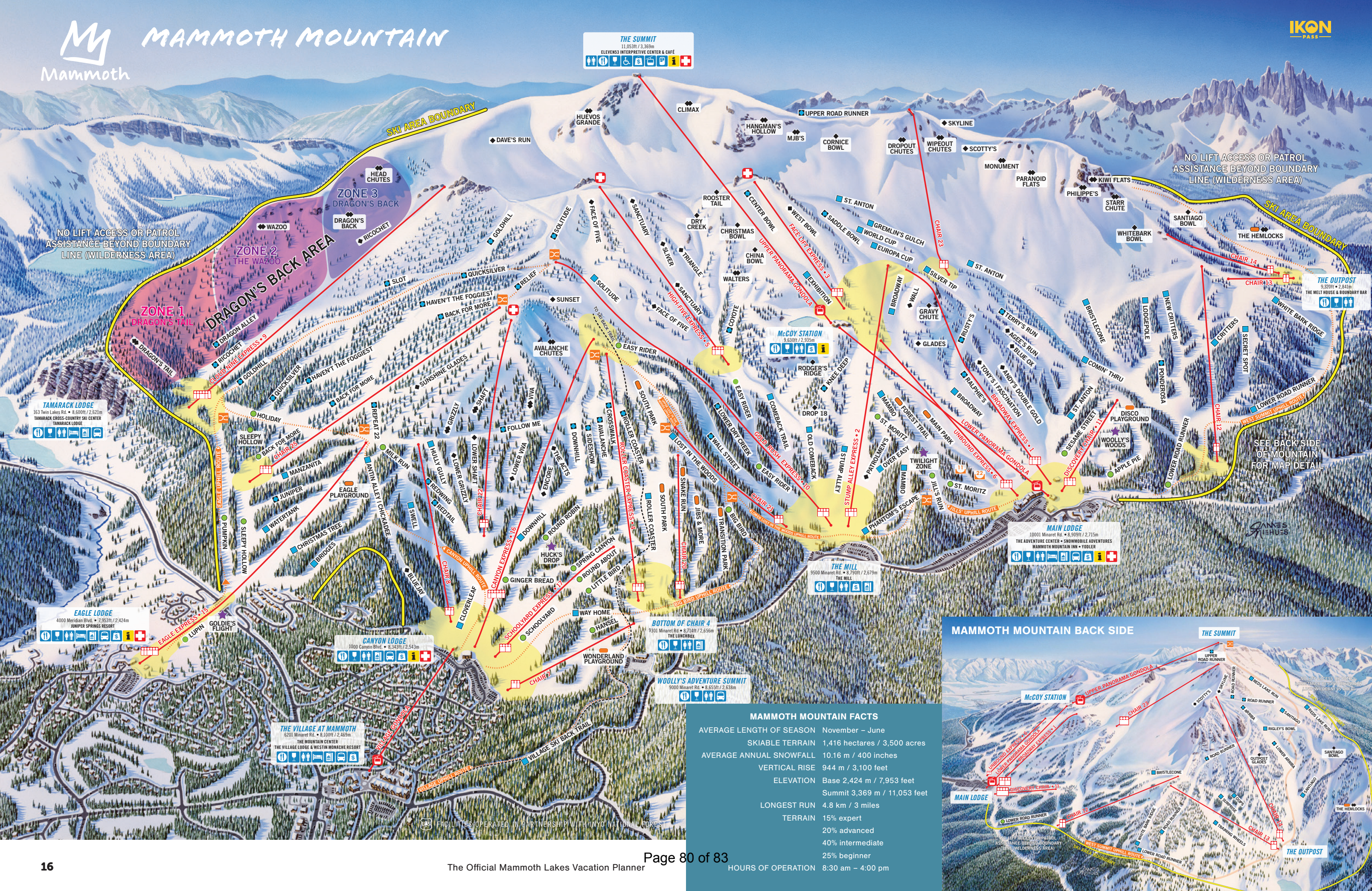
Main Lodge Area

Venture to the top of the Sierra! From Main Lodge, ride the gondola to the summit of Mammoth Mountain. Visit the Eleven53 Interpretive Center for 360-degree views and interpretive exhibits detailing the unique landscape before descending your choice of intermediate or expert above-treeline terrain. You may also ride the gondola back down.



FRESH POWDER ON MAMMOTH MOUNTAIN © PETER MORNING / MMSA • ANNUAL NIGHT OF LIGHTS ON MAMMOTH MOUNTAIN © PETER MORNING / MMSA
 SUMMIT OF MAMMOTH MOUNTAIN © PETER MORNING / MMSA





TAMARACK LODGE
 163 Twin Lakes Rd. • 8,600ft / 2,621m
 TAMARACK CROSS-COUNTRY SKI CENTER
 TAMARACK LODGE

EAGLE LODGE
 4000 Meridian Blvd. • 7,953ft / 2,424m
 JUNIPER SPRINGS RESORT

CANYON LODGE
 1000 Canyon Blvd. • 8,343ft / 2,543m

THE VILLAGE AT MAMMOTH
 6201 Minaret Rd. • 8,100ft / 2,469m
 THE MOUNTAIN CENTER
 THE VILLAGE LODGE & WESTIN MONACHE RESORT

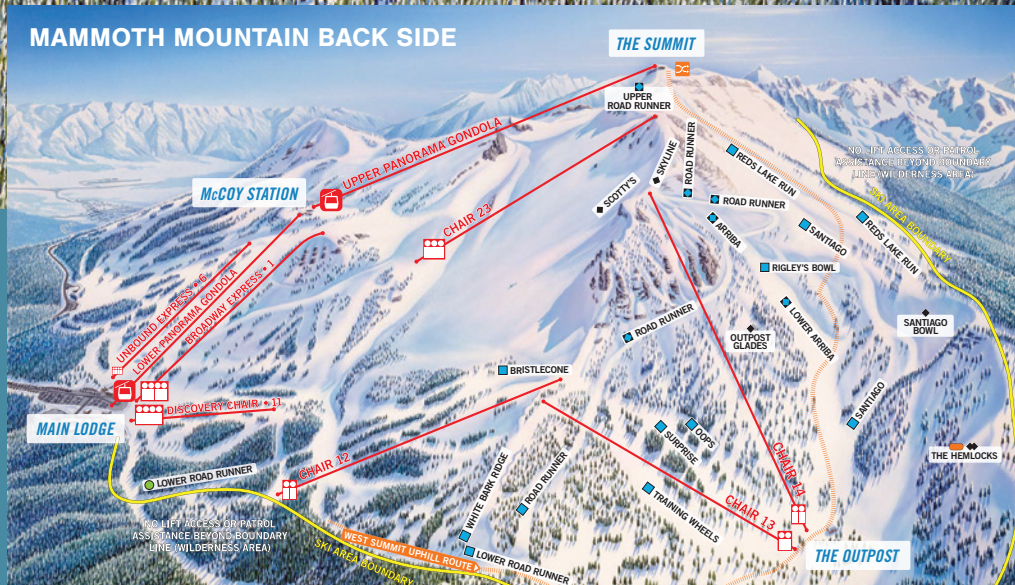
THE SUMMIT
 11,053ft / 3,369m
 ELEVEN53 INTERPRETIVE CENTER & CAFÉ

THE MILL
 9500 Minaret Rd. • 7,790ft / 2,379m
 THE MILL

MAIN LODGE
 10001 Minaret Rd. • 8,099ft / 2,715m
 THE ADVENTURE CENTER • SNOWMOBILE ADVENTURES
 MAMMOTH MOUNTAIN INN • YODLER

WOOLLY'S ADVENTURE SUMMIT
 9000 Minaret Rd. • 8,653ft / 2,638m

MAMMOTH MOUNTAIN FACTS	
AVERAGE LENGTH OF SEASON	November – June
SKIABLE TERRAIN	1,416 hectares / 3,500 acres
AVERAGE ANNUAL SNOWFALL	10.16 m / 400 inches
VERTICAL RISE	944 m / 3,100 feet
ELEVATION	Base 2,424 m / 7,953 feet Summit 3,369 m / 11,053 feet
LONGEST RUN	4.8 km / 3 miles
TERRAIN	15% expert 20% advanced 40% intermediate 25% beginner
HOURS OF OPERATION	8:30 am – 4:00 pm



NO LIFT ACCESS OR PATROL ASSISTANCE BEYOND BOUNDARY LINE (WILDERNESS AREA)

NO LIFT ACCESS OR PATROL ASSISTANCE BEYOND BOUNDARY LINE (WILDERNESS AREA)

SEE BACK SIDE OF MOUNTAIN FOR MAP DETAIL

FACILITIES OPERATED IN PARTNERSHIP WITH INYO NATIONAL FOREST

MORE WINTER FUN

Ski and Snowshoe Tours, Snowmobiling and Ice Skating

Take a break from downhill skiing or snowboarding and join a morning naturalist tour on Nordic skis or snowshoes at Tamarack Cross Country Ski Center, or explore the meticulously groomed trail system at your own pace.

Spend the afternoon on a snowmobile! Take a guided trip, or map out your own route. There are over 160 km (100 miles) of groomed trails available, as well as thousands of hectares of expansive, open terrain.

Finally, enjoy an ice skating session on LA Kings Ice at the Mammoth Lakes Community Recreation Center before treating yourself to a fine-dining meal to complete your stay.



Tamarack Cross Country Ski Center

Tamarack Cross Country Ski Center is the epicenter of cross country skiing and snowshoeing in Mammoth Lakes. Embark on 30 km (19 miles) of freshly groomed cross country trails and skating lanes while you participate in a full moon or winter naturalist tour. Afterwards, relax by the crackling fire and treat yourself to mulled cider and dessert at Tamarack Lodge and Resort.

TAMARACK XC SKI CENTER FACTS

LENGTH OF SEASON November – April

BASE ELEVATION 2,300 m / 8,600 feet

TOP ELEVATION 3,089 m / 9,008 feet

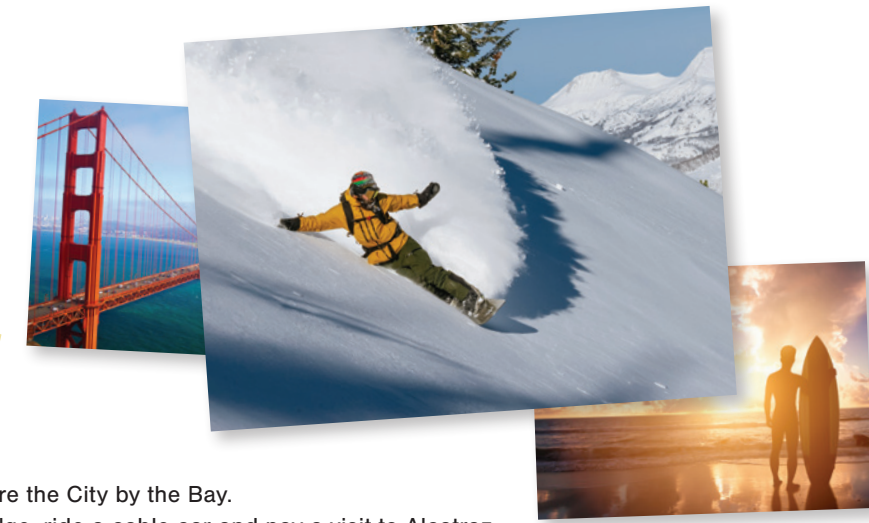
GROOMED TRAILS 30 km / 19 miles

HOURS OF OPERATION 8:30 am – 5:00 pm

UNREAL FLY OR DRIVE TRIPS

With Mammoth Lakes' perfect location, you can build memorable trips around Mammoth Lakes with visits to Los Angeles, San Francisco or Las Vegas—all of which are within a 5-hour drive. Mount Whitney, the highest peak in the lower 48 states at 4,418 m (14,494 ft), and Death Valley National Park, which includes the lowest point in North America at 86 m (282 ft) below sea level, are both nearby.

California is an enormous state, with diverse climate zones ranging from pleasant beach weather year-round to deserts that are scorching in summer and wonderful in winter. Snowfall totals in the Sierra Nevada range average around 1,016 cm (400 in) annually, and winter snowstorms can bring over 75 cm (30 in) of snow in a short period of time. Be aware that many high-elevation roads and passes are closed from late fall until early summer, so plan your route accordingly.



FLY— CITY TO SNOW TO BEACH ITINERARY (14 nights)

- **San Francisco** (3 nights) – Fly into SFO and explore the City by the Bay. Rich in California history, see the Golden Gate Bridge, ride a cable car and pay a visit to Alcatraz.
- **Mammoth Lakes** (8 nights) – Fly SFO to BIH for a winter holiday in Mammoth Lakes—skiing and snowboarding on legendary Mammoth Mountain, plus ice skating, tubing, snowshoeing and snowmobiling. You can also visit Mammoth's sister resort June Mountain (another IKON resort), just a 20-minute drive north from Mammoth Lakes.
- **Los Angeles** (3 nights) – Fly MMH to Hawthorne-LAX (HHR) to experience the heart of Southern California culture, with beaches, surfing, and Hollywood glamor.

DRIVE— SURF TO SIN TO PEAKS ITINERARY (14 nights)

- **Los Angeles** (2 nights) – Home to Hollywood and beautiful beaches, experience the heart of Southern California culture.
- **Las Vegas** (3 nights) – Experience the bright lights and big attractions of "Sin City."
- **Mammoth Lakes** (3 nights) – Explore Yosemite National Park, Devils Postpile National Monument, Rainbow Falls, Mammoth Adventure Center, Mammoth Lakes Basin, then Bodie State Historic Park and Mono Lake on your way to Lake Tahoe.
- **Lake Tahoe** (2 nights) – Visit the largest alpine lake in North America.
- **San Francisco** (2 nights) – See the Golden Gate Bridge, ride a cable car and pay a visit to Alcatraz before heading south along Coastal Highway 1.
- **Coastal Highway 1 to Los Angeles** (2 nights) – Drive the scenic Pacific Coast Highway and take in sights including Hearst Castle and the Big Sur coast before ending your journey in Los Angeles.



THE ULTIMATE MAP

AIR SERVICE

Flying directly to Mammoth Lakes couldn't be easier. The Mammoth Yosemite Airport is a 10-minute drive to the heart of downtown Mammoth Lakes, and the Eastern Sierra Regional Airport in Bishop is just a 45-minute drive away.

www.VisitMammoth.com/Fly
(All flights subject to change and/or cancellation without notice.)

Airlines

ADVANCED AIRLINES

800-393-7035 • www.AdvancedAirlines.com

UNITED AIRLINES

800-864-8331 • www.United.com

Regional Airports

MAMMOTH YOSEMITE AIRPORT (MMH)

1200 Airport Road • www.VisitMammoth.com/Fly
 (11.42 km / 7.1 miles south on US 395)
 Season: Year-round

EASTERN SIERRA REGIONAL AIRPORT (BIH)

760-872-2971 • 703 Airport Road, Bishop
 (72.42 km / 45 miles south on US 395)
www.inyocounty.us/bishop-airport
 Season: Year-round

HOT CREEK AVIATION

760-924-9127 • 1334 Airport Road
 (11.42 km / 7.1 miles south on US 395)
www.HotCreekAviation.com
 Season: Year-round

Airport Car Rentals

ENTERPRISE RENT-A-CAR BISHOP

703 Airport Road • www.Enterprise.com

NATIONAL CAR RENTAL MAMMOTH

760-709-4214 • 1200 Airport Road
www.NationalCar.com

Airport Shuttles (Reservations Required)

MAWS TRANSPORTATION

760-709-2927
www.LetsRide.co/locations/maws

MAMMOTH CABS

760-924-2227
www.MammothLakesCabs.com

MAMMOTH TAXI

760-937-8294 • www.Mammoth-Taxi.com

SIERRA SHUTTLE SERVICE

760-914-2746
www.SierraShuttleService.com



GROUND TRANSPORTATION

Local Transit
 (Free) Public Transit System

EASTERN SIERRA TRANSIT (ESTA)
www.ESTransit.com

Regional Transit

Long Distance and Trailhead

MAWS TRANSPORTATION

www.LetsRide.co/locations/maws

MAMMOTH CABS

www.MammothLakesCabs.com

SIERRA SHUTTLE SERVICE

www.SierraShuttleService.com

Public Transit

EASTERN SIERRA TRANSIT (ESTA)

www.ESTransit.com

Service from: • Reno, NV Airport

• Lancaster, CA Metrolink Train Station

YOSEMITE AREA REGIONAL TRANSPORTATION SYSTEM (YARTS)

www.YARTS.com

Connects to Yosemite National Park and

Merced, CA Amtrak train station

ROAD TRIP

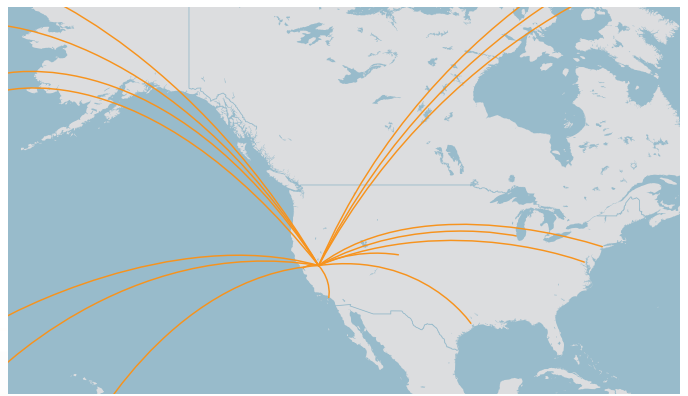
The drive along the Sierra Nevada mountain range to Mammoth Lakes offers spectacular views of 4,267 meter mountain peaks and open valley. US 395 is a state-designated Scenic Byway that is routed through the Owens Valley. Times and distances are approximate and will vary with traffic, road and weather conditions.

DRIVING TIMES & DISTANCES

	HOURS	MILES	KILOMETERS
Death Valley National Park	3	180	290
Las Vegas	5	310	499
Los Angeles	5	315	507
San Diego	7	400	644
San Francisco*	5.5	280	451
	6.75 WINTER	385 WINTER	620 WINTER
Yosemite National Park	.75	45	73

*State Route 120 (Tioga Pass) to/from Yosemite National Park closed from approximately early November through May.





UNITED LINKS MAMMOTH LAKES TO THE WORLD

United's flights via Denver and San Francisco provide peak winter season access to over 20 cities worldwide, including Beijing, Tokyo, Sydney, London, and Frankfurt. Book today through United Airlines or your professional travel agent.



THE REAL UNREAL™

— IS JUST A FLIGHT AWAY —

Seasonal air service to Mammoth Lakes makes getting here easy. Connect to Mammoth Lakes from cities around the world when you fly on United into Eastern Sierra Regional Airport (BIH) in Bishop. You can also hop on an Advanced Airlines flight from Hawthorne-LAX (HHR), or Carlsbad (CLD) to Mammoth Yosemite Airport (MMH), just 10 minutes from town. (Advanced Airlines offers a free shuttle between HHR and LAX. Must have advance reservations)

All flights subject to change and/or cancellation without notice.

www.VisitMammoth.com/Flying

