



Mammoth Lakes Tourism Board Agenda

Monday, January 6, 2025, 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 Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa, Board Member Mary Beth Ericson

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 9, 2024

5. POLICY MATTERS

5.1 TOML Parks and Recreation Update from Stuart Brown - Brief update on current happenings with Town Parks and Recreation

5.2 Winter Air Service Update - Overview of winter 2024-25 service for both MMH and BIH

5.3 Board Meeting Schedule Discussion

Due to increasing conflicts with the first Wednesday of the month, Board to discuss a possible day and time change for the regularly scheduled meetings moving forward. The Board will discuss and may vote to adjust the regular meeting day and time.

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), the Tourism Business Improvement District (TBID) and current account balances.

6. DEPARTMENT UPDATES

6.1 Community Engagement

Receive an update on community engagement efforts from Vice President, Community Engagement Betsy Truax.

6.2 Digital Marketing

Receive an update regarding digital marketing efforts from Digital Marketing Manager Samantha Lindberg.

6.3 Local Marketing

Receive an update regarding local marketing efforts from Marketing Manager Emily Bryant.

6.4 Content Marketing

Receive an update regarding content marketing efforts from Content Marketing Manager Laura Wattles.

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 - Tom Parker

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. ADJOURNMENT

The next regular meeting is scheduled to be held on Wednesday, February 5, 2025, at 1:00 p.m. Due to scheduling conflicts with President and CEO Urdi's commitments with Visit California and Cal Travel the February and March Board meetings will need to be rescheduled.



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

December 9, 2024, 1:30 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members Present: Chair Pat Foster, Secretary John Mendel, Board Member Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa, Board Member Mary Beth Ericson

Members Absent: Vice Chair Eric Clark, Treasurer John Morris, Board Member John Wentworth

1. CALL TO ORDER AND ROLL CALL

Chair Pat Foster called the meeting to order at 1:31 p.m. in the Council Chambers located at 437 Old Mammoth Road.

2. BOARD MEMBER REPORTS

Chair Pat Foster provided an update on the recent Business After Hours event co-hosted by the Town and Hot Creek Aviation which was held at the Mammoth Yosemite Airport. Chair Foster announced that Treasurer John Morris was awarded the Mayor's Spirit of Mammoth Award, and reported that the new mayor, Chris Bubser, said she would like more updates from the Non-Governmental Organizations (NGOs). He suggested that members of the Board trade off attending Town Council meetings to provide updates. Chair Foster announced that his first grandchild had arrived.

Board Member Mary Beth Ericson reported that lodging lead time and occupancy were down mid-week, daily rates were coming down significantly, and more

people were asking for discounts. Ms. Ericson said she hoped for more guidance from the Town regarding implementation of the 2% Transient Occupancy Tax (TOT) increase on bookings that were made after January 1, 2025.

Board Member Cristi Quesada-Costa joined the meeting at 1:35 p.m.

Vice President, Global Tourism Michael Vanderhurst who also serves as the Chair of the Town's Planning and Economic Development Commission (PEDC) reported that the Commission would hold a meeting on Wednesday at 9:00 a.m. which would include information from Town staff regarding the timeline and process of the implementation of the 2% TOT increase.

Secretary John Mendel attended a Sierra Sourced meeting last week and discussed the goal of the program to bring together businesses from various industries across the east and the west side, and to create a directory of those businesses and to find a way to work together.

Board Member Cristi Quesada-Costa said her restaurant had been very busy over the Thanksgiving holiday but had been slow since then.

There was discussion among members of the Board.

3. PUBLIC COMMENTS

There were no comments given at this time.

4. CONSENT AGENDA

Moved by Secretary John Mendel

Seconded by Board Member Tom Parker

Approve the Consent Agenda.

For (6): Chair Pat Foster, Secretary John Mendel, Board Member Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa, and Board Member Mary Beth Ericson

Absent (3): Vice Chair Eric Clark, Treasurer John Morris, and Board Member John Wentworth

Carried (6 to 0)

4.1 Approve the minutes of the Regular Meeting of November 6, 2024

5. POLICY MATTERS

5.1 MLT 2024 Summer/Fall Advertising Recap - Presentation on 2024 summer and fall advertising results

President and CEO John Urdi outlined the information in the MLT 2024 Summer/Fall Campaign Recap.

There was discussion between staff and members of the Board.

5.2 Winter Air Service Update - Overview of winter 2024-25 service for both Mammoth Yosemite Airport (MMH) and Bishop Airport (BIH)

President and CEO John Urdi outlined the information in the Air Service Update and provided updated numbers he had received after the agenda was published.

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

5.3 Summer Bishop Airport (BIH) Air Service Research

President and CEO John Urdi outlined the information in the 2024 Summer Air Survey Bishop Airport Results Report.

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

5.4 Financial Reports

President and CEO 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

Vice President, Global Tourism Michael Vanderhurst gave an update on international sales activities. Mr. Vanderhurst provided a recap from MLT's marketing agency, Bluebird, regarding the Thanksgiving snowstorm. He reported that there was an article in Thrillist about the food scene in Mammoth and an article in USA Today naming Mammoth Lakes as one of the top 10 destinations for snow in the USA, and said that MLT's photos

covering the storm were picked up by several large media outlets. Mr. Vanderhurst reported that MLT in partnership with Mammoth Mountain Ski Area (MMSA) had hosted a media Familiarization (FAM) Visit over the Thanksgiving holiday which included a stay at The Village and a trip to the Community Recreation Center (CRC), and said that MLT had partnered with Visit California on an Asian sales mission split between trade shows in Beijing and Seoul.

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

6.2 Community Engagement

Vice President, Community Engagement Betsy Truax gave an update on recent community engagement activities. Ms. Truax reported that MLT's 2023/24 Annual Report had been sent out and that she had received good feedback. She added that a QR code for the new Resident Sentiment Survey was included in the report and encouraged everyone to participate in the survey. Ms. Truax said that she was happy that Local Marketing Manager Emily Bryant was back from maternity leave and was helping with the Special Events Committee, and announced that the application period would close on Friday at 5:00 p.m. She said that the November Community Coffee was successful and announced that kids ski free on the Mountain this week. She said that the December Community Coffee would take place on the 19th with Stellar Brew as the featured coffee shop. She said they were unsure of who the December speaker would be at this time, and that they may start highlighting a different local non-profit each month. She announced that the next free Community Skate Night would take place on January 8th and reported that the Christmas Tree Lighting Event on Friday was a big success.

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

6.3 Digital Marketing

Digital Marketing Manager Samantha Lindberg provided an update on digital marketing efforts and social media activity. Ms. Lindberg said that she had been busy taking photos and reporting on the Thanksgiving snowstorm. She reported that three influencers would fly out of Bishop Thursday on United's new E175 Aircraft, and said that MLT would expand the *It's a Mammoth Thing* video series with the next episode set to release in the next few weeks.

6.4 Content Marketing

Laura Wattles provided an update on current content marketing efforts.

6.5 Local Marketing

Marketing Manager Emily Bryant thanked the team for providing support while she was on leave and gave an update on recent local marketing activities and spoke about the new Community Resources page on the Visit Mammoth website.

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

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark

There was no Mammoth Resorts update provided.

7.2 Mammoth Lakes Chamber of Commerce Update - Tom Parker

This item was taken out of order.

Board Member Tom Parker provided an update on the Chamber's recent customer service workshops and Power Lunch. Mr. Parker announced that the Chamber's Women in Business group would hold a holiday networking mixer on December 16th at Outbound. He said that the Chamber had compiled and was promoting a list of all the local restaurants that will be open on Christmas Day. He provided an update on the Hospital's North Wing project and said that two thirds of the funding would come from the hospital's reserves and the other third would be funded with a revenue bond.

There was discussion among members of the Board.

7.3 Town Council Update - John Wentworth

There was no Town Council update provided.

8. ADJOURNMENT

President and CEO John Urdi said that he would send a survey to the Board to assist in rescheduling the January meeting which falls on New Year's Day.

Secretary John Mendel said that Embers, a new takeout barbeque spot in the industrial center, was now open and highly recommended them.

The meeting was adjourned at 3:04 p.m.

Angela Plaisted, Assistant Clerk

Mammoth Lakes Tourism Board Meeting
January 6, 2025

Community Recreation Winter Update



Vision | Mission | Strategic Priorities

“To be the best alpine recreation community in the country.”



“To provide multi-purpose, year-round, indoor and outdoor recreation opportunities accessible to all residents and visitors.”

Strategic Priority # 1: *Maintain and Invest in the Town’s Recreation Infrastructure*

Strategic Priority # 2: *Deliver High-Quality, Accessible and Affordable Recreation Programming*

Strategic Priority # 3: *Build Capacity to Enhance and Expand Programming*

Operations Update

- CRC / *LA Kings Ice at Mammoth Lakes* Operations Update
- Proposed NEW Annual Membership Program
- Youth / Adult Winter Programming
- Tony Colasardo Scholarship Program
- Summer Capital Projects
- Upcoming Events

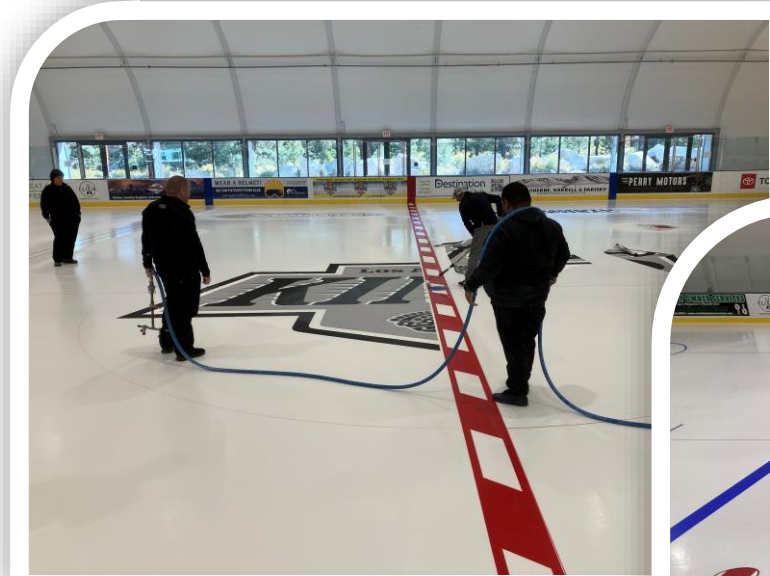


Operations Update



Ice Making and New Sponsor Recognition

- Director of Ice Operations for the LA Kings assisted staff in ice making and line/logo installation
- Final year of LA Kings and ASEC partnership
- New LA Kings center ice logo
- In-ice Major Sponsors – LADWP, Mammoth Disposal, and Snowcreek Resort
- Scoreboard sponsorship still available



2024/25 Opening Day and **NEW** Winter Expo



- Multiple external recreation vendors
- FREE Skate Admission & Rentals – 128 skaters!
- In-person registration for Parks and Recreation Winter programs
- In-person sales for Winter Skate Membership & NEW Adult Winter Play Pass

2024/25 NEW Products

FALL SPECIAL

50% OFF

WINTER SKATE MEMBERSHIP

2024/25 Season: October 3 – April 20		
Winter Skate Membership <small>Membresía de Winter Skate</small>	Excluding Rentals <small>Excluyendo alquileres</small>	Including Rentals <small>Incluyendo alquileres</small>
Adult (18+) <small>Adulto (18+)</small>	\$180 \$90	\$270 \$135
Senior/Military/College <small>Adulto mayor/Militar/Universitario</small>	\$150 \$75	\$240 \$120
Youth (5-17) <small>Niño/a (5-17)</small>	\$135 \$67.50	\$225 \$112.50
Inyo/Mono Student <small>Estudiante de Inyo/Mono</small>	\$60 \$30	\$60 \$30
Child (4 & under) <small>Infante (4 años y menores)</small>	\$60 \$30	\$60 \$30

Get unlimited access to public skate sessions all season long with your Winter Skate Membership! Enjoy 50% off for a limited time, October 3-31, in-person purchases only.

¡Obtén acceso ilimitado a las sesiones públicas de patinaje durante toda la temporada con tu Membresía de Winter Skate! Disfruta de un 50% de descuento por tiempo limitado, del 3 al 31 de octubre, solo para compras en persona.

686 Old Mammoth Rd. — LAKingsIceMammothLakes.com
760-965-3695 — [f](https://www.facebook.com/LAKingsIceMammothLakes) [@](https://www.instagram.com/LAKingsIceMammothLakes) [LAKingsIceMammothLakes](https://www.tiktok.com/@LAKingsIceMammothLakes)

For schedule and session times, visit:
LAKingsIceMammothLakes.com

Scholarships Available
Becas disponibles

- **145** (120 MLYH) Winter Skate Memberships sold in 2023/24
- **625** (160 MLYH) Winter Skate Memberships sold in 2024/25
- **625%** increase in Memberships sold versus last season.
- **1,061** Membership holders have skated this season.

WINTER PLAY PASS

10 SESSIONS = \$120

Redeemable with:

- Adult Pick Up Hockey
- Adult Stick Time
- Adult Hockey Development
- Adult Learn To Play
- Adult Drop In Curling
- Adult Learn To Curl

Not valid at Public Skate sessions.

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Community Night!

- Wednesday is Community Night!
- Skate, Curl, and learn to play hockey for only \$9!
- Partnered with MLT on providing complimentary hot beverages

LA KINGS ICE
AT MAMMOTH LAKES

**WEDNESDAY
COMMUNITY
NIGHT**

INTRO TO HOCKEY
NOVEMBER 13 - 7:30PM

ONLY \$9

OPEN FOR REGISTRATION

LA KINGS ICE
AT MAMMOTH LAKES

**WEDNESDAY
COMMUNITY
NIGHT**

FREE PUBLIC SKATE
NOVEMBER 6 - 7:30PM

FREE

SPONSORED BY MAMMOTH LAKES TOURISM

Mammoth Lakes Youth Hockey



- 160 players (2023/24 120 players)
- In-house and Travel teams – Minis (6U), Mites (8U), Squirts (10U), Peewees (12U), Bantams (14U)
- SCAHA home games (October, November, December)
- USA Hockey & LAHOA officials
- In-house games – Sundays 3:30-6:30pm



Little Kings Program



Los Angeles **KINGS** **LITTLE KINGS** Mammoth Lakes CALIFORNIA

FOR FIRST-TIME HOCKEY PLAYERS

SIX SESSIONS **FULL GEAR**

ONLY \$314

DATE: October 8, 10, 15, 17, 22, 24
 TIME: Tuesdays & Thursdays / 4:30pm-5:30pm
 WHERE: LA Kings Ice at Mammoth Lakes

AGES 5-9 YEAR OLDS

REGISTER TODAY

TONY COLASARDO SCHOLARSHIP FUND

Scholarships available.
 For more information, call (760) 965-3697.



Bishop Broncos Hockey



HIGH SCHOOL HOCKEY LEAGUE



The LA Kings High School Hockey League is designed to continue the growth of ice hockey in Southern California and directly connect the sport to local communities and high schools.

Adult Fall Hockey League



- 126 players
- Two divisions
- Intermediate/Advanced League (Mondays)
- Beginner League (Tuesdays)
- 4 teams per division
- USA Hockey certified officials
- Championship Games – December 16 & 17
- Winter League registration open

Adult Winter Hockey League



- 168 players
- Two divisions
- Intermediate/Advanced League (Tuesday) – 4 teams
- Beginner League (Monday) – 6 teams
- USA Hockey certified officials
- Championship Games – April 14 & 15
- Games commence tonight!

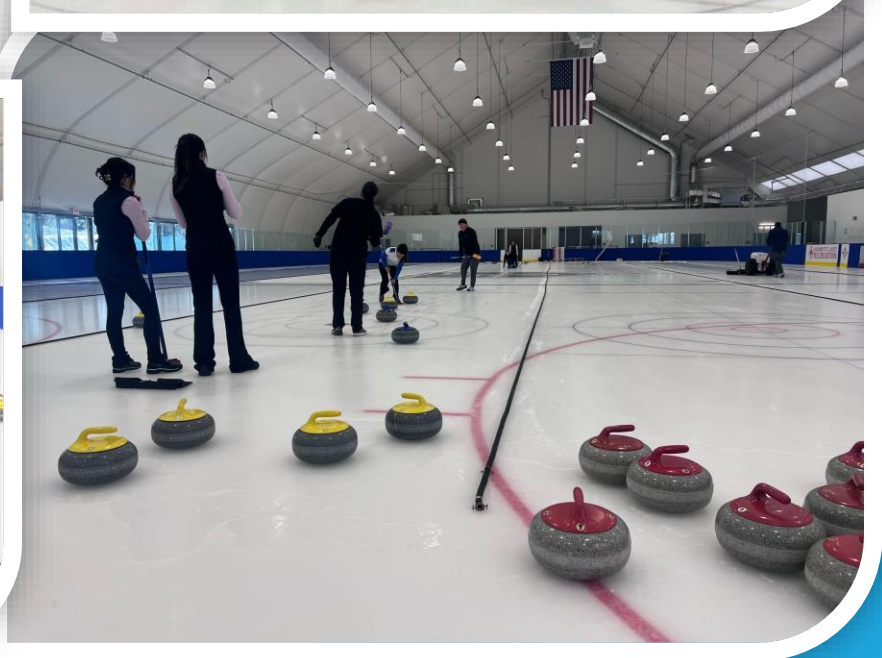
Women's Hockey

- 6-week Fall Women's Hockey Clinic (32 participants)
- Specific Skill-Focused Drop-in sessions – Thursday nights (skating, positions, stick handling, passing & receiving, scrimmages, and more)
- Women's League Starting **January 16**
- Championship Games - **April 17**



Curling

- 12 teams in Curling League
- Every Sunday evening from 7:30pm
- Host the California Curling Championships again in April
- Learn to Curl Clinics hosted every month



Skating Lessons

- Learn To Skate group and private lessons
- Hockey Skating Improvement
- Winter Skating Lessons OPEN for registration





HOME > THINGS TO DO > WINTER ACTIVITIES >
ICE SKATING

ICE SKATING

Skate into winter fun at the LA Kings Ice at Mammoth Lakes, an indoor Olympic-size rink in the Community Recreation Center (CRC).

The CRC is open and available to the public year-round, with the ice rink operating annually each winter between the months of October and April. Whether you're looking for a pick-up hockey game or want to enjoy casual skating with loved ones, the indoor ice rink is the perfect addition to your winter vacation.

Dasherboard Sponsorships



- SOLD OUT for 2024-25 (39 advertisers)
- Four new sponsors: Benchetler Fasani Foundation, Gojira, Mammoth Landscape, Sierra Solar
- New banners installed every year

Holiday Public Skate

- 16-day holiday period
- **4,898** visits (6,022 in 2023/24) **-19%**
- **306** skaters per day (376 in 2023/24) **-19%**
- **\$101,793** revenue (\$101,215 in 2023/24) **+1%**

HOLIDAY



PUBLIC SKATE

DAILY SESSION TIMES

December 21 – January 4*
 12-1:30pm | 2-3:30pm | 4-5:30pm
 6-7:30pm | 8-9:30pm

*Christmas Day, December 25
 4-5:30pm | 6-7:30pm | 8-9:30pm



HOLIDAY PUBLIC SKATE RATES

Adults (18+)	\$22	
Senior (65+) – Military* – College*	\$19	
Youth (5-17)	\$18	
Inyo/Mono Student*	\$5	
Child (4 & under)	\$5	
Additional Services	Skate Aid Rental	\$15
	Helmet Rental	FREE with admission
	Skate Sharpening	\$15

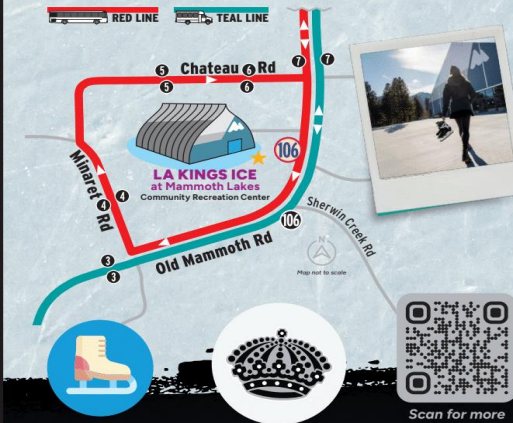


Get unlimited access to public skate sessions all season long with your Winter Skate Membership!

*with ID

MAP & DIRECTIONS

Ride the **FREE bus to the rink!** Get off at stop #106, located at the ice rink. Parking and EV charging is also available. Visit www.estransit.com for all bus stops, routes and schedules.



Winter Visitation

- **12,728 visitors** (October 3, 2024 – January 5, 2025)
- **10,258 visitors** (November 24, 2023 – January 7, 2024)
- Does not include youth hockey (MLYH and Bishop Broncos) practices and games
- Significant increase in programs (skating lessons, hockey league, instructional hockey sessions, pick-up and stick time, membership redemption)
- Decrease in daily admission visits

Los Angeles KINGS ICE MAMMOTH LAKES

ICE SKATING HOCKEY CURLING

2024/25 SEASON: OCTOBER 3 – APRIL 2

Get unlimited access to public skate sessions all season long with your Winter Skate Membership!

WINTER SKATE
LA KINGS ICE RINK
Membership
AVAILABLE NOW

Public Skating & Rates
Sessions available daily. For session times, schedule, and rates visit LAKingsIceMammothLakes.com or scan the QR code. Ice rink operations are subject to change.

Special Events
Enjoy skating with Santa, hockey tournaments, and more!

Wednesday Community Nights
Skating, curling and hockey clinics, and more!

Adult Hockey, Curling & Skating Lessons
For information and registration, please visit LAKingsIceMammothLakes.com

Youth Hockey
For information and registration, visit MammothYouthHockey.com

Map & Directions
Ride the FREE bus to the rink! Get off at stop #106, located at the ice rink. Parking and EV charging is also available. Visit www.estransit.com for all bus stops, routes and schedules.

RED LINE **TEAL LINE**

Chateau Rd

LA KINGS ICE at Mammoth Lakes Community Recreation Center

106

Minaret Rd

Old Mammoth Rd

Sherwin Creek Rd

Map not to scale

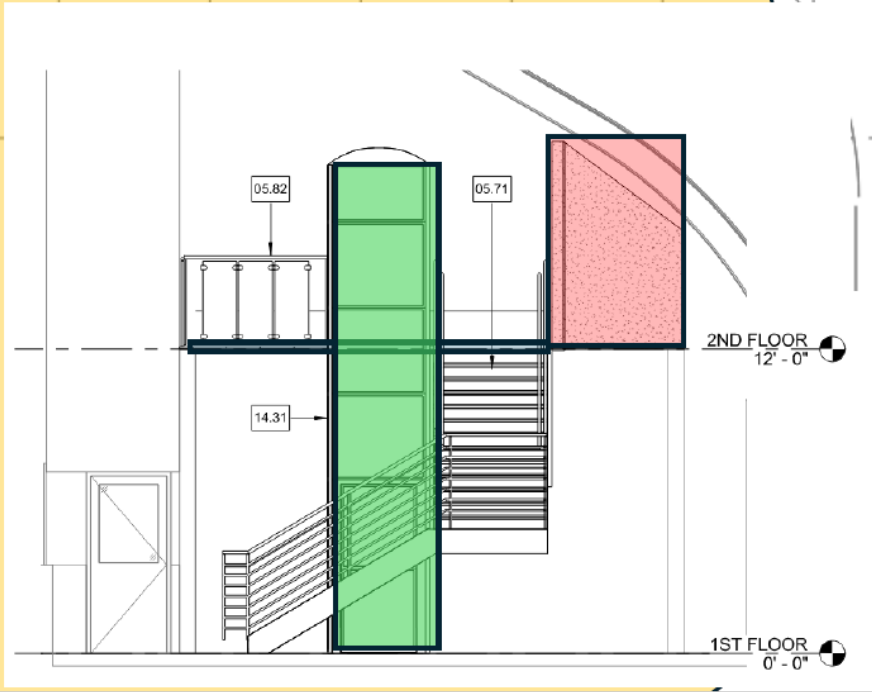
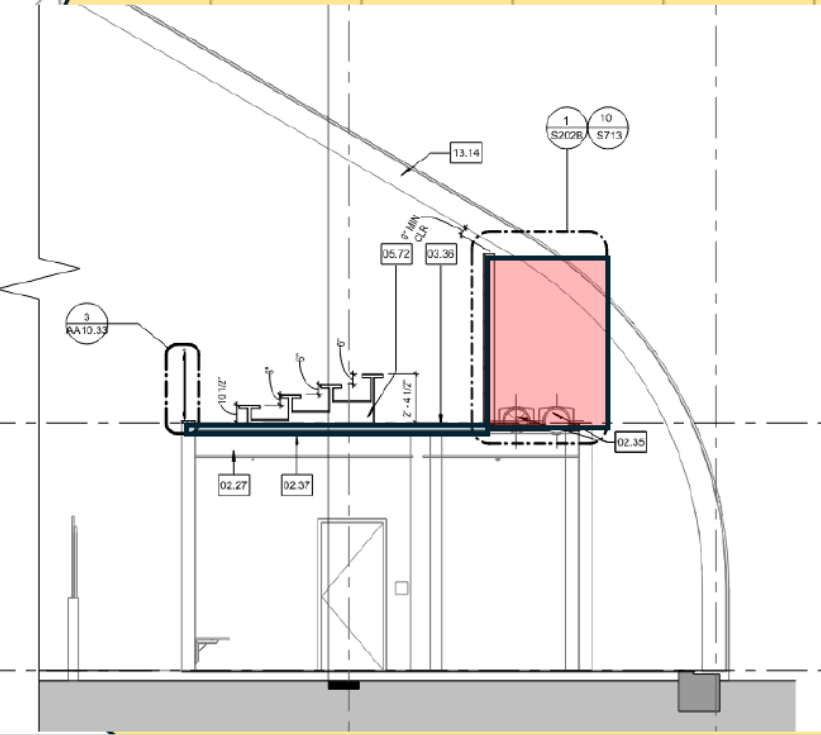
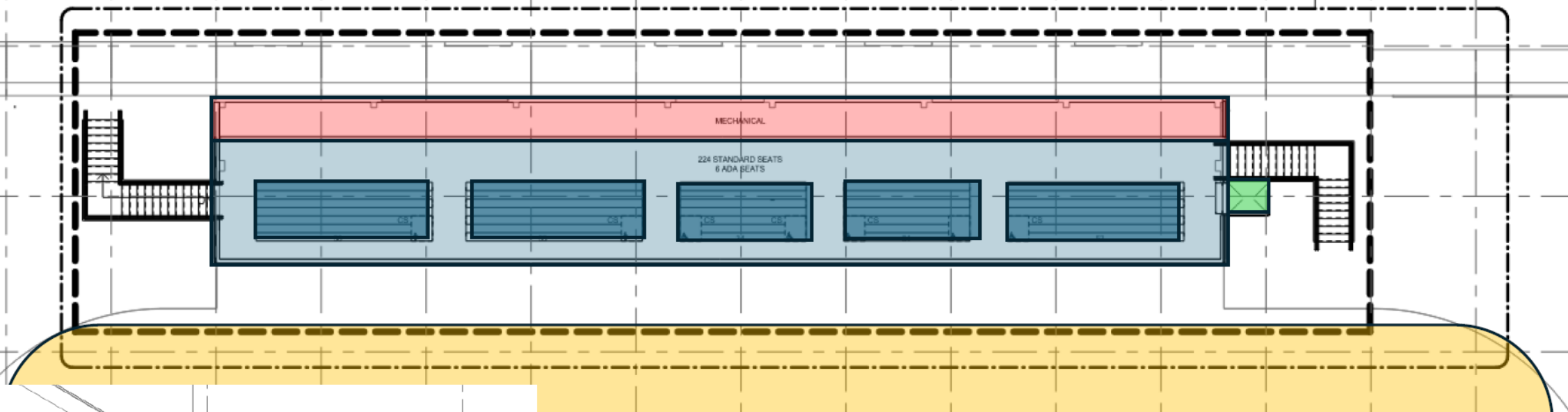
Parks & Recreation

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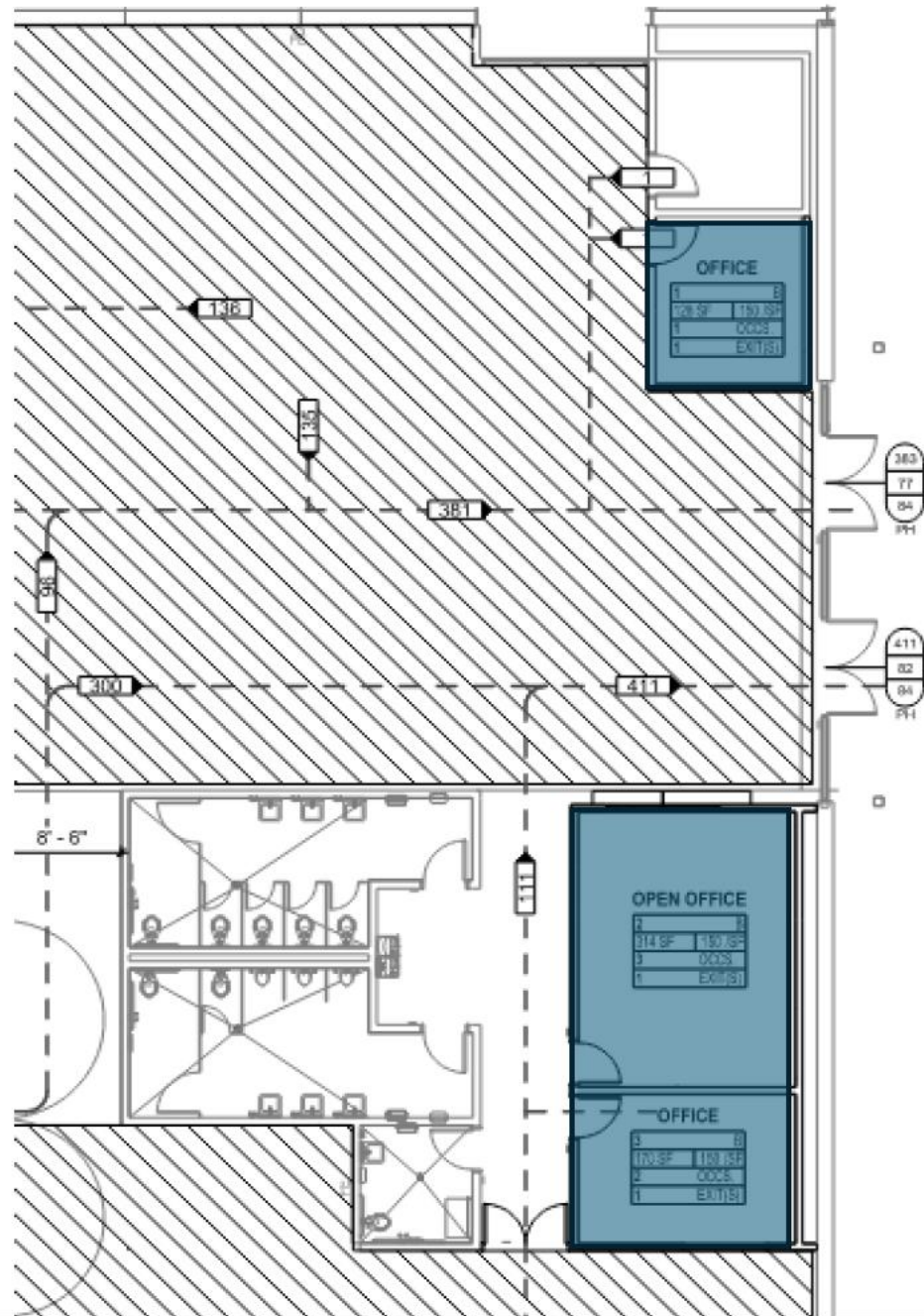
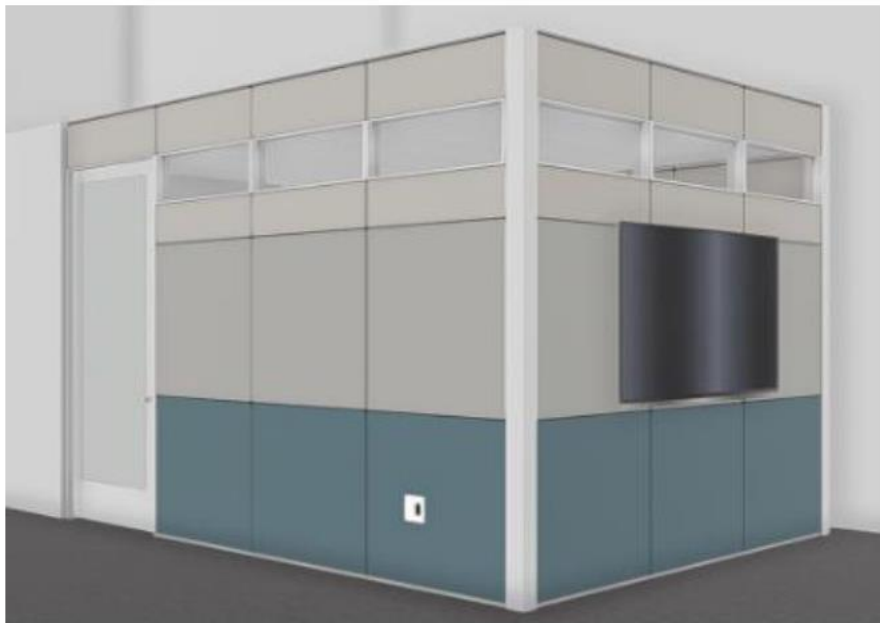
Phase 2 - Scope

- Construction Contract
 - Mechanical Roofing
 - Decking and access improvements for elevated viewing
 - Exterior sign (Façade)
 - Electrical / HVAC / Fire Sprinkler Connections to Offices
- Flooring
- Offices & Furniture (DIRTT & PIVOT Contract)
- Concession Counters
- Exterior Lighting
- Contingency
- Purchase of: Bleachers, Netting, ADA Lift, Exterior Lighting, Sound Deadening









NEW Annual Membership Overview

The NEW Mammoth Lakes Parks and Recreation Annual Membership Program will provide our community with an opportunity to purchase **annual or monthly individual or family memberships** to select parks and recreation facilities with **value-added member benefits**.



Proposed NEW Annual Membership Program



Parks &
Recreation

- **Skate** at *LA Kings Ice at Mammoth Lakes*, **Swim** at the *Whitmore Pool* and **Play** at the *Mammoth RecZone* on **ONE Annual Parks and Recreation Membership**.
- The Family Membership allows Children 17 years and younger to **Skate, Swim and Play** for **FREE** with **2 paid Adult Memberships**.
- **Save 50%** on the Annual Membership when purchased **in-person** during the months of **October and May**.
- Flexibility to pay at **one-time**, over **4 installments** or **each month**.
- Membership includes valued facility, event and program **added benefits**.
- Memberships are eligible for the **Tony Colasardo Scholarship Fund**.
- Local Inyo/Mono K-12 students can play year-round for only **\$10 per month!**

Youth / Adult Winter Programming



Parks &
Recreation

Youth Programs Open for Registration:

- **Hot Shots Basketball:** Grades 3-5
- **Youth Cooking Classes:** Grades 3-8
- **Youth Gymnastics:** Ages 3-15 years
- **Youth Ice Skating Lessons:** Ages 5+ years
- **Hockey Skating Improvement:** Ages 8-14

Adult Leagues Open for Registration:

- **Volleyball League:** Register by Jan. 21.
- **Soccer League:** Register by Jan. 17.
- **Women's Ice Hockey League:** Register by Jan. 16.
- **Adult Ice Skating Lessons:** Open registration.

Tony Colasardo Scholarship Fund

89 Scholarships Awarded in 2024 for a total value of **\$12,889.**



Programs include:

- UK International Soccer Camps
- Challenger Sports Soccer Camps
- Mammoth Lakes Swim Team
- Summer Camps - Backpacking, Art, Youtheatre, Mountain Bike, Skate, Nature, Photography, Gymnastics, Climbing, Explorer and Camp Mammoth
- After School Programs – Gymnastics, Little Wreckers, Spring Bike Squad

2025 Summer Carry-over Capital Projects

AP9	Reconstruct General Aviation and Terminal Area Parking Lot	CON	\$1,945,000
AF1	The Housing Now! Initiative (245)		\$3,250,000
AF4	IIG Parcel Infrastructure (Town Infrastructure)	CON	\$11,000,000
GF9	<u>Mammoth Arts and Cultural Center (MACC)</u>	CON	<u>\$15,500,000</u>
GF14b	Civic Center - Town Hall Construction	CON	\$29,500,000
PR14	<u>Mammoth Creek West Park Improvements</u>	CON	<u>\$500,000</u>
PR15	<u>Shady Rest Park Restroom</u>	PS&E	<u>\$200,000</u>
PR16	<u>Park Signage</u>	CON	<u>\$100,000</u>
SS1	Old Mammoth Road Beautification	CON	\$500,000
ST15	Minaret / Meridian round-a-bout	PS&E	\$180,000
TR2	<u>Main Street South Side MUP Gap Closure (Town Loop)</u>	PS&E	<u>\$200,000</u>
			\$62,875,000

2025 Summer Planned Capital Projects

AP2a	Multipurpose Building Phase 1 - Design	PS&E	\$974,000
AP2b	Multipurpose Building Phase 1 - Construction	CON	\$1,450,000
AP4a	Reconstruct Town-Hangar Taxi-lanes Design	PS&E	\$229,000
GF3	ADA Specific Improvements	CON	\$25,000
NEW	2025 Parks Maintenance & Improvements	CON	\$200,000
NEW	2025 Road and MUP Rehabilitation Project	CON	\$0
NEW	2025 Slurry and Striping Project	CON	\$0
NEW	2025 Streetscape and Infrastructure Repair Project	CON	\$0
SS3	Trail and Municipal Signage Updates	CON	\$25,000
SS4	Winter Animation and Decorations (Purchase Additional Décor and Install/Remove Annually)	CON	\$40,000
NEW	TBID Kiosk - Townwide information		\$0
NEW	TBID Community Messaging CMS		\$0
			\$2,938,000

2025 Upcoming Events

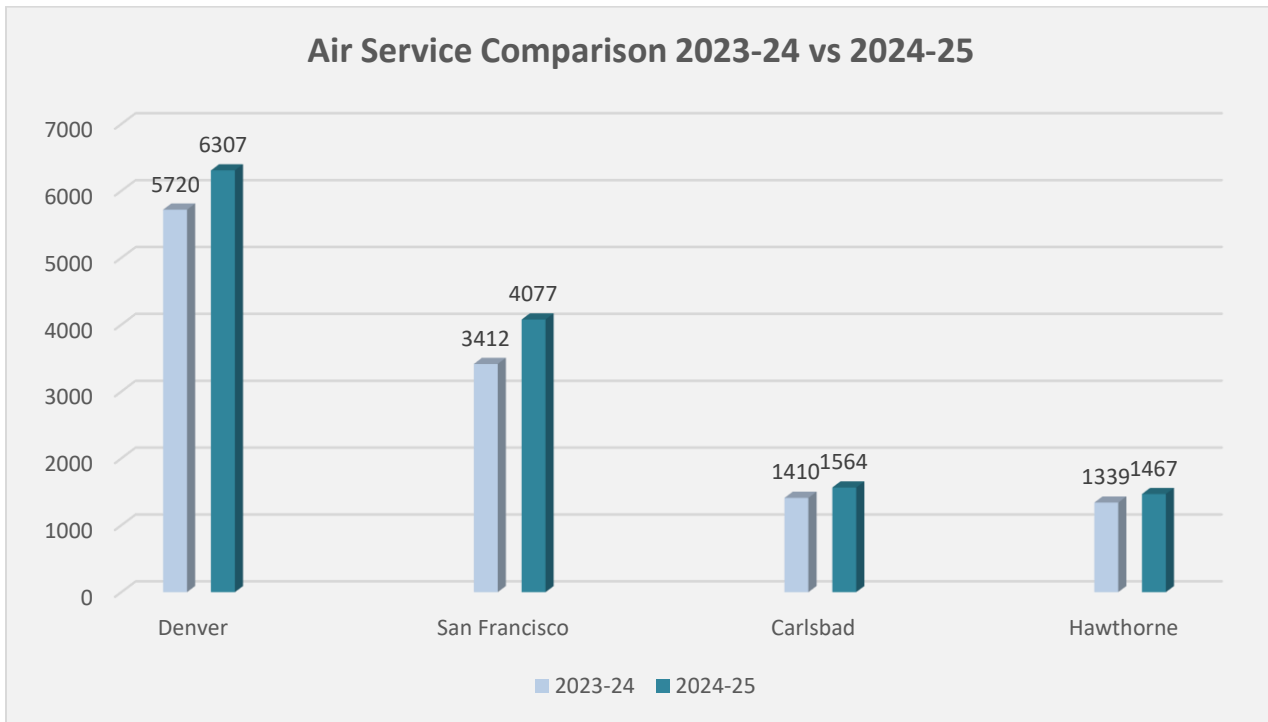
- **March 31** - Summer Recreation Expo and In-person registration - CRC
- **April 7** - Summer Registration ALL OPEN
- **April 18** - Spring Egg Hunt – Mammoth Creek Park
- **April 18-20** – California Curling Championships
- **April 21** – *LA Kings Ice at Mammoth Lakes* Closing Day
- **April 26** - Pickleball Complex OPEN
- **May 10** - Mammoth RecZone / MCP Playground Opening Day
- **May 12** - Whitmore Pool Opening Day for lap swim/swim team
- **June 14** - Whitmore Pool Public Swim Opening Day
- **June 16** - 1st Day of Summer Camps!

All Recreation ★ All The Time!

Mammoth Lakes, California

Air Service Update 1-6-25

Bookings



Year-over-year roundtrips

- Denver is up +587, which is +10% compared to last year at this time. (was +217 last month)
- San Francisco is up +665, which is +19% compared to last year at this time. (was -190 last month)
- Carlsbad is up +154, which is +9% compared to last year at this time. (was -216 last month)
- Hawthorne is up +128, which is +10% compared to last year at this time. (was -40 last month)

Total we are up +1,534 round trips across all markets combined – roughly +767 individual passengers

Last month we were down -293 round trips last month which is roughly -147 individual passengers

Total swing from last month is +1,827 round trips which is roughly +914 individual passengers



**Mammoth Lakes Tourism Financial Report
January 6, 2025**

Preliminary Transient Occupancy Tax (TOT)

- TOT collections for November 2024 came in at \$905,723 which is +\$75,878 and +9% to budget
- YTD TOT revenue is \$7,438,287 which is +\$2,429,171 and +58% to Budget and -\$90,297 and -1% to LY
- November TOT was -\$111,570 and -11% to LY

Preliminary Tourism Business Improvement District (TBID)

- TBID collections for November 2024 came in at \$368,814 which is -\$56,186 and -13% to budget.
- YTD TBID revenue is \$1,762,804 which is -\$147,196 and - 7.7% to Budget and -\$15,536 and - .87% to LY
- November TBID was -\$18,467 and -4.8% to LY

	Pre-covid2019	Nov. 2023	Nov. 2024	Budget	Diff to LY	Diff to Budget	
Lodging	\$50,045	\$77,740	\$69,606	\$80,000	-\$8,134	-\$10,394	-13%
Retail	\$76,105	\$92,664	\$88,180	\$105,000	-\$4,484	-\$16,820	-16%
Restaurant	\$55,948	\$59,876	\$78,012	\$95,000	+\$18,136	-\$16,988	-18%
Ski Area*	\$38,917*	\$140,412	\$133,016	\$145,000	-\$7,396	-\$11,984	-8.3%

* This is not equal comparison as we have added .5% to MMSA (from 2% to 2.5%) and added golf

Bank Balances

- Measure A Checking account balance = \$602,152.84
- Measure A Savings account balance = \$5,022.40
- TBID Checking account balance = \$1,174,986.21
- TBID Savings account balance = \$5,017.67
- 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 = \$467,279.86
- Special Event CDARS account balance = \$631,009.06

Money Market Account

Balance of the FDIC Insured TBID Money Market account is \$1,756,390.98

Tourism Reserve Fund

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

- The current balance is \$439,119

Profit and Loss Statements (P&L)

- Please let us know if you have any questions.

Transient Occupancy Tax
Collection through October 2024

1. TOT REVENUE COLLECTIONS by FISCAL year

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2006-2007	633,290	718,371	404,545	240,541	275,921	1,455,122	1,694,967	1,583,253	1,249,350	765,323	241,871	363,886	9,626,441
YTD collection as % of Full Year	6.6%	14.0%	18.2%	20.7%	23.6%	38.7%	56.3%	72.8%	85.8%	93.7%	96.2%	100.0%	
2007-2008	690,020	850,958	382,541	191,090	202,902	1,533,030	1,926,497	1,890,372	1,731,631	612,581	245,108	410,409	10,667,140
YTD collection as % of Full Year	6.5%	14.4%	18.0%	19.8%	21.7%	36.1%	54.2%	71.9%	88.1%	93.9%	96.2%	100.0%	
2008-2009	726,465	973,679	379,849	232,427	247,085	1,591,709	1,561,523	1,477,336	1,028,558	774,003	299,287	364,787	9,656,710
YTD collection as % of Full Year	7.5%	17.6%	21.5%	23.9%	26.5%	43.0%	59.2%	74.5%	85.1%	93.1%	96.2%	100.0%	
2009-2010	745,522	866,044	421,313	210,599	207,989	1,735,454	1,680,851	1,687,536	1,263,038	971,363	303,667	383,274	10,476,648
YTD collection as % of Full Year	7.1%	15.4%	19.4%	21.4%	23.4%	40.0%	56.0%	72.1%	84.2%	93.4%	96.3%	100.0%	
2010-2011	833,692	934,572	471,581	229,609	302,314	1,948,908	1,685,322	1,672,809	1,338,133	985,285	355,833	451,080	11,209,138
YTD collection as % of Full Year	7.4%	15.8%	20.0%	22.0%	24.7%	42.1%	57.1%	72.1%	84.0%	92.8%	96.0%	100.0%	
2011-2012	947,459	1,061,627	566,993	276,436	314,244	1,666,408	1,042,470	1,213,076	1,193,988	753,998	307,818	536,020	9,880,538
YTD collection as % of Full Year	9.6%	20.3%	26.1%	28.9%	32.1%	48.9%	59.5%	71.7%	83.8%	91.5%	94.6%	100.0%	
2012-2013	1,035,276	1,101,555	569,118	287,742	286,349	1,758,887	1,856,579	1,703,985	1,426,186	683,196	392,990	613,159	11,715,023
YTD collection as % of Full Year	8.8%	18.2%	23.1%	25.6%	28.0%	43.0%	58.9%	73.4%	85.6%	91.4%	94.8%	100.0%	
2013-2014	1,075,023	1,134,699	533,790	306,359	317,763	1,620,490	1,284,026	1,174,950	1,205,504	662,531	376,019	672,104	10,363,258
YTD collection as % of Full Year	10.4%	21.3%	26.5%	29.4%	32.5%	48.1%	60.5%	71.9%	83.5%	89.9%	93.5%	100.0%	
2014-2015	1,175,232	1,261,290	614,628	378,296	326,836	1,815,044	1,659,854	1,451,851	1,015,507	459,664	377,564	773,232	11,308,997
YTD collection as % of Full Year	10.4%	21.5%	27.0%	30.3%	33.2%	49.3%	63.9%	76.8%	85.8%	89.8%	93.2%	100.0%	
2015-2016	1,414,925	1,323,904	782,030	470,450	589,215	2,282,317	2,371,826	2,238,590	1,897,371	830,614	526,861	1,005,404	15,733,507
YTD collection as % of Full Year	9.0%	17.4%	22.4%	25.4%	29.1%	43.6%	58.7%	72.9%	85.0%	90.3%	93.6%	100.0%	
2016-2017	1,716,610	1,535,475	1,004,815	567,405	534,223	2,370,978	2,656,510	2,475,292	2,030,473	1,599,673	673,512	926,497	18,091,464
YTD collection as % of Full Year	9.5%	18.0%	23.5%	26.7%	29.6%	42.7%	57.4%	71.1%	82.3%	91.2%	94.9%	100.0%	
2017-2018	1,753,735	1,570,110	1,050,037	612,877	601,343	2,362,405	2,515,665	2,168,214	2,351,036	1,242,482	608,463	1,031,033	17,867,401
YTD collection as % of Full Year	9.8%	18.6%	24.5%	27.9%	31.3%	44.5%	58.6%	70.7%	83.9%	90.8%	94.2%	100.0%	
2018-2019	1,771,072	1,512,891	1,001,297	635,580	591,548	2,665,867	3,074,472	2,724,480	2,604,882	1,755,830	774,268	1,098,874	20,211,061
YTD collection as % of Full Year	8.8%	16.2%	21.2%	24.3%	27.3%	40.5%	55.7%	69.2%	82.0%	90.7%	94.6%	100.0%	
2019-2020	1,893,473	1,740,322	1,068,779	747,888	629,410	2,832,607	3,113,743	2,665,842	846,251	15,748	12,529	407,657	15,974,248
YTD collection as % of Full Year	11.9%	10.9%	6.7%	4.7%	3.9%	17.7%	19.5%	16.7%	5.3%	0.1%	0.1%	2.6%	
2020-2021	1,911,690	1,899,279	661,158	676,433	965,183	295,144	717,028	2,553,572	2,639,695	1,758,757	902,961	1,529,442	16,510,344
YTD collection as % of Full Year	11.6%	11.5%	4.0%	4.1%	5.8%	1.8%	4.3%	15.5%	16.0%	10.7%	5.5%	9.3%	
2021-2022	2,545,344	1,885,522	830,401	867,594	1,373,610	4,005,956	4,364,765	3,831,274	2,996,102	1,643,021	843,556	1,481,383	26,668,528
YTD collection as % of Full Year	9.5%	7.1%	3.1%	3.3%	5.2%	15.0%	16.4%	14.4%	11.2%	6.2%	3.2%	5.6%	
2022-2023	2,237,227	1,762,533	1,235,431	901,599	1,359,639	4,437,213	4,894,122	4,119,721	3,237,433	2,778,354	1,292,309	1,265,161	29,520,742
YTD collection as % of Full Year	7.6%	6.0%	4.2%	3.1%	4.6%	15.0%	16.6%	14.0%	11.0%	9.4%	4.4%	4.3%	
2023-2024	2,187,703	1,930,667	1,444,953	1,059,538	1,017,293	3,221,049	4,089,949	4,342,251	3,774,158	2,171,658	926,667	1,257,382	27,423,267
YTD collection as % of Full Year	8.0%	7.0%	5.3%	3.9%	3.7%	11.7%	14.9%	15.8%	13.8%	7.9%	3.4%	4.6%	
2024-2025	2,274,839	1,960,670	1,290,224	1,006,830	905,723	-	-	-	-	-	-	-	7,438,287
YTD collection as % of Full Year	30.6%	26.4%	17.3%	13.5%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

% change from prior year 4.0% 1.6% -10.7% -5.0% -11.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% -72.9%

Average monthly collection prior 3 yrs	2,323,425	1,859,574	1,170,262	942,910	1,250,181	3,888,073	4,449,612	4,097,749	3,335,898	2,197,678	1,020,844	1,334,642	27,870,846
Average Monthly collection as % of Full Year	8.3%	6.7%	4.2%	3.4%	4.5%	14.0%	16.0%	14.7%	12.0%	7.9%	3.7%	4.8%	100.0%
Average YTD collection as % of Full Year	8.3%	15.0%	19.2%	22.6%	27.1%	41.0%	57.0%	71.7%	83.7%	91.5%	95.2%	100.0%	

2. TOT Budget and Estimates (FY 2024-2025)

FY 24-25 BUDGETED full-year revenue	Rate	18,500,000	Estimated Reserves (*)	Actual Reserves
less Tourism	18.08%	3,344,000	\$ 439,119	\$ -
less Housing	6.54%	1,209,615	\$ 158,830	\$ -
less Transit	6.54%	1,209,615	\$ 158,830	\$ -
Net to Town's General Fund		12,736,769		

* Based on performance to budget YTD, final reserve account balances will be determined by actual performance to budget at completion of Fiscal Year

	Quarter Total: 3,553,386			Quarter Total: 4,036,554			Quarter Total: 7,887,866			Quarter Total: 3,022,194			18,500,000
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Full-Yr Total
FY 24-25 Budgeted Monthly Revenue	\$ 1,542,242	\$ 1,234,348	\$ 776,796	\$ 625,885	\$ 829,845	\$ 2,580,824	\$ 2,953,562	\$ 2,720,003	\$ 2,214,301	\$ 1,458,774	\$ 677,600	\$ 885,820	18,500,000

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
FY 24-25 Actual Collection	2,274,839	1,960,670	1,290,224	1,006,830	905,723	-	-	-	-	-	-	-	7,438,287

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
FY 24-25 Differences: Budget vs Actuals YTD	732,597	726,322	513,428	380,945	75,878	-	-	-	-	-	-	-	2,429,171
Percent Over/(Under) Budget	48%	59%	66%	61%	9%								13%

Cumulative difference to date: **2,429,171** **58%**

Cumulative actual to last year actual difference to date: **(90,297)** **-1%**

