



2020-21 High Level Accomplishments

General Wins

- Supported TOML in Business Assistance grant program in summer 2020 to help Covid-19 affected businesses adding \$200,000 to the available grants
- Coordinated all volunteers countywide for 6-month vaccination clinic push resulting in highest percentage vaccinated in any County in California
- Helped form a working group with reps from MLT, USFS, TOML, MLR, MLTPA and Mammoth Trails to map out plan to address and mitigate the busy 45-day summer period including trash pick-up, parking, restroom maintenance (and additions) etc.
- Shifted ALL summer marketing focus in 2020 to education and stewardship and NOT attraction
- Work with MLT team to develop ways to disperse visitors during peak 45-day summer period (through development of Trail Challenge and disbursement map)
- Supported town Community Host program with majority of the funding needed both 2020 and 2021
- Supported “Trashy Thursday” trash pick-up around town through funding and marketing
- Recruited and hired new Director of Marketing – Brian Wright
- Executed new local communications channels with 5-in-5 & tourism email & Community Coffee meetings
- Advanced Airlines – negotiated to add new airline with scheduled charter service to MMH (unfortunately due to Covid-19 service was never initiated)
- Made the fiscally responsible decision to not have air service for winter 2020-21 or summer 2021 due to Covid-19 uncertainty
- Continue to work closely with the FAA and Inyo County on the Bishop Airport opportunity with focus on commercial air service beginning in BIH December 2021 (service will start December 16, 2021)
- Worked to secure transportation for both MMH and BIH airports with Enterprise and National rent-a-car and Colorado-based Go West shuttle service for winter 2021-22
- Member of the Visit California Snow Committee
- Member of the Visit California Brand and Marketing Committee
- Member of California Travel Association Board of Directors (Advocacy agency of California tourism)
- Member of the MLTPA Board of Directors
- Member of the steering committee to form the Mammoth Lakes Restaurant Association
- Member of the Mono County EOC Economic Recovery Branch

Financial Wins

- Fiscal 2020-21 TOT revenues came in at \$16,510,334 on a conservative budget of \$11,200,000 +47%
- Fiscal 2020-21 TBID revenues came in at \$4,391,594 on a conservative budget of \$3,246,777 +35%
- Saved more than \$2,000,000 through fiscal responsibility during covid-19 affected 2020-21 budget