

Mammoth Lakes Town Council

Agenda Action Sheet

Title: Presentation from Mammoth Lakes Tourism (MLT) regarding the MLT Annual Report and 2020-21 Deliverables.

Council Meeting Date: 11/17/2021

Prepared by: Rob Patterson, Administrative Services/Finance Director

Recommended Motion: This is a presentation only and no action is requested.

Summary: The contract with Mammoth Lakes Tourism (MLT) adopted on July 1, 2019 included a number of sections to ensure a proper level of engagement was achieved between MLT and Town Council. The sections included a general service agreement containing the general provisions and legal language required for the contract and the following exhibits:

Exhibit A - Scope of Services - This section is intended to define overarching areas of focus (Access & Transportation, Brand & Community, Experience and Attractions, In Market Communication – Business to Community, In Market Engagement – business to business, and administration of TBID And Events.

Exhibit B – MLT Deliverables – This section was to be updated annually based on strategic planning between MLT Board and Town Council. Each of the goals planned for the fiscal year will tie directly to the Scope of Services outlined in Exhibit “A”. All goals should be **Specific, Measurable, Attainable, Relevant, and Timely** to serve as a true measure of success.

Exhibit C – Compensation – This section will be updated annually based on the Town budget, approved Transient Occupancy Tax (TOT) revenue and any adjustments to allocation or reserve rates approved by Town Council. The Town of Mammoth Lakes will provide an updated Exhibit C by May 1 of each year.

Exhibit D – Annual Planning Calendar – This section established the cadence and timing for MLT presentation to Town Council either to provide updates on progress or initiate discussion on deliverables noted in Exhibit B as part of annual planning process. A summary of the months and topics are listed below (please note only certain months of the year have planned meetings).

November – Quarter 1 Update – Prior Year recap to Board and Town Council.

January – Audited Financial statement of MLT – Accounting of expenditures of the Town provided funding from prior year.

February – Year to Date Financial Review – Programs Update to MLT Board

March – Board of Directors Strategy & Goal Setting – Community presentation

April – MLT Deliverables draft to Board of Directors also Deliverables and Strategy draft to Town Council.

May – MLT Budget Draft to Board of Directors and Board of Directors sign off on Deliverables

June – MLT Budget Approval, Town Council approval of Budget and Deliverables.

Town staff and MLT have committed to accomplishing these scheduled meeting dates. To that end, the presentation before you is in accordance with November – Quarter 1 Update and prior year recap.