

FY2020-21 – MLT DELIVERABLES REPORT

This exhibit will be updated annually with strategic planning session conducted by MLT Board. 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. Deliverables subject to Covid-19 restrictions and guidelines.

1. Access & Transportation Awareness – Air Service Promotion

- a. Partner with local businesses to promote all air service options and more heavily promote locals discount program – increase local passenger use from 17% to 20%.
 - i. Missed - Unfortunately, due to Covid-19 all air service was cancelled for 20-21

2. Access & Transportation Awareness – Regional Mobility

- a. Inform community and visitors of road closures and openings via real time updates. Promotion of local transportation options including boarding pass program to Yosemite National Park, both domestically and internationally.
 - i. Achieved activity & Road Updates blog post – 17,199 pageviews, TOS 00:02:06
- b. Develop transportation plan for air service for Bishop Airport through taxis, local shuttle service providers, rental car companies and lodging properties
 - i. Achieved and in place for Air Service to begin November 24 at MMH and December 19 at BIH
- c. Work with Eastern Sierra Sustainable Recreation Partnership to disseminate current information about open and closed trails etc.

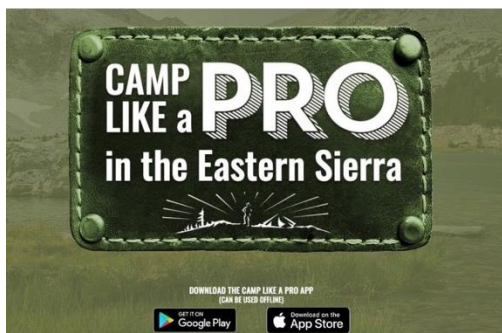


Visit Mammoth

Posted by Sprout Social
Jul 24 · 🌐

Did you know that there is a new "Eastern Sierra Camping" app? You can download it in the app store! Also, check out the interactive map on essrp.org/camping and learn where you can responsibly camp, and the rules for those areas. Plan ahead for a successful trip.

All real time trail info was shared out across platforms, including promoting the ESSRP Camp Like A Pro App.



- i. From a website perspective, we share the ESSRP camping map on our camping content.

WHERE DISPERSED CAMPING IS ALLOWED NEAR MAMMOTH LAKES

Dispersed Camping Areas

Most of the land surrounding Mammoth Lakes is publicly owned, which means dispersed camping outside of an established campground is allowed throughout much of the area. In dispersed camping areas, adjacent lands may be managed by different organizations. As you travel throughout the region, the rules for dispersed camping may change. The best way to know where dispersed camping is NOT allowed is to use the [Eastern Sierra camping map](#). The [U.S. Forest Service page about dispersed camping](#) also goes into more detail about land ownership and usage.

3. **Brand & Community Awareness** – International Marketing

- a. Achieve 30% of 2019-20 international visits for 2020-21.
 - i. Missed - Unfortunately, due to Covid-19 all international borders closed for 20-21

4. **Brand & Community Awareness** – Domestic Marketing

- a. Stabilize time-on-site, page views and organic visits for www.visitmammoth.com
 - i. Overall website stats
 - 1. Total pageviews – 3,514,184 (+1.3% YoY)
 - 2. Average TOS – 00:02:10 (+44.8% YoY)
 - 3. Bounce Rate – 48.8% (-16.5% YoY)
 - ii. Organic website stats
 - 1. Organic sessions – 948,485 (+15.6% YoY)
 - 2. Organic TOS – 00:02:46 (+13.1% YoY)
 - 3. Organic Bounce Rate – 38.1% (-8.6% YoY)
- b. Maintain high season advertising effectiveness YOY
- c. Drive awareness of Sustainable Tourism efforts webpage – increase traffic by 50%
 - i. Sustainable Travel landing page – 7058 pageviews (+3,229% YoY)
 - ii. Leave No Trace When Camping – 4079 pageviews (+2,465% YoY)
 - iii. Leave No Trace on the Trails – 1397 pageviews (+870% YoY)
 - iv. How to Leave No Trace Around Water – 1921 pageviews (+2,010% YoY)
 - v. How to Leave No Trace Around Town – 612 pageviews (+937% YoY)
 - vi. New page: Mammoth Promise – 2998 pageviews, 478 signatures

5. **Brand & Community Awareness** – Multi-Season Opportunities

- a. Focus on Fall to take advantage of pent up Covid-19 demand in September and October for 2020 and minimize reduction in TOT revenues compared to 2019 by less than 40%
 - i. Achieved – September 2020 was down -\$397,621 which was -37%
 - ii. Achieved – October 2020 was down -\$71,455 which was just -9.5%
 - *September 6th – October 26th we had the forest closure due to the Creek Fire

6. Brand & Community Awareness – Public Relations / Communications

- a. Measure effectiveness by number and quality of placements with a goal of 156 placements (2019 was 209 total placements -25%) Missed – 130 placements for FY 2020-21 – our focus was solely on responsible tourism so we were not hosting as often, plus when lodging and/or the forest closed we were not hosting media. In the past four months since we have turned the PR machine back on, we’ve had 78 placements including our biggest September coverage ever.

7. Experience & Attractions – Event Development

- a. Work to assist event promoters in redeveloping and reimagine events within constantly changing Covid-19 guidelines. Missed - All events for fiscal year canceled
- b. Reassess event grant funding process and metrics based on Covid-19 guidelines to distribute to local events. Missed - All events for fiscal year canceled)
- c. Reference requirements on event funding and contracts as outlined by the Town N/A

8. In-Market Communications (B2C) – Banners

- a. Work with TOML to revisit consistent holiday decoration for winter 2020-21 - develop placement plan for street banners with TOML staff.
 - i. Achieved – Street Banners were updated and TOML staff installed Spring 2021
 - ii. Missed – Snowflake project still needs to be completed as it is fully funded
- b. Create welcome banners and window clings for Covid-19 “Welcome Back” and some specialty “events” like fishing opener, Elevation, Fall Colors etc. for July 2020
 - i. Achieved – “Release yourself back into the wild responsibly” and “Welcome Back” banners installed July 2020 – Fishing opener “Welcome back anglers” banners for Spring 2021

9. In-Market Communications (B2C) – Local Promotion Programs

- a. Incorporate Covid-19 education and guidelines into all marketing efforts including responsible travel, guidelines/regulations based on Mono Health and CA authorities, environmental stewardship, closures, and local regulations
 - i. All visitor email communication for the entire fiscal year (and continuing into 2021/22) included responsible travel information with a link back to our Covid Info page.
 - 1. Total pageviews for Responsible Travel page – 234,417
 - 2. Total pageviews for Covid FAQ blog post – 41,103

RESPONSIBLE TRAVEL INFORMATION



The town of Mammoth Lakes and its businesses are doing their part to keep guests, workers and the local community safe. You can learn more about state and local guidelines that are in place for the businesses you visit below. While Mammoth Lakes is now open for leisure travel, we are still asking guests to travel responsibly by wearing a mask, respecting all COVID-19 travel guidelines while you are in town and rescheduling your trip if you are sick.

[LEARN ABOUT RESPONSIBLE TRAVEL](#)

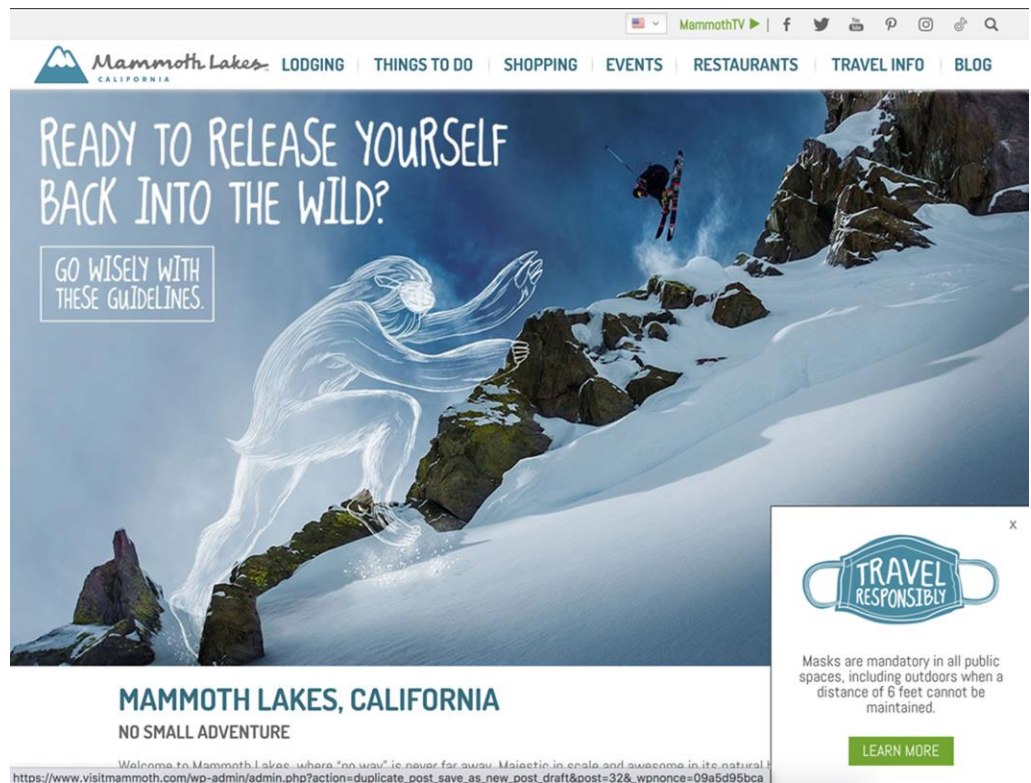


FAQS ABOUT RESPONSIBLE TRAVEL THIS WINTER

If you plan to visit Mammoth Lakes this winter, staying informed about the current state of COVID-19 risks and travel restrictions is important for keeping yourself and our community safe. Here are the answers to some frequently asked questions about recreation and safety protocols in Mammoth Lakes and the surrounding areas.

[READ MORE](#)

ii. Covid messaging was on every page of the website for the entire fiscal year



- b. Create advertising plan to promote air service locations, service routes, airline options, transportation and local's discounts within the community and region
 - i. Missed - Unfortunately, due to Covid-19 all air service was cancelled for 20-21
- c. Develop survey program to survey air travelers to determine future transportation needs
 - i. Missed - Unfortunately, due to Covid-19 all air service was cancelled for 20-21

10. In-Market Engagement – Marketing Educational Programs

- a. Support event producers with semi-annual training and workshops including Covid-19 guidelines and response. Achieved – constant communication and updates but no events
- b. Partner with Chamber of Commerce on power lunch and Peak Performance Program.
 - i. Achieved when able to gather – online Power Lunches were not successful

11. In-Market Engagement – Local Advertising Programs

- a. Collaborate with MLCC to distribute Covid-19 education and guidelines plan for visitors
 - i. Designed lots of variations of signage for businesses to utilize
- b. Continued participation on regional Covid-19 Economic Recovery Branch group
 - i. Achieved – Urdi, Vanderhurst and Gebo all on ERB and Kaylor assisting EOC communications group
- c. Create advertising and promotion plan for local outreach both to residents (air discount) and visitors (event promotion)
 - i. Missed - No air service & we didn't get the green light on events until the very end of this fiscal year (June 15, 2021)
- d. Disseminate responsible tourism and environmental stewardship messaging for visitors

- i. Achieved - #RecreateResponsibly poster throughout town bus shelter and high traffic areas
 - ii. ALL communication with visitors (advertising) geared towards responsible travel
 - iii. Ran the Mammoth Lakes Love Song on both radio and at Minaret Cinemas (local movie theater)
 - iv. Supported summer #1 of Community Host Program with funding
- e. Utilize local vendors when appropriate
 - i. Used local vendors for various printing, and then of course the radio and movie theater ads
- f. Enhance messaging on recreational activities and expectations related to COVID -19 mitigations the extend to outdoor recreation activities.
 - i. Accomplished

12. In-Market Engagement – Public Engagement and Outreach

- a. Grow community communication email lists by 5% - Accomplished – grew by 6%
- b. Continue monthly Community Coffee events goal of 30 participants each month – Accomplished and exceeded with an average of 40 participants each month
- c. Distribute 5-in-5 weekly, Monthly tourism insights email, newspaper column
Accomplished all but the newspaper column because we determined our email lists were the best way to accurately send our communications to the community
- d. Seasonal Business messaging emails (Snowfall, fires, etc.) Missed – due to the nature of opening and closing lodging and the forest we did not send out these emails which are meant to help community members promote their businesses to visitors. We have started these up again in fall 2021.
- e. Develop a board member engagement plan and their roles within the community – Missed last fiscal year, but we have begun this process in fall 2021
- f. Redevelop annual MLT Open House program for Spring 2021 – Missed due to continued COVID restrictions. Scheduled for May 2022

13. In-Market Engagement – Local Partnerships

- a. Share 50% cost of annual fish stocking program with the Town of Mammoth lakes, up to \$50,000 per year.
 - i. Accomplished for both Spring 2020 and Spring 2021

Unrelated to fish stocking but MLT participated in summer 2021 peak visitation impact/mitigation planning meetings with local partners from USFS, TOML, MLR, MLTPA, MLTS