

TOWN COUNCIL STAFF REPORT

Title: Destination Resort Community Economic Development Strategy Update

Meeting Date: December 15, 2021

Prepared by: Sandra Moberly, Community and Economic Development Director

RECOMMENDATION:

Staff recommends that the Town Council consider the updated Destination Resort Community Economic Development Strategy (DRCEDS), the recommendation from the Planning and Economic Development Commission, and accept the updated DRCEDS document.

BACKGROUND

The Town completed a Destination Resort and Community Economic Development Strategy (DRCEDS) in 2009 and updated the document in 2012. The document has been used in the past to guide town investment in policies and programs to achieve economic development. The federal Economic Development Administration (EDA) recently released a grant program that allows tourism-dependent cities to apply for funding to assist in the recovery from the Covid-19 pandemic. This DRCEDS update serves to refine the document and include objectives and actions that could be funded through EDA grants. The grants are funded on a rolling basis and the EDA recommends that grant applications be submitted no later than January 22, 2022 for the first round of awards.

PEDC Meeting – December 8

The Planning and Economic Development Commission considered the updated DRCEDS document at their meeting on December 8. The Commission recommended that the Town Council accept the updated DRCEDS with the addition of one objective:

Objective 1.1G Support local businesses and service providers in employee recruitment and retention efforts.

The Town Council can consider accepting the document with or without the PEDC's recommended change. Staff has included the DRCEDS document as Attachment 1 which includes the PEDC recommended change in track changes on page 7.

ANALYSIS:

DRCEDS

The DRCEDS was adopted in 2009 following a series of meetings, public workshops, and the publication of the report *Destination Resort: Community and Economic Development*. DRCEDS was intended to be a three-year strategic and operational plan for the town and included a variety of strategies and measurable objectives in order to achieve established

community goals. The DRCEDS was updated in 2012 to reflect progress made on action items and to establish new strategies in response to challenges associated with the Mammoth Lakes Land Acquisition (MLLA) lawsuit and Great Recession. Since 2012 the town has completed a number of major implementation items from the 2012 DRCEDS:

Objective 1.2D Complete a town-wide wayfinding and signage system plan by April 2010. The first phase will be a demonstration trails signage and wayfinding system in place by July 2009.

Objective 1.3C Complete the environmental review of the Parks and Recreation and Trail System Master Plans by December 2009. Adopt the two plans by March 2010.

Objective 1.3D Complete CEQA evaluation and adopt the General Plan Mobility Element.

Objective 1.6B Complete the Mammoth Creek Park Master Plan to specify the recreational uses and facilities, such as an indoor events facility with joint sports field/outdoor events area, family lawn and picnic areas, play area and equipment, and mobility and infrastructure improvements to be provided with new development. The Master Plan should be developed in light of the recommendations of the South Districts Neighborhood District Plan (NDP), as well as the Gateway District Plan and Community Recreation Facilities Plan described in Objective 1.6.A.

Objective 1.8A Complete the comprehensive Zoning Code Update in FY12-13, to bring the Zoning Code into conformance with the General Plan, and to include standards and requirements for the following:

- Condominium-hotels.
- Community Benefits/Incentive Zoning.
- Codification of development standards recommended in the Downtown Concept for Main Street, North Old Mammoth Road District Planning Study, and South Districts Neighborhood District Planning Study.
- Incorporate resource conservation and green technologies policies and standards, complementing the relevant standards of the State Green Building Code.

2016 Special Events Economic Development Strategy

The Town Council accepted a Special Events Economic Development Strategy (SEEDS) in August of 2016 which has been used to guide investment in special events and has resulted in the creation of a special events director within Mammoth Lakes Tourism (MLT). The SEEDS is not being updated as a part of this process and should be considered a companion document to DRCEDS.

Economic Development Administration Competitive Tourism Grants¹

The federal Economic Development Administration (EDA) has established a \$240 million competitive grant program to help communities that have been hardest hit by challenges facing the travel, tourism and outdoor recreation sectors to invest in infrastructure, workforce or other projects to support the recovery of the industry and economic resilience of the community in the future. The program can fund a variety of projects that support the development of travel, tourism, and outdoor recreation pandemic recovery strategies and the implementation of recovery projects, including in communities adjacent to National Park Service units, State Parks, National Marine Sanctuaries, and other natural destinations. Any projects funded as a part of this program must be part of the region's current Comprehensive Economic Development Strategy (CEDS) or an equivalent EDA-accepted regional economic development strategy meeting EDA's CEDS or strategy requirements. Staff has met with EDA staff and has confirmed that the DRCEDS document, if updated to reflect current conditions, will allow the Town to apply for this competitive funding.

ATTACHMENTS

Attachment 1: Updated DRCEDS dated December 2021

Attachment 2: March 2012 DRCEDS available on the Town's website here:

https://www.townofmammothlakes.ca.gov/DocumentCenter/View/2983/Destination-Resort-Community--Economic-Development-Strategy_UPDATE-3-2012?bidId=

Attachment 3: Special Events Economic Development Strategy is available on the Town's website here:

<https://www.townofmammothlakes.ca.gov/DocumentCenter/View/11714/TOML-ECONOMIC-DEVELOPMENT-EVENTS-STRATEGYFINAL>

¹ Source: <https://eda.gov/arpa/travel-tourism/>