

**MLT STRATEGIC  
FRAMEWORK**

**FY 22-23**

**MARCH 2, 2022**



**Mammoth Lakes**  
CALIFORNIA

# Agenda

Situation Analysis

MLT Strategic Framework FY 22-23

Goals and Strategy Detail

Questions

# Situation Analysis



## Where Have We Been in FY 21-22?

- Covid-19 uncertainty
- Reduced Covid-19 restrictions and quarantines
- Visitors continued to focus on escaping to nature
- Continued main communication and messaging on visitor education
- Initiated tactics to disperse visitors past hot spots
- More brief, but impactful, forest closure
- Limited fire and smoke impacts
- Strong business and government revenues
- Momentum from early opening of Mammoth Mountain on October 29th
- HUGE December 2021 snowfall, then non-existent since
- Successful launch of new air service at BIH and re-launch at MMH

# MLT Strategic Framework FY 22-23



- Outreach to Our Community
- Focus on Education
- Drive Off-Peak Visitation



# Goals & Strategy Detail



## GOAL #1:

### Foster a symbiotic relationship between resident quality of life & visitation

#### Strategy – Outreach to our Community

- Reflect **community values** in our intended visitor experience
- Understand **resident and visitor perspectives** of our community
- Work with TOML and other NGO's to **minimize visitation impacts & maximize resident benefit**
- Communicate our community and environmental **stewardship expectations** to our guests
- Continue to cultivate strong **community relationships** (TOML, C of C, events, lodging, restaurant & retail)
- Re-establish and **support special events** (with enhanced focus and support of non-peak times)
- Continue our commitment to environmental **sustainability** & stewardship
- Support local businesses and **purchase locally** when appropriate
- Increase MLT Board member **communication and interaction** with constituents
- **Inform community members** and Town Council of MLT efforts through various channels
- Assist TOML to **define local infrastructure improvements** to benefit both residents and visitors

## GOAL #2:

### Educate people regarding their impacts on our community and environment

#### Strategy – Focus on Education

- Focus on **mitigating visitor impacts** (community and environmental)
- Relay benefits of **off-peak visitation** periods
- Heavily promote **stewardship** and behavior expectations
  - "Hug What You Love" Campaign
  - "Mammoth Lakes Love Song"
  - Visitor and resident stewardship marketing messages throughout town
  - Encourage visitor distribution past the overly popular locations and times
  - Inspire good behavior, patience and kindness with all visitors
  - Help people arrive at ways they can assist us in protecting this place/experience



## GOAL #3:

Support residents & businesses by creating opportunities during slower periods

### Strategy – Drive Off-Peak Visitation

- Re-energize key **international** markets post-covid
- Continued heavy focus on **midweek** winter visitation
- Keep emphasis on establishing **longer length of stay**
- Focus efforts on **shoulder season** visitation
- Develop **destination** visitor awareness through increased marketing spend
- Increase “ease of access” messaging with commercial **air service** to BIH
- Explore **new air service** markets and carriers for winter 2023-24
- Work towards **year-round air service** at both MMH and BIH
- Promote the **Eastern Sierra region** including National Parks, USFS land, public lands
- Encourage and support **events and activities** to promote off-peak visitation

Questions?





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*Thank you.*