

MLT STRATEGIC FRAMEWORK FY 22-23

April 20, 2022



Mammoth LakesTM
CALIFORNIA

Agenda

Situation Analysis

MLT Strategic Framework FY 22-23

Goals and Strategy Detail

Questions

Situation Analysis

The background of the slide is a scenic landscape. In the foreground, a calm lake reflects the sky and the surrounding environment. On the right side of the lake, a person is sitting in a red boat, fishing with a rod. On the left side, there is a white line drawing of a large fish, possibly a trout or salmon, jumping out of the water. The middle ground is filled with a dense forest of evergreen trees. In the background, there are rugged mountains with snow-covered peaks under a twilight sky with soft purple and blue hues.

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

A composite image featuring a brown horse with large, white, feathered wings on the left. A young child with blonde hair, wearing a purple shirt and grey pants, stands on a rocky shore looking up at the horse. The background consists of a calm blue lake, a dense forest of evergreen trees, and a large, flat-topped mountain under a cloudy sky.

- Outreach to Our Community
- Focus on Education
- Drive Quality 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 Quality, Need Period, 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

A photograph of a forest path with tall trees and dappled sunlight. In the distance, a family is riding bicycles. On the right side, there is a white line-art illustration of a bear standing on its hind legs and riding a bicycle. The word "Questions?" is written in large white font across the center of the image.

Questions?



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Thank you.