

# **Mammoth Lakes Town Council Agenda Action Sheet**

**Title:** Town Council Joint Meeting with Mammoth Lakes Tourism to review Strategy and Deliverable draft for FY22/23 Marketing Plan

**Council Meeting Date:** 4/20/2022

**Prepared by:** Rob Patterson, Administrative Services / Finance Director

**Recommended Motion:** Presentation and discussion of Mammoth Lakes Tourism strategy and deliverables for FY22/23 Marketing Plan.

**Summary:** Mammoth Lakes Tourism (MLT) and Town Council met on January 26, 2022, to review Town Council's requests for focus items to guide the marketing planning for FY22/23. Those focus items were discussed at length and agreed upon by both Town Council and MLT Board of Directors. These focus items are included below:

## **Overarching Goals**

1. To achieve a sustainable destination with natural resources to be enjoyed by current and future generations.
2. To achieve sustainable economic growth to support public investments to address defined needs and enhance the community's quality of life.

## **Focus Items**

### **1. Education (Visitor and Resident)**

- a. Mitigate Community and Environmental Impacts from visitation
- b. Continue to Promote Responsible Travel and Stewardship
- c. Awareness of Diversity of Experiences, Walk Bike Ride, Host Program

### **2. Re-energize Destination Visitation**

- a. Consider our attractions and resources beyond Mammoth Lakes. Regional promotion of attractions to appeal to a broader audience of visitation and lift economic outlook for the region.
- b. Target shoulder seasons of spring and fall to sustain business and workforce
- c. Extended Stays – 3+ nights or more, mid-week to enhance carrying capacity, level out peaks and valleys.
- d. Maintain appropriate level of brand marketing in Southern California and promotion of Charter Air Service to MMH.
- e. Expand marketing outside our region where strong air service connections exist through commercial flights.

### **3. Local Community Market Focus**

- a. Reflecting community values in our intended visitor experience.
- b. Buy local campaigns, including MLT purchases when appropriate, promotion of local businesses for visitor services.
- c. Strengthen and promote local business relationships, coordination to enhance visitor experience at the local and regional level.

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- d. Assist to define (where and what) local infrastructure enhancements are needed to have the largest positive impact on visitor experience.
- e. Engage with peer network (resort communities) to review how similar challenges and community impacts are being addressed by other communities.
- f. Promote local events, enhance, and expand events and development of event venue(s).

#### **4. Develop success measurements (alongside of traditional marketing measures)**

- a. Guest Surveys – Visitor satisfaction surveys
- b. Business Surveys – Increase in operating revenues
- c. Resident Surveys – mitigating visitation impacts, improve quality of life indicators

MLT has developed a set of strategies that will address these requested items as well as deliverables to present to Town Council as part of Exhibit B of the annual contract.

The discussion of strategy and draft deliverables is in line with the annual planning calendar for joint meetings between Town Council and MLT.