

Mammoth Lakes Town Council Agenda Action Sheet

Title: Mammoth Lakes Tourism – Contract Updates, Deliverables, and Compensation for FY22-23.

Council Meeting Date: 6/1/2022

Prepared by: Rob Patterson, Administrative Services / Finance Director

Recommended Motion: Authorize the annual updates to the Mammoth Lakes Tourism (MLT) contract for marketing services specifically, contract deliverables (Exhibit B) and annual compensation (Exhibit C) for FY22-23.

Summary: The contract between MLT and the Town is in its fourth and final year per the term of the current agreement. Staff expects to work with MLT in the coming year to work through contract edits to bring a new agreement to Town Council for FY23-24. The current contract was established with general contract provisions, scope of services (Exhibit A), and annual planning calendar (Exhibit D) that were consistent for the life of the agreement. However, the annual contract deliverables (Exhibit B) and annual compensation (Exhibit C) require annual update for each fiscal year.

In January, Town Council and MLT Board had a joint meeting to discuss focus items the Town Council wanted to see addressed in the marketing efforts for FY22-23. In the same meeting, Town Council established the funding to be allocated to MLT for FY22-23. The funding, \$2M and the quarterly payment schedule is included in the attached contract.

In April, MLT and the Town Council had a joint meeting to discuss the draft deliverables that MLT had created to address the focus items requested by Town Council. The meeting included discussion on a few points of clarification and general acceptance of the deliverables as drafted. The deliverables are included in the attached agreement.

Attachments:

1. Service Agreement - Mammoth Lakes Tourism
 - a. Exhibit A – Scope of Services
 - b. Exhibit B – Contract Deliverables
 - c. Exhibit C – Annual Compensation
 - d. Exhibit D – Annual Planning Calendar