



**TBID Renewal Information**

**Term:** 10 years running from July 1, 2023 – June 30, 2033

**Business Inclusion and Rates:**

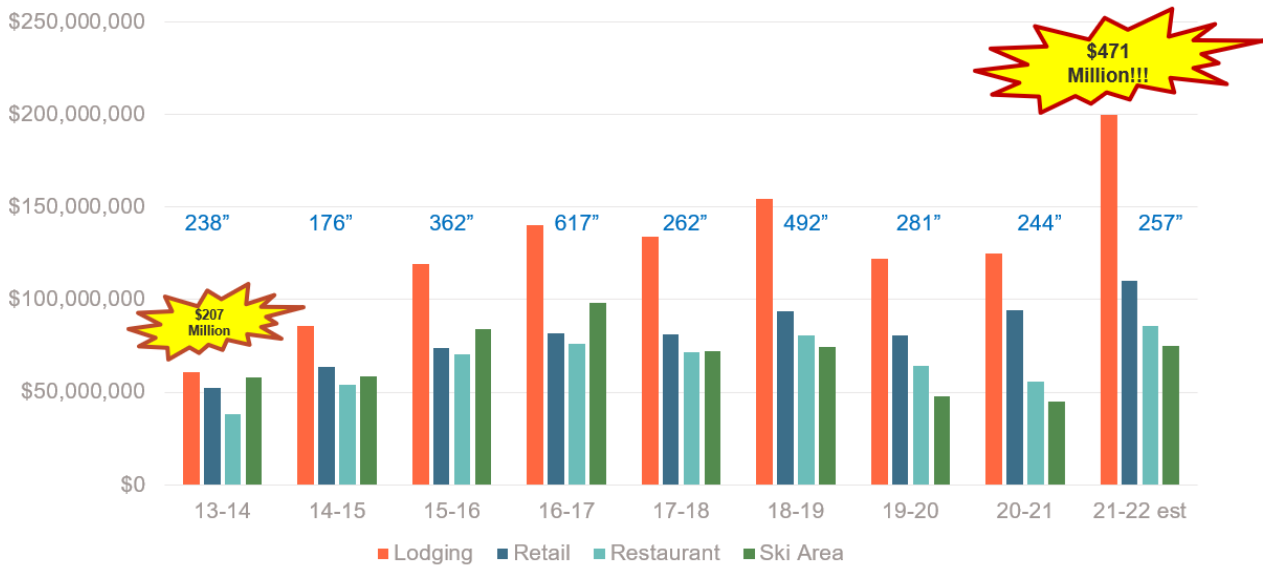
- 1% Lodging
- 1.5% Restaurant
- 1.5% Retail
- 2.5% Ski Area (voluntary increase, up from 2%)

**Opportunities with Secured Marketing Funds:**

1. Destination marketing to attract longer stays with higher spend and lower impacts
2. Increase air service opportunities
  - Year-round service
  - New destination markets (Dallas, Phoenix, Salt Lake City, Seattle)
  - Additional commercial and scheduled charter carriers (American, Delta, JSX, Contour)
3. Shoulder season marketing to increase economic viability in spring and fall
4. Attract major shoulder season events to help fill voids in business levels
5. Increased visitor education and experience



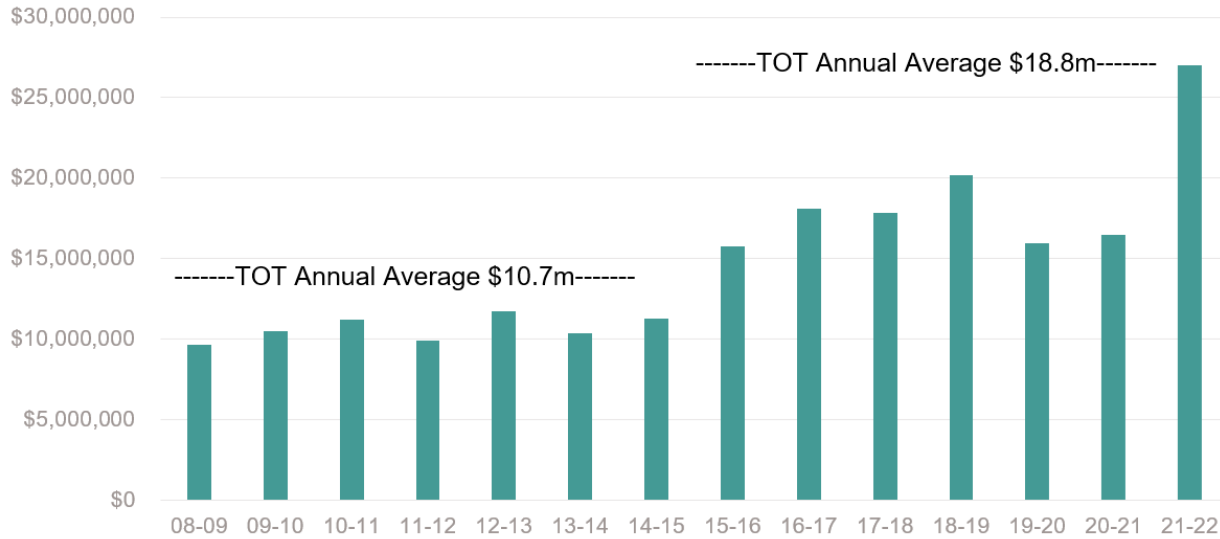
**Total Annual Revenues Raised by Segment**



The purpose of the TBID is to bring room nights and revenues to our assessed businesses across all four segments. As the graph above shows, Mammoth Lakes businesses have grown their revenues substantially since the TBID was first put in place in September 2013.



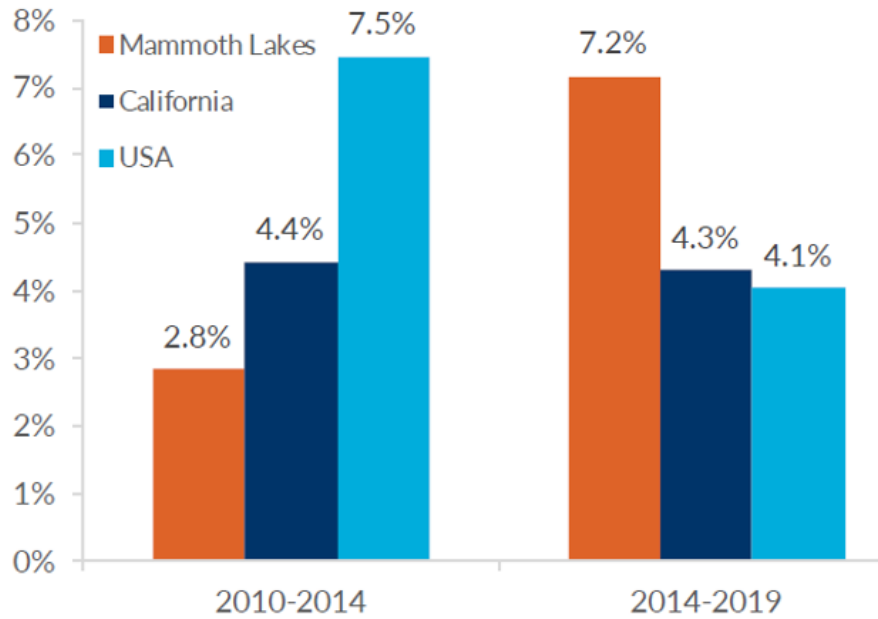
### Overall TOT Growth



Over the course of the last 9 years, the TBID has allowed MLT to market midweek winter, shoulder seasons and other need times driving TOT up more than \$8m on average annually which is a 75% increase. Most of these dollars are retained by the town’s general fund and have been instrumental in building trails, sidewalks, parking, parks, directional signage, restrooms, as well as much needed workforce housing including the Parcel.

### Growth in visitor spending

Compound annual growth rate



Sources: Dean Runyan Associates; Tourism Economics; US Travel Association

Mammoth Lakes’ visitor spending outpaced that of California and it the United States overall since the TBID funding has been in place. Yes, other destinations have grown, but not at the pace of Mammoth Lakes.