



MLT 2021-22 YEAR END REPORT

NOVEMBER 16, 2022



WELCOME, ALL.





TODAY'S AGENDA

- MLT Financial Overview
- Air Service
- Departmental Reports
 - Communications
 - International
 - Special Events
 - Marketing
- TBID Annual Report

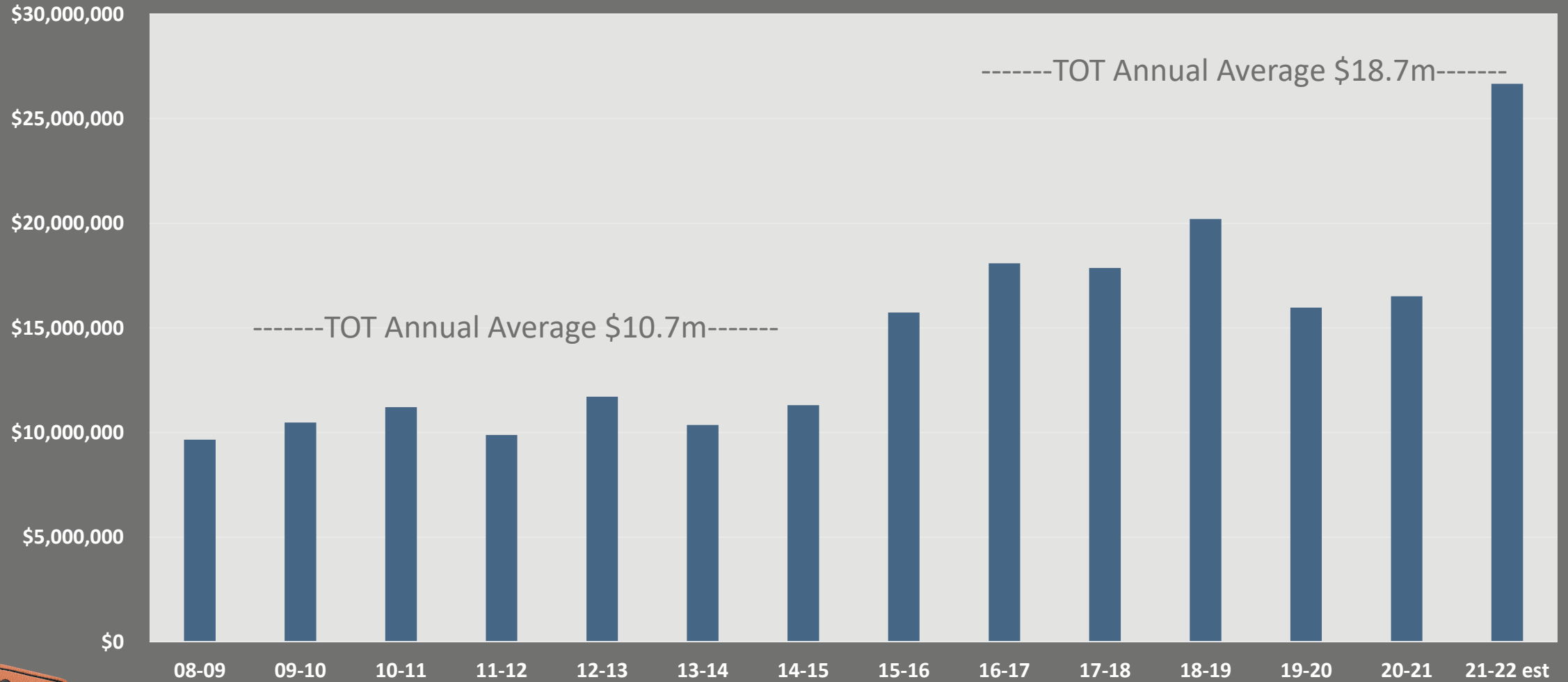
A man and a woman are hiking on a wooden boardwalk through a lush green forest. The woman is in the foreground, wearing an orange long-sleeved shirt, light-colored pants, and a green bucket hat. She is smiling and holding a leash for a husky dog that is running towards the camera. The man is walking behind her, wearing a brown hat, a dark jacket over a light shirt, and dark pants. The background is filled with tall evergreen trees and bright sunlight filtering through the canopy.

FINANCIAL OVERVIEW

JULY 2021-JUNE 2022

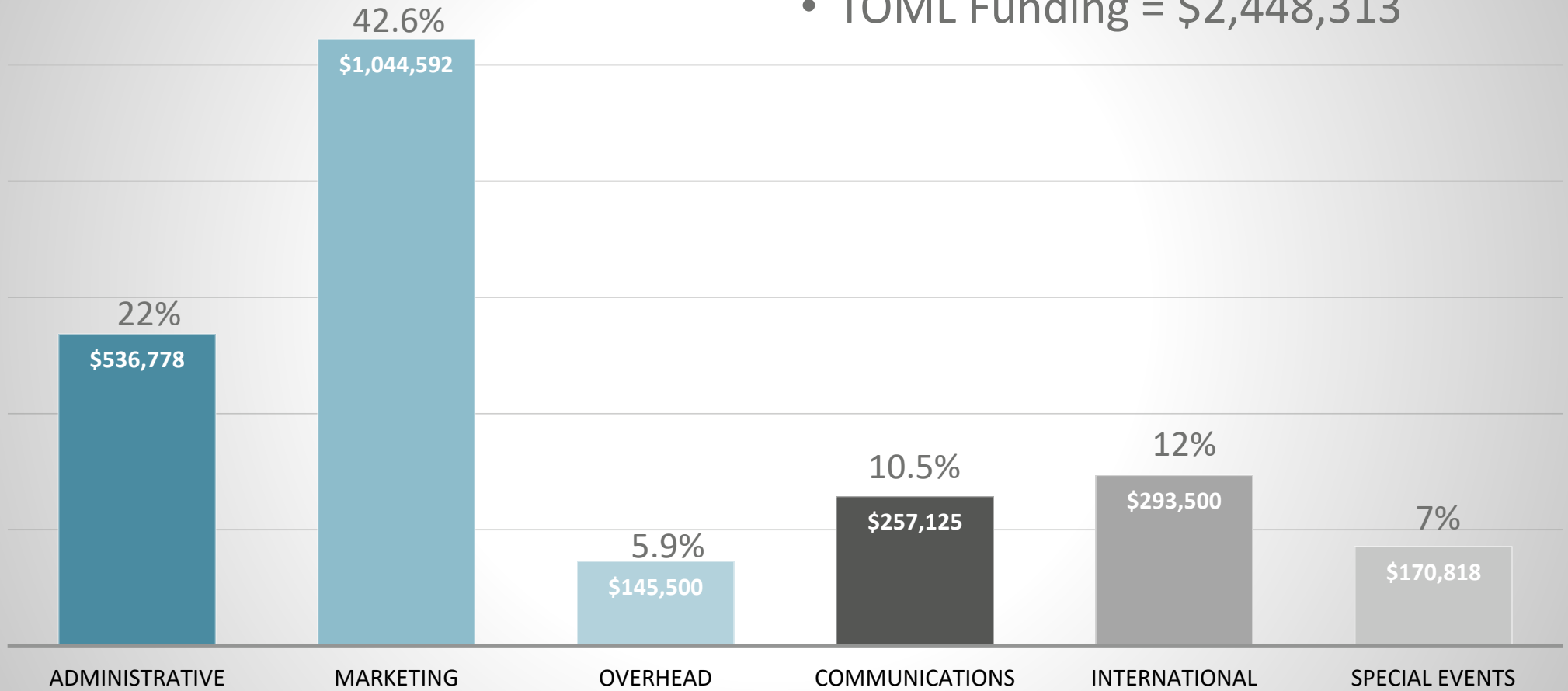


Overall TOT Growth

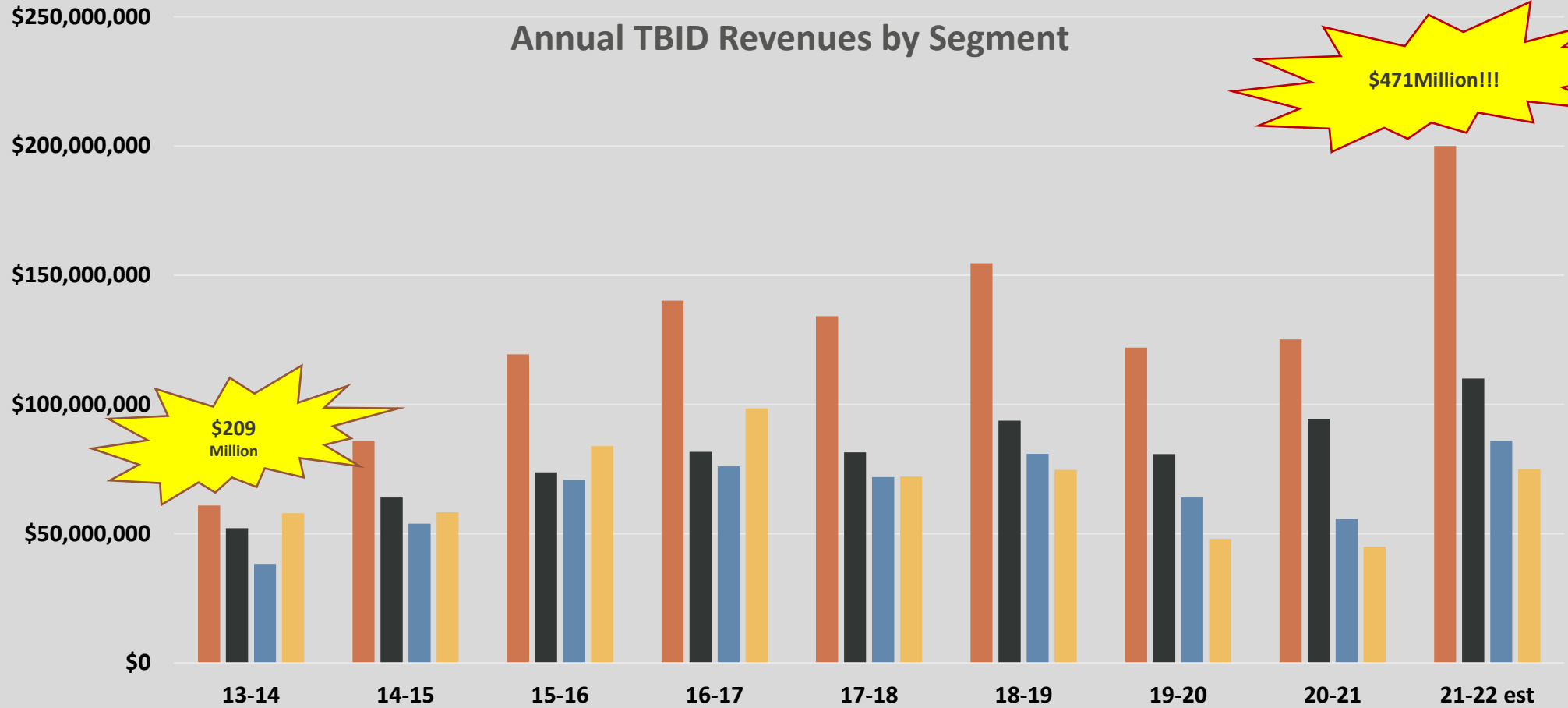


Measure A Expense Allocation

• TOML Funding = \$2,448,313



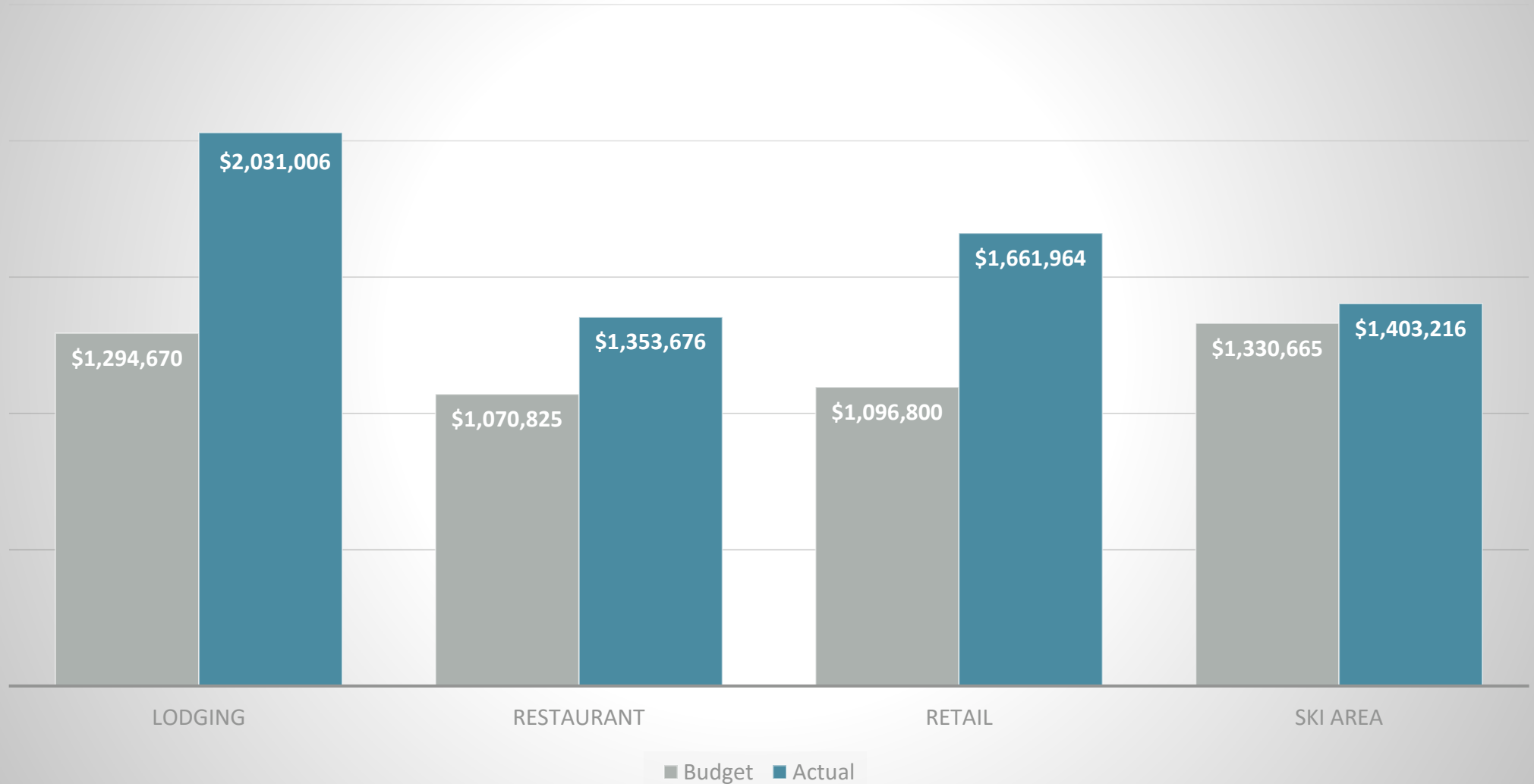
Annual TBID Revenues by Segment



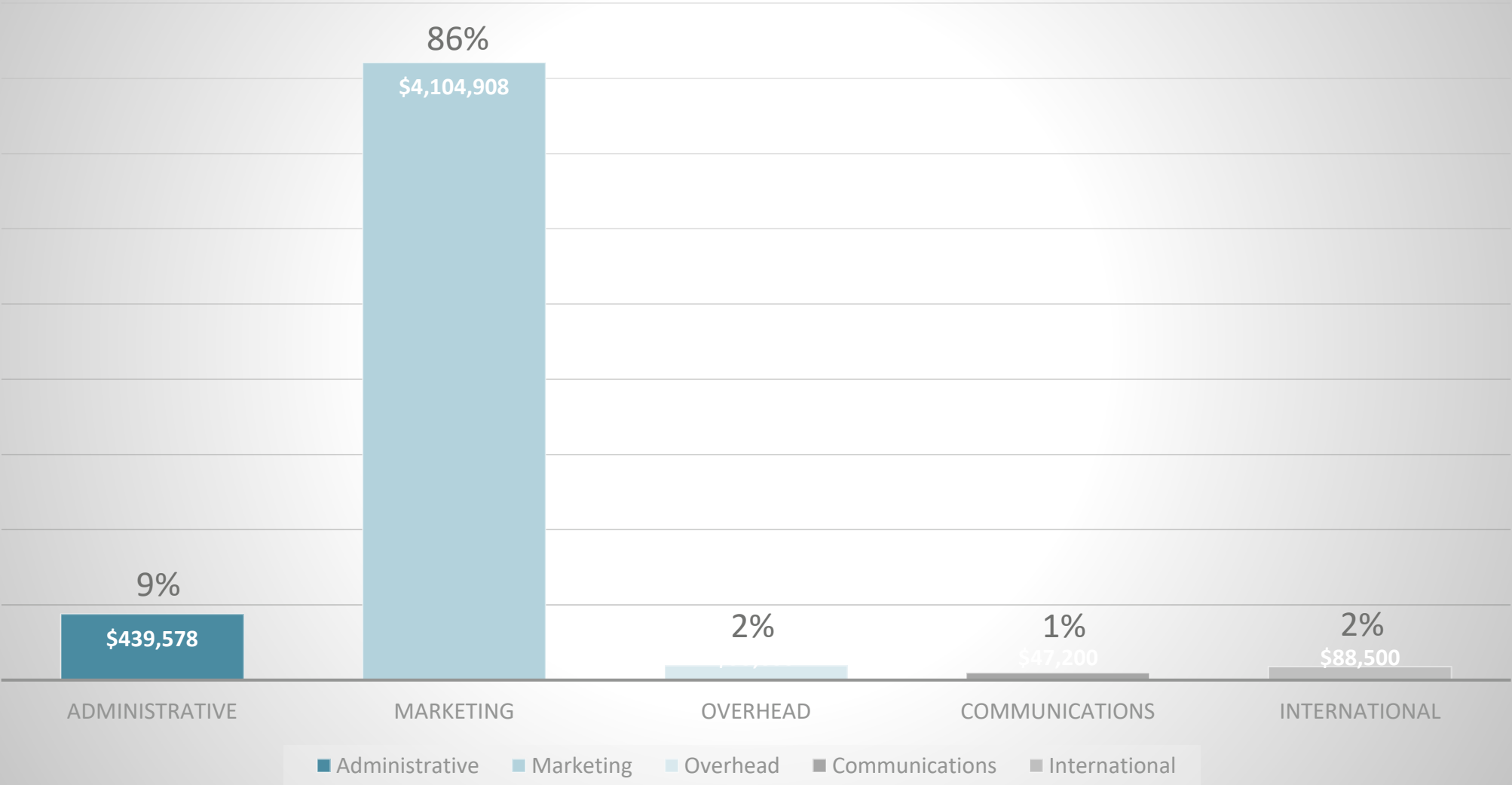
■ Lodging ■ Retail ■ Restaurant ■ Ski Area



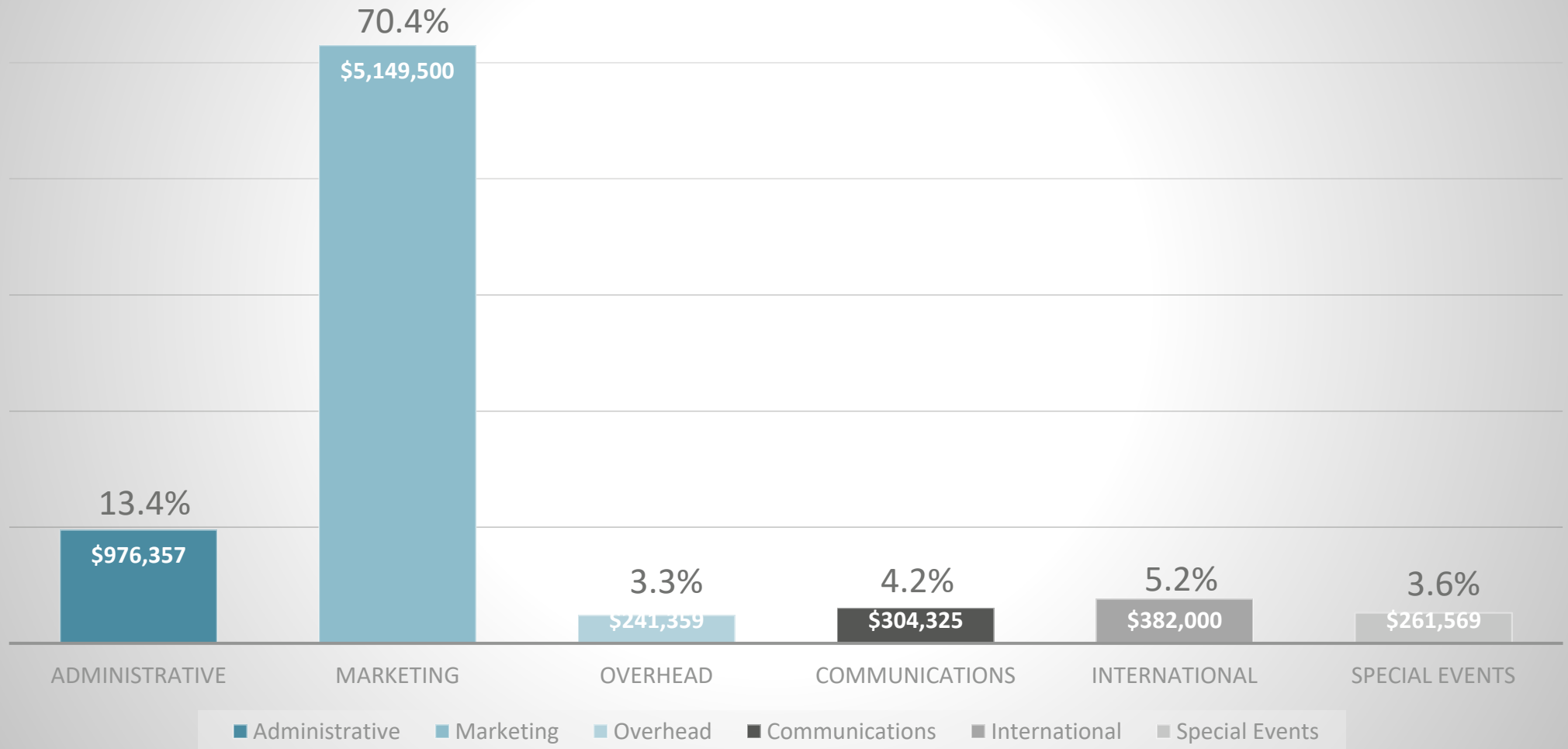
2021-22 TBID Revenue Budget vs. Actual



TBID Expense Allocation



2021-22 Combined Expense Allocation



AIR SERVICE REPORT

JULY 21 – JUNE 22





AIR SERVICE 2021-22

- Relaunch of scheduled charter service at MMH
 - Advanced Airlines has been an excellent partner
 - Challenging first winter back (roughly 1600 enplanements)
 - Goal is 10,000 enplanements in the next three years
-
- Introduction of commercial air service at BIH with United Airlines
 - Omicron challenged us early on
 - Roughly 8,300 enplanements for winter
 - Denver was the shining star – up 23% to pre-pandemic

COMMUNICATIONS RECAP

JULY 21 – JUNE 22





COMMUNICATIONS RECAP

- We saw a rebound to pre-pandemic levels in 2021-22 in all areas of communications
 - Domestic media impressions were up by 15% over 2018-19
 - FY 2018-19
 - 203 Placements
 - 3,007,582,097 Impressions
 - FY 2021-22
 - 320 Placements
 - 22,441,733,417 Impressions

COMMUNICATIONS RECAP

- We hosted 43 Crib athletes, including two groups from Moment Skis, which is on par with 2019 numbers.
- We also re-signed our agreement with Mammoth Track Club.



COMMUNICATIONS RECAP



- Community engagement up
- Newsletters grew by 9%
- Spring Open House was our best attended to date
- Community Coffee continues to be well-attended



INTERNATIONAL RECAP

JULY 21 – JUNE 22



INTERNATIONAL RECAP

Total Media Value = \$593,000 USD

UK = \$191,000 USD

Scandinavia = \$97,000 USD

Italy = \$50,000 USD

Australia / NZ = \$131,000 USD

Germany = \$3,000 USD

India = \$121,000 USD



INTERNATIONAL RECAP



MLT trained over 1800 travel professionals on Mammoth Lakes in 12 different international markets

MLT attended numerous international sales missions, conferences, and events with the goal of promoting visitation to Mammoth Lakes





SPECIAL EVENTS RECAP

JULY 21 – JUNE 22



EVENTS RECAP

FY 2021-22 Deliverable Highlights

- Develop event promotion and advertising plan based on operating limits for events moving forward post-Covid-19.
 - Successfully launched new event posters / brochures
 - Utilized digital marketing to be able to pivot messaging quickly
- Reassess event grant funding process and metrics to distribute to local events and develop a diverse panel for grant funding allocations. All events will depend on Covid-19 protocol and must follow those guidelines set forth to receive funding for their event.
 - Added new individuals to the Event Funding Committee to make panel more diverse.
 - Made sure that event producers had a Public Health & Safety Plan in place & followed all local guidelines at time of event.

EVENTS RECAP



Summer 2021 Return to “Normal”

- Events were canceled from Covid-19, Forest Closures & Smoke
 - Worked closely with producers to set up success for 22/23
- Event funding \$219,000 to 26 different events
 - Event producer in-person workshops



MARKETING RECAP

JULY 21 – JUNE 22



MARKETING RECAP



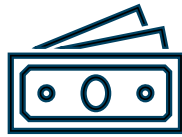
- FY21/22 PAID PROGRAM DELIVERY



IMPRESSIONS

128

MILLION



MEDIA SPEND

\$1.85M

MILLION



VIDEO VIEWS

15.7

MILLION



SESSIONS

517







THOUSAND

MARKETING RECAP



- FALL PERFORMANCE

NOTE: CAMPAIGN PERFORMANCE IMPACTED BY NATIONAL PARK CLOSURES.

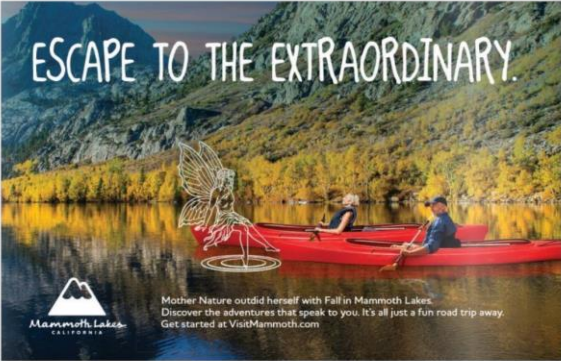
					
IMPRESSIONS	SPEND	SESSIONS	TOS	CPS	VIDEO VIEWS
23.4M	\$158K	55K	:30	\$2.26	2.2M
80%		94%	:35	\$2.07	137%
TO GOAL		TO GOAL	GOAL	GOAL	TO GOAL

FLIGHTING	PARTNERS	MARKETS	CHALLENGES/OPPORTUNITIES
August - October	YouTube Facebook/Instagram Pinterest Google (GDN, Search) Viant Adara (VCA Co-Op) Peloton Magazine Today's Senior	California & Nevada Base Spot Markets: LA, San Diego, SF, Las Vegas, Sacramento	Fall Campaign performance was challenged by stops and starts due to the National Park closures. In addition, creative messaging was split between Brand & Hug What You Love. Opportunity to streamline creative messaging by weaving stewardship into core Brand assets. When faced with a closure in the future, keep a lower-level of spend in the Awareness layer on to help with performance continuity.

MARKETING RECAP



• FALL CREATIVE



ESCAPE TO THE EXTRAORDINARY.

Mother Nature outdid herself with Fall in Mammoth Lakes. Discover the adventures that speak to you. It's all just a fun road trip away. Get started at VisitMammoth.com

Preventing Listeria
By George Zapo

Preventing Listeria requires knowledge and the proper use of food safety practices. In addition, it's important to know the risk factors, signs, and symptoms of this infection. Listeria is a bacteria found in poultry, water, soil, and cattle. It is also found in food processing plants, foods with raw milk, raw milk, deli-meats, raw sprouts, soft cheeses, hot dogs, and meat spreads. Unlike other forms of bacteria, Listeria grows in cold temperatures, like in a refrigerator.

Risks and symptoms of Listeria. Pregnant women, older adults, people with weak immune systems, and people with diseases, like alcoholism, diabetes, liver disease, and cancer are more susceptible of getting ill from Listeria. The symptoms consist of fever, diarrhea, stiff neck, skin rash, shock, nausea, weakness, vomiting, and confusion. Seek medical attention as soon as possible if you or someone you know becomes infected with this bacteria; antibiotics can help cure the infection.

Preventing Listeria can be accomplished in many ways. Here is a list of prevention strategies:


- With warm water, thoroughly wash your hands, counter tops, utensils, and cutting boards after handling uncooked food.
- Before eating raw produce, thoroughly rinse the produce under running water.
- Keep ready-to-eat foods, fruits, vegetables, and cooked food separate from uncooked seafood, poultry, and meats.
- As soon as possible, it's best to consume ready-to-eat and perishable foods.
- Avoid raw milk and foods that contain unpasteurized milk.
- Seafood, meats, and poultry should be thoroughly cooked; pay attention to the safe internal temperature.

Following four simple steps can help prevent yourself and your family from food poisoning in your home. You can substantially lower the risk of getting ill from food-borne diseases if you properly clean, separate, cook, and chill your food.

Wash your hands with soap and warm water for at least 20 seconds. Clean counter top surfaces, cutting boards, and utensils to stop the spread of bacteria. Wash your fruits and vegetables and dry them with a paper towel or clean cloth.

About the Author: Learn more about living a healthier life. Visit 'Healthy Habits' website for more valuable information from George Zapo <https://georgezapo.com>

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Locals know there's nothing like Fall in Mammoth Lakes. Come enjoy & respect it as if it's your home. [#travelresponsibly](#)



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Fall in love with Mammoth Lakes

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[Ad](#) Mammoth Lakes, California
4.8M views

 Visit Advertiser



Fall Amazes in Mammoth Lakes

See how to do a fall weekend like a local in Mammoth Lakes. And please travel responsibly. Visit Mammoth Lakes

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[Ad](#) Mammoth Lakes, California
81K views





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HUG A MOUNTAIN

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81K views


   New Board...  Save

visitmammoth.com


Your Guide to Fall in Mammoth Lakes


Mother Nature outdoes herself every Fall in Mammoth Lakes. Come see for yourself and please tread lightly. [#travelresponsibly](#)

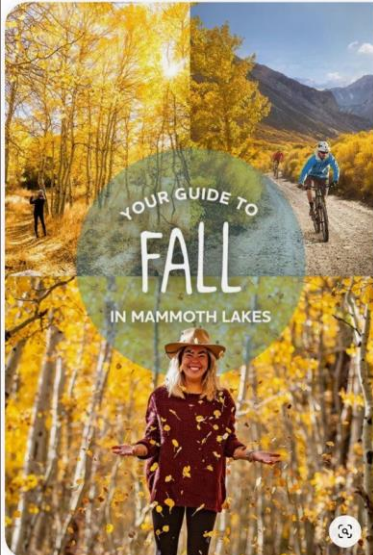
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MARKETING RECAP



- WINTER PERFORMANCE

						
IMPRESSIONS	SPEND	SESSIONS	TOS	CPS	VIDEO VIEWS	REFERRALS
78M	\$1.26M	283K	:29	\$1.66	10.3M	5,223
105% TO GOAL		119% TO GOAL	104% TO GOAL	\$2.88 GOAL	109% TO GOAL	

FLIGHTING	PARTNERS	MARKETS	CHALLENGES/OPPORTUNITIES
Near Markets: November – Mid-April Far Markets: Mid-October – February	YouTube Facebook/Instagram Pandora Outside Online Google (GDN, Search) Viant Clear Channel Outdoor Ink Global (United)	California & Nevada Base (Mid-Week Push) Spot Markets: LA, SF, SD, Denver, Northeast	Far markets demonstrated high interest, with high ad engagement, but was challenged with lower intent rates, signaling need for greater awareness. Recommend heavying up in far markets, with market specific programs to help boost overall brand awareness. Continue to balance use of Brand campaign creative and custom content partnerships Expand Ink Global partnership, which drove highest number of flight referrals.

MARKETING RECAP



- WINTER CREATIVE

SKI

Escape to Mammoth Lakes




In Mammoth Lakes, "wow" is a world of its own. Discover unbelievable terrain offering an exceptionally long season for skiing and snowboarding, and an array of winter activities and memorable family adventures to make it one for the storybooks. Adventure is just a road trip or flight away. Plus, we've expanded air service to offer more reliability and better connections. Start planning your escape today.

[PLAN YOUR TRIP](#)

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Why Mid-Week is a Must

Adventure doesn't wait for the weekend; weekdays are the ultimate time to explore.

[Learn more](#)

FLY SFO TO BISHOP/MAMMOTH IN 38 MINUTES



Mammoth Lakes
CALIFORNIA



FLY SFO TO BISHOP/MAMMOTH IN 38 MINUTES

Visit Mammoth
Sponsored

Mammoth Lakes is a Winter adventureland, where the snow piles higher and the ski season is one of the longest in the country.



VisitMAMMOTH.COM
Catch the Winter Wave

[Learn more](#)

00:28

ELLE
LOCAL SINCE 2017



[SKIP AD](#)

ADVENTURE IS EASIER WHEN YOU FLY.



Where Past and Future
Visit the new Greenwood House in Tulsa, local to its portfolio of innovative, interactive museums.

Outside

How to Ski Mammoth Like a Local



Visit Mammoth
Sponsored

Take your next adventure to new heights! Starting at \$138, you can catch round trip flights to Mammoth from SFO. Book your trip now.

FLY SFO TO BISHOP/MAMMOTH \$138*









[Learn more](#)

MARKETING RECAP



• SPRING/SUMMER PERFORMANCE

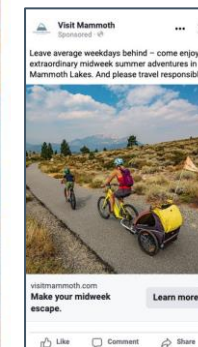
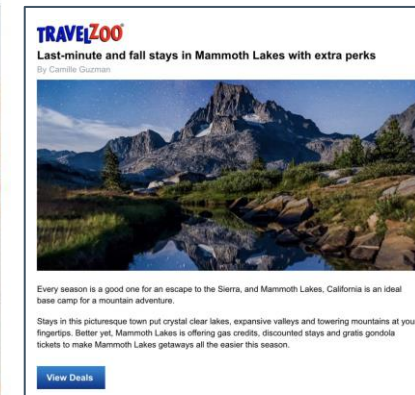
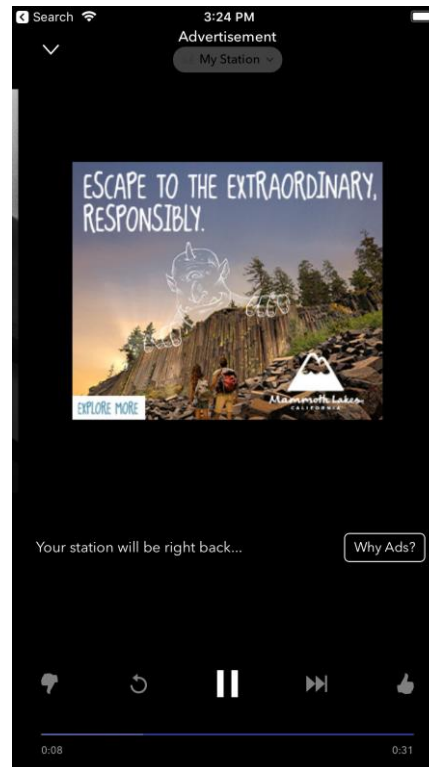
					
IMPRESSIONS	SPEND	SESSIONS	TOS	CPS	VIDEO VIEWS
27M	\$394K	179K	0:41	\$1.82	3.1M
101% OF GOAL		132% TO GOAL	146% TO GOAL	\$2.06 GOAL	113% TO GOAL

TIMING	PARTNERS	MARKETS	CHALLENGES/OPPORTUNITIES
Mid-April (FY22) – Mid-August (FY23)	YouTube Facebook/Instagram Pandora Outside Online Google (GDN, Search) Viant Clear Channel Outdoor Travelzoo DogTrekker	California & Nevada	Summer Campaign performance was strong across all partners. Creative messaging focused more heavily on Hug What You Love upfront, then shifted to a heavier Brand messaging presence to help drive up occupancy. Opportunity to streamline creative messaging by weaving stewardship into core Brand assets to ensure strong call to action as pandemic recovery opens more travel choices to consumers.

MARKETING RECAP



- SPRING/SUMMER CREATIVE





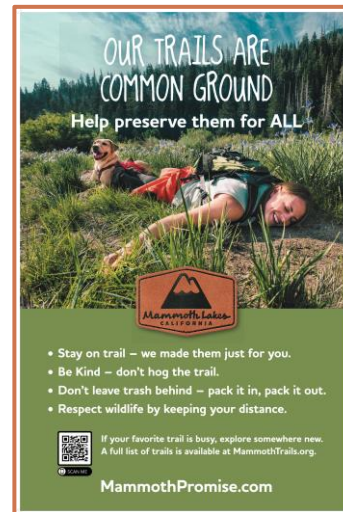
MARKETING RECAP - RESEARCH

- Tourism Economics/Symphony – Ongoing Economic Impact
- Zartico – Mobile Phone Data & Visualizations
- Visitor Profile - 2022
- Visitor Volume Study - 2022 & 2020
- Ad Awareness (2022 Summer/Fall/Winter)
- ROI Study (Summer/Fall/Winter)
- AirDNA Short Term Rental Pacing & Forecasting Report
 - Monthly & Weekly
- Inntopia Transient Inventory Study - 2022

MARKETING RECAP - LOCAL



- Local Marketing Projects
 - Yiftee Gift Card – 12 new businesses added
 - United/Advanced Air Promotional Efforts
 - Town Signage – New Posters Up
 - Special Offers for Local Businesses



MARKETING RECAP



— IT'S THE —
REAL
UNREAL.

A fisherman wearing a blue jacket, a cap, and sunglasses is standing in a river, holding a fishing rod. The background is a lush green forest with tall trees. The scene is bright and sunny.

TBID ANNUAL REPORT

JULY 21 – JUNE 22





TBID ANNUAL REPORT

- No changes to the district boundary are planned for FY 2022-23
- No changes are being made to the assessment rates for FY 2022-23
- 2021-22 revenues exceeded budget by \$1,656,903 or 34.6%
 - These excess revenues were rolled into the 2022-23 TBID budget
- Total TBID reserves as of November 16, 2022, \$4,002,590.64

TBID ANNUAL REPORT

- Business community supports a 10-year term 2023-2033
- Focus is to start collections July 1, 2023
- Lodging rate to remain at 1%
- Restaurant rate to remain at 1.5%
- Retail rate to remain at 1.5%
- Ski Area rate to increase from 2% to 2.5%
- Both local golf courses will be included at 2.5% (greens fees, rentals and lessons – NOT memberships)



THANK YOU

