



MLT STRATEGIC FRAMEWORK

MARCH 1, 2023

A fly fisherman in a blue jacket, grey pants, and a cap is standing in a river, holding a fishing rod. The background is a lush green forest. A semi-transparent white banner is overlaid across the middle of the image.

AGENDA



SITUATION ANALYSIS

MLT STRATEGIC FRAMEWORK FY 23-24

GOALS AND STRATEGY DETAIL

QUESTIONS?



SITUATION ANALYSIS



WHERE HAVE WE BEEN IN FY 22-23

- Covid-19 all but a memory to most
- Continued main communication message on visitor education “The Real Unreal”
- Limited fire and smoke impacts in summer 2022 and no forest closure in fall
- Return of “normal” summer special event season
- San Francisco summer service respectable for it’s first season in BIH
- Long fall foliage season
- Momentum from massive early season snow and projected long season
- Winter weekends sold out driving much needed midweek visitation/revenues
- Successful air service at BIH and MMH for winter 2022-23
- Air service costs continue to climb
- High gas prices did not seem to drive visitors away and may have helped us
- Strong business and government revenues continue
- TOML major progress on housing challenge with the 81 unit “The Sawyer” starting





FY 22-23 GOALS AND STRATEGY



GOAL #1:

FOSTER A SYMBIOTIC PARTNERSHIP BETWEEN RESIDENTS, TOML, BUSINESSES & VISITORS (AKA COMMUNITY)

Strategy – Outreach to our “Community”

- Reflect *community values* in our intended visitor experience
- Develop local *Marketing Advisory Committee* to provide feedback on MLT efforts
- Understand *resident and visitor perspectives* of our community and challenges
- Communicate our community and environmental *stewardship expectations*
- Continue to cultivate strong *community partnerships*
- *Support special events* financially and promotionally with strong focus of off-peak times
- Increase MLT Board member *communication and interaction* with constituents and TOML
- *Inform community members* and Town Council of MLT efforts through various channels
- Assist TOML to *define local infrastructure improvements* benefitting residents and visitors
- Provide *financial assistance and support to TOML* for targeted infrastructure projects that alleviate challenges, minimize visitation impacts and enhance resident’s quality of life



GOAL #2:

EDUCATE PEOPLE REGARDING THEIR IMPACTS ON OUR ENTIRE COMMUNITY AND ENVIRONMENT

Strategy – Focus on Education

- Focus on *mitigating visitor impacts* through partnerships with TOML and NGO's
- Relay benefits of *off-peak visitation* periods to spread business out to off-peak times
- Heavily promote *stewardship* and behavior expectations
 - Visitor and resident stewardship marketing messages throughout town
 - Encourage visitor distribution past the overly popular locations and times
 - Inspire all visitors to be considerate, patient and kind
 - Help people arrive at ways they can assist us in protecting this place and the experience while leaving it better than when they got here
 - “The Real Unreal” and #KeepMammothUnreal messaging from actual locals



GOAL #3:

SUPPORT RESIDENTS, BUSINESSES AND TOML BY CREATING OPPORTUNITIES DURING SLOWER PERIODS

Strategy – Drive Off-Peak Visitation

- Re-energize key *international* markets
- Continued heavy focus on *midweek winter* visitation
- Keep emphasis on establishing *longer length of stay* and lower visitor impact
- Focus efforts on *shoulder season* visitation with new focus on spring, not just fall
- Develop destination visitor **awareness** through increased marketing spend
- Increase “*ease of access*” messaging with commercial air service to BIH and MMH
- Explore *new air service* markets and carriers for both BIH and MMH
- Work towards fiscally responsible *year-round air service* at both MMH and BIH
- Encourage and *support events* and activities to promote off-peak visitation





QUESTIONS?

