

**PETITION TO
THE TOWN OF MAMMOTH LAKES TO RENEW THE
MAMMOTH LAKES TOURISM BUSINESS IMPROVEMENT DISTRICT**

We petition you to initiate proceedings to renew a Business Tourism Improvement District in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., for the purpose of providing services as described in the summary of the Management District Plan attached hereto as Exhibit A.

Lodging Establishment & Address

Business Owner

_____	_____
_____	_____
_____	_____
_____	_____

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

Owner Representative/Owner Name (printed)

Title

Owner/Representative Signature

Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

John Urdi
Executive Director
2520 Main Street
Mammoth Lakes, CA 93546
760-934-2712

EXHIBIT A

MANAGEMENT DISTRICT PLAN SUMMARY

- Location:** The renewed MLTBID includes all tourism businesses located within the boundaries of the Town of Mammoth Lakes, as shown on the map below. As used herein, the term “tourism business(es)” includes all tourism businesses: lodging businesses, restaurants, retail businesses, golf courses and ski resorts.
- Services:** The MLTBID is designed to provide specific benefits directly to payors by increasing tourism and commerce at assessed businesses. Sales, marketing, media relations and communications programs, and air service marketing and subsidy programs will increase tourism and market payors as tourist, meeting and event destinations, thereby increasing tourism and commerce at assessed businesses.
- Budget:** The total MLTBID annual budget for the initial year of its ten (10) year operation is anticipated to be approximately \$6,668,250. This assessment budget is expected to fluctuate as visitation does.
- Rates:** Based on the benefits received, the assessment rate will be tiered as indicated in the table below. The assessment is levied upon and is a direct obligation of the assessed tourism business. However, the assessed tourism business may, at its discretion, pass the assessment on to patrons. The amount of assessment, if passed on to each patron, shall be disclosed in advance and separately stated from the amount of consideration charged and any other applicable taxes, and each patron shall receive a receipt for payment from the business. Further detail on benefits can be found in the Management District Plan. Assessment rates are:

Business Type	Annual Assessment Rate
Lodging	1% of gross short-term room rental revenue
Ski Resorts and Golf Courses	2.5% of daily and multi-day tickets and bulk ticket packs for winter and summer activities, ski school and golf green fees and lessons
Retail – Tier 1	1.5% of gross revenue, including equipment and vehicle rentals
Retail – Tier 2*	\$500 per year
Retail – Tier 3*	\$50 per year
Restaurant – Tier 1	1.5% of gross revenue
Restaurant – Tier 2	\$500 per year
Restaurant – Tier 3	\$50 per year

Businesses situated within other businesses, such as restaurants located within a hotel or ski resort, will be assessed at the rate for that business type and not at the rate of the other business they are situated in. Certain revenues and businesses will not be assessed as described in Section IV of the Management District Plan.

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Appeals: Retail and restaurant businesses are divided into three tiers as described below. All Restaurant and Retail businesses are assessed at the Tier 1 rate, unless and until an appeal is submitted and approved to be classified as Tier 2 or Tier 3. If a business is reclassified as Tier 2 or 3 upon a successful appeal, the business will be refunded any assessment paid in excess of their Tier classification, within the last Fiscal Year. Restaurant and Retail businesses may submit appeals following the process described in the Management District Plan.

- Tier 1 businesses are those which have at least \$150,000 in annual gross revenue and receive at least half of that annual gross revenue from visitors;
- Tier 2 businesses are those which have between \$50,000 to \$149,999 in annual gross revenue, or which do not receive at least half of that annual gross revenue from visitors; and
- Tier 3 businesses are those which have \$49,999 or less in annual gross revenue.

Collection: The Town of Mammoth Lakes will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from those tourism businesses that are assessed a percentage rate; and collecting the assessment on an annual basis in conjunction with renewal of business licenses or the appeal decision from those tourism businesses that are assessed a fixed amount. The Town of Mammoth Lakes shall take all reasonable efforts to collect the assessments from each tourism business.

Duration: The renewed MLTBID will have a ten (10) year life, beginning September 1, 2023 through August 31, 2033. Once per year, beginning on the anniversary of district renewal, there is a 30-day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a Town Council hearing on district termination.

Management: Mammoth Lakes Tourism will continue to serve as the MLTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan, and must provide annual reports to the Town Council.

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