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To Mammoth Lakes Town Council

RE: TBID Renewal

The business community in Mammoth Lakes has changed over the last 5 - 10 years. While there is no doubt our economy is tourist based, I question what the business demographics currently are? How many businesses interface with the visitor compared to those of us who have businesses that have no relation to tourists? I believe this to be an important factor in renewing TBID as many see no direct benefit from this tax.

*"TBID Funds must be spent on services and improvements that provide a specific benefit only to those who pay".*

Let's be clear, the TBID partners are collecting and remitting TBID. I, along with every community member and second homeowner pay TBID, therefore the benefit should reach each and every person who lives and works in Mammoth. This language is bothersome and quite frankly inaccurate. And since the community at large has no say in this imposed tax, I believe more people would be supportive if in fact they saw a direct benefit.

I watched MLT's board meeting on May 5 and attended the following joint workshop with Town Council. I found John Urdi's comments rather disingenuous when discussing the use of TBID monies on infrastructure. He repeatedly stated that this was the first he was hearing that people wanted TBID monies to go back into the community. I know for a fact this is not a true statement. Council member Rice listed all the projects that in fact could be funded by TBID. I fully understand that it is not the purview of MLT to build infrastructure and I believe the majority understand this, however, the community may be a bit more receptive to this tax if there was a direct benefit to all.

My big take away from that discussion was the Town has seemingly not asked MLT for funding in the last 10 years. I sincerely hope that the Town will compile a list of improvements along with a budget and request specific funds from TBID.

If Town Council votes to renew TBID, I believe it is imperative that measure A funding go solely to housing and transportation. In reviewing MLT's budget, I see no evidence they need the additional funding from Measure A.

It's my understanding that MLT and/or Mammoth Mountain conduct guest surveys. I question whether there is a way to capture guests as they leave? I have a difficult time believing the guest experience is highly rated when there is little to no parking, the buses are frequently full, dining out is nearly impossible and we all know what the lines at the supermarkets are like. Our businesses are understaffed and front-line workers are overworked. As a result, there is poor customer service which in turn lead to poor behavior from the guest.

We don't need to increase visitation we need to invest in housing & transportation. We need parking solutions, public restrooms, public showers, etc. We need to put our community first. If we have a strong, viable, happy community it will directly benefit guest experience.

I understand MLT's argument regarding 10 year renewal vs 5 year, however I believe it's imperative council chose the 5 year renewal. With the looming economic uncertainty travel is one of the first luxuries people opt out of. Therefore, if we were to suffer a recession, we, the community, would solely carry the burden of paying TBID.

Kind Regards,

*Dawn L. Vereuck*

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Cc: The Sheet