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To: Town Council

Re: TBID Renewal

Dear members of the TOML Council,

I write today, as a business owner and submitter of TBID, to voice support for renewal of the Tourism Business Improvement District assessment.

As what I believe to be a direct product of TBID and Mammoth Lakes Tourism's efforts, we have seen overall visitation but particularly shoulder season and weekday visitation grow by leaps and bounds over the past decade—we used to lay off multiple employees during the shoulder, we now retain a full staff. The fall of 2022 was one like we have never seen before—I can't count how many times we heard the words, "We've never been here this time of year before—we had no idea what we were missing."

The MLT staff has done a fantastic job of increasing visitorship and this is good on two accounts—business thrives, putting money directly in the pockets of our residents (and creating a thriving economy for non-tourist-facing businesses) and the Town of Mammoth Lakes receives more revenue in Transient Occupancy Tax—a bigger town budget benefits all residents.

However. With growth comes growing pains, and the residents of this town are feeling those growing pains as the town's infrastructure has not progressed quickly enough to provide for increased visitorship. This town is in dire need of parking, restrooms, more sidewalks, beautification, and recreation facilities. We can increase visitorship all we want, but if the amenities don't meet a visitor's needs, they likely won't return.

The Town of Mammoth Lakes needs to attentively move towards infrastructure improvements. There has been much talk about a portion of TBID funds going towards these improvements but in my opinion this funding should come from the Town's TOT budget. The annual six million dollars in TBID funds is nowhere near enough to fund the projects this town needs in addition to funding our marketing. With more than 26 million dollars raised by TOT in 2021-2022 alone (and annual totals that continue to trend up) plus millions of dollars in TOT budget surplus, this is where our community should be looking for these funds.

It is my great hope that the Town of Mammoth Lakes and Mammoth Lakes Tourism form a healthier relationship and work together to better this amazing place we call home. Communication, education, and understanding are vital for building a better community in which our residents and visitors alike will thrive.

Thank you for your time,

Alisa Mokler Harper