

**NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE RENEWAL
OF THE MAMMOTH LAKES TOURISM BUSINESS IMPROVEMENT DISTRICT
("MLTBID") AND LEVY OF AN ASSESSMENT ON CERTAIN TOURISM BUSINESSES
WITHIN THE MLTBID**

NOTICE IS HEREBY GIVEN that on April 26, 2023, the Town Council (the "Council") of the Town of Mammoth Lakes (the "Town") adopted a Resolution of Intention to renew the Mammoth Lakes Tourism Business Improvement District (the "MLTBID") and to levy an assessment on certain tourism businesses within the MLTBID as set forth in the Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that at 4:00 PM on May 17, 2023, at the Town Council Chambers located at 437 Old Mammoth Road Suite Z, Mammoth Lakes, CA 93546, a public meeting shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the renewal of the MLTBID and the levy of assessments therein as set forth in the Resolution of Intention and pursuant to Government Code section 54954.6. Following the public meeting, the Town Council shall introduce and conduct the first reading of the Ordinance to renew the MLTBID and continue the levy of assessments.

NOTICE IS HEREBY FURTHER GIVEN that at 4:00 PM on June 14, 2023, at the Town Council Chambers located at 437 Old Mammoth Road Suite Z, Mammoth Lakes, CA 93546, has been set as the time and place for a public hearing at which time the Council proposes to renew the MLTBID and to levy the proposed assessment as set forth in the Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that on June 14, 2023, following the public hearing described above, a second reading of the Ordinance to renew the MLTBID and to continue the levy of assessments is set to be heard at the Town Council Chambers located at 437 Old Mammoth Road Suite Z, Mammoth Lakes, CA 93546. At the conclusion of the second reading of the Ordinance, the Council may adopt the Ordinance, renewing the MLTBID and levying the assessment.

Location: The renewed MLTBID includes all tourism businesses located within the boundaries of the Town of Mammoth Lakes. 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.

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 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

*Only applicable upon submission and approval of an Appeal.

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 the Plan, and must provide annual reports to the Town Council.

Protest: Any owner of a tourism business within the proposed MLTBID that will be subject to the assessment may protest the renewal of the MLTBID. If written protests are received from the owners of tourism businesses in the proposed MLTBID who represent fifty percent

(50%) or more of the estimated annual assessments to be levied, the MLTBID shall not be renewed and the assessment shall not be imposed.

You may mail a written protest to:

Office of the Town Clerk
Town of Mammoth Lakes
PO BOX 1609
Mammoth Lakes, CA 93546

You may also appear at the public meeting or hearing and submit a written protest at that time.

Information: Should you desire additional information about this proposed MLTBID or assessment contact:

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

Dated: _____

Town Clerk