

## Jamie Gray

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**From:** Michael Ledesma <ledesmaboyd@aol.com>  
**Sent:** Wednesday, April 26, 2023 3:30 PM  
**To:** Jamie Gray  
**Subject:** Public Comments 4/26

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### [EXTERNAL EMAIL]

Hi Jamie, I wanted to submit a memo for public comments for tonight's meeting. I have to get my son to BB practice so I will not be able to attend the meeting in person or by video call.

My comments are specific to TBID renewal.

I own and operate 3 brick & mortar businesses and promote and manage two music festivals here in town.

I want to emphasize how important it is to the business community for us to not only renew the TBID but to renew it for a ten year period. Renewal is critical to the sustainment and longevity of the entire business ecosystem here in Mammoth. 10 years just makes sense due to the costs associated with the renewal process.

As a former partner and director of sales and marketing of a larger entity in Southern California, I can tell you from experience that the biggest reason for contraction or failure is forgetting where you came from. Most entities cycle in the shape of a bell curve because entities start believing things will never change and stop doing precisely what they did to become successful. Marketing is at the top of that list.

My former home town of Simi Valley, a bedroom community suburb of Los Angeles has a TBID now. In talking to leaders in the community, their thought process is that they can capture that family trying to figure out what to do over the weekend who might normally be thinking of wine country, Lake Arrowhead or Mammoth Lakes. "Why not come to Simi Valley and visit the Reagan Library?"

Point is, competition for peoples visitor dollars has never been more competitive. Its no longer simply other mountain towns, it is a plethora is destinations which are looking to capture visitor dollars and all of the related economic benefit from that revenue. That said, Americans have never been more spontaneous with travel plans and this is not the time to be out of sight and out of mind.

The conversations we should be having are not how to reduce our income but how to spend it wisely! We should demonstrate fiscal responsibility and renew the TBID for 10 years and continue to work together as a community to improve the obvious areas of need such as available employee housing, basic infrastructure and responsible visitation.

Thank you for your time,

Michael Ledesma