

Mammoth Lakes Town Council Agenda Action Sheet

Title: Joint Meeting with Mammoth Lakes Tourism – Budget Presentation for FY24-25

Council Meeting Date: 6/5/2024

Prepared by: Rob Patterson, Town Manager

Recommended Motion: The Town Council will receive the presentation of the FY24-25 Mammoth Lakes Tourism budget and provide feedback as appropriate.

Summary:

The contract with Mammoth Lakes Tourism (MLT) adopted on July 1, 2023, included a number of sections to ensure a proper level of engagement was achieved between MLT and Town Council. The Town Council and MLT Board have agreed to meet on a quarterly basis to review marketing performance and discuss achievements related to contract deliverables. The purpose of this joint meeting is to discuss the recommended budget for FY24-25 as it relates to the work assignments listed below.

Local Focus Marketing

- Buy Local – Local Advertising Plans for consumers in the market.
- Facilitate a community-based, stakeholder discussion to develop Tourism Improvements Mitigation Program. These recommendations inform work plans for the Town Capital Improvement Program (CIP).
- Natural Resource Steward & related Education Programs.
- Support for local event producers.
- Public Engagement and Outreach (Between Town and Community).
- Local Partnerships (Businesses, Chamber of Commerce, MLR, ESTA, USFS).

Access and Transportation

- Advanced Air Subsidy 50% of total subsidy.
- Marketing for Air Travel in Southern California Market.
- Locals Discount Program for Air Travel.
- Portion of Air Subsidy that represents non visitor travel as % of travel to MMH.
- Marketing Campaigns promoting alternative transportation within the Town, in support of Walk Bike Ride initiatives.

Experience and Attractions

- Event Promotion, Development & Support.
- Marketing to Attract World Class Sporting Events.
- Develop strategy to expand event calendar with broad appeal, family-oriented events.
- Promotion of Regional Amenities within County and Eastern Sierra – To support regional visitation.