

Mammoth Lakes Town Council Agenda Action Sheet

Title: Presentation from Hunden Partners to commence work on the Destination Stewardship Plan initiative.

Council Meeting Date: 7/16/2025

Prepared by: Rob Patterson, Town Manager

Recommended Motion: No recommended motion, presentation only.

Summary: The Town Council will receive an introductory presentation from Hunden Partners regarding the Destination Stewardship Plan initiative. Hunden Partners are under contract to develop a 5-year plan supporting sustainable destination tourism and preserving residents' quality of life.

The first part of the initiative will provide a 5-Year roadmap for Mammoth Lakes Tourism (MLT) that focuses on sustainable tourism, product development, and long-term strategies with strong community engagement that will be developed into a strategic plan deliverable. This process will leverage the work conducted as part of the Visit California State Tourism Master Plan as well as provide a combination of historical destination performance and resident sentiment data and Mammoth Lakes Tourism Board and stakeholder input.

In the second part of the initiative, the Destination Stewardship Plan will be translated into project-based components with timescales and cost estimation with specific project details.