

Hunden Partners

Leading Advisor in Destination Real Estate Advisory

5-Year Sustainable Destination Management

Destination Stewardship and Quality of Life Preservation

Mammoth Lakes Board Meeting

July 2025

Who We Are

We are the leading global advisor in place strategy—where tourism development, economic development, and real estate development intersect.

With professionals in Chicago, New York, Dallas, and Minneapolis, Hunden provides a variety of services for all stages of destination development in:



\$20B

in projects successfully developed and/or in progress

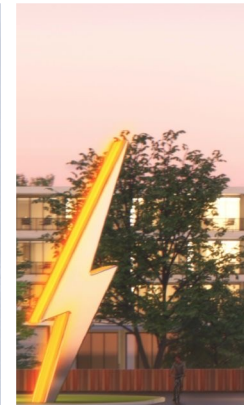
>1K

studies & processes. Of these, **over 80%** are for public sector or DMO clients



200+

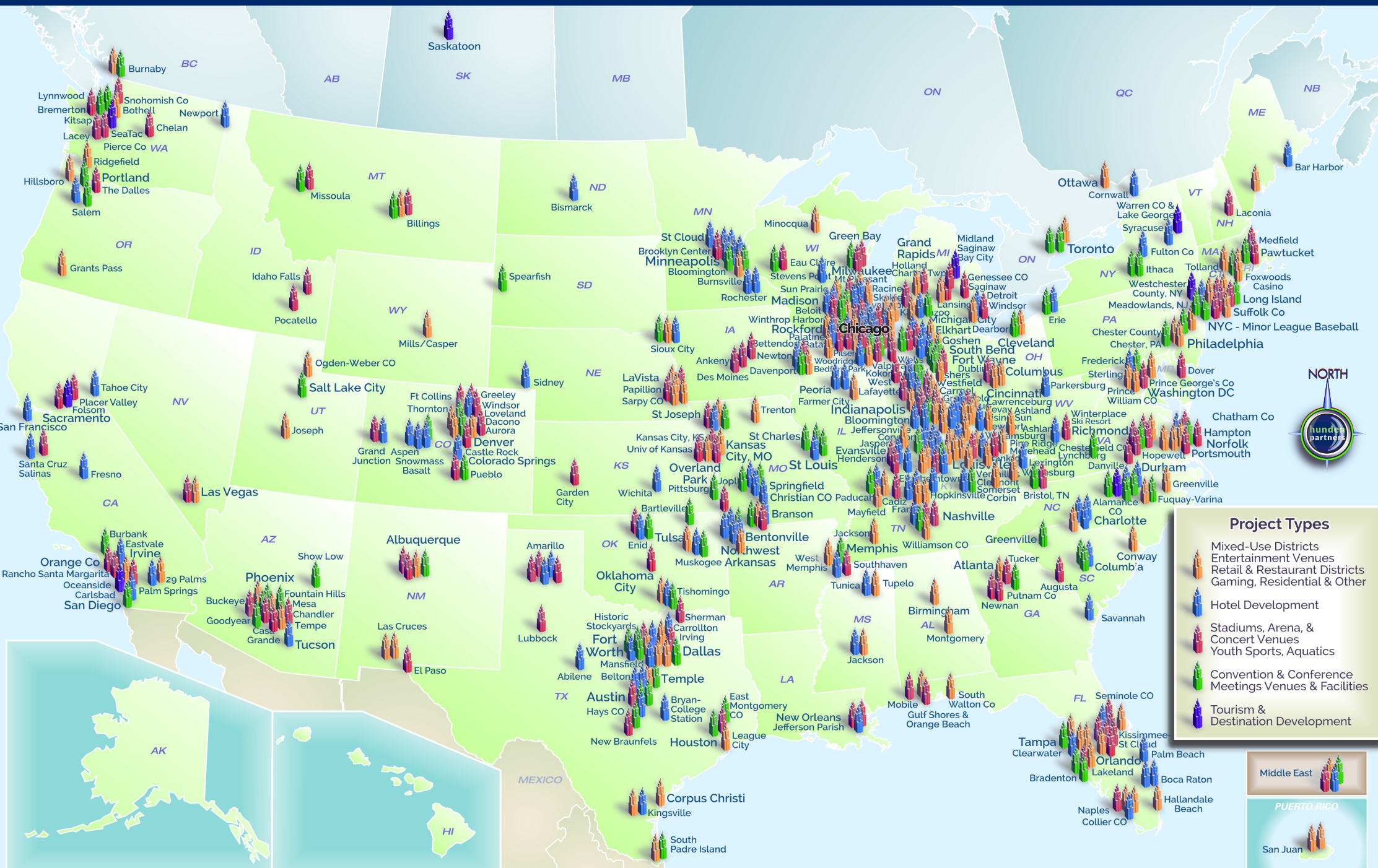
youth sports complex, professional stadium & arena studies



600+

conference, convention, event center & hotel studies





20+
placemaking
and
destination
strategy plans
in the last 3
years

100+
DMO Clients

Project Types

- Mixed-Use Districts
- Entertainment Venues
- Retail & Restaurant Districts
- Gaming, Residential & Other
- Hotel Development
- Stadiums, Arena, & Concert Venues
- Youth Sports, Aquatics
- Convention & Conference Meetings Venues & Facilities
- Tourism & Destination Development

80% Public
Sector or
Private Non-
Profit Clients

Why We're Here

Develop a new 5-Year Sustainable Destination Management Plan that will support destination tourism and preserve resident's quality of life through understanding and identifying key constraints and necessary avenues of investment.

Key Personnel



Bethanie DeRose
Project Executive

- Project & Team Management
- Sustainable Destination Management Plan Strategy & Analysis
- Implementation Planning



Matthew Avila
Director



Ashton Hayes
Analyst



Stacy Corless
Community Engagement

- Two-term member of the Mono County Board of Supervisors
- Public affairs and policy, community engagement, and strategy development.



Project Overview

Scope of Work

The Town of Mammoth Lakes in California engaged Hunden Partners to complete a Sustainable Destination Management Plan. The goals of the process are to one, create a five-year roadmap in the form of a strategic plan deliverable, and two, translate the developed plan into actionable, project-based components with timescales, and cost estimations.

As a leading destination real estate advisor, Hunden's years of professional experience working alongside destination marketing organizations across the country will allow them to pinpoint specific areas of success in current tourism trends to develop actionable long-term strategies for continual investment. This ability to identify and classify Mammoth Lake's priorities as a destination and elicit feedback from residents, business owners, and visitors will allow Hunden incorporate a strategic plan that will most benefit all community partners.

Project Objectives

- Support sustainable destination tourism through actionable planning by identifying key constraints and potential investments
- Destination stewardship and preservation of quality of life – addressing tourism impacts through strategic development
- Engage community partners to understand implications of tourism on the local population and businesses
- Develop a 5-year roadmap in form of a strategic plan deliverable for policy, programming, infrastructure investment, and overall visitor and resident satisfaction
- Translate the plan into actionable, project-based components with timescales and cost estimations that include specific project details

Project Timeline

July 16, 2025

	May 2025	June 2025	July 2025	Aug 2025	Sept 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026
Phase 1 Project Initiation												
Data Gathering												
Research & Due Diligence												
Phase 2 Community Partner Identification												
Visit California Master Plan Application												
Comparable Case Studies												
Phase 3 Site Visit & Engagement												
Strategic Planning Session												
5-Year Destination Management Plan												
Phase 4 Agency Review												
Priority Identification & Project Breakdown												
Implementation Plan Deliverable												



Focus Group Discussions

Closing

Follow Up Questions or Comments? Contact Us:

- Bethanie DeRose, EVP – Bethanie@hunden.com
- Matthew Avila, Director – Matthew@hunden.com
- Ashton Hayes, Analyst – Ashton@hunden.com



Thank You