



March 14, 2023

Dear Business Owner,

Nearly 10 years ago, our business community pulled together to approve a secure funding source to promote the Mammoth Lakes area and increase visitation revenues for our local businesses and the town. Most recently those funds have been heavily invested in educating our visitors on how to respect our community and the environment. Since well before the pandemic, MLT has collaborated with other local agencies on spreading the “Recreate Responsibly” message as far and wide as possible.

When the Mammoth Lakes Tourism Business Improvement District (TBID) was formed, there was cautious optimism from many that this additional funding would help level out our shoulder seasons and support businesses during historically slower times. Fall, midweek winter, and spring all still provide great opportunities for our workforce, and business community to thrive without major lulls in business levels.

More than nine years later and our community is thriving and growing those shoulder periods. Visitation numbers during off-peak times are providing sizeable increases to Transient Occupancy Tax (TOT) collections and allowing the Town of Mammoth Lakes to make major strides in areas of workforce housing, recreation infrastructure and public serving amenities.

Attached please find the petition to renew the Mammoth Lakes Tourism Business Improvement District for a ten-year term beginning September 1, 2023, running through August 31, 2033. We appreciate all the support of our communications efforts and look forward to helping all our assessed businesses, and their employees, reach new levels of success in the future. Mammoth Lakes has always been a vibrant, visitor based, community and it is our goal to better balance the desires of our visitors with the needs of our community and residents.

The goal is not to bring more people to Mammoth Lakes, it is to attract guests when we need them and to bring people who believe in leaving our community and unreal natural environment better than they found it.

Please complete the attached petition and **return all four pages** at your earliest convenience. Petitions may be scanned and sent to jurdi@visitmammoth.com, mailed to Mammoth Lakes Tourism at P.O. Box 48, Mammoth Lakes CA, 93546 or dropped off in person at our office next to the Official California Welcome Center at 2520 Main Street. ***Please return ALL FOUR PAGES of your completed petition no later than March 24, 2023.***

Sincerely,

Jeremy Goico – Board Chair – Chamber of Commerce
Pat Foster – Board Vice-Chair – At-Large Representative
John Morris – Board Treasurer – Lodging Representative
John Mendel – Board Secretary – Retail Representative
Deb Radcliff – Board Member – Restaurant Representative
Darlene Magner – Board Member – Lodging Representative
Eric Clark – Board Member – Mammoth Mountain Representative
Bill Sauser – Board Member – Town Council Representative

P.S. A copy of the complete TBID Management District Plan as well as other valuable information about the MLTBID is available at www.MLTBID.com