



TBID Renewal Information

Term: 10 years running from September 1, 2023 – August 31, 2033

Business Inclusion and Rates:

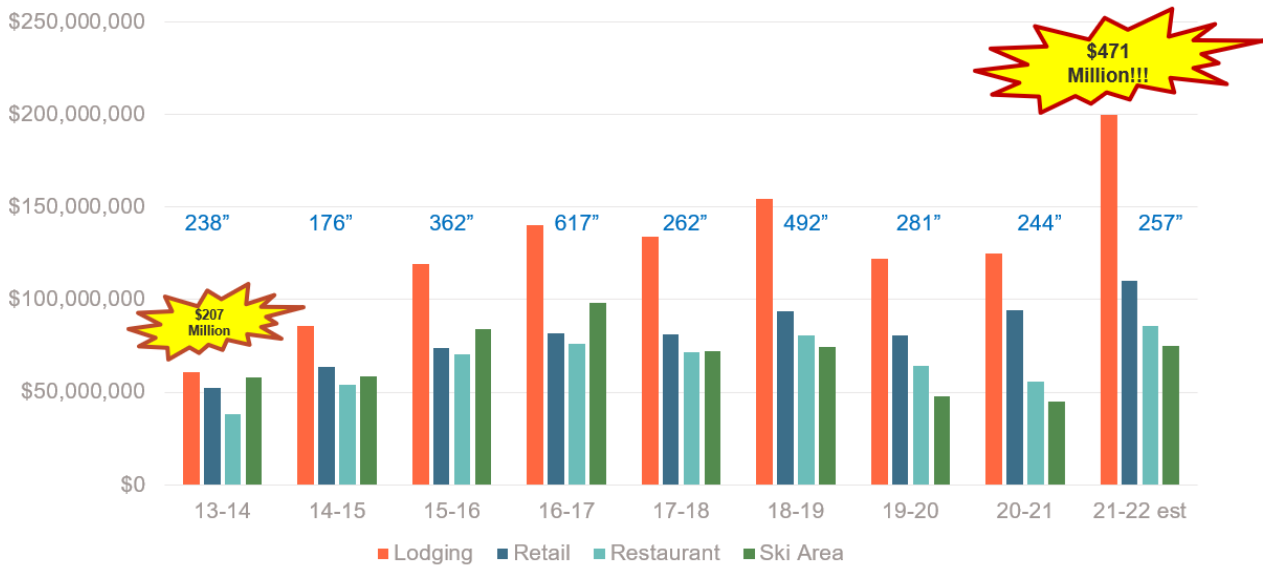
- 1% Lodging
- 1.5% Restaurant
- 1.5% Retail
- 2.5% Ski Area (voluntary increase, up from 2%)

Opportunities with Secured Marketing Funds:

1. Increased visitor education and stewardship messaging.
2. Shoulder season marketing to increase economic viability in spring and fall.
3. Destination marketing to attract longer stays with higher spend and lower impacts.
4. Attract major shoulder season events to help fill voids in business levels.
5. Increase air service opportunities:
 - Achieve year-round air service access.
 - Add future destination markets (Dallas, Phoenix, Salt Lake City, Seattle)
 - Attract new commercial and scheduled charter carriers (American, Delta, JSX, Contour)

Mammoth Lakes TBID History

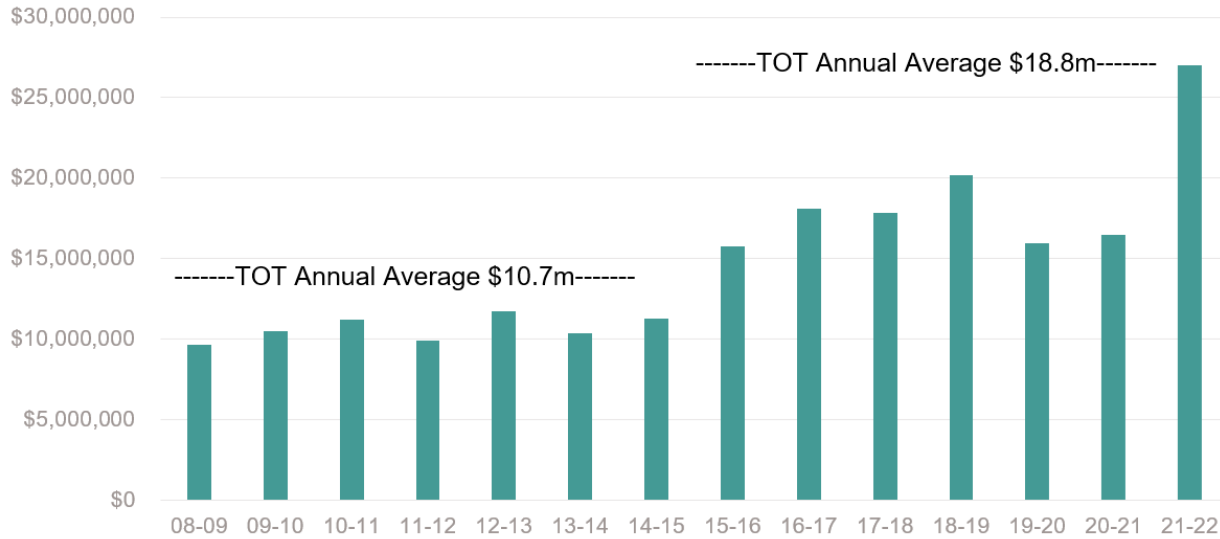
Total Annual Revenues Raised by Segment



The purpose of the TBID is to bring room nights and revenues to our assessed businesses across all four segments. As the graph above shows, Mammoth Lakes businesses have grown their revenues substantially since the TBID was first put in place in September 2013.



Overall TOT Growth

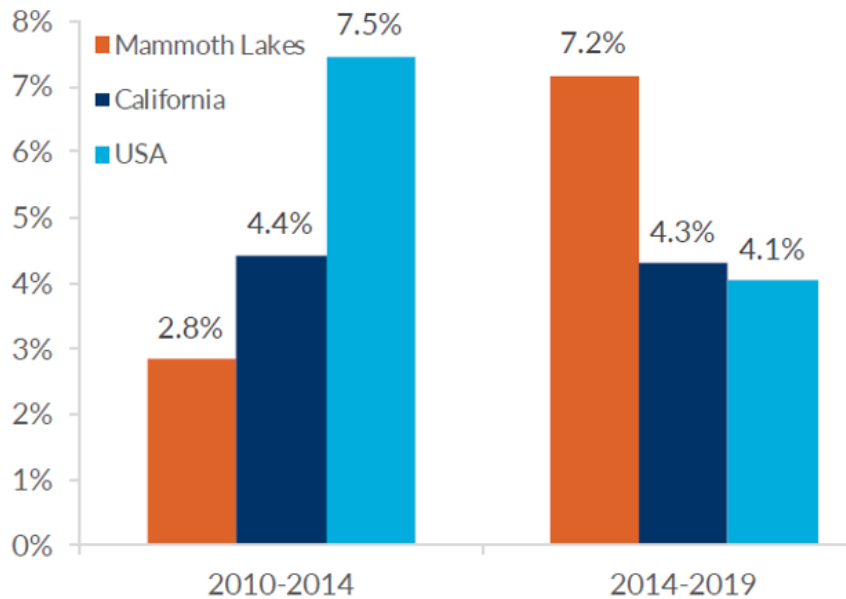


Over the course of the last 9 years, the TBID has allowed MLT to promote midweek winter, shoulder seasons and other need times driving TOT up more than \$8m on average annually which is a 75% increase.

The vast majority of these dollars are retained by the town’s general fund and have been instrumental in building trails, sidewalks, parking, parks, directional signage, restrooms, as well as the current construction of the Parcel’s 450 units of much needed workforce housing.

Growth in visitor spending

Compound annual growth rate



Sources: Dean Runyan Associates; Tourism Economics; US Travel Association

Mammoth Lakes’ visitor spending outpaced that of California and it the United States overall since the TBID funding has been in place. Yes, other destinations have grown, but not at the pace of Mammoth Lakes.