

**July 21, 2015**  
**Regular Meeting**  
**Public Comment**  
**John Urdi**

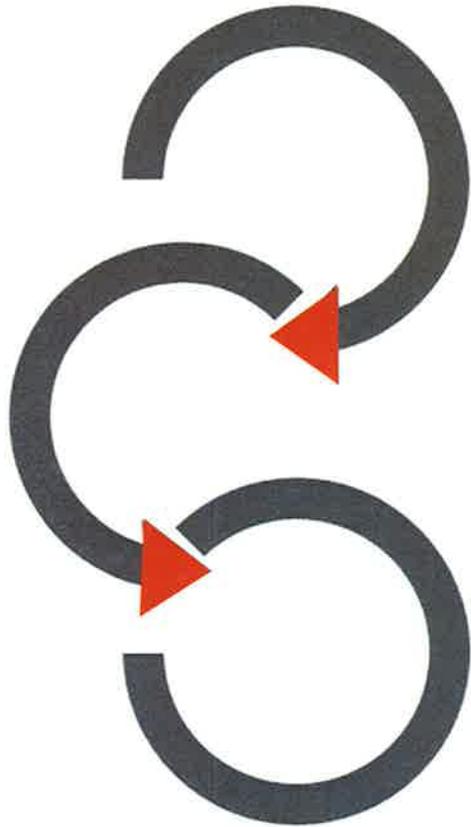
**Survey regarding Mammoth  
Lakes Air Travelers and  
Letters sent to county  
regarding same**

Mammoth  
Lakes  
Air Travelers

# OBJECTIVE:

- Determine the value of air service to Mammoth Lakes
- Determine the potential and opportunity for increasing air travel to Mammoth Lakes

# METHODOLOGY:



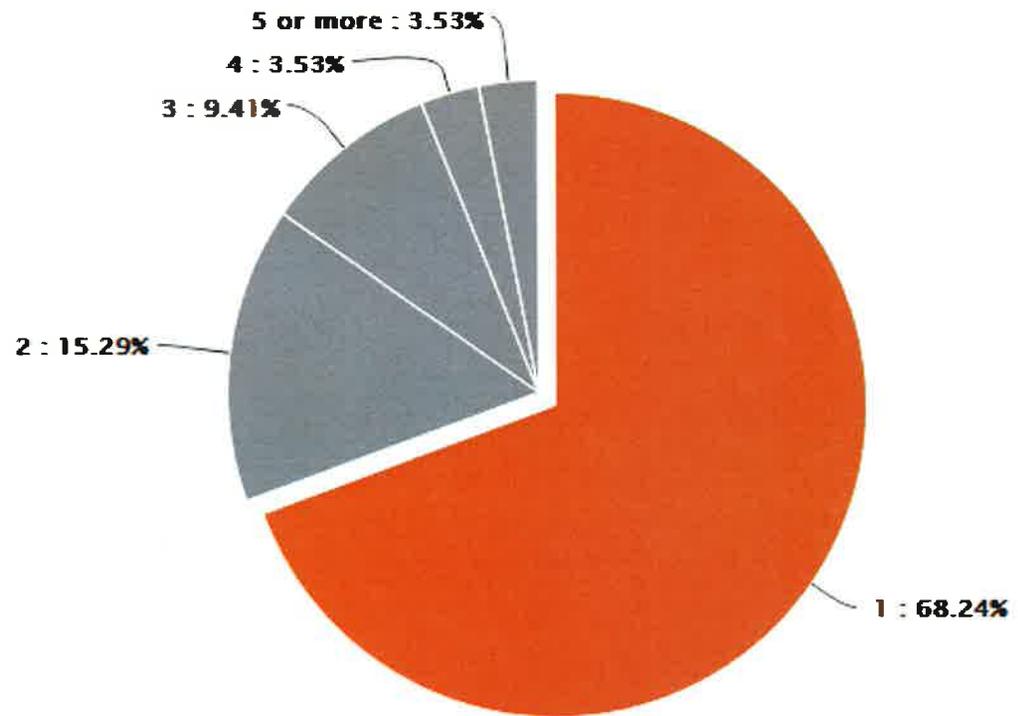
- Online survey
  - Questionnaire deployed to the Mammoth Lakes Tourism marketing database and the Mammoth Mountain database
- All surveys completed  
June 26 - August 13, 2014
- Sample size: 955
- Respondents were terminated if
  - Their primary residence is in Mammoth Lakes
  - They were not responsible for making travel decisions
  - They did not travel between April 2013 - April 2014

# Key Findings

- Air travel to Mammoth Lakes is considered more convenient than driving and a time saver, by those who flew
- Those who flew spent 63% more money at the destination
- The length of stay reported is longer for many of the lodging types (hotel/motel, cabin/chalet/house rental and condo rental) among those who used air service
- Most importantly, approximately 1 in 4 would visit less or not at all if there was less air service – Conversely, 3 out 5 would visit more if there was a greater availability of air service
- The barriers to flying are convenience of driving (57%), expense of flying (34%), and hassle with gear (22.93%)

# 9% of visitors flew to Mammoth Lakes between April 2013 and April 2014.

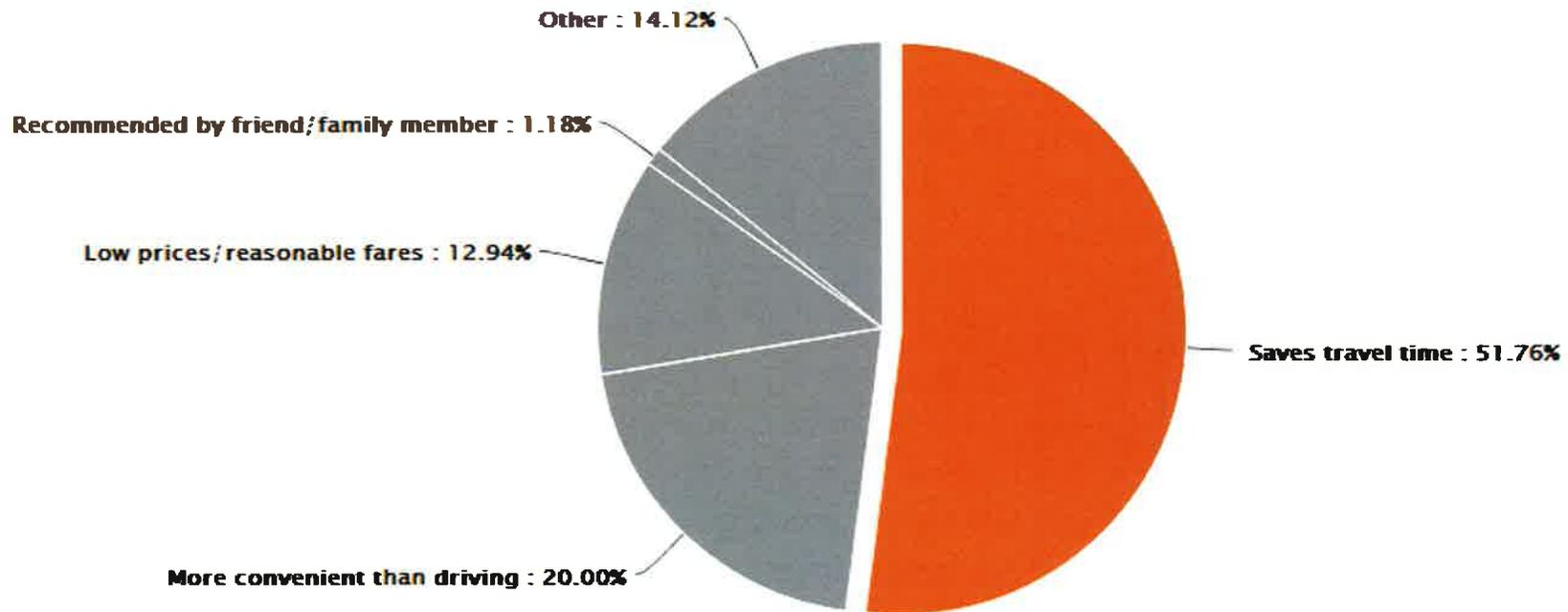
Majority flew only a single time during the designated period of April 2013-April 2014.



Did you fly to Mammoth Lakes between April 2013 and April 2014?

How many times did you fly to Mammoth Lakes?

52% considered flying to be a time saver and 20% considered it more convenient than driving.

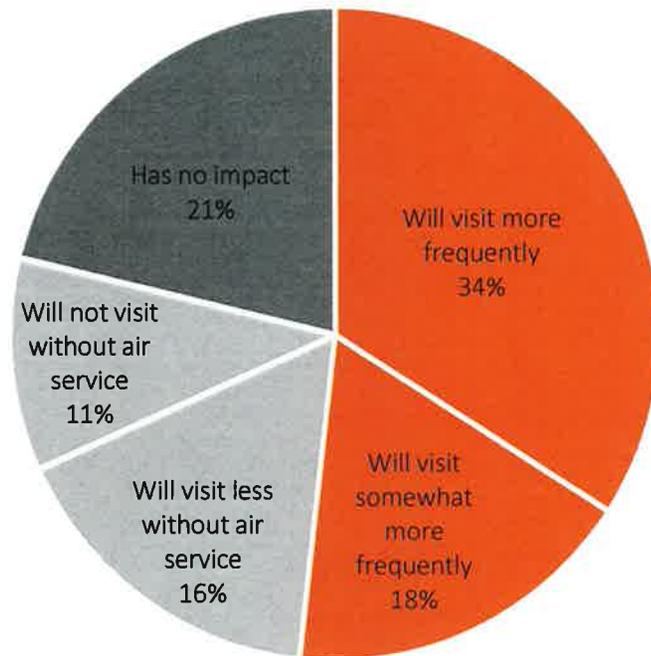


72% of flights originated from Southern California.



- 64% of those who flew, flew direct
- For connecting flights:
  - The majority (72%) connected in Los Angeles
  - 91% of connections were flown on Alaska Airlines with 9% on United

60% were extremely or very likely to fly to Mammoth Lakes next visit.

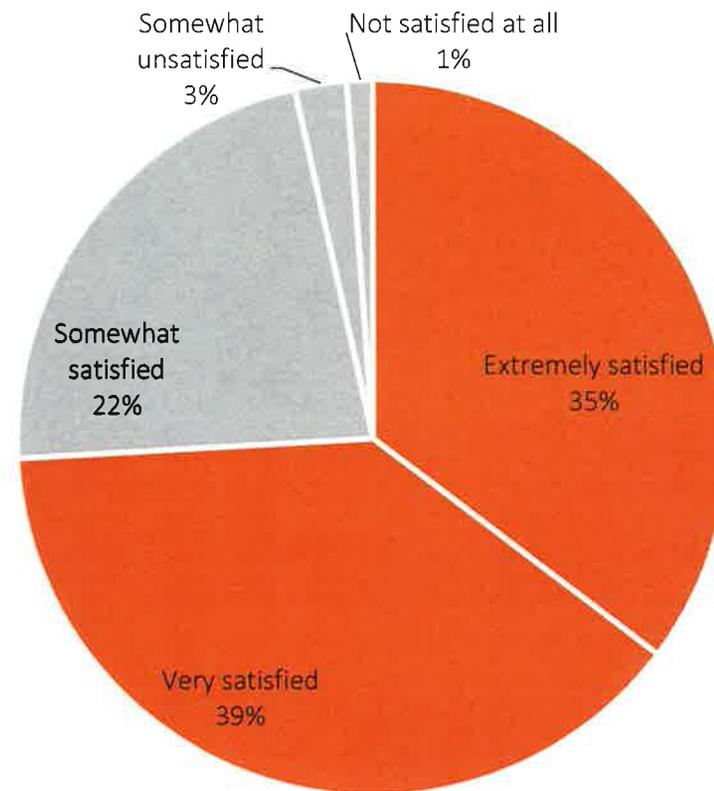


- If there was less air service availability, 26% would visit less or not at all
- With better flight availability, 52% would visit somewhat more to more frequently

How likely are you to fly to Mammoth Lakes on your next visit?

How does flight availability impact your future visitation to Mammoth Lakes?

74% were extremely or very satisfied with flight experience to Mammoth Lakes.



How satisfied were you with your flight experience to Mammoth Lakes?

## ECONOMIC IMPACT:

- Overall, air visitors spent 63% more than drive visitors
- They also spent 43% more in lodging, 58% more on activities/attractions, and 91% more on dining out/nightlife

	Air Service	No Air Service
	Avg. spending	Avg. spending
Lodging/Accommodations	\$914	\$636
Dining out/nightlife	\$419	\$219
Groceries	\$161	\$126
Outdoor activities/attractions	\$454	\$288
Shopping	\$220	\$94
Entertainment	\$10	\$11
Transportation to/from	\$362	\$161
Transportation within Mammoth Lakes	\$28	\$14
Other	\$20	\$26
<b>TOTAL:</b>	<b>\$2,588</b>	<b>\$1,575</b>

Air travelers averaged longer length of stay for hotel/motel, cabin/chalet/house rental, and condo rental.

Lodging Type	Air Service		No air service	
	Avg. # of nights	% of respondents who stayed*	Avg. # of nights	% of respondents who stayed*
Hotel/Motel	4.56	44%	3.0	37%
Cabin/ chalet/ house rental	9.33	14%	4.3	15%
Condo rental	5.61	25%	4.3	35%
Bed & Breakfast	3.0	.01%	2.5	.008%
RV Park/ Campground	3.0	.01%	5.45	.08%
Stayed with friends and family	4.65	27%	4.69	14%

\*percentages add up to more than 100% since some respondents indicated that they utilized more than one lodging type.

# Appendix

# Demographics

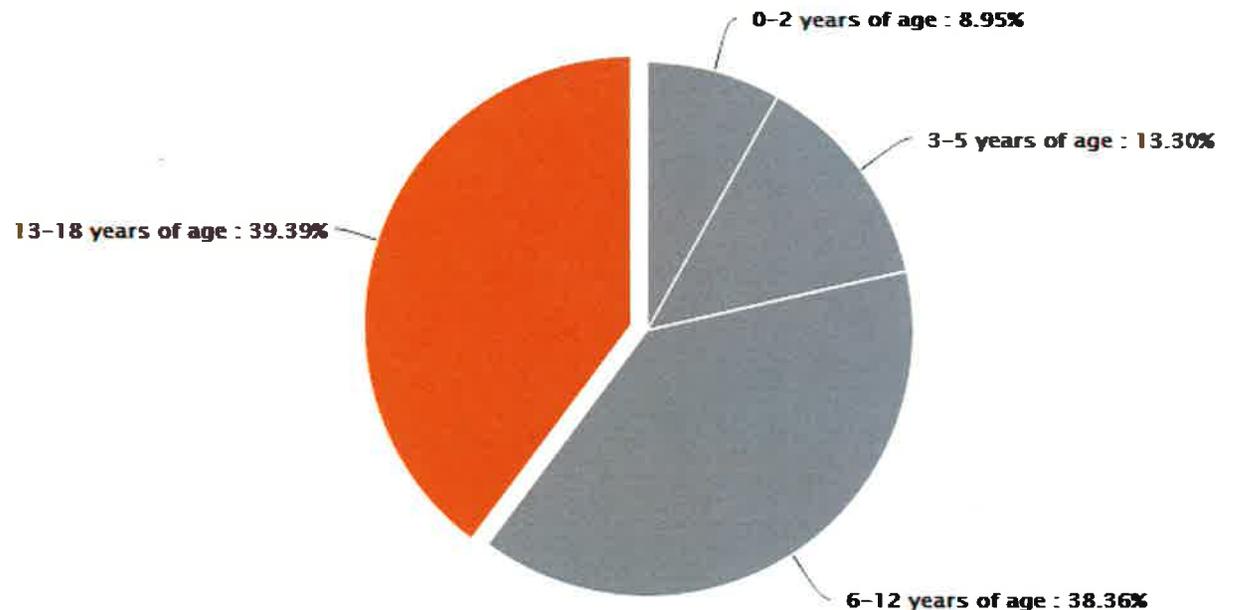
- Gender close to a 50/50 split
- 68% are over 35
  - 35-44: 19.31%, 45-54: 27.39%, 55-64: 21.30%
- More than ½ of respondents are married (61.03%) followed by singles (22.58%)
- 70% Caucasian
- 70% have Associate degree or higher
  - Associate's: 7.83%, Bachelor's: 41.90%, Master's: 20.21%
- 61% have household incomes above \$75,000

# Household breakdown

Household size predominately 2 residents (41.91%) & 3-4 residents (38.03%).

More than 3/5 of respondents (62.96%) do not have children living in the home.

Age groups of children under 18 living in respondents' homes:





June 22, 2015

Lynda Salcido  
Interim County Administrative Officer  
Mono County  
PO Box 696  
Bridgeport, CA 93517

Dear Lynda,

As you know, air service continues to be a major economic driver for Mono County providing access not only for our visitors to come enjoy all that the Eastern Sierra has to offer, but also for our County residents to access the world.

For the past six years, Alaska Airlines has provided summer air service to Mammoth Yosemite Airport from Los Angeles between April and November as part of a subsidized air service program. The Air Subsidy, or Minimum Revenue Guarantee (MRG), is the only way we can provide this air service to both visitors and residents alike. This program continues to be more and more successful, during the spring, summer, fall service period we saw nearly 8,000 visitors (7,939) using air service to access Mono County.

Mono County has been a valued partner in the air subsidy program for the past five years starting in 2010 by providing \$40,000 to ensure uninterrupted service through the fall season for our visitors. In 2011 and again in 2012, Mono County increased the support to \$85,000 and in the past two years, 2012 & 2013, reduced that level of support to \$50,000. I believe the reduction was originally based on some misinformation that the newly formed Mammoth Lakes TBID would be picking up the entire subsidy tab and that there was no need for the County to participate.

This past summer's subsidy came in at \$900,637 and while the County contributed \$50,000, the TBID contributed \$635,637 and the remainder came from Mammoth Lakes Tourism budget and reserve account in the amount of \$215,000.

Also provided for your review is a quantitative air service study conducted during summer 2014. This study shows air travelers overall spend 63% more than drive market including 43% more on lodging, 58% more on attractions and activities and 91% more on dining and night life.

I welcome the opportunity to discuss this further with the Board of Supervisors and can be reached at any time at [jurdi@visitmammoth.com](mailto:jurdi@visitmammoth.com) or 760-934-2712 ext. 1259. As always, thank you for your support and consideration for this very successful air service program.

Sincerely,

A handwritten signature in black ink, appearing to be "John Urdi", written in a cursive style.

John Urdi  
Executive Director  
Mammoth Lakes Tourism

**Mammoth View, LLC**  
c/o Britannia Pacific Properties  
621 Capitol Mall, Suite 1900  
Sacramento, California 95814  
Telephone (916) 263-0222

October 17, 2014

Mono County Board of Supervisors  
74 School Street  
Bridgeport, California 93517

**Re: Mammoth Yosemite Airport Service**

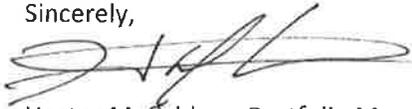
Dear Supervisors:

Reliable and affordable air service to Mono County is a key factor for successful resort development, and successful resort development improves, among other things, the property tax base for the County. Mammoth View plans to develop a 54-room hotel with 52 residences on 5.51 acres in Mammoth Lakes. At full build-out, the new development is expected to generate annual property tax revenue of \$1.35M<sup>1</sup>, which is 14.7 times the revenue generated today prior to development.

As Mono County continues to work its way out of the fiscal challenges caused by the Great Recession, we understand that maintaining support for air service must be weighed against the need to implement tough cost-cutting measures such as employee layoffs. Nonetheless, continued support for air service is a long-term investment needed to stabilize and grow Mono County's property tax base, which will improve the County's fiscal condition.

We respectfully ask that you continue to support reliable air service to Mono County.

Sincerely,



Hector M. Caldera, Portfolio Manager  
Britannia Pacific Properties, Inc.

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<sup>1</sup> Economic & Planning Systems, Inc Mammoth View Feasibility Evaluation; EPS #21008 dated April 28, 2011.

# Mammoth Development Partners, LLC

9/25/2014

Mono County Board of Supervisors  
452 Old Mammoth Road  
3<sup>rd</sup> Floor  
Mammoth Lakes, CA 93546

Members of the Board of Supervisors:

Please allow me to introduce myself as I am relatively new to Mammoth Lakes and Mono County.

My name is Will Gustafson, and we are the purchaser of the 6 acres of land commonly known as the "Village East Property" in Mammoth Lakes. For those not familiar, this is the property extending from Burgers Restaurant along Minaret Road to Forest Trail. In essence this is the property originally intended to be built as the "One" Hotel along with other visitor serving amenities.

While I have invested and developed in other locations throughout the country, I was particularly attracted to Mammoth Lakes, as I believe it has great potential not apparent in most other resort markets.

Part of my decision to invest in the area was my observation of the community making efforts to prepare for the future and to become more competitive with other world class resorts.

Today, I'm specifically writing to express my support for the Mammoth Lakes Airport and expansion of air service. It is my belief that if we are to bring unique, longer-term visitors to the area we must have a practical means for them to travel.

Thank you for your consideration.

Respectfully,



Will Gustafson, Manager  
MAMMOTH DEVELOPMENT PARTNERS, LLC

WAG/lw

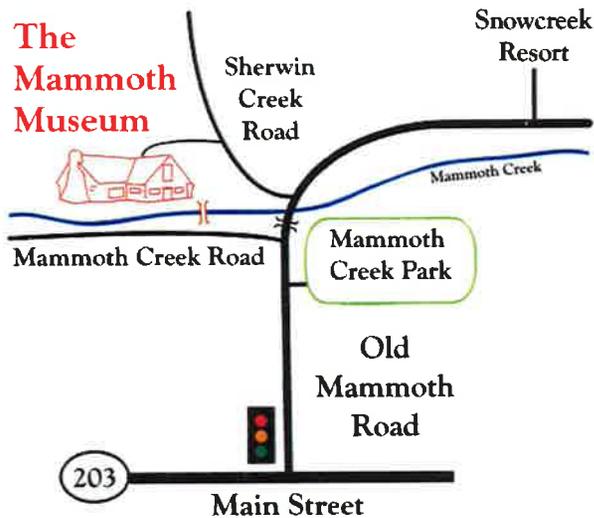
1154 CHANNEL DRIVE, SANTA BARBARA, CA 93108

**July 21, 2015**  
**Regular Meeting**  
**Public Comment**  
**Mammoth Museum**

**Information regarding the**  
**Hayden Cabin**

# MAMMOTH MUSEUM

The Mammoth Museum is located at  
5489 Sherwin Creek Road,  
adjacent to Mammoth Creek.



Join us for one of our special events.  
Details at [mammothmuseum.org/events-2](http://mammothmuseum.org/events-2)

To help preserve history, memberships and donations  
are encouraged. For more information call or write to:

**Southern Mono Historical Society**  
PO Box 65, Mammoth Lakes, CA 93546  
(760) 934-6918  
[www.mammothmuseum.org](http://www.mammothmuseum.org)



scan  
to visit  
our website

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[facebook.com/www.mammothmuseum.org](https://facebook.com/www.mammothmuseum.org)



The Mammoth Museum is operated under a special use  
permit from the Inyo National Forest and with the support  
of the Town of Mammoth Lakes and Mono County.



# MAMMOTH MUSEUM

The Hayden Cabin



The Mammoth Museum is housed in the original  
1920's log cabin built by Emmet Hayden, map maker of  
the Eastern Sierra. It contains many artifacts from that  
period as well as historic photographs and displays.

The Museum is located in a park-like setting beside the  
meandering waters of Mammoth Creek.  
This is the perfect spot to enjoy a picnic and reflect on  
times past when the pace of life was just a little slower.

Mammoth Pack Station

PINE CITY  
Monte Cristo Mine

The Mammoth Museum is open daily

10:00 a.m. to 6:00 p.m.

Public Comment