

June Lake Chamber of Commerce Presentation for Coalition



Formed Around 1966.

Re-Established in 2000

Mission: Bring
Commerce and
Stability to June Lake

Current Membership

- 33 Principle
- 8 Associate
- 6 Community
Members

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Summer Season Projects and Programs

- Monster Trout Contest
- Million \$\$ Troutstock
- Exploring Our Frontier Heritage (Labor Day Event)
- August Float Tube Tournament
- Simple Pleasure Book (Green Book, year round)

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Winter Season Projects and Programs

- OH! Card
- Dog Sledding
- Snowmobile Races
- Extreme Backcountry Adventures



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VOLUNTEERS NEEDED!



We Are Working Towards Winter
Operations, for the First Time – Winter
2006/2007

June Lake Information Center (The Kiosk) at South Junction of Hwy 158 and 395

2005	2394
2004	2338
2003	1169
2002	1438
2001	2081
2000	742

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June Lake Information Center (The Kiosk)

Reason for Visit

(Source for Data Visitor Sign-In Book)

<u>Reason</u>	<u>%</u>
Vacation	26
Camping	21
Sightseeing	18
Fishing	16
Hiking	08
Bike Trail	01
Other	18

(Mammoth, Canoeing, Motel, Yosemite, Swimming, Hunting, ATV Riding, Mono Lake, Trailer Rent, Reunion, Golf, Craft Fair, Bodie, Wedding, Jazz Festival)

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June Lake Information Center (The Kiosk)

Home Area (% of Total Visitors)

(Source for Data Visitor Sign-In Book)

<u>Calif. County</u>	<u>%</u>	<u>Another State</u>	<u>%</u>
Los Angeles	19	Nevada	5
Orange	17	Other States	4
San Diego	6		
San Bernardino	5		
Riverside	4	<u>Another Country</u>	<u>%</u>
Kern	4	Europe	8
Rest of Counties	27	Other Countries	3

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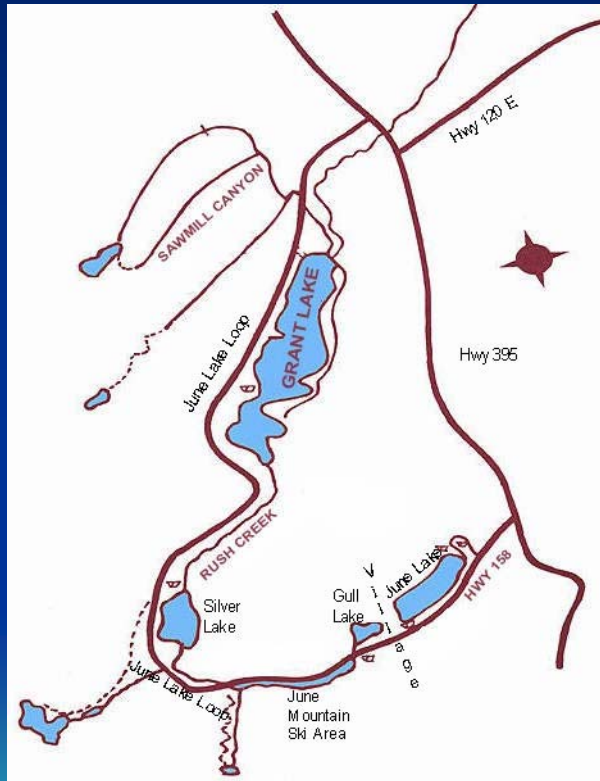
Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Jul 2006	3720	2898	1271	322	6641	4254238	9672	38159	86961	111601
Jun 2006	3549	2835	1258	296	5672	4072724	8889	37769	85074	106474
May 2006	2280	1811	776	194	3709	2488667	5839	23293	54359	68418
Apr 2006	618	496	208	71	1441	597554	1653	4796	11423	14235
Mar 2006	919	727	280	112	2485	1129946	3478	8687	22555	28519
Feb 2006	880	702	280	102	2450	906908	2861	7850	19678	24645
Jan 2006	967	780	308	103	2365	1139064	3216	9575	24201	29994
Dec 2005	752	590	228	80	1778	893078	2504	7094	18317	23339
Nov 2005	511	413	185	70	1145	577071	2036	5384	11997	14835
Oct 2005	394	312	137	44	784	398436	1066	3288	7496	9463
Sep 2005	737	593	264	83	1600	924396	2506	7939	17806	22120
Aug 2005	1208	978	414	122	2385	1661016	3787	12841	30320	37452
Totals						19043098	47507	166675	390187	491095

Re-Invented In 2005, Chamber of Commerce Website

- June and July 2006 over 100,000 hits
- Top 3 Pages Accessed on Web – lodging, fishing report (snowboarding), summer menu (winter menu)

Top 10 of 365 Total URLs By KBytes					
#	Hits		KBytes	URL	
1	7478	6.70%	330035	7.76%	/
2	6736	6.04%	194454	4.57%	/pages/lodgingmenu.php
3	3196	2.86%	100532	2.36%	/pages/fishreport.php
4	1177	1.05%	89618	2.11%	/pages/lodging.php
5	3150	2.82%	88265	2.07%	/pages/campingmenu.php
6	2415	2.16%	67923	1.60%	/pages/summermenu.php
7	1701	1.52%	50774	1.19%	/pages/activitiesmenu.php
8	780	0.70%	38169	0.90%	/pages/camping.php
9	421	0.38%	34245	0.80%	/pages/summer.php
10	1135	1.02%	31280	0.74%	/pages/mainmenu.php

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June Lake is a “Resort Area”.

There Are Many Ways
To Disperse The
Visitor Population

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Bragging Rights move to Gull with the biggest fish for 2006, on July 25. Congrats to Bob Settani from Glendale for landed a 11 lb 2 oz rainbow on salmon Power Bait.



Grant Lake At Rush Creek Entrance.

Fishing Is Still Our #1 Recreation Activity

Fishing Brings In 412,695 Visitors To Our Town, a season. With An Estimated \$18 Million Value To The County In Revenues.

- 121 Rental Boats, Capacity Of 484 People. 7 Pontoon Boats, Capacity Of 56 People. Total On The Water Capacity Of 540 People (Not Include Private Boats & Float Tubes).
- Shore Fishing Is Unlimited. Estimate Are Upwards Of 1500 People Shore Fishing.
- There Are Plenty Of Other Fishing Opportunities Minutes Away.
- Water Sport Activities Are Paddle Boats, Kayaks, And Canoes.
- Water Sports On Grant Lake (Skiing, Sea-doo, Wakeboarding).

(Formula for fishing visitor: # of lodging pillows =1961 + # of campground sites X 2 people =1096. Times 75%. Times 180 days of Fishing Season)

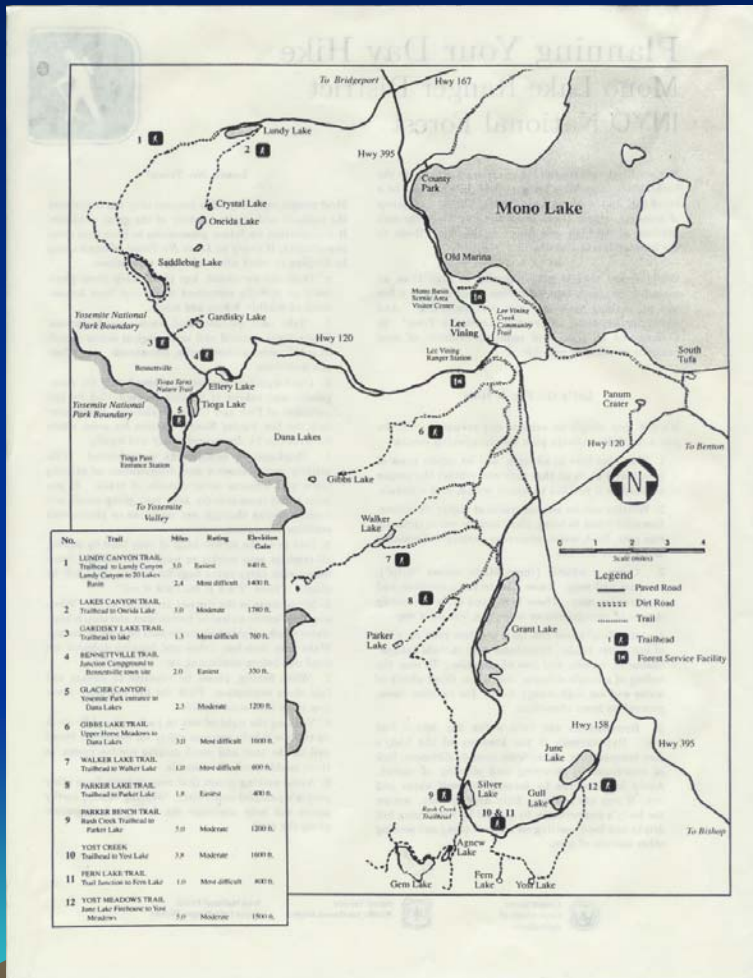
(Estimated Revenue from Dan Lyster. The number is used by the Mono County Fish Commission)

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- Camping/RV:
662 sites
- Average Daily Stay:
3 – 5 Days

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Hiking is major area of recreation for our visitors.

- 6 trailheads out of the loop
- 56 miles of hiking trails

Trail System: 2002

Proposed Plan to
Expanded Existing and
Add New Trails

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Horseback Riding out of FRONTIER PACK STATION

- Full day, half day and 1 hour rides
- Averages 110 horses, on the property.
- Controls in-place allow only so many people into the wilderness at one time. (12 people and 20 head of livestock)
- On full day, ½ day and 1 hour rides, there is unlimited potential for growth.

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- Bicycling is under utilized, on the Loop
- When the development happens, June Mountain would be a great opportunity for mountain biking.
 - Road biking is an area for growth as well.

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Eco-Tours: Wetlands & June Mountain



- Wooden Elevated Paths Over Sensitive Environmental Areas
- Reception to Chair 1 Opening for Labor Day Nature Tours has been Overwhelming

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Off Road have over 100
miles at their disposal



Members of the Eastern Sierra 4-Wheel Drive Club, such as Jerry Spurgeon (seen earlier this summer), have tackled many rough area roads, such as this track to the top of McGee Peak. Photo by Dave Reynolds

- 4x4
- Dirt Bikes
- All Terrain Vehicles (ATV)

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Relaxing

Not everyone coming to
June Lake requires
an activity

- June Lake Beach
- Photography
- Bird-watching
- Picnics
- Quiet Time With Family

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Other Areas To Dissipate The Population Are Day Trips:

- Yosemite
- Bodie
- Bridgeport
- Mono Lake
- Obsidian Dome and the Craters.

Day trips of historical and nature purposes.

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New Commerce The Community Might Need

Eco-tours

Pet Boarding

Retail Shops

Skate Park

Bicycle Rentals

Restaurants

Day Care Center

Bank

Maintenance & Property
Management Companies

Galleries: Art & Photography

Electric car/Scooter Rentals

Book Store

Visitor Center

Hardware Store



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The Chamber Would Like To See The Developers Follow The Sierra Business Council's Recommendation For The Trail System And Environmental Parks.


The Chamber Does Cares, What Developers Do!

COMMUNITY DESIGN GUIDELINES

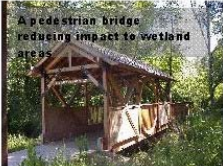
2.5 Trails

OBJECTIVES	DESIGN GUIDELINES
<p>To create a world-class, community-wide, linked system of trails that connect neighborhoods to important community destinations. Design multi-use trails with a variety of route options. Conduct a community-wide trail study with appropriate public involvement, and create a multiyear implementation plan.</p>	<ol style="list-style-type: none">1 Provide continuous looped trails.2 Connect community facilities and activity centers.3 Design to minimize impact on the natural environment.4 Connect neighborhoods, recreational areas and businesses.5 Accommodate a variety of user groups.6 Create trails to minimize intrusion on homes, with input from local residents.7 Encourage safety.8 Mark trails clearly.9 Connect to on-street bikeways.


Trails connecting existing and new neighborhoods




A pedestrian bridge reducing impact to wetland areas




Pedestrian connections between houses can add needed connections in a community



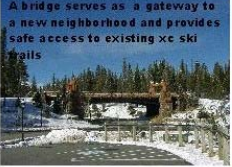
The downtown plaza in Breckenridge is connected to the community wide trail system



Trail signage, part of an ecosystem education project in Breckenridge




A bridge serves as a gateway to a new neighborhood and provides safe access to existing xc ski trails



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AVERAGE COMMERCE OF 304 DAYS PER YEAR.

- Fishing closes on November 15
 - June Mountain, historically, opens for the Christmas holiday and closes at Easter (Mid-April)
 - Opening of fishing season last Saturday of April.
 - It is hard on businesses to stay afloat. Imagine if you went without a paycheck for 2 months.
 - Without a sustainable economy, all public services decrease, i. e., emergency services, schools, churches, parks, and roads.
 - Private Commerce and Employee Availability Decline, as well.
- 

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- **The Chamber Wants To See A Change!**

- **A Controlled, Growing Environment.**

2010 June Lake Area Plan

June Lake Design Guidelines

June Lake Trails Plan



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***“ IF YOU COAST ALONG,
EVENTUALLY YOU WILL BE AT
THE BOTTOM OF THE HILL!”***

