

07/16/2013

Regular Meeting

Item #9a

Information

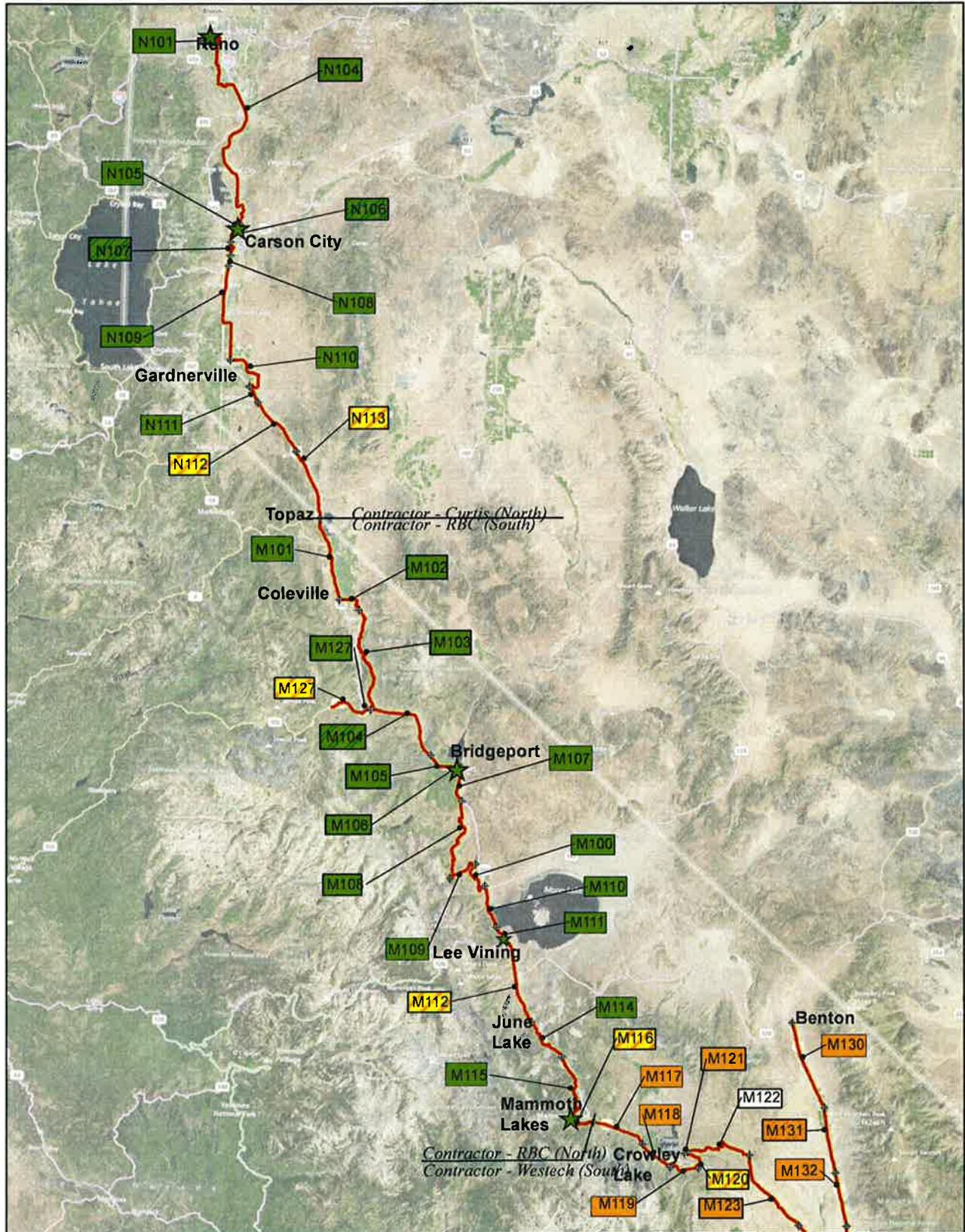
Technology

Digital 395 Project

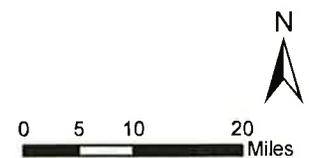
Update

Digital 395 Construction Progress

Nevada & Mono County



- | | | |
|----------------------------|--------------------------|-------------------------|
| Engineering Complete | Cable Under Construction | Node Complete |
| Permits Received | Construction Complete | Node Under Construction |
| Conduit Under Construction | | |

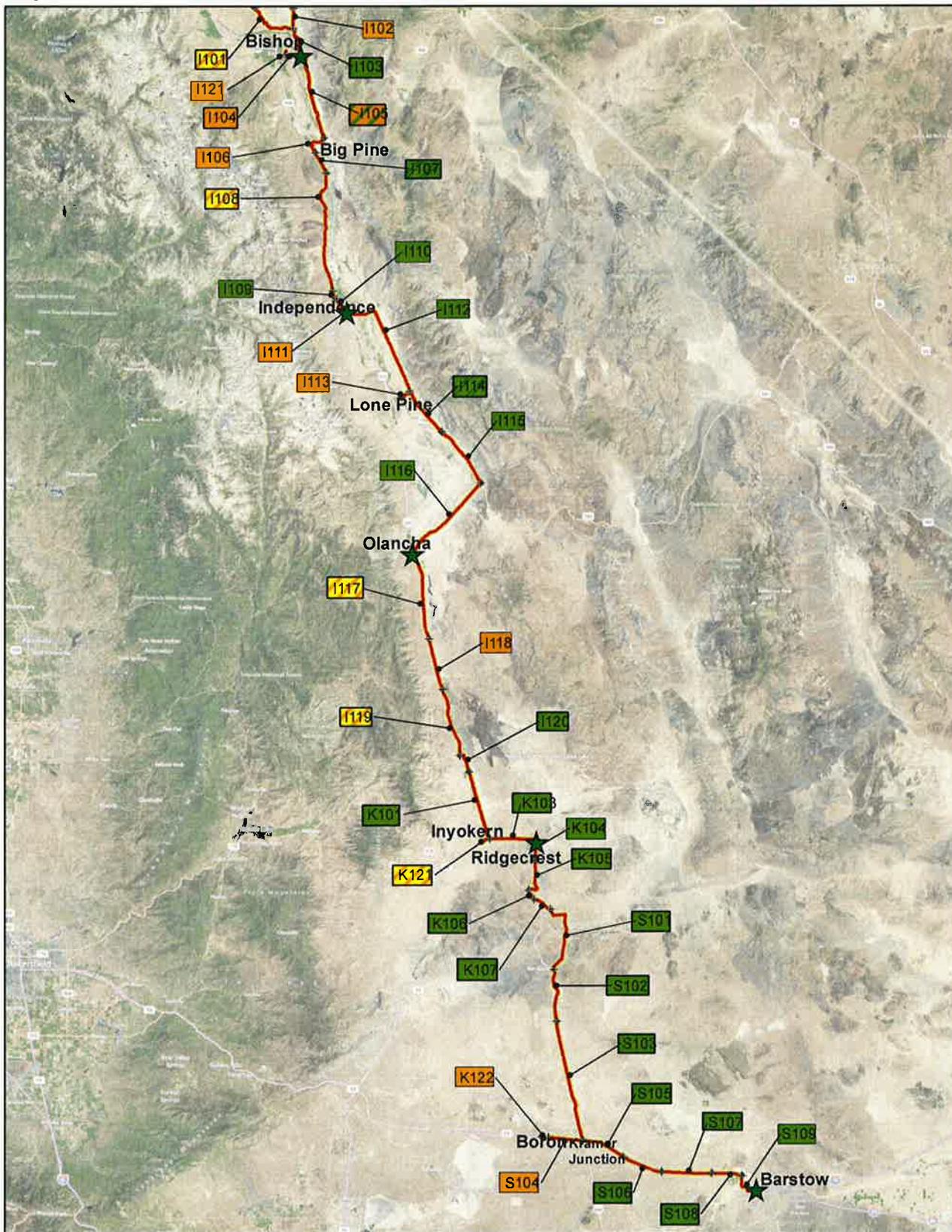


Date: 7/8/2013

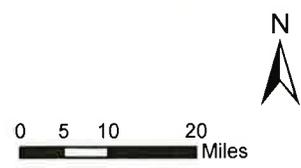
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Digital 395 Construction Progress

Inyo, Kern & San Bernardino County



- | | | |
|----------------------------|----------------------------|-------------------------|
| Engineering Complete | Conduit Complete | Node Complete |
| Permits Received | Conduit Under Construction | Node Under Construction |
| Conduit Under Construction | Cable Under Construction | |
| | Construction Complete | |



Date: 7/8/2013

DIGITAL 395

California Broadband Cooperative

Project Status

- 430 out of 450 backbone miles completed
- Large Distribution Areas (Mammoth, Bishop, Ridgecrest) done
- Ridgecrest Ready for Service, not activated
- Mammoth to have Service From Sacramento (via Reno) by 7/31
- Bishop to have Service from LA (via Barstow) by 8/31
- About half anchors hooked up, Last-Mile providers and CENIC
- Some critical small communities and key institutions are at risk
- Environmental and Permits – Two Years and Still Waiting for some

Current Situation

- Inyo National Forest restraint to provide end-to-end connection
- Excessive Environmental Costs -- \$24.5MM (24% of budget)
- Changes in CPUC Pole Loading Calculations about 30% of cost
- CA Dept of Fish and Game - \$3.7MM permit fees for land purchase
- Some concerns completing the Backbone – a public safety issue
- Locally important small communities, USMC, Reservations at risk

What is Being Done and Needed

- Budget Over-Run of \$11.9MM taken to CPU -- under review
- CASF funds need CA DFG relief – reduce 3:1 land ratio from CASF
- Commission staff supportive, no Commissioner involvement yet
- Present funding at 19% -- below CASF's 40% level, but above ARRA

**MAY NEED COUNTY LETTER OF SUPPORT DURING 30 DAY
COMMENT CYCLE**

07/16/2013

Regular Meeting

Item #17b

Economic Development

Mono County Tourism

Workshop

Tourism Marketing 2012-13

Mono County Tourism & Film Commission

Board of Supervisors Workshop – July 16, 2013



Tourism Commission Vision

- Mission – To stimulate Mono County's economic growth by increasing tourism visitation to California's Eastern Sierra and the US Highway 395 corridor.
- Vision – Mono County will be the premiere mountain vacation destination in the United States.
- Diverse outdoor recreational opportunities
- Scenic beauty
- Natural wonders
- Tourism-related businesses, amenities, and organizations to travelers in search of memorable adventures.



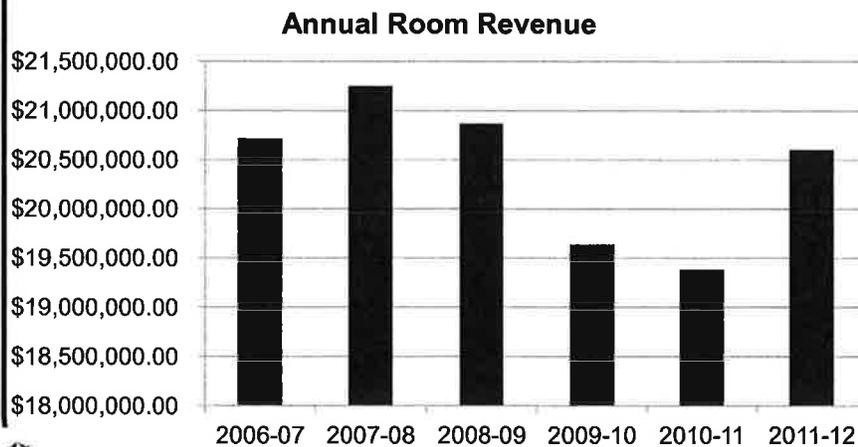
Tourism = Mono County's Engine

- Currently Tourism generates approximately \$451 million in travel spending throughout the county.
- Of that, it is estimated that 41% or \$184 million is generated in the county's unincorporated areas.
- **Every \$95,000 in travel spending creates one job.**
- If travel spending can be increased by 25% over the next 10 years, approximately 1,100 jobs would be created.

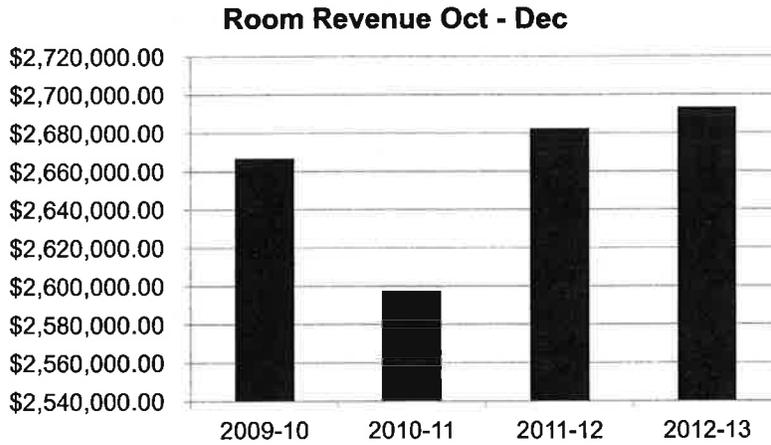


•2013 Mono County Economic Development Strategy

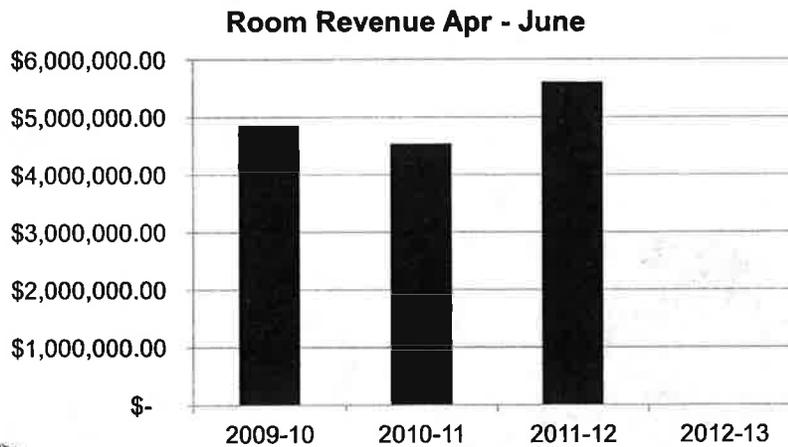
Annual Room Revenue



Shoulder Season Growth Oct - Dec



Shoulder Season Growth: Apr - June



Doing More With Less

- **Total Tourism Budget of \$192,000** to promote 3,543 rooms = \$54 per room
 - Tahoe = \$333 per room
 - Santa Barbara = \$756 per room
- These examples, while much bigger destinations, compete for the Mono County visitor in Southern and Northern California.



June Lake Winter Campaign - Marketing

- **Website: www.visitjune.com**
 - 10,000 hits since launch
- **Billboard on US 395**
 - 4 months, 588,800 impressions



June Lake Winter Campaign - Marketing

- Winter Visitor Guide
- Public Relations
 - “June Lake: What a Mountain Town Should Be”
- Online Marketing
 - Banners, Facebook, Twitter
- MMSA & JMSA Partnership
 - June Mountain Website
 - Ski Dazzle
 - Communication to



Transportation

- June Lake Stops:
 - Double Eagle / Whispering Pines
 - Fern Creek Lodge
 - June Mountain Parking Lot
 - West side of the Village
 - East side of the Village
 - June Lake Junction
- Mammoth Lakes Stops:
 - The Village at Mammoth (Access to Skiing, Shopping and other bus routes)
 - Mammoth Mountain Ski Area Main Lodge



RIDE THE FREE SHUTTLE BUS - JUNE LAKE TO MAMMOTH MOUNTAIN!

SHUTTLE BUS SCHEDULE

Operating daily from December 27, 2012 to January 1, 2013
Operating every Saturday, Sunday and Holiday until March 24, 2013

JUNE LAKE TO MAMMOTH		DEPARTURE TIMES	
Double Eagle Resort and Spa	8:00 am	10:30 am	2:00 pm
Fern Creek Lodge	8:15 am	10:45 am	2:15 pm
June Mountain Ski Area Parking Lot	8:30 am	11:00 am	2:30 pm
Brace House Inn	8:45 am	11:15 am	2:45 pm
Kramer's Nordic & Ski Shop	9:00 am	11:30 am	3:00 pm
June Lake Junction	9:15 am	11:45 am	3:15 pm
The Village at Mammoth	9:30 am	12:00 pm	3:30 pm
Main Lodge at Mammoth Mountain Ski Area	9:45 am	12:15 pm	3:45 pm
MAMMOTH TO JUNE LAKE		DEPARTURE TIMES	
Main Lodge at Mammoth Mountain Ski Area	7:00 am	2:00 pm	4:00 pm
The Village at Mammoth	7:15 am	2:15 pm	4:15 pm
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Fern Creek Lodge	8:30 am	2:30 pm	4:30 pm
Double Eagle Resort and Spa	8:45 am	2:45 pm	4:45 pm

Double Eagle, the snowflake, fern and snowflake logos are trademarks of their respective owners.
 Double Eagle Resort and Spa: 800-367-8878
 Mammoth Ski Area: 760-938-7000
 Mammoth Ski: 760-938-7000
 Mammoth Ski: 760-938-7000
 Mammoth Ski: 760-938-7000
 Mammoth Ski: 760-938-7000

June Lake
A MAMMOTH MOUNTAIN RESORT

For more information:
Visit June Lake at 800-643-7722

Events

- June Lake Winter Festival & Triple Threat Winter Triathlon
- June Lake Snowmobile Rally

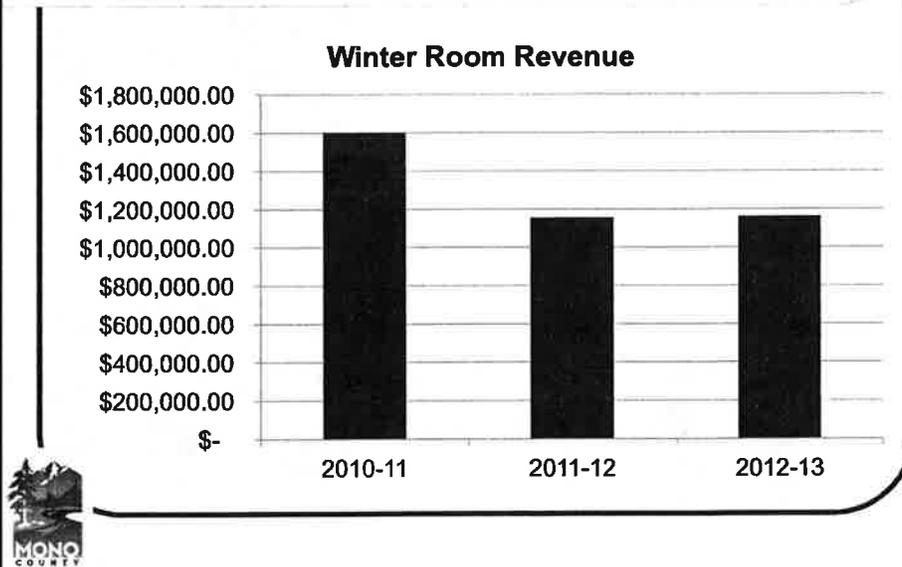


Animation & Activities

- Town Lights
- Cross Country Skiing



Winter Room Revenue Jan - Mar



Website: www.MonoCounty.org

- **Traffic – 160K, up 25%**
 - Listings for all Lodging, Dining, Retail
 - Campgrounds/Hiking Trails
 - Booking.com widget & Translation
 - Launched Mobile Device Platform

BRIDGEPORT

Here are some cool Bridgeport facts:

- Twin lakes produced the California state resort for brown trout
- Notably hot water in Travertine Hot Springs is a perfect 133 degrees.
- The 1880 courthouse is CA's second-oldest in continuous use.
- Bridgeport's annual Old Fashioned 4th of July Celebration is in its 151st year!

Watch this [YouTube Video of Bridgeport Resort!](#)



A Historic Civil Town with a World Recreational Playground
 Backed by the jagged spires of the Sierran range, Bridgeport is the center of a summer-to-winter recreational playground. It is popular with fishing, hiking and outdoor enthusiasts as a gateway to High Sierra canyons, peaks, crags, streams, and hot springs.

Located Between Mammoth and Tahoe
 Bridgeport is located on Hwy. 395 in the heart of the Eastern Sierra, north of Mammoth Lakes, Ca, and south of Lake Tahoe. Within an easy drive to Yosemite National Park, Bodie and Mono Lake. Bridgeport has restaurants, hotels, campgrounds and services for all kinds of California adventures to go.



Mobile Device Platform

- **Mobile Device Traffic**

- 1,100 visits per month
- Launched in March
- Increasing visits every month



Social Media Like

Facebook – 6300 Likes – 317% increase

- Increased weekly reach from 15,373 to 50,373

Email Marketing

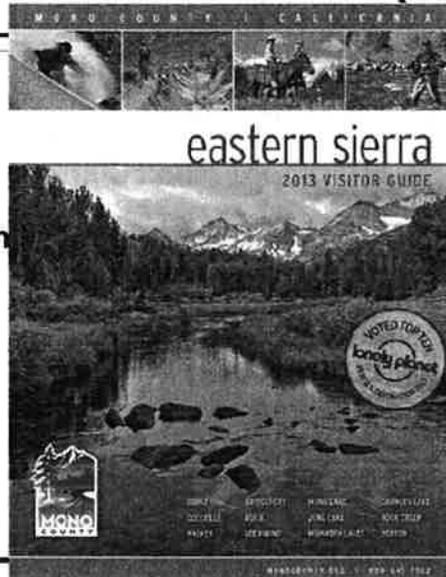
Monthly E-Newsletters

- Promote Website
 - Events, Lodging
 - Fishing Reports
 - Social Media
- Database of ~15,739
- Website Traffic spikes
- Avg. Open Rate: 21.9%



2013 Visitor Guide

- **100% Ad Supported!**
- **42 pages**
- **30,000 copies**
- **Out-of-county distribution**
 - Trade Shows
 - Leads Fulfillment
 - CA Welcome Centers
- **In county distribution**
 - Lodging & Visitor Centers
 - Local businesses



Brochures / Fulfillment

- **2013 Visitor Guide**
- **Mono County Map Guide**
 - 50,000 every 6-8 months
 - Distributed by Certified
- **Motor Touring Guide**
 - Reprinted with State Parks grants
- **Scenic Events Calendar**
 - Trade Show Giveaway
- **Eastern Sierra Fall Color Guide**
 - Undergoing redesign/Collaboration with Inyo County, Bishop and Mammoth Lakes
 - 200,000



2013 Trade Shows – 2,325 Leads

- **Bay Area Travel Show**
- **LA Travel Show**
 - Yosemite Pavilion Co-operative
- **Int'l Sportsmen's Expo**
 - Sacramento
- **Two Fred Hall Shows**
 - Long Beach AND San Diego
 - Eastern Sierra Fishing Coalition
- **State Fair County Exhibit**
- **NEW in 2013: Reno Expo**
- **NEW in 2013: ITB, Berlin**
- **NEW 2014: LA Media Event (Visit California)**
- **NEW in 2014: San Diego Travel Show**



Reno Expo



Public Relations Power

- Lonely Planet Top 10 US Destination
- USA Weekend 5 Best Road Trips
- Sunset Magazine "Hidden Sierra"



1 of 24 VIEW ALL

The secret Sierra

The Westeners all know California's Sierra Nevada mountains. They are fundamental to who we are. Without the typical gold-fueled greed, we would have missed the summit to get here. And for generations it's been California's deepest mountain range. Here's where many of us went to summer camp, saw our first bear, watched our first canoe, had that first sentimental moment of jing bells on a sun-warmed expanse of dry, cracked, black and granite and getting out of a universe of green peaks and deep blue sky.

Every year, about 1 million people visit Yosemite National Park alone, more than a million are nationally



Media Highlights

Sunset

Top 5 fall hikes

Los Angeles Times

Too early for fall colors? Not in Eastern Sierra

Triathlete
MAGAZINE

June Lake Triathlon "Top 3 in the Country"



Lower Twin Lake Browns Hungry

The San Diego Union-Tribune

Warm weather means hot fishing in Sierra

MERCED SUN-STAR

Traveling 395 with Dad



Print Advertising

Fishing Pubs – Fall/Spring

- Western Outdoor News x3
- Sierra Fisherman – Back Cover x4
- Eastern Sierra Fishing Guide
- California Sportsman x4

CA/National/International

- California Visitor Guide/Insert
- California Road Trips Guide
- Horizon Airlines In Flight Magazine
- Yosemite Journal
- Events Advertising - MammothTimes, The Sheet

- Total Reach: Over 3.5 million



EASTERN SIERRA CALIFORNIA

Mono County. Come catch a rainbow!

Business tips for dining. To eat & drink and please! The summer, the fall, dining in California... (text continues)

2013 Fishing Dates and Events:

- MAY 15 - MAY 18: **Trouble Buggy** - 2nd Lake Shoppert Roundup, Mammoth Lakes Blvd
- JUNE 21: **Bodypart's Trout Tournament**
- JUNE 27: **Trout Pool for Kids** - 1st Lake Shoppert
- JULY 7: **How Big is My Fishing Buggy** - Ashby Lake (Mammoth Lakes) - (Mammoth Lakes)
- JULY 15: **Amateur at the Lake Fall Derby** - Mammoth Lakes
- SEP 25 - OCT 2: **Fly Fishing Fest** - Mammoth Lakes

For more info on all things Mono County, bring us in and help us create events and activities. 800-845-7122 www.MonoCounty.org

Special Projects & Partnerships

- **County Economic Development Strategic Plan**
- **June Lake Winter Campaign**
- **Eastern Sierra Air Alliance**
- **Eastern Sierra Fishing Coalition**
- **Yosemite Eastside Promotion**
- **Digital 395/Last Mile Provider Plan**



WANTED AT TWIN LAKES IN MAMMOTH LAKES THE TROUTLAW GANG

TINY • REWARD • \$1000 (Mammoth Lakes Area)

MISS KISS • REWARD • \$1000 (Mammoth Lakes Area)

BILLY BROWN • REWARD • \$1000 (Mammoth Lakes Area)

BABY FACE • REWARD • \$1000 (Mammoth Lakes Area)

BABY FACE • REWARD • \$1000 (Mammoth Lakes Area)

RUM ROY • REWARD • \$1000 (Mammoth Lakes Area)

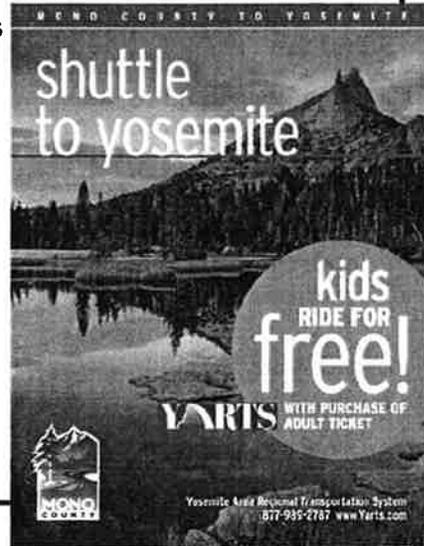
PONCHO • REWARD • \$1000 (Mammoth Lakes Area)

SLIM SAM • REWARD • \$1000 (Mammoth Lakes Area)

TROUTLAW ROUNDUP
5lb+ Alpers Trophy Trout have escaped to area lakes.
There's still one also known as TROUTLAW.
As a bonus to catching BIG TROUT, you could also collect a 'reward' (tagged fish!).
TROUTLAW LAST SEEN • Mammoth Lakes • Twin Lakes • Lake Mary • Twin Lakes • Lake George • Lake Mary
FOR REWARD DETAILS: EASTERNSIERRAFISHING.ORG @ 888.466.2663

Opportunity - Partnerships

- Yosemite Gateway Partners
\$20,000 NPS Funding
- Eastern Sierra Fishing Coalition - \$20,000
- Visit California
- Mammoth Lakes Tourism
- Brand USA
- High Sierra Visitor Council
- Sierra Nevada Geotourism
- Inyo County
- IAVC



Opportunity: Community Support

- Formerly “Local Program Funding” Grant
- ATV Jamboree
 - 2008 - 38 Participants
 - 2013 - 212 Participants
 - 99% out-of-county
- June Lake Triathlon
 - 2007 - 35 Racers
 - 2013 - 628 Racers
 - 69% out-of-county
- Bridgeport Founders Day
 - 2002 - 700 People
 - 2013 - 2000 People
 - 80% out-of-county



Opportunity - Filming

O B L I V I O N

- 1.3 Million in direct local spending
- *Oblivion* has grossed \$89,021,735 in the U.S. and \$196,493,353 in 52 other countries, bringing the worldwide total to \$285,600,588



LEVERAGING THE MOMENTUM

- 28 USFS-issued permits YTD in 2013 – more than double 2012



Opportunity - Filming

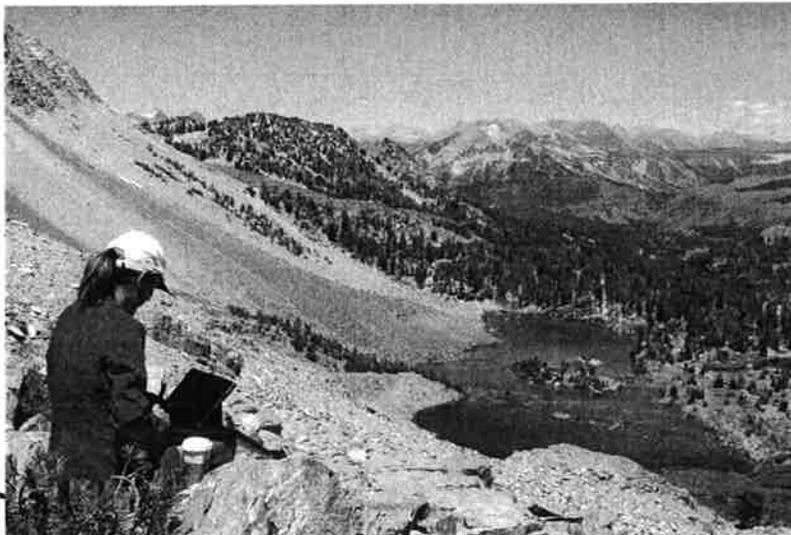
- **One Jeep Commercial**
 - **Permits & Services**
 - USFS \$4,500
 - SC Edison \$3,900
 - Mono County \$500
 - Cal Trans \$560
 - CHP Mono County \$5,887
 - LADWP \$1300
 - Trash \$600
 - Toilets \$400
 - Road Signs \$2,300
 - Tractor Work \$650
 - Rock Work \$700
 - Location Fees \$6000
 - **Total : \$27,797**



Office space.



With a view.



Log on.

