

10/02/2012

Regular Mtg.

#11a

Economic Development

**June Lake Revitalization
Committee Update**



June Lake Winter 2012-13 Product Development & Marketing Plan

June Lake Survey

- 10-question survey sent to 225 people with 208 responses
- Ranking effectiveness in bringing visitors to June Lake this winter.
 - **1) Package deals:** Lodging/lift value
 - **2) Marketing:** Billboards, map guide, advertising
 - **3) Marketing:** Social media, website, PR
 - **4) Trail Development:** Cross-country skiing, snowmobiling, snow-play
 - **5) Transportation:** Shuttle service to Mammoth Lakes
 - **6) Entertainment:** Events, festivals
 - **7) Atmosphere & Animation:** Festive lighting of the Village, Activities
- 29 businesses surveyed, only 6 will be closing for the winter.
- 57% of people said a shuttle service to Mammoth Lakes would be beneficial for their business, work, or leisure; 43% said they would not use a shuttle in any capacity
- 3-5 smaller events around the holidays was most popular

Trail Access & Development



Cross-Country Skiing / Snowmobiling / Snowshoeing

~~Obsidian Dome area - enhanced grooming~~



~~June Lake Junction~~

~~June Mountain~~



Down Canyon - Double Eagle Property ??

Events

Consensus from community:

- Hold several small events / activities that:
 - Provide consistent message
 1. June Lake is open and
 2. Something great is always happening here!
 - Provide additional reasons to come back to June Lake -
 - Primary target is former guests
 - Secondary target is to attract new visitors
 - Provide an additional venue for locals and Mammoth visitors
 - Goal - Remind all that June Lake is nearby, fun, interesting, and a worthwhile place to visit and stay.
- Hold two larger events that can grow each year to eventually attract large groups that come specifically for the event
 - Plan is to grow the events organically so they become the reason for these special interest groups to return to June Lake each year.



All done in the spirit of FAMILY & FUN!



Smaller Events

Several small events create atmosphere, activity and energy!
 Examples: Ice skating, Nordic skiing, snowshoeing, ice sculpture instruction or competitions, Snowman building contest (Snowman Zone), Film Festivals, etc.

Combined with:
 Live music, dancing, movies or other evening activity - Plan begins with Saturday Nights

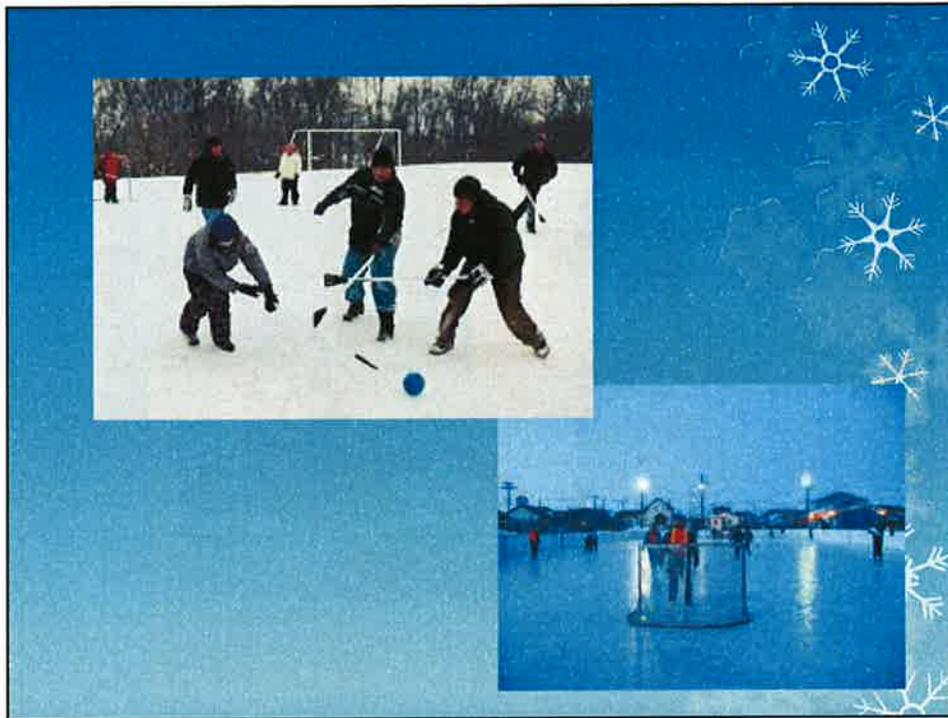


Smaller Events (cont.)

Saturday Events – 9 dates planned with activity during the day and music / entertainment in the evening at various venues

- Cost – around \$600 to \$1,000 each
- Using the creativity and resources of the community
- Each one sponsored by a business, individual, or group of friends
- Focus on fun, competition, creativity and community / guest participation
- Activities help us to find what is popular with guests and can grow





Two Larger Multi-Day Events

Designed to grow each year – budget \$6,500 each



1. Winter Festival Feb 8-10
 - * Triple Threat Race
 - * Snow Sculpture
 - * Music
 - * Games

2. Snowmobile Competition and Trail Rides

Mar 1-3

- * Snowmobiling
- * Poker Run
- * Snowmobile Track
- * Hill Climb
- * Featured Trail Rides
- * Music / Games



Avoid times when Mammoth is holding large event

Snowmobile Race

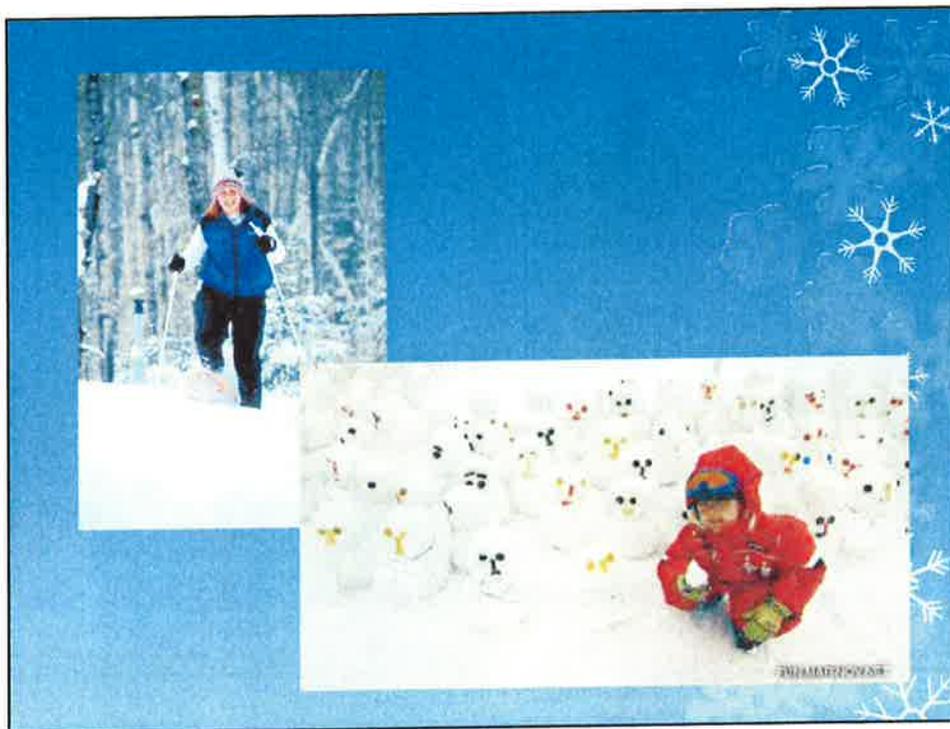


Hill Climb



Winter Competition (Triathlon or Triple Threat)







Winter Festival - Snow / Ice Sculpture



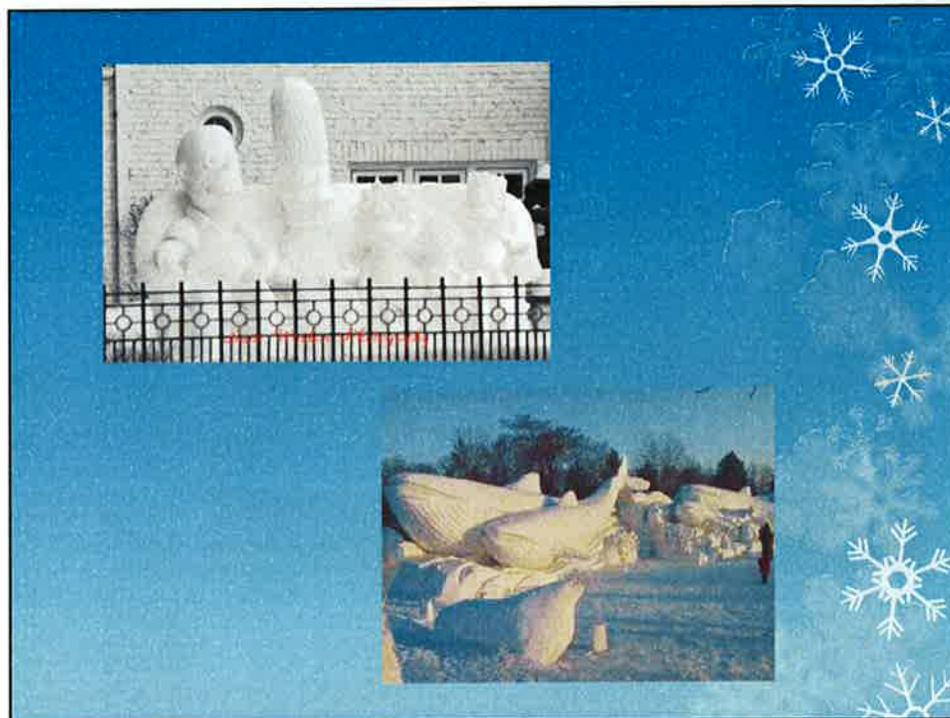
Snow Sculpture Examples



The slide features a blue background with several white snowflake icons scattered around the text and images.



The slide features a blue background with several white snowflake icons scattered around the images.



Atmosphere & Animation

Lighting up the Village (examples)



Lighting Examples (continued)



Lighting Examples (continued)



Transportation

- Service from June Lake to Mammoth Lakes
- 2x daily or 4x daily on weekends & Holidays
 - ESTA – 14 passengers
 - Mammoth All Weather Shuttle – 11 passengers
 - Mammoth Taxi – 6-7 passengers

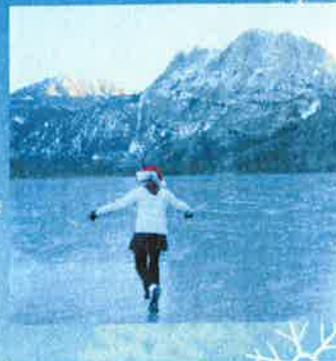




Goals

Through marketing, advertising and PR, promote the overall June Lake Winter Experience comprising of several initiatives in order to:

- Create a "bridge" this winter which will assist June Lake businesses to retain visitor and employee base
- Encourage repeat visits from loyal and past June Lake visitors
- Develop new visitor base by targeting families in Southern California/drive markets and niche markets (snowmobiling, etc.)
- Mammoth visitors/regional residents
- Communicate the message that June Lake is OPEN and offers a unique winter experience in its own right.
- Build foundation for a long-term strategy



June Lake Key Messages

- VALUE - Stay in June, Ski Mammoth: from \$xx.xx
 - Includes lift, lodging (and shuttle?)
- BEAUTY – Natural and unique amenities
- ACCESSIBILITY & SOLITUDE -- Minutes from Mammoth...worlds apart
- EXPERIENCE – Recreation, Events, Activities, Atmosphere
 - Cross-country skiing, snowmobiling
 - Events, Activities
 - Village Wonderland / Festive Atmosphere
 - Character – What makes June Lake unique



Positioning

- Unicycle Creative
- Communication of Key Messages
- Development Theme/Design
- Consistency of message
- Outdoor Advertising



Estimated Cost: \$4,000

Public Relations

- East River PR
 - Generate ongoing media interest/stories/editorial
 - Pitch central messages/story ideas to targeted media
 - Build press kit
 - Coordinate Media visits
- Ann Flower PR firm, Special Media event
- Writing support

“June Lake: What a mountain town should be...”



Estimated Cost: \$7,500

Website – VisitJune.com

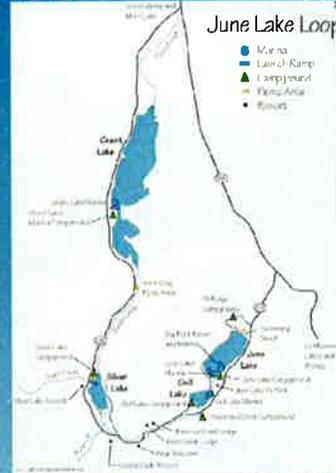
- Develop/design website
- Enhance/redesign Chamber website
- Call-to-action
 - Visitjunelake.org
 - Visitjunelakeloop.com
 - Visitjune.com
- Create/develop rich content
- SEO
- SEM



Estimated Cost: \$ 6,000

June Lake Brochure

- 50K Print run
- Map, Lift/Lodging Packages, events, activities
- Certified Folder Display distribution
 - 500-675 locations
 - All California Visitor Centers
 - Winter Sports Program
 - Corporate locations
 - Hwy 395 Communities/Visitor Centers
- Available through all June Lake businesses
- Ski/Snowboard Trade Shows



Estimated Cost: \$11,000 (Design, Print, Distribution)

Billboard

- 4-Month drive market exposure
- Billboards on US 395
 - Hwy 14 = \$4,680
 - 395 Independence = \$5,745
 - **395 Bishop = \$5,550**
- Targets southern CA drivers Northbound on 395
- October 28 – March 28
- 36,800 impressions weekly



Estimated Cost: \$7,500

Social Media & Online Advertising



Banner Ads, Facebook, YouTube, Twitter

Estimated Cost: \$5,000 (includes posters/local advertising)

MMSA Marketing

- June Lake Lift/Lodging packages
- Distribution through 800-Mammoth
- LA/San Diego Ski & Snowboard Shows
- June Lake page on MMSA & JMSA websites
- Communication through MMSA social media
- Communication to previous JMSA ticketholder data base
- Distribution of June Lake info on-site



Total Marketing Costs

- June Lake Brochure \$11,000
- Billboard \$7,000
- Public Relations \$7,500
- Social Media/Online/Local \$5,000
- Website \$6,000
- Creative concepts for Positioning/Messaging \$4,000
- Graphic Design \$3,500

Total Estimated Amount for Marketing/PR: \$44,000

Cost Estimates

| Low | Category | Description | Notes |
|--------|--|---|---|
| 20,000 | Transportation | | Dan Roberts / Alicia Vennos / Jeff Simpson |
| | | Visitor survey and local businesses consulted re: 3 transportation options | |
| | | Eastern Sierra Transit Authority (ESTA) | |
| | | Mammoth Taxi - Scotty Marzoni | |
| | | Mammoth Cab - Lauren Albrecht | |
| | | My Mammoth Shuttle - Mark Deeds | |
| 20,000 | Events | | Jarrold Lear / Candi Logue |
| 6500 | | Winter Festival / Triple Threat Race Feb 8-10 (grooming, music, sound system, supplies, Insurance, prizes, equip) | |
| 6500 | | Snowmobiling competition and festival Mar 1-3 (course prep, insurance, music, sound system, misc, etc) | |
| 7000 | | Saturday Events -7-9 events that include activities during day and music/films at night (\$600-\$1,000 each) | |
| | | | |
| 10,000 | Lighting In Village of June Lake | | Alice Suszynski |
| | | Purchase decorative lights for June Lake Village (Lighting installed in Oct - lighting village thru March) | |
| | | | |
| 5,000 | Nordic Skiing / Snowmobiling / Snowplay | | Doug Smith / Jerry Allendorf |
| | | Location of areas to supplement 1-2 times per week grooming at obsidian dome area | |
| | | Community has located areas for snowplay within community | |
| | | Distribute maps and public information about snowmobiling trails in area | |
| | P/R firm | | Alicia Vennos |
| 6,000 | | Katie Schaeffer - P/R firm - develop media interest and editorial content | |
| 1,000 | | Content / Writing support | |
| 500 | | Ann Flowers PR firm for use in San Francisco special media event | |
| 5,000 | Website / Online / Social Media | | Alicia Vennos |
| | | Mountain Design Studios - website design and development | |
| | | Content / Writing Support | |
| | | Purchase additional domain names (visitjune.com, VisitJuneLake.org,, VisitJuneLake Loop.com) | |
| | | Ongoing site administration and content work (Websites, Facebook, Twitter, etc.) | |
| | | Use of June Mountain website - forwarding and messaging about June Lake - call to action | |
| | Advertising / Positioning Expenditures | | Alicia Vennos |
| 4,000 | | Positioning / General design and messaging- Lorne Craig - Unicycle | |
| 11,000 | | Design, Print and Distribution of Brochures - Certified Folder Display | |
| 7,000 | | Billboard Advertisement on Hwy 395 or Hwy 14? | Lamar Outdoor ad - cost of \$750 - \$1,200 /mo. Setup fees approx \$750-\$1,700 |
| 3,500 | | Graphic Designer for Ads / billboards, etc. | |
| n/a | | 4-5 Cases of Winter Recreation Maps | Michael Vanderhurst |
| 3,500 | | Banner Ad campaign in skiing and winter websites | |
| 500 | | Posters of events and activities to place around town and in Mammoth | |
| | | Signage on or near Hwy 395 to give better visibility to Village of June Lake | |
| | | Better use of information kiosk (lighting, more volunteer hours, etc.) | |
| 3,000 | | Mammoth Times and Sheet online or print advertising for Events | |
| n/a | Staff Time Activities | | Alicia Vennos |
| | | Working with local lodging establishments to create series of email blasts for winter | |
| | | Create email blasts of general nature to mono county database plus all of lodging partners | |
| | | | |

100,000

Total

suggestions for success:

Have county develop email blast templates (suggest about 5) to give to lodging operations and any other business who would like to use them
 Templates remind guests to come back and describe the changes and new features June Lake will provide

Create a volunteer plan - businesses and individuals volunteer to:

- Work at the Information Kiosk during the winter (emphasis on filling busiest weekend hours)
- Sponsor the events that are planned
- Provide volunteers to help man events / races /etc.
- Make posters / flyers and distribute in the town and other local communities
- Attend and participate in the events

Send event information to guests

Hand out materials at their businesses (flyers, maps of snowmobile, nordic, snowshoeing and snowplay areas)

Be trained on highest levels of customer service and ambassadorship

Look for sponsors (individuals

Donate

From: brosgart@hotmail.com

To: ljohnston@mono.ca.gov; hap04@msn.com; vbauer@mono.ca.gov; thansen@mono.ca.gov; bhunt@mono.ca.gov

Subject: June Lake Snowpark

Date: Fri, 28 Sep 2012 19:41:31 -0700

Dear Larry,Hap,Vickie,Tim and Bing,

My name is Brian Brosgart and I reside at 94 Nevada Street in June Lake at which I have lived for 14 years and most of you already know me. I am opposed to county money going to The Double Eagle Resort please vote against this at the supervisors meeting on October 2, 2012. I feel that if this does pass Mono County should take responsibility for snow removal, maintenance and liability on Nevada Street, which at this time all the home owners on Nevada Street bare the cost. Please feel free to call me anytime to discuss these matters 760-914-1652 or 760-648-7224. Thank you Brian Brosgart