

September 5, 2017

Regular Meeting

Item #7a

Economic

Development

Economic

Development

Presentation



www.MonoCounty.org



Mono County Economic Development

Mono County Board of Supervisors

September 5, 2017



Delivered! On time and perfect...!

- Owen Marshall Felt
- 7/17/17
- 7 lbs 6 ounces
- 20.5" long



Mono County Partnerships and Boards



- ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION
- MONO COUNTY FISH & WILDLIFE COMMISSION
- *Visit California / Brand USA*
- *Local Chambers of Commerce*
- *Mammoth Lakes Tourism / Town of Mammoth Lakes*
- *CalTravel / Prop 64 Task Force*
- *High Sierra Visitors Council*
- *Eastern Sierra Fishing Coalition*
- *YARTS ACC*
- *Yosemite Transportation Marketing Group*
- *Yosemite Gateway Partners*
- *Eastern Sierra Inter-Agency Visitor Center, Lone Pine*
- *Mammoth Mountain/June Mountain*
- *Film Liaisons in California/California Film Commission*
- *California Department of Fish & Wildlife*

What is Economic Development

- Economic Development = The creation of wealth which benefits communities and improves the quality of life for residents.
- Strategic Plan – To promote a strong and diverse economy:
 1. Strengthen Existing Tourism Sector
 2. Business Retention & Expansion
 3. Attract New Business
- Collaboration/Partnerships
- Metrics



Research Projects

- Economic Impact & Visitor Profile Study
- Business Retention & Expansion Survey
- Advertising Conversion Study
- Economic Indicators/Snapshot

*Lauren Schlaw
Consulting*



Department of Economic Development & Special Projects

**The Economic & Fiscal Impacts
and Visitor Profile of
Mono County Tourism in 2008**

January 2009

Economic Indicators

UNEMPLOYMENT RATE ⓘ



27th of 58 Counties

PRIVATE SECTOR JOBS ⓘ



49th of 58 Counties

AVERAGE ANNUAL WAGE ⓘ



51st of 58 Counties

BUSINESS REGISTRATIONS ⓘ



50th of 58 Counties

PERCENT BELOW POVERTY ⓘ



11th of 58 Counties

GASOLINE PER GALLON ⓘ



57th of 58 Counties

HOME PRICE +/- US AVG. ⓘ



37th of 58 Counties

K-12 GRADE LEVEL: MATH ⓘ



18th of 58 Counties

<http://centerforjobs.org/indicators/county/mono/>



CALIFORNIA'S EASTERN SIERRA



www.MonoCounty.org



1. Strengthening Tourism Sector



www.MonoCounty.org

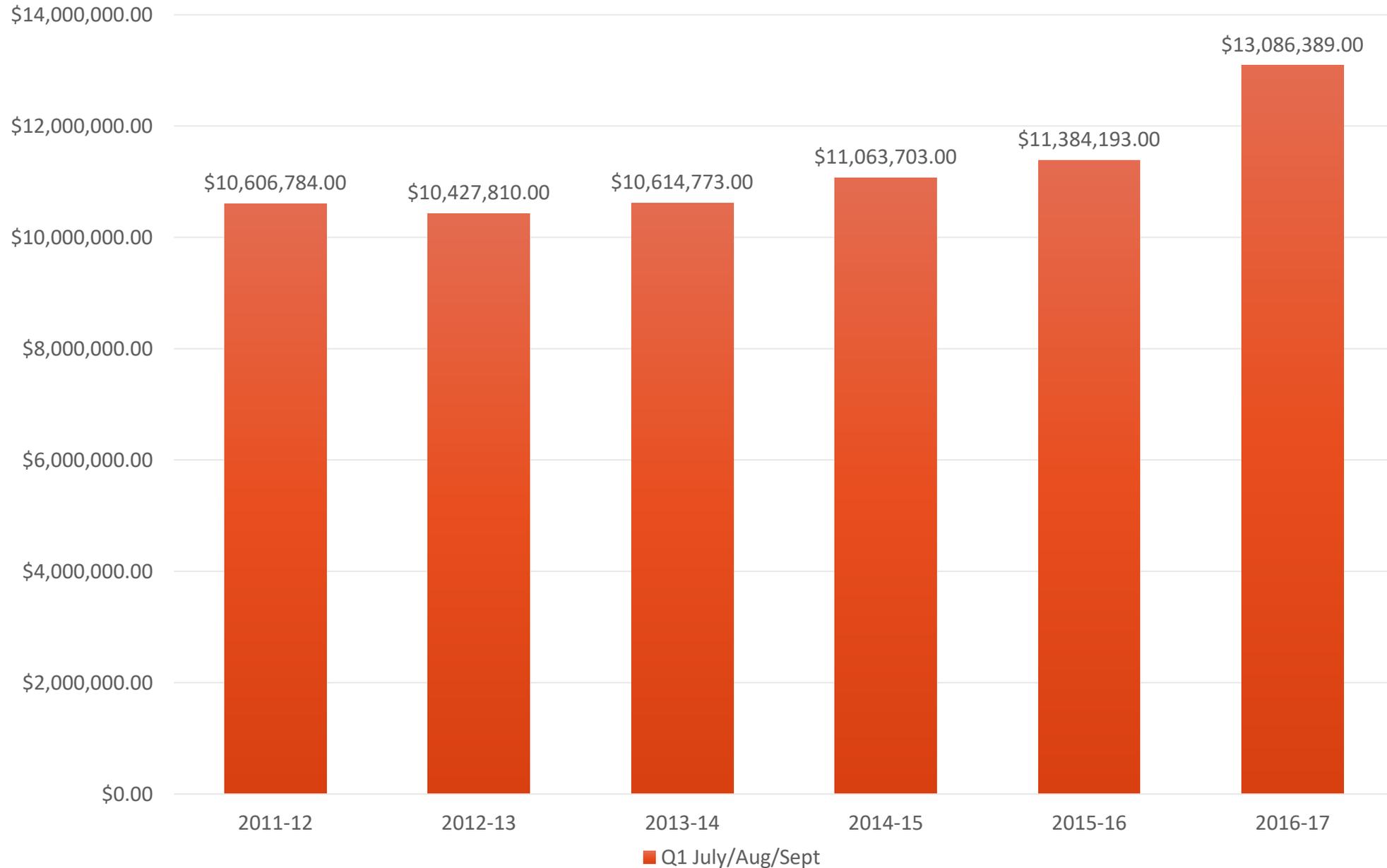


Mono County Visitor Impacts

<i>Visitor Direct Spend -</i>	<i>Employment -</i>	<i>State/Local Tax Receipts -</i>
2000: \$316,300,000	3,540	\$19.5 M
2016: \$664,700,000	6,300	\$53.3 M



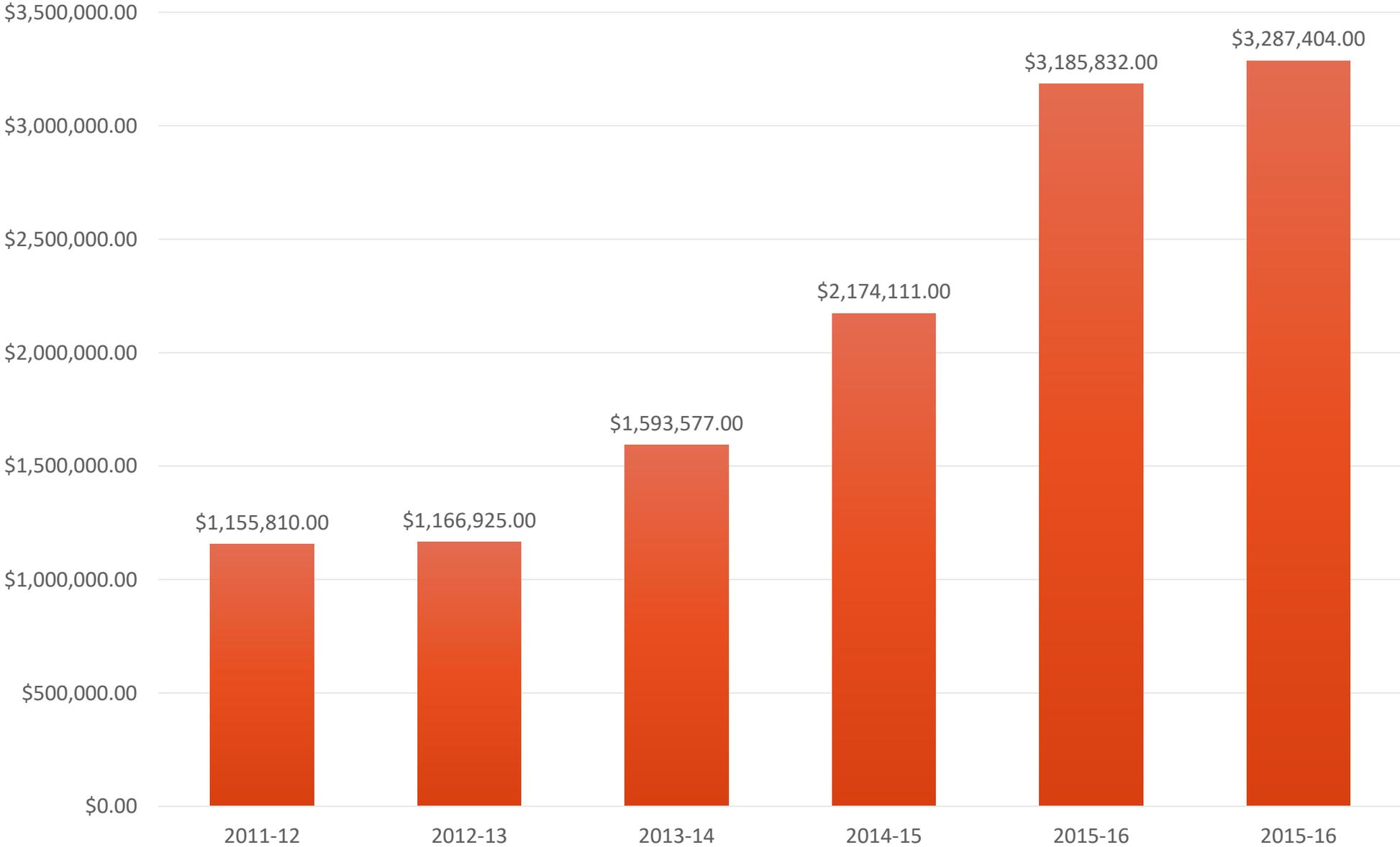
Q1 July/Aug/Sept



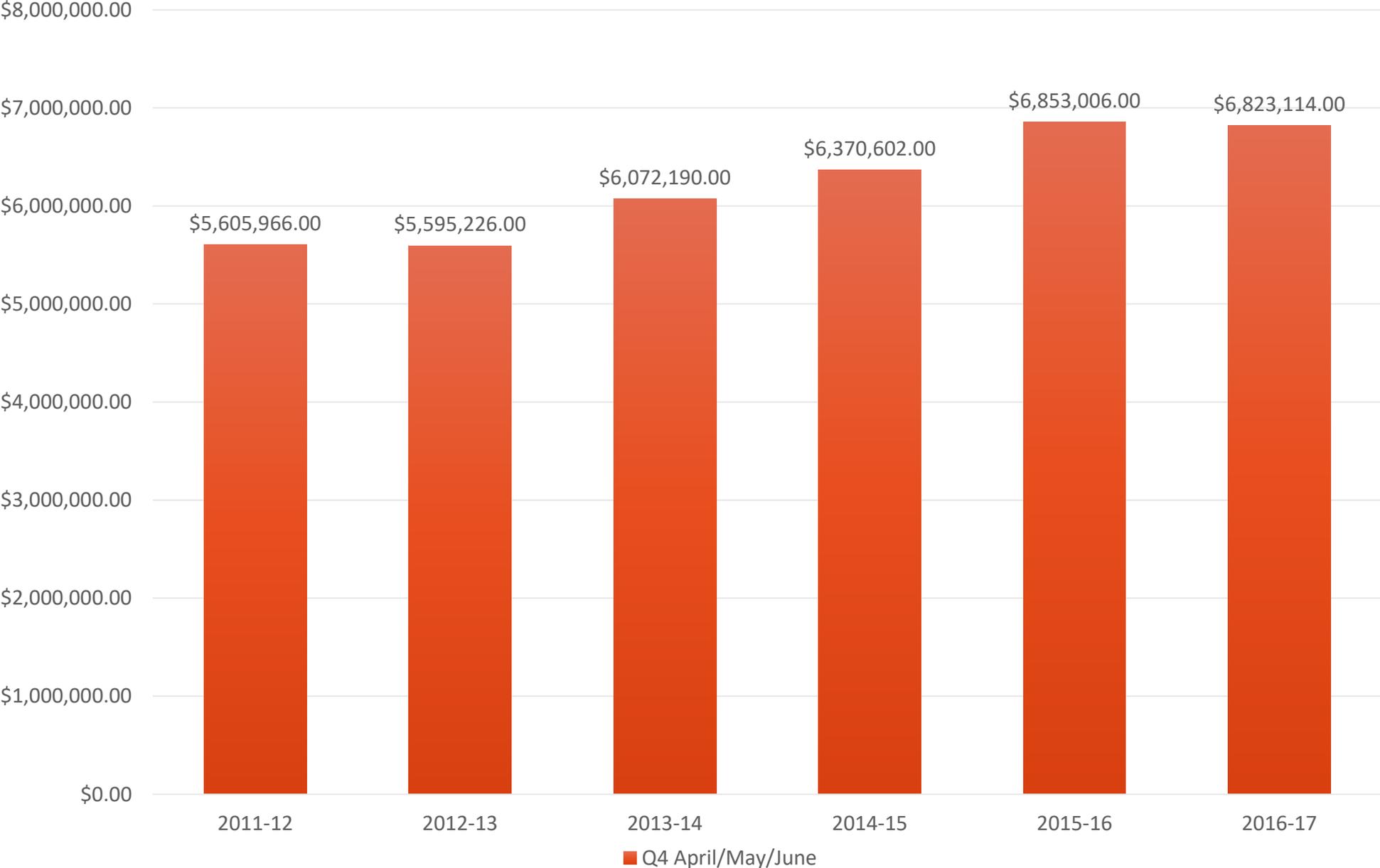
Q2 Oct/Nov/Dec



Q3 Jan/Feb/March



Q4 April/May/June

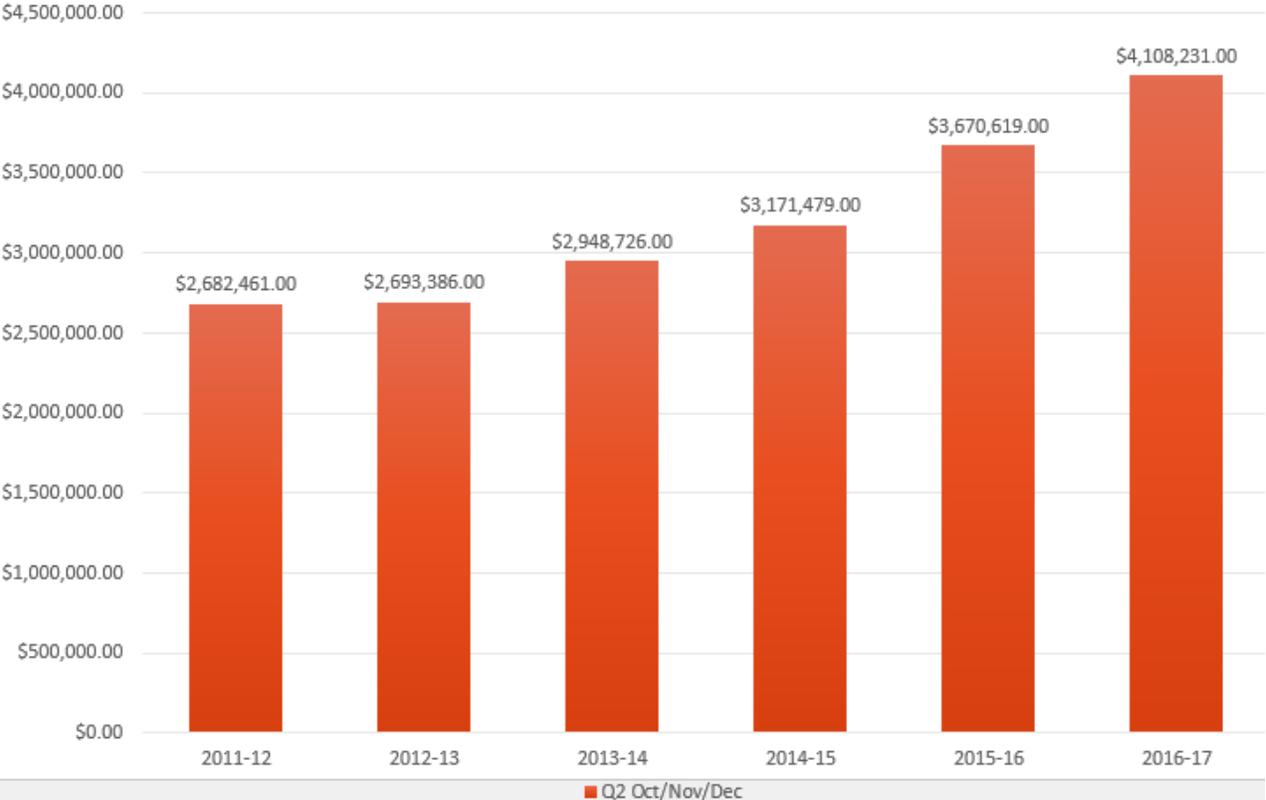


Room Revenue

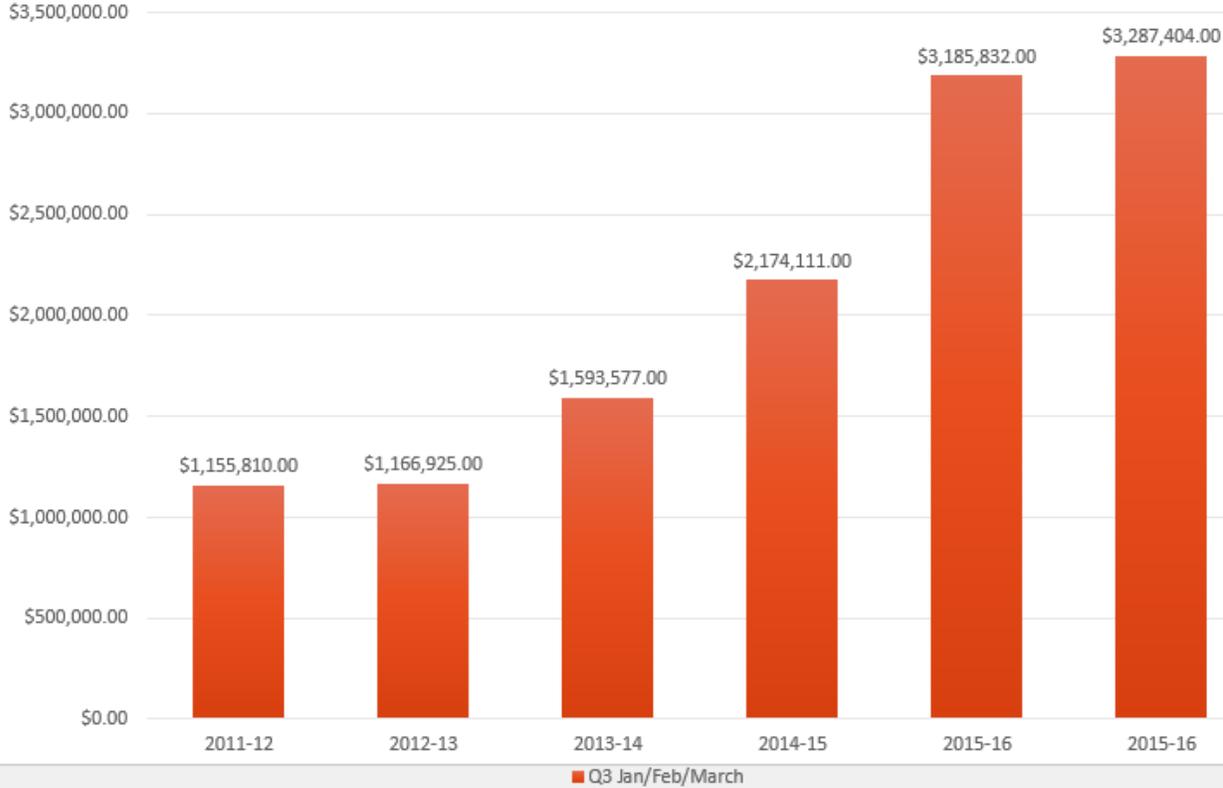


Shoulder Season Success

Q2 Oct/Nov/Dec



Q3 Jan/Feb/March



Visa Credit Card Study



Domestic Tourism
Mono County, CA
2016

Total Spend Amount	Y/Y Growth	Average Ticket	Spend / Cardholder
\$21,871,383	17.7%	\$37.63	\$84.98



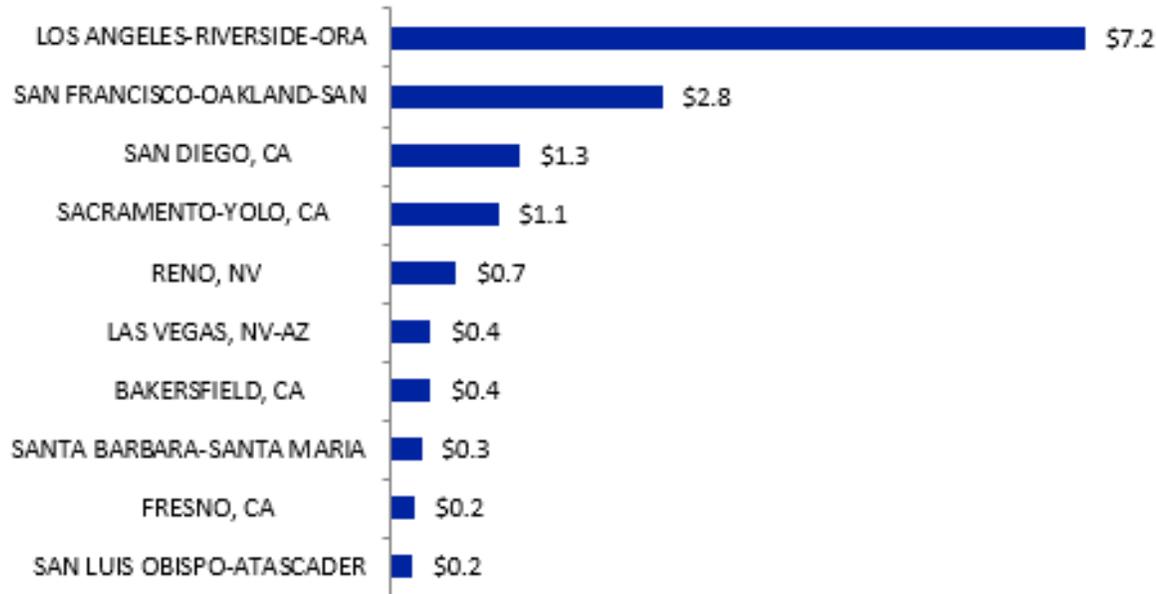
International Tourism
Mono County, CA
2016

Total Spend Amount	Y/Y Growth	Average Ticket	Spend / Cardholder
\$2,097,078	5.5%	\$63.75	\$87.39

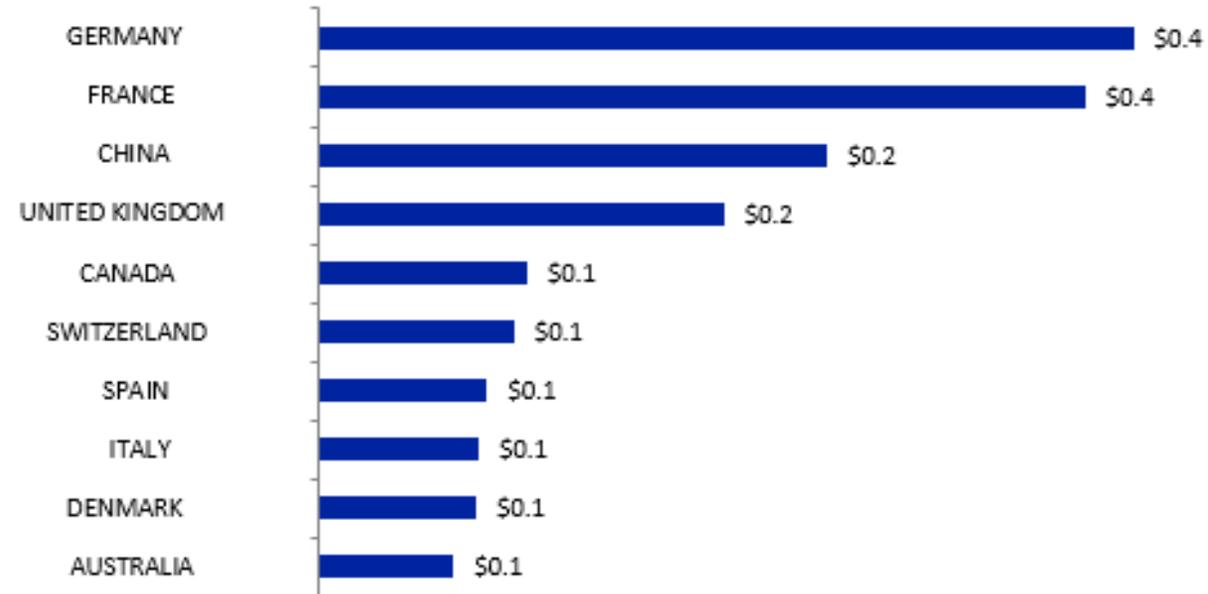


Visa Credit Card Study

Top Originating MSAs by Spend Amt (\$M US)

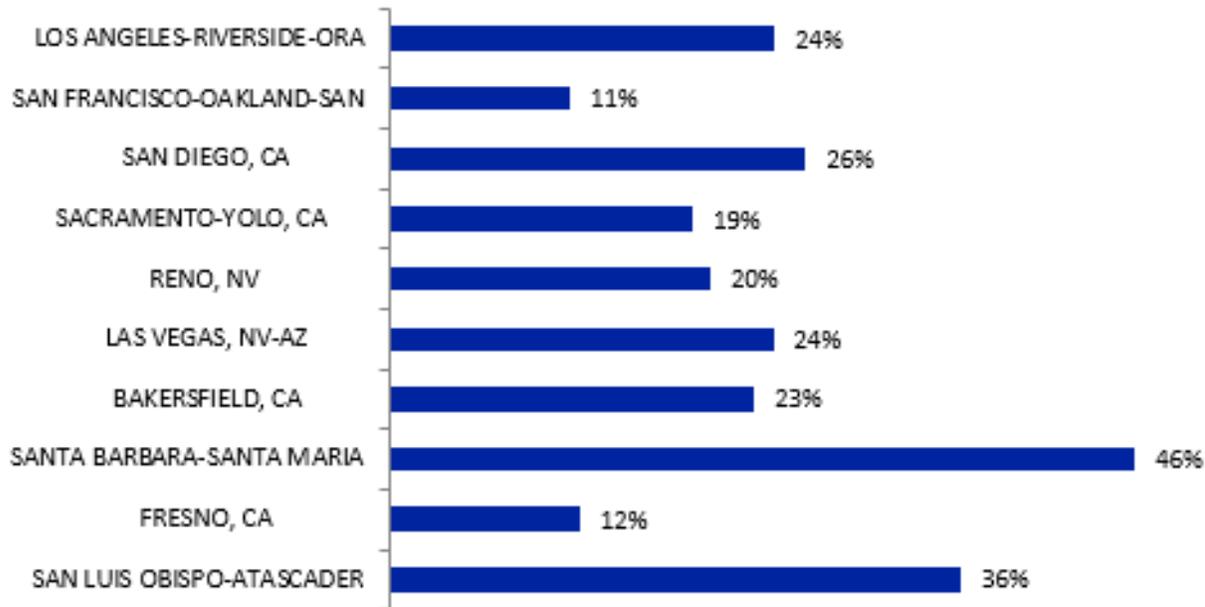


Top Originating Countries by Spend Amt (\$M US)

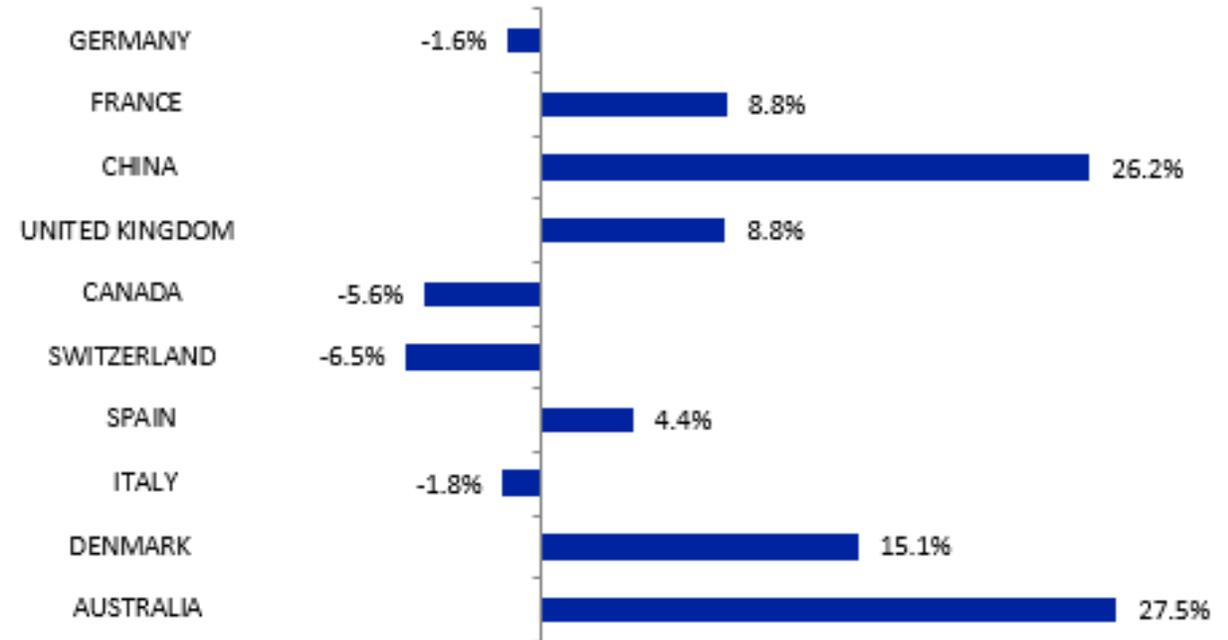


Visa Credit Card Study

Top Originating MSAs Y/Y \$ Growth

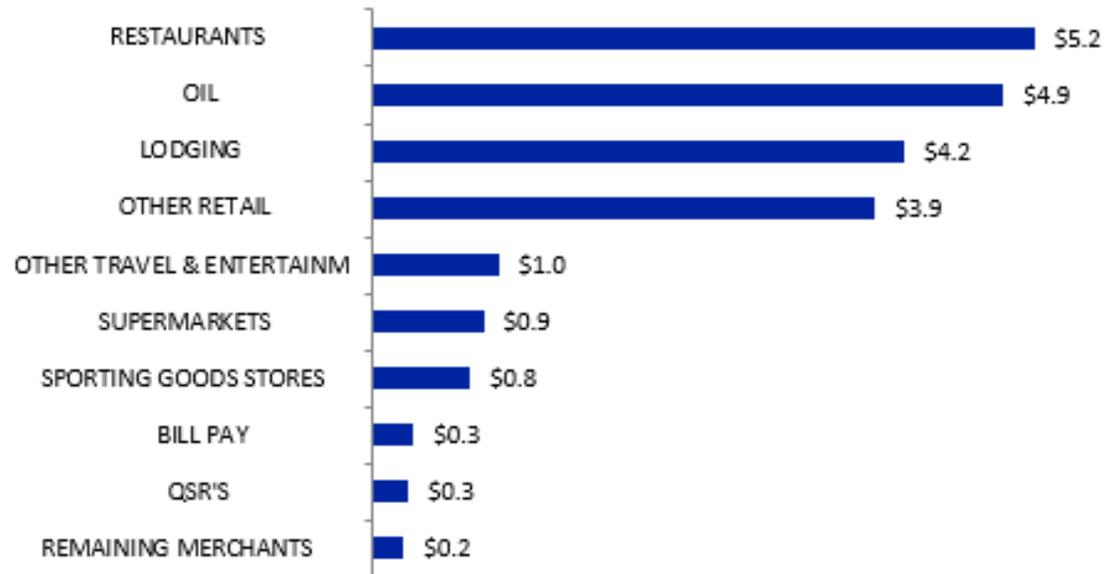


Top \$ Countries Y/Y \$ Growth

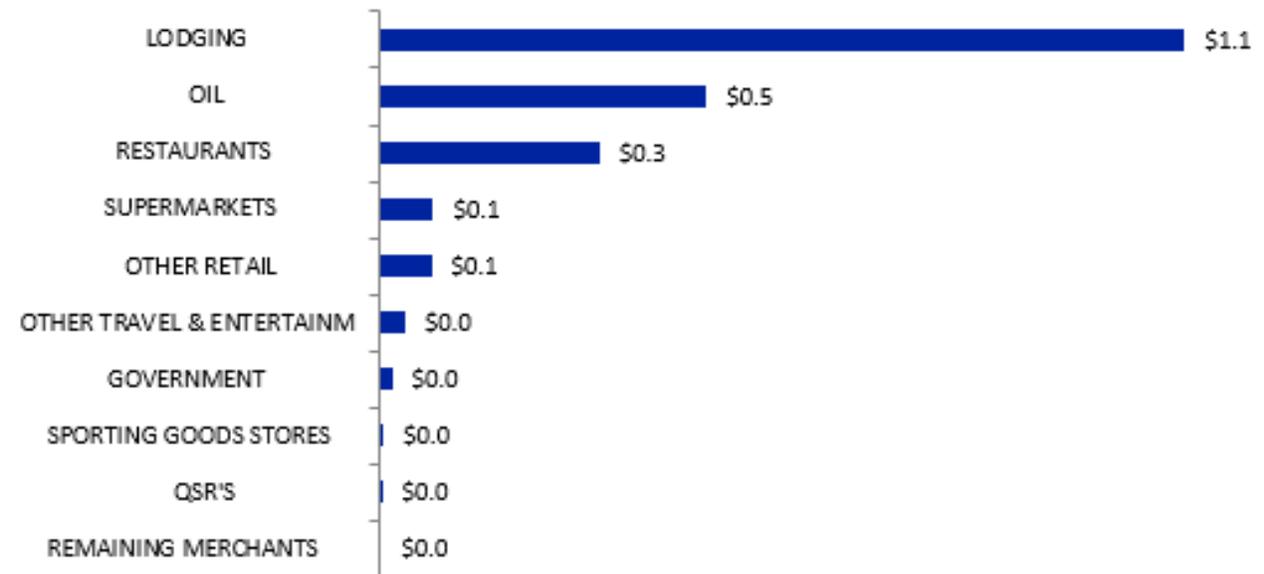


Visa Credit Card Study

Top Market Segments by Spend Amt (\$M US)

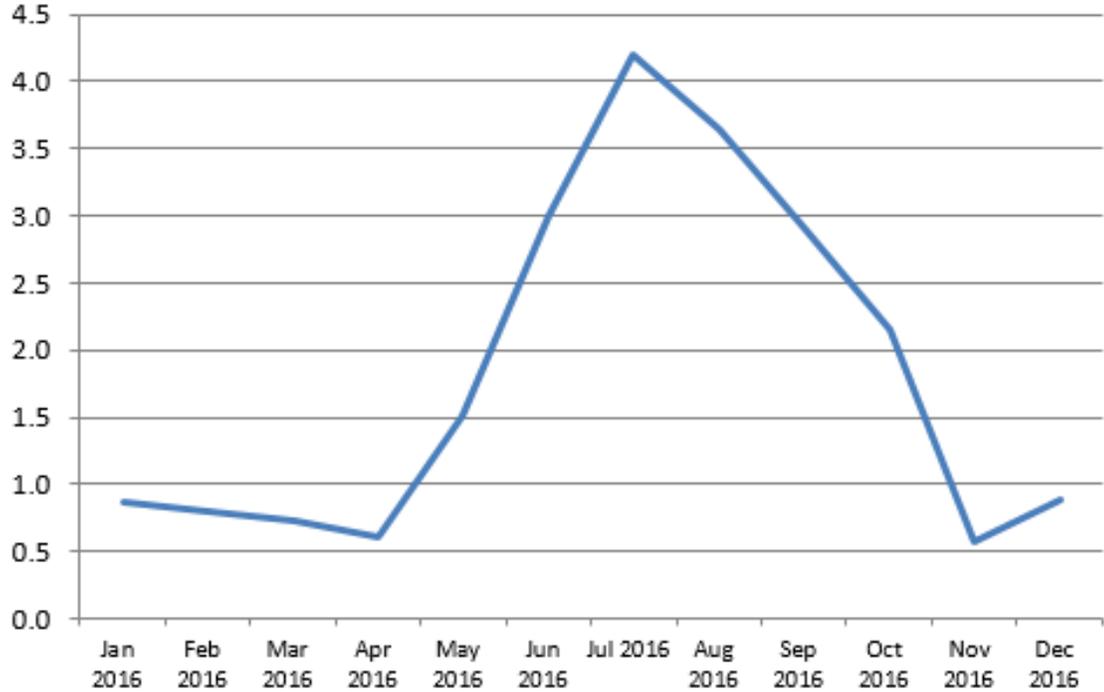


Top Market Segments by Spend Amt (\$M US)

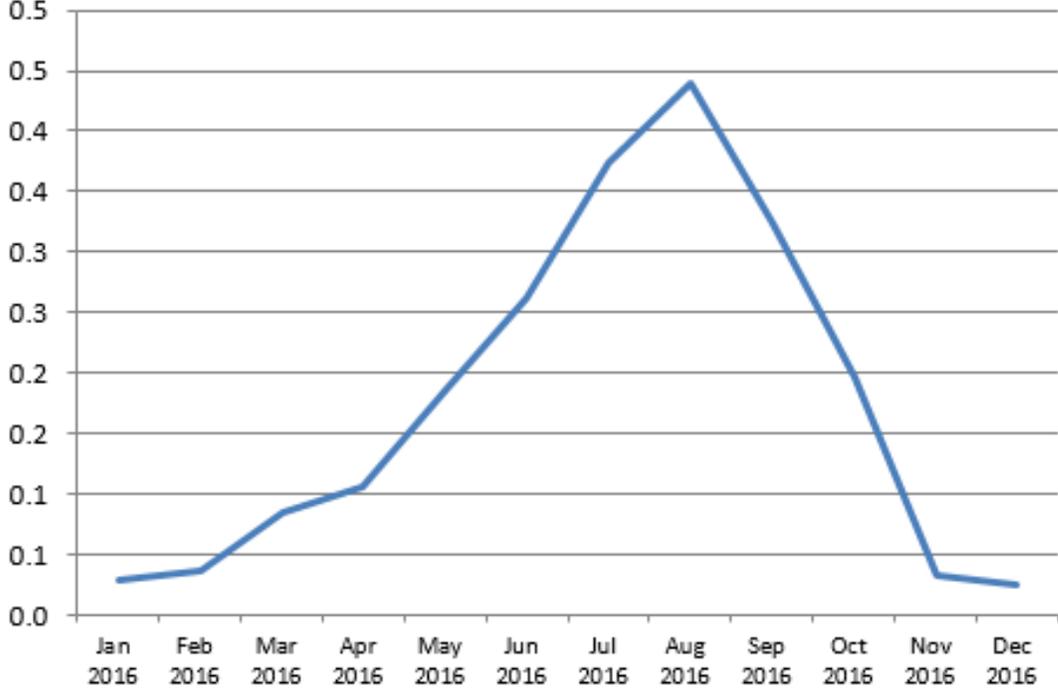


Visa Credit Card Study

Sales Amount Trend (\$M US)



Sales Amount Trend (\$M US)



New Website!

Groups Weddings Meetings

CALIFORNIA'S EASTERN SIERRA

PLACES TO GO THINGS TO DO WHERE TO STAY PLAN YOUR TRIP



Stop & smell the
**WILD
FLOWERS**

SEE THE BLOOM REPORT HERE
[MORE](#)



Welcome to
MONO COUNTY

Discover the Mono County, California way of life. Witness the pure natural wonder of the



New Website...

2016 FALL COLORS

CURRENT PICTURES FROM THE 2016 FALL COLOR SEASON



PICTURED ABOVE: US 395 IN TOPAZ ON OCTOBER 24, 2016 - PHOTO BY MONO COUNTY TOURISM

New Website...



PHOTOGRAPHERS PARADISE: JUNE LAKE LOOP

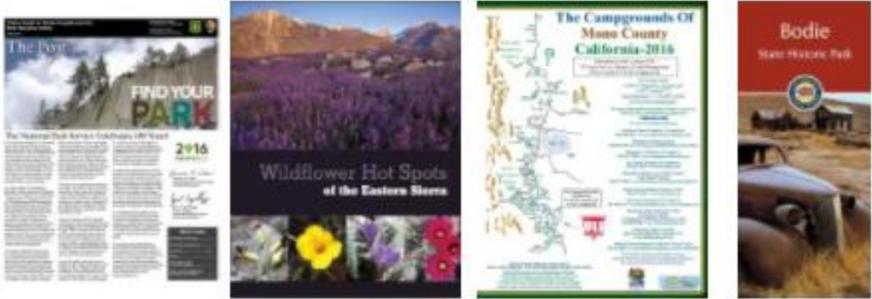
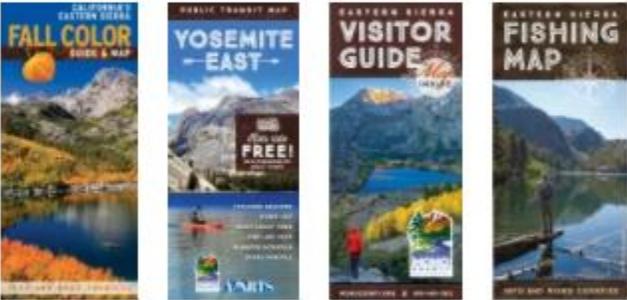
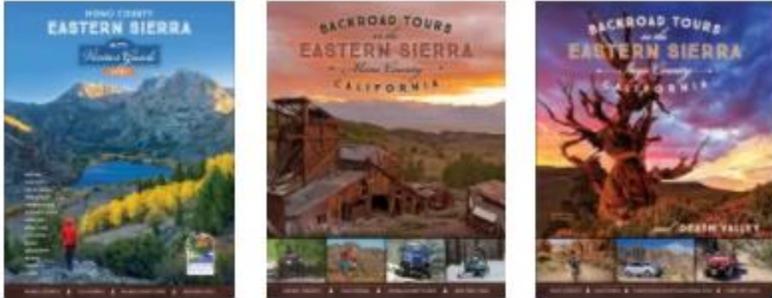
A treat any time of year but famed for fall, June Lake is home to four lakes that are visible from the road as you drive through the charming village and along the tree-bordered route, known as The Loop (SR158)

FAMOUS FOR FALL: LUNDY CANYON

Lundy Canyon consistently puts on a fantastic fall color display along the scenic, paved road to Lundy Lake, and then along the dirt road to the beaver ponds and hiking trail.



New Website...



Social Media

- **156,000 Facebook Fans – Ranks in the top 10 tourism accounts in the California**
- **Averages 3 million organic impressions per month – Ranks number 1 for tourism accounts in California**



International Marketing

- **Diversifying Tourism base**
- **Book longer lead times**
- **Not impacted by regional/state issues**
- **Spend more per visit**
- **Travel during shoulder season**
- **IPW – US Travel Association’s premiere Travel industry marketplace (1300 buyers from 70 countries/1000 destinations)**



“Mountain Manners” & Sustainable Tourism

Mountain Manners

Like all parents, Mother Nature loves good manners! Here are a few Mountain Manners* etiquette tips to help protect the Eastern Sierra:

MANNER #1: Follow the Beaten Path

Straying from designated paths can cause harmful erosion, so we ask you to take the road *most* traveled (much to Robert Frost’s dismay).

MANNER #2: Scoop the Poop

Your #2 is becoming our #1 issue. If it’s your pet’s, please pick it up! If it’s your own, bury your business 6-8 inches or better yet, pack it out.

MANNER #3: Speak Up

If you see someone not minding their manners, don’t be scared to start a friendly conversation and gently remind them why mountain etiquette is the way to go. Who knows, you may find a new hiking buddy!

MANNER #4: Don’t Feed the Bears

Or deer, birds, chipmunks, etc. Please keep yourself – and your food – out of the reach of wildlife.

MANNER #5: Gather up Garbage

Please pack out litter – even when it’s not yours! Remember, food trash is litter too. Nothing makes Mother Nature happier.

**With thanks to the Gunnison Valley/Crested Butte stewardship team for letting us borrow from their Mountain Manners program.*



TIPS FOR CATCH AND RELEASE SUSTAINABLE FISHING

1 USE ARTIFICIAL LURES (NO BAIT) TO MINIMIZE DEEP HOOKING.

Barbless hooks or hooks with flattened barbs make unhooking easier and less stressful on the fish.

2 LAND YOUR FISH AS CAREFULLY AND QUICKLY AS POSSIBLE.

If you plan to release the fish, do not pull it up or land it on dry land – sand, rocks and vegetation damage the trout’s slime covering that helps keep the fish healthy.

3 AVOID MOVING THE FISH FROM THE WATER.

Unhook and release the fish while it is still under water.

4 ONLY USE WET HANDS AND LIMIT OVERALL HANDLING OF FISH.

Never use a rag and never squeeze the fish or touch its eyes or gills.

5 GENTLY REMOVE HOOKS THAT ARE VISIBLE.

If you can see the hook, remove it carefully. Otherwise, just clip the line near the mouth on a deep hooked fish. The hook will rust and dissolve over time.

EVERYONE LOVES TROPHY-SIZED TROUT!

Want more monsters to catch?

Join the effort to keep our Eastern Sierra fisheries healthy and sustainable so that trout can grow to trophy sizes – not only for your next fishing trip but for your great-grandkids and their great-grandkids! It’s simple:

**KEEP ONLY WHAT YOU NEED
RELEASE THE REST TO REPRODUCE,
GROW AND TRANSFORM INTO
TROPHY-SIZED BEAUTIES!**





CALIFORNIA'S EASTERN SIERRA



2. Economic Development Initiatives

Business Retention and Expansion

- Primary focus of ED strategic plan
- 70-80% of new jobs created come from existing businesses
- Existing business success attracts new business
- Comprehensive BR&E survey with Mammoth Lakes Chamber



Business Retention and Expansion

- **FREE Small Business Resources and Support –**
 - **Economic Development Website**
 - **Free Business and Technical Assistance through SBDC Bakersfield**
 - **Peak Performance Program – Online Customer Service Training**
 - **Workshops and Webinars – Training and development**
 - **Workforce Services – WIA-funded programs**
 - **Business support – SBA, Governor's Office of Economic Development, USDA, SBDC**
 - **Access to Capital support and Summit**

Eastern Sierra Capital Summit



Need business funding?

The first ever Eastern Sierra Capital Summit will feature over a dozen seasoned lenders and other small business investment options. Join us and find the money you need to start or expand your business. Attend various workshops to discover the opportunities you have to gain capital now! **Participation is FREE, space very limited!**

Register at www.MammothLakesChamber.org/CapitalSummit
For more info call 661-654-2856

EASTERN SIERRA CAPITAL SUMMIT

SEPTEMBER 22, 2017

8:30 AM - 12:15 PM

**THE WESTIN MONACHE RESORT
50 HILLSIDE DRIVE
MAMMOTH LAKES, CA 93546**



access+capital



Business Attraction

- Projecting 7 year round full time positions.
- Leveraging Digital 395
- Former Eastern Sierra visitor
- Diversifying the economy



Business Attraction

- Bridgeport Kitchen
- Walker Western Art Gallery
- Hays Street Café, Bridgeport
- The Lift, June Lake
- Parraguirre Property, Bridgeport
- Big Meadow Brewing, Bridgeport
- Sagebrush Co., Bridgeport
- Gallery 158, June Lake
- Sweetwater Café, Walker
- The Mono Lake House, Lee Vining
- Grocery Outlet, Mammoth Lakes



Business Attraction

- Work with existing visitor base to attract new business and jobs
- Target demographic - people who already love and visit the Eastern Sierra
- Collaborative relocation strategy

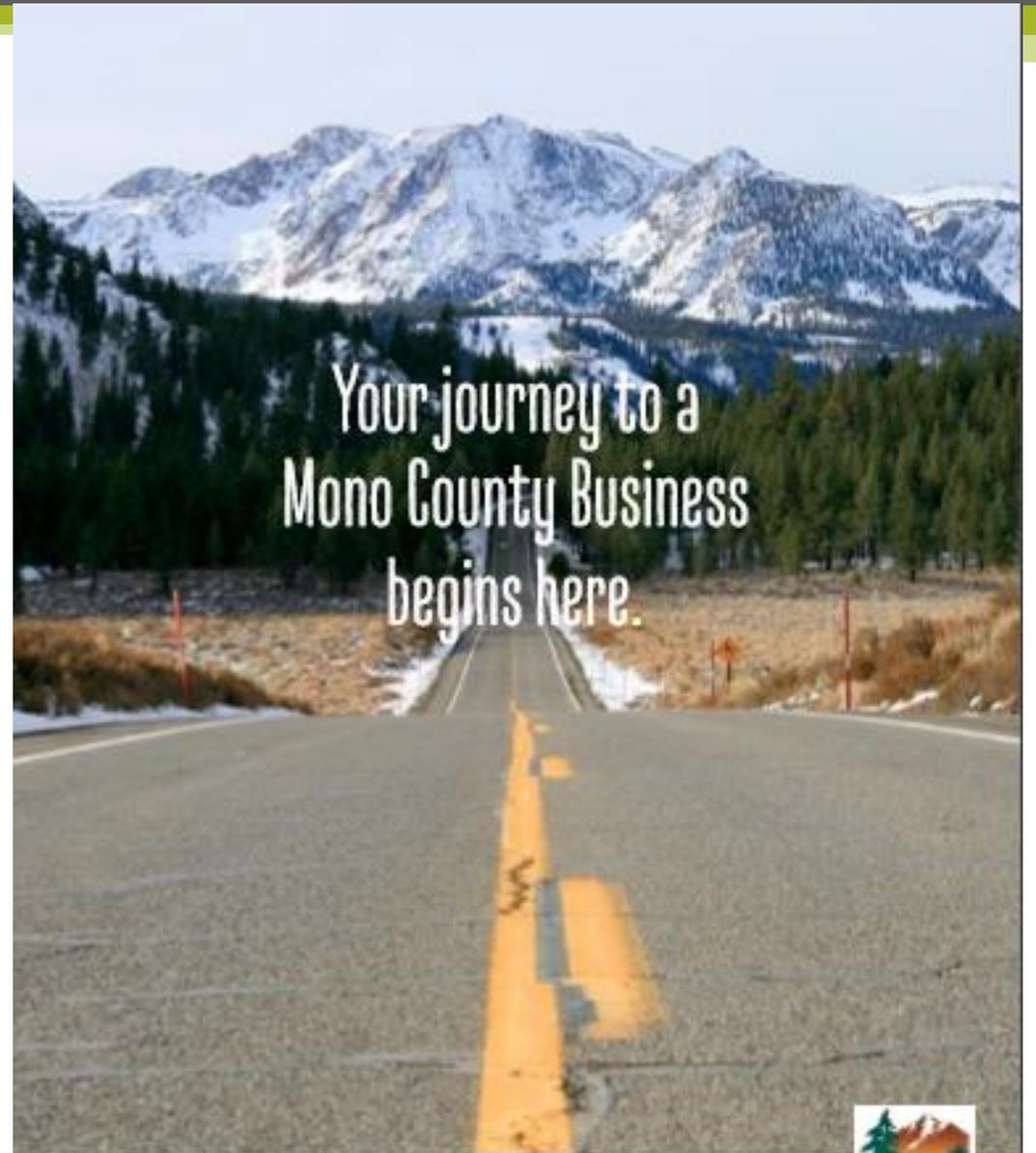


Co-working Space - The Fort



Business Attraction

- Mono County Business Welcome Guide
- Collaboration with Community Development on new business inquiries
- Work with IT / Connected Eastern Sierra to leverage Digital 395 opportunities





CALIFORNIA'S EASTERN SIERRA

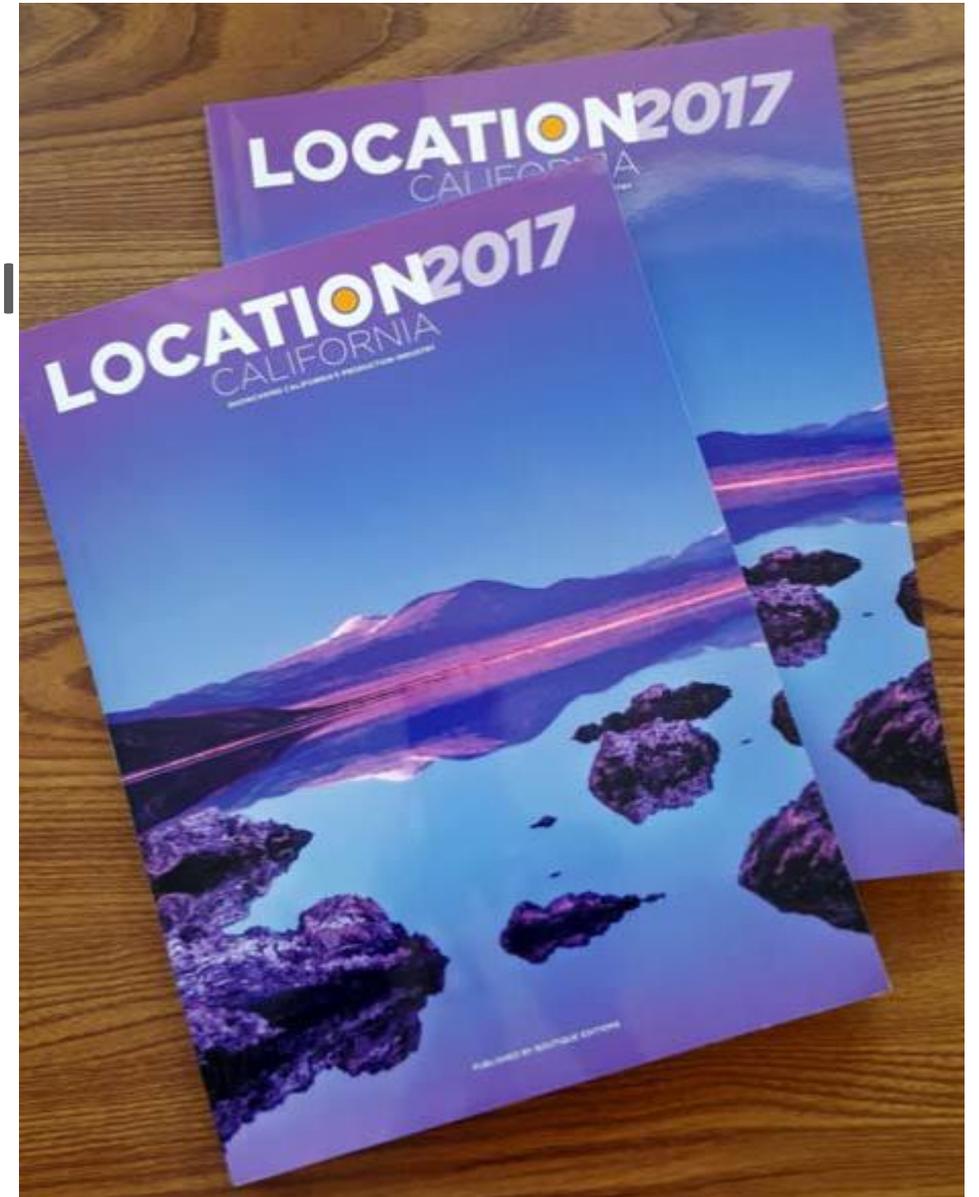
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Filming

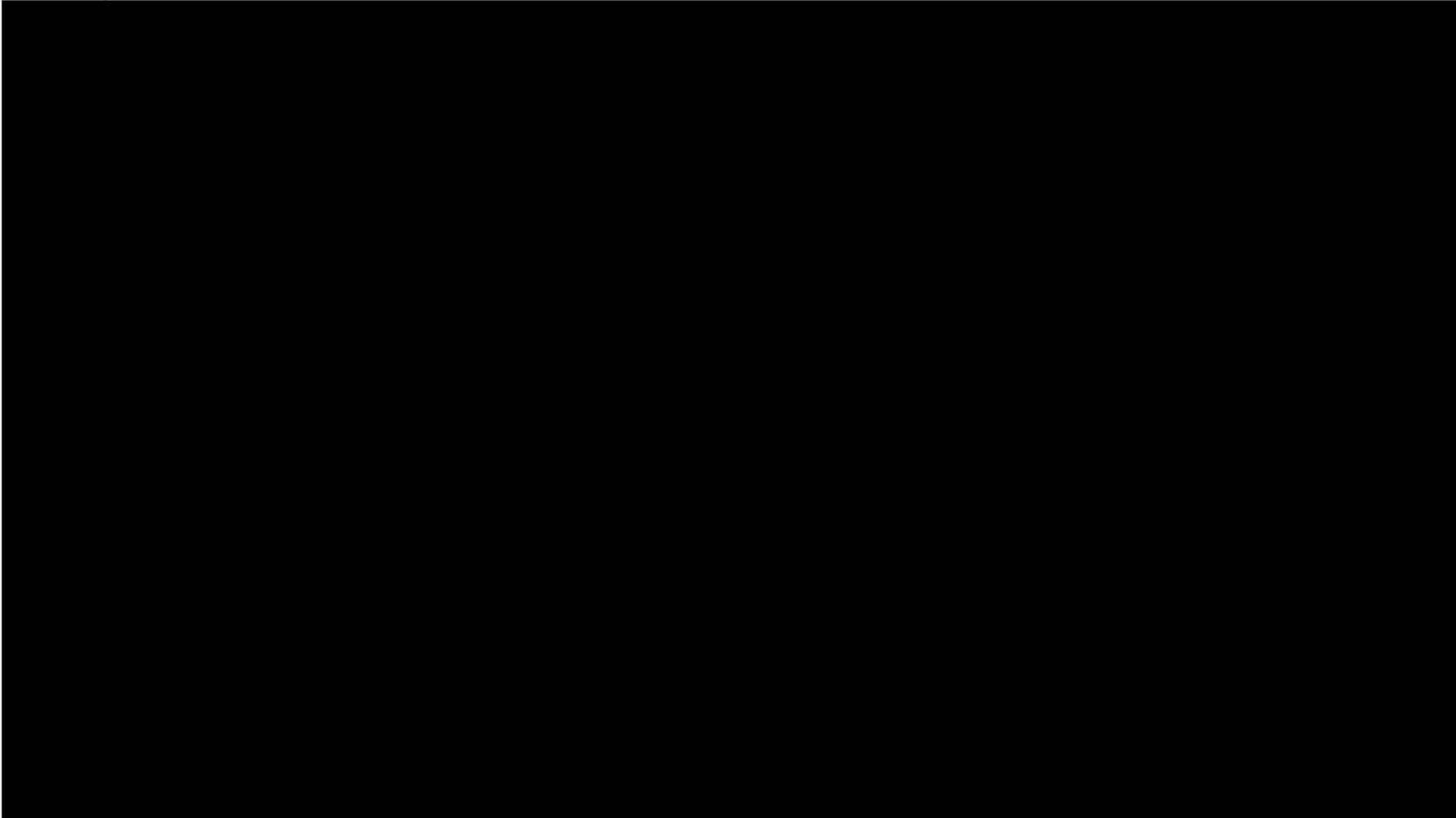
2016-17 Productions

- \$25,000 average direct spend per commercial
- Tax Credit feature films



Mazda Commercial

- Virginia Lakes Rd., Twin Lakes Rd, (Bridgeport) and US Hwy. 395 - \$27,000 in direct local spend



CALIFORNIA'S EASTERN SIERRA



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Mono County Fish & Wildlife Commission

Fish Stocking

- \$100,850 annually
- Stock 21 bodies of water throughout the county
- Mostly 6-9 pound fish
- 20,000-25,000 pounds annually
- Desert Springs donated 8,000 pounds this year!



Fish and Wildlife Discretionary Fund

- 1. Fish Survey** – Completion of a spring and fall fish spawning and didymosphenia geminata survey on all streams and rivers in the June Lake Loop.
- 2. Eastern Sierra Fishing Map**
- 3. Supplemental Fish Stocking** – Purchased an additional 2,800 pounds of fish from Desert Springs Trout Farm that were stocked in 21 bodies of water throughout Mono County.
- 4. Business Cards** – Purchased business cards for the volunteer Mono County Fish and Wildlife Commissioners to distribute to trade shows and event attendees, local and visiting anglers, industry colleagues, government elected officials, local marina owners, etc.
- 5. Kids Fishing Festival** – Supported the 30th annual Kids Fishing Festival in Mammoth Lakes as part of an ongoing effort to introduce children and families to fishing.

Fish and Game Fine Fund

- **Eastern Sierra Wildlife Care**
- **Purchase additional fish**
- **Mammoth Creek Fisheries Study**
to support analyzing data and
completing a fish survey with
CalTrout



CALIFORNIA'S EASTERN SIERRA



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Special Projects

Community Event Marketing Fund

- **\$5,500** – Eastern Sierra Kite Festival/Birding the Valley, Eastern Sierra ATV/UTV Jamboree, Walker/Coleville
- **\$1,500** – Bridgeport Trout Tournament
- **\$3,000** – June Lake Theater Festival
- **\$1,375** – Spring Woodwinds Concert, Mammoth
- **\$4,000** – Bodie Bowl, Bodie SHP
- **\$1,250** – June Lake Jam Fest
- **\$1,375** – Eastern Sierra History Conference
- **\$1,375** – Mammoth Gran Fondo
- **\$1,375** – Eastern Sierra Avalanche Center
- **\$1,250** – June Lake Winter Festival

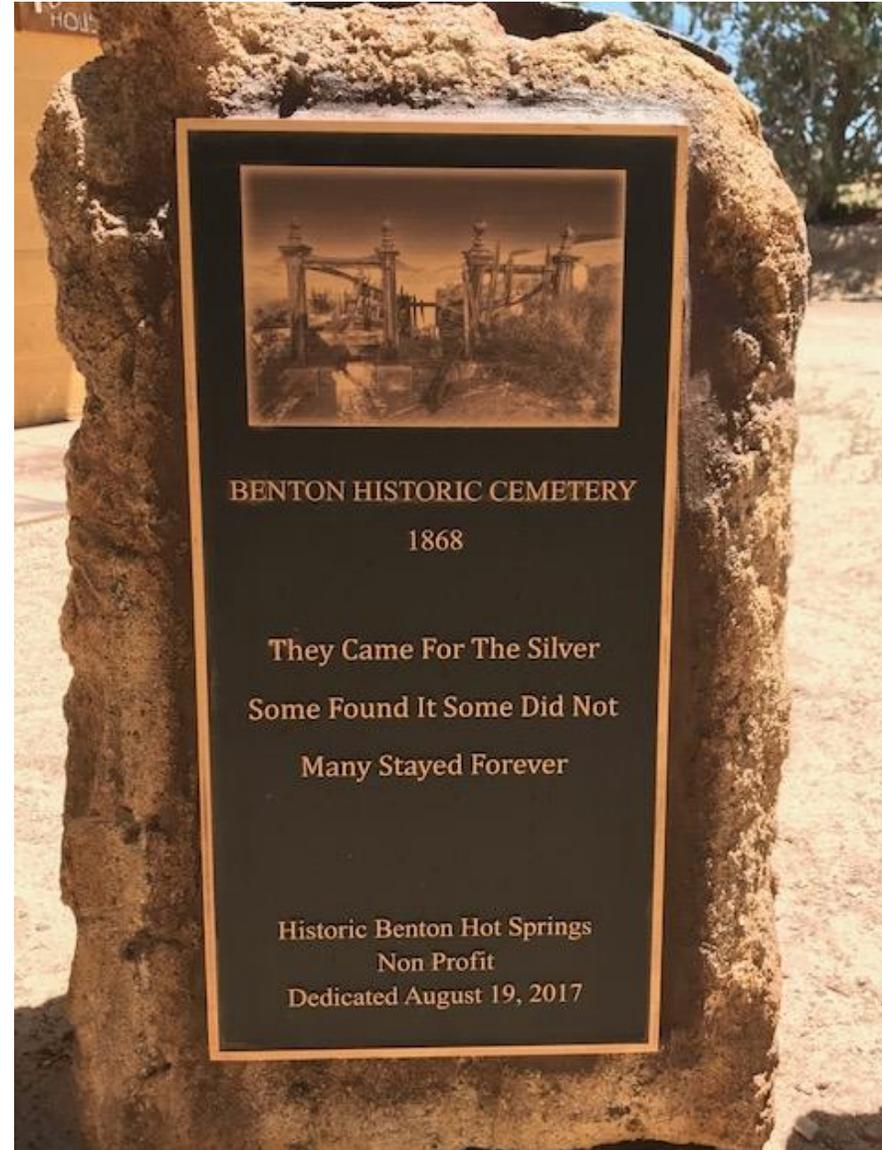
Total \$22,000



Historical Societies Grant Fund

- **\$870** - Mono County Historical Society
- **\$1,800** - Mono Basin Historical Society
- **\$2,000** - Southern Mono Historical Society
- **\$1,000** - Historic Benton Hot Springs
- **\$330** - Eastern Sierra History Conference

Total \$6,000



Community Arts & Culture Grant

- **\$2,500** – Felici Trio/Chamber Music Unbound
- **\$2,341** – Sierra Nevada Bighorn Sheep Foundation
- **\$2,659** – Mono Arts Council
- **\$562** – Eastern Sierra Symphony
- **\$562** – June Lake Jam Fest
- **\$562** – June Lake Theater Festival
- **\$562** – Eastern Sierra History Conference



Total \$9,748

Friends of the Inyo Trails Grant

- \$8,500 – FY16-17
 - \$12,500 - FY17-18
- due to damage sustained from snow and run-off



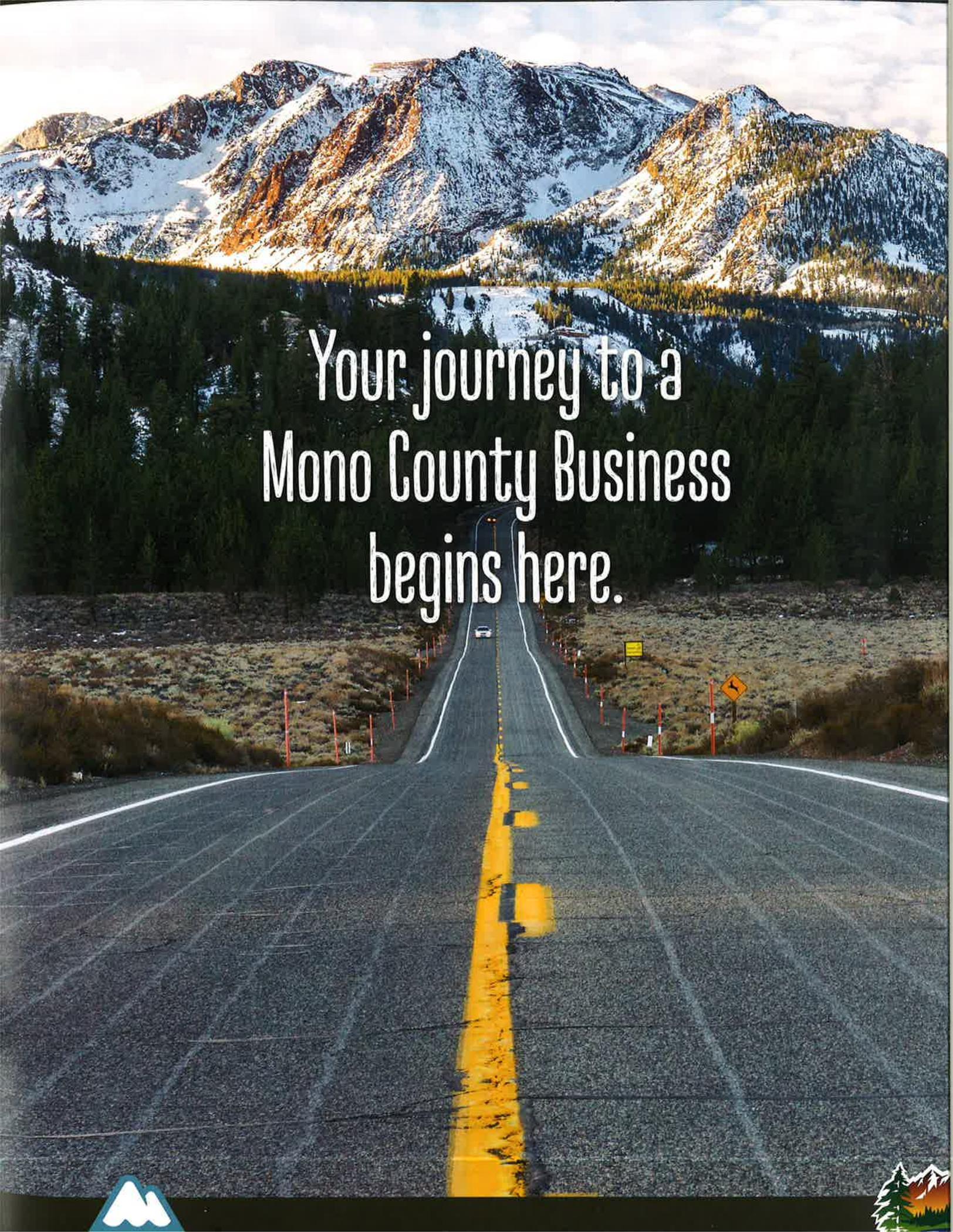
California State Fair – County Exhibit

- Won Silver Award
- Featured Fall Colors, Wells Fargo Stagecoach, June Mountain



Thank you!





Your journey to a
Mono County Business
begins here.



A physical copy of the Mammoth Lakes / Mono County Business Guide is available in the Mono County Clerk-Recorder Office).