

RESOLUTION NO. 18 – 13

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF MAMMOTH LAKES, STATE OF CALIFORNIA, ALLOCATING \$675,000 IN GENERAL FUND SUPPORT TO MAMMOTH LAKES TOURISM (MLT) TO PROVIDE SUPPORT FUNDING FOR A SPONSORSHIP PARTNERSHIP WITH THE LA KINGS

WHEREAS, the Town Council has realized larger than anticipated receipt of Transient Occupancy Tax (TOT) revenues for the current fiscal year; and

WHEREAS, the Town Council has committed 2.35 percent of TOT revenues for tourism related purposes to be provided to Mammoth Lakes Tourism (MLT), with any excess revenues generated over the Town's base budget to be held in a reserve for the same purposes with use to be approved by the Town Council and in consultation with MLT; and

WHEREAS, TOT revenues for Tourism purposes have exceed budgeted expectation by over \$400,000, and is anticipated to meet or exceed \$600,000 for the current Fiscal Year with additional funding anticipated for FY18-19; and

WHEREAS, the Town has received TOT and other revenues above budgeted expectations to provide an additional \$75,000 in uncommitted Town revenues toward the Los Angeles Kings sponsorship partnership; and

WHEREAS, this funding will be allocated to MLT up front for the entirety of the six-year agreement in order to ensure that the funding is available and will enter into a separate agreement with Mammoth Resorts for the overall sponsorship program; and

WHEREAS, the proposed financial support to be provided to MLT will be used to support a long-term sponsorship program with the Los Angeles Kings providing direct promotional opportunities for the Mammoth Lakes area to a key market segment; and

WHEREAS, the sponsorship program will result in the contribution of \$1,000,000 to Mammoth Lakes Recreation to support the construction of the Multi-Use Facility, including an Olympic-sized ice sheet.

NOW, THEREFORE, BE IT RESOLVED by the Town Council of Mammoth Lakes as follows:

Section 1. The Town Council authorizes funding of \$675,000 to Mammoth Lakes Tourism to be used exclusively for supporting a sponsorship program with the Los Angeles Kings, working in collaboration with Mammoth Resorts, subject to Town staff review of the agreement between MLT and Mammoth Resorts.

Section 2. The Town Manager is authorized to amend the FY17-18 Budget to provide for the encumbrance and payment of funds to Mammoth Lakes Tourism, provided that up to \$200,000 of the funds may be paid not later than December 30, 2018.

Section 3. The Town Council finds that the expenditure authorized by this resolution serves a public purpose by assisting the Town in meeting its strategic objective of attracting visitors to Mammoth Lakes with the goal of increasing visits, and associated Transient Occupancy Tax, sales tax and other revenues for the Town.

APPROVED AND ADOPTED THIS 7th DAY OF MARCH 2018,



JOHN WENTWORTH, Mayor

ATTEST:



JAMIE GRAY, Town Clerk

STATE OF CALIFORNIA)
COUNTY OF MONO) ss.
TOWN OF MAMMOTH LAKES)

I, JAMIE GRAY, Town Clerk of the Town of Mammoth Lakes, DO HEREBY CERTIFY under penalty of perjury that the foregoing is a true and correct copy of Resolution No. 18-13 adopted by the Town Council of the Town of Mammoth Lakes, California, at a meeting thereof held on the 7th day of March, 2018, by the following vote:

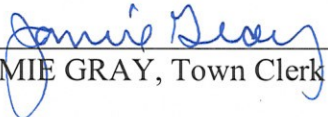
AYES: Councilmembers Fernie, Richardson, Mayor Pro Tem Hoff, and Mayor Wentworth

NOES: None

ABSENT: Councilmember Sauser

ABSTAIN: None

DISQUALIFICATION: None



JAMIE GRAY, Town Clerk