

## SECTION 3 – PROJECT BENEFITS

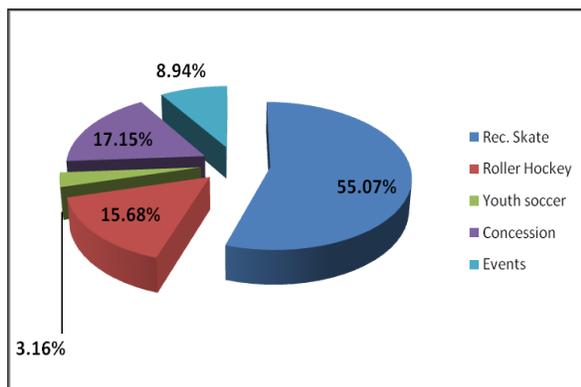
### 1. Describe how the project/program provides a measurable community benefit (increased revenue, improved quality of life, etc.).

As stated in the 2007 Town of Mammoth Lakes General Plan, a goal for municipal recreation is to “Provide an affordable and wide range of year-round recreational opportunities to foster a healthy community for residents and visitors.” Staff believes that the summer operation (year-round) of the Multi-Use Facility creates measurable community benefit by delivering on the following attributes:

- **Value** – affordable fees encourage participation from all socio-demographics. In particular the \$2.00 MUSD/MCOE fee for students makes it one of the most affordable recreation activities in Mammoth Lakes.
- **Variety** – broad and customer-centric recreational offerings encourage participation from both residents and visitors of all ages.
- **Sense of community** – the easily accessible, and safe venue, along with the product offerings provides a central hub for community interaction and engagement. Hosting birthday parties, leagues and tournaments will also help to create a sense of community.
- **Quality of life** – Hard to measure but easy to identify. BIG grins on the children’s faces after successfully completing a lap on roller skates without falling over, while mum and dad watch from the shade of the new umbrella’s at the concession area, speaks volumes about quality of life.
- **Encourages physical activity** – The Town is working hard with our partners to facilitate and promote physical activity. By helping to support a physically active lifestyle, the youth in our community will have improved health, less disease and sickness, and a substantially enhanced quality of life.

### 2. Describe the targeted users of your product/service. What is the estimated number of users/participants/attendees?

The primary target market for the Multi-Use Facility are Mammoth Lakes / Mono County residents and indirectly, Inyo County or Bishop residents. The secondary market are our thousands of summer visitors<sup>1</sup> who originate from predominantly California (71%), are on average 48 years old, married (69%), with an average household income of \$92,600.



The adjacent table identifies the estimated summer product use by percentage at the facility. Staff estimates that Mammoth Lakes / Mono County residents will account for 65% of the use, while visitors will account for the remaining 35%.

Staff will be implementing a marketing program using print/radio, email and social media to drive both resident and visitor participation.

<sup>1</sup> 2009 Mono County Tourism Commission Economic Impacts and Profile of Mono County Residents

## Customer Profile

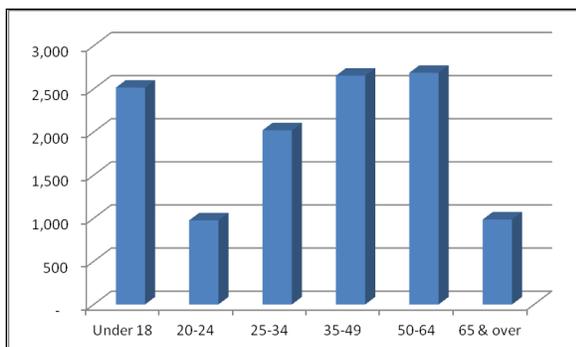
The Roller Skating Association<sup>2</sup> estimates that over 33 million people skate at skating centers each month. They have compiled the following statistics:

- 10% are children ages 1 to 5
- 60% are children ages 6 to 14
- 10% are children ages 15 to 17
- 20% are adults
- Over 55,000 birthday parties are held at skating centers each month
- 61% of all roller skaters are female
- 87% of all skating center are family-owned

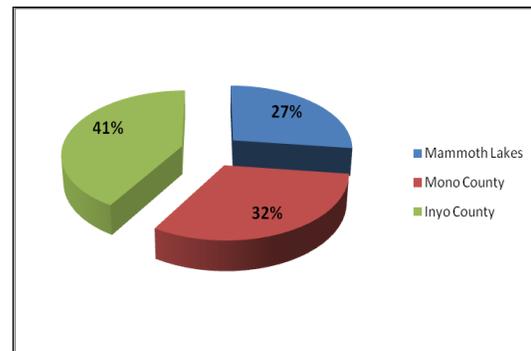
## Primary Market

The Roller Skating Association (RSA) estimates that 1.5% of the population within a five-mile radius will use a roller rink on a weekly basis. If you were to apply this rule of thumb to the 12,117 residents<sup>3</sup> in our area, we could expect 182 customers each week. More broadly, there are 14,202 residents in Mono County and 18,546 residents in Inyo County. The majority of skaters at roller skating rinks according to the Roller Skating Association are children between the ages on 6-14 (60%). Within Mammoth Lakes, there are 2,514 residents under 18 years of age.

Population of Mammoth Lakes by Age



Population % of Total Residents in Primary Market



## Secondary Market

The facility's secondary market are residents of California who have a propensity for outdoor recreation in a mountain environment, and are prepared to drive 5-7 hours for the opportunity. According to the *2010 Census* there are over 37 million people residing in California, and closer to Mammoth Lakes, data from the *2009 Mono County Tourism Commission Economic Impacts and Profile of Mono County Residents* (1214 completed surveys) identified the following:

- Estimated a total of 1.5 Million people visited Mono County in 2008 (4.7 Million visitor days).
- Overall, 71% were Californians; 18% from other U.S. states (NV, OR, CO, FL); and 11% non-U.S. (Europe) (89% were U.S residents).
- In the past 3 years: 64% have visited Mono County / 36% were first timers.
- Almost all, 95% were "Extremely" or "Very satisfied" with Mono County as a destination.

<sup>2</sup> <http://www.rollerskating.org/>

<sup>3</sup> Source: 2010 Census Data

- For Mono County information in *planning* this trip: 45% mainly used their past experience, 42% used a family member/friend and 29% used any destination website.
- 64% spent at least one night in Mono County on this trip. Those who did averaged 3.8 nights.
- Mono County Summer visitors stayed 4.5 nights.
- 88% of overnight visitors used PAID lodging (56% in hotel or condo).
- Overall, guests reserved 7.5 weeks in advance (26% used Internet).
- The Total annual indirect + direct spending = \$517.4 million of total direct impact.
- The average daily spend per visitor was \$79.
- A total of \$44 Million or 37% of visitors avg. spend is generated from admissions/recreation activities (predominantly downhill skiing/riding).
- It was determined that each \$66,000 of visitor spending supports one tourism related job in Mono County.
- Demographics:
  - Average age: 48 years
  - 69% married/domestic partner
  - 26% single adults
  - 36% have children at home
  - 55% of the respondents were male, 45% female
  - household income averaged \$92,600

### **3. Is it available for limited or year-round use?**

With sustainable funding, it is the intent of Town staff, and our partners the Mammoth Unified School District and the Mono County Office of Education to operate the Multi-Use Facility in both winter and summer months for the benefit of our residents and visitors.

### **4. Describe the economic benefits of your project/service?**

The scheduled operation of the facility this summer will create jobs (est. 3), and generate revenue that will stimulate economic activity in Mammoth Lakes.

### **5. Please provide any additional information you would like the Recreation Commission to consider when reviewing your application.**

Staff considers the Multi-Use Facility an ideal venue to accommodate recreational activities and programs in Mammoth Lakes. We all know that a large, indoor, multi-purpose facility will take some time to be designed and constructed, so this facility is an ideal short-term alternative. Measure U and R funding will not only maximize the usage of the Multi-Use Facility for year-round recreation and event use, but provide the very highest quality of life for our residents, and the highest quality of experience for our visitors.