

MAMMOTH LAKES DESTINATION MARKETING ORGANIZATION EXECUTIVE DIRECTOR POSITION OVERVIEW (MAMMOTH LAKES, CA)



ABOUT THE MAMMOTH LAKES AREA

The Town of Mammoth Lakes is located in the heart of California's Eastern Sierra Nevada mountain range in Mono County. Mammoth Lakes is about 325 miles north of Los Angeles, and about the same distance east of San Francisco, and is 164 miles south of Reno, NV. The town is a small but lively region of only four square miles, filled with passionate and generous people who have chosen to leave behind their urban lifestyles and experience the unique attributes of the Eastern Sierra. Incorporated in 1984, Mammoth Lakes is a relatively young town. Approximately 7,500 people reside in the Mammoth Lakes area year-round. During the peak winter season, the population swells to over 35,000.

Adjacent to town is the Mammoth Mountain Ski Area, one of North America's largest ski resorts, the Ansel Adams and John Muir Wildernesses, the Inyo National Forest, Yosemite National Park, Devils Postpile National Monument and the John Muir and Pacific Crest Trails.

Transportation: Mammoth Lakes is currently served by the Mammoth/Yosemite Airport and is currently serviced by Horizon with daily winter flights to and from Los Angeles, San Jose, Reno, Seattle and Portland. Horizon also offers daily flights from Los Angeles during the summer months. By automobile, Mammoth Lakes can be reached via U.S. Highway 395 from the north and south and Interstate 80 and Hwy 50 from the east and west. State Highway 120 and State Highway 108 are open in the summer months only. A free shuttle service provided by [Mammoth Mountain Ski Area](#) provides transportation between the ski area and the [Town of Mammoth Lakes](#) during the winter months only.

Climate: In summer, temperatures average 75-80 degrees for a high and seldom dips below 40 for a low. Winter temperatures average 30-40 degrees for a high and 10-20 degrees for a low with mostly sunny skies. Based on figures compiled for more than 20 years, snowfall at Mammoth Mountain Ski Area averages 33 feet or 400 inches per year.

The economy is primarily tourism-based; the importance of visitor dollars to the local economy is made clear by the existence of a functional arm of the Mammoth Lakes municipality called the Mammoth Lakes Tourism & Recreation Department.

Visitor Statistics: Mono County, home to the Town of Mammoth Lakes, generates approximately 1.8-2.0 million visitors annually, with an estimated travel spending of \$396 million. It is estimated that approximately 60% of that travel spending is generated by Mammoth Lakes as reported by the Economic & Fiscal Impacts and Visitors profile of Mono County Tourism in 2008. It is estimated that travel spending within Mono County generates approximately 4,478 jobs with 3,534 of those in Mammoth Lakes.

The mainstay of the Town's tax revenue is the Transient Occupancy Tax (TOT). The 13% tax is added to the rental of any lodging facility and campgrounds for stays of less than a month.

To learn more about the Mammoth Lakes Area please visit the following links:

<http://www.visitmammoth.com>

<http://mammothlakes.com>

<http://www.monocounty.ca.gov>

<http://www.ci.mammoth-lakes.ca.us>

<http://www.mammothlakeschamber.org>

<http://www.mammothmountain.com>



LODGING, POINTS OF INTEREST & ACTIVITIES

Accommodations: There are approximately 5,030 lodging units in Mammoth Lakes, accommodating various size groups. This figure includes condominiums, hotels, motels, lodges, hotel condominiums, Bed & Breakfasts, and cabins. The average annual occupancy in 2008 as reported from the Strategic Marketing Group analysis was 33%.

Restaurants: With more than 65 restaurants and lounges in town, Mammoth Lakes offers a wide variety of menus.

Shopping: The majority of Mammoth's retail shops and stores are located in a variety of shopping plazas: The Sierra Center Mall, Old Mammoth Mall, Main Street Plaza, Minaret Village Mall, Sherwin Plaza, Mammoth Luxury Outlet Mall and The Village at Mammoth. Items of every description can be found in town, from gourmet wines, designer clothes and sporting equipment to local art, jewelry and home furnishings.

Arts, Culture & Heritage: The community of artisans and performers grows with every season, from photography, galleries, outdoor art fairs, theatre performances, heritage, festivals and more. Festivals in Mammoth Lakes are truly majestic in the pristine surroundings of the Sierra Nevada.

See the Sights: Visit neighboring Mono Lake and in the non-winter months, explore Yosemite National Park, Bodie Historical Park and Devil's Postpile. These exciting destinations each located 30 to 90 minutes on Hwy 395 and make excellent day trips from Mammoth Lakes. Or take a gondola ride to the top of Mammoth Mountain and enjoy 360 degree views from the Top of the Sierra. Pick up your downhill cadence on a mountain bike.

Summer Activities

- Fishing
- Camping, Hiking & Backpacking
- Rock Climbing & Mountaineering
- Mountain and Road Biking
- Art, Wine, Beer & Jazz Festivals
- Nature, Wildlife & Geology
- Dining Out, Shopping & Spa Days
- Horseback Riding & Pack Trips
- Swimming & Boating
- Golf & Tennis



Winter Activities

- Downhill Skiing & Snowboarding
- Cross Country Skiing & Snowshoeing
- Snowmobiling & Dog Sledding
- Sledding & Snow Play
- Nature and Wildlife
- Shopping and Spa days
- Dining Out & Nightlife
- Ice Climbing & Winter Mountaineering

ABOUT MAMMOTH LAKES TOURISM & THE DESTINATION MARKETING ORGANIZATION

The Tourism and Recreation Department is currently the official Visitors Bureau (CVB) for the Town of Mammoth Lakes.

The Town of Mammoth Lakes is currently developing a new Destination Marketing Organization, Mammoth Lakes Tourism, with the primary responsibility of promoting the Mammoth Lakes Destination. This newly created organization will be set up as a non-government owned tourism promotion agency. The initial budget for the new organization will be approximately \$1.8 million.

To learn more about Mammoth Lakes Tourism, please visit: <http://www.visitmammoth.com>

SUMMARY OF POSITION

The Executive Director will have a demonstrated record of success leading a highly visible public organization, and significant tourism marketing experience. The selected person will direct and lead Mammoth Lakes Tourism, initially in the development and implementation of its mission and the formation of the DMO, and on an ongoing basis will work directly with the Board of Directors on policy making and strategy for the organization, and the development and implementation of the marketing and sales plans that will lead to significant growth for the Mammoth Lakes destination.

ESSENTIAL DUTIES AND RESPONSIBILITIES (INCLUDE THE FOLLOWING, BUT ARE NOT LIMITED TO)

The typical tasks described below are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Other tasks may be assigned as needed.

- Oversee all administrative, operating and marketing functions of the organization.
- Responsible for the development of an annual marketing plan with established measurements that the organization and the Executive Director will be accountable for.
- Interact with the Board and other organizational committees as needed.
- Oversee the financial management of the organization.
- Direct the preparation of the annual budget that supports the organizational activities and presents it to the Board for approval.
- Establish and maintain ongoing effective communications with government leaders, business and cultural institution leaders, and the local tourism industry.
- Represent the organization at selected local, state, regional and national conventions that serve to foster the betterment of the organization's mission.
- Develop and maintain effective organizational policies and ensures all organization activities are implemented within these established policies, guidelines, laws and ethical standards.
- Select, train, supervise and evaluate personnel; coordinate staff training; oversee implementation of discipline and termination procedures for all staff members.
- Establish measurable goals for individual departments and assist staff in order to meet those goals.
- Develop and attract community support for the organization through membership.
- Work to effectively leverage public funding with cooperative and or additional funding
- Prepare and submit applications for external funding to the Town of Mammoth Lakes.

EDUCATION REQUIREMENTS

Four-year degree from an academic institution in Liberal Arts, Communications, Marketing or other related field.

IDEAL BACKGROUND, EXPERIENCE AND QUALIFICATIONS PREFERRED

- A minimum of 10 years of senior management experience in the hospitality/tourism industry is very important.
Previous CVB/DMO experience would be viewed as a plus, but not mandatory.
- Significant marketing and sales experience accompanied by proven profit/loss, strategic long and short range planning abilities.
- Demonstrated experience and proven track record of developing non-traditional funding resources.
- Previous resort and/or mountain destination experience would be beneficial.

PERSONALITY TRAITS OR CHARACTERISTICS NEEDED

<i>Visionary</i>	<i>Entrepreneurial Approach</i>	<i>Inclusive Leader</i>
<i>Strong Communication Skills</i>	<i>Trusting Individual</i>	<i>Charismatic</i>
<i>Creative</i>	<i>Solid Listener</i>	<i>Diplomatic Consensus Builder</i>

KEY PRIORITIES FOR THE FIRST 12 MONTHS

1. Reach out to all stakeholder groups and begin to develop strong and meaningful relationships in order to build trust, confidence and credibility in the community.
2. Ensure that the new organization is structured properly and begin to develop a comprehensive short and long term strategic plan. Including, but not limited to, staffing and deployment, current programs, and the winter 2011 marketing plan for the town.
3. Begin to identify and develop new funding sources to supplement money provided by the town.

If you are interested in this position please respond to the following SearchWide™ Executive:

Mike Gamble, President and CEO, SearchWide™
Email: gamble@searchwide.com or Phone: 888-386-6390
On the Web: www.searchwide.com