

**Attachment H:
MLTS Economic Impact Model**

**Measure R Fall 2011 Application: Town of Mammoth Lakes
Attachment H: MLTS Economic Impact Model (Summary Results)**

Summary Results	
Economic Impact	
Base Year Economic Impact	\$15,238,937.04
Year 5 Economic Impact @ 10%	\$23,421,144.89
Incremental Δ	\$8,185,947.65
Projected Tax Impact	
Base Lines Taxes	\$646,588.10
Year 5 Tax Projection	\$993,759.18
Incremental Change	\$347,171.08
Return on Investment	
ROI	5.5

**Measure R Fall 2011 Application: Town of Mammoth Lakes
Attachment H: MLTS Economic Impact Model (Assumptions)**

Model Assumptions				
Main Purpose for Visiting Mono County				
Outdoor Recreation				
Summer	19.70%			
Spring	20.80%			
Fall	20%			
Avg.	20.17%			
Activity Participation Within Outdoor Recreation				
Hiking	47%			
Estimated Visitor Volume				
Summer	585484			
Spring	285244			
Fall	418774			
Total	1289502			
Lodging Supply:				
Mammoth Lakes	5089	66%		
Mono County	3543	34%		
Total	8632	100%		
Spending				
Summer	\$54.20			
Fall	\$54.20			
Avg.	\$54.20			
Spending				
Lodging	32.0%	Changing the variables in the shaded boxes in Column B will change the model results		
Meals/snacks	17.2%			
Transportation/parking	13.5%			
Admissions/recreation activities	11.8%			
Shopping/gifts/souvenirs	8.3%			
Groceries	8.2%			
Beverages	4.6%			
Recreation/equipment	4.4%			
Total	100.0%			
Length of Stay				
Summer	2.9			
Spring	2.7			
Fall	1.5			
Avg.	2.3			

**Measure R Fall 2011 Application: Town of Mammoth Lakes
Attachment H: MLTS Economic Impact Model (Baseline Economic Impact)**

Estimated Visitor Volume:	1,289,502			
Main Purpose for Visiting Mono County:				
Outdoor Recreation	20.17%			
Activity Participation Within Outdoor Recreation:				
Hiking	47%			
Estimated Number of Hikers	122,244			
Lodging Supply:				
Mammoth Lakes	66%	80,681		
Mono County	34%	41,563		
Economic Impact:		Mammoth	Mono Co.	Total
Estimated Visitors		80,681	41,563	122,244
Spending		\$54	\$54	
Length of Stay		2.3	2.3	
Economic Impact		\$10,057,693.46	\$5,181,243.58	\$15,238,937.04
Spending by Sector:				
Lodging	32.0%	\$3,218,461.91	\$1,657,997.95	\$4,876,459.85
Meals/snacks	17.2%	\$1,729,923.28	\$891,173.90	\$2,621,097.17
Transportation/parking	13.5%	\$1,357,788.62	\$699,467.88	\$2,057,256.50
Admissions/recreation activities	11.8%	\$1,186,807.83	\$611,386.74	\$1,798,194.57
Shopping/gifts/souvenirs	8.3%	\$834,788.56	\$430,043.22	\$1,264,831.77
Groceries	8.2%	\$824,730.86	\$424,861.97	\$1,249,592.84
Beverages	4.6%	\$462,653.90	\$238,337.20	\$700,991.10
Recreation/equipment	4.4%	\$442,538.51	\$227,974.72	\$670,513.23
Total	100.0%	\$10,057,693.46	\$5,181,243.58	\$15,238,937.04
Projected Tax:				
Transient Occupancy Tax		\$418,400.05	\$215,539.73	\$633,939.78
Sales Tax		\$8,347.89	\$4,300.43	\$12,648.32
Total		\$426,747.93	\$219,840.17	\$646,588.10

**Measure R Fall 2011 Application: Town of Mammoth Lakes
Attachment H: MLTS Economic Impact Model (Projections)**

5% Scenario		Year 1	Year 2	Year 3	Year 4	Year 5	Incremental Δ
Hikers	122,214	128,325	134,741	141,478	148,552	155,979	
Spending	\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact	\$15,235,197.24	\$15,996,957.10	\$16,796,804.96	\$17,636,645.20	\$18,518,477.47	\$19,444,401.34	\$4,209,204.10
10% Scenario		Year 1	Year 2	Year 3	Year 4	Year 5	Incremental Δ
Hikers	122,214	134,435	147,879	162,667	178,934	187,880	
Spending	\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact	\$15,235,197.24	\$16,758,716.96	\$18,434,588.66	\$20,278,047.53	\$22,305,852.28	\$23,421,144.89	\$8,185,947.65
15% Scenario		Year 1	Year 2	Year 3	Year 4	Year 5	Incremental Δ
Hikers	122,214	140,546	161,628	185,872	213,753	245,816	
Spending	\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact	\$15,235,197.24	\$17,520,476.83	\$20,148,548.35	\$23,170,830.60	\$26,646,455.19	\$30,643,423.47	\$15,408,226.23
20% Scenario		Year 1	Year 2	Year 3	Year 4	Year 5	Incremental Δ
Hikers	122,214	146,657	175,988	211,186	253,423	304,108	
Spending	\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact	\$15,235,197.24	\$18,282,236.69	\$21,938,684.03	\$26,326,420.83	\$31,591,705.00	\$37,910,046.00	\$22,674,848.76
Note:	Spending is not inflation adjusted.						
	Incremental change is Year 5 vs. base year						

**Measure R Fall 2011 Application: Town of Mammoth Lakes
Attachment H: MLTS Economic Impact Model (10% Scenario)**

10% Scenario		Base Year	Year 1	Year 2	Year 3	Year 4	Year 5	Incremental Δ
Hikers		122,214	134,435	147,879	162,667	178,934	187,880	
Spending		\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay		2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact		\$15,235,197.24	\$16,758,716.96	\$18,434,588.66	\$20,278,047.53	\$22,305,852.28	\$23,421,144.89	\$8,185,947.65
Economic Impact		Base Year					Year 5	Incremental Δ
Spending by Sector:								
Lodging	32.0%	\$4,876,459.85					\$7,494,766.37	\$2,618,306.51
Meals/snacks	17.2%	\$2,621,097.17					\$4,028,436.92	\$1,407,339.75
Transportation/parking	13.5%	\$2,057,256.50					\$3,161,854.56	\$1,104,598.06
Admissions/recreation activities	11.8%	\$1,798,194.57					\$2,763,695.10	\$965,500.53
Shopping/gifts/souvenirs	8.3%	\$1,264,831.77					\$1,943,955.03	\$679,123.25
Groceries	8.2%	\$1,249,592.84					\$1,920,533.88	\$670,941.04
Beverages	4.6%	\$700,991.10					\$1,077,372.67	\$376,381.56
Recreation/equipment	4.4%	\$670,513.23					\$1,030,530.38	\$360,017.15
Total	100.0%	\$15,238,937.04					\$23,421,144.89	\$8,182,207.85
Economic Impact		Base Year					Year 5	Incremental Δ
Transient Occupancy Tax		\$633,939.78					\$974,319.63	\$340,379.85
Sales Tax		\$12,648.32					\$19,439.55	\$6,791.23
Total		\$646,588.10					\$993,759.18	\$347,171.08

**Measure R Fall 2011 Application: Town of Mammoth Lakes
Attachment H: MLTS Economic Impact Model (ROI)**

ROI							
10% Scenario		Year 1	Year 2	Year 3	Year 4	Year 5	
Hikers	122,214	134,435	147,879	162,667	178,934	187,880	
Spending	\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact	\$15,235,197.24	\$16,758,716.96	\$18,434,588.66	\$20,278,047.53	\$22,305,852.28	\$23,421,144.89	\$8,185,947.65
Incremental Change		\$1,523,519.72	\$1,675,871.70	\$1,843,458.87	\$2,027,804.75	\$1,115,292.61	\$8,185,947.65
Investment		\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 1,500,000
ROI							5.5