

DEPARTMENT NAME

Core Services

		Mandated?	
1	TOURISM MARKETING	Communicate Mono County Brand, Image, Primary Messaging	N
		Drive overnight visitation to help increase lodging occupancy, average daily rate, and Transient Occupancy Tax revenues	N
		Diversify and grow visitor base	N
		Augment visitor communication regarding COVID-19 public health/safety protocols, what to expect, responsible travel and sustainable tourism	N

		Mandated?	
2	ECONOMIC DEVELOPMENT GROWTH	Strengthen existing business sectors; help preserve and build year-round viability/jobs	N
		Business Retention & Expansion programs to support local business - including timely communication of all local/state/federal assistance programs to support businesses through pandemic recovery phases	N
		Develop/implement Business Attraction marketing campaigns	N
		Conduct business and market research, visitor profile/spending	N

3	FILM COMMISSION	Support and promote film production in Mono County	N
		Collaborate/support land management agencies with permits	N
		Communicate COVID-19 health and safety requirements to film productions	

4	COLLABORATIVE PARTNERSHIPS	Head up EOC Economic Recovery Branch; participate in Joint Information Center	N
		Sit on Boards of relevant, active agencies and organizations	N
		Staff ED, Tourism & Film Commission and Fish & Wildlife Commission	N
		Work collaboratively with regional and local agencies and organizations	

5	FISH ENHANCEMENT	Bolster fishing economy through fish stocking and sustainable practices	N
		Plan and manage resources from Fish Fine Fund	N

6	TRAINING & EDUCATION	Professional development & growth for staff / commissioners	N
		Training, technical assistance, seminars, workshops and webinars for businesses - focus on COVID-19 financial assistance, public health/safety guidelines, employee training resources, and recovery measures for rebuilding/diversifying	N
			N

7	COMMUNITY SUPPORT	Assist local non-profits to provide programs that benefit community	N

8	DELIVER EXCEPTIONAL CUSTOMER SERVICE	Establish/maintain personal outreach with business community	N
		Professional, helpful, friendly, expeditious response to inquiries	N
		Provide seminars/workshops for local business communities	N

9	NEW FUNDING SOURCES	Explore viability of potential tax increases/TBID	N
		Work with Finance to develop a COVID-19 business assistance program using Coronavirus Relief Funds/CARES Act	N

10			