



June Lake Economic Development Corporation (JLEDC)

Formed: April 2006

Filed: Public Benefit Corp.

Tax exempt status pending



Mission Statement

The Corporation is a private/public non-profit organization working to develop and maintain a sustainable, balanced and diverse year-round economy within June Lake Loop and specified areas of Mono County. We will support a proactive and collaborative relationship with June Mountain and future developers while maintaining the unique character of the community.



Principle Activity/Structure

To promote and support local business and development through a comprehensive education and awareness process to reverse our declining population and to stabilize our existing economy.

The Board Of Directors is comprised of local residents and local business owners with a diversity of backgrounds.

Why we have all come together

- June Mountain closing 3 days a week, totaling 33 days per season
- Impact:
 - Loss of income to June Lake lodging business community estimated to be \$700,000.
 - County TOT losses minimum of \$80,000.
 - Resultant trickle down county service reductions
 - Significant loss of income to other retail and ancillary businesses.
 - Employee pool losses.

“If this doesn’t show economic decline, what would”

Remember March 2006

- Permanent closure of June Mountain
- Impact with loss of 120 day Winter Season:
 - Loss of income to June Lake lodging business community estimated to be \$5,000,000.
 - County TOT losses minimum of \$600,000.
 - Probable loss of local paramedic services
 - Significant loss of income to other retail and ancillary businesses.
 - Employee pool losses.



Our appeal to Rusty Gregory

March 2006

“Delay any consideration of closing for any number of days and give this community 1 year to demonstrate it’s ability to jointly promote the mountain as well as collaborate and partner with future developers. It is our absolute opinion that closure will have a profoundly negative impact on this community and on the business of June Mountain as well.”

Rusty Gregory's Response

May 2006

- Decision to leave June Mountain open 7 days per week this next season. No future promises
- Long term requirements to make June Mountain financially viable:
 - Rodeo grounds development
 - 650 – 900 units (hot or warm beds)
 - 100,000 skiers per season (90,000 currently)
 - Increase mid-week skiers to 1,000 (300 currently)



Rusty Gregory's Long Term Commitment

When there is progress towards achieving the previously outlined financial objectives, there is a commitment to begin the estimated \$21,000,000 renovation of June Mountain, including Chair 1.

If we neglect to support development of more hot/warm beds for June Mountain, we risk losing (or having a lapse) our # 1 winter recreational amenity.



Existing bed base is very limited

- Currently we have 371 transient rental units.
- All are small family owned business.
- All transient rental units are 40 years plus old (except Double Eagle).

Important June Lake Statistics

- Private land available currently zoned for commercial development 34 acres plus 90 acres of rodeo grounds
- Average housing sales (49.9% increase):
 - 2003 - \$298,818
 - 2004 - \$496,239
 - 2005 - \$598,833

Important June Lake Statistics

■ Population

- 1980: 802 (U.S. Census)
- 2000: 613 (U.S. Census)
- 2004: 482 (Full-time residents – PUD)
- 2006: 410 (Full-time residents - PUD)

■ Families (2.4 people per household)

- 1990: 180
- 2000: 85
- 2006: 45

Population Information

- During the time period 1980 to 2006 the rest of Mono county census population has significantly increased.
- 62% of current June Lake homeowners are second/vacation homeowners. The imbalance of full-time residents to second/vacation homeowners is known to have a negative economic impact.

Important June Lake Statistics

- Loss or relocation of businesses
 - Bank
 - Pharmacy
 - Clinic
 - Hardware store
 - Gas station
 - Auto repair
 - Hair salons
 - Other retail stores and businesses

Why Economic Development?

- Offers a strategy for interaction between businesses, community and future developers
- Allows for a well considered comprehensive and rational approach to development.
- Promotes a better understanding of existing and potential markets.
- None of the things that we have identified as community values will happen without development.

Where are we now?

- Declining population
- Loss of businesses
- Unavailability of affordable housing
- Decrease in employee population
- Private land costs increased significantly
- Building costs are up (\$300-\$500/sq foot)
- Inability to make a living wage



What are we doing?

JLEDC Objectives

JLEDC has combined objectives from the June Lake area plan, Community Development section and have established five objectives as our first priorities. A committee has been assigned for each objective and they have developed specific, measurable action plans for achieving each objective.

Objective #1

Promote and support further development of the West Village of June Lake and the Rodeo Grounds located down canyon across from June Mountain.

JLEDC believes this is the number one priority to reverse the economic decline in June Lake. Commercial services will not be expanded without development.



Objective #2

Support development of quality and affordable and/or work force housing alternatives for community residents, employees, visitors and expand commercial services to meet community needs.

Affordable housing will not be achieved without development.

Objective #3

Support and participate in planning balanced development of recreational facilities with needed public amenities and infrastructure; i.e. transportation and circulation plans.

Work with developers in Specific Plan process. We have met with potential Highland developers and they have agreed to provide 10 vs 6 required affordable housing units. They have reduced density in their plans.

Objective #4

Promote community economic stabilization by attracting and retaining tourist and community oriented businesses **on a year round basis.**

June Lake **IS** a tourism based economy. OH! CARD distribution from June Mountain. Work with the Mono County tourism commission to increase year round tourism.

We are looking to hire a PR/Marketing professional to assist us.

Objective #5

Maintain the June Lake Village as the June Lake loop's commercial core with the development of a pedestrian-oriented plan for residents and visitors.

Work with Chamber of Commerce, CAC and other community planning agencies in the development phase.



Conclusion

JLEDC understands the need to attract businesses and support appropriate and balanced development while maintaining the unique character and beauty of our natural environment.

We are committed to being responsible stewards of our precious natural resources while achieving economic stability and viability.