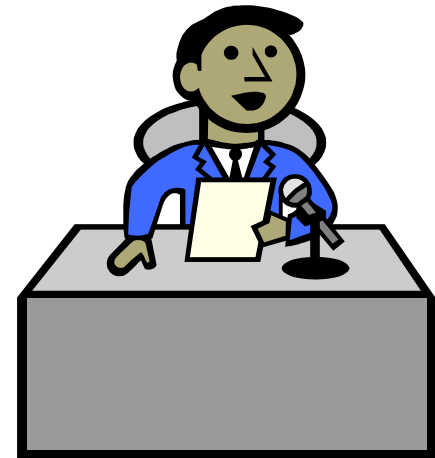


# Mariposa Resort Hotel & Conference Center

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## Project Update (6 May 2014):

- 8 Developers Interested
- All 8 Are Operators
- Next Steps Identified
- No BoS Action Required (Yet)



# The Numbers

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- 68 Prospects Called
- 60 RFIs Sent (+ 2 Follow-up Emails)
- 9 Questionnaires Received
- 8 Prospective Developers
- 11 Email Replies  
(2 Interested as Operator Only  
and 1 as Builder Only)

# “Brand Name” Interest

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## Interest From...



## No Interest From...



## No Response From...



## No RFI Sent...



# Common Comments

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- Incentives Needed (8 or 100%)
  - “TOT Rebates” (5)
- More Market Data (7)
  - “Feasibility Study” (4)
- Scope Too Big (4 or 50%)
  - ≈120 Rooms (3)



# Next Steps

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- **Conduct a Formal (Rigorous) or Informal Feasibility Study**
- **Investigate Options for Incentives (Separately or as part of the Feasibility Study)**
- **Put the EDA Grant on Hold**
- **All While Staying in Touch with Interested Developers**

# Incentives as Investment

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- Economic development has become fiercely competitive
- Success now requires a *local investment*

**Strength:** Yosemite National Park

**Weakness:** Small, Rural (Remote) Community

**Opportunity:** Greater Prosperity via Public/Private Partnership

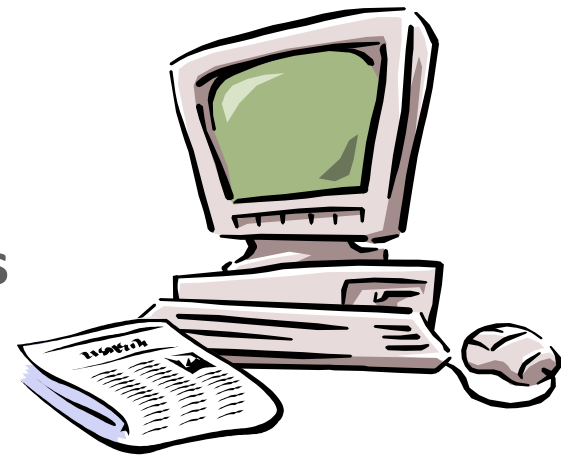
**Threat:** Unrealistic Expectations... Tourism Remains Seasonal

# Community Concerns

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## Who? What? Where? When? Why?

- **Why:** Seasonal Tourism Industry
  - Expansion into the traditional “off” season
  - Good for business (coopetition)
  - Year-round job opportunities
- Next is **Who:** The Developer
- Then **What, Where & When** via Formal/Public Planning Process
  - Water/Sewer/Traffic
  - Housing (also NPS/DNC)
  - Other Impacts/Issues
- Unknowns → Wild Speculation & Conspiracy Theories



# Questions/Comments

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**Thank You**