

**August 11, 2015**

**Regular Meeting**

**Item #9a**

**Finance**

**Quarterly  
Investment Report  
(Handouts)**



# DEPARTMENT OF FINANCE COUNTY OF MONO

---

Assistant Finance Director  
Treasurer-Tax Collector

Leslie L. Chapman, CPA  
Finance Director

Roberta Reed  
Assistant Finance Director  
Auditor-Controller

P.O. Box 495  
Bridgeport, California 93517  
(760) 932-5480  
Fax (760) 932-5481

P.O. Box 556  
Bridgeport, California 93517  
(760) 932-5490  
Fax (760) 932-5491

**Date:** August 11, 2015  
**To:** Honorable Board of Supervisors  
Treasury Oversight Committee  
Lynda Salcido, Interim CAO  
Treasury Pool Participants  
**From:** Leslie L. Chapman, CPA *LC*  
Finance Director  
**Subject:** Quarterly Investment Report

The Treasury Pool investment report for the quarter ended June 30, 2015 is attached pursuant to Government Code §53646(b) and includes the following reports:

- **Portfolio Holdings by Security Sector** - includes, among other information, the type of investment, issuer, date of maturity, par value, dollar amount invested in all securities and market value as calculated by Union Bank, in accordance with Government Code §53646(b)(1).
- **Transaction Summary by Action** - Shows the investment transactions for the month of June 2015 in accordance with Government Code §53607.
- **Distribution by Security Sector – Market Value** – Provides a graphic to make it easy to see the asset allocation by type of security.
- **Distribution by Maturity Range – Market Value** – Provides a graphic to see the maturities of the various investments and gives the reader a sense of the liquidity of the portfolio.
- **Treasury Cash Balances as of the Last Day of the Most Recent 14 Months** – Shows that the current mix of cash and investments is stable and consistent when compared to prior months and particularly the same time last year. Additionally, the maturities section at the bottom shows that there is work to be done in structuring future investments to smooth out cash flows and insure liquidity.
- **Mono County Treasury Pool Quarterly Yield Comparison** – Shows, at a glance, that the county pool is performing 150% better than two year US Treasuries and three times better than the California Local Agency Investment Fund (LAIF).

The County also has monetary assets held outside the County Treasury including:

- The Sheriff’s Department has two accounts: the Civil Trust Account and the Sheriff Revolving Fund. The balances in these accounts as of June 30, 2015 were \$28,224.79 and \$3,936.95 respectively.
- Solid Waste has an account that is required by California Integrated Waste as security for a zero interest loan. The County is required to maintain a balance equal to two months’ payments. The balance in this account as of June 30, 2015 was \$74,362.12.
- Mono County’s OPEB (Other Post Employment Benefit) trust fund with PARS had a balance of \$13,971,456.76 as of May 31, 2015. This is an irrevocable trust to mitigate the liability for the County’s obligation to pay for retiree health benefits.

The Treasury was in compliance with the Mono County Investment Policy on June 30, 2015.

Weighted Average Maturity (WAM) as of June 30, 2015 was 655 days.

It is anticipated that the County Treasury will be able to meet the liquidity requirements of its pooled participants for the next six months.

The investments are presented at fair market value in accordance with Government Accounting Standards Board (GASB) Statement No. 31, Accounting and Financial Reporting for Certain Investments and for External Pools. On the last day of the quarter, on a cost basis, the portfolio totaled \$71,539,384.58, and the market value was \$71,523,029.07 (calculated by Union Bank) or 99.77% of cost. Market value does not include accrued interest which was \$129,966.58 on the last day of the quarter.

Investment Pool earnings are as shown below:

Quarter Ending	9/30/2014	12/31/2014	3/31/2015	6/30/2015
Average Daily Balance	\$59,821,644	\$69,209,707	\$67,647,119	\$74,812,105
Earned Interest (including accruals)	\$144,953	\$134,035	\$140,502	\$201,983
Earned Interest Rate	.9613%	.7683%	.8423%	1.0829%
Number of Days in Quarter	92	92	90	91
Interest Received	\$116,590	\$174,355	\$74,710	\$248,026
Administration Costs	\$9,638	\$9,738	\$9,567	\$23,184
Net Interest for Apportionment	\$106,953	\$164,617	\$65,143	\$224,843



**Mono County**  
**Portfolio Holdings by Security Sector**  
As of June 30, 2015

Description	Settlement Date	Cost Basis	Face Amount/Shares	Market Value	Coupon Rate	YTM @ Cost	Maturity Date	Days To Maturity	Credit Rating	Accrued Interest	% of Portfolio
<b>Cash</b>											
Oak Valley Bank Cash	2/28/2009	5,182,607.41	5,182,607.41	5,182,607.41	0.399	0.399	N/A	1	None		7.24
<b>Sub Total / Average</b>		<b>5,182,607.41</b>	<b>5,182,607.41</b>	<b>5,182,607.41</b>	<b>0.399</b>	<b>0.399</b>		<b>1</b>		<b>0.00</b>	<b>7.24</b>
<b>Local Government Investment Pool</b>											
Local Agency Investment Fund LGIP-Quarterly	7/1/2014	20,277,104.23	20,277,104.23	20,277,104.23	0.299	0.299	N/A	1	NR	18,167.73	28.34
<b>Sub Total / Average</b>		<b>20,277,104.23</b>	<b>20,277,104.23</b>	<b>20,277,104.23</b>	<b>0.299</b>	<b>0.299</b>		<b>1</b>		<b>18,167.73</b>	<b>28.34</b>
<b>Mono Investment Pool Loans</b>											
Financial System Loan-Mono County 1.25 6/30/2019	2/24/2015	75,037.73	75,037.73	75,037.73	1.25	1.25	6/30/2019	1461	None	0	0.1
<b>Sub Total / Average</b>		<b>75,037.73</b>	<b>75,037.73</b>	<b>75,037.73</b>	<b>1.250</b>	<b>1.250</b>		<b>1,461</b>		<b>0.00</b>	<b>0.10</b>
<b>Certificate Of Deposit</b>											
BANK OF BARODA NEW YORK 0.5 8/26/2015	11/26/2014	250,000.00	250,000.00	250,107.50	0.5	0.5	8/26/2015	57	None	739.73	0.35
Ally Bank of Utah 1.1 9/21/2015	9/19/2012	250,000.00	250,000.00	250,512.50	1.1	1.1	9/21/2015	83	None	776.03	0.35
Sallie Mae Bank, UT 1.05 10/26/2015	11/14/2012	250,000.00	250,000.00	250,665.00	1.05	1.05	10/26/2015	118	None	481.85	0.35
First Bank Puerto Rico 0.9 11/23/2015	11/21/2012	250,000.00	250,000.00	250,547.50	0.9	0.9	11/23/2015	146	None	55.48	0.35
SANTANDER BK NATL ASSN 0.5 2/25/2016	2/25/2015	245,000.00	245,000.00	245,161.70	0.5	0.5	2/25/2016	240	None	419.52	0.34
EVERBANK JACKSONVILLE FLA 0.5 2/26/2016	2/27/2015	245,000.00	245,000.00	245,159.25	0.5	0.5	2/26/2016	241	None	412.81	0.34
AMBOY NATL BANK 0.5 3/4/2016	3/4/2015	245,000.00	245,000.00	245,149.45	0.5	0.5	3/4/2016	248	None	396.03	0.34
TRANSPORTATION ALLIANCE BK 0.5 3/4/2016	3/6/2015	245,000.00	245,000.00	245,149.45	0.5	0.5	3/4/2016	248	None	389.32	0.34
CUSTOMERS BK PHOENIXVILLE PA 0.5 3/29/2016	6/29/2015	245,000.00	245,000.00	245,002.45	0.5	0.5	3/29/2016	273	None	3.36	0.34
CURRIE ST BK CURRIE MN 0.6 7/29/2016	1/29/2015	245,000.00	245,000.00	245,382.20	0.6	0.6	7/29/2016	395	None	116.79	0.34
UNITED BK VERNON ROCKVILLE CT 0.6 8/2/2016	2/2/2015	245,000.00	245,000.00	245,323.40	0.6	0.6	8/2/2016	399	None	596.05	0.34
FRANKLIN SYNERGY BANK FRANKLIN TN 0.5 8/10/2016	6/10/2015	245,000.00	245,000.00	244,958.35	0.5	0.5	8/10/2016	407	None	67.12	0.34
COMPASS BK BIRMINGHAM ALA 0.55 8/29/2016	5/29/2015	245,000.00	245,000.00	244,926.50	0.55	0.55	8/29/2016	426	None	118.14	0.34
SAFRA NATIONAL BANK OF NEW YORK 0.5 9/1/2016	6/1/2015	245,000.00	245,000.00	244,916.70	0.5	0.5	9/1/2016	429	None	97.33	0.34
MERCANTIL COMMERCE BANK 0.65 9/27/2016	3/27/2015	245,000.00	245,000.00	245,213.15	0.65	0.65	9/27/2016	455	None	414.49	0.34
BERKSHIRE BK PITTSFIELD MA 0.65 9/30/2016	3/31/2015	245,000.00	245,000.00	245,267.05	0.65	0.65	9/30/2016	458	None	397.03	0.34
MERRICK BK SOUTH JORDAN UTAH 0.85 1/30/2017	1/30/2015	245,000.00	245,000.00	245,749.70	0.85	0.85	1/30/2017	580	None	11.41	0.34
SYNOVUS BANK 0.85 2/6/2017	2/5/2015	245,000.00	245,000.00	245,835.45	0.85	0.85	2/6/2017	587	None	827.29	0.34
ISABELLA BANK 0.75 3/28/2017	5/28/2015	245,000.00	245,000.00	244,698.65	0.75	0.75	3/28/2017	637	None	10.07	0.34
BANK NORTH CAROLINA THOMASVILLE NC 1 6/30/2017	6/30/2015	245,000.00	245,000.00	244,995.10	1	1	6/30/2017	731	None	0	0.34
BMW Bank of North America 1.35 1/23/2018	1/23/2015	245,000.00	245,000.00	246,058.40	1.35	1.35	1/23/2018	938	None	1,431.74	0.34
1st SOURCE BANK 1.15 1/30/2018	6/30/2015	245,000.00	245,000.00	244,167.00	1.15	1.15	1/30/2018	945	None	0	0.34
CAPITAL BK LITTLE ROCK 0.9 2/28/2018	5/29/2015	245,000.00	245,000.00	243,806.85	0.9	0.9	2/28/2018	974	None	6.04	0.34
MIDDLETON COMMUNITY BANK 1.4 11/27/2018	1/27/2015	245,000.00	245,000.00	246,918.35	1.4	1.4	11/27/2018	1246	None	28.19	0.34
FLUSHING BANK NY 1.8 12/10/2018	12/10/2014	245,000.00	245,000.00	244,928.95	1.8	1.8	12/10/2018	1259	None	181.23	0.34
FREEDOM FIN BK W DES MOINES 1.5 7/26/2019	1/27/2015	245,000.00	245,000.00	246,496.95	1.5	1.5	7/26/2019	1487	None	30.21	0.34
CONNECTONE BK ENGLEWOOD 1.55 7/29/2019	1/28/2015	245,000.00	245,000.00	246,472.45	1.55	1.55	7/29/2019	1490	None	20.81	0.34
MAHOPAC NATL BK NY 1.45 7/30/2019	1/30/2015	245,000.00	245,000.00	246,364.65	1.45	1.45	7/30/2019	1491	None	1,469.66	0.34
COMMERCE ST BK WEST BEND WIS 1.65 9/26/2019	6/26/2015	245,000.00	245,000.00	242,868.50	1.65	1.65	9/26/2019	1549	None	44.3	0.34
UNITY BK CLINTON NJ 1.5 9/26/2019	5/26/2015	245,000.00	245,000.00	242,763.15	1.5	1.5	9/26/2019	1549	None	40.27	0.34
CIT BK SALT LAKE CITY 2.25 11/26/2019	11/26/2014	245,000.00	245,000.00	247,119.25	2.25	2.25	11/26/2019	1610	None	528.6	0.34
CAPITAL ONE BANK USA NATL ASSN 1.8 1/22/2020	1/26/2015	245,000.00	245,000.00	245,987.35	1.8	1.8	1/22/2020	1667	None	1,921.07	0.34
SYNCHRONY BANK 2 3/20/2020	3/20/2015	245,000.00	245,000.00	243,544.70	2	2	3/20/2020	1725	None	1,369.32	0.34
Third Federal Savings and Loan Assn. of Cleveland	3/26/2015	245,000.00	245,000.00	243,799.50	1.8	1.8	3/26/2020	1731	None	1,159.89	0.34
GOLDMAN SACHS BK USA NEW YORK 1.9 4/22/2020	5/5/2015	244,406.41	244,406.41	242,942.00	1.9	1.953	4/22/2020	1758	None	879.99	0.34
AMERICAN EXPRESS CENTURIUM BK 1.85 4/29/2020	4/29/2015	245,000.00	245,000.00	242,858.70	1.85	1.85	4/29/2020	1762	None	769.9	0.34
DISCOVER BK GREENWOOD DEL 1.9 5/6/2020	5/6/2015	245,000.00	245,000.00	242,777.85	1.9	1.9	5/6/2020	1772	None	701.44	0.34
<b>Sub Total / Average</b>		<b>9,084,406.41</b>	<b>9,085,000.00</b>	<b>9,084,595.65</b>	<b>1.117</b>	<b>1.118</b>		<b>871</b>		<b>16,912.51</b>	<b>12.8</b>



**Mono County**  
**Portfolio Holdings by Security Sector**  
**As of June 30, 2015**

Description	Settlement Date	Cost Basis	Face Amount/Shares	Market Value	Coupon Rate	YTM @ Cost	Maturity Date	Days To Maturity	Credit Rating	Accrued Interest	% of Portfolio
<b>Corporate</b>											
Microsoft Corp 1.625 9/25/2015	5/1/2012	501,206.23	500,000.00	501,570.00	1.625	0.6	9/25/2015	87	Moody's-Aaa	2,144.10	0.7
General Electric Cap Corp 2.25 11/9/2015	10/10/2012	502,374.83	500,000.00	503,015.00	2.25	0.914	11/9/2015	132	S&P-AA+	1,593.75	0.7
General Electric Cap Corp 2.25 11/9/2015	7/23/2012	501,709.50	500,000.00	503,015.00	2.25	1.28	11/9/2015	132	S&P-AA+	1,593.75	0.7
Pfizer Inc 0.9 1/15/2017-14	1/15/2014	499,012.80	500,000.00	500,530.00	0.9	1.03	1/15/2017	565	Moody's-A1	2,062.50	0.7
US Bancorp 1.65 5/15/2017	5/11/2012	500,885.26	500,000.00	506,025.00	1.65	1.551	5/15/2017	685	Moody's-A1	1,031.25	0.7
Union Bank 2.125 6/16/2017	1/9/2013	507,639.44	500,000.00	507,170.00	2.125	1.322	6/16/2017	717	Moody's-A2	413.19	0.71
Intel Corp 1.35 12/15/2017-14	5/27/2014	501,558.36	500,000.00	499,820.00	1.35	1.22	12/15/2017	899	Moody's-A1	281.25	0.7
Wells Fargo 1.5 1/16/2018	5/14/2013	501,607.99	500,000.00	499,060.00	1.5	1.369	1/16/2018	931	Moody's-A2	3,416.67	0.7
General Electric Cap Corp 1.625 4/2/2018	5/14/2013	503,801.65	500,000.00	501,455.00	1.625	1.339	4/2/2018	1007	Moody's-A1	1,986.11	0.7
Apple Inc 1 5/3/2018	5/15/2013	498,455.02	500,000.00	494,945.00	1	1.112	5/3/2018	1038	Moody's-Aa1	791.67	0.7
JPMORGAN CHASE 2.35 1/28/2019	4/14/2015	1,020,257.47	1,000,000.00	1,003,850.00	2.35	1.762	1/28/2019	1308	S&P-A	9,922.22	1.43
<b>Sub Total / Average</b>		<b>6,038,508.55</b>	<b>6,000,000.00</b>	<b>6,020,455.00</b>	<b>1.751</b>	<b>1.273</b>		<b>736</b>		<b>25,236.46</b>	<b>8.44</b>
<b>Municipal</b>											
Fresno Pension OB 4.408 8/15/2015	5/11/2012	501,651.71	500,000.00	502,090.00	4.408	1.7	8/15/2015	46	Moody's-A3	8,265.00	0.7
Oceanside CA ISD 4.5 5/1/2016	6/3/2011	449,321.92	445,000.00	458,848.40	4.5	3.237	5/1/2016	306	Moody's-Aa3	7,338.12	0.63
Oceanside CA ISD 4.5 5/1/2016	7/23/2012	1,020,939.61	995,000.00	1,025,964.40	4.5	1.3	5/1/2016	306	Moody's-Aa3	7,338.12	1.43
SUISUN CITY CA REDEV AGY 1 10/1/2016	1/14/2015	1,028,825.43	1,025,000.00	1,023,862.25	1	0.701	10/1/2016	459	S&P-A+	2,534.03	1.44
La Mesa Spring Valley SD 1.886 8/1/2017	5/1/2014	501,875.39	500,000.00	502,600.00	1.886	1.7	8/1/2017	763	Moody's-A1	3,902.97	0.7
Lake Tahoe Unified School District 0 8/1/2017	11/19/2013	632,812.45	650,000.00	625,696.50	0	1.3	8/1/2017	763	Moody's-A1	0	0.88
Solano Co Community College 1.384 8/1/2017	5/27/2014	251,451.14	250,000.00	249,602.50	1.384	1.1	8/1/2017	763	Moody's-Aa3	1,432.06	0.35
Union School District CA 1.573 9/1/2017	11/29/2012	502,866.08	500,000.00	506,190.00	1.573	1.3	9/1/2017	794	Moody's-Aa1	2,599.82	0.7
El Monte CA School District GO 1.698 5/1/2018	6/12/2014	502,438.51	500,000.00	504,515.00	1.698	1.521	5/1/2018	1036	S&P-AA	1,391.42	0.7
WALNUT VALLEY CA USD 2 8/1/2018	6/26/2015	507,473.50	500,000.00	506,070.00	2	1.502	8/1/2018	1128	Moody's-Aa2	4,138.89	0.71
<b>Sub Total / Average</b>		<b>5,899,655.74</b>	<b>5,865,000.00</b>	<b>5,905,439.05</b>	<b>2.341</b>	<b>1.439</b>		<b>592</b>		<b>34,884.19</b>	<b>8.25</b>
<b>US Agency</b>											
FHLMC 0.625 11/1/2016	10/19/2012	1,999,195.52	2,000,000.00	2,003,800.00	0.625	0.655	11/1/2016	490	Moody's-Aaa	2,048.61	2.79
FHLB 0.55 11/7/2016	5/7/2013	1,999,806.25	2,000,000.00	2,000,100.00	0.55	0.557	11/7/2016	496	Moody's-Aaa	1,619.44	2.8
FNMA Step 12/27/2017-13	12/27/2012	2,000,000.00	2,000,000.00	2,001,660.00	0.75	1.08	12/27/2017	911	Moody's-Aaa	125	2.8
FFCB 1.25 6/4/2018-13	6/4/2013	1,996,308.32	2,000,000.00	1,993,540.00	1.25	1.315	6/4/2018	1070	Moody's-Aaa	1,805.56	2.79
FHLMC 1.4 9/17/2018-15	6/17/2015	999,653.83	1,000,000.00	1,001,170.00	1.4	1.411	9/17/2018	1175	S&P-AA+	505.56	1.4
FHLMC 1.4 9/17/2018-15	6/17/2015	1,000,000.00	1,000,000.00	1,001,170.00	1.4	1.4	9/17/2018	1175	S&P-AA+	505.56	1.4
FHLMC 1.375 11/27/2018-15	5/27/2015	999,659.30	1,000,000.00	998,420.00	1.375	1.385	11/27/2018	1246	Moody's-Aaa	1,260.42	1.4
FHLMC 1.4 11/28/2018-15	5/28/2015	999,269.34	1,000,000.00	995,420.00	1.4	1.422	11/28/2018	1247	Moody's-Aaa	1,244.44	1.4
FHLMC 1.5 2/21/2019-15	5/21/2015	2,000,000.00	2,000,000.00	1,997,180.00	1.5	1.5	2/21/2019	1332	Moody's-Aaa	3,250.00	2.8
FHLB 1.625 2/27/2019-15	2/27/2015	999,771.05	1,000,000.00	999,870.00	1.625	1.632	2/27/2019	1338	Moody's-Aaa	5,552.08	1.4
FFCB 1.59 3/25/2019-15	6/25/2015	1,000,000.00	1,000,000.00	1,000,990.00	1.59	1.59	3/25/2019	1364	Moody's-Aaa	220.83	1.4
FHLMC 1.61 4/23/2019-15	2/23/2015	998,396.22	1,000,000.00	999,250.00	1.61	1.654	4/23/2019	1393	Moody's-Aaa	2,996.39	1.4
FHLMC 1.79 10/22/2019-15	6/25/2015	1,000,000.00	1,000,000.00	995,490.00	1.7	1.7	6/25/2019	1456	Moody's-Aaa	236.11	1.4
FHLMC 1.65 11/15/2019-13	2/23/2015	999,186.09	1,000,000.00	1,000,190.00	1.79	1.805	10/22/2019	1575	Moody's-Aaa	3,381.11	1.4
FHLMC 1.85 12/16/2019-15	6/16/2015	1,000,000.00	1,000,000.00	998,920.00	1.65	1.813	11/15/2019	1599	Moody's-Aaa	2,062.50	1.39
FNMA 1.625 1/21/2020	6/24/2015	997,409.33	1,000,000.00	998,610.00	1.625	1.684	1/21/2020	1666	S&P-AA+	7,177.08	1.39
FHLMC 2 6/29/2020-15	6/29/2015	1,000,000.00	1,000,000.00	1,000,870.00	2	2	6/29/2020	1826	Moody's-Aaa	55.56	1.4
FHLB 2.05 6/30/2020-15	6/30/2015	2,982,000.00	2,000,000.00	1,995,880.00	2.05	2.05	6/30/2020	1827	Moody's-Aaa	0	2.8
<b>Sub Total / Average</b>		<b>24,982,064.51</b>	<b>25,000,000.00</b>	<b>24,977,790.00</b>	<b>1.379</b>	<b>1.426</b>		<b>1,238</b>		<b>34,765.69</b>	<b>34.92</b>
<b>Total / Average</b>		<b>71,539,384.58</b>	<b>71,484,749.37</b>	<b>71,523,029.07</b>	<b>1.079</b>	<b>0.981</b>		<b>655</b>		<b>129,966.58</b>	<b>100.00</b>



# Mono County Transaction Summary by Action All Portfolios

Begin Date: 5/31/2015, End Date: 6/30/2015

Action	Settlement Date	CUSIP	Face Amount / Shares	Description	Purchase Price	Principal	Interest / Dividends	YTM @ Cost	Total
<b>Buy Transactions</b>									
Buy	6/1/2015	78658QNS8	245,000.00	SAFRA NATIONAL BANK OF NEW YORK 0.5 9/1/2016	100.00	245,000.00	0.00	0.50	245,000.00
Buy	6/10/2015	35471TBU5	245,000.00	FRANKLIN SYNERGY BANK FRANKLIN TN 0.5 8/10/2016	100.00	245,000.00	0.00	0.50	245,000.00
Buy	6/16/2015	3134G6V67	1,000,000.00	FHLMC 1.85 12/16/2019-15	100.00	1,000,000.00	0.00	1.85	1,000,000.00
Buy	6/17/2015	3134G6Q63	1,000,000.00	FHLMC 1.4 9/17/2018-15	100.00	1,000,000.00	0.00	1.40	1,000,000.00
Buy	6/17/2015	3134G6Q63	1,000,000.00	FHLMC 1.4 9/17/2018-15	99.97	999,650.00	0.00	1.41	999,650.00
Buy	6/24/2015	3135G0A78	1,000,000.00	FNMA 1.625 1/21/2020	99.74	997,400.00	6,906.25	1.68	1,004,306.25
Buy	6/25/2015	3133EE2C3	1,000,000.00	FFCB 1.59 3/25/2019-15	100.00	1,000,000.00	0.00	1.59	1,000,000.00
Buy	6/25/2015	3134G62P7	1,000,000.00	FHLMC 1.7 6/25/2019-15	100.00	1,000,000.00	0.00	1.70	1,000,000.00
Buy	6/26/2015	932889VJ4	500,000.00	WALNUT VALLEY CA USD 2 8/1/2018	101.50	507,500.00	4,027.78	1.50	511,527.78
Buy	6/26/2015	20070PHK6	245,000.00	COMMERCE ST BK WEST BEND WIS 1.65 9/26/2019	100.00	245,000.00	0.00	1.65	245,000.00
Buy	6/29/2015	3134G6V42	1,000,000.00	FHLMC 2 6/29/2020-15	100.00	1,000,000.00	0.00	2.00	1,000,000.00
Buy	6/29/2015	23204HCN6	245,000.00	CUSTOMERS BK PHOENIXVILLE PA 0.5 3/29/2016	100.00	245,000.00	0.00	0.50	245,000.00
Buy	6/30/2015	3130A5FY0	2,000,000.00	FHLB 2.05 6/30/2020-15	100.00	2,000,000.00	0.00	2.05	2,000,000.00
Buy	6/30/2015	LOAN2015	90,374.05	Financial System Loan-Mono County 1.25 6/30/2019	100.00	90,374.05	0.00	1.25	90,374.05
Buy	6/30/2015	33846CFD1	245,000.00	1st SOURCE BANK 1.15 1/30/2018	100.00	245,000.00	0.00	1.15	245,000.00
Buy	6/30/2015	06414QVT3	245,000.00	BANK NORTH CAROLINA THOMASVILLE NC 1 6/30/2017	100.00	245,000.00	0.00	1.00	245,000.00
<b>Subtotal</b>			<b>11,060,374.05</b>			<b>11,064,924.05</b>	<b>10,934.03</b>		<b>11,075,858.08</b>
Deposit	6/10/2015	OAKVALLEY0670	379.11	Oak Valley Bank Cash	100.00	379.11	0.00	0.00	379.11
Deposit	6/30/2015	LAIF6000Q	3,000,000.00	Local Agency Investment Fund LGIP- Quarterly	100.00	3,000,000.00	0.00	0.00	3,000,000.00
Deposit	6/30/2015	OAKVALLEY0670	1,233.59	Oak Valley Bank Cash	100.00	1,233.59	0.00	0.00	1,233.59
Deposit	6/30/2015	OAKVALLEY0670	20,233,563.78	Oak Valley Bank Cash	100.00	20,233,563.78	0.00	0.00	20,233,563.78
<b>Subtotal</b>			<b>23,235,176.48</b>			<b>23,235,176.48</b>	<b>0.00</b>		<b>23,235,176.48</b>
<b>Total Buy Transactions</b>			<b>34,295,550.53</b>			<b>34,300,100.53</b>	<b>10,934.03</b>		<b>34,311,034.56</b>
<b>Self Transactions</b>									
Called	6/12/2015	3130A4EQ1	1,000,000.00	FHLB 2.05 3/12/2020-15	0.00	1,000,000.00	5,125.00	0.00	1,005,125.00



# Mono County Transaction Summary by Action All Portfolios

Begin Date: 5/31/2015, End Date: 6/30/2015

Action	Settlement Date	CUSIP	Face Amount / Shares	Description	Purchase Price	Principal	Interest / Dividends	YTM @ Cost	Total
Called	6/26/2015	3134G5UN3	1,000,000.00	FHLMC 1.5 6/26/2018-15	0.00	1,000,000.00	0.00	0.00	1,000,000.00
Called	6/26/2015	3134G4QC5	1,750,000.00	FHLMC 1.1 9/26/2017-14	0.00	1,750,000.00	4,812.50	0.00	1,754,812.50
Called	6/29/2015	3130A2BQ8	1,500,000.00	FHLB 1.5 6/29/2018-14	0.00	1,500,000.00	0.00	0.00	1,500,000.00
<b>Subtotal</b>			<b>5,250,000.00</b>			<b>5,250,000.00</b>	<b>9,937.50</b>		<b>5,259,937.50</b>
Matured	6/5/2015	69506YBN8	250,000.00	PACIFIC WESTERN BANK 0.4 6/5/2015	0.00	250,000.00	0.00	0.00	250,000.00
<b>Subtotal</b>			<b>250,000.00</b>			<b>250,000.00</b>	<b>0.00</b>		<b>250,000.00</b>
Sell	6/30/2015	LOAN2015	43,536.32	Financial System Loan-Mono County 1.25 6/30/2019	0.00	43,536.32	0.00	0.00	43,536.32
<b>Subtotal</b>			<b>43,536.32</b>			<b>43,536.32</b>	<b>0.00</b>		<b>43,536.32</b>
Withdraw	6/17/2015	LAIF6000Q	2,500,000.00	Local Agency Investment Fund LGIP-Quarterly	0.00	2,500,000.00	0.00	0.00	2,500,000.00
Withdraw	6/24/2015	LAIF6000Q	1,500,000.00	Local Agency Investment Fund LGIP-Quarterly	0.00	1,500,000.00	0.00	0.00	1,500,000.00
Withdraw	6/25/2015	LAIF6000Q	2,000,000.00	Local Agency Investment Fund LGIP-Quarterly	0.00	2,000,000.00	0.00	0.00	2,000,000.00
Withdraw	6/26/2015	LAIF6000Q	2,500,000.00	Local Agency Investment Fund LGIP-Quarterly	0.00	2,500,000.00	0.00	0.00	2,500,000.00
Withdraw	6/30/2015	OAKVALLEY0670	21,018,738.09	Oak Valley Bank Cash	0.00	21,018,738.09	0.00	0.00	21,018,738.09
<b>Subtotal</b>			<b>29,518,738.09</b>			<b>29,518,738.09</b>	<b>0.00</b>		<b>29,518,738.09</b>
<b>Total Sell Transactions</b>			<b>35,062,274.41</b>			<b>35,062,274.41</b>	<b>9,937.50</b>		<b>35,072,211.91</b>
<b>Interest/Dividends</b>									
Interest	6/1/2015	23130SCQ4	0.00	CURRIE ST BK CURRIE MN 0.6 7/29/2016		0.00	124.85	0.00	124.85
Interest	6/4/2015	3133ECQW7	0.00	FFCB 1.25 6/4/2018-13		0.00	12,500.00	0.00	12,500.00
Interest	6/5/2015	69506YBN8	0.00	PACIFIC WESTERN BANK 0.4 6/5/2015		0.00	84.93	0.00	84.93
Interest	6/10/2015	OAKVALLEY0670	0.00	Oak Valley Bank Cash		0.00	379.11	0.00	379.11
Interest	6/15/2015	45814DAL4	0.00	Intel Corp 1.35 12/15/2017-14		0.00	3,375.00	0.00	3,375.00
Interest	6/15/2015	34387ABA6	0.00	FLUSHING BANK N Y 1.8 12/10/2018		0.00	374.55	0.00	374.55
Interest	6/16/2015	90520EAE1	0.00	Union Bank 2.125 6/16/2017		0.00	5,312.50	0.00	5,312.50
Interest	6/21/2015	33764JPM1	0.00	First Bank Puerto Rico 0.9 11/23/2015		0.00	191.10	0.00	191.10
Interest	6/26/2015	3134G5UN3	0.00	FHLMC 1.5 6/26/2018-15		0.00	7,500.00	0.00	7,500.00
Interest	6/26/2015	91330ABA4	0.00	UNITY BK CLINTON NJ 1.5 9/26/2019		0.00	312.12	0.00	312.12
Interest	6/27/2015	3136G14Y2	0.00	FNMA Step 12/27/2017-13		0.00	7,500.00	0.00	7,500.00



# Mono County Transaction Summary by Action All Portfolios

Begin Date: 5/31/2015, End Date: 6/30/2015

Action	Settlement Date	CUSIP	Face Amount / Shares	Description	Purchase Price	Principal	Interest / Dividends	YTM @ Cost	Total
Interest	6/27/2015	35637RCQ8	0.00	FREEDOM FIN BK W DES MOINES 1.5 7/26/2019		0.00	312.12	0.00	312.12
Interest	6/27/2015	595689EC9	0.00	MIDDLETON COMMUNITY BANK 1.4 11/27/2018		0.00	291.32	0.00	291.32
Interest	6/28/2015	20786ABA2	0.00	CONNECTONE BK ENGLEWOOD 1.55 7/29/2019		0.00	322.53	0.00	322.53
Interest	6/28/2015	59013JDB2	0.00	MERRICK BK SOUTH JORDAN UTAH 0.85 1/30/2017		0.00	176.87	0.00	176.87
Interest	6/28/2015	464209CD5	0.00	ISABELLA BANK 0.75 3/28/2017		0.00	156.06	0.00	156.06
Interest	6/29/2015	3130A2BQ8	0.00	FHLB 1.5 6/29/2018-14		0.00	11,250.00	0.00	11,250.00
Interest	6/29/2015	139797FF6	0.00	CAPITAL BK LITTLE ROCK 0.9 2/28/2018		0.00	187.27	0.00	187.27
Interest	6/30/2015	LAIF6000Q	0.00	Local Agency Investment Fund LGIP- Quarterly		0.00	17,318.62	0.00	17,318.62
Interest	6/30/2015	LOAN2015	0.00	Financial System Loan-Mono County 1.25 6/30/2019		0.00	121.68	0.00	121.68
Interest	6/30/2015	OAKVALLEY0670	0.00	Oak Valley Bank Cash		0.00	1,233.59	0.00	1,233.59
<b>Subtotal</b>			<b>0.00</b>			<b>0.00</b>	<b>69,024.22</b>		<b>69,024.22</b>
<b>Total Interest/Dividends</b>			<b>0.00</b>			<b>0.00</b>	<b>69,024.22</b>		<b>69,024.22</b>

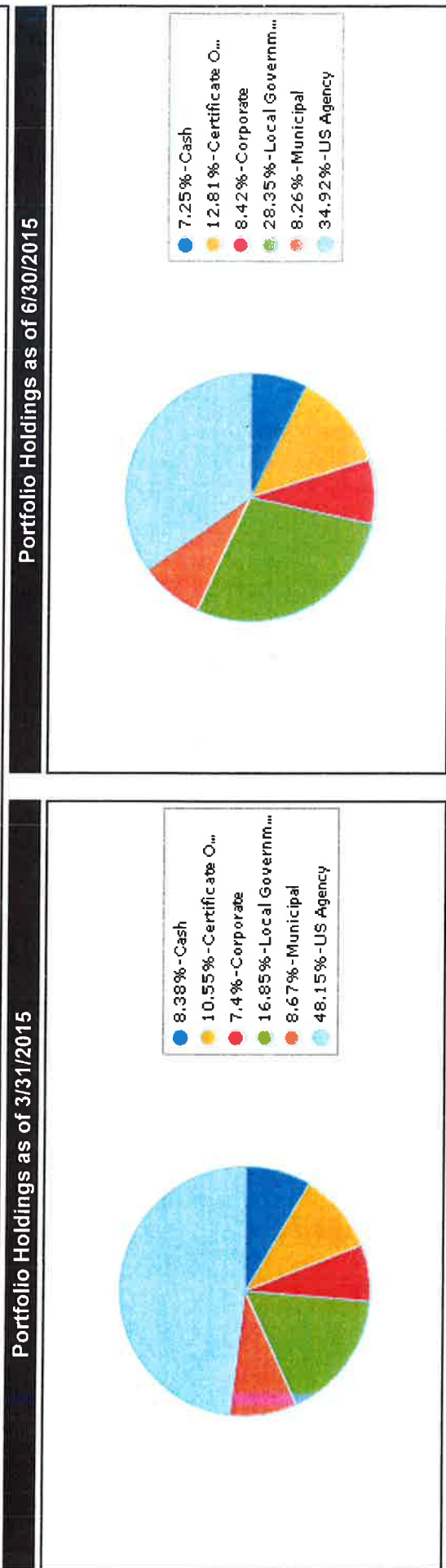




# Mono County Distribution by Security Sector - Market Value All Portfolios

Begin Date: 3/31/2015, End Date: 6/30/2015

Security Sector Allocation			
Security Sector	Market Value 3/31/2015	% of Portfolio 3/31/2015	Market Value 6/30/2015
Cash	5,704,360.51	8.38	5,182,607.41
Certificate Of Deposit	7,176,429.95	10.55	9,159,633.38
Corporate	5,034,570.00	7.40	6,020,455.00
Local Government Investment Pool	11,466,369.42	16.85	20,277,104.23
Municipal	5,895,736.65	8.67	5,905,439.05
US Agency	32,759,370.00	48.15	24,977,790.00
<b>Total / Average</b>	<b>68,036,836.53</b>	<b>100.00</b>	<b>71,523,029.07</b>





# Mono County

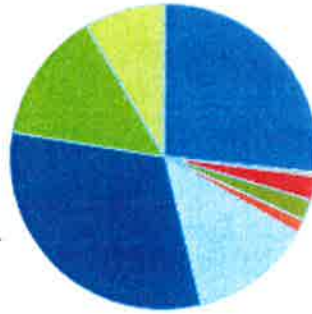
## Distribution by Maturity Range - Market Value

### All Portfolios

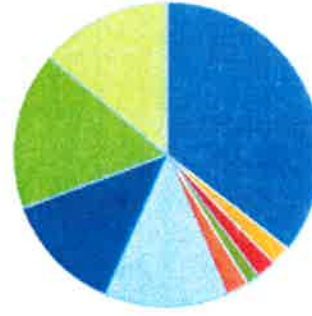
Begin Date: 3/31/2015, End Date: 6/30/2015

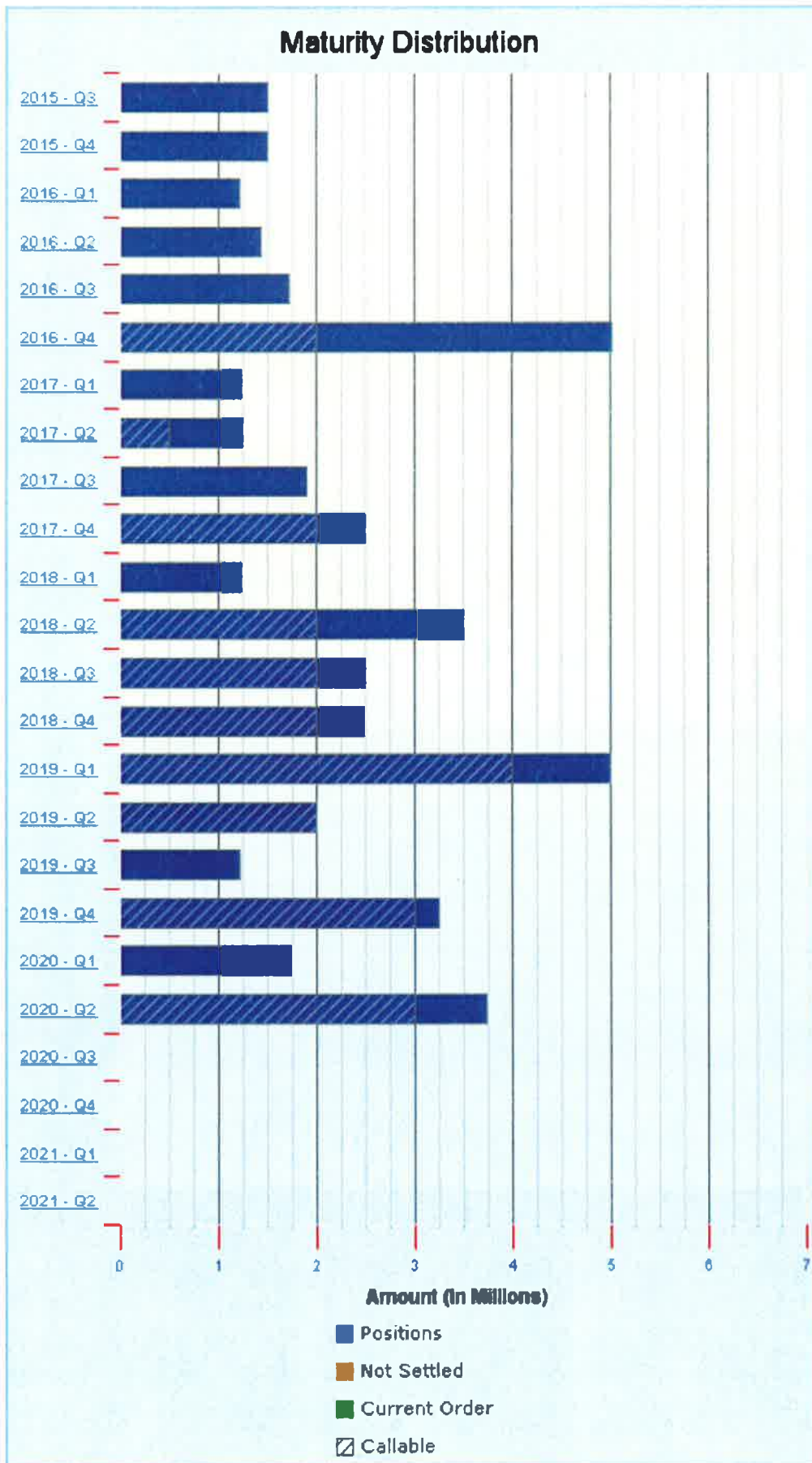
Maturity Range	Maturity Range Allocation		Market Value 6/30/2015	% of Portfolio 6/30/2015
	Market Value 3/31/2015	% of Portfolio 3/31/2015		
0-1 Month	18,155,787.43	26.69	25,459,711.64	35.60
1-3 Months	250,077.50	0.37	1,504,280.00	2.10
3-6 Months	1,760,950.00	2.59	1,507,242.50	2.11
6-9 Months	1,512,135.00	2.22	980,619.85	1.37
9-12 Months	979,380.15	1.44	1,729,815.25	2.42
1-2 Years	8,742,370.50	12.85	9,238,753.50	12.92
2-3 Years	21,401,096.05	31.46	9,113,116.25	12.74
3-4 Years	9,502,556.25	13.97	12,065,765.03	16.87
4-5 Years	5,732,483.65	8.43	9,923,725.05	13.87
<b>Total / Average</b>	<b>68,036,836.53</b>	<b>100.00</b>	<b>71,523,029.07</b>	<b>100.00</b>

Portfolio Holdings as of 3/31/2015



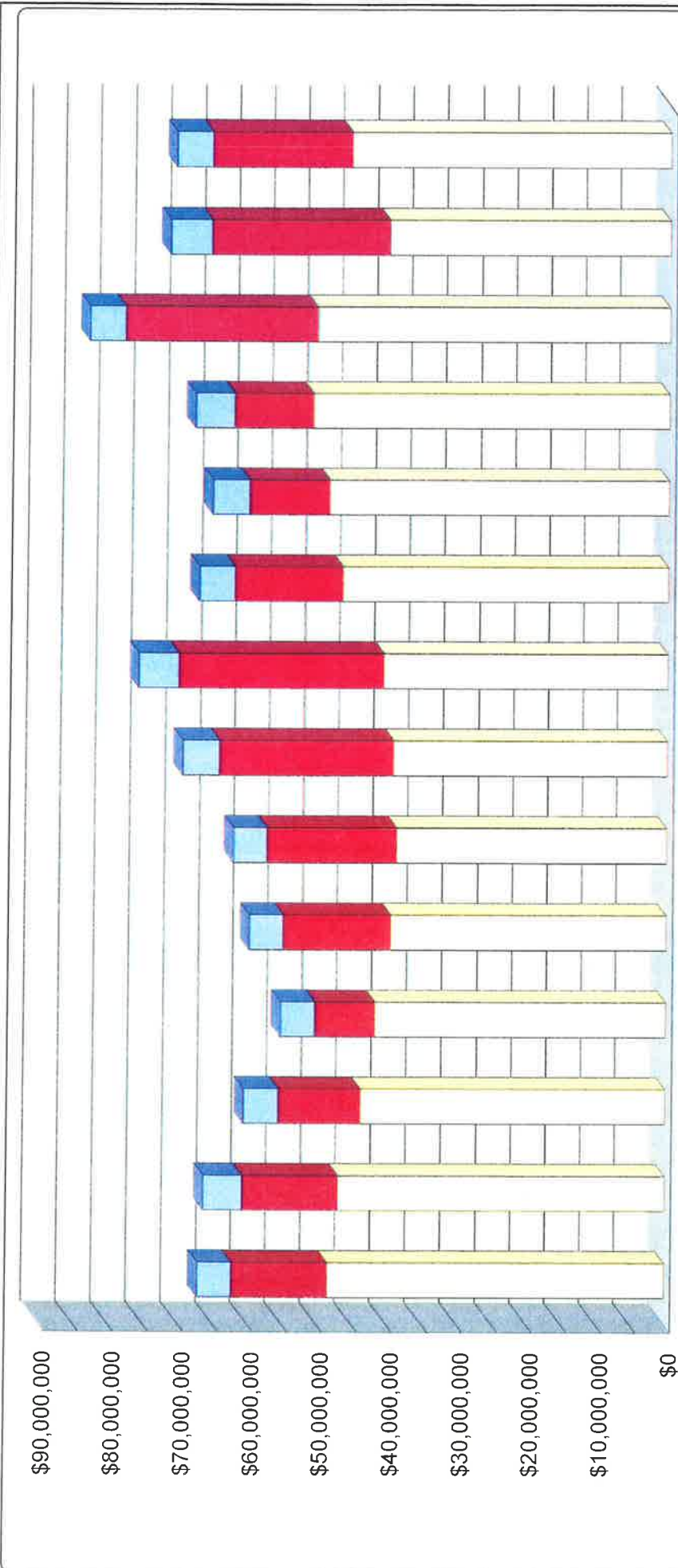
Portfolio Holdings as of 6/30/2015





# TREASURY CASH BALANCES AS OF THE LAST DAY OF THE MOST RECENT 14 MONTHS

	MAY 14	JUNE 14	JULY 14	AUG 14	SEPT 14	OCT 14	NOV 14	DEC 14	JAN 15	FEB 15	MAR 15	APR 15	MAY 15	JUN 15
On Hand / Bank	\$4,914,777	\$5,632,403	\$5,049,697	\$4,976,163	\$4,965,868	\$4,929,148	\$5,344,249	\$5,732,310	\$5,218,900	\$5,362,148	\$5,704,361	\$5,109,379	\$5,986,169	\$5,182,607
Funds In Transit														
LAIF/CalTrust	\$13,907,073	\$13,907,073	\$11,867,768	\$8,642,768	\$15,492,768	\$18,650,303	\$25,150,303	\$29,660,303	\$15,666,369	\$11,466,369	\$11,466,369	\$27,777,104	\$25,777,104	\$20,277,104
Other Investments	\$48,330,000	\$46,880,000	\$43,750,000	\$41,750,000	\$39,575,000	\$38,825,000	\$39,320,000	\$40,815,000	\$46,800,000	\$48,780,000	\$51,250,000	\$50,760,000	\$40,480,000	\$45,950,000
<b>TOTAL</b>	<b>\$67,151,850</b>	<b>\$66,419,476</b>	<b>\$60,667,664</b>	<b>\$55,370,931</b>	<b>\$60,033,635</b>	<b>\$62,404,451</b>	<b>\$69,814,552</b>	<b>\$76,197,613</b>	<b>\$67,685,269</b>	<b>\$65,808,517</b>	<b>\$68,420,730</b>	<b>\$63,646,483</b>	<b>\$72,223,273</b>	<b>\$71,409,711</b>

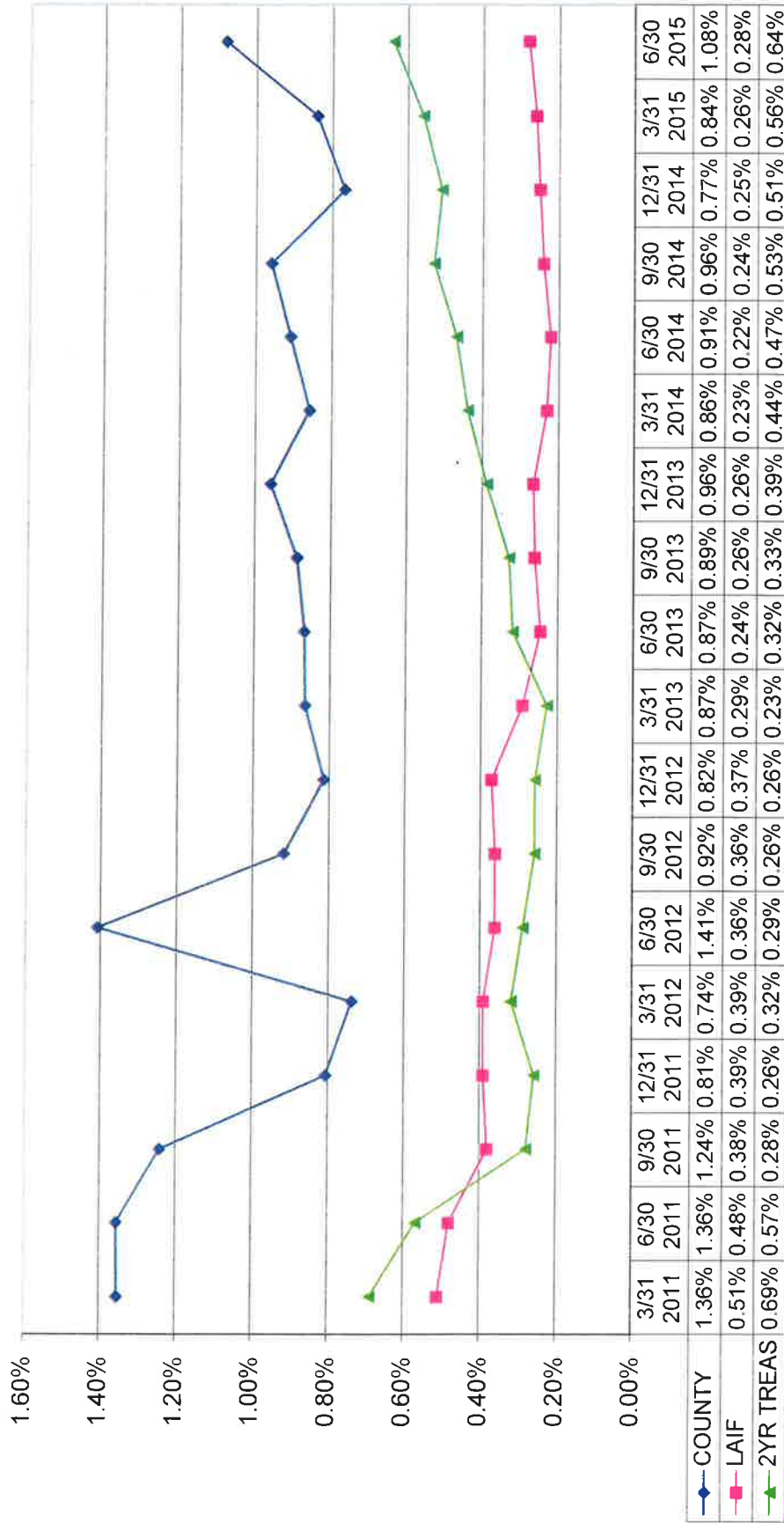


MAY 14 JUNE 14 JULY 14 AUG 14 SEPT 14 OCT 14 NOV 14 DEC 14 JAN 15 FEB 15 MAR 15 APR 15 MAY 15 JUN 15

Other Investments     LAIF/CalTrust     Funds In Transit     On Hand / Bank

MATURITIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Calendar Year 2015								\$750,000.00	\$750,000.00	\$250,000.00	\$1,250,000.00		\$3,000,000.00
Calendar Year 2016		\$490,000.00	\$735,000.00	\$1,440,000.00	\$1,440,000.00		\$245,000.00	\$735,000.00	\$735,000.00	\$1,025,000.00	\$4,000,000.00		\$9,405,000.00
Calendar Year 2017		\$745,000.00	\$245,000.00	\$500,000.00	\$500,000.00	\$745,000.00	\$1,400,000.00	\$1,400,000.00	\$500,000.00		\$0.00	\$2,500,000.00	\$6,880,000.00
Calendar Year 2018		\$990,000.00		\$500,000.00	\$1,000,000.00	\$2,000,000.00		\$500,000.00	\$2,000,000.00		\$2,245,000.00	\$245,000.00	\$9,725,000.00
Calendar Year 2019		\$1,000,000.00	\$1,000,000.00	\$1,000,000.00	\$1,000,000.00	\$1,000,000.00	\$735,000.00		\$490,000.00	\$1,000,000.00	\$1,245,000.00	\$1,000,000.00	\$11,470,000.00
Calendar Year 2020		\$1,245,000.00	\$490,000.00	\$490,000.00	\$245,000.00	\$3,000,000.00							\$5,470,000.00
<b>TOTAL</b>													<b>\$45,950,000.00</b>

### MONO COUNTY TREASURY POOL QUARTERLY YIELD COMPARISON



**August 11, 2015**

**Regular Meeting**

**Item #9b**

**Economic**

**Development**

**Tourism and**

**Fisheries Update**

Mono County Economic Development  
*TOURISM*

Mono County Board of Supervisors  
August 11, 2015



# Mono County Economic Development, Tourism & Film Commissioners



- **Commissioners:**
  - **Chris Long – Antelope Valley**
  - **Jimmy Little – Bridgeport**
  - **Andrew Jones – June Lake**
  - **Steve Morrison – Mammoth Mountain**
  - **Michael Vanderhurst – Visit Mammoth**
  - **Jennifer Roeser – McGee Creek**



# TOT by Year

## Room Revenue



# California Tourism Trends

**2014 Highlights from Visit California** (*source: TNS TravelsAmerica*)

16.3 million international person-trips in 2014  
(*source: Tourism Economics*)

7 million - overseas

7.6 million - Mexico

1.6 million - Canada

California's top overseas markets in 2014

China (1,022,000)

United Kingdom (683,000)

Australia (544,000)

Japan, Germany, South Korea, France



**Marketing Power - \$100 Million**



# China Ready

## China –

- # 1 business travel market by 2016
- 70% of Leisure Travel - Package Tours
- 30% increase in Independent Travel
- Age 24-40; 13-20 nights in the US
- 29% - October, 18% May
- 77 non-stop flights/week; 6.9% increase
- Outspends all other visitors - \$2500 pp/per trip



# Funding Last Year

Mono County TOT currently 12%

Mono County Tourism receives 1/12

Total annual budget of = \$212,000



## **Paid Media**

Refers to publicity gained through paid advertising

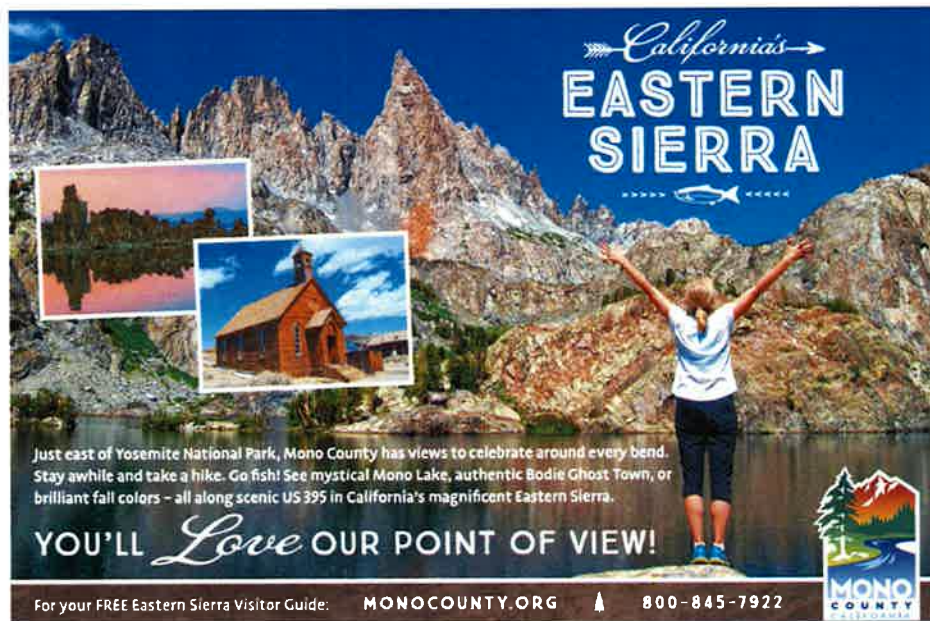
## **Earned Media**

Publicity gained through promotional efforts and staff time



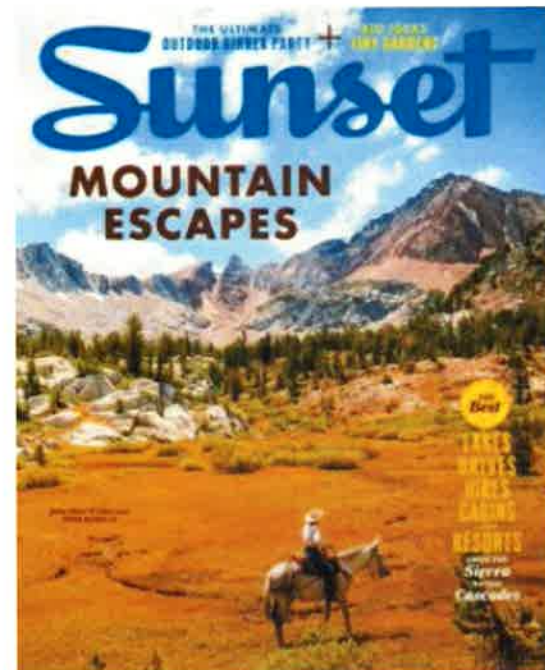
# Paid Media

Advertisement Buy



# Earned Media

6 Pages of Editorial – McGee Pack Station



# MonoCounty.org

- New fishing, photography, wildflower and hiking pages
- Google Translation increased our international traffic
- Booking.com widget was added to better market stays and allow easier access to booking rooms in Mono County

441,520 Page views This Year!



# Booking.com

- Launched April 20, 2014
- Booked 409 room nights from our website
- \$1,073 in Commission



FIND A HOTEL Powered by Booking.com

CITIES

Benton

CHECK-IN DATE

12 May '14

CHECK-OUT DATE

13 May '14

I don't have specific dates yet

SEARCH

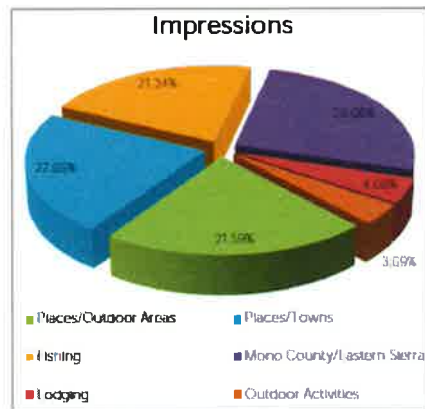


# Paid Media

## Pay Per Click (PPC)

Pay Per Click Traffic:

Source	Campaign	Clicks	Impressions	Click-Through Rate	Average Cost per Click	Total Cost
Google						
	Places/Outdoor Areas	585	13,963	4.19%	\$0.30	\$177.54
	Places/Towns	521	14,650	3.56%	\$0.26	\$133.82
	Fishing	480	13,804	3.48%	\$0.19	\$89.99
	Mono County/Eastern Sierra	331	16,852	1.96%	\$0.18	\$60.10
	Lodging	52	3,024	1.72%	\$0.58	\$30.32
	Outdoor Activities	26	2,384	1.09%	\$0.38	\$9.86
<b>Account Total</b>		<b>1,995</b>	<b>64,877</b>	<b>3.08%</b>	<b>\$0.26</b>	<b>\$501.63</b>



# Earned Media

## Search Engine Optimization (SEO)

Google Result		Keyword(s) found in		
Rank	Url	Title	Domain	Url
1	<a href="http://www.monocounty.org/things-to-do/">http://www.monocounty.org/things-to-do/</a>	100%	33%	50%
2	<a href="http://www.monocounty.org/summer-activities/">http://www.monocounty.org/summer-activities/</a>	100%	33%	no
3	<a href="http://www.monocounty.org/">http://www.monocounty.org/</a>	100%	33%	no
4	<a href="http://www.monocounty.org/winter-activities/">http://www.monocounty.org/winter-activities/</a>	100%	33%	17%
5	<a href="http://www.yelp.com/search%3Ffind_desc%3Dthings%2Bto%2Bdo%26...">http://www.yelp.com/search%3Ffind_desc%3Dthings%2Bto%2Bdo%26...</a>	100%	no	100%
6	<a href="http://gocalifornia.about.com/od/caserraseast/a/mono_budget...">http://gocalifornia.about.com/od/caserraseast/a/mono_budget...</a>	50%	no	17%
7	<a href="http://www.leevinling.com/activities.htm">http://www.leevinling.com/activities.htm</a>	67%	17%	no
8	<a href="http://www.tripadvisor.com/Attraction_Review-g32110-d7160034...">http://www.tripadvisor.com/Attraction_Review-g32110-d7160034...</a>	33%	no	33%
9	<a href="http://www.virtualtourist.com/travel/North_America/United_St...">http://www.virtualtourist.com/travel/North_America/United_St...</a>	67%	17%	67%
10	<a href="http://www.beachcallifornia.com/cty/mono-county-ca.html">http://www.beachcallifornia.com/cty/mono-county-ca.html</a>	100%	no	33%
11	<a href="http://www.mammothlakes-vacationrentals.com/local-area-guide...">http://www.mammothlakes-vacationrentals.com/local-area-guide...</a>	100%	no	no
12	<a href="http://www.junelakeaccommodations.com/local-area-guide.asp">http://www.junelakeaccommodations.com/local-area-guide.asp</a>	50%	no	no
13	<a href="http://www.monolake.org/visit/">http://www.monolake.org/visit/</a>	17%	17%	no
14	<a href="http://wikitravel.org/en/Mono_County">http://wikitravel.org/en/Mono_County</a>	33%	no	33%
15	<a href="http://www.monocounty.ca.gov/economic/page/film">http://www.monocounty.ca.gov/economic/page/film</a>	33%	33%	no
16	<a href="https://www.facebook.com/VisitEasternSierra/videos/986053041...">https://www.facebook.com/VisitEasternSierra/videos/986053041...</a>	50%	no	no
17	<a href="http://www.viewpointcondos.com/activities.html">http://www.viewpointcondos.com/activities.html</a>	33%	33%	no
18	<a href="https://en.wikipedia.org/wiki/Mono_Lake">https://en.wikipedia.org/wiki/Mono_Lake</a>	17%	no	17%
19	<a href="https://www.wanderant.com/items/69007-mono-county">https://www.wanderant.com/items/69007-mono-county</a>	83%	no	33%
20	<a href="http://www.visitmammoth.com/includes/events/Mono-County-FREE...">http://www.visitmammoth.com/includes/events/Mono-County-FREE...</a>	50%	no	50%
21	<a href="http://www.bishopvisitor.com/EasternSierraFallColorGuide2013...">http://www.bishopvisitor.com/EasternSierraFallColorGuide2013...</a>	no	17%	no
22	<a href="http://www.tripadvisor.co.uk/AttractionsNear-g32110-d7160034...">http://www.tripadvisor.co.uk/AttractionsNear-g32110-d7160034...</a>	100%	no	33%
23	<a href="http://www.westinmammoth.com/things-to-do-in-mammoth-lakes">http://www.westinmammoth.com/things-to-do-in-mammoth-lakes</a>	67%	17%	67%
24	<a href="http://www.ghostowns.com/states/ca/camono.html">http://www.ghostowns.com/states/ca/camono.html</a>	50%	17%	17%
25	<a href="http://www.thesierraweb.com/bridgeport/activities.cfm">http://www.thesierraweb.com/bridgeport/activities.cfm</a>	no	no	no
26	<a href="http://www.americantowns.com/ca/mono-county-things-to-do">http://www.americantowns.com/ca/mono-county-things-to-do</a>	100%	17%	83%
27	<a href="http://www.myosemitepark.com/mono-county-ca/">http://www.myosemitepark.com/mono-county-ca/</a>	50%	no	33%
28	<a href="http://www.bridgeportcalifornia.com/">http://www.bridgeportcalifornia.com/</a>	17%	no	no
29	<a href="http://www.campana.com/california/local-area/">http://www.campana.com/california/local-area/</a>	67%	no	no

# Social Media

**Facebook: 48,000 Likes!**

more than double last year  
• Reach over a Million people a month

**Instagram: 1,620 Followers**

**Twitter: 1,592 Followers**

**Youtube: 43,199 Views**

**Pinterest: 233 Followers**



monocountytourism

135 likes

monocountytourism Happy 4th of July! Fireworks over Crowley Lake by [jeffsullivanphotography](#)

[monocountytourism](#) #easternsierra #monocounty #crowleylake #fireworks #4thofjuly #fourthofjuly #easternsierra #visitcalifornia

[bar.ringer](#) Been there and it was the best firework show ever. The background is so dark it make the fireworks more vivid.

[monocountytourism](#) [sbar.ringer](#) yes! Not much light pollution there huh? Happy 4th!

[longmike15](#) [tmmega16](#)

[davidaaafanda](#) [jeffsullivanphotography](#) Nice shot Jeff! I was somewhere in that madness light night also.

[morgan\\_mcdermott134](#) [rcsm156](#)



monocountytourism

201 likes

monocountytourism Do you jump for joy when you summit a new mountain? [abbroche](#) and [rohnnoejoe](#)

[monocountytourism](#) #easternsierra #monocounty #mtdana #jumpingforjoy #easternsierra #visitca #hiking #climbing #makethedreamreal #getoutdoors #getoutside #inyonationalforest

[monocountytourism](#) #monolake #tiogapass #leaving #pleasedontshowthistoyourmom

[kaasygr1hay](#) [mattyboy28](#)

[shawn7cullen](#) [kimpratten](#) show Brandon!!!!

[haggletheberg](#) top

[christianannschafer](#) wow!



**Mono County Tourism - California's Eastern Sierra**  
**Andruss Motel**

Published by Jeff Simpson (?) · July 29 at 8:26am

The Andruss Motel in Walker is in full bloom!



# Paid Media



WARNING: This video will cause excessive day dreaming! Start planning your Mono County trip at [www.monocounty.org](http://www.monocounty.org)

Tag Video Add Location Edit

2,612 Views

Unlike Comment Turn Off Notifications Share Feature this video

Mono County Tourism - California's Eastern Sierra, Terry Moutray, Whitney Lennon, Sarah Jenkins and 2,353 others like this.

1,422 shares

Vincent Singh At 30 seconds there is a waterfall with people swimming. Does anyone know where that is located? Great video!  
Like Reply 5 February 27 at 1:19pm

Write a comment

# Earned Media



**Mono County Tourism - California's Eastern Sierra**

Written by Jeff Simpson on July 9 at 9:35am Edited

It's snowing on Tioga Pass right now!!!! California snow - July 9, 2015 at 7:57am about a mile from the east entrance of Yosemite National Park!



4,227,447 people reached

Boost Post

Like Comment Share

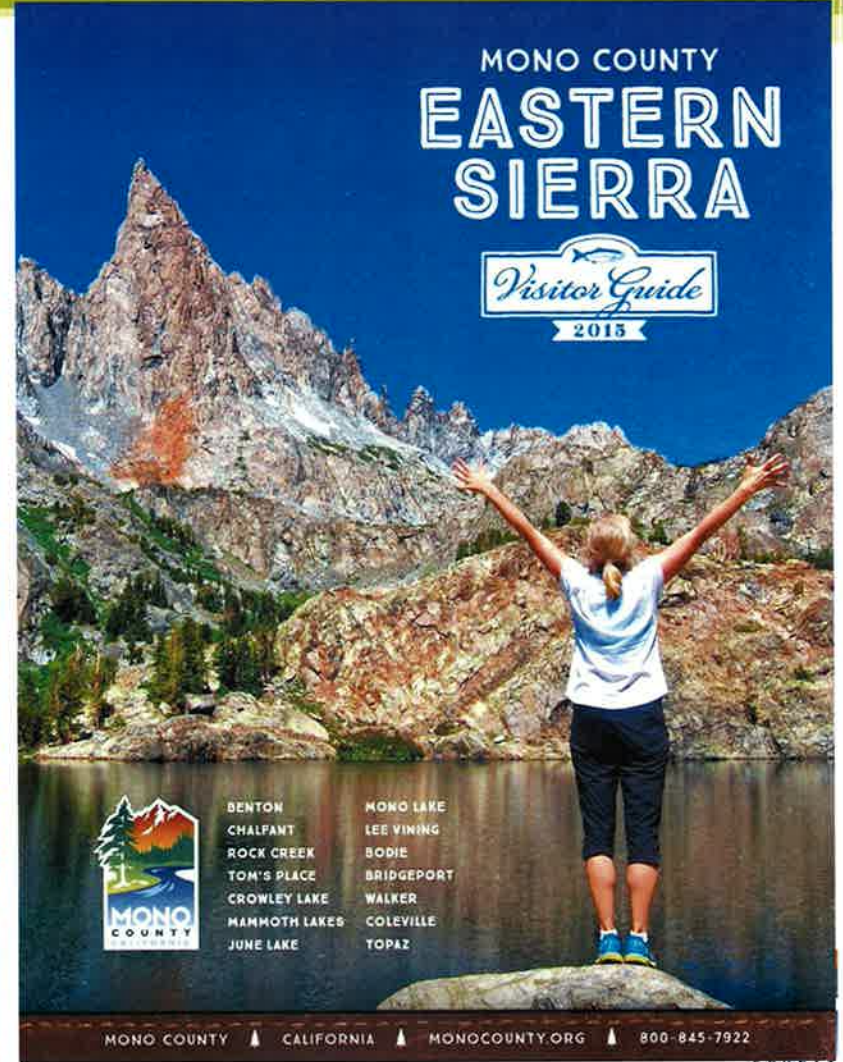
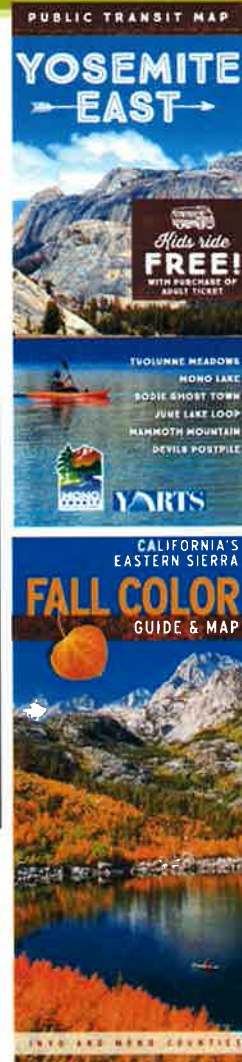
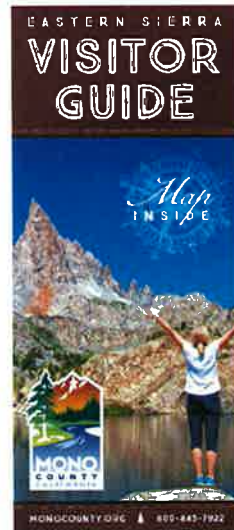
Mono County Tourism - California's Eastern Sierra, Jenny Senior, Whitney Lennon, Sandra Di Domizio and 15,562 others like this.

25,782 shares



# Visitor Guide & Collateral

- 2015 Visitor Guide
- Continued quantity to 50,000
- 100% Ad supported
- Fall Color Guide & Map
- Yosemite East
- Mono & Inyo Motor Touring Guide
- Events Calendar
- Mono County Map Guide



# Tradeshows

**9 Tradeshows totaling 2.5 million visitors:**

- San Diego Travel & Adventure Show
- Bay Area Travel & Adventure Show
- Fred Hall Fishing Show – Long Beach
- Fred Hall Fishing Show – San Diego
- Sacramento International Sportsman Expo
- California State Fair
- Los Angeles Travel & Adventure Show
- Reno Outdoor Expo
- New York Media Event - HSVC

**2,970 new leads!**



## Paid Media



## Earned Media



EASTERN SIERRA • CALIFORNIA  
COME ON UP  
CALIFORNIA'S EASTERN SIERRA

THE WATER'S FINE!

COME ON UP  
THE WATER'S FINE!

LUNDY LAKE - AUGUST 5, 2014

WALKER LAKE, JUNE LAKE LOOP MAY 11, 2014

CONVICT LAKE MAY 8, 2014

BIG VIRGINIA LAKE MAY 11, 2014

LAKE MAMIE MAY 11, 2014

GRANT LAKE APRIL 9, 2014

POND IN LUNDY CANYON MAY 17, 2014

WALKER LAKE APRIL 24, 2014

And so is the fall fishing! The have planted 28,400 pounds since April... Lake and Crowley to the Mammoth Lakes in Bridgeport to the West Walker...

And so is the early season fishing! Mono County's lakes and rivers have thawed, and the Trophy Trout stocking has begun! From Convict Lake and Crowley to the Mammoth Lakes Basin and June Lake Loop, from Virginia Lakes and Twin Lakes in Bridgeport to the West Walker River, the fish are waiting. Come catch yours!

Save the date!

AUG 29 - SEPT 8  
SEPT 5  
SEPT 5  
SEPT 5  
SEPT 11 - NOV 15  
OCT 3  
OCT 30 - NOV 2  
NOV 15  
NOV 16

MONO COUNTY  
FISHING REPORTS - MA  
MONOCOUNT

**2014 SPRING & SUMMER FISHING DERBIES**  
APRIL 27 - JUNE 12 Reared-Up at the Lake Spring Fishing Derby - Convict Lake  
JUNE 6-8 Hennessy's Bass Derby - Convict Lake

## Advertising

- Western Outdoor News
- California Sportsman
- Sierra Fisherman
- Eastern Sierra Fishing Guide
- California Visitor Guide (insert)
- Horizon Airlines In Flight Magazine
- Yosemite Journal
- Mammoth Times & The Sheet



# Television Advertising

60 second video Played in the Reno market for 3 months





# Media

*Persistent media relations throughout the year has resulted in feature coverage for Mono County in Southern California market*

New York, LA and SF Bay Area Contacts

**Sunset** San Francisco Chronicle **via**

Condé Nast  
**Traveler**

Los Angeles Times



**diablo**  
MAGAZINE

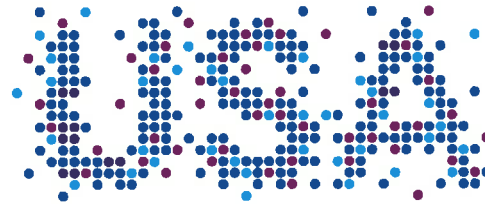
YAHOO!  
TRAVEL

**BRIDES**

**Westways**

**4** SOUTHERN CALIFORNIA  
LOS ANGELES • ORANGE • RIVERSIDE • SAN BERNARDINO • VENTURA

# Tourism Partners



DiscoverAmerica.com



*The Other Side of California*  
DEATH VALLEY AND THE EASTERN SIERRA



# Community Event Marketing

- **\$2,000** – Size Doesn't Matter Fishing Derby
- **\$2,000** – Hiking the Valley & Fall Colors
- **\$3,000** – Birding in our Valley
- **\$2,000** – Bodie Bowl
- **\$4,000** – Sierra Ol' Time Music Festival
- **\$1,000** – Inspired by Nature: A Writers Retreat
- **\$1,000**- June Lake Autumn Beer Festival
- **\$3,000** - June Lake Winter Festival and Triple Threat Triathlon
- **\$1,000** – June Lake Chamber - Fred Hall Show
- **\$1,000** – Graniteman
- **\$2,000** – Mammoth Lakes Event and Wedding Expo
- **\$1,500** – Sierra Summer Festival
- **\$2,000** – Mammoth Rock & Rye

**Total \$25,500**



# Tourism Goal

**To continue to drive overnight and day visits to Mono County to increase TOT and visitor spending in Mono County.**



# Fisheries Commission

- Commissioners:
  - Sue Burak – Crowley Lake
  - Gaye Mueller – Bishop
  - Jeff Parker – Crowley Lake
  - Don Morton – June Lake
  - Gary Jones – June Lake
  - Dan Anthony – Antelope Valley
  - Jim King – Rock Creek



# Fish Stocking

## Desert Springs Trout Farm

14-15 Fiscal year we stocked 30,000 pounds of fish into 21 bodies of water from Desert Springs Trout Farm

**Total Pounds: 30,000**

## Conway Ranch

12-13 Fiscal year we stocked 15,792, pounds of fish into 21 bodies of water

An additional 10,000 pounds of rent fish were stocked into 21 bodies of water

**Total Pounds: 25,792**



# Fish Stocking – Desert Springs Trout Farm



# Fisheries Commission

## Fish & Game Fine Fund

- \$5,070.00 – Department of Fish and Wildlife spotting scopes
- \$3,500 – Eastern Sierra Wildlife Care
- \$5,100 – Additional early season fish stocking

**Total Expenditures: \$13,670**

## Discretionary Fund

- \$500 – June Lake Trout Tournament
- \$19,500 – Additional Fish Stocking
- \$2,000 – Bridgeport Fish Enhancement Foundation: Fish Egg purchase
- \$3,000 – Kids Fishing Festival

**Total Expenditures: \$25,000**





# Fisheries Commission

- Attending the Central Sierra Association of County Fish and Game Commissions
- Working with DFW to increase fish stocking and support SB 345
- Conway Ranch: Easement, recirculating system, water survey, equipment
- Attended Inyo County Fisheries Commission meetings
- Exploring Cage Culture programs in Mono County
- Working with DFW on Bear Study
- Met with SCE about water flows in the Lundy Power Plant
- Trout in the Classroom
- CalTrout – restoration Slinkard Valley Cutthroats
- Water flow presentation: Effect of the drought in the Eastern Sierra
- Worked with Bridgeport Fish Enhancement Foundation (BFEF) moving from eggs to stocking/cage culture
- Attended California Fish and Game Commission meeting in Mammoth Lakes
- Created new Strategic Plan
- Desert Springs – private stocking, restaurants



THANK YOU!



**August 11, 2015**

**Regular Meeting**

**Item #9c**

**Economic  
Development**

**Friends of the Inyo  
Presentation**

# MONO COUNTY TRAILS

Stewardship for our communities,  
visitors, and world-class recreation

## 2015 Trails Maintenance

- \$6,506 of volunteer time on two public stewardship days
- 150 hours of professional trail maintenance
- Trails from June Lake to Walker



# COMMUNITY VOLUNTEER DAYS

## Mono Basin

- ▶ Removed 500' of barbed wire
- ▶ Pulled approximately 5,000 invasive Mullein plants
- ▶ Picked up 275 lbs of trash



## June Lake

- ▶ Maintained 3 miles of trails
- ▶ Installed 9 trail signs
- ▶ Picked up 200 lbs of trash



# TIOGA PASS

## Nunatak Nature Trail - ADA



## Warren Fork

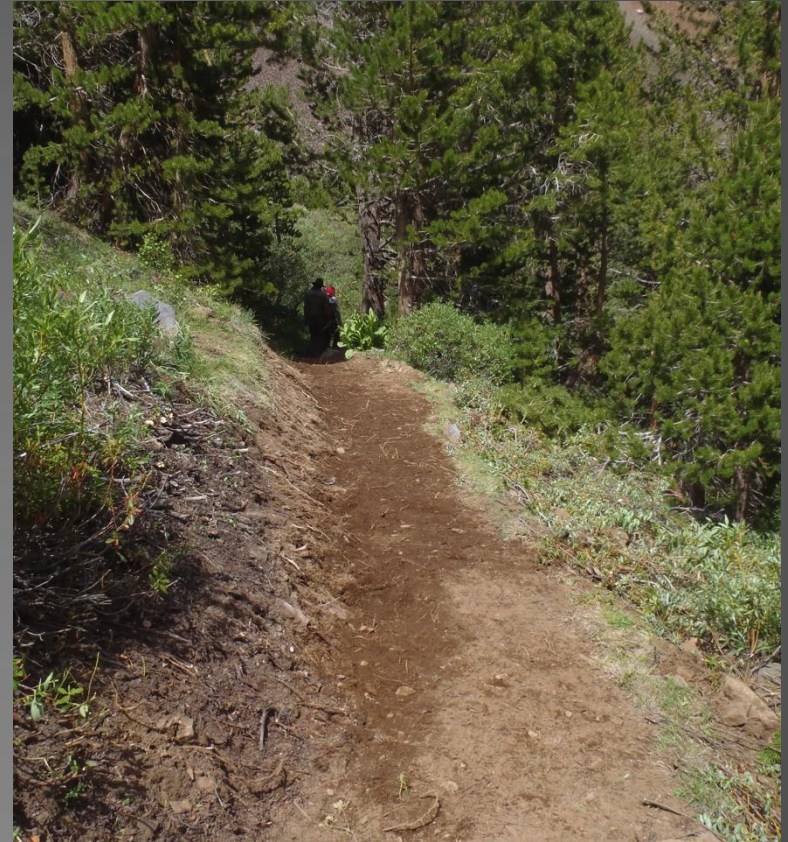


# VIRGINIA LAKES

Blown out trail



Rebuilt, safe trail tread





# VIRGINIA LAKES

Rock blocking trail



A passable trail



# LOBDELL LAKE MOTORIZED TRAILS

Spring erosion along the  
Burcham Flat Road



Repaired crossing designed for  
driveability, drainage, and creek flow



# LOBDELL LAKE MOTORIZED TRAILS

Washed out crossing



Improved creek crossing



# SWEETWATER RANGE SIGNAGE



# OTHER PROJECTS IN MONO COUNTY

## Convict Lake Loop Trail Rebuild



## Plans & potentials for future work

- ▶ Convict Lake Loop
- ▶ June Lake Trails Day
- ▶ Mono Basin Clean Up
- ▶ Twin Lakes Wayfinding
- ▶ North County Motorized Trails
- ▶ Tom's Place – Sunny Slopes Connector
- ▶ Community Trails Projects
- ▶ Ongoing maintenance and repair throughout Mono County



THANK YOU FOR SUPPORTING  
WORLD-CLASS TRAILS FOR  
RESIDENTS & VISITORS

