



760.914.2637 brian@mammothnordic.com

2010-11

BUSINESS/CORPORATE MEMBERSHIP FORM

YES!! Our business wants to support MAMMOTH NORDIC
Membership runs from **November 1st to October 31st.**

Print completed form and mail with payment to:

MAMMOTH NORDIC
P.O. Box 1046
Mammoth Lakes, CA
93546



Membership Levels

Level	Cost
BRONZE	\$100
SILVER	\$250
GOLD	\$500
TITANIUM	\$750
PLATINUM	\$1500
NORDIC SOUL	\$2500 & UP

NAME: _____

COMPANY: _____

MAILING ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____ PHONE: _____

E-MAIL: _____

TOTAL AMOUNT.....\$ _____
Check Enclosed



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What makes a community? If you follow local politics, you are no doubt aware this is a question receiving a lot of attention.

Is it great lodging, restaurants, shopping, theatre, the arts? These things when done well certainly provide the lure for our visitors, and are an important part of a community. What about the tangible things and opportunities surrounding us every day like stunning vistas, the brilliance of changing seasons, little difficulty escaping to a tranquil place? We work hard to market our community, but I believe we can do more to enhance our visitors' experience once they accept our invitation. As a business owner, I believe improving the quality of life we create for residents serves the dual purpose of making our community more attractive to those who choose Mammoth over our competing peer resorts. Broadening the range of choices we create is a win-win situation.

What, you may ask, does this have to do with sponsoring a Club representing Nordic pursuits? Well, a lot actually. For a community with a well-documented ambition to be "Pedestrian-oriented", we have done a remarkable job of overlooking the needs of the Winter Pedestrian. The two Crown Jewels of our community Parks system – Shady Rest Park and the Mammoth Lakes Trail System – are not maintained and effectively unavailable for winter use. The Mammoth Lakes Trail System was conceived as a year-round Pedestrian facility in 1991. Since that time, each new segment has been designed, funded and built to meet this goal. In fact, each section is currently signed for Nordic pursuits. Unfortunately, without an improved level of winter maintenance, the community remains unaware of its potential as the backbone of a wonderful Municipal Nordic Trail System.

MAMMOTH NORDIC has many objectives and goals, ranging from social, to educational, to civic. Our involvement in supporting the ever-growing local kids programs, along with our many individual and family memberships, speak to an established desire for enhancing the facilities for winter recreation and the Nordic community. Remember, these improvements will not only benefit our locals and their kids: they have the potential to benefit every one of our visitors seeking an alternative to alpine skiing or snowboarding.

Providing an inviting, safe, clean and fun way to get around in Mammoth during winter is a mandatory amenity for a winter resort town the caliber of Mammoth Lakes. There are many examples of our peer resorts meeting this need and benefiting greatly by it. Try this one on for size:

- *"The Wood River Trails sees 300,000 user days each year. The highest use is in the resort towns of Ketchum and Sun Valley from tourists. The local Chamber of Commerce mails out approximately 10,000 brochures on it each year. Several years ago, a survey asked residents to list the best recreational features of our valley. The Wood River Trails ranked second behind our ski hill, Bald Mtn."*

Shelly Preston, Trails Director, Blaine County Recreation District, Hailey, Idaho

Mammoth Nordic has a long history of advocating for winter recreation and those of us who value such opportunities. Our club approached the Inyo National Forest in February 2005 and provided over 100 volunteer hours to revitalize a portion of an existing trail network for Nordic use. From modest gains we hope great things will grow. We look forward to providing both the personal effort and ambition to pilot the development of a Municipal Nordic Trail System that is the pride of our community. Please consider supporting our efforts to make this ambition a reality.

Sincerely,

Brian Knox, Founder & President

brian@mammothnordic.com