



2012 Spring Measure R Application Form

APPLICANT INFORMATION

ORGANIZATION

Name of Organization: Mammoth Lakes Farmers Market
Type of Organization (non-profit, HOA, Govt.): Non-profit 501c3 (pending)
Contact Person: Sandra Di Domizio (Green Fox Events),
Skip Harvey,
Paul and Kathleen Rudder,
Stuart Brown
Organization's Address: PO Box 2856, Mammoth Lakes
State / Zip: California, 93546
Office Phone Number: 760-709-6744
Email Address: sandrad@greenfoxevents.com
Internet Address: www.greenfoxevents.com

PROJECT SUMMARY

- 1. Name of Project:** Mammoth Lakes Farmers Market
- Name:** Sandra DiDomizio – Green Fox Events
Mailing Address: PO Box 2856, Mammoth Lakes
State/Zip: California, 93546
Home Phone Number: 760-924-3214
Mobile Phone Number: 760-709-6744
Email Address: sandrad@greenfoxevents.com
- 2. Project Category:** Recreation
- 3. Project Type:** Operation
- 4. Measure R Funds Requested:** **\$ 10,000**

**This amount should be the same as requested in the application.*

PROJECT APPLICATION

SECTION 1 - PRELIMINARY QUALIFICATIONS:

1. Describe why this project is considered urgent and was not submitted during the Fall 2011 application process?

The Mammoth Lakes Farmer's Market takes place during the summer, from the end of June to the end of September. At the end of the 2011 series of markets, organizers were unsure if they would continue producing the Mammoth Lakes Farmers Market and therefore did not feel the need to apply for funds. However, in recent months, an increased interest in the market by shoppers, farmers, and participants has convinced organizers to continue to put forth effort into enhancing and expanding the event.

The first proposed market day of 2012 is July 4th, 2012. In order to successfully coordinate and market the event, organizers must mobilize to: coordinate equipment, obtain permits, create a traffic plan, reach out to farmers and vendors, dispatch press releases, and employ staff to assist with on-site coordination.

2. Does the project reside within the Adopted: Town Council Parks and Recreation Master Plan and/or the Adopted: Trail System Master Plan or the RECSTRATS II – Implementation Strategy?

YES –

Recreation is an activity of leisure, leisure being discretionary time. The "need to do something for recreation" is an essential element of human biology and psychology. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be "fun". The term *recreation* implies participation to be healthy refreshing mind and body.

Source: <http://en.wikipedia.org/wiki/Recreation>

Therefore, it can be argued that participating in a local Farmer's Market, walking to and through it, riding your bike, interacting with other people, dancing, buying locally grown food or hand-crafts, visiting an informational booth, and being out in a social setting are recreational activities.

The *COMMUNITY VISION from the Town of Mammoth Lakes Master Plan 2007* makes repeated reference to the following items which directly relate to the elements of a local Farmer's Market:

VISION #2: Being a great place to live and work. Our strong, diverse yet cohesive, small town community supports families and individuals by providing a stable economy, high quality educational facilities and programs, a broad range of community services and a participatory Town governme;

VISION #4: Being a premier year-round resort community based on diverse outdoor recreation, multi-day events and an ambiance that attracts visitors;

VISION #5: Protecting the surrounding natural environment and supporting our small town atmosphere...;

VISION #7: Offering a variety of transportation options that emphasize connectivity, convenience and alternatives to use of personal vehicles with a strong pedestrian emphasis.

The *PARKS AND RECREATION VISION from the Parks and Recreation Master Plan: "To provide multipurpose, year-round indoor and outdoor recreation opportunities accessible to all residents and visitors. Our parks and recreation system will promote personal health and well-being, foster community interaction, promote connectivity within and beyond the Town, nurture collaborative partnerships, and encourage appreciation of the Town's spectacular natural environment."*

RECREATION COMMISSION MISSION STATEMENT: Enhance the social, environmental, and economic well-being of Mammoth Lakes.

A local Farmer's Market both directly and indirectly addresses multiple aspects of the Town's goals and visions.

3. Does the project meet the “Principles and Priorities” established by the Recreation Commission for the 2011 Fall Measure R funding cycle?

YES.

Priority #2: Plan for the future

(a 501c3 with participation from the Town will ensure the continuation and growth of a local Farmer’s Market)

Principle #.: Emphasis on cooperative efforts that significantly leverage Measure R funds.

(The Farmer’s Market is a collaborative effort and partnership between private entities, property owners, the Eastern Sierra Certified Farmer’s Market, and the Town of Mammoth Lakes)

Principle #3: Projects must cite recommendations from the draft Parks and Recreation Master Plan.

(See Question #2 above.)

4. Describe your project’s/service conceptual plan including size, scope, context/type, design specifications, use, and budget, or budget document. (This should be an attachment to the application titled: “Project Concept Plan.”)

SEE ATTACHED DOCUMENT ENTITLED: “MAMMOTH LAKES FARMER’S MARKET – PROJECT CONCEPT PLAN”

SECTION 2 – PROJECT DESCRIPTION

Project Location

1. **If your project is Development/Design, Implementation/Construction, or Maintenance/Operational, what is the location of your project?**

Main Street Frontage Road in front of Mammoth Luxury Outlet Mall.

(See Attached Document entitled “MAIN STREET MARKET PLACE 2011 MAP”

2. **If your project is Contractual Services where will your services be provided?**

N/A

3. **Do you have approval to use the location identified in this application?**

YES – we have approval from, and partnership with, the Town of Mammoth Lakes to use the area known as the “frontage road” in front of the Luxury Outlet Mall for the purposes of the Mammoth Lakes Farmer’s Market. The Town also assists with infrastructure, electricity, operations, garbage/recycling, and equipment.

Paul and Kathleen Rudder own the Mammoth Luxury Outlet Mall and have provided approval, and have availed some parking spaces and staff time, to facilitate the set-up of the Farmer’s Market. They have also contributed resources such as equipment and funds to support the continuation of the Farmer’s Market.

4. **Provide the costs for each phase of your project or service.**

(all numbers reflect the total cost for 2012: 15 weeks of operation. The highlighted sections indicate the expenses that will be directly supported by Measure R funds)

ITEM	COST	NOTES
CalTrans Permit	\$1,200	Estimated cost
TOML Permit	\$158	Assuming the cost for this recurring event is the same as a one-time event permit
Mono County Health Permit	\$385	
Signage	\$300	Semi-permanent banners, stakes.
Trash & Recycling collection	\$750	TOML
Traffic Control items	\$12,000	Logs, barricades, rentals. Based on the assessed cost by TOML in 2011.
Electricity	\$0	TOML source
Entertainment	\$0	sponsors to pay
Website Development and maintenance	\$1,600	
Misc. Marketing, Public Relations, and Advertising	\$1,500	Logo development, graphics
Sound system	\$900	weekly rental or purchase
Misc. Equipment & Supplies	\$1007	EZ Up tent, stakes, cones, extension cords, cord covers, zip ties, etc.
Coordination / staff	\$5,000	non-TOML employees

TOTAL	\$24,800.00	
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5. Provide the estimated timeline for each phase of your project or service. (Where applicable)

See Concept Plan for summarized schedule.

6. Will any Development (design) funds be required for your project or service?

YES - Permits will be required, the cost of which is absorbed by the Community Development Department:

- Administrative Permit for Special Event (approx. \$158)
- CalTrans Permit (approx. \$1,200)
- Mono County Health Permit (approx. \$385)

7. Will any Implementation (construction) funds be required for your project or service? NO

8. Will any Maintenance funds be required for your project or service? NO

9. Will any Operational funds be required for your project or service?

YES – as part of the Town’s contributions of the event, the following services of the event budget reside with Operations:

- Trash & Recycling (approx. \$750)
- Traffic Control / Infrastructural Items (approx. \$12,000)

10. Will any Replacement funds be required for your project or service? NO

11. Will there be Contractual Service hours used for any phase of your project? NO

12. Based upon your project type (“Project Summary” Question 3) who is/will be responsible for maintenance and operation upon completion of the project/service?

This project is managed by a non-profit organization (501c3 pending) comprised of individuals from the local business community, private sector, and the Town. The non-profit organization is responsible for the maintenance and operation upon completion of the project/service.

As part of its partnership with the Farmer’s Market, some maintenance and operational duties reside with the Town. However, responsibility and oversight reside with individuals in the non-profit organization.

Currently those individuals are: Sandra DiDomizio (Green Fox Events), Skip Harvey, Paul & Kathleen Rudder (Mammoth Luxury Outlets, LLC).

13. Will there be volunteer hours used for any phase of your project?

YES – Individuals in the partnership and 501c3 have donated their time, expertise, services, and staff in the past 3 years, and ongoing, to ensure the continuation and management of the Farmer’s Market.

These services include: legal services, staff time, company-owned equipment, coordination services.

14. Have any public funds (Town Funds – includes Measure R) been previously committed to this project/service or project site?

NO public funds have previously been committed to this project or site; however, the Town has provided in-kind services in the past which include: electricity, garbage and recycling collection, staff time in the preparation and submission of CalTrans permit, cones, and barricades.

15. Is Measure R your only funding source for this project/service?

NO. (Please see Section 2: Question 4.)

The proposed budget included above indicates all expenses related to the operation of the Mammoth Lakes Farmer's Market.

Those lines highlighted in yellow indicate items that have previously been donated and currently need a funding source.

Those items not highlighted are provided by The Town, by sponsors, or by individuals in the 501c3.

16. Is your project/service going to have an impact (positive or negative) on existing use in the location you have identified?

POSITIVE IMPACT:

- A weekly event in the proposed area will create animation in a central and highly visible part of town.
- Increased foot traffic will stimulate business in the surrounding shops and galleries.
- A pedestrian zone will create a safe space for walking, shopping, kids playing, dancing, socializing.

NEGATIVE IMPACT:

- Traffic pattern in the proposed space will be amended and may cause confusion (but proper signage can mitigate this).
- Some parking spaces (approximately 12) along the Frontage Road will be unavailable to shoppers of the Luxury Outlet Mall.

17. Describe your plan for how the Town of Mammoth Lakes will manage/maintain oversight of this project/service?

As a partner of the Mammoth Lakes Farmer's Market, the Town will be responsible for the following items:

- Obtain all necessary permits with CalTrans, Mono County Health, and TOML Development Department.
- Obtain special event insurance through JPIA.
- Assistance with weekly set up of traffic barricades, cones, and other operational items.
- On-call assistance in case of emergency
- All other management and maintenance will be conducted by other members of the Mammoth Lakes Farmer's Market.

SECTION 3 - PROJECT BENEFITS

1. Describe how your project/service provides a measurable community benefit (incremental visits, revenue, etc..) to the residents and visitors of Mammoth Lakes?

The Mammoth Lakes Farmer's Market provides an added activity and event that residents and visitors are able to attend. Approximately 200 – 300 shoppers come out each week. These people would otherwise shop elsewhere, or stay at home.

In 2012, we plan to do a more accurate headcount each week, and survey guests.

2. Describe the targeted users of your project/service? (Include numbers of participants)

The Mammoth Lakes Farmer's Market targets farmers, entrepreneurs, artists, musicians, families, kids, healthy eaters, residents, and visitors.

Farmers: up to 10 farmers

Non-agricultural vendors: up to 14 vendors

Restaurants: up to 2

Musicians / bands: 1 a week; 15 total

Shoppers: estimated 200 per week – both residents and visitors.

3. Is it available for limited or year round use?

Limited: Weekly from mid-June (dates vary yearly) to late September (dates vary yearly), according to the growing season.

In 2012 – dates will be Wednesdays from 4:00pm to 6:00pm.

4. Describe the economic benefits of your project/service.

A local farmer's market can stimulate the local economy in various ways:

- Encourage local farming practices
- Encourage farmers and small business owners to promote their businesses and sell their wares.
- Attract more foot traffic to a central part of town.
- Create animation in a central part of town...which may stimulate additional visits and shopping.
- Provide an alternate shopping experience to a large grocery store.

5. Please provide any additional information you would like the Recreation Commission to consider when reviewing your application.

A Farmer's Market, complete with locally grown produce, information booths, hand-made goods, baked goods, local entertainment, kids and families roaming, provides an added attraction and benefit to a small community. If made safe, it also creates a gathering spot for locals and visitors.

A Farmer's Market should be a regular fixture and event of any resort community.

It improves the quality of life for residents, and improves the overall experience for visitors.

SECTION 4 – PROJECT FEASIBILITY

For any new project request not previously funded by Measure R, please complete the feasibility portion of your application that includes the demand, cost and feasibility analysis. The Recreation Commission may ask for a professional feasibility study conducted by a consultant depending on the cost and scale of your project.

DEMAND ANALYSIS

1. Competitive Supply Analysis

Provide a review of both direct and indirect competition and the strengths and weaknesses of the competition (SWOT) – identification of where the proposed project fits within the marketplace.

N/A

2. Identification of Market Opportunity

Identify the long term opportunity that the project presents.

The Mammoth Lakes Farmer's Market has the potential to grow in size and scope. Although there are not many more farmers in Inyo and Mono Counties, others are being encouraged by the ESCFM to farm and attend the markets.

Non-agricultural vendors can be added.

Additional venue space can be obtained on the frontage road, south towards Schat's Bakery.

In the last two years, the number of vendors attending has grown by 25%. We are confident this number will continue to grow if we continue to put forth effort towards the successful coordination and marketing of the Farmer's Market.

3. Describe the targeted users of your project/service. (Include numbers of participants)

On an annual basis:

- 14 retail vendors each week.
- 10 farmers each week.
- 2 restaurants each week.
- 1 entertainment band each week.

4. Projected Multi-Year Demand Analysis

Provide the projected demand with assumptions.

Available upon request.

5. Projected Multi-Year Revenue Projections

Projected revenue with pricing assumptions.

Available upon request.

COST ANALYSIS

- 1. Provide the estimated one-time of annual costs for each phase of your project or service. (Where applicable)**

See Mammoth Lakes Farmer's Market Concept Plan

FEASIBILITY ANALYSIS

- 1. Project and Financial Assumption**

Please state assumptions which are the basis of the pro forma development

Available upon request.

- 2. Multi-Scenario Pro Forma's**

Provide a number of pro forma scenarios to understand financial projects feasibility. Within this element it is recommended that a 5 year operating budget be developed.

Available upon request.

- 3. Risk Analysis**

Identify project risks

N/A

- 4. Project Schedule**

Identify the necessary implementation tasks required for your project or service

See Mammoth Lakes Farmer's Market Concept Plan

5. Quality of Life Analysis

Identify positive and negative project effects on the quality of life for the community of Mammoth Lakes.

A growing farmer's market in a community such as ours provides the following opportunities that improve the quality of life for both visitors and residents:

- Provides a positive, safe, clean place for people to meet, interact, and socialize on a regular (weekly) basis.
- Promotes healthy eating and living, and a healthier community.
- Supports local farmers, artisans, and entrepreneurs.
- Provides a venue for local talent and for being entertained.
- Provides an added attraction and event for both residents and visitors to enjoy.

Submittal Deadline: Wednesday, May 2, 2012 at 5:00p.m.