

Mammoth Lakes Farmer's Market 2012

Project Concept Plan

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HISTORY

The Mammoth Lakes Farmer's Market used to be held at Mammoth Creek Park, and was organized by the Parks and Recreation department. The farmers, belonging to the Eastern Sierra Certified Farmer's Market association, self-organized and showed up at the park during pre-determined dates and times.

Two years ago, Skip Harvey convinced the farmers to move their location to the parking lot of Base Camp Café in exchange for providing entertainment and advertising in an attempt to attract more foot traffic. Sandra from Green Fox Events volunteered time to solicit non-agricultural vendors and to help market the event.

Last year, the market was moved to the frontage road in front of the Luxury Outlet Mall which proved to be a highly visible and accessible venue. For the most part, positive feedback was received from the farmers and shoppers. Attendance was greater than in years past, and more non-agricultural vendors participated than in years past.

This year, we would like to build on our momentum and continue to produce a local Farmer's Market that includes our local farmers and non-agricultural vendors, artisans, local restaurants, and entertainment. We aim to continue to produce the event and watch it grow into a highly anticipated recurring summer event and activity in Mammoth Lakes.

ORGANIZATION

The Mammoth Lakes Farmer's Market is a collaboration between:

- The Town of Mammoth Lakes (TOML)
- Green Fox Events (GFE)
- Skip Harvey
- Mammoth Luxury Outlet Mall (Paul & Kathleen Rudder)
- The Eastern Sierra Certified Farmer's Market (ESCFM)

The farmers (ESCFM) are self-organizing. The administration, marketing, coordination, set up, and non-agricultural vendors are all handled by the other partners – each with their respective roles.

In 2012, those roles will be as follows:

TOML: Set up of traffic control equipment and signage. Garbage/recycling collection. Permit preparation.

GFE: Coordination, Marketing, Permit Preparation, Vendor Management, On-site coordination and management, staffing.

Skip: On-site coordination of equipment.

Rudders: On-site set up of equipment. On-site staff. Provide entertainment tent.

ESCFM: Farmer coordination.

GOAL

The Goals of the Mammoth Lakes Farmer's Market are to:

1. Create a vibrant and welcoming weekly event and attraction in Town;
2. Provide opportunities for local farmers and entrepreneurs to market themselves and sell their wares;
3. Provide a venue for local musicians to play;
4. Provide an opportunity for residents to meet and mingle;
5. Create a sense of community

SIZE

The target number of booths for the 2012 Farmer's Market is:

- 10 farmers,
- 14 non-agricultural vendors,
- 2 restaurants,
- 1 entertainment tent (for a band).

This may seem modest for a community Farmer's Market, but the space that is currently allotted for the market will accommodate the above number of booths. In 2013, we will look into expanding it into a second section of the frontage road, and another commercial parking lot.

MARKETING

To date, we have been able to spend minimal dollars on print advertising for the farmer's market. Both Base Camp Café (Skip Harvey) and the Luxury Outlet Malls (The Rudders) have tied in advertising of the Farmer's Market with their existing business advertising campaigns. However, very little money has historically been spent on specific Mammoth Lakes Farmer's Market advertising.

Rather, we have focused energy on creative and inexpensive means of advertising:

- Facebook
- Electronic newsletters and email campaigns
- Press releases and free calendar listings in the local paper
- Seasonal banner installed at the event site.

In 2012, we hope to leverage our momentum in each of these media to continue to attract vendors and shoppers. Some funds are needed, however, to pay administrative staff to carry out the above-mentioned functions.

BUDGET

TOML indicates Town of Mammoth Lakes

GFE indicates Green Fox Events

SKIP and RUDDERS indicated Skip Harvey and Paul & Kathleen Rudder respectively.

All items highlighted in yellow represent hard costs that are not donated, and for which our Measure R funding request is meant to address.

EXPENSES			
ITEM	COST	NOTES	WHO COORDINATES
CalTrans Permit	\$1,200	Estimated cost	TOML in-kind
TOML Permit	\$158	Assuming the cost for this recurring event is the same as a one-time event permit	TOML in-kind
Mono County Health Permit	\$385		TOML & GFE
Signage	\$300	Semi-permanent banners, stakes.	RUDDERS in-kind
Trash & Recycling collection	\$750	TOML	TOML in-kind
Traffic Control items	\$12,000	Logs, log placement, barricades, rentals. Based on the assessed cost by TOML in 2011.	TOML in-kind
Electricity	\$0	TOML source	TOML in-kind
Entertainment	\$0	sponsors and/or GFE to pay	GFE in-kind
Website Development and maintenance	\$1,600		GFE
Misc. Marketing, Public Relations, and Advertising	\$1,500	Logo development, graphics	GFE, SKIP, RUDDERS
Sound system	\$900	weekly rental or purchase	GFE, SKIP
Misc. Equipment & Supplies	\$1007	EZ Up tent, stakes, cones, extension cords, cord covers, zip ties, etc.	SKIP, RUDDERS
Coordination / staff	\$5,000	non-TOML employees	GFE
TOTAL	\$24,800.00		

REVENUE			
ITEM	INCOME	NOTES	WHO COORDINATES
Vendor booth fees	\$1600	Estimated revenue for the whole season. Non-agricultural vendors can either pay for the whole season or pay each week.	GFE – all funds supplement on-site staff wages and administration time.

The long term vision is to generate sponsors for each week of the Farmer's Market whereby each week would be sponsored by individual local businesses. At the least, the entertainment booth can be sponsored weekly. However, the event needs to grow a bit more in order to provide adequate exposure to potential sponsors.

SCHEDULE

May, June:

- Obtain permits
- Issue press release
- Start Facebook campaign
- Solicit non-agricultural vendors
- Obtain all required equipment
- Set up frontage road and tent for the season

July, August, September – weekly:

- Set up barricades, entertainment tent, speakers, and signage before each market.
- Ongoing vendor relations.
- Ongoing Facebook campaign.
- Tear down of barricades, cords, speakers, and signage after each market.