



*Mammoth Lakes*  
CALIFORNIA

## 2013 MEASURE U SPRING APPLICATION FORM

### APPLICANT INFORMATION

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Name of Organization:

*Mammoth Beers, dba Mammoth Brewing Company*

Type of Organization (Non-profit, HOA, Govt.):

Corporation

Contact Person:

*Sean Turner, President*

Organization's Address:

*PO Box 0611*

State / Zip:

*Mammoth Lakes, CA 93546*

Office/Cell Phone Number:

*760.275.1676*

Email Address:

*sean@mammothbrewingco.com*

Internet Address:

*www.mammothbrewingco.com*

### PROJECT SUMMARY

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1. Name of Project/Program/Event:  
***Winterburn***
2. Project Category (Recreation/Arts/Mobility): *Arts & Recreation*  
Recreation
3. Start / End Date: *February 18 – 23, 2012*
4. Measure U Funds Requested: *\$5,000*

## SECTION A – PRELIMINARY QUALIFICATIONS

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1. How does the project/program or event fit within the **Town's adopted plans**?

### **General Plan**

*E.1. Be a premier destination community in order to achieve a sustainable year-round economy. [Economy]*

*P.4. Provide and encourage a wide variety of outdoor and indoor recreation readily accessible to residents and visitors of all ages. [Parks, Open Space & Recreation]*

*E.1.D. Policy: Encourage restaurants, retail, entertainment, lodging, and services. [Economic Development]*

*E.1.J. Policy: Promote special events year-round with emphasis on producing multi-day events with particular attention to midweek and shoulder seasons. [Marketing, Promotion & Special Events]*

*A.2.A. Policy: Encourage and support a wide variety of visual and performing arts, cultural amenities, events and festivals, and forums for local arts organizations. [Rich Community Culture]*

Applicant's Note: Winterburn is the first of a planned series of Winter Carnival events that supports all of the above referenced goals of the General Plan. In particular, the event provides a fun and unique venue for community-created temporary art in the form of snow sculptures.

### **Recstrats**

*Core Strategy 5 - Support the highest quality and variety of special events.*

*Production assistance/coordination/facilitation*

- *Ease the community planning and implementation processes so as to encourage innovation and new events*

*Outdoor venues (multiple venues, multi-use venues, amphitheatre concert/theater production)*

- *Organizing activities include facility planning, fundraising and facility development*

Applicant's Note: Starting Winterburn introduces a new event concept which is in support of current discussion and planning by a collaborative team from across the community to create a Winter Carnival series of events throughout town. This event will create demand for a well-planned and developed outdoor, multi-use and multi-season facility.

### **Parks & Recreation**

*Goal 6: Provide parks and recreational facilities **and programs** that foster a sense of community and nurture the emotional connection people have with each other and Mammoth Lakes.*

Applicant's Note: Winterburn invites local teams to design and build snow sculptures with a "people's choice" contest at the conclusion and a bonfire with live music. This event intends to build camaraderie and invite the community to come out and share. Visitors will be attracted as they like to participate in the locals activities which gives them the emotional connection with Mammoth Lakes.

2. How does the project/program or event align with **goals and priorities** established by the Town?

*1. Economic Stimulus: Events encourage visitors to stay in our lodging generating TOT and spend money locally. Winterburn is the beginning of a larger movement for a winter event series which will compliment other events and recreation to grow the visitor demographic and extend visitors stay and spending.*

*2. High Impact: In its first year, Winterburn will break ground for a new type of event in Mammoth Lakes.*

3. *Ready to Go:* The idea is developed, the TOML event application submitted, the implementation team is forming and this event is ready to launch.

4. *Leverage:* As a start-up event with unique requirements, several local businesses and non-profit groups are volunteering time and supplying goods and services.

5. *Plan for the Future:* Winterburn is intended to be one of several events to be held during a Town-wide Winter Carnival. In collaboration with the Winter Carnival team, these events will grow to a multi-day event with expanded family-friendly activities to enhance the Mammoth Lakes experience.

3. Describe the project's/program or event **Conceptual Plan** or attach the **Business Plan**, including a detailed budget showing all anticipated revenue and expenditures associated with the event. (This should be an attachment to the application titled: "Project Concept Plan/Business Plan").

*Attached.*

4. **Provide a one (1) page Executive Summary of your project/program or event.** (This should be an attachment to the application titled: "Project Executive Summary").

*Attached.*

5. Is this project/program or event funding request for:

\_\_\_ Multiple years of funding, or

\_\_\_ Single year of funding

*TBD*

6. Identify all principles involved in this project/program or event and their responsibilities.

a. Applicant

*Sean & Joyce Turner*

*Event Producers*

*Mammoth Beers dba Mammoth Brewing Company*

b. Affiliated parties/agencies

c. Consultant or other support

*Rock n Dirt: Snow moving& construction*

*Clocktower Cellars: TBD*

*Sculpture Sponsors: Local Businesses & Non Profits*

**SECTION B – PROJECT DESCRIPTION**

1. Project Location

A. What is the location(s) of your project/program or event?

*Sam's Wood Site  
5699 Minaret Road*

2. Do you have owner and/or jurisdictional approval to use the location identified in the application?

If Yes, please provide documentation of approval.

If No, describe how and when you will secure the approval.

*Yes. See attached authorization letter.*

3. Based upon your project type, who is/will be (organization & person) responsible for maintenance and operation upon completion of the project/program? Please provide documentation of identified party's responsible for categories below. (NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

A. Ownership: *Mammoth Beers dba Mammoth Brewing Company*

B. Maintenance: *NA*

C. Operation: *NA*

D. Liability & Insurance: *Mammoth Beers dba Mammoth Brewing Company*

4. Will any Pre-Development/Design funds be required for your project/program?  
If Yes, please describe what is required, when it's required, the timeline/schedule and cost.  
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

5. Will any Implementation/Construction funds be required for your project/program?  
If Yes, please provide the scope of work, timeline and budget.  
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

6. Will this project or event involve the purchase of equipment?  
If yes, who will own it? Who will be allowed to use it? Who will maintain it? How will it be stored?  
What is the estimated replacement timeline and cost?

*No. All equipment owned or rented.*

7. Will any Maintenance funds be required for your project/program?  
If yes, please describe what is required, when it's required, the timeline/schedule and cost.  
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

8. Will any Operational funds be required for your project/program or event?  
If yes, please describe what is required, when it's required, the timeline/schedule and cost.

*Please see budget. No up-front operating budget required.*

9. Will any Replacement funds be required for your project/program?  
If Yes, please describe what is required, when it's required, the timeline/schedule and cost.  
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

10. Will there be Contractual Service hours used for any phase of your project/program or event?  
If yes, please identify which task or phase, how many hours and the value of those hours.

*No. All services volunteered.*

11. Will there be volunteer hours used for any phase of your project/program or event?  
If yes, please identify which task or phase, how many hours and the value of those hours.

*Yes.*

*Snow moving time & equipment donated by Rock n' Dirt*

12. Have any public (including Measure R and U) or private funds been previously committed, or is presently committed, to this project/program or event? *Yes.*  
If Yes, please identify amount and year of funding or award.

*Mammoth Beers is committed to providing a portion of the funding.*

13. Was public or private funding in place for this project/program or event before June 8, 2010?  
If Yes, please describe how you are enhancing or improving the project/program or event.

*No.*

14. Identify your matching or leveraged resources, funds, volunteers, etc. Identify if Measure U is the only funding source for your project/program or event.

*Leveraged resources: With a commitment of other funding [Measure U], Mammoth Beers dba Mammoth Brewing Company [MBC] will provide matching funding, production expertise, coordination, and labor for this event.*

*Volunteers/Sponsors/Business & Non-Profit Support: MBC is soliciting the support of the community through services, volunteer hours, and participation in the sculpture contest.*

15. Is your project/program or event going to have an impact (positive or negative) on existing use in the residential neighborhood or business location you have identified? Please describe:

*No relevant impacts.*

## SECTION C – PROJECT BENEFITS

1. Describe how the project/program or event provides a measurable community benefit (increased revenue, improved quality of life, etc.).

2. What is your target market - residents or visitors or both? What is the estimated number of users/participants/attendees?

*Targeting both residents and visitors.*

3. Is the project/program or event a one-time or recurring activity?

*This is the first ever Winterburn event with the intention of continuing as an annual event, possibly wrapping into future fall carnivals.*

4. Please provide any additional information you would like the Measure U Committee to consider when reviewing your application.

*A movement began to hold a winter carnival in Mammoth this year. MBC, with our proven event production experience as evidenced by the success of the Mammoth Festival of Beers & Bluesapalooza, choose to initiate this event on a small scale to capture the momentum and interest in winter events. We look forward to a Town-wide, coordinated effort to create a Winter Carnival season with Winterburn as one of many events.*

## SECTION D – PROJECT FEASIBILITY

Feasibility studies will be required for 'top tier' projects or large special events in order to clearly identify the level of funding required for the life of a project/program or event. It is in the best interest of the applicant to complete the feasibility section of the application. For any clarification regarding the questions or degree of detail that needs to be provided, please contact Town Staff.

### 1. Competitive Supply Analysis

- A. 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.

### 2. Identification of Market Opportunity

- A. Identify the long-term opportunity that the project/program presents.

### 3. Describe the targeted users of your project/program (include the number of participants).

### 4. Projected Multi-Year Demand Analysis

- A. Provide the projected demand with assumptions.

### 5. Projected Multi-Year Revenue Projections

- A. Projected revenue with pricing assumptions.

### 6. Cost Analysis – Provide the estimated one time or annual costs for each phase of your project/program (where applicable):

1. Land acquisition costs:
2. Equipment acquisition:
3. Site preparation/demolition and site prep costs:
4. Entitlement costs:
5. Architect and planning costs:
6. Construction costs:
7. Operational costs:

8. Maintenance costs:
9. Programming costs:
10. Other:

## **Feasibility Analysis**

1. Project and Financial Assumptions

- A. Please state assumptions which are the basis of the pro forma development.

2. Multi-Scenario Pro Formas

- A. Provide one or two pro forma scenarios to understand the project's/program's financial feasibility. Within this element it is recommended that a 5-year operating budget be developed.

3. Risk Analysis

- A. Identify project/program risks.

4. Project Schedule

- A. Identify the necessary implementation tasks required for your project/program.

5. Quality of Life Analysis

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

# WINTERBURN: *Project Executive Summary/Conceptual Plan*



**Mammoth Brewing Company**  
P.O. Box 611  
Mammoth Lakes, CA 93546  
Ph: 760.934.7141 Fax: 760-934-7241

The name grows out of:

- (a) the bonfire held on Saturday night at the culmination of a weeklong building & viewing ice/snow sculptures and
- (b) pays homage to the spirit of the Burning Man Event, recognizing and celebrating the temporary nature of art sculptures and performing arts.

This first annual event will take place the week of Feb 18, 2013, with a culmination of a bonfire on Saturday night, Feb 23<sup>rd</sup>. This is the busiest week for Southern California school breaks, and as far as we know, there are no other competing events in Mammoth Lakes that week or weekend.

The event venue will be Sam's Woodsite. The host entity (Mammoth Brewing Company) would pay to build an "Avenue of Snow Sculptures" through the back (Southern and Western portion) of Sam's Woodsite, with 6 to 10 "cul de sacs", where individual groups or teams would build their snow sculptures. The "cul de sacs" would be in the shade of the trees back there, to help prevent the sculptures from melting during the relatively warm, sunny days in Mammoth.

MBC would hang the lighting (the same construction string lights that are used for summer events) to light the "avenue". The walls of the avenue would be pushed or snowblown back and up, to create a tunnel effect (goal would be to have the walls at least 7' high). The teams would be signed up in advance (to determine how many cul de sacs to create), and would consist of local businesses or non-profit or school groups. This first year's teams would be admittedly amateur, with the goal of bringing more professional teams in the future. (We might try to get one professional large ice sculpture out at the front gate).

By encouraging local teams to participate, we would be getting more community involvement. Perhaps we would charge a nominal fee to enter (say \$25) just to get commitment. But all teams would receive entry gifts [i.e. t-shirts, a keg of root beer, etc] with the grand prize getting tickets to Bluesapalooza. Judging would be done by "people's Choice" on Saturday night. Each paying entrant to the Bonfire on Saturday night would get a ballot, to be cast by 7pm at the latest. The winner would be announced at 9pm, at the bonfire.

**The bonfire** would be the culmination of the event and week, and would take place in the center of Sam's Woodsite. The fire pit would be of heavy metal construction donated/loaned by Roc n' Dirt. The goal would be to have flames 10'-12' high, depending on what the fire marshal allows. Hours of the bonfire would be 5 to 10pm. Nominal admission (maybe \$5) would be charged, with the proceeds from bar sales (and food sales?) going to help pay for the event.

Preparation of Sam's Woodsite would begin weeks in advance, by creating a large amphitheater in the wide open area of Sam's Woodsite. Our "snow blowing sponsors" (this year: Rock n' Dirt) would push/blow the snow up to create tall walls (at least 10' high) all around the center - - the goal is to create the feel of a large snow amphitheater. An entrance would be created to back one of MBC's large box trucks into the site, to create a "stage" for music to be performed (like what we did for our "Burn on Berner" series in the winter of '08-'09.) during the bonfire.

# **WINTERBURN:**

## ***Project Executive Summary/Conceptual Plan***



**Mammoth Brewing Company**  
P.O. Box 611  
Mammoth Lakes, CA 93546  
Ph: 760.934.7141 Fax: 760-934-7241

The snow amphitheater can be sculpted to create tiers of seats encircling the burn pit. Also sculpted into the sides of the walls would be an alcove for (a) the bar, (b) a food vendor and (c) a bouncy house for kids.

**THIS EVENT IS DESIGNED TO BE VERY FAMILY-FRIENDLY!**

# Event Budget For Winterburn

## Income

	Estimated	Actual
Total income	\$1,250.00	\$0.00

Admissions	Estimated	Actual	Estimated	Actual
	150		Adults @ \$5.00	\$0.00
			Children @ \$0.00	\$0.00
			Other @ \$0.00	\$0.00
			<b>\$750.00</b>	<b>\$0.00</b>

Ads in program			Covers @ \$0.00	\$0.00
			Half-pages @ \$0.00	\$0.00
			Quarter-pages @ \$0.00	\$0.00
			<b>\$0.00</b>	<b>\$0.00</b>

Exhibitors/vendors	10		Large booths @ \$50.00	\$0.00
			Med. booths @ \$0.00	\$0.00
			Small booths @ \$0.00	\$0.00
			<b>\$500.00</b>	<b>\$0.00</b>

Sale of items			Items @ \$0.00	\$0.00
			Items @ \$0.00	\$0.00
			Items @ \$0.00	\$0.00
			Items @ \$0.00	\$0.00
			<b>\$0.00</b>	<b>\$0.00</b>

# Event Budget for Winterburn

## Expenses

	Estimated	Actual
<b>Total Expenses</b>	<b>\$11,350.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Site</b>		
Room and hall fees [Venue]	\$500.00	
Site staff	\$2,500.00	
Equipment	\$500.00	
Tables, Chairs, Tents	\$500.00	
<b>Totals</b>	<b>\$4,000.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Refreshments</b>		
Food		
Drinks		
Linens		
Staff and gratuities		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Props &amp; Decorations</b>		
Supplies	\$1,000.00	
Lighting	\$1,000.00	
Bounce House	\$250.00	
<b>Totals</b>	<b>\$2,250.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Program/Entertainment</b>		
Professional Ice Sculpter	\$1,000.00	
Stage & Sound		
Travel		
Hotel		
Other		
<b>Totals</b>	<b>\$1,000.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Publicity &amp; Advertisizing</b>		
Graphics work	\$500.00	
Printing & Banners	\$750.00	
Website / Facebook	\$200.00	
Advertisizing	\$1,000.00	
<b>Totals</b>	<b>\$2,450.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Prizes</b>		
Bluesapalooza Tickets	\$900.00	
Other Prizes & Gifts	\$300.00	
<b>Totals</b>	<b>\$1,200.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Miscellaneous</b>		
Telephone		
Transportation		
Stationery supplies		
Fax services		
Postage		
Permitting	\$450.00	
<b>Totals</b>	<b>\$450.00</b>	<b>\$0.00</b>

# Event Budget for Winterburn

## Profit - Loss Summary

	Estimated	Actual
Total income	\$1,250.00	\$0.00
Total expenses	\$11,350.00	\$0.00
<b>Total profit (or loss)</b>	<b>(\$10,100.00)</b>	<b>\$0.00</b>

Measure U                      \$5,000.00  
 Mammoth Beers              \$5,100.00

