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Town of Mammoth Lakes
RECREATION DEPARTMENT

APPLICANT INFORMATION

Name of Organization: **Black Diamond Foods, LLC dba Gomez's**

Type of Organization **For-profit**

Contact Person: **Michael Ledesma or Russ Squier**

Organization's Address: **PO Box 2885, Mammoth Lakes**

State / Zip: **CA, 93546**

Office/Cell Phone Number: **760-934-2693 or 805-340-1566**

Email Address: **Michael@gomezs.com**

Internet Address: **www.gomezs.com or www.mammothmargaritafestival.com**

PROJECT SUMMARY

1. Name of Project/Program/Event:
2. The Mammoth Margarita Festival
3. Project Category (Recreation/Arts/Mobility): ARTS
4. Start / End Date: August 9-10, 2013
5. Measure U Funds Requested: \$ 15,000

SECTION A – PRELIMINARY QUALIFICATIONS

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

The 2007 TOML General Plan reflects multiple connections to a focus of year round activities, diversification of opportunities to enhance the quality of residents and visitors experiences. The plan also focuses on event attractions helping to create economic opportunities for businesses within the community. Relevant sections are:

TOML General Plan, page 7

"This plan establishes... protectors of residents' quality of life, and caretakers of visitors' quality of experiences..."

Community Vision #4) "Being a premier, year-round resort community based on diverse outdoor recreation, multi-day events and ambiance that attracts visitors"

TOML General Plan, page 8

Second paragraph "As a place that attracts cultural, artistic and wellness-minded residents and visitors..."

TOML General Plan, page 9

Economy "E.1 – Be a premier destination community in order to achieve a sustainable year-round economy. E.2 -Achieve a sustainable tourism by building on the areas natural beauty, recreational, cultural, and historic assets. E.3 – Achieve a more diversified economy and employment base consistent with community character."

TOML General Plan, Page 10

"L.4 – Be a symbolic and physical heart of the Eastern Sierra: the regional economic, administrative, commercial, recreational, educational and cultural center. L.5 – Provide an overall balance of uses, facilities and services to further the towns' role as a destination resort community. "

TOML General Plan, Page 12

"The challenge for Mammoth Lakes is to increase visitor occupancy midweek and shoulder seasons ..." "E.1.D - Policy: Encourage, restaurants, retail, entertainment, lodging, and services."

TOML General Plan, Page 13

E.1.H – Policy: Develop and implement an aggressive inbound and outbound marketing and sales promotion campaign. E.1.J – Policy: Promote special events... E.1.L – Support diverse arts, cultural and heritage programing..."

TOML General Plan, Page 14

"Mammoth Lakes also attracts also attracts cultural, artistic and wellness minded residents and visitors. Through education, programmed activities, special events, and entertainment opportunities, the goals and policies of this element will be met."

TOML General Plan, Page 24

"each district should provide different recreation and leisure opportunities". "Program opportunities include but are not limited to: ... - Plazas and special event areas..."

RecStrats

RecStrats Core Strategy 5 is “Support the highest quality and variety of special events”

RecStrats Core Strategy 7 is “Support the highest quality and variety of arts and culture”

Parks and Recreation Master Plan, Page 5

Values, Vision, and Goals

The Mammoth Lakes community has indicated that parks and recreation should reinforce what makes living in the area so special: access to the outdoors year-round, opportunity for a variety of physical activities in a beautiful setting, and ability to connect with others in the community through recreation and events in public places.

Parks and Recreation Master Plan, Page 25

“Event venues on public land can be considered a component of the Town’s parks and recreation facilities, because they help contribute to the vision for Parks and Recreation. “

Parks and Recreation Master Plan, Page 28

The success of Mammoth Lakes as a destination resort will depend in part on meeting the changing expectations of visitors... These activities include festivals and performances, specialized high-altitude training opportunities, educational experiences, and shopping and nightlife. “

Parks and Recreation Master Plan (Page 32)

“Expand the potential visitor market through parks and recreation: Offer more events”

Parks and Recreation Master Plan (Page 39)

“9. Promote awareness of the Town’s parks and recreation facilities, programs, and special events.”

Parks and Recreation Master Plan (Page 50)

Public-Private Partnerships

Collaborative relationships of the Town of Mammoth Lakes with private entities can provide significant recreational benefits to the Town’s resident. ... The Town should be ready to explore these and other partnership options as they arise, including those with non-profit organizations.

The 2007 TOML General Plan states (page 14) that “it is important that arts, culture, heritage and natural history are encouraged”. The General Plan recognizes that vibrant resort towns offer a wide spectrum of artistic and cultural events, enhancing the overall visitor experience. Mammoth Rocks is in its fifth year and combining with two great venues to attract visitors to a destination resort community adding to the visitor experience and creating additional revenue for businesses and the town.

The RecStrats process in 2011 identified “Enhanced Programming” as one of the core linkages for community development. It was quoted in five community workshops, and received special emphasis in Arts and Culture and Special Events workshops. The MLCC is committed to creating an event that attracts thousands of visitors to the town creating additional revenue for the businesses in Mammoth.

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

- **Cultural Diversity:** The Mammoth Margarita Festival has a primary objective to create an event which is multi-cultural. There are very few themes which have the potential or ability to service both the Hispanic Community & the caucasian community and this has proven to be one of them. Mammoth's year round population is estimated to be 40% Latino. No other event has demonstrated the ability to bring all ethnic backgrounds of the local population as well as the tourist population together at the same event.

"Economic Stimulus": The Mammoth Margarita Festival offers enhanced and additional opportunities for business growth in Mammoth Lakes. In our inaugural year, we experienced an estimated 3,500 people at the festival. To my knowledge, no other festival has generated more participation in its first year. We estimate that this may have generated revenues for the town including lodging, retail and food & beverage etc. of over \$250,000. We believe that the multi-cultural attraction to the event is primarily responsible for this and we intend to build on this with additional targeted features.

- **"Impact Scale":** The Mammoth Margarita Festival experienced amazing attendance in its first year despite having been coordinated & produced in 61 days. With a full year of planning, a Facebook page a website and preselling of tickets, we believe we can double to perhaps triple the economic impact on the community at large.

- **"Economies of Scale":** The Mammoth Margarita Festival infrastructure is in place which enables us to focus on enhanced programming and services as opposed to first time set up in year one.

- **"Leverage" :** The Mammoth Margarita Festival experienced extraordinary support from the business community – especially given such short notice. The generous contribution by many of these businesses helps to make the event. By partnering with local and regional media we are able to extend every dollar spent and achieve a high return on every investment.

- **"Future Growth":** The event is only in its second year. We believe that the events wide range of demographics positions us to have significant growth year over year. Our goal is to build off of year one by target marketing a wider range of these diversified demographics within both the local and tourist populations with a specific, targeted marketing approach in addition to a broad approach.

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").

Please see attached business plan

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").

Please see attached executive summary as part of the business plan.

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

Multiple years of funding, or

Single year of funding

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

a. Applicant

Black Diamond Foods, LLC dba Gomez's (BDF)

1.Planning:

- Securing of site – The Village Plaza at Mammoth
- Artist contracting (BDF)
- Program development (BDF)
- Public relations, marketing (BDF)
- Fund-raising (BDF)

2.Implementation:

- Physical set-up (BDF) and the Neighborhood Company
- Logistics, (BDF)
- Facility rental/maintenance (BDF)

3. Administration:

- Volunteer effort coordination (BDF)
- Housing and meals artists (BDF)
- Insurance (BDF)
- Scheduling (BDF)
- Transportation (BDF)

b. Affiliated parties/agencies

MLEC
Village Neighborhood Company

c. Consultant or other support

40-60 Volunteers
Private Security

SECTION B – PROJECT DESCRIPTION

1. Project Location

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

The Venue for The Mammoth Margarita Festival is the "Village" Plaza

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: we are tenants of the Village and the Village events coordinator Leisha Baldwin has confirmed our Authorization of the event on August 9th & 10th, 2013. Leisha has the event on the Village events calendar.

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:

B. Maintenance:

C. Operation:

D. Liability & Insurance:

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)

No

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)

No

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

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)

No

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.

Yes

Project administration includes the below, estimated costs is \$12,000

- Plan and secure funding from a variety of sources
- Secure and contract graphics artists
- Secure and contract equipment and facility related services
- Design and produce programming
- Prepare promotional material for day of signage

- Secure and facilitate housing for artists
- Recruit entertainers and transportation
- Mobilize, coordinate, and recognize volunteers
- Administrative processing of finances
- Insurance, liability, property

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)

No

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.

Yes

All performers will be contracted services in addition to some sound and stage setup. Music will be \$40,000 for performers and electrical/audio will be \$3,500

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.

The Chamber of commerce is a nonprofit volunteer board. All hours associated with preparing and planning for the event are volunteer hours and an estimated values are outlined below.

Fund raising- 40 hrs	value: \$600
Event planning – 200 hrs	value: \$3,000

Band/vip coordination- 40 hrs	value: \$ 600
Merchandise sales -40 hrs	value: \$ 750
Refreshments – 40 hrs	value:\$ 600
Information distribution- 60 hrs	value: \$ 1,000
Financial Logisitcs -10 hrs	value : 150

Total of 430 hours at a value of \$6,700. This does not calculate the value of many professionals at their current rate but the general value of support to the event.

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?
If Yes, please identify amount and year of funding or award.

No, but we intend to pursue funding from other sources.

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.

We will utilize the support from the Village in both physical and monetary. Black Diamond Foods, LLC supplies much of the labor and pays for through BDF, LLC. Monies granted and raised via sponsorships helps to cover these expenses.

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:

Yes. The project is designed to attract business and visitors to Mammoth. The impact of 3,500 – 5,000 visitors in the community will create additional spending within the community.

SECTION C – PROJECT BENEFITS

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

The Mammoth Margarita Festival brings a large number of people which has economic benefits as previously stated such as lodging, retail, food & beverage and other services. What's more, the diverse nature of the theme means that not everyone comes from one socio-economic background as with most themes. This translates to businesses around town above and beyond the village benefitting economically. Again, we believe that no other event has the ability to attract and serve both the Hispanic and caucasian community in Mammoth Lakes in addition to tourists of all socio-economic and ethnic backgrounds.

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

Our target audience is a split between Hispanic and non-Hispanic residents and tourists.

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

Recurring

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

We believe that Mammoth suffers at times from not producing events that can bring together peoples of all socio-economic and ethnic backgrounds. Many if not all events tend to attract one demographic or another. Our "No Judgments" mantra is designed to thematically and operationally present an event which can do this in Mammoth Lakes. We believe that our first year proved that we have a platform to do this and are eager to continue with our community enhancing, cultural experiment.

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

Project and Financial Assumptions

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

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.

Risk Analysis

A. Identify project/program risks.

Project Schedule

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

Quality of Life Analysis

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

2013 Draft Budget Mammoth Margarita™ Festival

Cash Expenditures	Estimate
Creative & Design	
Posters	
Print	
Rack Cards	
Website	
Facebook & Social Media	
Google Ad words	
Sandwich boards	2,500
Printing	
Posters	
Rack Cards	
Banners & Signs	
Menus	2,500
Advertisement & Promotion	
Press Releases	
Event Calendar Posts	
Email Blasts	
Social Media	
Times Inserts	
The Sheet Inserts	
Radio	
Webhosting	7,500
Entertainment (Music)	15,000
Event Overhead Permits & Insurance	2,500
Animation	2,500
Labor & Security (Non-volunteer)	2,000
Misc	2,000
Total Cash Expenditures	\$ 36,500
Non-Cash	
Value of donations and trades such as the venue, vendor contributions, volunteer labor, hotel room sponsorships etc.	\$ 20,000
Total Event Budget Cash & Non-Cash Contributions	\$ 76,500

Project Executive Summary The Mammoth Margarita™ Festival 2013

Highlight

A truly unique event to the Mammoth Lakes area, the Mammoth Margarita™ Festival will celebrate a second year August 9 & 10 in The Village Plaza. The event is projected to be Friday night from approximately 3-10pm and Saturday from approximately 2-10pm. Friday will include a free musical concert by two selected thematic artists as well as a large Margarita, Mexican Cerveza and Sangria Beverage center. Saturday will include a Tequila tasting event purchased for adults over 21 from 3-6pm including (new for 2013) a selection of fine Mezcal. We are projected to have 18-24 distilleries represented from all over Mexico's tequila producing region. Saturday night will also include a free concert on the Plaza stage featuring 2-3 artists. New for 2013, Saturday will also include selected tapas style Latin food items, and more entertainment for children as well as adults.

Latin Centric, the event focuses on providing guests with an experience immersed in Latin culture, food, music and drink. Our efforts to fuse familiar cultural elements gives the Mammoth Margarita™ Festival a unique appeal to our US and European tourism guests as well as our locals. Projected attendance is expected to grow by about 25-30% to around 2,000 on Friday and perhaps as much as 3,500 over the course of Saturday. As with 2012 in which the festival was able to make a large charitable donation to support AYSO, in 2013 a portion of proceeds will go to support AYSO again. It is our aim to provide especially for the needs of the AYSO scholarship children in need of financial assistance and provide them the ability to have uniforms and play.

Further Background – Why this festival has broad appeal

In the Latin region, specifically the country of Mexico has become the exclusive exporter of the internationally protected distilled beverage which was native to the region known to most as Tequila. Less well known to the region are also unique beverages known as Mezcal and in other areas outside Mexico, Sotol. The Margarita itself has become the most popular mixed drink in America. This rise of popularity of Tequila and Margaritas in the US makes the event an unusual draw. In addition, the music of Latin America has grown in popularity among the non-Latin population with Stars such as Carlos Santana having as many fans in the United States as Latin American. The association of the Margarita with "holiday", "vacation" and relaxation consistent with our tourism agenda is a big draw for summer and lastly, the food of the area having large and broad appeal across both borders and particularly in the Western US helps as well!

The second annual Mammoth Margarita™ Festival plans to build on its inaugural years efforts by broadening and deepening its guest/attendee experience. We plan to expand and broaden the level of musical diversity for our guests that could include both sounds familiar and appealing to our primary tourism audience as well as further expose them to cultural diversity (such as a Mariachi band) that may be less familiar and yet appealing to many in Inyo and Mono County. In addition we plan to expand our tasting to include a larger selection of Tequila Distilleries as well as introduce a broader range of the up-and-coming Mezcal Experiences. Further, we believe there is opportunity to bring in a stronger food component than last year including the possibility of a local Tamale making contest and lastly, while generally an event for adults, our themed photo-booth was so popular last year that we plan to add more stimulus for children and young adults including, but not limited to, face painting and possibly children's dance.