



2013 MEASURE U SPRING APPLICATION FORM

APPLICANT INFORMATION

Name of Organization: MONO COUNCIL FOR THE ARTS

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

Contact Person: Gaye Mueller

Organization's Address: PO Box 56, Mammoth Lakes

State / Zip: CA. 93546

Office/Cell Phone Number: (760)937-2942

Email Address: info@monoarts.org

Internet Address: www.MonoArts.org

PROJECT SUMMARY

1. Name of Project/Program/Event: 26th Annual KIDS FISHING FESTIVAL
2. Project Category (Recreation/Arts/Mobility): Arts and Recreation
3. Start / End Date: July 27th, 2013
4. Measure U Funds Requested: \$7000

SECTION A – PRELIMINARY QUALIFICATIONS

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

One of the goals of the General Plan is that Mammoth Lakes be a premier destination community in order to achieve a sustainable year-round economy. Fishing is of great economic importance to Mammoth Lakes as well as to the rest of the Eastern Sierra. In order to sustain fishing, it is important to teach our children how to fish as they will be our future anglers returning again and again to the region. This has been demonstrated by the longevity of this festival with generations returning year after year.

Another goal is to achieve sustainable tourism. This event has been going on for 25 years and is the only fishing event in Mammoth Lakes, down from 4 fishing derbies a year in the past. Families have been coming to this event since they were children. Many parents received their first fishing rods at this event. And they still have the tshirts they painted; in the past from the actual imprint of the trout they caught.

Education is also important to the General Plan. Since Mono Council for the Arts (MCA) took over the Kids Fishing Festival 3 years ago, we have partnered with the Department Fish and Wildlife (GFW) to bring several of their educational programs to the event. Last year we added an entomology booth taught by Aguabonita Fly Fishing from Ridgecrest. This festival also teaches our children to be stewards of their environment and of our fisheries.

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

RecStrats: 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.

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.

TOML COMMUNITY VISION STATEMENT

To achieve this vision, Mammoth Lakes places a high value on:

Being a premier, year-round resort community based on diverse outdoor recreation, multi-day events and an ambiance that attracts visitors.

GENERAL PLAN

SUSTAINABLE ECONOMY

E.1. GOAL: Be a premier destination community in order to achieve a sustainable year-round economy.

ECONOMIC DEVELOPMENT

E.1.B. POLICY: Encourage the development of community-based organizations that support economic development.

E.1.C. POLICY: Increase participation and coordination of local agencies.

MARKETING, PROMOTION AND SPECIAL EVENTS

E.1.L. POLICY: Support diverse arts, cultural, and heritage programming, facilities and development of public venues for indoor and outdoor events.

SUSTAINABLE TOURISM

E.2. GOAL: Achieve sustainable tourism by building on the area's natural beauty, recreational, cultural, and historic assets.

E.2.A. POLICY: Support a range of outdoor and indoor events, facilities, and services that enhance the community's resort economy.

EDUCATION

S.5.B. POLICY: Support expansion of educational opportunities within the community.

ARTS, CULTURE, HERITAGE AND NATURAL HISTORY

RICH COMMUNITY CULTURE

A.2. GOAL: Be a vibrant cultural center by weaving arts and local heritage and the area's unique natural history into everyday life.

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.

RECREATIONAL OPPORTUNITIES

P.4. GOAL: Provide and encourage a wide variety of outdoor and indoor recreation readily accessible to residents and visitors of all ages.

P.4.A. POLICY: Expand recreational opportunities by proactively developing partnerships with public agencies and private entities.

RESOURCE MANAGEMENT AND CONSERVATION

HABITAT RESOURCES

R.1. GOAL: Be stewards of habitat, wildlife, fisheries, forests and vegetation resources of significant biological, ecological, aesthetic and recreational value.

R.1.E. POLICY: Support fishery management activities.

R.1.F. POLICY: Support education, interpretive programs and facilities offered by the Department of Fish and Game, Mono County Fisheries Commission, and other appropriate entities.

R.3. GOAL: Preserve and enhance the exceptional natural, scenic and recreational value of Mammoth Creek.

PARKS AND RECREATION MASTER PLAN

EXECUTIVE SUMMARY: 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 the ability to connect with others in the community through recreation and events in public places.

EVENT VENUES

Event venues on public land can be considered a component of the Town's parks and recreational facilities, because they help contribute to the vision for Parks and Recreation. These venues can be indoor or outdoor, and the events help foster community interaction, promote connectivity, nurture partnerships, and encourage appreciation of the natural environment.

COMMUNITY SETTING, VALUES, AND NEEDS

The success of Mammoth Lakes as a destination resort will depend in part on meeting the changing expectations of visitors. Not only is it important to provide more traditional recreation experiences, but an increasingly broader array of activities is needed--especially to attract visitors during the "shoulder" seasons and encourage extended visits beyond the weekend. These activities include festivals and performances, specialized high-altitude training opportunities, educational experiences, shopping and nightlife.

SUMMARY OF OTHER STAKEHOLDER INPUT

- Accommodate the recreation needs of different age groups (especially young children)
- Expand the potential visitor market through parks and recreation:
 - Offer more events

PUBLIC-PRIVATE PARTNERSHIPS

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

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").

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").

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: MONO COUNCIL FOR THE ARTS

Responsibilities:

Planning–Securing the site (SnowCreek ponds) and having the site maintained for the event (cleaning the grounds and the ponds)

- Program development
- Public Relations and marketing
- Fundraising
- Secure trophy trout for stocking of ponds

Implementation–Set up and tear down the festival

- Recruiting volunteers
- Maintenance of site
- Organization of event programs, parking, banners
- Registration, tshirt sales & painting booths

Administration–Secure permits

- Housing for DFW personnel and other volunteers
- Insurance
- Layout of site

b. Affiliated parties/agencies:

Eastern Sierra Fishing Guides Association–supply guides and safety

Dept. of Fish & Wildlife–Fishing in the City Program

- California Fishing Passport Program
- Hatchery Program
- Junior Fishing Licenses
- Living Stream Aquarium Truck
- Game Warden Recruitment Trailer (pending)
- Local Game Wardens
- Regional Fisheries Biologist

Mammoth Lakes Fire Department–educational, promote Canoe Races & Picnic

Aguabonita Fly Fishing Group–supply guides and entomology booth

Friends of Mt. Whitney Hatchery–supply guides
Pure Fishing/Berkley–education, supply loaner rods, guides, sponsors
Inland Aquaculture Group–supply trophy trout
American Sportfishing Assn.–supply raffle prizes
Mammoth Mountain Ski Area–donate lodging & offer discounted lodging
SnowCreek Resort–supply venue, donate lodging for DFW
Mono County Fisheries Commission–fund fish stocking
Town of Mammoth Lakes–fund fish stocking, marketing of event (MLT)
US Forest Service–brings Smokey the Bear and rangers
Eastern Sierra Audio–provides audio

c. Consultant or other support:

TOML Staff–provides barricades and cones, traffic trailer, consulting
Dept. of Fish & Wildlife–major consultants
Pure Fishing/Berkley–consultants
Mammoth Lakes Tourism–marketing
Mono County Tourism–marketing
Mono County Fisheries Commission–consulting
Mammoth Disposal–donates potties and dumpster

SECTION B – PROJECT DESCRIPTION

1. Project Location

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

SnowCreek Resort and Reservations–2 ponds on property

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 have an oral agreement with John Morris, manager of SnowCreek Resort. The festival has been held at this location for 25 years and John Morris has been instrumental in his help and devotion to the event.

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: MONO COUNCIL FOR THE ARTS–Gaye Mueller

B. Maintenance: MONO COUNCIL FOR THE ARTS–Gaye Mueller

C. Operation: MONO COUNCIL FOR THE ARTS–Gaye Mueller

D. Liability & Insurance: ROBERT BEACH INSURANCE–Robert Beach

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)

YES. Funds will be necessary for marketing. This occurs in several stages. Advertising begins in the ES Fishing Guide and continues with marketing the festival at trade shows and the 2 Fred Hall fishing shows. MCA creates a flyer that is distributed at these shows and at our local visitor centers—the front cover promotes the festival; the back cover shows a map with the location of year round fishing areas (we need to promote this more); the 2 inside pages list events and fishing derbies in the Eastern Sierra. We feel this flyer is important in promoting tourism to our region so our visitors can plan their vacations around the numerous events in our region. The only other event listing available is from the Mono Co. Calendar and websites until ML Toursim publishes their Events Brochure in June. COST: \$500

Marketing continues in the major fishing publications. These ads need to be placed in early spring so families/anglers can plan their summer vacations. COST: \$1500

Local marketing is throughout the month of July. Posters are distributed around the ES corridor. Marketing focuses on radio ads, newspapers and a banner at the entrance to town. COST: \$2000

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

\$2000 Advance marketing/promotion–January thru June

\$6500 Purchase of Alper's Trophy Trout–stocked the day before the event

\$2500 Purchase tshirts, 1 week before event

\$2000 Local marketing/promotion, July

\$500 Lodging for volunteers during the event

\$1500 Posters, banners, flyers, art supplies

Marketing efforts have already begun with the distribution of flyers promoting the Festival at trade shows represented by Mono Co. Toursim. These flyers also serve to promote all the major events in the Eastern Sierra to help our visitors plan their summer vacation. More of these flyers will be distributed at the 2 Fred Hall fishing shows, and locally at the Bishop Visitor Center and the Mammoth Welcome Center. With additional funds of \$2000 we will be able to place ads in the major fishing publications that have special issues promoting fishing in the Eastern Sierra.

Posters and flyers will be placed along the Eastern Sierra corridor 3 weeks before the event. Special attention will be to include campgrounds and places where families stay. A banner will be placed in front of Footloose Sports the week before the event as that proved to be a strong marketing force last year as demonstrated in our registration question on how they found out about the event. MCA will spend \$1500 for posters, flyers and post cards.

MCA needs to better promote local marketing. Our locals comprised only 17% of all those that attended last year. We need to bump up our marketing efforts to bring back

the locals, including our Hispanic communities. We have an extremely limited marketing budget. Additional funds will allow us to extend marketing efforts to reach our local demographics and will be spent by July 25th, 2013. We are requesting \$2000 for local media.

MCA relies heavily upon donations and we receive several donated rooms to house our volunteers. However, we keep expanding our out of the area volunteer base and need to pay for housing from Mammoth Mountain Ski Area's employee housing. At \$125 for a room for 2 people for 2 nights, \$500 will allow us to house 4 volunteers.

MCA brings an arts contingent to the festival by having the children paint tshirts with fish designs (Japanese gyotaku technique). We completely ran out of tshirts last year and need to purchase at least 500 shirts from Designs Unlimited who sells them to us for cost. We are requesting \$2500 for children's tshirts that say on the back "hooked on Alper's trout" (to help promote a very important commodity we have in our region). The sales of these tshirts, which we sell at cost, are the only source of revenue for MCA and it does not cover the expense MCA puts into the festival.

TOTAL MEASURE U REQUEST FOR MARKETING, TSHIRTS, AND LODGING \$7000

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.

NO

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

Mono Council for the Arts is a non-profit organization with 8 volunteer Board members who will assist with registration & tshirt painting, set up & tear down.

56 hours @\$24.18/hr. VALUE: \$1354.08

Additional volunteers for registration & tshirt painting: 36 hrs. VALUE: \$870.48

Volunteer guides to assist children fishing: 350 hours. VALUE: \$8463.00

Volunteers for fish cleaning and rod & reel rentals: 35 hours. VALUE: \$846.30

Dept. of Fish & Wildlife volunteers: 132 hours. VALUE: \$3191.76

Note: This does not include travel time from outside the area.

ML Fire Dept: 24 hours @ \$25/hr VALUE: \$580.32

Overnight volunteer to police ponds: 12 hours @ \$15/hr VALUE: \$290.16

TOTAL VALUE: 645 hours, \$24.18/hr = \$15,596.10

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.

Mono County Fisheries Commission: '10 \$2000
'11 \$5500
'12 \$4000

Mono County Tourism: '10 \$1000
'11 \$2000

TOML Fish Stocking: '10 \$5500
'11 \$5500
'12 \$5500

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. The event was funded through an Opener Dinner which served as a fundraiser. MCA took over the event in July 2010. The attendance at the dinner dropped considerably so MCA decided to pursue other means of financial support. Mono Co. Tourism and Mono Co. Fisheries Commission will only fund an event for 3 years so we have lost their support. We cannot hold this dinner anymore as the ES Fishing Coalition now has an event on Opener weekend.

MCA believes this festival is extremely important to the town; this is why MCA took over the event after the previous promoter retired after 21 years. It is outside of our mission statement but we could not see this event die. MCA is passionate about our children in Mono County.

Through our Executive Director's involvement with fishing in Mono County (she is on the Mono Co. Fisheries Commission), she has been instrumental in seeking out partnerships with other fishing organizations such as DFW, Aguabonita Fly Fishing, the ES Fishing Guides Assn, Berkley, and American Sportfishing Assn. By developing these partnerships, the event has kept growing with expanded programming and more volunteers. By attending fishing trade shows and representing Mono Co. tourism, MCA continues to develop more partnerships thereby enhancing the festival.

MCA has worked heavily with the Dept. of Fish and Wildlife to improve the educational experience for our children. In the past 3 years, have added their Fishing in the City Program and their Passport Program. Last year we added their Hatchery Program, an entomology booth from Aguabonita Fly Fishing Group, and an educational booth sponsored by Berkley. This year we are hoping to bring DFW's Game Warden Recruitment Trailer and add other educational programs from DFG's Hatchery Program.

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.

Other funding sources will come from the Mono County Fisheries Commission. MCFC will help with reaching out to sponsors but will not provide funding outside of supplemental fish stocking.

Mono Council for the Arts will provide staffing to produce the event as well as volunteers. MCA produces 4 events during the summer. All of our events are FREE to the public. We do not have the resources to fund this event outside of providing our Director's time to put on this event which is considerable.

The Kids Fishing Festival relies heavily on volunteers and donations. We need Measure U funds to continue this event and to keep it FREE for our community and visitors as it has been for the past 25 years. Again, our only source of revenue is from the sale of tshirts. We have exhausted our funding opportunities from the Fisheries Commission and Mono Co. Tourism. The ES Fishing Coalition is not willing to help fund the event.

Please reference 11, 12 and 13 above for more detailed information.

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:

The festival has had a very positive effect by using the ponds at SnowCreek Resort. It helps promote the resort. It is close to a residential neighborhood so many locals, including Hispanic families, can walk to the event. The resort is in a meadow with a stunning view of Mammoth Mountain so children are able to explore the surrounding areas learning about nature. In all of Mono County, this is one of the few places where a children's fishing festival can take place considering variables such as ample parking and easy access for 1000 families. In the past 3 years, the attendance has doubled which necessitated extending the hours to avoid crowding the ponds. We feel we can still continue to grow the event at this location without a negative impact on the residential 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.).

We received 800 survey results but do not feel all the families registered all the children that were present. It is easy to come to the event and bypass the registration booth. We estimate 1000 children attended the event along with their parents, grandparents, and others. We feel this is a very conservative estimate.

3000 attendance X \$98.32 (Tourism daily spend/visitor) = \$294,960.00

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

Our target market is both residents of the Eastern Sierra and visitors. For the past 3 years, we have tracked our attendance through our registration process. We had 80% of the families that attend register as they receive a raffle ticket by registering for numerous prizes given away throughout the day.

Our first year, 2010 saw close to 500 children. 2011 grew to 700. 2012 had over 1000 children. We added extra hours to the event to accommodate the increase in attendance and diminish the impact on the ponds.

We did not use the TOML Survey Form as it is too lengthy for the masses of children that descend upon us. Our own registration form asked how many children are from that family, where they came from, and how they found out about the festival. We found that our target audience is mostly from Southern California (67%). Northern California from Bakersfield north was 5%. Out of state including Nevada was 6%. Locals from Mammoth and Bishop comprised 17%. We would like to improve the local attendance through Measure U funding.

Our festival demographics show that 25% are returning and very loyal to the event. 24% found out about the event through the banner placed at Footloose Sports! 24% were either locals or found out through word of mouth or from friends & family. The remaining 27% heard about the event through our marketing efforts (Internet, radio ads, newspaper ads, flyers, and fishing publications).

We have targeted our marketing towards campgrounds as we feel probably 1/3 of the families stay in campgrounds during the summer and we reached these families through the banner placed at the entrance to Town.

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

This year will be the 26th Annual Kids Fishing Festival.

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

MONO COUNCIL FOR THE ARTS feels this event is crucial to the long term fishing economy of the Eastern Sierra and specifically to Mammoth Lakes; this is ML's only fishing event. MCA does not have the funds to produce this event as we put on 3 other FREE events during the summer. We are very proud to be able to produce this event and watch it grow. We are grateful for the passion of so many volunteers that contribute to the event's success. It is magic to watch these children catch their first fish!

We do not want to loose this event due to lack of funding. MCA puts in a considerable amount of time to produce this event. We have lost our funding from Mono Co. Tourism and the Fisheries Commission who feel that they should not fund an event for more than 3 years. The Eastern Sierra Fishing Coalition does not contribute to funding the event. They have taken away our fundraising opportunity by holding an event on Opener weekend which is when we used to have an Opener Dinner with revenues from the dinner supporting the event.

Before we took over the festival, Tim Alpers used to donate all the fish. Now IAG cannot afford this so the TOML has stepped up to the plate and stocks fish out of their stocking budget. We are asking the Fisheries Commission for more fish out of the Fine Fund monies. These 15" trophy trout cost \$6500 and are a very big draw for the children, also helping promote our Alper's trout.

The festival has always been free and we would like to keep it that way. Families have been coming to this event for generations. It is remarkable to see such enthusiasm in a brief 6 hour event. It is a true community event with so many people volunteering to help. Plus we receive numerous donations for our raffle prizes from the fishing businesses/marinas in the area. The only revenue we receive is from the sale of our tshirts which is negligible compared to the cost of producing the festival.

It is very impressive the amount of volunteers who travel from all over to help teach children the excitement of fishing. They come because they love Mammoth and they love to fish the Eastern Sierra. They see the importance of creating a new generation of anglers. Pivotal partnerships have been formed with DFW and Berkley which has extended to Mammoth Lakes Tourism and Mono Co. Tourism. Nurturing these partnerships has created good will within our region as well as developing new sponsorship opportunities.

This event is unique for this joint application with the ML Events Coalition. The other events receive funding from ticket sales, we do not charge admission. Again, our only source of revenue is through the sale of tshirts which does not offset MCA's cost to produce this special and unique event. Working with in the MLEC guidelines, a long time event can request 10% of their budget. We are requesting 40%. If Measure U cannot fund this amount, we will drop our request to \$5000 and drop out marketing in the fishing publications, focusing on placing ads in our local media.

We need major financial support from Measure U if this event is to continue to be kept free and if MCA is to continue to produce the festival. We do not have the resources to contribute monies to the event as that would take away from our children's art camps and clubs. Our children are our passion. We strive to "Connect kids and community through art" and that extends to the art of fishing!

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.

CONCEPTUAL PLAN Kids Fishing Festival

MARKETING

Mono Council for the Arts coordinates with Mammoth Lakes Tourism and Mono County Tourism to be included in their marketing publications and event listings. We have created a double page flyer to hand out at trade shows listing all the major events and fishing derbies in the Eastern Sierra as currently none exists except a Calendar published by Mono County Tourism. This serves as a reference for visitors planning their vacations to the region. This flyer will also be available at Visitor and Welcome Centers in the Eastern Sierra. MCA pursues ads in local media outlets, produces posters and flyers around the Eastern Sierra to market the festival. With Measure U funding, we will be able to advertise in the major fishing publications as well as in local resources. MCA's 2013 projected marketing budget is \$4000.

RENTAL OF FACILITIES

This event has been held on the property of SnowCreek Resort with no cost involved. SnowCreek donates 2 condos to house DGW personnel who travel from outside the area to help with the event. Additional housing is needed for other volunteers coming from around the state. This event relies heavily on these volunteers who bring with them a passion for teaching children how to fish and enjoy their mountain experience. MCA's projected rental budget is \$500.

TROPHY TROUT STOCKING

The cost to stock 800-850 15inch Alper's trout is \$6500. The TOML provides \$5500 out of their fish stocking budget. MCA will ask the Mono County Fisheries Commission for an additional \$1000 for stocking.

PROGRAMMING

Most of the programs at the festival come from Dept. of Fish and Wildlife volunteers. They receive special dispensation to bring Fishing in the City, the California Fish Passport Program, the Living Stream Aquarium tanker with it's information panels, the Hatchery Program with it's Junior Fishing License, and regional representatives from our local Game Wardens and Fisheries Biologist. Aguabonita Fly Fishing Group brings their entomology program and fishing guides to instruct children. Other guiding comes from the Eastern Sierra Fishing Guides Association who give up a valuable day in the summer to volunteer.

MCA adds an art component by staffing the kids tshirt painting booth which requires the purchase of painting supplies and tshirts supplied at cost by Designs Unlimited. Last year, we sold all of our shirts and need to replace them.

MCA's 2013 projected cost is \$2500.

EXECUTIVE SUMMARY

26th Annual KIDS FISHING FESTIVAL

This year marks the 26th year of the very popular KIDS FISHING FESTIVAL held at SnowCreek Ponds with scenic Mammoth Mountain as a backdrop. MONO COUNCIL FOR THE ARTS (MCA) assumed the production of the event after the demise of the Mammoth Lakes Sportfishing Assn. which had organized the event for 21 years. The Festival is outside the mission of the arts council but MCA has a passion for our children and could not see the event fold. MCA continues the art component by sponsoring the tshirt painting booth which used to be staffed by ML's Parks and Rec volunteers. We have grown the event tremendously in the past 3 years by nurturing partnerships with the Department of Fish and Wildlife, Berkley/Pure Fishing, the Eastern Sierra Fishing Guides Assn. and Aguabonita Fly Fishing group from Ridgecrest. Berkley and DFW's Fishing in the City Program feel that we are now one of the top 12 children's fishing festivals in the state!

The event has remained FREE for children 14 and under and they have the opportunity to catch a 15" Alpers trophy trout. The first year saw attendance of approximately 500 children and in the past 2 years, we have doubled that to over 1000 children. With their families in attendance, we estimate well over 3000 people in the brief 6 hours of the event which brings a considerable amount of revenue into the area. MCA also helps promote the weekend to our visitors by letting them know that this is the only weekend in Mammoth Lakes where there are 3 FREE family festivals.

Previously, the event received funding from an Opener Dinner but that option is no longer available as the ES Fishing Coalition now has an event on that important weekend. Tim Alpers used to donate all the fish but IAG cannot afford to continue donating so the TOML and the Mono Co. Fisheries Commission contribute to fish stocking. SnowCreek Resort does not charge us to use the venue and supplies condos to house our numerous volunteers. MCA receives donations from several businesses, not just locally, that we use for raffle prizes throughout the day. We encourage each family to register so that we can track our marketing efforts; each child receives a raffle ticket for registering.

Last year, MCA submitted a Measure U funding request for \$4000 but withdrew the request after the Fisheries Commission contributed \$5500 to the event. MCFC has informed us this funding is no longer available to us but will hopefully fund supplemental fish stocking. We hope to continue to grow this amazing event with the help of 2013 Measure U funds. MCA cannot afford to fund this event as we produce 3 other events during the summer with revenues generated going towards our FREE children's after school art clubs, FREE kids summer art camps, helping bring additional artistic assemblies into Mono County schools, and awarding art scholarships to gifted high school students.

We are requesting \$7000 from Measure U to be used for advertising in the major fishing publications (\$1500), for local advertising (\$2000 plus \$500 for posters/flyers), for lodging our volunteers that come from all over the state (\$500) and to purchase tshirts which we completely sold out of last year (\$2500). MCA is submitting this application under the umbrella of the Mammoth Lakes Events Coalition. For a long time event, the guidelines are to ask for only 10% of our budget which would be \$1750. We are asking that this request be a special consideration to extend the request to 40% of our budget. We receive no revenue from the event except from the sale of tshirts and MCA puts in considerable staffing time. The festival heavily relies on the generosity of many volunteer groups to provide guidance and education to teach our children the proper methods of safe fishing practices in the hopes of instilling a lifelong passion for angling. Our children are our future and fishing is very important to the economics of our region.