

Mammoth Lakes
CALIFORNIA

2013 MEASURE U SPRING APPLICATION FORM

APPLICANT INFORMATION

Name of Organization: Chamber Music Unbound

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

Contact Person: Rebecca Hang

Organization's Address: PO Box 1219, Mammoth Lakes

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PROJECT SUMMARY

1. Name of Project/Program/Event: Mammoth Lakes Music Festival
2. Project Category (Recreation/Arts/Mobility): Arts
3. Start / End Date: July 14 – August 3, 2013
4. Measure U Funds Requested: \$12,000

SECTION A – PRELIMINARY QUALIFICATIONS

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

The 2007 TOML General Plan 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. A robust Mammoth Lakes Music Festival (MLMF) seeks to contribute to the strong cultural fabric of Mammoth Lakes through outstanding performances and dynamic educational programs led by the finest international artist/educators in the field of classical music.

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 MLMF is committed to continued growth through enhanced programming, including expanding invitations to high-profile guest artist/educators, increasing performances and facility use, and further developing festival workshops and lectures.

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

- "Economic Stimulus": The MLMF is a catalyst for economic stimulus; in 2012, 4,300 attendees generated an estimated \$201,000 in revenue for Mammoth Lakes.
- "High Impact": The MLMF is an established high-profile festival that attracts renowned artist/teachers from institutions of higher learning and the international professional classical performance scene. Past artists have included Pulitzer Prize, Avery Fisher Award and Grammy Award winners. It attracts attendees that travel to Mammoth particularly to hear these great performers.
- "Ready to Go": The MLMF is its 13th season. General planning for 2013 is completed and the festival is ready to go. The MLMF collaborates with three other organizations within the MLEC to add to its publicity a 25,000 piece "save the dates" mailer that will go out before the end of January.
- "Leverage": In collaboration with the Mammoth Lakes Events Coalition (MLEC) and Mammoth Lakes Tourism, the MLMF coordinates schedules, advertising, sharing of resources. The MLMF itself receives financial support from 250 individuals, government entities (Mono County) and non-government organizations. Community volunteers contribute over 1,200 hours to the successful implementation each year. The MLMF has a proven track record of leveraging public funds, realizing an 18% annual growth from 2001-2012.
- "Plan for the Future": By joining the MLEC, the MLMF looks to continue to work together with various community partners in order to jointly promote and develop existing special events in Mammoth Lakes, provide start-up support for new programs, share resources, coordinate schedules, promote the development of infrastructure that can serve the needs of the participating members, promote the organizational needs of non-profit arts organizations and continue to serve residents and visitors by creating special performance and education events that make Mammoth Lakes a unique cultural destination. For the first time, several MLEC organizations will share a performance venue with the Jazz Jubilee, Mammoth Food and Wine Festival and the Sierra Summer Festival. Please see MLEC business plan for more detail.

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 attachment A, "Project Concept Plan and Budget"

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").

See attached

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: Chamber Music Unbound, the Mammoth Lakes Music Festival

Responsibilities:

1.Planning:

- securing of site (Cerro Coso Community College + shared tent venue in collaboration with MLEC)
- artist contracting
- program development
- public relations, marketing
- fundraising

2.Implementation:

- Physical set-up (CCCC)
- recruiting of students for associated education programs
- instrument transportation/rental/maintenance
- facility rental/maintenance

3. Administration:

- volunteer effort coordination
- housing and meals for students and artists
- insurance
- scheduling
- transportation

b. Affiliated parties/agencies

MLEC members: coordinate schedules, share venues, make available resources, coordinate communication, pool additional advertising resources in joint mailer

ML Tourism: pools events for advertising Mammoth as destination resort

CMU volunteers: please see section B.11

Cerro Coso College: rents facility/venue, maintains facility year-round

c. Consultant or other support

TOML staff, Stuart Brown: facilitates communication amongst MLEC members, gives input on town's goals, priorities, MLEC business plan, answers questions regarding town services, permits and processes

Measure U committee: gave feedback on 2012 application (MLEC and individual), requested input into recommendations made to town council and conducted follow-up to events' completion.

SECTION B – PROJECT DESCRIPTION

1. Project Location

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

Cerro Coso Community College campus

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.

Please see the attached facility request form – approval expected by February 1.

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)

N/A

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)

N/A

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)

N/A

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)

N/A

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.

Project administration includes the below, estimated cost is \$10,000

- Plan and secure funding from a variety of sources
- Secure event sites
- Secure and contract artists
- Secure and contract equipment and facility related services
- Design and produce artistic and educational programming
- Prepare sheet music library and make available educational and performance materials
- Secure and facilitate housing for artists/students
- Recruit, audition and enroll students
- Mobilize, coordinate, recognize volunteers
- Administrative processing of finances
- Insurance, liability, property, D&O, instrument

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)

N/A

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.

Between July 15-August 4, 2013.

All festival guest artists are contracted for rehearsal time, performances and instruction time. Each individual artist has an individual contract. The average compensation is \$65/hr. Total hours contracted for 2013: 930 hours @ 60/hr. = \$ 60,500 in artist fees

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. CMU is a non-profit arts organization with a volunteer board of directors. CMU's board and project volunteers are one of its biggest assets. They step up to all the tasks listed below and contribute their time and expertise year-round.

- Financial planning and Fundraising (CMU Board and special committee) – 500 hours
- Artist housing and hospitality, artist pick-up – 200 hours
- Set –up, tear-down, maintenance at concert events - 150 hours
- Administrative assistance in CMU office – 80 hours
- Music library services – 60 hours
- Box office – 120 hours
- Event hospitality – 80 hours
- Student registration, pick-up, housing and hospitality, 100 hours
- Conduct and evaluate MLT generated surveys, 60 hours

Total: 1290 volunteer hours, value: about \$31,000 value

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.

Yes. Please see attached list of MLMF's supporters. The total funds committed by public and private funding for the 2013 MLMF is projected at \$61,000.

The 2012 MLMF received \$8,200 in Measure U support for operations, marketing and program enhancement.

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.

Yes. The MLMF has grown steadily since its inception in 2001 from 3 concerts and 1 week of chamber music workshop to 10 concerts and three weeks of multiple workshops for all age groups. The initial festival hosted four guest artists and enrolled 15 workshop participants. The 2012 festival hosted 20 guest artists and enrolled over 100 workshop participants. The initial festival had 360 attendees, the 2011 festival saw 4,200 attendees.

The MLMF seeks to continue its substantial growth (annualized 18% growth since 2001), to enhance its programs, to contribute to growing the visitor base of Mammoth Lakes. The MLMF is expanding its existing facility use and marketing of world-class events to specific target groups. It is collaborating with three other MLEC organizations on a joint early mailer and sharing a venue. It needs to maintain and upgrade high-level musical equipment.

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.

Projected income from ticket sales: \$25,000

Projected income from tuition: \$31,000

Government: Mono County : \$2,500

Please see attached list of CMU supporters including NGOs.: Projected \$58,500

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:

Our project has had a positive impact on CCCC familiarizing the community and visitors with the college facility. We believe that our project is particularly well suited to emphasize the importance of a higher learning institution in Mammoth Lakes as it brings in prominent representatives of other learning institutions from around the country and abroad. Instructors/artists have come from: CALArts, UNR, the Colburn School, L.A., the San Francisco Conservatory, UC Boulder, Indiana University, University of Idaho, University of Alabama, the Cleveland Conservatory, University of Arizona, the University of Santiago, Chile, to name a few.

There is no noise pollution associated with the MLMF which features acoustic instruments in an indoor venue. In fact, the MLMF is a very environmentally friendly event.

SECTION C – PROJECT BENEFITS

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

1. The MLMF has helped to close a service gap in the offerings of Mammoth Lakes as a “premier year-round destination with national and international appeal”. Classical music in mountain settings is a staple of American cultural tourism, and CMU has put Mammoth on the map with other successful resort towns with its offering of a professional chamber music festival of the highest artistic merit. Gradually this is changing the overall profile of Mammoth as a destination resort, to include arts and culture as one of Mammoth’s major attractions, in addition to its great natural beauty and its fabulous recreation opportunities.
2. Projected numbers for the three-week long 2013 MLMF: 4,300 attendees generate the town an estimated \$201,000 in revenue.* (based on \$250/party/day and avg. 60% regional attendance.) This number does not include resident spending, and does not account for the purchase of second homes and primary residences by program participants that fell in love with Mammoth.
3. The MLMF benefits greatly from the commitment of community volunteers that work tirelessly to make the concerts happen in the first place. We believe our volunteers’ dedication is a measure of the meaning the festival and its associated education workshops have for community life.
4. The MLMF has been around for twelve years, and during that time has continuously contributed to the town’s positive public image which is a hugely underestimated PR tool. It has become part of the town’s cultural history.
5. What is your target market - residents or visitors or both? What is the estimated number of users/participants/attendees?

Our target market addresses both residents and visitors in equal measure.

The estimated number of participants/attendees for 2013 is based on what was seen in 2012; we are expecting about 4,300 participants/attendees, in spite of the economic downturn we hope to see a continuation of growth, if at a slower rate.

Ultimately, the MLMF is working to increase our visitor attendance percentage to include more out-of state and international visitors, and develop in particular the scope of our academy.

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

The MLMF is an annually recurring activity.

Independent from the outcome of this request, CMU will continue to produce the MLMF and the "Felici and Friends" winter concert season, implement the Community Music School and "Kids Concerts" for local schools. All are annually recurring activities, some since 1998.

Our funding request reflects our desire to continue to implement reasonable further development and growth of existing, successful programs, the MLMF with a track record of 12 years.

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

The MLMF joined the MLEC to contribute to generating more awareness of the great impact of Arts and Culture events on community life and tourism. The MLEC is a highly diverse group, presenting unique events, and therefore it is able to serve a great variety of demographics and interests. Over the course of the past year and a half, the members of the coalition have diligently worked together to establish common goals (and identify needs) that will positively impact the effect of existing events on the local economy. The MLEC will, with its joint application, strengthen the individual organizations that produce special events and will collaborate in helping new events spring to life. It will build on and deepen already established collaborations to allow for an even more economical use of existing and future resources. The MLEC hopes to simplify the process for the review committee and eventual decision makers by pooling numbers and information that would otherwise be submitted by X numbers of individual organizations.

When measure U came to vote, many of the MLEC organizations manned telephones and mobilized voters on behalf of the passing of this measure. These voters are interested in seeing special events in Mammoth receive the support they need in order to contribute successfully in turn. Arts and Culture are not marginal to community life. They are essential. Without arts and culture there is little community life and without community life Mammoth is a tourist town like many others. Mammoth is a community with a heart and a soul, and it is the contribution of the MLMF that nourishes the inner life of Mammoth. With the help of public funding from Measure U, the MLEC can continue its work and grow in the next year. Public funding for special events, as the hard numbers clearly show, is not only a good investment in the future, it also carries a highly symbolic value for the hardworking individuals behind the organizations, their many dedicated volunteers and the participants in the events: a community that provides funding for arts and culture is a community where people care about one another. It is a community that is worth living in and one that is enjoyable to visit, more than once.

The MLEC will continue to work as a group, further crystallizing in its discussions what the group sees as long term goals in the development of Mammoth as a "premier year-round destination". The MLEC's diversity is a strength and a weakness at the same time, as different organizations' differing needs have to be addressed and negotiated amongst its members. However, this process also holds great promises for further projects, as mutual understanding and respect are growing amongst the member organizations.

We were encouraged by the follow-up meetings to the 2012 events, and a clear indication of the growing strength of the MLEC is the fact that several organizations are partaking in venue sharing and joint marketing.

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.

There is no other organization in Mammoth Lakes presenting professional world-class chamber music concerts in a festival format.

A survey of other Western mountain resort towns' chamber music offerings suggest the MLMF (3 weeks, 22 guest artists, 10 concerts, workshops and seminars) is highly competitive. Lakes Tahoe's chamber music festival is "on hold" since 2011, after 8 years in existence. Park City has a similar schedule as the MLMF (3 weeks), but a much smaller roster of artists. Breckenridge is offering fewer concerts, six, over the same time frame of 3 weeks.

The long-established festivals of Aspen and Banff typically offer over six weeks of chamber concerts, with about twice the number of artists.

2. Identification of Market Opportunity

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

In the long term, the MLMF is adding an important facet to the profile of Mammoth Lakes, increasingly making it a destination of cultural tourism. Classical music concerts serve a different demographic than recreational activities such as fishing, biking or hiking, even though, of course, there is significant overlap. Classical music concerts attract increased visitor numbers from a group that, studies suggest, has a high economic impact per participant.

The MLMF sees the long term opportunity to attract steadily increasing numbers of new visitors that will come to Mammoth for the explicit purpose of attending classical concerts. When here, they will stay for several nights, some up to several weeks, spellbound by the high quality of their concert going experiences, eat at the restaurants around town, and take advantage of the many existing recreational opportunities.

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

Our user group spans a wide range of demographics that varies slightly in respect to visitors and residents. Over the past ten years, we have focused on the development of the resident user group and visitors from southern California which make up the largest sections of our 4,200 attendees . We need to address and develop the user group that is the subgroup of concert attendees in other parts of California (particularly the Bay Area) and other states and make it attractive for this user group to travel to Mammoth. With the help of the internet and new social media, CMU has been able for a few

years now to get the word out, but we feel that a more visible inclusion of its events in the TOML advertising is important and necessary at this point, in addition to CMU's own efforts in accessing classical music specific mailing lists and marketing through subject-specific publications.

4. Projected Multi-Year Demand Analysis

A. Provide the projected demand with assumptions.

CMU projects a 5-year demand increase of 6%, annually, based on the numbers of 2011-12 with the assumptions that

- Economy will fully recover.
- Air-service to Mammoth will continue.
- Mammoth Lakes Tourism will ascribe greater prominence to MLMF in its publications (Pictures please!).
- CMU continues its brochure direct mail advertising, media outlet advertising, solicits/acquires new mailing lists, advertises in established sub-group media outlets.
- CMU continues to provide excellent year-round programs in performance and education.
- Felici Trio continues to tour and get the word out to students and music lovers.

5. Projected Multi-Year Revenue Projections

A. Projected revenue with pricing assumptions.

	<u>Current</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
Earned Income	\$58,550	\$62,063	\$65,786	\$69,733
Contributions/Grants	\$61,000	\$64,660	\$68,539	\$72,651

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

1. Land acquisition costs: N.A.
2. Equipment acquisition: N.A.
3. Site preparation/demolition and site prep costs: N.A.
4. Entitlement costs: N. A.
5. Architect and planning costs: N. A.
6. Construction costs: N. A.
7. Operational costs: \$ 10,000 annual
8. Maintenance costs (Rent included): \$ 16,500 annual
9. Programming costs: \$57,000 annual

10. Other: N.A.

Feasibility Analysis

1. Project and Financial Assumptions

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

- Recovery of overall economy
- Suitable venue
- Marketing (in collaboration with ML Tourism and independent)
- Attractive events/artists

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.

In accordance with the MLMF's 5-year plan and; assuming that the economy will fully recover and that air-service to Mammoth will continue, that Mammoth Lakes Tourism will ascribe prominence to MLMF in its advertising. Assuming that the MLMF continues its brochure direct mail advertising, media outlet advertising, solicits/acquires new mailing lists, advertises in established sub-group media outlets, but, above all, continues to provide excellent programs, the demand for MLMF programming will continue to grow at a steady 10% annual rate. This growth will be accompanied by increasing costs, as greater demand for programs will result in increased performing artist/faculty costs, increased facility and equipment costs, and increased operational costs. Assuming that the TOML is committed to developing the demographic of classical concert attendees, it will continue to support growth efforts by the MLMF, which has shown to be sustainable at a high artistic level and a large scope of performance and education activities since its inception in 2001. In five years, the MLMF's contribution to the town's revenue will grow to \$300,000.

3. Risk Analysis

A. Identify project/program risks.

The downturn of the economy continues throughout California and the Nation, and travel, leisure and education spending will decrease in general.

The biggest risk that CMU currently faces is that, for budgetary reasons, the current venue at Cerro Coso College would become unusable.

This is a risk that CMU is beginning to address by looking for alternative venues - including new indoor and outdoor performance venues - , working together with the MLEC and the Mammoth Lakes Foundation.

4. Project Schedule

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

- Plan and secure funding from a variety of sources
- Secure event sites
- Secure and contract artists
- Secure and contract equipment and facility related services
- Design and produce artistic and educational programming
- Prepare sheet music library and make available educational and performance materials
- Develop advertisement strategy and materials, implement advertising in media outlets direct mailings of brochures
- Secure and facilitate housing for artists/students
- Recruit, audition and enroll students
- Mobilize, coordinate, recognize volunteers
- Physical set-up, tear-down at event site
- Administrative processing of finances

5. Quality of Life Analysis

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

There is nothing like a concert to bring visitors and residents together. Many residents (who work during the summers and can't leave town) have attested to the fact that going to a concert is for them like going on a mini vacation – without the stress of packing and travel. Visitors in turn like to feel welcome, as part of the community, and this is what they experience at concerts. (There are myriads of anecdotes that would illustrate this point – but the fact that many of the visitors become supporters of CMU speaks for itself.)

The measurement of enjoyment of classical chamber music is strongly related to the quality with which it is presented. This has little to do with prestige of a given artist or venue, but rather with multiple artists' skills and their ability to collaborate with one another. In this sense the art form of chamber music is a great source of inspiration. As Julian Johnson writes (in his provocative book "Who Needs Classical Music?"), the participant in a chamber music concert is moved by "the interaction of individual freedom (each player plays his/her own part) and togetherness from which arises something that exceeds the limits of the everyday. It is a metaphor for the best and most cherished human activities and characteristics." This increased awareness of individuality and togetherness contributes to quality of life in Mammoth and beyond, one concert at a time.

CMU and the MLMF benefit greatly from the commitment of the many community volunteers who make the events happen in the first place. Those volunteers' dedication is a measure of the meaning these events carry for community life. The many volunteer hours that go every year into the production of the festival are priceless and reflect its value for the community.

Attachment A - Project Concept Plan for Mammoth Lakes Music Festival, 2013

1) Enhanced Programming

The MLMF invites guest artists/educators who are touring musicians of world renown and professors of established educational institutions. Guests come from as close as L.A. and as far as Paris (France), Santiago (Chile), and Madrid (Spain), to Mammoth Lakes for three weeks of public performances, master classes, lectures and workshops on the Cerro Coso College campus. With its attractive programming, the MLMF continues to increase attendance every year. With Measure U funding, the MLMF will enhance its 2013 programs by hiring additional guest artists, increasing the number of performance events and augmenting educational offerings. Specifically, we plan to contract pianist Ming Tsu, violinist Lorenza Gamma and cellist Cara Colon to increase their teaching and performing at the festival, meeting the projected increased demand for instructors and performers. This will allow the MLMF to schedule more public master classes than last year. **Total cost: \$3,000**

2) Marketing

The MLMF pursues direct mail marketing with specific event brochures, and coordinates with MLT to be included in their publications and advertisements. The MLMF uses Certified Folder Service to distribute brochures along Highway 395 and mails separate education brochures and posters to music schools around the country. In addition, MLMF purchases ads in local media outlets, produces posters and connects with potential audience via social media. Measure U funds will be utilized to increase marketing for the MLMF which broadens Mammoth's visitor base. Specifically, the MLMF will collaborate with other MLEC members in a joint mailing sent to over 20,000 persons, rent address lists from the LA Chamber Orchestra and Santa Barbara Chamber Orchestra and direct mail the 2013 brochure to an additional 8,000 potential visitors.

Total cost: \$4,500

3) Operations

The MLMF rents the Cerro Coso facilities for a three week period utilizing classrooms, office space and the Foyer as performance venue. The festival rents off-campus housing for its artists, students and their families. The MLMF rents and maintains 6 grand pianos, in the past coordinating use with the Jazz Jubilee. With increased enrollment in the courses and more performances, the MLMF will utilize Measure U funds to share a tent venue with other MLEC members, rent, tune and maintain an additional 3 pianos. **Total cost: \$4,500.**

CHAMBER MUSIC *Unbound*



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Project Executive Summary

The Mammoth Lakes Music Festival (MLMF), now in its 12th year, has become an important facet of the town's summer event offerings and generates cultural tourism from a new visitor base. It is the only professional chamber music festival in the region, since the comparable festival in Lake Tahoe was suspended two years ago. The festival features, in addition to the public performances by world renowned artists, an associated educational program for music students of all ages, the Sierra Academy of Music (SAM) which attracts each year increasing numbers of students from across the country and abroad.

In 2012, with the help of \$8,862 in Measure U funding, the MLMF generated just over \$195,938 in revenue for the TOML (based on \$250/party/day and avg 60% regional attendance.)

With its request for Measure U funding in 2013, the MLMF commits to continue its growth pattern of the past 12 years. Chamber Music Unbound (CMU), the presenting non-profit arts organization is uniquely qualified to leverage public funds through its demonstrated capacity to generate outside funding from a great variety of private sources, through volunteer commitment and collaboration with community partners, including the MLEC, MLT and town staff.

Measure U funds will be used specifically to enhance the MLMF's 2013 programming, increase the festival's marketing power and support its growing operational costs. In addition, Measure U funds will be used to facilitate a greater degree of collaboration with MLEC member organizations, such as the Jazz Jubilee, the Mammoth Lakes Foundation, and the Sierra Summer Festival in a joint early mailer and the sharing of an event venue.

The MLMF projects an immediate 20 fold return on investment, thus contributing to a healthy and stable summer economy in Mammoth Lakes.

Non-profit arts organizations like CMU have significantly added to the attraction of the TOML as a summer destination resort. Classical chamber music (a staple of the cultural tourism to mountain resorts worldwide) contributes to the diversity of cultural offerings, benefitting the community's social and economic assets without any negative impact on its natural resources. The MLMF has a positive impact on the triple bottom line of our community. With its twelve-year track record of successfully implementing an event of the highest artistic quality (that is slowly growing more competitive with the great mountain festivals in Aspen and Banff), it represents a sound investment opportunity for measure U funds.

MLMF Numbers at a Glance

Event Organizer	2013 Budget \$	2013 Dates July 14- Aug. 3	2013 Request \$	Request % of Total Budget	2012 Attendance**	Estimated 2012 Town Revenue.* \$
Mammoth Lakes Music Festival	120,500		12,000	10%	4180	195,938

Event Budget for ML Music Festival

Expenses

	Estimated	Actual
Total Expenses	\$120,586.00	\$0.00

	Estimated	Actual
Site		
Room and hall fees	\$4,000.00	
Site staff		
Equipment/Pianos	\$3,000.00	
Tables and chairs		
Totals	\$7,000.00	\$0.00

	Estimated	Actual
Refreshments		
Food	\$5,500.00	
Drinks		
Linens		
Staff and gratuities		
Totals	\$5,500.00	\$0.00

	Estimated	Actual
Decorations		
Flowers		
Candles		
Lighting		
Balloons		
Paper supplies		
Totals	\$0.00	\$0.00

	Estimated	Actual
Program		
Performers - 21 Artists	\$60,566.00	
Speakers	\$0.00	
Travel	\$6,220.00	
Hotel/Artist Housing	\$8,500.00	
student housing	\$8,000.00	
Administration/Office Expenses	\$10,000.00	
Totals	\$93,286.00	\$0.00

	Estimated	Actual
Publicity		
Graphics/website/brochure	\$12,000.00	
Photocopying/Printing		
Postage	\$1,600.00	
T-shirts	\$1,200.00	
Totals	\$14,800.00	\$0.00

	Estimated	Actual
Prizes		
Ribbons/Plaques/Trophies		
Gifts		
Totals	\$0.00	\$0.00

	Estimated	Actual
Miscellaneous		
Telephone		
Transportation		
Stationery supplies		
Fax services		
Totals	\$0.00	\$0.00

Event Budget for 2013 ML Music Festival

Income

	Estimated	Actual
Total income	\$119,550.00	\$0.00

Admissions

	Estimated	Actual
Ticket sales		
Adults @	\$25,000.00	\$0.00
Children @	\$0.00	\$0.00
Other @	\$0.00	\$0.00
	\$25,000.00	\$0.00

Ads in program

Covers @	\$1,550.00	\$0.00
Half-pages @	\$0.00	\$0.00
Quarter-pages @	\$0.00	\$0.00
	\$1,550.00	\$0.00

Exhibitors/vendors

Large booths @		\$0.00
Med. booths @	\$0.00	\$0.00
Small booths @	\$0.00	\$0.00
	\$0.00	\$0.00

Sale of items

cds		\$0.00
Items @	\$1,000.00	\$0.00
Items @	\$0.00	\$0.00
	\$1,000.00	\$0.00

Tuition Received

Workshop, Academy, Etc.		\$0.00
Items @	\$31,000.00	\$0.00
	\$31,000.00	\$0.00

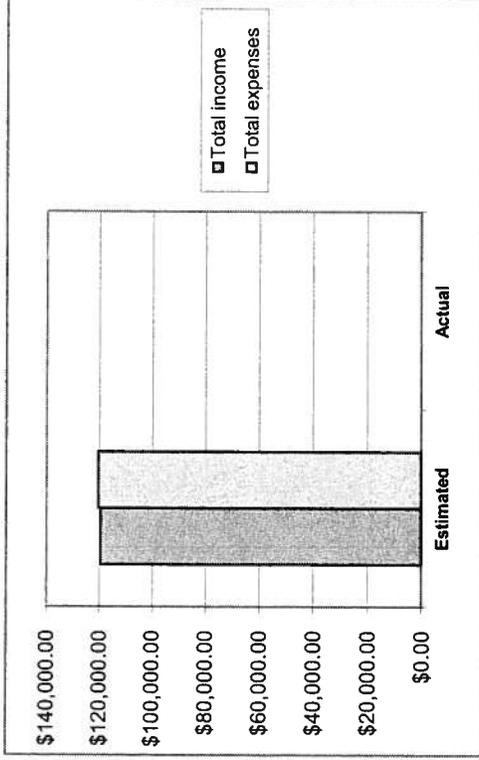
Gifts/Grants

		\$0.00
Items @	\$61,000.00	\$0.00
	\$61,000.00	\$0.00

Event Budget for ML Music Festival

Profit - Loss Summary

	Estimated	Actual
Total income	\$119,550.00	\$0.00
Total expenses	\$120,586.00	\$0.00
Total profit (or loss)	(\$1,036.00)	\$0.00



List of Current CMU Contributors - 2012-2013

Distinguished Donors

Shirley Blumberg
County of Mono
John Cunningham and Evanne Jardine
Barbara and Al Garlinghouse
Robin and Valerie Mackay
Paul and Kate Page
Don and Jodi Sage
Town of Mammoth Lakes - Measure U

Sustainers

Herbert and Phyllis Benham
Jerry and Trish Dunlap
Mammoth Mountain
Ralph Rea
Donald M. Slager Sunset Foundation
Henry and Betsy Thumann

Guarantors

Boeing, Inc.
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Hedi & Bernhard Hang
Zdenek & Zuzana Hostomsky
Henning & Grethe Jensen
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Mammoth Lakes Noon Rotary Club
Foundation
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Jim and Lynne Roe
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Sharon Schultdt
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Tony and Sherryl Taylor
Julie Humdall Yost

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The Frincke Family
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Nina and Bill Graham
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Willi Hasle in memory of Dave Hasle
Jean & Jim Holden
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Lee Vining Elementary PTO
Mammoth Elementary School PTO
Mammoth Emergency Physicians
Mammoth Lakes Lions Club
Mammoth Lakes Sunrise Rotary Club
Music Society of the Eastern Sierra
The Terry & Paula Plum Family
Mark & Susan Robinson

Michael & Mary Shore
Ellen J. Siegal
Sierra Park Villas Rentals, Inc.
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Donald & OJ Zeleny

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June Lake Loop Women's Club
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Martin Ray Winery
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Sandy and Fran Rogers
Seasons 4 Condominiums
Mike & Mary Shore
Lloyd Stephens
Ted & Kay Stern
Stephen Swisher and Mary Bassler
Thea and Arthur Tweet
in honor of Anne Knoche
Sid and Betsy Tyler
Union Bank
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Mickey Brown and Clint Hyde
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Harry and Ellen Hardebeck
In Memory of Dave Hasle
Sandy Hogan
Bob & Irene Jellison
Joyce P. Kaufman and Robert Marks
Corty Lawrence & Footloose
Lo Lyness
Mammoth Lakes Women's Club
Mammoth Middle School Organization
Kim McCarthy and John Pedersen
Roberta McIntosh
Jenny L. McLaughlin
Louis and Cathy Molina
John & Jennifer Montin
Susan and David Moss
Susan and David Moss in memory of Rae Alper
The Oliveira Family
Mike and Winnie Renta
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Gayle Rosander and William Bjorklund
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Steve Schriver
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Elliott Thompson
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James E. and Leonora Williams
Dr. Louis and Shana Yuster

Patrons

Christine Abbott
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Kathy Anderson in memory of Carlton
Julius Hanson
Anonymous
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Dr. and Mrs. Ross Biederman
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Patricia L. Dinsmore
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Memory of Evie Werthmann
Desiree and Justin Federman
Dieter and Marlene Fiebiger
Shalle Genevieve
Lynn Gossard
Carol and Rodger Guffey
Megan Guffey
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Jill and Donald Spuehler

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Tina & Dan Tonelli
Kay Warta
Pete Watercott and Kathryn Erickson
S. Chrystal Watson
Paul Werthmann
Daniel Wood
Daniel & Kayo Wood
Collette and Cedrik Zemitis

Friends

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Bob and Judy Bacskai
Charlotte and Walter Berkman
Larry and Ruth Blakely
Helen Forrester
Gloria Fowler
Dave and Molly Geirman
Lorrie and Jim Gould
David and Caroline Hui
David Humes
Marcia & Herb Isaacs
Charles James
The Kazeef Family
Kevin and Ann Klinefelter
Victoria Kupetz
Lenore & Jim Lemon
Pat and Byron Light
Maxine Marcellin
Kim McCarthy and John Pedersen
Geoff & Sarah McQuilkin
Ryan Naranjo
Gordon Nipp
Pamela Popovich
In honor of Herb & Phyllis
Benham
Marina & John Robertson
Andi Schotz
Gary Sill
Ski Surgeon
Jim & Barbara Smith
Cecil and Jean Spearman
Rhonda and Hank Starr-Garretson
John and Lynn Vondracek
Mitzi Walchak in
Memory of Evie Werthmann
WL Warren
Brian and Terri Wilson
Elizabeth Yerxa

In Memory of Patti Rea

Ruth Abel
Laura & David Felberg
Shalle Genevieve
Noel & Katharine Jones
Janice Lee
Joan McAllister
Marilyn McClellan
Barbara Pike
Bob & Maureen Solheim



Kern Community College District
2100 Chester Avenue
Bakersfield, CA 93301-4099

Request due thirty (30) working days prior to the event.

- Bakersfield College
- Cerro Coso College
- District Office
- Porterville College

Application and Agreement for Use of District Property

Name of Organization Chamber Music Unbound		Date JAN. 15, 2013
Type of Organization 501(c)3		
Name of Event Mammoth Lakes Music Festival		

Attendance Expected 175	Description of Activity: <input type="checkbox"/> Meeting <input type="checkbox"/> Lecturer/Speaker <input type="checkbox"/> Dinner <input type="checkbox"/> Dance <input checked="" type="checkbox"/> Performance <input type="checkbox"/> Concert <input type="checkbox"/> Sport Event <input type="checkbox"/> Alcohol <input type="checkbox"/> Other
Authorized Supervisor/Representative Brian Schuldt	

Amount Charged (if any) \$ 20	Is the activity open to the public? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
How will proceeds be used? pay performers	Will anything be offered for sale? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Will there be any paid participants? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Date of Event	Day of Week	Access Time	Start Time	Vacate Time	Room Requested
see additional page					

Request is hereby made for use of the following facility(ies) (See Appendix 3B1(a) for facility information by site. (Please Check and, if applicable, identify location under checked location.)

<input type="checkbox"/> Baseball/Softball Field	<input type="checkbox"/> Indoor Theater	<input type="checkbox"/> Soccer Field	<input type="checkbox"/> Classroom	<input type="checkbox"/> Practice Field
<input type="checkbox"/> Cafeteria/Food Service	<input type="checkbox"/> Outdoor Theater	<input type="checkbox"/> Swimming Pool	<input type="checkbox"/> Conference Room	<input type="checkbox"/> Special Room
<input type="checkbox"/> Campus/Student Center	<input type="checkbox"/> Locker Rooms	<input type="checkbox"/> Stadium	<input type="checkbox"/> Forum	<input type="checkbox"/> Other
<input type="checkbox"/> Gymnasium	<input type="checkbox"/> Tennis Courts	<input type="checkbox"/> Track Only	<input type="checkbox"/> Lawn Area	

Custodial Staff		Food Service Staff		Please Check Meals and Time Needed			
Number Needed	Time Needed	Number Needed	Time Needed		Meals	From	To
	From		To	From			
					<input type="checkbox"/> Breakfast		
					<input type="checkbox"/> Lunch		
					<input type="checkbox"/> Dinner		

Responsible party entering into agreement: I have read and understand the rules, regulations and policies of the Kern Community College District and assume responsibility for adherence. I hereby certify that I shall be personally responsible, on behalf of my organization, for any damage sustained by the District premises, furniture or equipment because of the occupancy of said premises by my organization. I agree to hold the College and the Kern Community College District, its Governing Board, the individual members thereof and all District officers, agents and employees free and harmless from any loss, liability, cost or expense that may arise during, or be caused in any way by such use or occupancy of District property.

Certificate of Insurance: One million (\$1,000,000) minimum liability. The certificate must identify Kern Community College District as additional insured and be accompanied by an endorsement.

<input type="checkbox"/> Copy Received	<input type="checkbox"/> Pending Receipt	Name of Insurance Agency
----------------------------------------	------------------------------------------	--------------------------

Cancellations require 72-hour notification. All expenses incurred by the Kern Community College District prior to cancellation are non-refundable. Payment of total amount due must be received in the Business Office ten (10) working days prior to use.

Deposit Due Date	\$	TOTAL COSTS To Be Billed	\$
------------------	----	---------------------------------	----

Responsible Party/Organization: **Chamber Music Unbound**

Address PO Box 1219		City Mammoth Lakes	Zip Code 93546
Contact Person Brian Schuldt	Title Executive Director	Telephone Number 760 934 7015	Fax Number 760 934 7015
Signature <i>Brian Schuldt</i>		Date 1/15/13	

Application—Use of District Property (continued)

ONLY For Office Use		
Confirmation Number:	Nonprofit, Tax ID Number:	Purchase Order Number:
<input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Addendum attached	<input type="checkbox"/> Facilities <input type="checkbox"/> Information Services <input type="checkbox"/> Custodial <input type="checkbox"/> Business Services	<input type="checkbox"/> Maintenance <input type="checkbox"/> Student Activities <input type="checkbox"/> Public Safety <input type="checkbox"/> Foundation/PIO <input type="checkbox"/> Food Services <input type="checkbox"/> District Office <input type="checkbox"/> Media Services <input type="checkbox"/> Other:
<input type="checkbox"/> Group I <input type="checkbox"/> Other <input type="checkbox"/> Group II <input type="checkbox"/> Group III		

Kern Community College District COST FACTORS

Services	Number of Employees	Number of Days	Total Hours	Cost	Total
Facility Rental				\$	\$
Utilities				\$	\$
HVAC				\$	\$
Lights				\$	\$
Custodial				\$	\$
Technician				\$	\$
Security				\$	\$
Equipment				\$	\$
Other				\$	\$
TOTAL				\$	\$

Rules, Regulations, and Policies of the Kern Community College Regarding the Use of District Property

Financial/Legal Arrangements:
 The official representative must be an officer of the group or submit written authority from the organization making the application for use of District/College property and shall be responsible for all damage or loss of District/College property. If a rental charge is required, it shall be paid ten (10) working days in advance to the College Business Office unless other specific arrangements are made, such as a deposit based upon the contract agreement. Any additional set-up, clean-up, or requirement for use of District/College personnel per Group I, II, and III charges will be billed to the organization after the event. In order to receive a refund of the deposit, events requiring major set-up, use of District/College personnel, Food Services, and other District/College resources require a two-week notice for cancellation. Exceptions to the two-week notice of cancellation deadline are at the discretion of the College's Business Director or President. Expenses incurred by the College or Kern Community College District prior to cancellation may be charged.

Fire and Safety Regulations:

- At no time shall there be more persons admitted to the auditorium or other assembly room than the legal seating capacity will accommodate.
- Flammable decorations including stage scenery shall be fire resistant or flame proofed in accordance with requirements of the State Health and Safety Code.
- No device, which produces flame, sparks, smoke, or explosions, shall be used in the auditorium or other assembly room without the approval of the Fire Chief.
- Large facilities such as auditoriums require ushers to be present. The applicant shall contact the person in charge at least ten (10) working days and ascertain the number of ushers required.

General Rules:

- All users are expected to observe District/College regulations, policies, and procedures. Statutes in Education Code Sections 82537, 82542, 82544, and 82548 are policy as set forth herein.
- Use and occupancy of District/College property shall be primarily for the educational programs of the District. Any authorized use or occupancy of the property for other than District/College purposes shall be secondary and subordinate to this primary purpose. Final approval for use of District/College facilities shall not be granted more than three (3) months in advance. The Chancellor or College President may deny the use of District/College facilities if the meeting or event is deemed to be an interference with the educational functions of the District/College. The District/College will assume no obligation in the event that a change of day or time is requested once an application has been approved. The District/College reserves the right to cancel as a result of extenuating circumstances.
- Any permit may be revoked without previous notice where conflicting days have resulted or where need of the property for District/College purposes has subsequently developed. Permits may be revoked for other causes at any time upon reasonable notice. Permits are not transferable.

General Rules (continued):

- District/College furniture or apparatus may not be removed or displaced by any permit-tee without permission from and under the supervision of the District employee in charge. No alterations or physical changes shall be permitted in any buildings or landscape. Decorations must meet fire safety regulations and shall be erected and removed in a manner so as not to disturb or destroy the property.
- When a facility is used, full details of services and equipment must be furnished in advance. A District/College supervisor will be required. Personnel may be furnished by the District/College, and in some circumstances, District/College personnel will be required. All other personnel used by the organization in staging its event are to be employed and paid by the organization.
- There shall be no smoking in the District/College buildings nor shall intoxicants or narcotics be used, nor shall profane language, quarreling, or gambling be permitted. Violations of this policy or any other regulation of this type during occupancy shall be sufficient cause for:
 - Immediate revocation of permit.
 - Immediate suspension of the activity.
 - Removal of all participants from the facility.
 - The denial of further use of District/College premises to the organization.
- Programs and events presented on District/College property shall at no time contain matter which tends to cause a breach of the peace or which constitutes subversive doctrine or seditious utterances or which agitates for changes in our form of government or social order by violence or unlawful methods.
- Facility use applicant must provide proof of adequate supervision for any event. The Chancellor or College President or designee shall judge adequacy. Applicants are also responsible for providing law enforcement officers when required by District/College representative to ensure crowd, parking, and traffic control.
- If free use of the facilities is granted to the applicant, the event shall be non-exclusive and shall be open to the public.
- The District employee in charge of facilities is to preserve order, protect the District/College property, and carry out the provisions, intents and purposes of this policy.
- The College President must approve the use of a campus stadium, gymnasium, or auditorium used for fund raising by a community group or special promoter.
- District-managed equipment may be removed from District/College property by students or staff members only when such equipment is necessary to accomplish tasks arising from their District/College-approved activities or job responsibilities. In all cases where equipment is removed from the campus, prior approval must be secured from the appropriate administrator. Use of District/College equipment, both on and off site for personal use is prohibited.

Date of Event	Day of Week	Access Time	Start Time	Vacate Time	Room Requested
7/17	Wednesday	2 hours	7:30 pm	9:30 pm	Lobby
7/19	Friday	2 hours	7:30 pm	9:30 pm	Lobby
7/22	Monday	2 hours	7:30 pm	9:30 pm	Lobby
7/24	Wednesday	2 hours	7:30 pm	9:30 pm	Lobby
7/26	Friday	2 hours	7:30 pm	9:30 pm	Lobby
7/29	Monday	2 hours	7:30 pm	9:30 pm	Lobby
8/31	Wednesday	2 hours	7:30 pm	9:30 pm	Lobby
8/2	Friday	2 hours	7:30 pm	9:30 pm	Lobby



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
3/21/2012

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER All-Cal Insurance Agency 505 Vernon Street Roseville CA 95678		CONTACT NAME: All-Cal Agency PHONE (A/C No. Ext): (916) 784-9070 FAX (A/C No.): (916) 784-0158 E-MAIL ADDRESS:	
INSURED Chamber Music Unbound P.O. Box 1219 Mammoth Lakes CA 93546		INSURER(S) AFFORDING COVERAGE INSURER A: Nonprofits Ins Alliance of CA INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	

COVERAGES **CERTIFICATE NUMBER:** CL1232102660 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDITIONAL INSURER	SUBROGATION	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC			2012-14356NPO	2/15/2012	2/15/2013	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 20,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/OP AGG \$ 2,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED \$ RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		Y/N	N/A			<input type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

KERN COMMUNITY COLLEGE DISTRICT IS NAMED ADDITIONAL INSURED REGARDING USE OF THE MAMMOTH LAKES CAMPUS OF CERRO COSO COMMUNITY COLLEGE. FORM CG 20 11 APPLIES.

CERTIFICATE HOLDER KERN COMMUNITY COLLEGE DISTRICT 2100 CHESTER BLVD BAKERSFIELD, CA 93301	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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