



## 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](mailto:info@monoarts.org)

Internet Address: [www.MonoArts.org](http://www.MonoArts.org)

### PROJECT SUMMARY

1. Name of Project/Program/Event: 3rd Annual FIESTA CALIENTE
2. Project Category (Recreation/Arts/Mobility): Arts
3. Start / End Date: August 10 & 11, 2013
4. Measure U Funds Requested: \$00

## 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. Special events are of great economic importance to Mammoth Lakes as well as to the rest of the Eastern Sierra. Holding multi-day events within an ambiance that attracts visitors is part of the Plan.

Another goal is to achieve sustainable tourism. We aim to open up the visitation base by targeting the large Hispanic population of this state.

Another Goal is to connect with others in the community. MCA feels there is not a strong connection between our Hispanic and non-Hispanic communities in Mammoth Lakes. This is an important purpose of this Fiesta, bringing together a community through the arts.

Education is also important to the General Plan. We are partnering with La Raza Galeria Posada to bring traditional Hispanic arts & crafts with a focus on Dia de Los Muertos to educate our significant amount of Hispanic children in the Mammoth Unified School District about their arts and culture.

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.

## 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.

### 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.



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 (Sam’s Wood Site) and having the site maintained for the event

–Program development

–Public Relations and marketing

–Fundraising

Implementation–Set up and tear down the festival

–Recruiting volunteers

–Maintenance of site

–Organization of event programs, parking, banners

–Registration, ticket sales & operating beverage booths

Administration–Secure permits

–Housing for entertainers and other volunteers

–Insurance

–Layout of site

b. Affiliated parties/agencies:

La Raza Galeria Posada, Sacramento

The James Irvine Foundation

The California Arts Council

c. Consultant or other support:

TOML Staff–provides barricades and cones, traffic trailer, consultation

Mammoth Lakes Police Dept. Hispanic Advisory Committee

Mammoth Lakes Tourism–marketing

Mono County Tourism–marketing

La Raza Galeria Posada–Hispanic cultural organization from Sacramento

La Cuasa, Bishop–consultation

Mammoth Brewing Company/Bluesapaloosa

## SECTION B – PROJECT DESCRIPTION

### 1. Project Location

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

Sam's Wood Site

### 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 Sam Walker and Dennis Walker, owners of the Wood Site. MCA has held the Labor Day Festival of the Arts & Music at this venue for the past 12 years.

### 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 will begin with the creation of the design for the poster. We may opt to use the design created for the 2012 poster submitted by our scholarship student, Miguel Angel Flores. Or we will offer a poster contest to Mammoth High School art students.

COST: \$350

Marketing efforts will reach Latin music publications and Hispanic publications as well as other publications that promote music events COST: \$3150

Marketing continues in the major local publications. These ads need to be placed in early July and continue into August. Posters, flyers and post cards will be distributed throughout the month of July. Posters are distributed along the ES corridor. Marketing focuses on radio ads, newspapers and a banner at the entrance to town. Emphasis on advertising in El Sol. Marketing will also rely on word of mouth within the Hispanic communities of the Eastern Sierra. Banner placed at entrance to TOML.

COST: \$2500

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

\$3500 Advance marketing/promotion–January thru June  
 \$2500 Local marketing/promotion, July  
 \$1500 Lodging for performers during the event  
 \$5500 Mammoth Disposal for potties & dumpsters  
 \$8500 Rental of ticket booth & fencing (cost shared with Bluesapaloosa)  
 \$45,000 Stage, sound, lighting (cost shared with Bluesapaloosa)  
 \$45,000 Entertainment

Advance promotion and Marketing–see #4

Lodging secured before the event.

Rental of ticket booths, fencing, porta potties & dumpsters, stage, sound, lighting will be right before the event. Cost will be shared with Bluesapaloosa as the event is the weekend before our Fiesta.

TOTAL MEASURE U REQUEST FOR MARKETING	\$5,860.00
REQUEST FOR RENTALS	\$10,000.00
REQUEST FOR ENTERTAINMENT	<u>\$10,000.00</u>
TOTAL	\$25,860.00

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

NO

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

YES, MCA will need to hire security for the event. We will work with KRA Security to provide services for 9 hours Saturday, April 10th. The value is \$1700.

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 the festival, set up & tear down. 128 hours @\$24.18/hr.	VALUE: \$3,095.04
Additional volunteers for tending bar 160 hours @\$24.18	VALUE: \$3868.80
Volunteers for arts & craft booths, 80 hours @\$24.18	VALUE: \$1934.40
Volunteers for ticket sales, maintenance, parking 208 hours	VALUE: \$5029.44
TOTAL VALUE, 576 hours:	\$13,927.68

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.

2011 All funding provided by Mono Council for the Arts

2012 \$20,000 grant funding from the James Irvine Foundation

2013 \$20,000 grant funding from the James Irvine Foundation  
\$10,000 grant funding from the California Arts Council, Creating Places  
of Vitality (pending)  
\$2,500 WestAf grant (pending)

13. Was public or private funding in place for this project/program or event before June 8, 2010?

If Yes, please describe how you are enhancing or improving the project/program or event.

NO.

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

For grant funding, see #12.

Mono Council for the Arts will provide staffing to produce the event as well as volunteers. Additional funding will come from above mentioned grants.

Ticket sales and beverage sales will add funding.  
Food booths will be charged to participate.

Measure U funds will add 20%.

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:

MCA as well as other organizations have held events at Sam's Wood Site for probably 12 years. We have worked out the challenges presented by using the Wood Site as an events venue. I doubt the residents will feel a negative impact as they can listen to the music for free! We work within the guidelines set by the TOML respecting noise levels and the music stops by 10pm. We respect the neighborhood by blocking off the entrance to their driveways with "no parking" barricades.

MCA anticipates the latino community and visitors will use public transportation and we will work with the TOML to provide a trolley to transport people.

### 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 did not do a TOML survey at the 2012 Fiesta. We had 900 Hispanics attend the event, primarily from Mammoth Lakes with some coming from June Lake and Bishop. This year we are targeting our audience through our marketing efforts to bring in over 3000 people on Saturday and 1500 on Sunday. This will include our Hispanics from the Eastern Sierra, non-Hispanic locals and visitors from all over the state. We are guesstimating the number of visitors.

2500 attendance X \$98.32 (Tourism daily spend/visitor) = \$245,800.00

A non-measurable community benefit will be to bring latino arts to our Mammoth Lakes community as well as to the Latino children who comprise over 50% of our MUSD students.

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 but targeted primarily our local Hispanic community. This year we will also be targeting our non-Hispanic communities of the Eastern Sierra and reaching out to both Hispanic and non-Hispanic visitors who have a passion for Latin music and art.

Our first year, 2010 attracted a very poor turnout of 50 Hispanics. 2011 grew to 500 for a locals party. 2012 had 900 Hispanics with some non-Hispanic families attending the arts & craft workshops.

This year we will heavily promote the Fiesta and target visitors from all over through extensive marketing efforts. We will work with Mono Co. Tourism, ML Tourism, La

Causa, AYSO, and word of mouth to promote this event. Our marketing will extend to lovers of latin music.

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

Recurring event.

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

MONO COUNCIL FOR THE ARTS has received grant funding from the James Irvine Foundation for 2 years; this is our last year. The parameter of this grant is to increase the engagement of low-income Latinos in the Eastern Sierra through the arts and to engage the Hispanic and non-Hispanic communities to come together through the arts. Last year our Fiesta was very successful and we attracted 900 Hispanics, growing from 500 the previous year. We added a major art component focusing on helping to teach our Latino community Dia de Los Muertos arts & crafts by partnering with Los Cenzontles Mexican Art Center. They brought their band which uses traditional Mexican instruments, dancers to teach a Mexican dance workshop, and an art instructor to teach Dia de Los Muertos crafts such as decorating sugar skulls.

MCA would like to maximize the most benefit from this \$20,000 grant and we feel that by producing a Latin Music Festival, it will not only financially help the arts council in our mission to bring the arts to our children of Mono County but it will have a broad based appeal to many locals and visitors.

In this grant, MCA wrote that we would consider changing the venue and creating a major Latin Music Festival with an arts and culture component in 2013. We have received support from the Irvine Foundation to do so. However, we would like to reach a lot more Hispanics than the 900 who attended, as well as give our Latino community the Fiesta they desire. We will do this by bringing in the Latin bands they love. We will also partner with another Mexican Art Center from Sacramento, La Raza Galeria Posada, who puts on an amazing Dia de Los Muertos festival.

We feel that Mammoth Creek Park is too small to attract the amount of people who will attend. We also realize the need to charge admission to this event to pay for the entertainment. With changing the location and the timing to be after Bluesapaloosa, we would be able to share the costs involved with renting ticket booths, fencing, and the stage with sound and lighting. The potties and dumpster would already be in place which would considerable reduce our costs.

MCA would hold the Latin Music Festival on Saturday later in the afternoon so the Latino community could attend after work. Sunday is family day so we would have the 2nd day be free admission. This is when La Raza would help us with arts & crafts workshops, we'd have cooking demonstrations, pinata breaking, Loteria, the crowning of Miss Latina, dance workshops, and music by our local bands. The Fiesta would end early as people work the next day.

We will apply for another grant for \$10,000 from the California Arts Council for CREATING PLACES OF VITALITY to help supplement funding. And we will submit a WESTAF grant to bring in our of state musicians.

## **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.

## BUSINESS PLAN Fiesta Caliente 2013

### MARKETING

Mono Council for the Arts will have the festival poster designed by a Mammoth Lakes Hispanic art student. We will create poster, flyers and post cards to be distributed along the Eastern Sierra corridor right before the 4th of July Holiday. Marketing the festival will focus on Latino publications and Latin music publications as well as our local radio, newspapers and social media. A banner will announce the event in front of Footloose Sports a week before the Fiesta. MCA coordinates with ML Tourism and Mono Co. Tourism to be included in their event listings and social media websites.

COST: \$6,000.00

### RENTAL OF FACILITIES AND EQUIPMENT

The Fiesta will be held at Sam's Wood Site the week following Bluesapaloosa. We will share the costs of ticket booth rental, fencing, stage, sound, and lighting. The cost of renting porta-potties will be reduced by using the existing set-up. MCA gives the Jazz Jubilee scholarship funds in exchange for using their tables and chairs.

COST: \$59,000.00

### ENTERTAINMENT

MCA will partner with La Raza Galeria Posada to bring arts & crafts instructors to Mammoth Lakes to teach Dia de Los Muertos traditional crafts. We will need to purchase art supplies. MCA will offer other arts & crafts workshops.

We plan to bring in 5 bands on Saturday and use local bands to play on Sunday. Saturday night will feature a headliner group. Lodging for these bands is an additional expense and we will work with donated housing as much as possible.

COST: \$50,000.00

### ADDITIONAL EXPENSES

This will be a ticketed event on Saturday. There will be costs involved in processing tickets. Security will be with KRA Security hiring 15 people. TOML permits needed for Special Events and the Fire Dept. As a non-profit, Mono Co. Health Dept. does not charge us. Utilities for using electricity for the stage and for food booths. Additional supplies.

COST: \$6,300.00

### PROJECT COORDINATOR, MAINTENANCE & VOLUNTEERS

The project will be coordinated by MCA's Executive Director. We will need to hire a maintenance crew.

COST: \$6,000.00

### FOOD & BEVERAGES

MCA will purchase beer from Mammoth Brewing Company as well as maintaining 2 bars selling a variety of Latino beverages. Food booths will come from the ML community.

COST: \$2,000.00

TOTAL COSTS: \$129,300

## Event Name FIESTA CALIENTE

### Income

	Estimated	Actual
<b>Total Income</b>	<b>\$129,300.00</b>	<b>\$0.00</b>

### Admissions

	Estimated	Actual
2068	2068	
Adults @	\$30.00	
Children @		
Other @		
	<b>\$62,040.00</b>	<b>\$0.00</b>
	<b>\$62,040.00</b>	<b>\$0.00</b>

### Grant Income

James Irvine Foundation	\$20,000.00	\$0.00
Calif. Art Council	\$10,000.00	\$0.00
Measure U	\$25,860.00	\$0.00
	<b>\$55,860.00</b>	<b>\$0.00</b>

### Exhibitors/Vendors

Food Booths	\$1,400.00	\$0.00
	\$0.00	\$0.00
	\$0.00	\$0.00
	<b>\$1,400.00</b>	<b>\$0.00</b>

### Sale of Items

Beverage Sales	\$10,000.00	\$0.00
	\$0.00	\$0.00
	\$0.00	\$0.00
	\$0.00	\$0.00
	<b>\$10,000.00</b>	<b>\$0.00</b>

# Event Budget for FIESTA CALIENTE

## Expenses

Total Expenses	Estimated	Actual
	<b>\$129,300.00</b>	<b>\$0.00</b>

Site	Estimated	Actual
Mammoth Disposal	\$5,500.00	
Maintenance	\$1,000.00	
Rental: Ticket booth, fencing	\$8,500.00	
<b>Totals</b>	<b>\$15,000.00</b>	<b>\$0.00</b>

Food & Beverage	Estimated	Actual
Mammoth Brewing Co.	\$750.00	
Other beverages	\$1,000.00	
Other food	\$250.00	
<b>Totals</b>	<b>\$2,000.00</b>	<b>\$0.00</b>

Publicity	Estimated	Actual
Graphics work	\$350.00	
Printing/Banners	\$500.00	
Advertising	\$5,150.00	
<b>Totals</b>	<b>\$6,000.00</b>	<b>\$0.00</b>

Miscellaneous	Estimated	Actual
Permits	\$200.00	
Security	\$1,700.00	
Art Supplies	\$500.00	
Ticketing Charges	\$4,000.00	
<b>Totals</b>	<b>\$6,400.00</b>	<b>\$0.00</b>

Entertainment	Estimated	Actual
Bands	\$45,000.00	
Mexican Art Center	\$3,000.00	
Stage, Sound, Lighting	\$45,000.00	
Lodging for Performers	\$1,500.00	
<b>Totals</b>	<b>\$94,500.00</b>	<b>\$0.00</b>

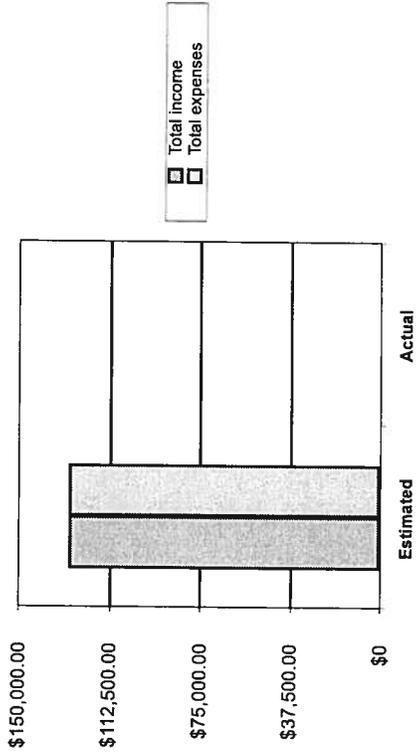
Programming	Estimated	Actual
Project Coordinator	\$5,000.00	
<b>Totals</b>	<b>\$5,000.00</b>	<b>\$0.00</b>

Additional Expense	Estimated	Actual
Supplies	\$200.00	
Utilities	\$200.00	
<b>Totals</b>	<b>\$400.00</b>	<b>\$0.00</b>

## Event Budget for [Event Name]

### Profit - Loss Summary

	Estimated	Actual
Total income	\$129,300.00	\$0.00
Total expenses	\$129,300.00	\$0.00
<b>Total profit (or loss)</b>	<b>\$0.00</b>	<b>\$0.00</b>



## EXECUTIVE SUMMARY

### Fiesta Caliente 2013

MONO COUNCIL FOR THE ARTS (MCA) is excited to be presenting our 3rd FIESTA CALIENTE at Sam's Wood Site, August 10 & 11, 2013. We have been slowly developing this event and this year we would like to turn it into a major Latin Music Festival bringing top name Latin entertainment to Mammoth Lakes. We are holding this Fiesta over 2 days. Saturday's emphasis will be the Latin Music Festival with tickets going for a very reasonable price of \$30. Previously we have held the event at Mammoth Creek Park but are moving to Sam's Wood Site the weekend after Bluesapaloosa as we can share infrastructure such as ticket booths, fencing, stage, sound, lighting and potties/dumpsters. Sunday is Family Day for our Hispanic community and the events will be free with a focus on Latino arts and culture using our local Latino bands.

MCA has received a \$40,000 grant from the James Irvine Foundation. The parameters of the grant are targeted to increase the engagement of low-income Latinos in the Eastern Sierra through the arts and to engage the Hispanic and non-Hispanic communities to come together through the arts. This is our 2nd year with the Irvine Foundation. At last year's Fiesta which focused on Mexican Independence Day, we used the \$20,000 to tent Mammoth Creek Park (as our event went into the evening) and brought over Los Cenzontles band from the Bay Area to play music using traditional instruments, to demonstrate Mexican dance, and to teach arts & crafts centered around Dia de Los Muertos. We had around 900 Hispanics attend arts & crafts workshops during the day and listen to Los Cenzontles and our fabulous Violeta Martin during the evening.

MCA formed an Hispanic Advisory Group for consulting to bring to our Latino community what they wanted out of this Fiesta. We had a Miss Latino contest, piñata breaking, a posole contest, Loteria with donated prizes, dance workshops and art workshops where the families painted masks, made paper flowers and decorated sugar skulls. This was held on Sunday, the actual Mexican Independence Day. To celebrate, we played the national anthems of Mexico and the US, and read poems based on the Independence theme. The music ended early as the next day everyone had to go to work.

Technically, this year could be considered our 4th Fiesta Caliente. In 2010 we received grant funding to bring Argentinian music by Los Pinguos to the Village during Mexican Independence Day. We barely had 50 people attend due to a variety of reasons. We are mentioning this because the guidelines set by the MLEC application state that 4th time events can only request 20% Measure U funding. We want to be totally transparent.

For our 2nd Fiesta in 2011, we regrouped and decided that we needed to see how and if we could engage our Hispanic community. So we threw a free Fiesta at Mammoth Creek Park using local Latino bands and Violeta.

We had 500 people attend. MCA worked with Parks and Rec, the ML Police Dept. and the Fire Dept. as this was unprecedented bringing this many Hispanics together. It was a big success without any problems. Then we decided we could apply for grants to grow this event and add an arts component. Our attendance jumped to 900 last year with many Hispanic families attending.

The James Irvine Foundation is very supportive of MCA transitioning the Fiesta into a Latin Music Festival. This year we will partner with La Raza Galeria Posada from Sacramento for their knowledge of Dia del Los Muertos arts and craft making. We will also apply for other grant funding. MCA feels we can better connect our Hispanic and non-Hispanic communities through this festival as well as increase our visitor base by reaching out to Latin music lovers.. A strong goal is to bring the arts to our Latino students of which Mammoth schools are over 50%. We believe holding a Latin Music Festival featuring traditional arts can be the common denominator.