



Mammoth Lakes
CALIFORNIA

2013 MEASURE U SPRING APPLICATION FORM

APPLICANT INFORMATION

Name of Organization:

Mammoth Beers, dba Mammoth Brewing Company

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

Corporation

Contact Person:

Sean Turner, President

Organization's Address:

PO Box 0611

State / Zip:

Mammoth Lakes, CA 93546

Office/Cell Phone Number:

760.275.1676

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sean@mammothbrewingco.com

Internet Address:

www.mammothbrewingco.com

PROJECT SUMMARY

1. Name of Project/Program/Event:



Hop n' Sage Music Festival

2. Project Category (Recreation/Arts/Mobility): *Arts & Recreation*

3. Start / End Date: *September 07, 2013*

4. Measure U Funds Requested: *\$5,000*

SECTION A – PRELIMINARY QUALIFICATIONS

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

General Plan

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

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

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

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

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

Applicant's Note: Hop n' Sage has the potential to become a large event, shoulder season event that supports all of the above referenced goals of the General Plan.

Recstrats

The Recstrats document starts with the definition of Recreation as the refreshment of strength & spirit. This is the heart of why we started Hop n' Sage in that after a long summer of events, we celebrate our hard work, successes and renew our spirits to look forward to the fall harvest and up-coming winter season.

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

Production assistance/coordination/facilitation

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

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

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

Applicant's Note: Growing Hop n' Sage creates demand for a well-planned and developed outdoor, multi-use facility. The primary event activity is currently the music with a bounce house and local food vendors making it a family-friendly event. As it grows over time, a stronger life-style component based on the fall harvest will be introduced requiring a multi-use venue.

Parks & Recreation

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

Applicant's Note: Hop n' Sage started as a "thank you" to the community and volunteers who supported all of the summer events. In its fourth year in 2013, it has organically grown into an event recognized as a connection point for the community. Visitors like to participate in the locals activities which gives them the emotional connection with Mammoth Lakes.

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

1. Economic Stimulus: Events encourage visitors to stay in our lodging generating TOT and spend money locally. Hop n' Sage is positioned to grow into a multi-day event which compliments other events, grows the visitor demographic and extends the visitors stay and spending.

2. *High Impact:* With improved advertising and talent with a larger draw, Hop n' Sage will provide an immediate increase in the visibility of music & family-friendly events in Mammoth Lakes, ideal for this particular weekend.
3. *Ready to Go:* With three years of organic growth and experience in this event's formula, Hop n' Sage is proven and ready to take to the next level. There's no experimenting with the attractiveness of the event to the locals and visitors as we already know they will come.
4. *Leverage:* As common producers, Mammoth Beers and Harvest Moon Presents will use the Mammoth Festival of Beers & Bluesapalooza® to leverage advertising, talent buys and promotional opportunities.
5. *Plan for the Future:* Hop n' Sage will grow to a multi-day event with expanded family-friendly activities to enhance the Mammoth Lakes experience.

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

Attached.

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

Attached.

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

____ Multiple years of funding, or

____ Single year of funding

TBD

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

Sean Turner

Event Producer

Mammoth Beers dba Mammoth Brewing Company

- b. Affiliated parties/agencies

At our 2012 event, Mammoth Elementary PTO was the non-profit bar beneficiary. 2013 event's non-profit not yet committed. Our intention is to provide all relevant non-profits an opportunity to participate in this fund raising activity.

- c. Consultant or other support

*Jim Vanko
Harvest Moon Presents
Music & Marketing*

SECTION B – PROJECT DESCRIPTION

- 1. Project Location

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

*Sam's Wood Site
5699 Minaret Road*

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

If yes, please provide documentation of approval.

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

Yes. See attached authorization letter.

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

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

- B. Maintenance: *NA*

- C. Operation: *NA*

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

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

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

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

No. All equipment owned or rented.

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

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

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

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

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

Yes.

Site Manager [Contract Employee]: 80 hrs @ \$30/hour

Music & Advertising [Harvest Moon Presents]: Budget TBD

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.

Site work: Approximately 200 hours at \$20/hour = \$4,000

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

Mammoth Beers provided all funding for Hop n' Sage for the 2010, 2011 & 2012 events. To grow the event, additional funding is required for event management staff, advertising and talent.

For the 2013 event, the balance of funds beyond any provided by Measure U will be provided by Mammoth Beers.

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

No.

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

Leveraged resources:

With the goal of increasing non-resident visitors' participation, Mammoth Beers will advertise Hop n' Sage during the Mammoth Festival of Beers & Bluesapalooza® to invite out of town visitors. Approximately 90% of Bluesapalooza attendees are from out of town.

Volunteers:

Traditionally, Mammoth Brewing staff are paid to work for this event as a "thank you" to the community and all volunteers for all summer events. This year, with the expanded advertising and projected attendance, we will solicit the Bluesapalooza volunteer pool for volunteer support for Hop n' Sage.

Mammoth Beers dba Mammoth Brewing Company will provide a majority of the funding for this event.

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

No relevant impacts.

SECTION C – PROJECT BENEFITS

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

Summer music events prove to bring more summer visitors to town.

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

Past Hop n' Sage events were targeted at residents and summer event volunteers as a "thank you" for a great summer season and to celebrate the beginning of the fall season.

This year, in growing the event, we are reaching out to out-of-town visitors primarily through the Mammoth Festival of Beers & Bluesapalooza as well as bringing in music talent with a larger southern California presence.

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

Hop n' Sage occurs annually.

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

Hop n' Sage is a proven, established event with the potential to grow into a significant visitor draw to Mammoth Lakes. It requires additional support and funding to take it to this next level. The Mammoth Beers team brings the proven event production experience as evidenced by the success of the Mammoth Festival of Beers & Bluesapalooza and will use the same tools and resources to grow Hop n' Sage.

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.