



Mammoth Lakes  
CALIFORNIA

## 2013 MEASURE U SPRING APPLICATION FORM

### APPLICANT INFORMATION

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Name of Organization: High Sierra Events (HSE)

Contact Person: Lloyd Cearley

Organization's Address: PO Box 2781 Mammoth Lakes

State / Zip: CA. 93546

Office/Cell Phone Number: 858-245-2896

Email Address: [LCEGONE@gmail.com](mailto:LCEGONE@gmail.com)

Internet Address: Mammoth2Bishop.com

### PROJECT SUMMARY

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1. Name of Event: Mammoth2 Bishop Fun Bike Ride with Altitude and Finish Line festival
2. Project Category : Recreation/Arts
3. Start / End Date: June 15<sup>th</sup> , 2013
4. Measure U Funds Requested: **\$ 25,000**
5. Please see attached business plan

## SECTION A – PRELIMINARY QUALIFICATIONS

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1. How does the event fit within the **Town's adopted plans**?

Community Vision is to be a "four-season recreational opportunities, the community of Mammoth Lakes is committed to providing the very highest quality of life for our residents and the highest quality of experience for our visitors." The M2B event will increase the quality of life by having a fun recreational event with culture (Art & Music) in the shoulder season for both locals and visitors.

M2B will help Mammoth to being a premier, year-round resort community based on diverse outdoor recreation, multiday events and an ambiance that attracts visitors

M2B will help the ECONOMY by increasing visitor occupancy during the shoulder Season.

M2B will promote this special event year-round with emphasis on producing a multi-day event with particular attention to the shoulder season.

M2B will expand recreational opportunities by proactively developing partnerships with public agencies and private entities.

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

1) This will be a destination event that will spur economic activity and growth during normally slow time in the area and HSE would like to make this an annual event that will increase visitors on future years with a long term goal of becoming a three day event.

2) HSE would like to brand the name Mammoth2Bishop in all advertising/promotional value. HSE will like to meet the Triple Bottom Line standards with the style event that will be recreational friendly to all levels of bike riders, which will attract a wider range of participants. HSE would like to set a goal of being a green event and health conscious vendors. This event will spur economical activity to the regional area during normal slow period.

3) HSE has a business plan in place and we have been working with all the agencies and groups to make this event happen.

4) HSE is working with the County of INYO to work out all the details of the Finish Line Festival at Millpond and will be collaborating with the INYO council of arts for the festival. HSE has reached out to point of interest along the course, such as Tom's Place for the halfway stop, Round Valley School for use of their parking lot for another pit stop. HSE is reaching out to the communities Crowley, Swall Meadows, Paradise and the 40 Acres to make them aware of this event.

5) HSE has a plan for the future and growth plan to make this a three day event and to make it also a destination event.

3. Describe the 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 Full business plan that is 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")

### **Executive Summary**

High Sierra Events (HSE) wants to create a fun bike ride from Mammoth Lakes to Bishop with a Finish Line Festival at the end of the ride. All levels of riders can be part of and enjoy the ride. The course will be approximately 50 miles long, so it will be challenging as well. The riders will be able to enjoy the fresh mountain air and the beautiful scenic area surrounding the ride, from the mountain peaks to the country roads to Crowley Lake. Riders can take it seriously or just have fun. There will be **many different awards** given out, such as first, second and third place, Last place, **best costume, best group costume, best art bike design**, fastest tandem team, **bike with best sound system** and more. At the end of the ride, there will be a **Finish Line Festival**, which will consist of **entertainment, such as bands, dj's, performance artist, artisan vendors and more**. Also there will be an awards ceremony. There will be many kinds of concessions available to the riders and spectators. There will be a shuttle service for the riders and spectators before and after the bike ride and festival.

HSE wants to create an event that is hosted not in the heart of the summer season, but instead in the shoulder season, to help increase business activity and tourism during this slow time. HSE wants to bring people to the region from all over California and more by creating a destination event, which will boost the local economy during times of typically low occupancy. Visitors will spend the whole weekend in the area, which will increase demand for lodging, dining and shopping in the local community and in the region.

The bike ride is proposed to start on Sherwin Creek Park, where the starting ceremonies will begin at 8am. Riders will line up for the start of the ride at this time. The ride will begin at 10am, within these two hours; there will be local concessionaires providing breakfast, drinks, snacks and more for the riders and spectators. HSE would like Main St. (Frontage St. south side.), as a preferred starting point in the future rides, as surrounding business will benefit from everyone being in the area during the start of the ride.

As the ride begins, the riders will head out of the Sherwin Creek Park onto Old Mammoth Road and turn right onto Meridian Blvd. Then riders will turn right on CA Highway 203 EAST.

**Tom's Place** will be the designated halfway mark (about 20 miles). Here there will be concessions, medical assistance, bike repair, **musical entertainment** and more. The riders will get back on the course and continue on to the ride's finish at the Millpond Recreation Area. There will be staging area for all competitors' and spectators' bikes after the finish line.

Please see page 4 of this plan for a complete course description.

Millpond is where the Finish Line Festival begins. There will be live entertainment, performance artist, concessions, awards and more. For details on the Finish Line Festival please see page 15 of this plan.

There will be shuttle service to and from the festival. Please see page 16 of this plan for shuttle information.

**The Future** HSE, would like to see "Mammoth2Bishop Fun Bike Ride with Altitude" grow into a three day music festival with two different bike rides. Friday night would be the welcome night, with music at Millpond and other events in Mammoth. Saturday will be the Main Event and the Finish Line Festival and Sunday will be the Reverse Ride for the more advance competitor. The Reverse ride will start at Millpond and Finish in Mammoth Lakes. All Three days have Music at Millpond. HSE would like to move forward in this direction within the next three to four years.

5. Is this event funding request for:

Single year of funding

6. Identify all principles involved in this event and their responsibilities.

a. Applicant

Lloyd Cearley is the Executive Director

b. Affiliated parties/agencies

1) Inyo Council of Arts will collaborate with the Finish Line Festival, I am working with Lynn Cooper to Co Hosting the finish line festival. Help with bands, performance artist , artisan vendors and more.

2) Inyo County parks and Recreation, public works, Inyo county sheriff (Millpond Recreation Area) working with their offices for the plan of their county roads and Millpond finish line festival

3) Cal Trans (Encroachment Permit) working with Kurt Weiermann of this plan

4) Town of Mammoth Lakes and Recreation Department (working with Stuart Brown and Haislip Hayes on the plan for the start of the ride ceremonies and the course through Mammoth, which will include MLFD and MLPD on this plan.

c. Consultant or other support

**Scott McGuire** of Kleen Kanteen to make this a green event. With his experience, connections and exposure to festivals all over the nation, he will help in obtaining sponsorship from other national companies.

**Lynn Cooper** of Inyo Council of Arts, consultation with her about the Finish Line Festival, she has 13 years of experience of Hosting the Millpond music festival and looking into Co- Hosting the Finish Line Festival with them.

**John Armstrong** of Eastern Sierra Velo, consultation with him about the course, the logistic of the ride and his experiences.

## SECTION B – PROJECT DESCRIPTION

### 1. Project Location

#### A. What is the location(s) of your event?

The proposal start of the ride will be at Sherwin Creek Park from 7am to 11am, which will have local vendors and sponsor booths HSE is interested in having a live band or dj at the start of the ride. HSE, Haislip Hayes and Stuart Brown are in the process of making of this plan. Please see page 13 to see of this plan in greater detail. Also please look at the Executive Summary for further detail of this plan for the complete locations of the ride and Finish line Festival.

### 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.

I am working with all the agencies (same agencies as section 1 question 6B) as of this date to get approval. Everything is looking good with all agencies for permits.

### 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: High Sierra Events

B. Maintenance: N/A

C. Operation: High Sierra Events

D. Liability & Insurance: working with the Risk Management Administrative of Inyo County to obtain insurance for the whole event.

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)

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?

Banners, signage, start and finish branded arcs. All three of these will have all the sponsorship logos and will be paid by the sponsorship revenue.

7. Will any Maintenance funds be required for your event?  
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 event?  
If Yes, please describe what is required, when it's required, the timeline/schedule and cost.

No ???

9. Will any Replacement funds be required for your event?  
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,

- 1) **Entertainment** 5-6 Bands, performance artist and DJ's
- 2) **Sound/Stage** ( Eastern Sierra Audio)
- 3) **Lodging** will acquire lodging for the entertainment, will work with various hotels(trade, sponsorship and/ or discounts)
- 4) **Security**
- 5) **Waste Management,**
  - a) Bishop Disposal for trash bins, toilets, sinks
  - b)Sierra Conservation Project, recycling
- 6) **Ambulance**
  - a) Symons for the festival and Inyo county Roads
  - b) Mono County Paramedic
- 7) **Police**
  - a) MLPD
  - b) Inyo County Sheriffs
- 8) **Shuttles**
  - a) ESTA
  - b) Mammoth Mountain Buses with bike racks trailers
  - c) Private Sector for shuttles and bike racks trailers

This will be in more detail on my budget page.

11. Will there be volunteer hours used for any phase of your event?  
If Yes, please identify which task or phase, how many hours and the value of those hours.

Yes, we will have Volunteers helping throughout the entire event from the start of the ride, the course and the Finish line Festival. Please look at question 14 for greater detail of this plan.

12. Have any public (including Measure R and U) or private funds been previously committed, or is presently committed, to this event?

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

NO

13. Was public or private funding in place for this 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.

**1)Volunteers 101 Volunteers, 526 hrs @ \$24.18= \$12,718.86 + \$500 sweep vehicle**

Start of the ride

4 volunteers helping pick up trash and helping vendors, 4hrs each= 16 hrs @ \$24.18= **\$386.88**

10 volunteers helping with course in Mammoth, setting up, breaking down and traffic control 4 hrs each = 40 hours @ \$24.18= **\$9,672**

5 volunteers helping with ticket sales, 4hrs each= 20@ \$24.18= **\$483.86**

3 volunteers ticket sale for shuttle, monitoring the buses 5hrs each= 15hrs @ \$24.18= **\$ 362.16**

The course

30 volunteers helping with the course from Mammoth town limits to the finish, intersection monitoring, setting up and break down of signage and cones, hydration stations and more, 5hrs each=150hrs @ \$24.18= **\$3,627.00**

3 person Sweep vehicle 5hrs each= 15 hrs @ \$24.18= **\$362.70**

1 Sweep vehicles for 5hrs @ \$100 = **\$500**

8 volunteer bike techs 5hrs each = 40hrs @ \$24.18= **\$967.20**

Finish line Festival

8 Volunteers working the gate for 8 hrs shifts = 64 hrs@ \$24.18= **\$1547.52**

16 Volunteers helping pick up trash, helping vendors and more for 8 hrs= 128 hrs@ \$24.18= **\$3,095.04**

8 volunteers for ticket sales for shuttle, monitoring for 8hrs= 64 hrs@ \$24.18= **\$1,547.52**

5 volunteers for bike security for 8 hrs shifts = 40 hrs@ \$24.18= **\$967.20**

**2) Ticket sales**

\$75 for ride and festival- 250 tickets sold = \$18,750 to 500 tickets sold = \$37,500

\$30 for Festival only- 500 tickets sold = \$15,000 to 1,000 tickets sold = \$30,000

\$10 for Elite start 50 elite ticket sold = \$500 to 100 elite tickets sold = \$1,000

\$20 Event shirt w/ ride and festival ticket 250 shirts sold= \$5,000 to 500 shirts sold=\$10,000

\$30 Event shirt 250 shirts sold= \$7,500 to 500 shirt sold = \$15,000( the shirts will be made in the USA, organic cotton and designed by local company World Minded)

\$10 Event Mug 750 mugs sold = \$7,500 to 1,000 mugs sold=\$15,000( these will be Stainless steel pints made by Kleen Kanteen , the guest will have to purchase for all liquid consumption, no plastic cups at the event.

\$20 rider with bike one way shuttle 250 tickets sold= \$5,000 to 500 tickets sold= \$10,000

\$30 rider only, round trip shuttle 250 tickets sold= \$7,500 to 500 tickets sold = \$15,000

Total for ticket sales low tickets \$66,750 high tickets \$148,500

**3)Vendor Sales**, HSE is looking to have 6 food vendors and 20 vendors, for the first year we will charge a 15% of gross sales. This is the same plan of Millpond music festival and they brought in \$4,000

Beer and Wine Sales I am in the process on working the details out with Earlene Brown the concessionaire of Millpond, Gross % of sales

**4) Sponsorship** HSE is setting a goal of \$50,000 in sponsorship money, we are looking at national and local sponsors.

15. Is your event going to have an impact (positive or negative) on existing use in the residential neighborhood or business location you have .

The M2B fun bike ride will have a positive impact on business and a low impact on the neighborhood. There will be traffic need to be mitigated; there will be a minimal road closer on Old Mammoth Road by Sherwin Creek Park. I'm in active talks with Stuart and Haislip on the master plan for the Start of the Ride.

### **SECTION C – PROJECT BENEFITS**

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

Mammoth2Bishop Fun Bike Ride with altitude will be a destination event that will spur town activity and business during the slow shoulder season. First, the event will benefit the town by increasing visitation to the town of Mammoth. Second, it will be an event that the locals will be able to participate in. It will improve quality of life by outdoor recreational activity, music, arts and culture. Please see page 6 of attached business plan for more detail of the benefits.

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

M2B will market this event to visitors and locals. Since this event is a fun bike ride and more of a recreational ride, it will attract a wider spectrum of people. We would like to see five hundred participate in the first year and double the attendees at the Finish line festival. We would like this to be an annual event that will grow every year. Please see page 12 of the attached business plan for more detail marketing of this plan. Here are two examples of Fun Bike rides. First is an established fun bike ride, the Rosarito to Ensenada Bike Ride. The largest bicycle ride in the west with 10,000 riders twice a year and the next one is May 4<sup>th</sup>, 2013, which would be a great one to market at. The second one is a new bike ride that was very successful their first year, Riverside Citrus Classic Bike Ride. Please take a look at their web site for the success story.

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

M2B is setting a goal to become an annual event, with growth potential within 3-5 years. In that 3-5 years, HSE would like to grow into a three day event with two bike rides.

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

If HSE is awarded measure funding for the M2B event and this is a profitable event. HSE would like to give a percentage of the profits back to Measure U and a percentage to some local charities. With HSE profits, we will reinvest back into the M2B event for the second annual Ride to increase rider participation and visitation to the local area for the upcoming year.

The M2B event will attract a wide arrange of riders, from recreational, families, groups, clubs and competitive. If you look at question 2 in this section for the two examples of Fun Bike Rides and their success.

M2B will be on June 15<sup>th</sup>, so it will kick off the summer events two weeks earlier than regular past summers. Two weeks before Motocross.

M2B will be a destination event that will bring visitors to the region for the whole weekend.

## 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 the 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

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.

#### A.

S- New event bringing new, previously unseen elements and musical genre. Planned to take place on a weekend currently void of any other major event and shoulder season. M2B will deliver the best combination of scenery, challenge with Altitude, Camaraderie, Music & Art, Amenities, Humanity and Philanthropy, in a fun loving mix of Back Road Riding, Music along the ride, Mountain Scenery, Community Support with a Finish Line Festival . Our Event will provide direct financial benefits to our host towns and as well in our local charities.

W- The potential of a perceived duplication of events of other bike rides, but what will stand us apart is the beautiful scenery of our regional area; the finish line festival, will be like no other. The quality of music, art, Stand up Paddleboarding on the pond, the food and more, will make this a superior event.

O-By supporting the M2B ride the TOML and the regional area has an opportunity to gain **\$393,588** in revenue in the inaugural event. The TOML has an opportunity to take advantage of a very experienced and passionate event producer and to invest in a highly leveraged event with minimal risk.

The TOML has an opportunity to truly recognize, support this event and build the event on a weekend that is historically slow, which will financially benefit both hosting towns.

T- lack of support from Measure U and Private entities. As with any outdoor event, the weather is always a concern, this is why HSE would like to have the finish line festival at Millpond and larger area to grow in future years.

### 2. Identification of Market Opportunity

- A. Identify the long-term opportunity that the event presents. HSE would like to see the M2B fun bike ride grow into a three day music festival, with two bike rides and other offerings : shuttle service to free mountain biking trails, hiking trails and Off road trails. Promote the regional area. This will become a destination event, that will bring visitors from all over the region.

### 3. Describe the targeted users of your event (include the number of participants).

M2B event will have a wide range of participants because this is a fun bike ride and all levels of riders can take part in this event. For the first year we would like to see 500 riders. To achieve this goal, HSE will have marketing in the local area, Southern California papers. We will have hand bills and posters, first in the local area and then all bike shops in Southern California. Radio ads, TV ad on channel 72, Face Book page ad and more.

4. Projected Multi-Year Demand Analysis

A. Provide the projected demand with assumptions.

HSE is setting a goal to have 500 riders and 1,000 festival attendees in the inaugural year and are setting a goal to have three to five thousand riders within five years and five to ten thousand attendees to the festival.

5. Projected Multi-Year Revenue Projections

Lets get through the first one and see what, how we can improve for the 2<sup>nd</sup> annual.

# Event Budget for [Old Mammoth Rd. Event]

## Income

	Estimated	Actual
Total income	\$11,500.00	\$0.00

Admissions		
	Estimated	Actual
Adults @	\$0.00	\$0.00
Children @	\$0.00	\$0.00
Other @	\$0.00	\$0.00
	<b>\$0.00</b>	<b>\$0.00</b>

Ads in program		
	Estimated	Actual
Covers @	\$0.00	\$0.00
Half-pages @	\$0.00	\$0.00
Quarter-pages @	\$0.00	\$0.00
	<b>\$0.00</b>	<b>\$0.00</b>

Exhibitors/vendors		
	Estimated	Actual
Large booths @	\$0.00	\$0.00
Med. booths @	\$2,000.00	\$0.00
Small booths @	\$0.00	\$0.00
	<b>\$2,000.00</b>	<b>\$0.00</b>

Sale of items		
	Estimated	Actual
Items @	\$0.00	\$0.00
Items @	\$5,000.00	\$0.00
Items @	\$4,500.00	\$0.00
Items @	\$0.00	\$0.00
	<b>\$9,500.00</b>	<b>\$0.00</b>

# Event Budget for [Old Mammoth Rd. Event Series]

## Expenses

<b>Total Expenses</b>	<b>Estimated</b>	<b>Actual</b>
	<b>\$43,700.00</b>	<b>\$0.00</b>

Site	Estimated	Actual
Room and hall fees	\$850.00	
Site staff	\$1,000.00	
Equipment		
Tables and chairs	\$7,500.00	
<b>Totals</b>	<b>\$9,350.00</b>	<b>\$0.00</b>

Refreshments	Estimated	Actual
Food	\$800.00	
Drinks	\$4,500.00	
Linens	\$650.00	
Staff and gratuities	\$1,000.00	
<b>Totals</b>	<b>\$6,950.00</b>	<b>\$0.00</b>

Decorations	Estimated	Actual
Flowers	\$3,000.00	
Candles		
Lighting	\$750.00	
Balloons		
Paper supplies		
<b>Totals</b>	<b>\$3,750.00</b>	<b>\$0.00</b>

Program	Estimated	Actual
Performers	\$4,000.00	
Speakers		
Travel		
Hotel	\$850.00	
Other	\$12,300.00	
<b>Totals</b>	<b>\$17,150.00</b>	<b>\$0.00</b>

Publicity	Estimated	Actual
Graphics work	\$1,500.00	
Photocopying/Printing	\$3,500.00	
Postage	\$500.00	
<b>Totals</b>	<b>\$5,500.00</b>	<b>\$0.00</b>

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

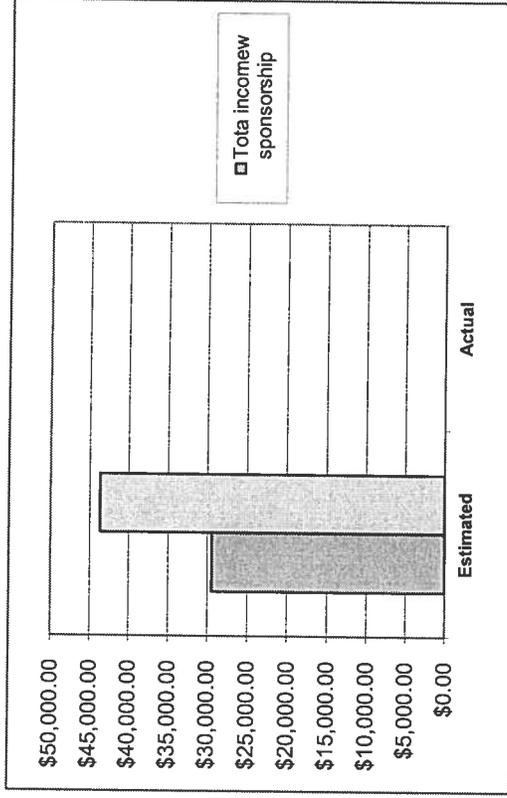
Miscellaneous	Estimated	Actual
Telephone	\$500.00	
Transportation		
Stationery supplies	\$500.00	
Fax services		
<b>Totals</b>	<b>\$1,000.00</b>	<b>\$0.00</b>

Miscellaneous	Estimated	Actual
Telephone	\$500.00	
Transportation		
Stationery supplies	\$500.00	
Fax services		
<b>Totals</b>	<b>\$1,000.00</b>	<b>\$0.00</b>

# Event Budget for [Old Mammoth Rd.Event]

## Profit - Loss Summary

	Estimated	Actual
Total incomew sponsorship	\$29,500.00	\$0.00
Total expenses sponsorship	\$43,700.00	\$0.00
<b>Total profit (or loss)</b>	<b>(\$14,200.00)</b>	<b>\$0.00</b>



\* Based on \$422.81/party/day (4.3 adults/party) over a 3.2 night average stay in Mammoth Lakes. This equates to an average spend of \$98.32 per person/day.

Events avg. 60-80% regional attendance. Includes: meals, lodging, shopping, entertainment - Source: 2012 MLT Summer Visitor Survey

\*\* Attendance is total event participants for the duration of the event.

\*\*\* Local visitor spending is estimated at 50% of the average daily spend (\$98.32 x .5)

\$49 (This could be higher for special events with ticket/registration fees)

Riders \$75 for ride and festival, \$20 tee shirt, \$15 mug, \$20 shuttle + \$49 F&B= \$179

500 riders + \$179 = **\$89,500.**

Festival attendance \$30 ticket, \$25 tee shirt, \$15 mug, \$30 shuttl +\$49 F&B= \$149

1,000 festival goers + \$100= **\$149,000**

1,500 attendees 60% out of towners = 900 people

Friday lodging and F&B for 900 ppl. x \$98.32= **\$88,488**

Saturday lodging only (since F&B is in the festival numbers) 900 ppl x \$49= **\$44,100**

Sunday F&B only 900ppl x \$25= **\$22,500**

Toatal **\$393,588** to the regional area.