



Mammoth Lakes
CALIFORNIA

2013 MEASURE U SPRING APPLICATION FORM

APPLICANT INFORMATION

Name of Organization: MAMMOTH LAKES FOUNDATION
Type of Organization (Non-profit, HOA, Govt.): 501(c)(3) tax exempt Non-profit Corporation
Contact Person: Rick Davis
Organization's Address: P.O. Box 1815, Mammoth Lakes
100 College Parkway, Mammoth Lakes
State / Zip: CA / 93546
Office/Cell Phone Number: 760-934-3781/760-408-0466
Email Address: Rick@MammothLakesFoundation.Org
Internet Address: www.MammothLakesFoundation.Org / www.MammothFoodAndWine.Org

PROJECT SUMMARY

1. Name of Project/Program/Event: 2013 Mammoth Food & Wine Experience (MFWE)
2. Project Category (Recreation/Arts/Mobility): Arts & Culture
3. Start /End Date: July 5 – July 7, 2013
4. Measure U Funds Requested: **\$20,000**
 - a. Marketing: \$15,000
 - b. Site Structure: \$5,000*

*MFWE (MLF) Share of joint activity

SECTION A – PRELIMINARY QUALIFICATIONS

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

Quotations copied from the Town Master Plan that pertains to the Mammoth Food & Wine Experience:

The core tenets of this Element are increasing regional accessibility, creating more recreational and leisure activities, and diversifying economic development to create a more stable and sustainable economy.

Mammoth Lakes' economic sustainability is dependent upon the mountain resort, expanded employment opportunities, shoulder season and midweek occupancy, air service and many other components of the community.

Development of domestic and international markets, an improved transit system, increased events and facilities, and an expanded and accessible system of parks, open space, and trails are important for economic sustainability and creating a livable community.

E.1.J. Policy: Promote special events year-round with emphasis on producing multi-day events with particular attention to midweek and shoulder seasons.

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.

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.

The MFWE is marketed to people outside of the area to encourage them to visit Mammoth for our event, and as a residual benefit learn about other local activities available throughout the summer. This should increase the benefit to the town while helping this event support education and the arts—which also provides a benefit to our community as well. Last year's survey results indicate that 81% of last year's attendees would recommend Mammoth Lakes to their friends. Increasing attendance at this event increases exposure to the area not just to the attendees, but those in their circle of influence. The survey results also indicated that in addition to participating in our event, attendees spent time doing other activities—26% shopping; 37% playing golf; 17% on the scenic gondola ride—all of which indicate additional dollars spent locally, above and beyond the various physical activities they participated in (biking, hiking, fishing, sightseeing, etc.).

We anticipate that this year, with July Fourth falling on a Thursday, that there will be an increase in the number of people in Mammoth for the holiday. Historical data indicates the holiday being on a none-mid-week date has a positive effect on the number of visitors to the town for the "long weekend." Therefore we anticipate an increase in attendance and therefore benefit to the town. However, in order to keep the momentum going and remain confident that we are targeting the population outside Mammoth that will be interested in this event, we are requesting an increase in marketing dollars. Those funds will be used to target more people outside of Mammoth and in our key potential areas of growth: Los Angeles, Orange County, Santa Barbara and Reno.

The follow-up survey indicated that 64% of the over 400+ attendees at 2012 MFWE were in the 40-59 age range-- adults with discretionary dollars to spend; and almost 69% of our attendees had income in the \$100,000 plus range—the age range and income level typical food and wine event attendee. This group of visitors is the group that spends outside of the event, providing additional benefit to the town.

Finally, the Mammoth Food & Wine Event has a unique draw versus other events on the summer calendar as its focus is not just food and wine, but education as well, making it a cultural experience. It is the type of event where attendees not only benefit from participation, but it also provides a feel-good benefit to participants knowing they are making a contribution to society. Attendees are educated during the event by Food & Wine Seminars; wine tastings put on by the various vintners and wineries' educated staff; through an outdoor cooking competition where culinary students compete against other student teams for a people's choice award of Best Dish—allowing students to gain valuable real-world experience and the opportunity to meet and work with professional chefs. Local College student scholarship volunteers also have the experience of having exchanges with the people who are helping make their education possible and their visibility reinforces the mission driving the event.

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

The MFWE brings visitors to the community specific for this event. This enhances both TOT income and income to local businesses. This event is also unlike any other event put on in the community which means it will continue to entice new visitors, specifically higher-income people who are interested in Food & Wine.

The other unique element of this event is that the funds generated by the event benefit education and the arts in the community through the Mammoth Lakes Foundation and the Mammoth Schools NOW Education Foundation. All proceeds of the event will go to this worthy cause – enhancing education, arts & cultural opportunities in the community--which is a specific goal outlined in the town general plan.

Town Goals and Priorities:

- Economic stimulus-the MFWE brings in a very high net-worth visitor to Mammoth. Based on our 2012 attendees, the average dollar spent, just at the MFWE was \$510 per person and we anticipate that to grow to \$550 per person in 2013. In the follow up survey, 64% of the 2012 attendees were from out of Mammoth and 66% of those were in Mammoth for the very first time. The bulk of those visitors were spending money on lodging and generating TOT for the Town.
- High Impact-the MFWE is a very high impact event with seminars, dinners, wine-walk, cook-offs, brunch, etc. going on for 3 days, and not just at the site, but all over Town. We anticipate the wine-walk this year, which will take place in The Village, will attract 250 attendees.
- Ready To Go-location and general itinerary will be pretty much the same as 2012
- Leverage-our marketing plan is to leverage the Measure U grant to increase our reach and market to areas beyond the typical Mammoth demographic. Magazines such as Sunset and Horizons that are distributed across the West.
- Plan for the Future-the MFWE is targeted to become the primary fundraising event for the Mammoth Lakes Foundation with the focus to continue to develop demand in Mammoth for cultural and art events with an ultimate goal of building a Mammoth Arts & Culture Center that would provide educational, cultural and art opportunities for Mammoth and the entire Eastern Sierra.

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").

Supplied as attachment.

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").

Supplied as attachment.

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

___ Multiple years of funding, or

X Single year of funding

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

- a. Applicant

Mammoth Lakes Foundation-responsible for full event planning, budgeting, and execution.

- b. Affiliated parties/agencies

Mammoth NOW Education Foundation-supporting role/volunteers

- c. Consultant or other support

N/A

SECTION B – PROJECT DESCRIPTION

1. Project Location

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

Mammoth Lakes Foundation, 100 College Parkway, Mammoth Lakes, CA 93546

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, the Mammoth Lakes Foundation owns the property and has approval to use it.

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 Lakes Foundation
- B. Maintenance: Mammoth Lakes Foundation
- C. Operation: Mammoth Lakes Foundation
- D. Liability & Insurance: Mammoth Lakes Foundation

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?

N/A

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.

Yes, Marketing/Site Structure:

Marketing: Marketing efforts have already begun, allowing for the widest possible exposure with a limited budget. Additional funds will allow us to extend the reach of our efforts and allow us to include outlets that specifically target our demographic, the inclusion of which exceed our current budgetary limitations. All funds will be spent by July 5, 2013.

| | |
|--|---------|
| - Additional Print Advertising (postcards*, posters, mailings) | \$4,900 |
| - Online (Facebook, social media) | \$ 850 |
| - Billboard (on Highway 395) | \$1,000 |

- Print ads-Expand advertising in Sunset Magazine, Reno News & Review, Orange County Register, San Diego Reader, LA Times, etc. \$7,350
 - Increase advertising in Broadcast Media: KMMT, KHVR, KSRW, KUNR, KJAZZ, etc. \$ 900
- Marketing Request Total: **\$15,000**

Site Structure*: See Mammoth Summer Event Venue Addendum

Site Structure Request Total: **\$5,000**

TOTAL MEASURE U BUDGET REQUEST: **\$20,000**

* There are four events sharing costs for a postcard mailing, select advertising, and site structure.

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:

| | | |
|-----------------------------------|-------------|----------|
| Auction solicitation: | 150 hours - | \$ 3,300 |
| Site Structure & facility set-up: | 36 hours - | \$17,000 |
| Stage and Sound: | | \$ 750 |
| Chef Coordinators: | 100 hours - | \$ 5,500 |
| Entertainment: | | \$ 2,400 |
| Production contractor: | | \$ 2,300 |
| Electrical contractors: | | \$ 200 |
| Mammoth Disposal: | | \$ 1,240 |
| Online/Web: | | \$ 1,000 |

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.

We anticipate that Volunteer hours for the 2013 will be slightly higher than 2012 due to a targeted increase in attendees and additional event components. We anticipate 800 volunteers hours will be needed resulting in up to \$19,344 in saved labor costs.

(2012 Volunteer hours – 628 hours @ \$24.18/hr = \$15,185 saved)

Volunteer Tasks include:

- Set-up
- Wine pouring
- Decorations

- Silent auction solicitations
- Sign creation
- Food servers and bussers
- Parking attendants
- Registration table
- Seminar set-up and clean up silent auction
- Security for entrances and exits
- Watching over the silent auction
- Live auction spotters
- Clean up

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. 2013, private dollars through the Mammoth Lakes Foundation of \$159,597, specifically \$17,565 for marketing and advertising. We have already committed \$2375 for a Billboard and \$1330 for an ad in Sunset Magazine. In 2012 the MFWE was awarded \$10,000 in Measure U funds but only used \$8616.

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.

No, the Mammoth Lakes Foundation is providing \$159,597 of the funds, the Measure U request is for and additional \$20,000, or 12.5% of the total funds needed. These Measure U funds will be used to directly increase marketing efforts to reach additional people from outside the area; provide a site venue shared by multiple event organizers.

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

The event will have a positive impact on the area because it will bring more people to Mammoth and all the Town has to offer, expose more people to the Eastern Sierra College Center, and Edison Theatre. It will also add more TOT and business income dollars to the community by drawing people into the area and exposing them to education and cultural opportunities in the Mammoth community, above and beyond the sporting and health benefit activities. People want and need choices of how to spend their time.

SECTION C – PROJECT BENEFITS

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

The Mammoth Food & Wine Experience is a fundraiser whose proceeds are used to support education and the arts in the Eastern Sierra. All proceeds generated from this event will go to education (K-14) by

improving our public schools, providing college scholarships to Cerro Coso College for local students, and growing our arts and cultural opportunities in the community.

Measurable benefits of the event in its third year include:

- Bringing approximately 500 visitors and an estimated \$100,000 to the community in the form of donation funds to the Mammoth Lakes Foundation and Mammoth Education NOW Foundation, to be spent on furthering education, culture and the arts in Mammoth.
- Economic \$ benefit to the community in the form of TOT for 2013 would be approximately \$54,076 (550 attendees x \$98.32 per visitor)
- This event has grown dramatically in only two years and in ten years is destined to be one of the highlight events in our community
- Creating a must-attend multi-day event for a large population outside the community will help sustain community benefits regardless of when the event occurs.
- Ultimate goal for this event is to one day drive demand for and serve as the fundraiser for the proposed Mammoth Arts and Cultural Center.

As the event establishes itself grows, and becomes an event participants look forward to each year, the opportunity to move the date to a non-prime weekend earlier in the season in the near future will present itself (possibly late June). This will have an even greater impact in the community as it will jump-start the summer season one weekend sooner (we are currently the first major event on the Summer Calendar) and provide a positive impact on Mammoth's TOT and residual business community income. As an example, the Aspen Food & Wine Classic grew so large that the event was moved from a summer date to a week in June as there were not enough available beds in Aspen to accommodate the attendees.

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

The Mammoth Food & Wine Experience (MFWE) fits within the Town's General Plan based on the items noted above. The Mammoth Food & Wine Experience will take place this year on July 5, 6 & 7, which is an open spot in Mammoth's summer calendar. Creating more special events over extended days is a priority outlined in the town's plan. Last year the event was held successfully on the weekend following a mid-week Fourth of July which is traditionally a slow time for town activities. Survey information gathered by us and analyzed by the town indicate:

- 66% of the attendees who responded were here for the first time
- 51% came specifically for this event
- 36% live here; the balance of 64% were distributed among 2nd home owners, relatives and pay-to-stay visitors

Even more interesting from a success perspective was the information that 51% came to Mammoth primarily for this event.

Based on these numbers we can assume a direct correlation between this event and an increase in income to the town as well as to the event. Our goal last year was to increase attendance over the previous year by 30% (from 250 to 350)—and that goal was exceeded. We understand that moderate growth, and the ability of this organization to deliver to participants so that they want to return and recommend the event to others, is necessary for the life of the event—and the additional side benefits to the town that occur because of the increased presence of visitors. Last year 81% of our survey respondents said they would recommend Mammoth Lakes to their friends!

MFWE demographics:

- Age 40+
- Annual income above \$75K
- Summer vacationers
- 51% travelled to Mammoth just for the MFWE

Target Market:

- Affluent visitors to Mammoth who enjoy food & wine. Our primary target demographics (reinforced by the 2012 Survey results) are adults ages 40-65 with income \$100,000+
- Past participants
- Current Mammoth Lakes Foundation donors
- Mammoth NOW Education Foundation donors
- Second homeowners
- Patrons of the participating wineries
- Affluent locals

The average \$ spent at the MFWE per attendee in 2012 was \$510 per person and we anticipate that to be \$550 per person in 2013.

It is important to note that this year we have added a Sunday activity to the overall Event that will allow locals that might not be able to afford the Main Event to also participate. This is in addition to the Friday night wine walk that was added last year and is retained this year that had a similar effect. That wine walk also drew new participants-- visitors who first learned about the event when they saw the Village being set up for the Wine Walk.

Estimated Number of Attendees at the Main event: 500+

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

Recurring annually.

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

The Mammoth Lakes Foundation (MLF), the MFWE organizer, is a 501c(3). MLF provides several unique benefits to the community:

- It not only supports local students wanting to attend college, it works directly with the local college to keep it viable.
- Building and maintaining a student housing facility for out-of-town students directly benefits college attendees by bringing youth from outside the area to Mammoth to increase the real-world and competitive element within the college.
- The MLF also directly affects arts and culture within the Mammoth Lakes community by providing theatrical programming equivalent to any within the state—programming not only for adults but children (Shakespeare Camp and Theatre for Young Audience as well as Poetry Out Loud for high school students).

- MLF cultural activities also complement sporting events and activities (something to do in the evening), target sports people with certain activities (Tahoe Adventure Film Festival tour screenings), and other events throughout the year.

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 analysis) – identification of where the proposed project fits within the marketplace.

Strengths:

- Unique event because it incorporates education with entertainment
- Supports education & culture and the arts in the Eastern Sierra
- Has a dedicated staff behind the event to ensure its success
- Events very similar to these are in every major ski resort which provides examples of what works and what doesn't work
- This event (and those like it) draw an affluent crowd, thus increasing benefit to the organization and the town
- Event topics are of interest to multiple ages, genders, and nationalities.

Weaknesses:

- Event is still relatively new and requires a large amount of up-front money
- Event has a lot of moving parts which potentially make the message a bit confusing when it goes out to the public and is harder to administer

Opportunities:

- Different than any other event that is currently put on in the area
- Event dates are during a period that has no other major event in Mammoth
- Eventually move to earlier weekend and expand the Mammoth Summer

Threats:

- All the events in the summer are competing for a similar visitor base but with the creation of the Mammoth Lakes Event Coalition, these events are all working together with joint marketing and shared infrastructure and equipment to lessen this threat
- Volunteers only have so much time and energy but with the MFWE being the first major event of the summer this should be less of a threat to this event
- Any unknown economical or environmental catastrophe that occurs could have a negative effect on attendance

2. Identification of Market Opportunity

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

The Mammoth Food and Wine Experience offers the opportunity for Mammoth Lakes to develop a steady revenue stream for education and the arts in the community. The Sun Valley Center for the Arts runs a similar type of event which brings in 60% of their annual operating budget of several million dollars. On top of providing secure support for two very valuable

causes in the community, this event will bring in visitors to the community for a multiday event. This will result in additional TOT revenue for the Town.

Food & Wine events are fun and attract many different types of people. They are growing in popularity across the country and the most successful ones are in resort communities. Aspen Food & Wine had to change its date from the summer to a slower time period in town because the event had more attendees than available beds. This is the long term vision for the MFWE-to sell out the town while supporting education, culture and the arts in the community.

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

The targeted users are affluent consumers of fine food and wine and supporters of education, culture and the arts in Mammoth Lakes. Users are will generally be in the 45+ year old age group and will be familiar with Mammoth or own a second home in the area. Target users also include past participants as well as their family and friends.

Estimated participants: 500+

4. Projected Multi-Year Demand Analysis

A. Provide the projected demand with assumptions.

We expect this event to grow consistently over the next five years. The first year the event sold out at 250 seats at the main event. In 2012 the Main Event (Grand tasting) grew to over 400 seats and we turned another 50 to 100 away as we were at capacity. There were also an additional estimated 250 (unique) people at the various side events. We are expecting over 500 seats to be filled at this year's Main Event with an additional estimated 375 (unique) people at the side events. We anticipate the event having the potential to continue to grow by 15% a year over the next few years. Traditionally a new event or business needs five years to be considered established and successful.

5. Projected Multi-Year Revenue Projections

A. Projected revenue with pricing assumptions.

Since the event is only in its third year, it's difficult to come up with a five-year revenue plan. We will need to look at the net revenue for this year and possibly next in order to accurately make predictions for the next five years. For example, the projected gross revenue for 2013 is 28% higher than the gross revenue for 2012. The net revenue for 2013 is 32% higher than the net revenue for 2012 (due to increased attendance with marginal increase in fixed costs).

| | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> | <u>2017</u> |
|-----------------|-------------|-------------|-------------|-------------|-------------|
| Projected Gross | \$287,175 | \$330,251 | \$379,789 | \$436,757 | \$502,270 |
| Projected Net | \$105,578 | \$121,414 | \$139,627 | \$160,571 | \$184,656 |

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

1. Land acquisition costs: N/A
2. Equipment acquisition: N/A

3. Site preparation/demolition and site prep costs: \$17,000 (site structure included)
4. Entitlement costs: N/A
5. Architect and planning costs: N/A
6. Construction costs: N/A
7. Operational costs: \$186,597 includes site preparation costs
8. Maintenance costs: N/A
9. Programming costs: N/A

Feasibility Analysis

1. Project and Financial Assumptions

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

- Event attendee numbers
- Good weather
- Economic recovery continuing
- Marketing reaches the right people
- Event delivers and word-of-mouth spreads

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.

| | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> | <u>2017</u> |
|-----------------|-------------|-------------|-------------|-------------|-------------|
| Projected Gross | \$287,175 | \$330,251 | \$379,789 | \$436,757 | \$502,270 |
| Projected Exp. | \$181,597 | \$208,837 | \$240,162 | \$276,186 | \$317,614 |
| Projected Net | \$105,578 | \$121,414 | \$139,627 | \$160,571 | \$184,656 |

3. Risk Analysis

A. Identify project/program risks.

- Low attendance = lower than anticipated ticket revenue numbers
- Low silent auction and live auction bids
- Poor weather
- Economic downturn – statewide and/or nationally

4. Project Schedule

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

- **Budget and Planning:** The full scope and concept of the event-Deadline: January 2013
- **Marketing Plan Creation and Implementation:** Plan and marketing began at the same time- Deadline: February 2013

- **Sponsorship solicitation:** Mailings and follow-up – deadline: March 2013
- **Winery Confirmations:** Confirming participating wineries participation-Deadline: March 2013
- **Chef Confirmation:** Confirming chef participation-Deadline: April 2013
- **Seminar Planning:** Finalizing 10 seminars-Deadline: March 2013
- **Sponsorship allocation:** Deadline: May 2013
- **Ticket Sales:** Begin: April 2013/Complete: July 2013

5. Quality of Life Analysis

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

The positive effect of the current arts & culture and educational opportunities provided by the Mammoth Lakes Foundation through the Mammoth Lakes Repertory Theater, scholarships for local students, and housing for out-of-the-area students This in addition to the creation of demand and potentially financial support for the future Mammoth Lakes Arts and Culture Center and dramatic positive effects on the quality of life that the Mammoth Food & Wine Experience provides.



Project Concept Plan

Attendees: 500+ attendees

Scope:

The Mammoth Food & Wine Experience is a once-a-year event in its third year that takes place during the first weekend nearest July 4. All proceeds from the event benefit two local nonprofits, the Mammoth Lakes Foundation and the Mammoth Schools NOW Education Foundation. The beneficiary organizations support education, arts & culture in Mammoth.

The Mammoth Food & Wine Experience is a multi-day event, Friday, Saturday and Sunday, with many activities including wine tastings, educational food & wine seminars, a wine walk, wine dinners at local restaurants and private homes, and a main event called the "Grand Tasting". The Grand Tasting incorporates 30+ wineries pouring over 120 different wines, a cooking competition where culinary schools compete in an outdoor cooking competition for a "people's choice" award for best dish, live and silent auctions, raffle, and musical entertainment. Also, because we are bringing together the culinary schools and professional chefs, there will be a symposium during which the culinary students have the opportunity to talk about the culinary world with seasoned chefs, thus expanding their educational experience.

This event is unique in Mammoth and our goal is to see it grow to eventually serve as a stable funding source for a Mammoth Arts & Culture Center and the support of education, arts & culture in Mammoth. Every large resort community has a high-end food and wine event, with many of those events experiencing success that continues to sustain them. Specifically, Sun Valley, Idaho has a food and wine event that supports the Sun Valley Center for the Arts and brings in 60% of the center's operating budget every year. Aspen Food & Wine currently has attendance of approximately 5,000 and started with less than one hundred 30 years ago. Aspen moved the timing of its event to a slower time earlier in the summer season because it brought more visitors than beds in the busy summer. We are confident the Mammoth Food & Wine Experience can achieve the same level of success for the community.

Type: Food & Wine special event that brings in new and past visitors of Mammoth Lakes. The attendees will generally be from a higher economic stratum. All proceeds of the event support education, arts & culture through the Mammoth Lakes Foundation.

Design Specifications: N/A

Event Budget: \$186,597

Current Event Marketing Budget: \$30,565

Measure U request: \$20,000 (includes \$5,000 shared site structure allocation)

Reason for request:

Enhanced Marketing expenses-The Mammoth Food & Wine Experience is still building momentum, and is currently only in its third year. The Mammoth Lakes Foundation needs financial support especially in the area of marketing to bring outside-of-the-area visitors to our community. We are asking for Measure U funds in order to grow our participants by expanding our marketing efforts to a wider audience through print, broadcast and digital media ad buys, direct marketing to second homeowners, and direct marketing to food & wine enthusiasts through the participating wineries and chefs. Measure U request \$15,000.

Site Structure-Portion of expenses of a shared tent structure scheduled to stay up for at least 6 weeks and shared by at least 4 major summer events in addition to being available for any unused time and/or available before or after scheduled events (subject to additional cost and availability). Measure U request \$5,000.

Event Budget for 2013 Mammoth Food & Wine Experience

Income

| | Estimated | Actual |
|--------------|--------------|--------|
| Total Income | \$285,175.00 | \$0.00 |

| Event Tickets | | | | | | | |
|------------------|-----------|--------|--|---------------------|--------|--|---------------|
| | Estimated | Actual | | Estimated | Actual | | Actual |
| Grand Tasting @ | 501 | 0 | | \$134.00 | \$0.00 | | \$0.00 |
| Seminars @ | 300 | 0 | | \$52.00 | \$0.00 | | \$0.00 |
| Wine Walk @ | 250 | 0 | | \$45.00 | | | |
| Dinners/Brunch @ | 247 | 0 | | \$64.00 | | | |
| | | | | \$109,675.00 | | | \$0.00 |

| Sponsorships/Grants/Gifts | | | | | | |
|---------------------------|---|---|--|--------------------|--------|---------------|
| Cash/In-Kind @ | 5 | 0 | | \$5,000.00 | \$0.00 | |
| Auction Donations | 1 | 0 | | \$60,000.00 | \$0.00 | |
| Not-attending @ | 1 | 0 | | \$500.00 | \$0.00 | |
| | | | | \$85,500.00 | | \$0.00 |

| Grants | | | | | | |
|---------------|----|---|--|--------------------|--------|---------------|
| Measure U | 1 | 0 | | \$20,000.00 | \$0.00 | |
| Comps/Trade @ | 10 | 0 | | \$0.00 | \$0.00 | |
| | | | | \$20,000.00 | | \$0.00 |

| Raffle/Auction | | | | | | |
|------------------|-----|---|--|--------------------|--------|---------------|
| Raffle tickets @ | 500 | 0 | | \$20.00 | \$0.00 | |
| Silent Auction @ | 100 | 0 | | \$300.00 | \$0.00 | |
| Live Auction @ | 10 | 0 | | \$3,000.00 | \$0.00 | |
| | | | | \$70,000.00 | | \$0.00 |

Event Budget for 2013 Mammoth Food & Wine Experience

Expenses

| Total Expenses | Estimated | Actual |
|----------------|---------------------|---------------|
| | \$181,597.00 | \$0.00 |

| Site Infrastructure | Estimated | Actual |
|-------------------------|--------------------|---------------|
| Tent | \$8,000.00 | \$0.00 |
| Equipment/Tables/Chairs | \$4,100.00 | \$0.00 |
| Stage & Sound | \$750.00 | \$0.00 |
| Small Tents | \$4,000.00 | \$0.00 |
| Totals | \$16,850.00 | \$0.00 |

| Administration/Permits | Estimated | Actual |
|------------------------|--------------------|---------------|
| Administration | \$12,042.00 | \$0.00 |
| Permits | \$1,875.00 | \$0.00 |
| Totals | \$13,917.00 | \$0.00 |

| Publicity/Advertising | Estimated | Actual |
|--------------------------------------|--------------------|---------------|
| Graphics work | \$750.00 | \$0.00 |
| Broadcast, Print, Billboard, Digital | \$18,815.00 | \$0.00 |
| Printing | \$8,000.00 | \$0.00 |
| Promo/Photography/Contingency | \$2,100.00 | \$0.00 |
| Postage | \$900.00 | \$0.00 |
| Totals | \$30,565.00 | \$0.00 |

| Food & Wine | Estimated | Actual |
|---------------|--------------------|---------------|
| Food & Wine | \$29,569.00 | \$0.00 |
| Equipment | \$5,000.00 | \$0.00 |
| Travel | \$1,000.00 | \$0.00 |
| Decorations | \$1,106.00 | \$0.00 |
| Seminar cost | \$5,000.00 | \$0.00 |
| Totals | \$41,675.00 | \$0.00 |

| Auction/Raffle | Estimated | Actual |
|----------------------------------|--------------------|---------------|
| Auction catalog | \$1,950.00 | \$0.00 |
| Raffle Promotion/ticket printing | \$1,000.00 | \$0.00 |
| In Kind donations | \$60,000.00 | \$0.00 |
| Staff and gratuities | \$0.00 | \$0.00 |
| Totals | \$62,950.00 | \$0.00 |

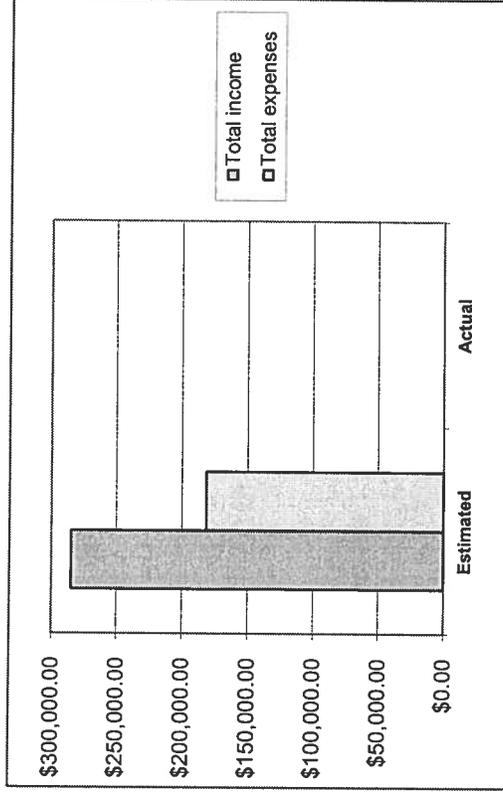
| Entertainment | Estimated | Actual |
|---------------|-------------------|---------------|
| Performers | \$3,400.00 | \$0.00 |
| Other | \$0.00 | \$0.00 |
| Totals | \$3,400.00 | \$0.00 |

| Contract Service | Estimated | Actual |
|-----------------------|--------------------|---------------|
| Sanitation | \$1,240.00 | \$0.00 |
| Electrical | \$200.00 | \$0.00 |
| Culinary Coordinators | \$5,500.00 | \$0.00 |
| Security | \$0.00 | \$0.00 |
| Auction/Raffle | \$5,300.00 | \$0.00 |
| Totals | \$12,240.00 | \$0.00 |

Event Budget for Mammoth Food & Wine Experience

Profit - Loss Summary

| | Estimated | Actual |
|-------------------------------|---------------------|---------------|
| Total income | \$285,175.00 | \$0.00 |
| Total expenses | \$181,597.00 | \$0.00 |
| Total profit (or loss) | \$103,578.00 | \$0.00 |



**Addendum to 2013 Measure U Spring Application
Mammoth Summer Event Venue
Small Town Big Idea**

January 2013
Events Group

Description

Mammoth's summer events kick-off with the Mammoth Food & Wine Experience, Mammoth Lakes Jazz Jubilee, Mammoth Lakes Music Festival and Sierra Summer Festival. The events are organized and operated by non-profits and each event has an educational component. These are existing events and currently two of the events are operated in tents, one at the college and one at the church or in other locations. Each of the events needs an indoor venue and while Mammoth can be very outdoor friendly, the early season events are more susceptible to weather conditions.

- All of the events have the ability to increase attendance
- All of the events add diversity to the community for both visitors and locals
- All of the events have a strong thread of arts, culture, entertainment and education
- The four events complement the culture of Mammoth's recreation environment and outdoor appeal
- All of the events are produced by organizations with local history, experienced management, a passion for what they do and expertise that provide the quality of programming and entertainment that can be found in many larger communities

The Vision

We propose a Summer Event Venue (structure) from July 1-August 15, 2013 that can be adapted to a variety of uses. The venue would accommodate 500+ for dinner seating & 800+ for theatre seating. It will have the ability to be configured for intimate smaller events such as those provided by the Mammoth Music Festival and Sierra Summer Festival that require covered space. August is normally great for outdoor events where the temperatures are warmer and can support much larger attendance. The Venue we are proposing accommodates the events that need weather-protected space. In the future the Venue could be set up earlier and stay up through September when the weather becomes more variable and not as suitable to outdoor events. This would give the town a temporary, cost effective Venue to support large groups and demonstrate potential demand for a future permanent facility. Having a weather-protected summer location would build awareness, demand, credibility, and help to brand Mammoth as a summer cultural destination. These are all attractive attributes to users/attendees, event organizers and potential sponsors.

Existing Infrastructure and Demand

The four existing events listed above bring a customer base and proven track record for usage of an indoor facility. Existing events have sold out at times in the past and the proposed Venue would allow for expansion of current activities; drawing more people to Mammoth and potentially increasing income to and within the town.

MLF has a hard surface parking lot that is 155' X 118' that can accommodate a structure of around 10,000 square feet (which could hold 1,000+ people in the future). We are proposing a first year structure of around 8,000 square feet that would accommodate a maximum size group of around 800 persons in theatre style seating. In addition an adjacent bowl was cleared to accommodate the Blue Sky Fest. This area has the potential to provide support for vendors, food and beverage, overflow, and other ancillary service to the Venue structure.

The Edison Hall/Edison Theatre is available for support to those using the Venue. This includes the 100 seat Edison theatre and two conference/classrooms.

College Parkway is currently a shuttle stop route and additional transportation could easily be added to the route to accommodate increases in traffic during the four existing events. The town bike trail system will be expanded next summer to include a loop that runs from the library connector through the college campus and out to the existing trail system connecting the college, theatre, and student apartments to the system.

Close to 500 parking spaces are available between the college parking lot, elementary and middle school parking lots and along Meridian Boulevard. Additional parking could also be accommodated at the high school and supported by shuttle bus. Mammoth Unified School District and Cerro Coso Community College are both receptive to a parking agreement.

The site for the proposed temporary structure is in a rural setting with the closest neighbors being the Trails homeowners. The majority of event activity would take place inside the Venue and have little or no impact on the local area.

Common Use

- The Venue Structure, Main Stage, Carpeting, Basic Decor
- Basic Sound and Lighting
- Safety Equipment, Directional and Safety Signage
- Sanitation & Recycling
- Power
- Town and Fire Dept. Permits

Individual Responsibilities

- Tables and Chairs
- Specialty/Unique to individual event Décor
- Food and Beverage, Health Department Permits
- Security
- Anything outside of the main event venue, in the bowl or classrooms

Event Structure

*8,000 Sq. Ft. + or -

*500+ persons for sit down dining and 800+ persons for theatre seating

*Rental is July 1 - August 15, 2013

Total

*Mammoth Food & Wine Experience-July 4th thru 7th

*Mammoth Lakes Jazz Jubilee-July 8th thru July 14th

*Mammoth Music Festival-July 15th thru August 4th

*Sierra Summer Festival-August 5th thru August 11th

The Proposed Structure- 100' X 82', 34' H, 8,200 Sq. Ft. Losberger Clearspan Structure

\$20,090

Options

Double glass door, panic hardware, framework. 3-doors

N/A

Double door sets in Fabric walls

\$1,650

| | |
|--|-----------------|
| Open sidewalls, 10' High X 16' Wide, that can be manually operated. Assume 160 linear feet | \$2,640 |
| Common lighting per proposal | \$1,640 |
| Safety package | \$550 |
| Carpeting | \$5,330 |
| Stage (allowance) | \$1,000 |
| Seating (allowance) | \$500 |
| Signage (outside of facility) | \$1,000 |
| Freight | \$2,500 |
| Install, Dismantle, Insurance | \$3,000 |
| Porta Potties, Trash/Recycling | \$500 |
| Security | \$500 |
| Permits (not health dept or ABC) | \$300 |
| Utilities | \$300 |
| Contingency | \$3,000 |
| Management (Town) | 500 |
| Total | \$45,000 |

Proposed Source of Funding

| | |
|----------------------------|-----------------|
| Mammoth Lakes Foundation | \$6,500 |
| Mammoth Lakes Jazz Jubilee | \$6,500 |
| Mammoth Music Festival | \$2,500 |
| Sierra Summer Festival | \$2,500 |
| Sponsorship-TBD | \$5,000 |
| Total | \$23,000 |
| Measure U* | \$22,000 |
| Total | \$45,000 |

*Combined Measure U request from the four events

MAMMOTH
FOOD & WINE
EXPERIENCE

Project Executive Summary

The Mammoth Lakes Foundation is requesting \$20,000 in Measure U funds to supplement the current marketing budget for the 3rd Annual Mammoth Food & Wine Experience and to also help fund a cooperative site structure that will accommodate three other of Mammoth's long standing summer events, the Mammoth Lakes Jazz Jubilee, Music Unbound and the Sierra Summer Festival.

The Mammoth Food & Wine Experience is a once-a-year event in its third year that takes place during the first weekend nearest July 4. All proceeds from the event benefit two local nonprofits, the Mammoth Lakes Foundation and the Mammoth Schools NOW Education Foundation. The beneficiary organizations support education, arts & culture in Mammoth and the Eastern Sierra.

The Mammoth Food & Wine Experience is a multi-day event, Friday, Saturday and Sunday, with many activities including wine tastings, educational food & wine seminars, a wine walk, wine dinners at local restaurants and private homes, and a main event called the "Grand Tasting". The Grand Tasting incorporates 30+ wineries pouring over 120 different wines, a cooking competition where culinary schools compete in an outdoor cooking competition for a "people's choice" award for best dish, live and silent auctions, raffle, and musical entertainment. Also, because we are bringing together the culinary schools and professional chefs, there will be a symposium during which the culinary students have the opportunity to talk about the culinary world with seasoned chefs, thus expanding their educational experience.

This event is unique in Mammoth and our goal is to see it grow to eventually serve as a stable funding source for a Mammoth Arts & Culture Center and the support of education, arts & culture in Mammoth. Every large resort community has a high-end food and wine event, with many of those events experiencing success that continues to sustain them. Specifically, Sun Valley, Idaho has a food and wine event that supports the Sun Valley Center for the Arts and brings in 60% of the center's operating budget every year. Aspen Food & Wine currently has an attendance of approximately 5,000 and started with less than 100 over thirty years ago. Aspen eventually moved the timing of its event to a slower time earlier in the summer season because it brought more visitors than beds in the busy summer. We are confident the Mammoth Food & Wine Experience can achieve the same level of success for the community of Mammoth and help the Mammoth Lakes Foundation achieve the goal of opening the Mammoth Arts & Culture Center.