

Mammoth Lakes  
CALIFORNIA

## 2013 MEASURE U SPRING APPLICATION FORM

### APPLICANT INFORMATION

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Name of Organization: Old Mammoth Road Event Group

Type of Organization (Non-profit, HOA, Govt.): Working Group for the benefit of Old Mammoth Road

Contact Person: Phil Hertzog, Jim Demetriadas, Paul Rudder, Robin Stater

Organization's Address: #1 Sierra Center Mail

State / Zip: CA. 93546

Office/Cell Phone Number: 619-838-5178

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

### PROJECT SUMMARY

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1. Name of Project/Program/Event: OLD MAMMOTH ROAD EVENTS
2. Project Category (Recreation/Arts/Mobility): ARTS
3. Start / End Date: June 21-23 Old Mammoth Micro Brews and Wine Walk and Concert
4. Measure U Funds Requested: **\$10,000**

## SECTION A – PRELIMINARY QUALIFICATIONS

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

- This year is the maiden voyage of this event. ( new event)
- We are using the Gardnerville Nevada, Thursday Summer Wine Walk and concert series as a general model.
- June's event will run simultaneously with the Mammoth Moto Cross and the Mammoth ½ Marathon this event will create animation on Old Mammoth Road and excitement that only is seen 1 day a year, during the July 4<sup>th</sup> parade. ( working with other events)
- With small pockets of music ,food and brewery vendors lining the Old Mammoth Rd. corridor and the finish line of Sundays 1/2 Marathon on Old Mammoth.
- This creates 3 more days of animation, family fun, music and art on Old Mammoth Road
- Designed to draw a large audience from our target visitor base in California and Nevada. (7000)
- Increased TOT and tax revenue to the town( \$688,244)
- Guests will experience this new animation of a famous Mammoth area,
- Visitors will want to return for additional events throughout the summer of 2013
- A reintroduction to the Magic of Old Mammoth Rd.

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

High visual impact with the animation to the Old Mammoth Road corridor. This event is timed with the Moto Cross and Half Marathon events centered on Old Mammoth Road. Our plan is to work with city planning and the participating businesses on Old Mammoth Road to create a consistent design for flower baskets, signage, white pop ups, wine/beverage and music ,in a walking tour of Old Mammoth Road. This event climaxes on Sunday with Old Mammoth Road closed to traffic during the Half Marathon and a "Celebrate Mammoth" music festival at Sierra Center Mall put on by the Half Marathon organizers.

With visitation of an estimate of 7000 over the 3 day event the TOT at \$98.32 it will produce approximately \$688,240. The majority of these additional visits would be generated through a very aggressive marketing plan that is backed by the collaborative efforts of the retailers on Old Mammoth, Mammoth ½ Marathon group, Mammoth Lakes Tourism and the Town of Mammoth Lakes. This is an event that has years of longevity and has been proven by the walks and summer concert series that Gardnerville Nv. does weekly.

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").  
**See 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").  
**See attached**

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 – Old Mammoth Road Group

b. Affiliated parties/agencies

- Philip Hertzog (Mammoth Outdoor Sports)
- Jim Demetriadas (Sierra Nevada Resort)
- Paul Rudder & Drew Hild (Sierra Center Mall)
- Robin Stater (Sierra Design Studio and Roma Boutique)

c. Consultant or other support –

- Stu Brown
- Cathleen Calderon
- MLEC
- ML Tourism
- San Diego ½ Marathon event group

## SECTION B – PROJECT DESCRIPTION

### 1. Project Location

- What is the location(s) of your project/program or event?
- Old Mammoth Road, starting at Sierra Nevada Lodge down to Sierra Center Mall and Sierra Design Studio

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

If Yes, please provide documentation of approval.

- Yes, upon request.

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

### 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)

Ownership:

- Old Mammoth Road Group

Maintenance:

- Sierra Center Mall, Sierra Nevada Resort

Operation:

- Cathleen Calderon
- Old Mammoth Events Group
- SanDiego ½ Marathon (Sunday)

Liability & Insurance:

- Participating Businesses, Sierra Center Mall, Sierra Nevada Resort (Corsarro Insurance, Bishop)

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)

- 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.

- Marketing Print ads local during peak holidays \$ 1000. March \$500/May\$500
- Graphic Design/ Poster \$1000. March
- Design concept \$1000. March

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.

- Security: \$2000
- Bands: \$4500
- Voluteer \$12,600

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.

- Set up 125 hours
- Tear down 100 hours
- Servers 75
- Security 75
- Site point person 100
- Survey administrators 50

Total volunteer hours at a value of \$12,600.

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?

No. I the process of working with the Old Mammoth Rd. Event Series Group

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

- San Diego ½ Marathon \$10,000 2013
- Old Mammoth Rd event group \$20,000 2013

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.

- \$20,000 Leveraged resources will be the participating businesses on Old Mammoth Road and the linkage to other events to provide the most compelling draw for visitors from the target markets in California and Nevada.
- \$10,000.San Diego ½ Marathon group

- \$12,600.Volunteers

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:

- Positive impact due to positive visual impression, cultural / social interaction and walking tour aspect reducing vehicle impact. Increased business and awareness along Old Mammoth Rd.
- Increases TOT of \$ 688,240
- Visitor's awareness of the additional business corridor Mammoth has to offer.
- The beautification of Old Mammoth Rd. with the lamp post flower baskets
- No impact on traffic
- No impact on parking
- Event will end at 9PM nightly

## SECTION C – PROJECT BENEFITS

1. Describe how the project/program or event provides a measurable community benefit (increased revenue, improved quality of life, etc.).
  - Large tax revenue potential TOT of \$688,240.
  - Re -energizing Old Mammoth Road with flowers, art, music and festival.

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

Locals 30%

Visitors 70%

Families 30%

Singles 30%

Retired 20%

Married no kids 20%

On a total visitation of 7000 visitors

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

- Recurring summer tradition. We would like to grow this into a bi-monthly summer event.

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

- We have worked with John Urdi and Stu Brown on linking other town events to create the most compelling motivation for visitors to visit Mammoth Lakes during the summer event series. We feel that this is an additional cultural element that creates excitement and a reason to either come for the first time or return to Mammoth. Discover the Mammoth Magic!

## 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.

S=Create an Old Mammoth Road environment, linked to events

W= Uncertainty of weather

O= this is a compelling visitor destination event that enhances the overall Mammoth Lakes experience.

T= economy turns downward, as prices go up and visitation goes down.

### 2. Identification of Market Opportunity

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

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

- 7000 participants
- 30% local / 70% visitors
- Families 30%, Singles 30%, Married w/o kids 20%, Retired 20%
- Enhanced visitor experience for target audience from all of California and Nevada.
- Leverage the other events to create a multilevel experience in the grandeur of the Eastern Sierra.

### 4. Projected Multi-Year Demand Analysis

- A. Provide the projected demand with assumptions.
- Multi-year demand will mirror Mammoth Lakes Tourism projections but be leveraged by event concentration and Old Mammoth Road participating business marketing expertise.

### 5. Projected Multi-Year Revenue Projections

- Projected revenue with pricing assumptions. In accordance with Mammoth Lakes Tourism projection models.
- 7000 visitors to the 3 day event spending on an average \$98.32 each

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.

- Marketing partners with: Mammoth Lakes Tourism, TOML, Chamber and private sector
- Visitors with stronger disposal income
- Support of retailers along Old Mammoth Rd

### 2. Multi-Scenario Pro Formas

#### B. 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.

- Working under the thought that the community sees the value of the Old Mammoth Rd. animation as an additional events corridor
- Economy trending upwards
- Visitation increases 10% yearly growth in visitation
- Co event sponsorship similar to the San Diego ½ Marathon group
- Private funding and support
- TOT growth at 10% yearly

2013 = 7000 = \$688,240  
 2014 = 7700 = \$757,064  
 2015 = 8500 = \$835,720  
 2016 = 9350 = \$919,282  
 2017 = 10,285 = \$1,008,566.

3. Risk Analysis

A. Identify project/program risks.

- Weather
- Reduced summer visitation to Mammoth due to economy
- Non funding from Private sector

4. Project Schedule

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

- Pre planning
- Funding
- Design
- Marketing
- Talent secured
- Set up
- Maintained
- Tear down

5. Quality of Life Analysis ,Positive bringing additional art, music and events to Summer in the Sierra

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

Positive

- Beatification and animation to the Old Mammoth Rd. corridor.
- Additional events to attend outside.
- Creating an additional event corridor in Mammoth

## CONCEPTUAL PLAN

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Mammoth Magic is what Old Mammoth Rd was founded on. June 21-23, 2013 the Old Mammoth Road Event Group will showcase this.

Starting on Friday night at the Sierra Nevada Lodge stroll down the event corridor and enjoy the Micro-breweries, wineries and food vendors that are set up along Old Mammoth Rd, displaying their treasures for everyone to enjoy. In between the lit white pop ups and the flowered lamp posts will be pockets of local musicians and artisans.

Saturday starts the day off with a family play zone at the Sierra Center Mall and an Expo for the Mammoth ½ Marathon, with the beer and wine walk starting at 5 and a tribute band concert in the parking lot of the Sierra Center Mall that will go until 9PM. Animation, Food, Art, Music, Breweries and Wine all under the Mammoth Magic night sky!

Sunday highlights will be located at the Sierra Center Mall, where the finish line will be for the inaugural Mammoth ½ Marathon! Food vendor, Expos, local music, Kids Fun Zone, all centered in this one area. This is a very prestigious event that hopes to be a Mammoth tradition.

Budget below:

Licenses (liquor, town) etc. = \$350.

Insurance = \$1500.

\*\*Marketing = \$10,000. Advertising, print, voice, social media to the Southern and Northern California, Nevada markets. Web and poster design

Signage/ Lamp post baskets = \$7500.

Tent rentals, pop ups, tables = \$7500.

Stage & lighting = \$5000.

Bands = \$4000.

Security = \$2000.

Animation/ décor = \$2500.

Rooms and food = \$850.

Total cost = \$43,700.

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\*75 % of the budget will be funded by the Old Mammoth Road Event Group, Mammoth ½ Marathon and the remainder 25% Measure U funds.

\*\* With the Old Mammoth Group and San Diego Marathon Group bring the following social media targeted mailing, e-blasts and FB.

55,000 = San Diego County

180,000= Greater Los Angeles Area

30,000= No. Calif. And Nevada

# Event Budget for [Old Mammoth Rd. Event]

## Income

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

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

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

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

Sale of items			Items @	\$0.00
	1000		Items @	\$5,000.00
	300		Items @	\$4,500.00
			Items @	\$0.00
				<b>\$9,500.00</b>

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

## Expenses

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

	Estimated	Actual
<b>Site</b>		
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>

	Estimated	Actual
<b>Refreshments</b>		
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>

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

	Estimated	Actual
<b>Program</b>		
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>

	Estimated	Actual
<b>Publicity</b>		
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>

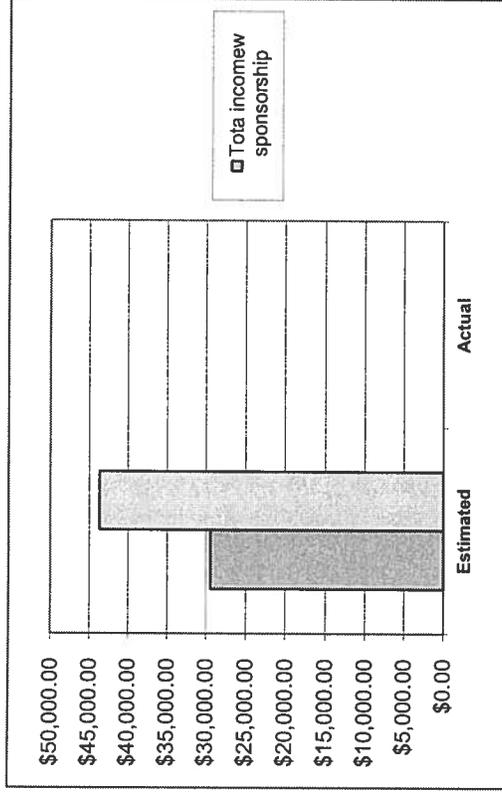
	Estimated	Actual
<b>Prizes</b>		
Ribbons/Plaques/Trophies		
Gifts		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Miscellaneous</b>		
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 income 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>



## EXECUTIVE SUMMARY

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Mammoth Magic is what Old Mammoth Road is all about. This was our original Heart and first portal of arrival into Mammoth Lakes. What the Old Mammoth Road Events Group is envisioning is a new life brought back to the Road. There are many wonderful small businesses and areas to create animation.

Imagine a warm Mammoth Summer night, strolling on the sidewalks up and down Old Mammoth Road, having refreshment, a bite to eat, listening to local musicians and viewing new and upcoming local artists.

This event in June is the introduction to The Old Mammoth Road Beer and Wine Stroll, Concert and Art Exhibit. Starting the Stroll at Sierra Nevada Resort the tour begins at 5PM with over 10 wineries and microbreweries, food vendors and music along the way. Along the corridor will be a pictorial history of Old Mammoth Rd and the Mammoth Lakes area. Historical as well as current photos and art, depicting the journey of the Mammoth Lakes Magic. A consistent design on the "Old Mammoth Road Corridor" includes hanging flower baskets on lamp posts creating a beautiful and inviting "summer stroll" atmosphere. This is fashioned from the Gardnerville NV. weekly summer wine walks. The event moves with the mix of Mammoth visitors and locals walking along Old Mammoth Road each evening and enjoying the sights, sounds and visual impact of the animation, stages with music, art and the grandeur of the Eastern Sierra. Saturday night, the merchants will present a concert with a ZZ Top tribute band from 5-9PM. Along with the concept at the end of the stroll at the Sierra Center Mall will be a meet and greet of many of the individuals and families that molded our beautiful Mammoth!

Sponsored by the merchants of Old Mammoth Rd. and the Mammoth ½ Marathon group, with the culmination of the weekend ending the Mammoth ½ Marathon finish line on Old Mammoth Rd at the parking lot of the Sierra Center Mall.

A busy weekend with the Moto Cross, Mammoth ½ Marathon, the Old Mammoth Stroll and Concert, will add tremendous animation to the festival weekend.

The goal of this new event is to:

- Create an additional event portal for Mammoth
- Reintroduce the Mammoth visitor and local to Old Mammoth Rd, what it has to offer in Restaurant, Retail and a great sidewalk stroll event area.
- Beautification of the road by the addition of flower baskets along the blocks.
- Creating an additional reason for visitors to come and enjoy the Mammoth Magic!