

**PART 1 – APPLICANT INFORMATION**

Name of Organization: Sierra Summer Festival

Contact Name & Title: Aimee Kreston, Executive Director  
(626)399-0002 akreston@aol.com

Mailing Address/City/Zip: PO Box 7710, Mammoth Lakes, CA 93546

Telephone Number: 760-935-3837 Email Address: info@sierrasummerfestival.org

Website: www.sierrasummerfestival.org

Type of Organization (i.e. non-profit, for-profit/Commercial, Government, HOA, etc.):  
501 c 3 Non-Profit

Tax ID # 95-3203747

Name of Event: Sierra Summer Festival

Event Type (performing arts, educational, recreation event) : Performing Arts/Educational  
Symphony Orchestra Concerts and Educational Lecture Series

Event Date(s) and Times: August 10-17, 2014- Daytime lectures and rehearsals, evening concerts

Event Location(s): Multiple Locations- St Joseph's Catholic Church, CCCC, Mammoth Lakes Foundation

Will this event be conducted if Measure U funds are not awarded?

Yes, however, without the support of the TOML, the festival will not have the high level of artistry and the educational components presented in this document.

Funding Category: Arts & Culture

Funding Request: \$6,000

Funding Percentage of event's operating budget: 9%

Purpose of requested funds:

- Please specify how Measure U funds will be utilized:

|                           |          |
|---------------------------|----------|
| Operations:               | \$ 2,200 |
| Marketing:                | \$ 1,500 |
| Entertainment:            | \$ _____ |
| Supplies/Materials:       | \$ 500   |
| Facility lease/equipment: | \$ 2,800 |

**1. Identify how your event aligns with Measure U priorities established by the Town?**

Check all that apply and cite examples in a concise manner.

- X Economic stimulus / sustainability
- X High Impact
- X Ready to go / Implementation
- X Leverage
- X Exists in current plans and studies

Examples:

**Economic Stimulus/sustainability:** SSF has a 36-year history of attracting a demographic that demonstrably supports the local economy at an above-average level. For example, based on a 2010 survey, 78% of our attendees and 100% of our participants stay 5 days or longer in Mammoth Lakes, and 80% of our attendees spend over \$200 per person, per day- 2.5 times the average, according to the Mammoth Lakes Summer Visitor Survey. In addition, some festival participants have enjoyed their time so much that they have purchased homes in the community! SSF has been in existence for 36 years.

**High Impact:** The Sierra Summer Festival is the only opportunity for residents and visitors to attend a full, 80-member symphony orchestra concert in Mammoth Lakes.

**Ready to go/Implementation:** The Sierra Summer Festival is in its 36<sup>th</sup> season. It is well known in the community and in the region, and the 2014 season is planned and ready to go.

**Leverage:** SSF works with MLEC and its members to share ideas, resources, space, and marketing dollars.

**Exists in current plans and studies:**

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.

**2. Have any public funds (including Measure R & U, general fund) been previously committed, or are presently committed to this event?**

Yes, for summer 2013:  
County of Mono- \$5,000  
TOML Measure U- \$4,000

**3. Please check all that applies for your event:**

- Traffic control required (MLPD, cones, barricades, signage, etc.)
- Equipment / vehicle staging on-site or off-site
- Use of Town of Mammoth Lakes streets or right-of-ways
- X On street and/or on venue parking
- Police, Fire or other municipal agency participation
- X Over 250 attendees at one time
- Sales events, sidewalk sales, parking lot sales
- X (TBD) Tents and/or semi-permanent structures utilized
- Serving of food or alcohol
- 12-24 hour event duration with single or multiple event sites
- X Adjacent to residential property
- Use of amplified music and/or entertainment
- X Waste / recycling collection
- X Wildlife management

**4. How many years has this event been conducted?**

36 years

**5. Submit a proposed Event Budget and Business Plan that includes:**

- Identification of event organizer (applicant) and organizing (delivery) committee or team
- List organizer's event/business experience, qualifications and recently hosted events
- One page Executive Summary
- Operational plan (event schedule/days/times/location(s), site plan, survey plan, and trash management plan, etc.)
- Staffing plan / Volunteer plan
- Marketing/advertising/social media plan
- Emergency operations plan (not just call 911)
- Proposed event budget and previous year's actual event budget (see template)
- Identify all funding sources (Grants, Fundraising, Sponsorships, In-kind, Ticket Sales, donations, etc.)

See Attached

**PART 2 – ORGANIZATION INFORMATION**

**1. What is the organization's Mission Statement?**

To provide quality symphonic music and classical music educational opportunities to the TOML.

**2. Please identify the event goals and tell us how you would define success for this event.**

- a) To produce high quality symphony orchestra concerts in the TOML
- b) To give an opportunity for young, exceptionally talented musicians to perform in a professional setting
- c) To offer classical music educational opportunities:
  - 1) Performance
  - 2) Adult lecture series
  - 3) Children's educational outreach

**Define success for your event:** SSF considers itself successful when we continue to offer high-quality Symphonic Music to the TOML, when we are able to educate people, young and old, about music, and when we are able to include more and more people in our music-making. SSF believes that the positive effects of the performance, study, and the enjoyment of classical music are impossible to quantify, that they impact the individual as much as society, the young as well as the old, and the novice as profoundly as the seasoned listener. SSF believes that music's positive effect on quality of life is infinite.

**3. Identify all principal organizations and stakeholders involved in this event and their responsibilities:**

Affiliated parties/agencies:

MLEC members: coordinate schedules, make available resources, and coordinate communication

ML Tourism: pools events for advertising Mammoth as a destination resort

TOML/ Measure U

Consultant or other support:

TOML staff- Stuart Brown: facilitates communication amongst MLEC members, gives input on town's goals, priorities, MLEC business plan, answers questions regarding town services, permits, and processes.

**4. Provide your organizations summary budget for the current Fiscal Year (QuickBooks format is preferred). Please include:**

- a. Income
- b. Expenses
- c. In-Kind Donations (volunteers, equipment, etc.)

See Attached

**5. Financial Documentation**

- a. Provide the organizations most recent IRS 990 or a copy of IRS 501 (c) 3 letter

See Attached

**6. Feasibility Study**

- a. All applicants requesting \$25,000 or more from Measure U for event funding are required to complete Part 2a of the application form.

(N.A.)

## PART 3 – PERFORMANCE REPORT

All applicants are required to submit a Performance Report within 90 days of the event or prior to the next funding award, which should include a brief description of both the measurable economic and quality of life benefits for the community of Mammoth Lakes.

### Metrics include:

- Tickets sold/quantifiable attendance
- Actual use of funds (receipts)
- # of surveys collected
- Demographics (who, what, where, etc.)
- Local vs. out-of-town visitation + second homeowners
- Media exposure (\$ value)
- Number of room nights (if available)

See Attached

## APPLICATION CHECKLIST

- Executive Summary
- Event Budget, Business Plan & Operations Plan
- Most recent IRS 990 or a copy of IRS 501 (c) 3 letter
- Organizations profit and Loss statement (budget vs. actual for the most recently completed fiscal year - QuickBooks is preferred)
- Previous Year's Performance Report

### Certification

I verify that all of the information contained in this application is true and correct to the best of my knowledge.

Signature: Aimee Kreston

Title: Executive Director

Date: December 1, 2013

## Executive Summary

Since 1977, the Sierra Summer Festival has been a staple of the summer arts in Mammoth Lakes. SSF is in an exciting period of transition. Our beloved founding music director, Bogidar Avramov, has retired from his post of Music Director. Maestro Bogidar Avramov has, however, accepted the position of chair of the search committee for the next music director of SSF and of conductor emeritus. In that capacity, Maestro Avramov will conduct a newly created (2012) "Horton-Kohl" chamber orchestra concert.

SSF is particularly proud to announce that the 2012 "Horton-Kohl" young artist and the 2013 SSF concerto soloist (Geneva Lewis) has been chosen for the finals of the 2014 International Menuhin Violin Competition (the violin equivalent of the Olympics!) Another of the Horton-Kohl recipients has gone to conservatory/college with a full, 4-year tuition/room/board scholarship, and a third Horton-Kohl recipient will join SSF as soloist in the summer of 2014. SSF prides itself on identifying young, "up-and-coming" talent and providing them a platform to both exhibit and to practice their talents.

Unfortunately for SSF in August of 2013, the "rim fire" negatively impacted both our participant base and our audience. There were long-standing supporters-visitors, residents, and second homeowners, who simply packed up and left ML to go someplace where they could breathe! Several participants backed out at the last minute due to health concerns. SSF believes that we lost at least \$3,000 in ticket sales due to the dangerous health-alerts which were in force during, and just before our festival. However, and despite the difficult conditions (cold, wind, and health-alert air), the audience and the participants alike were enthusiastic about the performances, and are all looking forward to next season!

SSF is proud to announce that the guest conductor for 2014 will be Lucinda Carver- internationally recognized conductor, pianist, harpsichordist, and early-music specialist. Dr. Carver was recently named vice-dean of the Thornton School of Music at USC. Dr. Carver's expertise, in addition to her connection with the internationally recognized music department at USC will be a great boost for SSF's 2014 summer season. In the planning stages as well for 2014 is Vivaldi's "The four seasons", performed by four different, exceptionally talented high-school aged violinists as soloists!

### **SSF Estimated 2014 Budget**

#### **Expenses:**

|                                  |           |
|----------------------------------|-----------|
| Concert Venue                    | \$1,000   |
| Facilities/Equipment Rental      | \$1,900   |
| Dues, Fees, Licenses, Insurance  | \$2,300   |
| Supplies/Postage/Sheet Music     | \$2,050   |
| Advertising, Publicity, Printing | \$7,300   |
| Outreach                         | \$1,200   |
| Education                        | \$1,100   |
| Entertainment/Receptions         | \$3,400   |
| Contract Labor                   | \$22,200  |
| Staff                            | \$3,000   |
| Housing                          | \$22,500* |
| <hr/>                            |           |
| Total                            | \$67,950  |

#### **Income:**

|                           |           |
|---------------------------|-----------|
| Grants                    | \$17,000  |
| Donations                 | \$9,000   |
| Fundraising               | \$6,000   |
| Gala Dinner               | \$2,200   |
| Poster/DVD/Card sales     | \$600     |
| Ticket Sales              | \$7,000   |
| In-Kind Housing Donations | \$19,000* |
| Participant Registration  | \$4,000   |
| Participant Housing Fee   | \$3,000   |
| <hr/>                     |           |
| Total                     | \$67,800  |

\* As per the instructions in part 2.4 of the 2013 Measure U Fall Event Application Guidelines, SSF has adjusted its budget to reflect in-kind donations of housing used to lodge the professional musicians who come from out of the area.

# Event Budget for Sierra Summer Festival

## Expenses

|                       | Estimated          | Actual             |
|-----------------------|--------------------|--------------------|
| <b>Total Expenses</b> | <b>\$42,313.00</b> | <b>\$62,400.44</b> |

|                     | Estimated         | Actual            |
|---------------------|-------------------|-------------------|
| <b>Site</b>         |                   |                   |
| Concert Venue       | \$2,500.00        | \$2,931.97        |
| Facilities Rental   |                   | \$2,148.00        |
| Liability Insurance | \$550.00          | \$541.46          |
| <b>Totals</b>       | <b>\$3,050.00</b> | <b>\$5,621.43</b> |

|                             | Estimated         | Actual            |
|-----------------------------|-------------------|-------------------|
| <b>Dues, Fees, Licenses</b> |                   |                   |
| State of CA                 | \$325.00          | \$45.00           |
| Town of Mammoth             | \$158.00          | \$158.00          |
| Ascap-BMI                   | \$500.00          | \$318.93          |
| Misc                        | \$180.00          | \$119.82          |
| D & O Insurance             | \$1,000.00        | \$1,206.00        |
| <b>Totals</b>               | <b>\$2,163.00</b> | <b>\$1,847.75</b> |

|                               | Estimated         | Actual            |
|-------------------------------|-------------------|-------------------|
| <b>Publicity and Printing</b> |                   |                   |
| Advertising                   | \$3,000.00        | \$4,829.00        |
| Programs & Brochures          | \$2,000.00        | \$1,356.00        |
| Postage                       | \$500.00          | \$1,155.63        |
| <b>Totals</b>                 | <b>\$5,500.00</b> | <b>\$7,340.63</b> |

|                       | Estimated         | Actual            |
|-----------------------|-------------------|-------------------|
| <b>Miscellaneous</b>  |                   |                   |
| Website               | \$200.00          | \$151.00          |
| Senior Transportation | \$300.00          | \$259.40          |
| Office Supplies       | \$400.00          | \$35.00           |
| Miscellaneous         | \$600.00          | \$600.00          |
| <b>Totals</b>         | <b>\$1,500.00</b> | <b>\$1,045.40</b> |

|                          | Estimated         | Actual            |
|--------------------------|-------------------|-------------------|
| <b>Food and Beverage</b> |                   |                   |
| Orchestra Reception      | \$800.00          | \$279.93          |
| Gala Dinner              | \$2,300.00        | \$1,759.00        |
| Friday Picnic            |                   | \$360.00          |
| <b>Totals</b>            | <b>\$3,100.00</b> | <b>\$2,398.93</b> |

|                   | Estimated          | Actual             |
|-------------------|--------------------|--------------------|
| <b>Program</b>    |                    |                    |
| Contract Labor    | \$17,500.00        | \$18,540.00        |
| Orchestra Housing | \$7,000.00         | \$21,850.00        |
| Staff             | \$2,500.00         | \$3,000.00         |
| <b>Totals</b>     | <b>\$27,000.00</b> | <b>\$43,390.00</b> |

|                    | Estimated | Actual          |
|--------------------|-----------|-----------------|
| <b>Sheet Music</b> |           |                 |
|                    |           | \$756.30        |
| <b>Totals</b>      |           | <b>\$756.30</b> |

# Event Budget for Sierra Summer Festival

## Income

|                     | Estimated          | Actual             |
|---------------------|--------------------|--------------------|
| <b>Total Income</b> | <b>\$41,150.00</b> | <b>\$63,232.50</b> |

|                   | Estimated          | Actual             |
|-------------------|--------------------|--------------------|
| <b>Grants</b>     |                    |                    |
| County of Mono    | \$5,000.00         | \$5,000.00         |
| Town of Mammoth   | \$4,000.00         | \$4,000.00         |
| Horton-Kohl       | \$6,000.00         | \$6,000.00         |
| Berger Foundation |                    |                    |
| <b>Totals</b>     | <b>\$15,000.00</b> | <b>\$15,000.00</b> |

|                                  | Estimated          | Actual             |
|----------------------------------|--------------------|--------------------|
| <b>Donations and Fundraising</b> |                    |                    |
| Donations                        | \$8,000.00         | \$8,235.00         |
| Fundraising                      | \$1,450.00         | \$5,685.00         |
| Gala Dinner                      | \$2,500.00         | \$1,460.00         |
| Bar Donations                    |                    | \$629.00           |
| Picnic Dinner Friday             |                    | \$420.00           |
| <b>Totals</b>                    | <b>\$11,950.00</b> | <b>\$16,429.00</b> |

|                                    | Estimated         | Actual          |
|------------------------------------|-------------------|-----------------|
| <b>Poster, Card, and DVD Sales</b> |                   |                 |
| Poster                             | \$600.00          | \$440.00        |
| Note Cards                         | \$100.00          | \$110.00        |
| DVD Sales                          | \$500.00          | \$250.00        |
| <b>Totals</b>                      | <b>\$1,200.00</b> | <b>\$550.00</b> |

|                     | Estimated         | Actual            |
|---------------------|-------------------|-------------------|
| <b>Ticket Sales</b> |                   |                   |
| Concert Total       | \$7,000.00        | \$5,173.50        |
| <b>Totals</b>       | <b>\$7,000.00</b> | <b>\$5,173.50</b> |

|                                  | Estimated     | Actual             |
|----------------------------------|---------------|--------------------|
| <b>In Kind Housing Donations</b> |               |                    |
|                                  |               | \$19,600.00        |
| <b>Totals</b>                    | <b>\$0.00</b> | <b>\$19,600.00</b> |

|                         | Estimated         | Actual            |
|-------------------------|-------------------|-------------------|
| <b>Program</b>          |                   |                   |
| Registration            | \$3,500.00        | \$3,820.00        |
| Participant Housing Fee | \$2,500.00        | \$2,660.00        |
| <b>Totals</b>           | <b>\$6,000.00</b> | <b>\$6,480.00</b> |

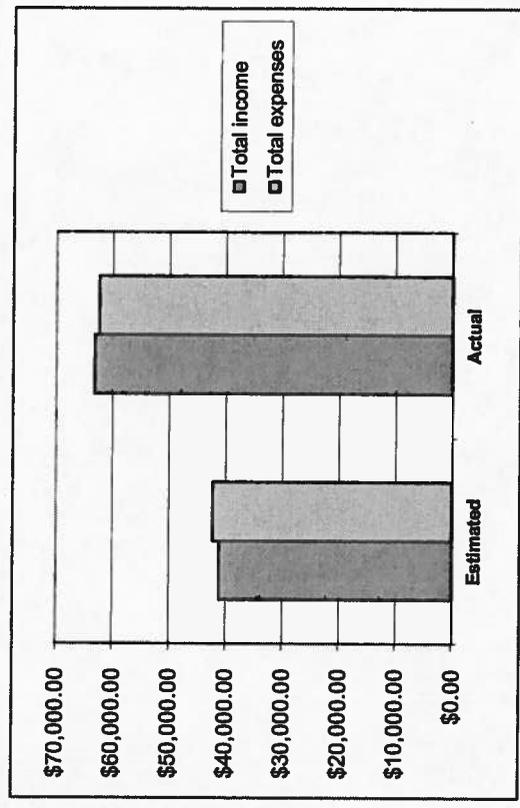
|               | Estimated     | Actual        |
|---------------|---------------|---------------|
| <b>Totals</b> | <b>\$0.00</b> | <b>\$0.00</b> |

# Event Budget for Sierra Summer Festival

## Profit - Loss Summary

|                | Estimated   | Actual      |
|----------------|-------------|-------------|
| Total income   | \$41,150.00 | \$63,232.50 |
| Total expenses | \$42,313.00 | \$62,400.44 |

**Total profit (or loss)**      **(\$1,163.00)**      **\$832.06**



## Sierra Summer Festival Business Plan

### Event Organizer:

Sierra Summer Festival Volunteer Board, with the help of staff and volunteers

### Staff:

Aimee Kreston, Executive Director  
Virginia Bowman, Operations Manager  
Wesley Hawks, Personnel Manager  
Russell Replogle, Production Manager  
(with combined total yearly "salaries" of \$3,000)

### Volunteer Team (Including, but not limited to):

Carolyn Balliet: housing  
Marci Satterfield: hospitality  
Paul Werthman: hospitality  
Allison Bjorkdale: website  
Parents, audience members, participants, other MLEC group members:  
ushering, ticket-taking, hospitality, transportation, fund-raising,  
poster/card/dvd sales, cleaning, decorating, poster distribution, stage-crew,  
promotion, etc.

SSF estimates that we have at least 2,700 hours of donated time every year to produce our festival. At \$24/hour, this equates to \$64,800 of donated volunteer labor, coming largely from residents of the TOML.

### Business experience and recently hosted events:

SSF has been hosting events in Mammoth Lakes for 36 years. SSF is the longest continuously running music festival in ML.

### Executive Summary:

(see attached

#### Operational plan:

SSF was thrilled to be able to coordinate with other members of MLEC last summer to utilize the combined-use arts facility. Unfortunately, the tent was both too windy, and too cold for our needs. SSF looks forward to 2015, when there might be a suitable facility for our symphony orchestra concerts. In the mean time, for the summer 2014, August 10-17, SSF plans to return to St. Joseph's church, and to have our rehearsals and our lecture series both at CCCC and at the Mammoth Lakes Foundation/Ski Museum. SSF will have daytime rehearsals and educational components in various locations, and our evening rehearsals and our concerts at St. Joe's. Since SSF does not serve meals, the on-site trash systems will be sufficient for our needs. SSF will ask volunteers to circulate at our events to assist people in completing the TOML surveys. Ideally, however, ML Tourism would acquire iPads and send them, along with trained people, to complete the surveys at each of our events.

#### Staffing plan/volunteer plan:

As cited above, SSF has a skeletal staff (which devotes many hours above and beyond those which they are paid for), and takes place only because we have such a devoted and energetic group of volunteers. SSF plans to continue as in past years- with our wonderful volunteer staff. And- we are always looking for more enthusiastic volunteers!

#### Marketing/advertising/social media:

SSF continues to expand our marketing to get the word out about our concerts and our educational opportunities. SSF will continue to collaborate with the University of Southern California and the Colburn School of Performing Arts, and to expand our Facebook page and our website. SSF collaborates with other MLEC members on advertising and promotion.

**Emergency Operations Plan:**

SSF takes place in venues that have already been vetted by the fire department for public safety (fire alarms, fire extinguishers, adequate emergency exits). SSF has volunteers who have taken CERT training, and others who have completed CPR training. SSF has a physician and an ER Tech who play in the orchestra. Also, SSF rarely, if ever, plays a concert without multiple doctors and other health professionals in the audience! At the beginning of each concert, SSF will make the standard announcement about the emergency exits. Of course SSF will call 911 in the event of an emergency.

**Budgets:**

See attached

**Funding Sources:**

Measure U  
Mono County  
Horton/Kohl award  
In-Kind housing donations  
Silent Auction donations  
Volunteer Hours  
Donations (funds)  
Ticket Sales  
(see attached budget)

Form **990-EZ**

**Short Form**  
**Return of Organization Exempt From Income Tax**  
 Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code  
 (except black lung benefit trust or private foundation)

OMB No. 1545-0045

**2011**

**Open to Public Inspection**

Department of the Treasury  
Internal Revenue Service

▶ Sponsoring organizations or donor advised funds, organizations that operate one or more hospital facilities, and certain controlling organizations as defined in section 512(b)(13) must file Form 990 (see instructions). All other organizations with gross receipts less than \$200,000 and total assets less than \$500,000 at the end of the year may use this form.  
 ▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

**A** For the 2011 calendar year, or tax year beginning 11/01, 2011, and ending 10/31, 2012

**B** Check if applicable:  Address change  Name change  Initial return  Terminated  Amended return  Application pending

**C** **SIERRA SUMMER FESTIVAL OF THE PERFORMING ARTS, INC.**  
**P.O. BOX 1808**  
**MAMMOTH LAKES, CA 93546**

**D** Employer identification number: 95-3203747

**E** Telephone number: 760-873-4616

**F** Group Exemption Number: \_\_\_\_\_

**G** Accounting Method:  Cash  Accrual Other (specify) \_\_\_\_\_

**H** Check  if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF).

**I** Website: N/A

**J** Tax-exempt status (check only one) —  501(c)(3)  501(c) ( ) (insert no.)  4947(a)(1) or  527

**K** Check  if the organization is not a section 509(a)(3) supporting organization or a section 527 organization and its gross receipts are normally not more than \$50,000. A Form 990-EZ or Form 990 return is not required though Form 990-N (e-postcard) may be required (see instructions). But if the organization chooses to file a return, be sure to file a complete return.

**L** Add lines 5b, 6c, and 7b to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, line 25, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ. ▶ \$ 42,544.

| <b>Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances</b> (see the instructions for Part I.)          |  |                |                |
|---|--|----------------|----------------|
| Check if the organization used Schedule O to respond to any question in this Part I <input checked="" type="checkbox"/> |  |                |                |
| <b>REVENUE</b>  | 1 Contributions, gifts, grants, and similar amounts received   | 1              | 31,279.        |
|   | 2 Program service revenue including government fees and contracts  | 2              | 11,265.        |
|   | 3 Membership dues and assessments  | 3              |                |
|   | 4 Investment income  | 4              |                |
|   | 5a Gross amount from sale of assets other than inventory   | 5a             |                |
|   | b Less: cost or other basis and sales expenses   | 5b             |                |
|   | c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)  | 5c             |                |
|   | 6 Gaming and fundraising events  |                |                |
|   | a Gross income from gaming (attach Schedule G if greater than \$15,000)  | 6a             |                |
|   | b Gross income from fundraising events (not including \$ _____ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000) | 6b             |                |
| c Less: direct expenses from gaming and fundraising events  | 6c   |                |                |
| d Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)                    | 6d   |                |                |
| 7a Gross sales of inventory, less returns and allowances  | 7a   |                |                |
| b Less: cost of goods sold  | 7b   |                |                |
| c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)  | 7c   |                |                |
| 8 Other revenue (describe in Schedule O)  | 8  |                |                |
| <b>9 Total revenue.</b> Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8   | <b>9</b>   | <b>42,544.</b> |                |
| <b>EXPENSES</b>   | 10 Grants and similar amounts paid (list in Schedule O)  | 10             |                |
|   | 11 Benefits paid to or for members   | 11             |                |
|   | 12 Salaries, other compensation, and employee benefits   | 12             |                |
|   | 13 Professional fees and other payments to independent contractors   | 13             |                |
|   | 14 Occupancy, rent, utilities, and maintenance   | 14             | 318.           |
|   | 15 Printing, publications, postage, and shipping   | 15             | 1,875.         |
|   | 16 Other expenses (describe in Schedule O) <b>SEE SCHEDULE O</b>   | 16             | 40,690.        |
|   | <b>17 Total expenses.</b> Add lines 10 through 16  | <b>17</b>      | <b>42,883.</b> |
| 18 Excess or (deficit) for the year (Subtract line 17 from line 9)  | 18   | -339.          |                |
| <b>ASSETS</b>   | 19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)  | 19             | 31,822.        |
|   | 20 Other changes in net assets or fund balances (explain in Schedule O)  | 20             |                |
|   | <b>21 Net assets or fund balances at end of year.</b> Combine lines 18 through 20  | <b>21</b>      | <b>31,483.</b> |

**BAA** For Paperwork Reduction Act Notice, see the separate instructions.

Form **990-EZ** (2011)



**Part V Other Information** (Note the Schedule A and personal benefit contract statement requirements in **SEE SCHEDULE O** the instructions for Part V.) Check if the organization used Schedule O to respond to any question in this Part V

|   | Yes             | No |
|---|-----------------|----|
| <b>33</b> Did the organization engage in any activity not previously reported to the IRS? If 'Yes,' provide a detailed description of each activity in Schedule O   |                 | X  |
| <b>34</b> Were any significant changes made to the organizing or governing documents? If 'Yes,' attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O (see instructions).   |                 | X  |
| <b>35 a</b> Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)?  |                 | X  |
| <b>b</b> If 'Yes,' to line 35a, has the organization filed a Form 990-T for the year? If 'No,' provide an explanation in Schedule O.  |                 |    |
| <b>c</b> Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If 'Yes,' complete Schedule C, Part III.  |                 | X  |
| <b>36</b> Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If 'Yes,' complete applicable parts of Schedule M.  |                 | X  |
| <b>37 a</b> Enter amount of political expenditures, direct or indirect, as described in the instructions. <b>37 a</b> 0.  |                 |    |
| <b>b</b> Did the organization file Form 1120-POL for this year?   |                 | X  |
| <b>38 a</b> Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?  |                 | X  |
| <b>b</b> If 'Yes,' complete Schedule L, Part II and enter the total amount involved.  | <b>38 b</b> N/A |    |
| <b>39</b> Section 501(c)(7) organizations. Enter:   |                 |    |
| <b>a</b> Initiation fees and capital contributions included on line 9.  | <b>39 a</b> N/A |    |
| <b>b</b> Gross receipts, included on line 9, for public use of club facilities.   | <b>39 b</b> N/A |    |
| <b>40 a</b> Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 <b>0.</b> ; section 4912 <b>0.</b> ; section 4955 <b>0.</b>  |                 |    |
| <b>b</b> Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If 'Yes,' complete Schedule L, Part I. | <b>40 b</b>     | X  |
| <b>c</b> Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958.   | <b>40 c</b> 0.  |    |
| <b>d</b> Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization.   | <b>40 d</b> 0.  |    |
| <b>e</b> All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If 'Yes,' complete Form 8886-T.  | <b>40 e</b>     | X  |
| <b>41</b> List the states with which a copy of this return is filed <b>NONE</b>   |                 |    |

**42 a** The organization's books are in care of **PETE WATERCOTT** Telephone no. **(760) 873-4616**  
 Located at **237 WILLOW ST BISHOP CA** ZIP + 4 **93514**

|  | Yes         | No |
|--|-------------|----|
| <b>b</b> At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If 'Yes,' enter the name of the foreign country: _____ | <b>42 b</b> | X  |
| See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.  |             |    |
| <b>c</b> At any time during the calendar year, did the organization maintain an office outside of the U.S.? If 'Yes,' enter the name of the foreign country: _____   | <b>42 c</b> | X  |

|  | Yes         | No  |
|--|-------------|-----|
| <b>43</b> Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 - Check here and enter the amount of tax-exempt interest received or accrued during the tax year <b>43</b> <input type="checkbox"/> N/A                     |             | N/A |
| <b>44 a</b> Did the organization maintain any donor advised funds during the year? If 'Yes,' Form 990 must be completed instead of Form 990-EZ.  | <b>44 a</b> | X   |
| <b>b</b> Did the organization operate one or more hospital facilities during the year? If 'Yes,' Form 990 must be completed instead of Form 990-EZ.  | <b>44 b</b> | X   |
| <b>c</b> Did the organization receive any payments for indoor tanning services during the year?  | <b>44 c</b> | X   |
| <b>d</b> If 'Yes' to line 44c, has the organization filed a Form 720 to report these payments? If 'No,' provide an explanation in Schedule O.  | <b>44 d</b> |     |
| <b>45 a</b> Did the organization have a controlled entity of the organization within the meaning of section 512(b)(13)?  | <b>45 a</b> | X   |
| <b>b</b> Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If 'Yes,' Form 990 and Schedule R may need to be completed instead of Form 990-EZ (see instructions). | <b>45 b</b> | X   |

46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If 'Yes,' complete Schedule C, Part I. Yes No  
 46

**Part VI Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only.** All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule Q to respond to any question in this Part VI.

47 Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If 'Yes,' complete Schedule C, Part II. Yes No  
 47

48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If 'Yes,' complete Schedule E. Yes No  
 48

49a Did the organization make any transfers to an exempt non-charitable related organization?  
 b If 'Yes,' was the related organization a section 527 organization? Yes No  
 49a    
 49b

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter 'None.'

| (a) Name and address of each employee paid more than \$100,000 | (b) Title and average hours per week devoted to position | (c) Reportable compensation (Forms W-2/1099-MISC) | (d) Health benefits, contributions to employee benefit plans, and deferred compensation | (e) Estimated amount of other compensation |
|--|--|---|---|--|
| NONE   |  |   |   |  |
|  |  |   |   |  |
|  |  |   |   |  |
|  |  |   |   |  |
|  |  |   |   |  |
|  |  |   |   |  |

e Total number of other employees paid over \$100,000

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter 'None.'

| (a) Name and address of each independent contractor paid more than \$100,000 | (b) Type of service | (c) Compensation |
|--|---------------------|------------------|
| NONE   |                     |                  |
|  |                     |                  |
|  |                     |                  |
|  |                     |                  |
|  |                     |                  |
|  |                     |                  |

e Total number of other independent contractors each receiving over \$100,000

52 Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A.  Yes  No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

**Sign Here**  
 Signature of officer \_\_\_\_\_ Date \_\_\_\_\_  
 Type or print name and title \_\_\_\_\_

**Paid Preparer Use Only**  
 Print/Type preparer's name \_\_\_\_\_ Preparer's signature **NON-PAID PREPARER** Date \_\_\_\_\_  
 Check  if self-employed PTIN \_\_\_\_\_  
 Firm's name \_\_\_\_\_ Firm's EIN \_\_\_\_\_  
 Firm's address \_\_\_\_\_ Phone no \_\_\_\_\_

May the IRS discuss this return with the preparer shown above? See instructions.  Yes  No

## MEASURE U RECIPIENT PERFORMANCE REPORT

### RECIPIENT INFORMATION

---

Name of Organization: Sierra Summer Festival  
Type of Organization (non-profit, HOA, Govt.): 501c3 Non-Profit  
Contact Person: Aimee Kreston (626)399-0002 akreston@aol.com  
Organization's Address: PO Box 7710  
State / Zip: Mammoth Lakes, CA 93546  
Office Phone Number (760)935-3837  
Email Address: info@sierrasummerfestival.org  
Internet Address: www.sierrasummerfestival.org

### PROJECT SUMMARY

---

Name of Project: Sierra Summer Festival  
Measure U Award Cycle (year/season): 2012  
Measure U Funds Requested: \$4,000  
Measure U Funds Awarded: \$ 4,000  
Measure U Funds Expended: \$4,000  
(Please provide an itemized list of expenditures)  
See attached

### PROJECT DETAILS

---

- 1. Were all the Measure U Awarded Funds expended?**  
Yes. Measure U funds accounted for less than 10% of SSF's budget.
- 2. In detail, describe your project and/or service delivered and completed using Measure U funds.**  
Sierra Summer Festival has provided Classical Symphonic Music to the TOML since 1977. SSF is the only organization which provides the opportunity to see and hear a full sized symphony orchestra in Mammoth Lakes. Public and private funding is necessary to produce high-quality symphonic music.
- 3. Please identify what products and/or services were purchased with Measure U funds.**  
SSF used measure U funds in a variety of ways- to rent sheet music, to pay for a bus to bring seniors to concerts, for advertising, lecture fees, and venue rental.
- 4. Based upon your project type, describe the ownership and maintenance responsibilities of your project and/or service. N.A.**

**5. Were volunteer hours used for any phase of your project and/or service?**

Yes! SSF is run almost completely by volunteers. SSF has a completely volunteer board.

SSF has volunteers for operations (box office, ticket sales, ushering, stage hands, transportation, surveys, instrument maintenance, stage set-up and moving, and hospitality). SSF has a volunteer to coordinate all housing, and volunteers for web-design, advertising, and fundraising. The yearly total of all administrative pay at SSF is \$3,000. Everything else is done on a volunteer basis.

**6. Were any other funds (Public – includes Measure R or U, and/or Private) used to complete or deliver the project and/or service?**

SSF receives funding from the County of Mono and the Horton-Kohl award. SSF also generates income via ticket sales, fund-raising, participant fees, and private donations.

**7. Describe how your project and/or service is providing a measurable community benefit (incremental visits, revenue, etc.) to the residents and visitors of Mammoth Lakes?**

SSF's concerts and educational programs not only enrich the lives of people from the TOML (thus fulfilling the mission of Measure U), but also draw in visitors, introducing them to Mammoth Lakes as a cultural destination. Expanding the visitor base in the summer and exposing more people to the cultural opportunities available in TOML benefits everyone in town- audience members and participants shop, eat, recreate, and stay in ML. Over 80% of audience members and 100% of the participants in SSF spend more than 5 days in Mammoth Lakes. Having a resident Symphony Orchestra raises the cultural "cache" of Mammoth Lakes, and entices visitors to ML who would not visit simply for the sporting possibilities.

**8. Please provide any additional information regarding your project and/or service that you would like the Measure U Application Committee to review.**

SSF is in a period of transition. Our beloved founding music director, Maestro Avramov, has resigned, but has accepted the position of music director emeritus and chair of the search committee for the next music director. In 2013 SSF welcomed Matilda Hoffman as guest conductor, and in 2014 SSF looks forward to working with Dr. Lucinda Carver. SSF has been gradually adding educational components to its program, including a lecture series, private lessons, and mentorship of young talented musicians. SSF has a great track record of identifying exceptionally gifted young musicians- of the four high-school aged soloists SSF has featured in the last two years, two have gone to college with full, 4 year scholarships, and one, Geneva Lewis (15 years old) recently advanced to the finals of the Menuhin International Violin Competition (there are 20 competitors, world-wide, in the finals).

**9. Please provide your comments and/or suggestions on how the Measure U Application Committee can improve the Measure U funding process.**

The 2013 Measure U application is a vast improvement over the previous years' applications. The application is more clear and concise, and is less repetitive than it has been. It seems to align more closely to our organization's parameters and to its mission.

SSF is still in dire need of a proper performance venue. Anything that Measure U can do help would be most appreciated.

**10. Will your organization be submitting a Measure U funding request in the future?**

Yes. As a 501C3 non-profit organization, SSF relies on public and private support to continue operations. As a non-profit, SSF cannot, by mandate, be in the business of "making money" and SSF must contribute to the common good. Further, when requesting funding from other sources, it is of the utmost importance that SSF can demonstrate strong support from the community and from the TOML.