

PART 1 – APPLICANT INFORMATION

Name of Organization: Mammoth Rocks - A Taste of the Sierra

Contact Name & Title: Mark Deeds Event Director

Mailing Address/City/Zip: PO Box 8713 85 Mountain Blvd. #9 Mammoth Lakes, CA 93546

Telephone Number: 760-709-6459

Email Address: mdeeds93546@gmail.com

Website: MammothRocks.net

Type of Organization (i.e. non-profit, for-profit/Commercial, Government, HOA, etc.): Mark Deeds and Eric Wasserman as private individuals. All of the event finances will be run through the non-profit arm of the Chamber of Commerce; the Mammoth Community Foundation a 501 (c) 3.

The Mammoth Community Foundation acts as the charitable arm of the Mammoth Lakes Chamber of Commerce and serves as a fiscal receiver for a variety of community groups in the Mammoth Lakes area who may not have 501(c) 3 status.

This is a recognized and acceptable method of funding at other peer resorts including Telluride Parks and Recreation Department, one of the four peer resorts surveyed by the Measure U Special Task Force.

Tax ID # 77-0549615.

Name of Event: Mammoth Rocks - A Taste of the Sierra

Event Type (performing arts, educational, recreation event): Mammoth Rocks is a live music and food festival and meets the definitions of both recreation and performing arts.

Event Date(s) and Times: Friday, August 23 from 6-10:00PM, Saturday, August 24 from 4-10:00PM, Sunday, August 25 from 6-8:00PM

Event Location: The Village at Mammoth

Will this event be conducted if Measure U funds are not awarded? Yes No

Funding Category:

- Recreational (special event)
- Arts & Culture
- Mobility

Funding Request: \$12,000

Funding Percentage of event's operating budget: 18.78%

Purpose of requested funds:

- Please specify how Measure U funds will be utilized:

Operations:	\$ _____
Marketing:	\$ 6,000
Entertainment:	\$ 6,000
Supplies/Materials:	\$ _____
Facility lease/equipment:	\$ _____
Other:	\$ _____

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.

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

Examples:

Economic stimulus / sustainability:

Mammoth Rocks stimulates the Mammoth Lakes economy more than most of the other applications in front of you. The Mammoth Rocks (MR) event has consistently demonstrated between an 8 and 20 times Return on Investment over the last 5 years. A \$12,000 investment will yield the Town general fund and its businesses a \$240,000 return. In its 6th year the event is requesting 18.78% of the entire event budget, a 5.65% reduction over last year's request. The event continues to broaden its attendance and financial support base, taking the steps necessary to become completely self-sustainable.

High Impact:

Celebrating its 6th year MR has proven it has staying power and sustainability. The event has successfully demonstrated high visibility with thousands attending the event each year. The event's brand awareness is growing with each year and the direct marketing and promotion of the 2014 event will be the most ambitious yet with \$13,000, over 20% of the total event budget, earmarked for targeted marketing and advertising increasing and expanding our brand awareness. MR 2014 is included in the MLT Visitor guide and Event posters, with distribution of tens of thousands already in circulation. This event will continue to play a very important role in helping to fill a summer events calendar. This event will contribute and benefit the community's social, and economic capital without negatively affecting the natural or environmental – enhancing the Triple bottom line.

Ready to go / Implementation:

Event Director Mark Deeds has been directly responsible for overseeing every component of this event in 3 previous and successful years. He also served as co-founder, creator and director for the Mammoth Margarita Festival and served as event consultant for the inaugural Bluegrass Festival. The

MR event has a proven template that has been reviewed and refined after each event to make it even better. This event is ready to go. The Village event staff has welcomed the event back and has verbally committed to again be an anchor sponsor and host of the event. The Village staff are proven event professionals and bring an intimate working knowledge of this event to bare. The Chamber of Commerce remains very supportive of the event and as is serving as a fiscal receiver for the event. Attached, please find;

Please see attachment; Mammoth Rocks Event Director Scope of Management and Services
Please see attachment; Village at Mammoth contribution
Please see attachment; Mammoth Rocks Organizational Structure

Leverage:

Mammoth Rocks has exemplified collaboration and working with key partners for sponsorships and resources. The \$12,000 ask from Measure U is highly leveraged. Mammoth Rocks is requesting 18.79% of its overall event budget from Measure U. More than 50% of event funding has historically been obtained from various community partners. An increase in the sponsorship goal of 60% has been set for 2014. A partial list of past and repeat sponsors include; the Village at Mammoth, CNL/Intrawest, 8050 Private Residence Club, MMSA, Mono County, MCWD, Handmade Hotel, Suddenlink, Baldwin Electric, M.L.W, Coldwell Banker, E.S.C.B, McCarroll family, Jones family, Hunt family, MLBOR, 101 Great Escapes, C.B.T, Rockstar Real Estate, Mammoth Hospital, Womens Club, Coca Cola, U.S Foods, Westin Monache, Snowcreek, 1849, Mammoth Brewing Company, Effin Vodka and Barefoot Winery.

Event Director Mark Deeds has been actively involved with the Mammoth Lakes Events Coalition since its founding in 2010. The coalition helps to facilitate shared resources.

- Advertising/Marketing – 40 hours
- Web/Social Media – 120 hours
- Print/Collateral distribution – 20 hours
- Band scouting/liaison/coordinator – 60 hours
- Permitting/Insurance/Risk Management assistant – 20 hours
- Family/Kids activities coordinator – 40 hours
- Sponsorship sales – 40 hours
- Merchandising – 40 hours
- Vendor solicitation/coordination – 80 hours
- Beverage sales - 60 hours
- Site set up and take down/cleaning – 60 hours

580 hours @ \$15/hour = \$8,700.00 in donated volunteer labor will be provided.

Exists in current plans and studies:

The importance of Special Events, Enhanced Programming and Multi Day Events, are referenced a minimum of 15 times in the Town's resource documents including: General Plan, Recstrats, Park and Recreation Master Plan and D.R.C.E.D.S. The importance of special events is further referenced in the Request for Proposal put forth by the Town to the HVS Group for the preparation of the special event site(s) consultation.

(See Mammoth Rocks Town adopted plans qualifiers attachment)

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

Yes No
funds in 2012

If yes, please specify: \$ 15,000 in 2013. MR has also received U and 2011.

3. Please check all that applies for your event:

- All of the items below apply to Mammoth Rocks
- 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
- On street and/or on venue parking
- Police, Fire or other municipal agency participation
- Over 250 attendees at one time
- Sales events, sidewalk sales, parking lot sales
- Tents and/or semi-permanent structures utilized
- Serving of food or alcohol
- 12-24 hour event duration with single or multiple event sites
- Adjacent to residential property
- Use of amplified music and/or entertainment
- Waste / recycling collection
- Wildlife management

How many years has this event been conducted?

1-3 years 4- 6 years 7+ years

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

- Identification of event organizer (applicant) and organizing (delivery) committee or team (See Executive Summary attached).
- List organizer's event/business experience, qualifications and recently hosted events (See Executive Summary attached)
- One page Executive Summary (See Executive Summary)
- Operational plan (event schedule/days/times/location(s), site plan, survey plan, and trash management plan, etc.) (See Mammoth Rocks Draft Schedule, Proposed site plan attached)
- Staffing plan / Volunteer plan (See 2014 Mammoth Rocks Volunteer & Staffing attached)
- Marketing/advertising/social media plan (See Mammoth Rocks Proposed Marketing and Advertising Plan 2014 attached)
- Emergency operations plan (not just call 911) (Proposed site plan attached. Note, meetings with MLPD and MLFD take place as event nears).
- Proposed event budget and previous year's actual event budget (See 2014 Mammoth Rocks working budget attached)

- Identify all funding sources (Grants, Fundraising, Sponsorships, In-kind, Ticket Sales, donations, etc.) (See 2014 Mammoth Rocks working budget attached)

PART 2 – ORGANIZATION INFORMATION

1. What is the organization's Mission Statement?

The idea for Mammoth Rocks was conceived at the third in a series of Town hall workshops sponsored by the Chamber of Commerce in early 2009. The focus was to brainstorm ideas on how to stimulate the local economy during periods of economic challenges. The primary reason for the creation of Mammoth Rocks by the Chamber of Commerce was to create an event worthy enough to attract people from outside of Mammoth Lakes (and the county) to increase lodging occupancy and to infuse money at our local businesses. The event date was intentionally chosen during a historically slow visitation weekend. Summer visitation starting the 4th weekend in August drops off significantly, unofficially marking the end of Mammoth's "high visitation" summer season. The Chamber intentionally picked this weekend because every other weekend in July and August was already enjoying high visitor occupancy. This event has had the opportunity to move the date of the event to a weekend that enjoys much higher visitation weekend but it has stayed true it's Mission and a goal congruent with the general plan; to Promote special events year-round with emphasis on producing multi-day events with particular attention to midweek and shoulder seasons.

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

- a) The primary goal is to create an event worthy enough to attract people from out of town and to increase visitation and increased spending in the Town of Mammoth Lakes and Mono County during this historically slow weekend.
- b) A measureable goal of the event is to achieve attendance numbers of 5000 during the 3 day event and to have 20% of those attendees list MR as the primary reason for visiting Mammoth Lakes.
- c) An increase in town wide visitor occupancy for this event weekend would help to demonstrate that MR does play a major factor increased visitation.
- d) To enhance the visitor and local experience by providing an event that will appeal to families, foodies, outdoor enthusiasts, music and entertainment lovers, students and budget travelers.
- e) To involve the major entities of town for a truly collaborative community event.

Define success for your event: If all of the above are accomplished.

3. Identify all principal organizations and stakeholders involved in this event and their responsibilities (if applicable).

The event organizer and organizing committee will consist of Mark Deeds, Eric Wasserman, Chamber of Commerce's Mammoth Community Foundation and the Village at Mammoth. Affiliated parties/agencies include; Measure U committee and the Mammoth Lakes Events Coalition, TOML, MLPD, MLFD, MLT and other non-profit groups for volunteers. Anchor sponsorship will also be sought from MMSA.

Please see attachment; Mammoth Rocks Event Director Scope of Management and Services

Please see attachment; Village at Mammoth contribution
Please see attachment; Mammoth Rocks Organizational Structure

4. Provide your organizations summary budget for the current Fiscal Year (QuickBooks format is preferred). Please include:
- Income
 - Expenses
 - In-Kind Donations (volunteers, equipment, etc.)

Please see attachment; Mammoth Rocks working budget 2014
Please see attachment; Village at Mammoth contribution

5. Financial Documentation
- Provide the organizations most recent IRS 990 or a copy of IRS 501 (c) 3 letter (See attached)

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

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)

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 2009/2011 Report

Certification

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

Signature _____

Title _____ Date _____

Executive Summary: Mammoth Rocks – A Taste of the Sierra

Mammoth Rocks – A Taste of the Sierra is applying for funding under the Recreation and Arts component of the Measure U funding guidelines. Mammoth Rocks is requesting \$12,000 of a \$63,890 event budget. This represents a request 18.78% of the overall event budget and represents a 6% reduction over last year's funding request. Of the \$12,000 requested, \$6,000 will be used for specific event marketing and \$6,000 will be used for top tier entertainment.

The event organizer and organizing committee will consist of Mark Deeds, Eric Wasserman, Chamber of Commerce's Mammoth Community Foundation and the Village at Mammoth. Affiliated parties/agencies include; Measure U committee and the Mammoth Lakes Events Coalition, TOML, MLPD, MLFD, MLT and other non-profit groups for volunteers. Anchor sponsorship will also be sought from MMSA.

Event Director Mark Deeds has been directly responsible for overseeing every component of this event in 3 previous and successful years; 2009, 2010 and 2011. He also served as co-founder, creator and director for the Mammoth Margarita Festival in 2012 and served as event consultant for the inaugural Bluegrass Festival 2012. With this, Mammoth Rocks, will bring expertise and a proven track record to a successful and evolving event. The result of which will produce elements that fill critical components of being a premier, year-round resort community based on diverse outdoor recreation, **multiday events** and an ambiance that attracts visitors. Mark also served with distinction in the Mammoth Lakes Rotary for nearly 5 years where he was awarded Rotarian of the year for his contributions to the clubs event planning and fundraising abilities. Mark also served actively on the Board of the Chamber of Commerce for 3 years where he was directly involved in the planning of most all of the Chambers annual events.

In closing, I would hope that the Measure U Committee and Town Council embrace the enormous amount of leverage the event producers provide when putting on these events. In these particularly tough economic times no other investment source provides such a dramatic return on investment for the town of Mammoth Lakes while concurrently helping to fulfill major components of the towns Vision statement. Also, an ingredient that cannot be measured is the amount of passion that the event producers pour into each event. This is hard to measure economically but without financial support the passion slowly fades and the risk of losing incredible event producers is imminent.

While reviewing this application, please take the time to review the following attachments;

- Mammoth Rocks Event Director Scope of Management and Services
- Village at Mammoth contribution
- Mammoth Rocks Organizational Structure
- Mammoth Rocks Proposed Marketing and Advertising Plan 2014
- Mammoth Rocks Proposed Site Plan
- Mammoth Rocks Draft schedule 8 22 13
- Mammoth Rocks Town adopted plans qualifiers
- Sample Mammoth Rocks Media Schedule August
- Mammoth Rocks Sponsorship Levels Draft 2014
- 2014 Mammoth Rocks working budget
- MCF IRS 501(c)(3) Letter

2014 Mammoth Rocks Taste of the Sierra budget

Advertising & Marketing	Estimated	Vendor	Jobs to include
Creative & Design	300 200 400		Print design web banner ads chamber, M.T, Sierra Wave, July 4th ad Bluesa, poster, July 4th banner
Web-Digital Media	900		VisitMammoth.com event ads
Web site developer	600		Website re-development, content updates Update Mammoth Rocks domain Social networking, strengthen online presence Google ad words Facebook ad app. \$15/day x 90 days
facebook ad, twitter, pinter€ Youtube	1350		
	250		Lodging Sweepstakes creation
Print ads	1500 600 600 600 600 150 300 150 300		OC Weekly / Register Times print and web banner RNR Sheet 7/30 & 8/6 Ridgecrest PSA Sheet ad rack cards - lodging
Misc/Mark			
Radio			
	300 300	KMMT KSRW	received app \$3000 in ads for \$500 in 2010 received app \$700 in ads for \$300
		Pandora	
Signage/Banners/posters	1500	Bluebird Blubird Bluebird	3 3x6 sponsor banners inv 897, multiple menu boards. Event signs, banners

Mammoth Times 200-11x17 posters
 event, sponsor signage
 Sunday brochures
 Best Bloody trophy
 12950

Misc
 200
 150
 50
 150

Entertainment

D.J Friday/Sat/Sunday 750
 Headliner 8000
 Bands 5 tribute bands 13395
 1 local 750

M.C 250
 Electrician

Permits/Insurance

Insurance 1545
 ABC 150
 Mono Health 86
 TOML event permit 158
 Additional certs 150
 Fire 67
 special event permit
 Baldwin Industrial Group
 23145

Audio Visual

Sound AV 1800
 Electrical Sunday
 additional equipment
 Eastern Sierra - 3 days
 2156

Sunday Funday

Band 2500
 Bloody Mary Comp 300
 1800
 2800

Event rental equipment

VIP/Seating	2250	2250
Security	3800	8 people includes lodging
Radios		3800
Misc		
photographer/videographer	200	
VIP room		
VIP food	400	per alisa
VIP frames		
VIP expenses	750	incl. room, approximatley, after discount
Children activities		
Children activities staff		
Green Room Staff	250	no paid staff but did pay for food
Band Gift bags	100	band gift bags, snacks and water
Green room		2 nights
Green Room food	300	
Green Room alcohol	300	Bands only
Clean up crew	480	4 guys/gals x 4 hrs each to help clean, p/u trash, etc 2 nights
Mammoth Disposal		2 roll offs

2780

Merchandise

t shirts	women	48	6 @ 8.00	ladies / sale
t shirts	women	294	42 @ 7.00	ladies / sale
t shirts		604	75 x 8.00	staff
caps	mens	456	48 @ 13.50	
t shirt	mens	984	123 x 8	volunteer & VIP
t shirt	XXL mens	20	2 x 10	

Lanyards
Totes

120 100
350 50 35 for sponsors and 15 left for merch
2876 total

Beverages & Supplies

Beer

MBC - 20 kegs, ice co2
5404 estimated based on 70% more beer sold, up from \$3180

Wine

500 27 cases or 324 bottles in 2010, but had 7-8 cases left over
40 x 10 in 2010

Booze

1275 Effin Vodka 20 cases x 6 = 120 \$15.17/bottle
125 supplies, table clothes, lemonade, champagne glasses
169 Band food, drinks
150 floral for VIP tables
200 sodas, punch, S&F
sodas, punch

mixers / supplies

425 red bull, cranberry, sunny d, band gift bags
625 Daubliner: 8&10 oz cups, club soda, tonic, sprite, olives pineapple juice
4 kegs + 10-18 paks of coors light
460 Jack D., swt&sour, bldy mary, stoli, sour apple, peach schapps, vermouth

9336

Projected Expenses

63890

Projected revenue

0

Chamber

TBD

Village

8000

Trademark

3000

County

2000

MCWD

2000

Handmade

1500

Suddenlink

1500

Campo

175

Petra's

175

Giovanni's

175

Reds

175

Whitebark

175

Java Joint

175

MLW	1000
Coldwell	1000
ESCB	500
McCarroll	500
Jones	500
MLBOR	250
101 Great Escapes	250
CBT	250
Rockstar Real Esatate	250
Mammoth Hospital	250
Womens Club	250
Connie Black	
Coke	2500
Snowcreek/Lande	
Revenue	25500
Sponsorships	25500
Restaurants	1890
Merchandising & Beverage sales	25300

Thaid Up	175
Chart House	175
Starlight	175
Smokeyard	175
	1750
lakanuki	140 owes
	1890

	500
	2500
	500

Assumes the attendance is approximately 5000 and 2/3 of attendees purchase 1 bev.

Estimated Revenue	52690
* Estimated expenses	63,890
Shortfall	11,200
U funds requested	12,000

Project Plan: Mammoth Rocks – A Taste of the Sierra

This event is scheduled for August 22-24, 2014. Mammoth Rocks 2014 will re-introduce a (third day) Sunday "Stay and Play." Mammoth Rocks will work with lodging partners on special event packages with a goal of having visitors stay over on a Sunday night. Mammoth Rocks – Taste of the Sierra is included on all MLT literature including the summer events calendar helping to fulfill the town's goal of maintaining a year round events calendar.

The event has a conservative goal of eclipsing the 5000 attendance mark over the 3-day event program. The event will take place August 22-24, 2014 at the Village at Mammoth. A proven template has been tried and tested and the event site will again take place in the main plaza at the Village at Mammoth.

The 2014 event will continue in it's tradition of producing a festival that is attractive to a wide, family friendly demographic. To attract those that enjoy outside recreational activities, including music and food festivals, foodies who come for the culinary components, budget travelers attracted to the free admission and affordable tastes, fans of the trans generational classic rock music genre, second home owners that want to take advantage of a budget and family friendly event that all can enjoy and travelers that are already here to entice them to stay another day and experience all that the Mammoth Lakes and Mono County area has to offer.

The event will be free to attend, allowing people to use the money saved on a ticket price on supporting the participating restaurant vendors, near-by local restaurants, retail businesses and lodging partners.

The event producers take great effort to seek out the best available musical talent to perform at Mammoth Rocks. History has shown the event is capable of finding some of the best, from up and coming alternative talent to the highly sought after seasoned classic rock tribute bands. This year, "Mammoth's" Taste of the Sierra will return on a grand scale. Restaurants throughout the county will be invited to attend and to showcase their culinary delights for affordable prices.

In addition to the blanket special event marketing calendar distributed by MLT, Mammoth Rocks will engage upon a vigorous social media marketing campaign targeting specific demographics.

New this year we will work directly with lodging partners on special packages whereby a potential guest will be further enticed/incentivized to book and/or extend their stay in Mammoth.

**Mammoth Rocks - A Taste of the Sierra
Event Schedule
8.22.2014**

Friday, August 22

5pm-6pm	D.J (Classic Rock 80's-90's)
6:00pm-7:30pm	Live entertainment
8:00pm-10pm	Live Entertainment

Saturday, August 23

6:00am-8:00am	Food Vendor Load In
10am	Sound System Ready
1pm	Mammoth Rocks Taste of the Sierra Begins (announcements and band intro)
1:45pm-3:15pm	Live Entertainment
3:30pm-5:30pm	Live Entertainment
6pm-7:30pm	Live Entertainment
8pm-10:00pm	Live Entertainment

Sunday, August 24

12:00-4:00pm	Sunday Funday at Village Yard near Lakanuki
12:00-2:00	Mammoth's Best Bloody Mary Competition and Tasting
12:00	Core Shots
1:30	David Hayes
2:30	Lava Moon (Local bands that are being considered)

Events and times subject to change.

Mammoth Rocks - A Taste of Sierra, a Food and Music Festival

Outline of event management and planning services needed for Mammoth Rocks taking place on August 22-24, 2014. The event will take place at the Village at Mammoth in Mammoth Lakes, CA.

As Director of the event, my commitment is to the following;

□ EVENT MANAGEMENT ELEMENTS

Overall Project Management; Marketing/Advertising; Branding Signage/Print/Web; Operations/Logistics; Sponsor/Food Vendor Management/Sales/Relations; PR/Media Relations; Entertainment Relations/Management; Volunteer Relations/Coordination; Merchandise/Beverage Sales; Post Event Information

□ OVERALL PROJECT MANAGEMENT

Development of overall project schedule and management of progress leading up to event.

- Elements
 - > Project schedule and overall timeline
 - > Budget development, tracking and analysis
 - > Management of overall project
 - > Venues and services
 - > Planning meetings
 - > Liaison between all public meeting participants including secured consultants and featured speakers
 - > Creation of project schedule and timeline.
 - > Manage project timeline ensuring that all aspects of project are progressing according to plan.
 - > Facilitate planning meetings.
 - > Approval of budget and payments to vendors. Program outline
 - > Secure venues and contract services required to complete the project.

□ MARKETING/ADVERTISING

- Elements
 - > Print (newspaper, magazines, other publications)
 - > Radio (local, regional)
 - > TV (local, regional)
 - > Event Website
 - > E-mail Campaign
 - > Social Media & Web Based Efforts
 - > Posters, Flyers, Mailings, Information Distribution
 - > Local Co-promotions
 - > Development and management of overall marketing/advertising plan making sure that space reservations are made, copy/artwork approved and submitted on-time.
 - > Documentation of the ad campaign including ad clippings and any other samples.
 - > Put up posters and distribute flyers.
 - > Management of mailings, web and e-campaign.
 - > Approval of plan and budget.
 - > Voice of radio spots or personalities needed for video.

□ **BRANDING**

Management of print, web and signage.

Elements

- > Print (post card, poster, maps, advertisements, event schedule)
- > Web (LIST ITEMS)
- > Event Signage
- > Secure vendors for the production of all items within the plan.
- > Management of graphics creative process, provide artwork specs, request proofs and obtain approval.
- > Approval of budget, plan and pieces.

□ **OPERATIONS/LOGISTICS**

Management and coordination of all areas listed below related to operations and logistics.

▪ Elements

- > Venue planning
- > On-site sponsor benefit fulfillment
- > Signage installation
- > Operations and logistics coordination
- > Expense management
- > Permits
- > Administration
- > Venue Drawings
 - Drawing of new event venues and updating existing layouts for the current year
 - Venues (Village at Mammoth)
 - Site maps to include (signage, tents, sponsor names, traffic flow, tables and other event items)
 - Provide in 8 ½" X 11" .PDF format.
- > On-site Sponsor Benefit Fulfillment
 - Booth space needs (power, water, tent, table, chair, skirting)
 - Signage (installation, strike)
 - Delivery of shipped items to the event site
 - Any other miscellaneous on-site sponsor needs
- > Signage Management
 - Develop plan and budget for directional, event and sponsor signage.
 - Provide staffing plan for signage set-up based on the scope of event.
 - Oversee construction of any hanging apparatus.
 - Installation and take-down of signage.
 - End of event inventory and packaging and storage of items.
- > Operations and Logistics Coordination
 - Consult on operational items needed
 - Order and coordinate operational items part of plan.
 - ◆ Trash, recycling and post event clean-up plan
 - ◆ Tents, tables, chairs and linens
 - ◆ Power
 - ◆ Phone lines if needed
 - ◆ Radio communications
 - ◆ Portable bathrooms
 - ◆ Transportation
 - ◆ Needs from Parks & Recreation
 - ◆ Logistics, box truck and any other equipment needed
 - ◆ Security (private and MLPD)
 - ◆ Stage, sound and lighting
 - Prepare set-up schedules, provide event information and plan drawings for event venues.
 - Provide suggestions for overall staffing and volunteers to accomplish set-up.
 - Oversee staffing (paid/volunteer) scheduling.
- > Preparation of Permit Applications

- Facilitate any meetings needed.
- Prepare applications for permits including:
 - ◆ Department of Health
 - ◆ Town of Mammoth Lakes
 - ◆ Film
 - ◆ Fire Department
 - ◆ Alcohol
 - ◆ Caltrans
- > Administration
 - Event contact list
 - Event contact card
- > Secure cash registers and items needed for merchandise and beverage sales.
- > Secure items needed for beverage booths.

☐ SPONSOR/FOOD VENDOR MANAGEMENT/SALES/ RELATIONS

Manage sponsor and food vendor program from development of presentation materials to working with secured business.

Elements

- > Presentation materials (overview and contracts)
- > Sales
- > Sponsor Relations (pre-event communications, benefit fulfillment, on-site liaison, post event report)
- > Development of materials based on plan for sales persons to use.
- > Once sponsors and food vendors are secured, work with businesses to fulfillment their benefits and provide logistical information to them regarding the event.
 - Pre, during and post event sponsor relations and communication
 - On-site event VIP Hospitality management
 - Benefit tracking
 - Requesting logos and ads
 - Tracking of product being sent
 - Post event wrap-up
- > Secure event sponsors and food vendors.
- > Provide sponsor and food vendor program information.
- > Provide wrap-up information plan.

☐ PR/MEDIA/ RELATIONS

Development of a community and media relations plan.

Elements

- > Press releases
- > Media outreach
- > Community relations
- Contractor Responsibilities
 - > Serve as the public relations liaison for local media, regional media and community.
 - > Write press releases.
 - > Develop a plan and schedule for press releases and other outreach efforts.
 - > Pursue media to come to the event and coordinate visit.
- MLCC Responsibilities
 - > Distribute press releases
 - > Provide content for press releases.
 - > Distribute e-news.

☐ ENTERTAINMENT RELATIONS/MANAGEMENT

☐ MERCHANDISE/BEVERAGE SALES MANAGEMENT

Management of merchandise purchase for retail, promotions, staff and participants beverage sales. Elements

- > Order Merchandise Items (retail, volunteers, staff, sponsors)
- > Manage Merchandise Sales & Distribution On-site

- > Manage and Organize Beverage Sales
- > Secure vendors to produce approved merchandise.
- > Organize artwork and proofs for approval.
- > Organize inventory
- > Manage retail sales points on-site.
Organize items needed for beverage sales and manage on-site
- > Provide merchandise plan.
- > Provide beverage plan.

VOLUNTEER RELATIONS/MANAGEMENT

POST EVENT

Compilation and organization of event plans and results.

▪ Elements

- > Survey
- > Complete post event report for TOML and Measure U
- > Budget
- > Final schedule of events and other planning documents
- > Records of outreach and meeting notes
- > Development of survey and comment cards.
- > Prepare final actual budget and copies of all invoices.
- > Prepare a binder including all final event planning arrangements, schedules etc.
- > Send out follow up electronic survey.

The Village commitment to Mammoth Rocks 2014:

In addition to a monetary donation, the following in kind services will be provided by the Village for Mammoth Rocks.

In trade/kind contributions requests include (It is understood by Mammoth Rocks that the Village inventory levels of equipment listed below may not be current. It is further understood that the Village will provide an inventory list of available equipment by April 15th):

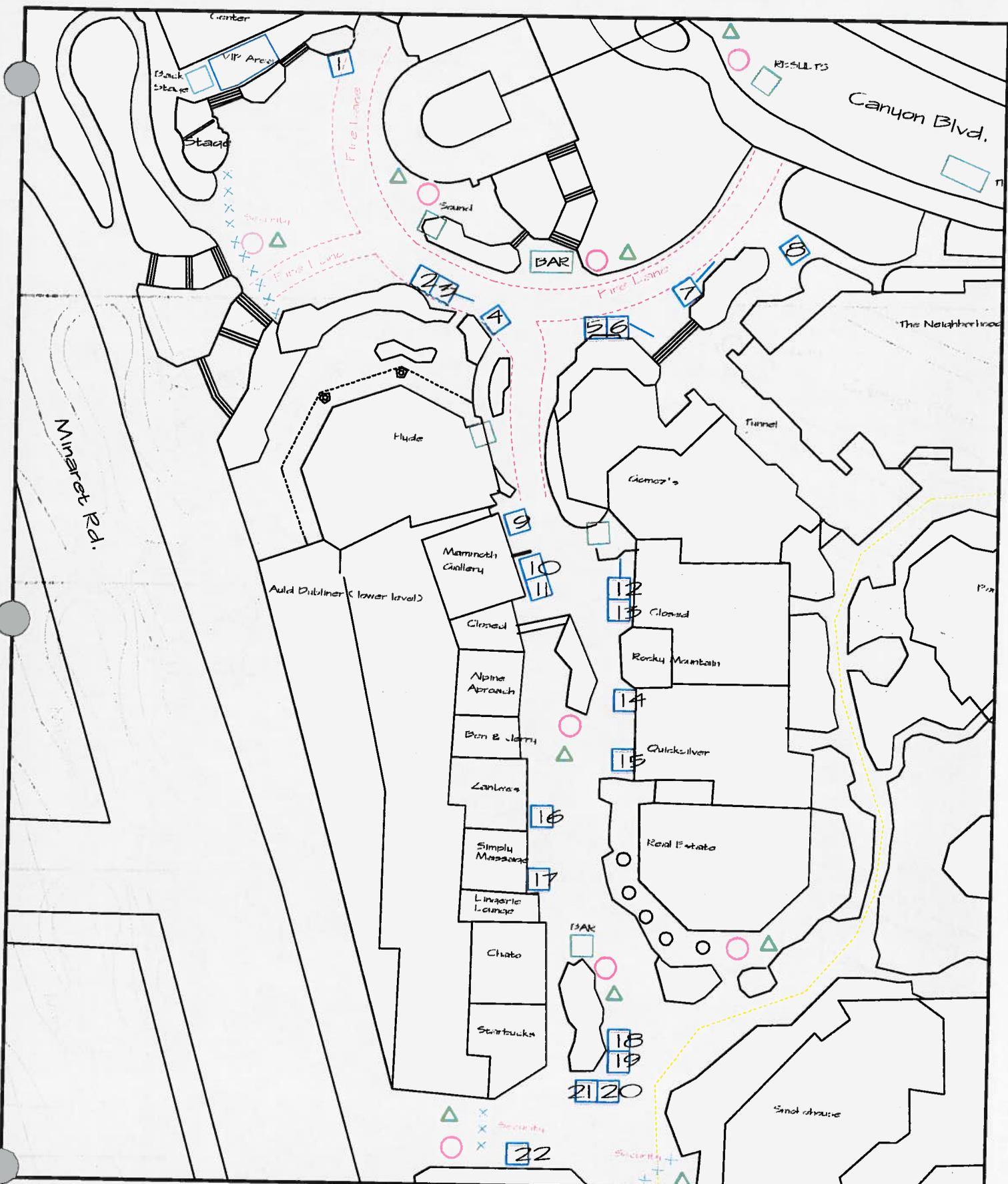
- The Village at Mammoth event site venue for August 22-24th, 2014
- (Additional) restroom supplies for event attendees (toilet paper, paper towels, janitorial)
- Use of permanent stage with metal tresses
- Power usage and power supplies for stage sound/audio visual
- On-site grounds personnel (6 + Grounds Supervisor) staggered shifts. Assist with event set up (pop-ups, signage, seating, tables, trash and recycling) ongoing day of event maintenance and take down.
- Village security as available
- 100% coverage of all waste costs associated with Mammoth Disposal and Sierra Recycling
- (8) White 10x10 pop-up tents with sides and sandbags (I think the Village is down to 6-8 usable tents.)
- (10) banquet tables (I am not sure how many tables the Village currently has)
- Patio Furniture – 7 teak tables (size varies) and 28 teak chairs (again, not sure of current inventory)
- Lounge furniture – 4 love seats/4 coffee tables/8 large chairs
- Green Lawn chairs – 100
- 10 spotlights – these are used in pop-ups for lighting
- 11 additional event waste receptacles
- 7 additional recycling event containers
- Use of 2 all terrain vehicles as needed for event set-up and/or assistance w/gas (must have a Village driver at all times and vehicle must stay on Village property)
- Use of 3 dollies as needed for event set-up
- Use of any tools and/or equipment needed to hang signage. Equipment must be used by Village employee (last year it was a big process to hang all the signage)

- Staff to coordinate and administer all Children's activities. Rocks volunteer to assist day of events as well as Village Employee. (It is understood by Rocks that the same space that has been used for kids activities in past events is no longer available. It is further understood that there is limited outside space which may limit or prohibit the kids zone for 2011. Lastly, with the event taking place later in August, most kids are back in school and there will be less kids in attendance.
- Assist with band lodging arrangements (It is understood that Rocks will obtain all of the bands rooming requirements, source the required room nights and provide a spread sheet with all the lodging partners and room nights). We would like a Village representative to fill the beds with the band members, be on point to receive calls and act as a lodging liason for ongoing questions pertaining to rooms).
- Assist with band, M.C., Disc jockey, food and beverage requirements. (It is understand that Rocks will provide the owner of this task with a list of requested items. It will be broken down according to bands, time and (reasonable) delivery requests.
- Village at Mammoth Marketing Efforts. Mammoth Rocks to be included in all event listings within all ads. **Ad placement will be the discretion of Village Staff.** The following ad space was designated for Mammoth Rocks:
 - The Inyo Register ½ ad (weekend before event)
 - The Mammoth Times ½ ad (1 and 2 weeks before the event)
 - The Sheet – 3/8 ad (1 and 2 weeks before the event)
 - Sierra Magazine – event listing calendar
 - Bluesapalooza full page (back cover)
 - KMMT
 - Sierra Wave
 - Reno News and Review
 - www.villageatmammoth.com (home page exposure guaranteed for 8/20-8/29/14)
 - Summer event posters – over 150 distributed as of 5/7/11 with event listing (MR)
 - Weekly event blasts every Friday to all Village Associates – event listing will begin 7.30.1
 - Banner placement on Canyon Blvd & Minaret on 8/20/14 (banner will need to be provided)

2014 Mammoth Rocks Volunteer Needs and Assignments

	Friday, August 22 4:00 pm - 10:00 pm	Saturday, August 23 6:00 am - 12:00 pm	Saturday, August 23 12:00 pm - 5:00 pm	Saturday, August 23 6:00 pm - 10:00 pm	Saturday, August 23 10:00 pm - ?	Sunday, August 24 11:30 am - 6:00 pm
Set Up						
Green Room						
Children's Area						
Backstage						
Band/Liaison						
Beverage 1 VIP Manager						
Cashier						
Bar tender 1						
Bar tender 2						
Beverage 2 Main Bar Manager						
Cashier						
Bar tender 1						
Bar tender 2						
Bar tender 3						
Bar tender 4						
Beverage 3 Manager						
Cashier						
Bar tender 1						
Bar tender 2						
Bar tender 3						
Bar tender 4						
Volunteer Check In						
VIP Liaison						
Traffic Control						
Runners Beverage						
Basics						
Retail Sales						
Survey Tables						
Clean Up						

The Village Employees



Mammoth Rocks - A Taste of the Sierra
 The Village at Mammoth

Date: 06/18/2011

The Village at Mammoth
Neighborhood Company

PO Box 2968, Mammoth Lakes, CA 93546
 Ph. 760-924-1575 Fx. 760-924-1576

Company	Method	Date (s)	Costs
Print			
Mammoth Times	¼ ad	Multiple	
The Sheet	¼ and ½ ad sizes	Multiple	
The Inyo Register	¼ ad (multiple ads)	Multiple	\$ 1,075.00
Eastside Magazine	Full Page ad - listing	June	
Sierra Magazine	(1/3 page 2010)	July	\$ 772.00
Bluesapalooza Guide	Back Cover	August 1st and 2nd	
The Ridgcrest **	¼ ad (2 ads)	August 12th and 19th	\$ 656.00
Reno News and Review	¼ ad (2 ads)	August 13th and 20th	\$ 1,507.00
Tahoe Bonanza	3/8 ad	August 12th	\$ 1,363.00
Las Vegas Weekly	¼ ad	July 11th	\$ 873.00
L.A. Weekly			\$ 1,500.00
The Reader (out area)			\$ 1,000.00
Total for Print			\$ 8,746.00
Radio			
KMMT	Radio/Interviews with	Multiple	\$ 600.00
KSRW	Radio	August	\$ 600.00
KIBS	Radio	August	
Jack FM -Los Angeles	Radio/Internet	August	\$ 2,500.00
The Sheet Radio.com			\$ -
KLOS Radio			\$ -
Total for Radio			\$ 3,700.00
Web			
Website creation		June 2009-present	\$ 1,000.00
villageatmammoth.com	Event Listing	June to August	
visitmammoth.com	Banner purchase/Event Listing	July-August	\$ 2,400.00
mammothmountain.com	Event Listing	August	
mammothchamber	Event Listing	July-August	
Eventful		July-August	\$ 120.00
Band websites			
lehmanappraisal.com	Event listing/blogging	June-August	
Monocounty.com	County site	August	
Facebook Ads			\$ 2,500.00
Festival Websites			\$ 200.00
Total For Web			\$ 6,230.00
Misc.			
Event Posters	Qty - 300+	Distributed through 395	
Event Poster -1/4 size	Qty -1000	Restaurants, Retail, Events prior to Mammoth Rocks, visitor ctr.	
Event T-Shirts	Qty -150	Volunteers/Guests purchased	
Stu's News	Event Listing	August	
Rack Cards-Certified Display	Physical Distribution	June-August	\$ 1,031.00
Whistler Creative			
ad			\$ 300.00
Logo			\$ 1,000.00
Total Misc			\$ 2,331.00

Grand total for Marketing

\$20,997

Mammoth Rocks Sponsorship Levels 2014 (Draft)

Rock Star Level - \$10,000

- 10 X 10 Info/Sales Booth space
- Company web link and banner on www.mammothrocks.net
- Entry for 15 to Village VIP room on Saturday August ?
- Company announcements during each day of event (Guaranteed 6 announcements)
- Framed Mammoth Rocks - A Taste of the Sierra poster
- Logo placement on T-Shirts
- Prominent Logo placement in all collateral/print ads
- Prominent Logo placement on Stage dressing for duration of event
- Prominent Logo placement of ALL Welcome/Thank You signage
- Prominent Logo placement in special event insert
- 15 Official event T-Shirts
- Special MC Announcement prior to Opening Act & Headliner
- Access for 15 to VIP preferred viewing and dining areas for Saturday's event

Orchestra Level - \$5,000

- Company web link and banner on www.mammothrocks.net
- Entry for 8 to Village VIP room on Saturday August 23th, 2014
- Company announcements during each day of event (Guaranteed 5 announcements)
- Framed Mammoth Rocks - A Taste of the Sierra poster
- Logo placement of Stage dressing for duration of event (larger than Mezzanine)
- Logo placement on ALL Welcome/Thank You signage (larger than Mezzanine)
- Prominent Logo placement in special event insert (larger than Mezzanine)
- 8 Official event T-Shirts
- MC Announcement prior to Opening Act
- Access for 8 to VIP preferred viewing and dining areas for Saturday's event

Mezzanine Level - \$2,000

- Company web link and banner on www.mammothrocks.net
- Entry for 6 to Village VIP room on Saturday August 23th, 2014
- Company announcements during each day of event (Guaranteed 4 announcements)
- Framed Mammoth Rocks - A Taste of the Sierra poster
- Logo placement of Stage dressing for duration of event (larger than Band sponsor)
- Logo placement on ALL Welcome/Thank You signage (larger than Band sponsor)
- Logo placement in special event insert and post event Thank you ad
- 6 Official event T-Shirts
- Access for 6 to VIP preferred viewing and dining areas for Saturday's event 12pm-1 0pm.

Band Sponsor - \$1,000

Company web link and banner on www.mammothrocks.net

Entry for 4 to Village VIP room on Saturday August 23th, 2014

3 Company announcements during day of event (8/28)

Framed Mammoth Rocks - A Taste of the Sierra poster

Logo placement on ALL Welcome/Thank You signage

Logo placement in special event insert and post event Thank you ad

4 Official event T-Shirts

Access for 4 to VIP preferred viewing and dining areas for Saturday's event 12pm-10pm.

Roadie Sponsor - \$395

Company web link and banner on www.mammothrocks.net

2 Company announcements (8/23)

Recognition as a donating sponsor in special event insert and post event Thank you ad

2 Official event T-Shirts

Access for 2 to VIP preferred viewing and dining areas for Saturday's event 12pm-10pm.

Groupie - \$250

Recognition as a donating sponsor on www.mammothrocks.net

2 Official event T-Shirts

Recognition as a donating sponsor in special event insert and post event Thank you ad

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 01 2005

MAMMOTH COMMUNITY FOUNDATION
PO BOX 3268
MAMMOTH LAKES, CA 93546-0000

Employer Identification Number:
77-0549615
DLN:
17053092868005
Contact Person:
MICHELLE A GLUTZ ID# 31213
Contact Telephone Number:
(877) 829-5500
Public Charity Status:
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated MARCH 2001, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:30 a.m. - 5:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)

<u>Category Description</u>	<u>2013 Actuals</u>	<u>2014 Projected</u>
INFLOWS		
Donations & Sponsorships	74,589.01	85,777.36
Interest and Dividends	3.63	3.81
Jazz Camp	22,309.01	22,309.01
Other Income	10,700.82	18,726.44
Rental Income	0.00	3,000.00
Sales:		0.00
Badges	214,431.45	246,596.17
Scrip	62,608.05	68,868.86
T-shirts	5,901.60	7,377.00
Tape-Bands	0.00	0.00
Tape CD	1,986.00	1,986.00
Total Sales	284,927.10	324,828.02
TOTAL INFLOWS	392,529.57	454,644.64
OUTFLOWS		
Entertainment		
Band cost	63,996.00	83,194.80
Band Travel	31,629.59	34,792.55
Hospitality food	6,578.82	6,578.82
Housing	12,625.08	12,625.08
Total Entertainment	114,829.49	137,191.25

Food, bar, and retail:		
Bar commissions	19,181.48	19,181.48
Bar supplies	58.40	58.40
Commissions-band tapes	0.00	0.00
Commissions-food booths	37,601.55	37,601.55
Hats T-shirts	2,474.65	3,093.31
Sales tax	600.00	630.00
Tapes (CDs) JJ	0.00	0.00
Total Food, bar, and retail	59,916.08	60,564.74
General & Administrative:		
Advertising	29,073.47	34,888.16
Category Description		
Badges	2,109.21	2,109.21
Computer related	181.35	181.35
Director payroll taxes	3,091.75	3,600.00
Director salaries	40,662.45	48,000.00
Dues and membership	360.00	360.00
insurance	10,058.31	10,561.23
License and permits	2,773.45	2,912.12
Office expenses	5,666.92	5,950.27
Percent of profits	3,627.30	3,808.67
Postage	2,581.96	2,711.06
Rent	14,400.00	14,400.00
Research development	5,329.65	6,928.55
Scholarships	750.00	750.00
Site coordinator	2,000.00	1,500.00
Volunteer & sponsor costs	8,344.54	8,761.77
Workshop/camp	26,747.00	28,084.35
Total General & administrative	157,757.36	175,506.72

Merchant bank fees	3,460.87	3,633.91
Site development		0.00
Construction	330.75	347.29
Decorations	984.49	1,033.71
Equipment rental	47,801.99	50,192.09
Site supplies	4,247.51	4,459.89
Sounds and insrtuments	14,898.00	15,642.90
Utilities	697.62	732.50
Total Site development	<u>68,960.36</u>	<u>72,408.38</u>
TOTAL OUTFLOWS	<u>404,924.16</u>	<u>449,305.01</u>
OVERALL TOTAL	<u>-12,394.59</u>	<u>5,339.63</u>

Mammoth Rocks and Special Event Qualifiers

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

The importance of events is cited numerous times in the TOML General Plan, Parks and Recreation Master Plan and Recstrats. The MLEC is committed to "a future where Mammoth Lakes is a premier, thriving, sustainable community". The support of the MLEC and the events they produce will help to achieve this.

Taken from the TOML COMMUNITY VISION STATEMENT (page 7 GP)

To achieve this vision, Mammoth Lakes places a high value on:

4. Being a premier, year-round resort community based on diverse outdoor recreation, multiday events and an ambiance that attracts visitors.

- **Planning a Successful Community (page 8 GP)**

The values of the community also encompass making decisions that Benefit the community's social, natural and economic capital – the Triple bottom line. Decisions that enhance all three aspects of Community capital provides the greatest benefit; decisions that improve or conserve two forms of capital without diminishing the third are also ideal.

- **Economy section; E.1.B. (page 12 GP)**

Policy: Encourage the development of community based organizations that support economic development.

- **Marketing, Promotion and Special Events (GP)**

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.1.J.1. Action: Develop a year-round special events program and venue plan.

- **Parks and Recreation Master Plan (Page 5)**

Values, Vision, and Goals

The Mammoth Lakes community has indicated that parks and recreation should reinforce what makes living in the area so special: access to the outdoors year-round, opportunity for a variety of physical activities in a beautiful setting, and ability to connect with others in the community through recreation and events in public places.

- **Parks and Recreation Master Plan (Page 25)**

Event venues on public land can be considered a component of the Town's parks and recreation facilities, because they help contribute to the vision for Parks and Recreation. These venues can be indoor or outdoor, and the events help foster community interaction, promote connectivity, nurture partnerships, and encourage appreciation of the natural environment.

- Parks and Recreation Master Plan (Page 28)

The success of Mammoth Lakes as a destination resort will depend in part on meeting the changing expectations of visitors. Not only is it important to provide more traditional recreation experiences, but an increasingly broader array of activities is needed—especially to attract visitors during the “shoulder” seasons and encourage extended visits beyond the weekend. These activities include festivals and performances, specialized high-altitude training opportunities, educational experiences, and shopping and nightlife.

- Parks and Recreation Master Plan (Page 29)

March 5, 2007:
public comments
received for parks
and recreation master plan

Locations & sponsorship of festivals

- Parks and Recreation Master Plan (Page 32)

- Expand the potential visitor market through parks and recreation:
 - Offer more events

- Parks and Recreation Master Plan (Page 39)

9. Promote awareness of the Town's parks and recreation facilities, programs, and special events.

- Parks and Recreation Master Plan (Page 50)

Public-Private Partnerships

Collaborative relationships of the Town of Mammoth Lakes with private entities can provide significant recreational benefits to the Town's resident. ... The Town should be ready to explore these and other partnership options as they arise, including those with non-profit organizations.

MEASURE U RECIPIENT PERFORMANCE REPORT

Mammoth Rocks—A Taste of the Sierra, 2013

RECIPIENT INFORMATION

Name of Organization:

Mammoth Community Foundation

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

Non-Profit

Contact Person:

Andrea Williamson/Brent Truax/Jack Copeland

Organization's Address:

PO Box 3268 ~ 2520 Main Street
Mammoth Lakes, CA 93546

Office Phone Number:

(760) 934-6717

Email Address:

info@mammothlakeschamber.org

Internet Address:

<http://www.mammothlakeschamber.org>

MEASURE U RECIPIENT PERFORMANCE REPORT

Mammoth Rocks—A Taste of the Sierra, 2013

PROJECT SUMMARY

Name of Project:

Mammoth Rocks—A Taste of the Sierra

Measure U Award Cycle (year/season):

Summer 2013

Measure U Funds Requested:

\$15,000

Measure U Funds Awarded:

\$15,000

Measure U Funds Expended:

\$15,000

Entertainment: \$12,000 (expenses totaled \$12,250)

Marketing: \$3,000 (expenses totaled \$4348)

PROJECT DETAILS

1. Were all the Measure U Awarded Funds expended?

Yes

If Yes, and more money was expended than awarded, please explain:

Total expenses of event exceeded Measure U funding.

MEASURE U RECIPIENT PERFORMANCE REPORT

Mammoth Rocks—A Taste of the Sierra, 2013

2. In detail, describe your project and/or service delivered and completed using Measure U funds.

The fifth annual *Mammoth Rocks—A Taste of the Sierra* was held on Friday, August 23 and Saturday, August 24, 2013 at the Village at Mammoth. This outdoor music and food festival was open to the public free of charge. Proceeds from food, beverage and merchandise sales benefitted the Mammoth Community Foundation (the non-profit organization associated with the Mammoth Lakes Chamber of Commerce). Twelve bands played over the course of the two days, and six local restaurants offered food for sale during the "*Taste of the Sierra*" on August 24.

The event brought in a revenue of \$61,837; expenses were \$53,982. The profit was \$7,855.

3. Please identify what products and/or services were purchased with Measure U funds.

(See attached expenditure spreadsheet.)

Entertainment: \$12,000 (expenses totalled \$12,250)

Payment to twelve bands

Marketing: \$3,000 (expenses totalled \$4348)

Print advertising

Radio advertising

Website

Design and production

Based upon your project type, describe the ownership and maintenance responsibilities of your project and/or service.

Planning: Securing of the site (The Village at Mammoth); Artist Contracting; Program Development; Public Relations; Marketing; Fundraising

Implementation: Physical Set-Up; Logistics; Facility Rental/Maintenance

MEASURE U RECIPIENT PERFORMANCE REPORT

Mammoth Rocks—A Taste of the Sierra, 2013

Administration: Volunteer Effort Coordination; Housing for Artists; Insurance; Scheduling; Transportation

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

Yes. The Chamber of Commerce is a nonprofit volunteer board. Many hours associated with planning and preparing for the event were volunteer, and volunteers were implemented during the event.

If YES, please identify how many hours and the value of those hours:

Fundraising – 300 hours	Value: \$7500
Event Planning – 1000 hours	Value: \$20,000
Band/VIP Coordination – 80 hours	Value: \$1,200
Merchandise Sales – 80 hours	Value: \$1,440
Refreshments – 176 hours	Value: \$4,400
Information – 48 hours	Value: \$720
Financial Logistics – 48 hours	Value: \$1,440
Help at Event – 500 hours	Value: \$10,000

Total of 2,732 at a value of \$46,700. This does not calculate the value of professionals at their current rate but the general value of support to the event.

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

Yes

If YES, please list:

\$9000—cash sponsorships

\$32,000—in-kind sponsorships

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?

Estimated attendance is 7,000. Of the 100 attendees who completed the event survey, 19% stated that they came to Mammoth Lakes specifically for the event.

MEASURE U RECIPIENT PERFORMANCE REPORT

Mammoth Rocks—A Taste of the Sierra, 2013

48% attended the event for the first time. 33% stayed in a hotel, rented condo, or campground/RV park. On average, the visitors surveyed spent \$1,359 on lodging, activities, shopping and food. 80% said they were highly likely to recommend visiting Mammoth to their friends. 48% of visitors had household incomes above 100K.

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

No comments at this time

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

No comments at this time

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

Possibly, but not likely to do so for the Mammoth Rocks event.

If YES, please explain:

No plans at this time, but the Mammoth Lakes Chamber of Commerce or the Mammoth Community Foundation may request funding in the future.

**Mammoth Lakes Chamber of Commerce
Transaction Detail By Account
January 1 through December 2, 2013**

Num	Category	Name	Debit
Mammoth	Entertainment	William Morris Endeavor	\$150.00
	Entertainment	Rosebud Agency	\$500.00
1616	Entertainment	Gram Rabbit	\$750.00
1630	Entertainment	Ease Up	\$700.00
1622	Entertainment	Stone Foxes	\$1,000.00
1623	Entertainment	Amy Grahek	\$300.00
1624	Entertainment	Gram Rabbit	\$750.00
1625	Entertainment	Sarah Rea	\$300.00
1626	Entertainment	Nervous Wrecklords	\$1,350.00
1627	Entertainment	Stratusphunk	\$350.00
1628	Entertainment	Berel Alexander	\$300.00
1629	Entertainment	Deadly Birds	\$800.00
1631	Entertainment	Jet West Music	\$1,000.00
1632	Entertainment	Delta Nove	\$1,500.00
1634	Entertainment	Jelly Bread	\$2,500.00
			\$12,250.00
0000124	Marketing	Nicole Design	\$750.00
6/21/13 &	Marketing	Jas Design	\$213.75
707	Marketing	The Sheet-Mammoth Lakes	\$1,000.00
469615	Marketing	Certified Folder Display	\$647.51
MIR 2003	Marketing	Jas Design	\$154.50
2079	Marketing	Bluebird Imaging	\$1,123.52
Voice Ove	Marketing	James M Marcotte	\$30.00
656-0005-	Marketing	KMMT-FM	\$300.00
			\$4,219.28

Total Entertainment and Marketing:

\$16,469.28