

# MAMMOTH ROCKS

celebrates

## A Taste Of The Sierra

Post Event Report for  
2009

In The Village at  
Mammoth

For more information visit us at  
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# Mammoth Rocks

## Post Event Report

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# Event Information

**Event Name:** Mammoth Rocks / A Taste of the Sierra 2

**Event Producer:** The Chamber of Commerce, Betsy Smith  
– The Village at Mammoth and Matthew  
Lehman

**Event Date:** August 21 and 22, 2009

**Event Location:** The Village at Mammoth, Mammoth  
Lakes California

**Contact Person:** Event Committee Co-Chair: Mark Deeds

PO Box 8713, Mammoth Lakes, CA  
93546

760-709-1629

[mdeeds93546@gmail.com](mailto:mdeeds93546@gmail.com)



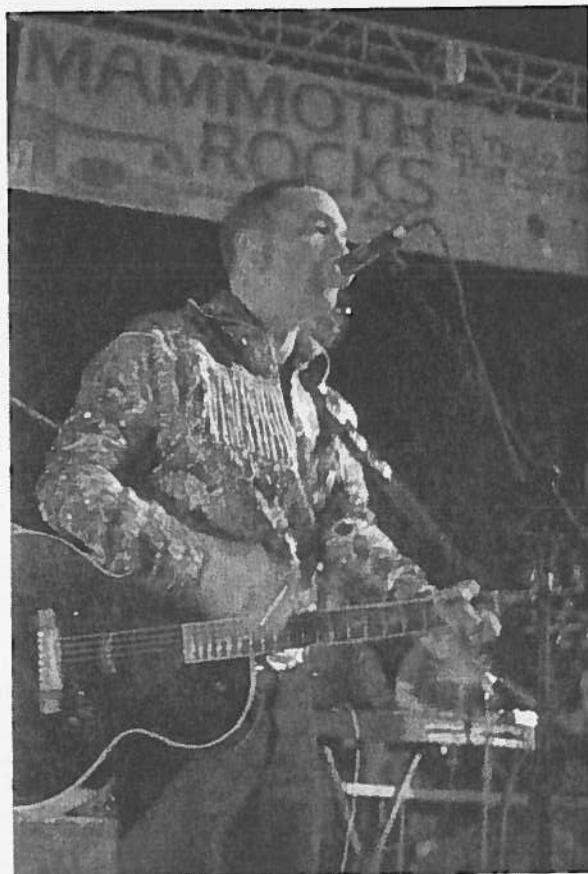
## Description (2009)

**Mammoth Rocks** was an electrifying new event that showcased the Eastern Sierra's favorite eateries' book-ended by a mind-blowing musical line-up of national, local, and tribute bands all weekend. Mammoth Rocks, A Taste and Tribute to the Sierra's; the concept was created to celebrate Mammoth with a FREE weekend of music and community cuisines not only for guests visiting but locals alike.

The event kicked off Friday, August 21 with tribute music played by Mammoth's own D.J Lloyd Cearly. Saturday, August 22 featured entertainment from local favorites the Funky Beats followed by Jeffery James and the Wanted Boys. Sticky Fingers, and amazing tribute to the Rolling Stones followed and the event headliner was Super Diamond – "The Surreal Neil."

Mammoth Rocks highlighted some of our favorite Eastern Sierra's Restaurant's beginning at 1:00 p.m. on Saturday August 22 with some of their favorite samplings also offered at small price.

All menu items ranged between \$1-\$4.00. The musical component of the event was complimented by 14 of Mammoths finest eateries including; Whitebark, Angels, Sushi Rei, Fireside Grill, Perry's/the Stove, Thaid Up, One World Eats, Pita Pit, Petra's, Convict Lake, Giovanni's and Reds Hot Dogs.



Photos Courtesy of Bonnie Colgan

## Description (2009 cont.)



A special Kids Activity area was created with an activities coordinator. Activities included;

- 1:30 p.m. Meet in the Kid's Area to make Fruit Loop Jewelry
- 3:00 p.m. Boat Making – we'll take them to the pond to let them sail, too!
- 4:00 p.m. Parachute Play
- 5:30 p.m. Mammoth Rocks Hat Making
- 6:00 p.m. Learn to Juggle with C.J.!
- 6:30 p.m. Rock Star Tattooz!



Animation and signage throughout the Village assisted in way finding and helped the thousands of visitors flow easily. Chairs and tables were placed in nooks for people to sit, eat, people watch and just relax.

Mammoth Rocks was promoted heavily throughout the Eastern Sierra benefiting all of our local marketing and advertising partners. As well as through some of the most popular event calendar listings in Southern California, Northern and Southern Nevada print and online entertainment resources, including the Reno News and Review and The Las Vegas Weekly. Within days of signing our headlining band, Super Diamond we had over 330 hits on our website clicking within the event listing, and numerous mentions via local print publications –without sending out our Press Release.

It is conservatively estimated that 6750 people were in attendance.

The weather was cool and overcast with periodic light rain.



Photos Courtesy of Bonnie Colgan



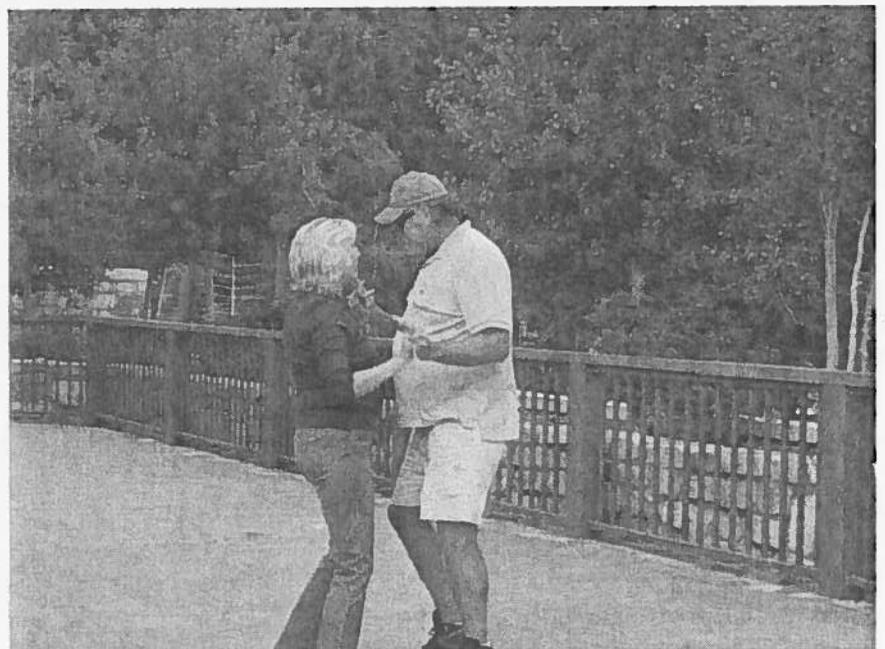
# Objectives of Event

## **Objectives of the Event**

To create an event to help spur activity with town businesses and increase town wide visitor occupancy

To enhance the visitor experience by providing an event that would appeal to families, foodies, outdoor enthusiasts, music and entertainment lovers, students and budget travelers.

To involve the major entities of the town for a truly collaborative community event. 5 carat Sponsorship partners included; The Chamber of Commerce, The Village at Mammoth, Intrust/CNL and The Town of Mammoth Lakes. Other sponsors of the event included Mono County, Trademark Properties, Mammoth Mountain, Coldwell Banker, State Farm Insurance, Neil McCarroll and Mammoth Crossing Development.



Photos Courtesy of Bonnie Colgan

# Marketing & Advertising

Company	Method	Date (s)
Print		
Mammoth Times	¾ ad	Multiple
The Sheet	¼ and ½ ad sizes	Multiple
The Inyo Register	¼ ad	Multiple
Eastside Magazine	Full Page ad – listing	June
The Ridgcrest **	¼ ad	August 12th and 19th
Sierra Magazine	¼ ad	July
Bluesapalooza Guide	Back Cover	August 1st and 2nd
Reno News and Review	¼ ad	August 13th and 20th
Tahoe Bonanza	¼ ad	August 12th
Las Vegas Weekly	¼ ad	July 11th
Radio		
KMMT	Radio/Interviews with	Multiple
KSRW	Radio	August
KIBS	Radio	August
Jack FM	Radio/Internet	August
Web		June 2009-present
villageatmammoth.com	Event Listing	June to August
visitmammoth.com	Banner purchase/Event Listing	July-August
mammothmountain.com	Event Listing	August
mammothchamber	Event Listing	July-August
Eventful		July-August
stickyfinger.com	Event Listing/Email blast	July-August
superdiamond.com	Event listing/blogging	July-August
lehmanappraisal.com	Event listing/blogging	June-August
Monocounty.com	County site	August
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



# Areas of Improvement



Seek and obtain funding sources much earlier (3-6 months prior). Hopefully, with the success of the 2009 event, all major sponsors will re-sponsor for 2010.

2010 funding proposal request needs to be put together asap. Set a date.

Need to get some working walkie talkies/radios. Cell phones did not work. Too loud.

Friday was busier than expected. Opportunity to grow this night substantially.

Signage was great. Wireless music in the plaza was awesome but so loud it was distorting.

World Minded is great but their shirts run 1+ size too small. Order more L, XL and XXL (especially for men) because these are really M, L and XL

Close Canyon Blvd for 2010 and have it there (assuming the Village will be near full). More food vendors but probably should not exceed 15.

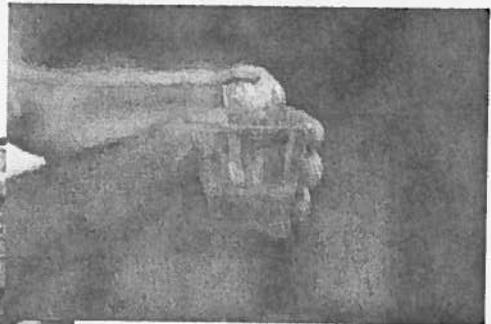
EMT/Cert booth on site

Each chairperson to have their own personal assistant to help with the running around

Expand Website with photos and video

Re-word survey questions. Accept only complete survey questions.

Earlier marketing, planning, etc.



Photos Courtesy of Bonnie Colgan

The Restaurant at  
Convict Lake

~ Menu ~

Wahoo Scallop Halibut Ceviche - \$4  
*with pickled onions and freshly squeezed lemon*

SMOKED ALPERS' TROUT - \$4  
BOATWIFE PASTA

*the signature tomato basil pepper sauce and smoked  
alpacas in a light almond - olive oil dressing*

BAILEYS - TOASTED - \$3  
MACADAMIA NUT WHITE  
CHOCOLATE CHIP ICE CREAM

LEMON LAVENDER SORBET - \$2

# Areas of Success

Record attendance for a first year event(?)

Spectrum of Community Support

Most vendors ran out of food. (Angels 500 lbs of ribs)

The event had a real good flow attributed to great signage and directionals.

Speaker around village were very well liked, people could still listen to band while tasting food.

Kid events and food were well received

Music was trans-generational

Greenroom was well liked, by bands and VIP's alike

Dog friendly was appreciated, per photos

Survey's were very helpful and added animation

KMMT and Spencer added a lot of fun to the event

Raffle was a good method of gathering surveys



Photos Courtesy of Bonnie Colgan



## Unsolicited Feedback

*"Dear Mammoth Times (please print with our permission) - We were at the Mammoth Rocks event this past weekend and HAVE to write to ask you to print a review about this. With all the "bad press" in the past about the Village, we absolutely HOPE and PRAY that you will have a photo of this latest event on the cover of your paper....Mammoth Really does Rock..." - Allison and Kyle Black*

*" This was a very successful event for Mammoth and the Village. We could not be more thrilled with the entertainment and excitement we experienced. We heard that almost 10,000 people came through the Village for the Taste of the Sierras and the music. .... We look forward to more of these events ... " - Neil Cooper—Mammoth second homeowners and residents of Escondido, CA cc to Mammoth Times.com*

*"Thank you for the event this weekend. We stumbled upon it and were pleasantly surprised at the excellent turnout. There was a buzz in the Mammoth air that we had not experienced here.... Felt like Whistler! Keep it up, this one worked" - Warren Wilson*

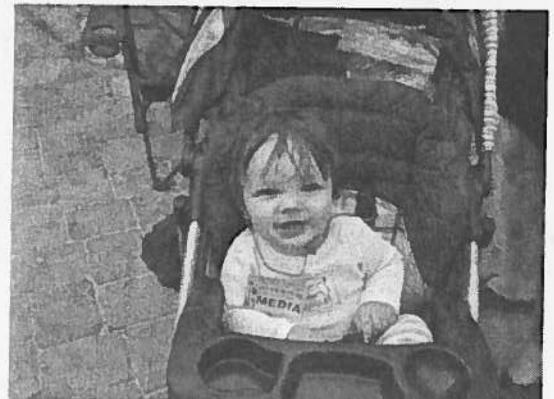
*"Hello, I wanted personally than you for all your efforts in the Mammoth Rocks event! It was a grand success and so much fun. I was not able to stay into the later hours of the evening, but I heard all about it! I have heard so many positive comments from out guests and owners. Thank you-thank you- thank you. I love the idea of Music and Food Festivals! .... Thank you from the bottom of our hearts from all your friends hear at the Village" - Dawn Pilsl Owner Relations Manager The Village Lodge*

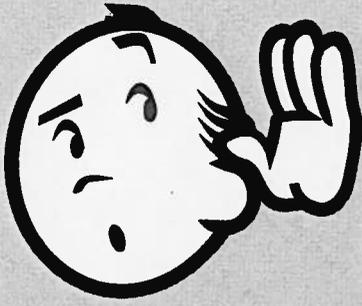
*"Wow, Thank you for Mammoth Rocks. We are curious how many people do you think attended? We have never seen the Village so crowded, and in a good way too! The vendor section was amazing. Saw so many familiar faces and met new friends too. We hope you go the result that you were seeking from your surveys. The KMMT tent was fun, it made it feel like one of the real event we have been to at the Forum or Arco Arena, with contests and giveaways. So not "like" Mammoth usually is. The "beer" tent was really hopping (no pun intended). Great volunteers there. The bands were AWESOME!!! Specially Neil Diamond. Oh my goodness, what an event." - Trish and Family (L.A. area).*

*"This Mammoth Rocks event was better than anything we imagined or expected. Wow, what a great surprise for Mammoth and the Village to have this type of turnout. The food was really good and quite a variety, the beer flowed quite freely and the music (sound and quality entertainment) was amazing. Even the MC was top notch, kind of reminded us of Ryan Seacrest. Way to go. Thanks. What is next???" - Alison Archer*

*"... Oh, on the Tribute thanks, Wow! What an event the Village had this weekend. We have never seen it so crowded and well managed. Kuddos to you for all that. Thanks for having an events plaza and such...we are in the area RVing" - Kaylie Siims*

Photos Courtesy of Bonnie Colgan





## Unsolicited Feedback

*"Hey, the village event last weekend was a blast. Not sure how it all came together, but it sure was a whirlwind and pretty mind-blowing for Mammoth. I hope the Village is turning around and will see more events like this the rest of the year. What is next???????? .... Don't compete with other important town events if you can help it.... Anywho, thanks again for the Super Diamond -!!!!" - Jonathan Palmer Burton*

*"The Tribute bands for Mammoth Rocks 'Rocked'. What a wonderful time had by all...." - Trish James*

*I understand the event was another success over the weekend. I wanted to thank you for all the effort you put into specifically this last event and also the rib cook off. The crowds that showed up to both were great and certainly I have never seen the Village so abuzz...." - David Copley (Auld Dubliner)*

*"Clint and I just wanted to let everyone know that we thought Mammoth Rocks really rocked!" - Mickey Brown*

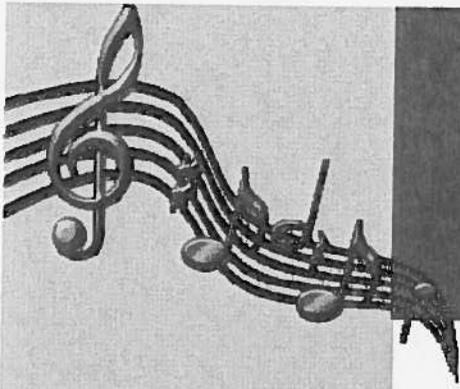
*"Wow, cleaning up email and noticed this, and just on the days after the Diamond Band concert. That was pretty amazing. What a turnout! The Village actually had a lot of fun. The food vendors were great, and all friendly and didn't run out of food (really liked the PIE and the Stove site). Glad to see ping pong tables, kids events and tables. The tables should be out all the time, like a "plaza" area to be able to enjoy lunch in the sun. Hope this remains. Anyways, just wanted to say thanks and that we enjoyed the event tremendously. The Rolling Stones band was superb as well.—Joel Couselle*

*"Hey, just wanted to follow up after the event this weekend. It was BEYOND entertaining! Starting Friday night, and all the way to the last drop of beer and Diamond note on Saturday (and what about the storm holding off until it was over???) Thank you for sponsoring this and putting it on. We hope there are many more to come. We look forward to the winter months and hope there is a Winter ROCKS too! - Erin Lozano*

*"Great Job on the event this weekend. You pulled it off! This is what happens when Town is not involved! Go Private Enterprise! Good luck with the leasing at the Village. If anyone can bring it back it is you." - Joe*



Photos Courtesy of Bonnie Colgan



# Event Survey Results

331 surveys were collected. 248 indicated their zip code and deemed complete. (Visitor) statistics were only tallied from those reporting zip codes outside of 93546.

132 of the 248 surveys had zip codes outside of Mammoth, or 53% of those surveyed

The primary reason for visiting Mammoth;

Hiking, biking, fishing 43%

Other (Football, golf, family vacation) 30%

Mammoth Rocks 20% (26 out of the 132)

Average # of people in group 4.4

Average # of nights stayed 4

42% stayed in condominiums

12% in hotel

11% campgrounds

9% Bishop residents

8% stayed at friend's house

5% second home owners

3% motel



Photos Courtesy of Bonnie Colgan



Projected occupancy rates for this weekend were 48%(1), while actual occupancy rates reached 68%.(2)

Survey results suggested that the majority of attendees were from outside of the Mammoth Lakes area.

1.) Projected Resort Occupancy Report TOML 2009

2.) MTRIP

# Event Survey Results



Most surveyed indicated they heard of the event though more than one advertising medium

26% radio

19% word of mouth

13% print ad

4% email/news letter/web site

2% walk by/event signage



9,000 people were counted by security as they entered the event. Security staff was instructed to make best efforts not to recount people if they exited and returned. Assuming 25% of these people were counted twice this would result in a reduced number of 6,750 coming into the event. By utilizing a conservative number of 6,750 attendees.

If 20% of those surveyed indicated they came to Mammoth primarily because of the event and represent a cross section of all attendees, then 1,350(20% of 6,750) of these people visited primarily for the Mammoth Rocks Taste of the Sierra event.

1,350 people @ \$250 (\*) day x 4 = \$1,350,000 spent in town

@ 33% spent towards lodging \$445,000 x 13% TOT = \$57,915

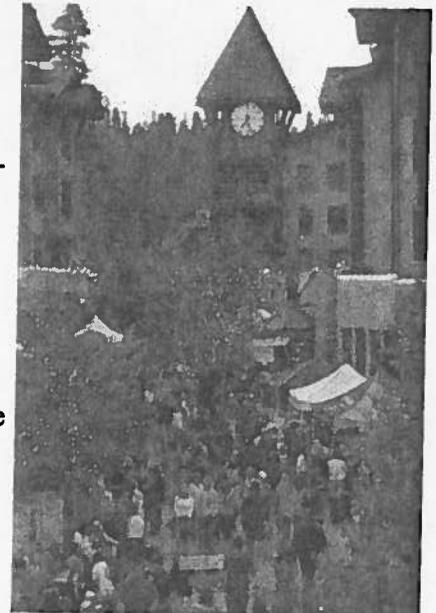
1,350 people @ \$200 day x 4 = \$1,080,000 spent in town

@ 33% spent towards lodging \$356,400 x 13% TOT = \$46,332

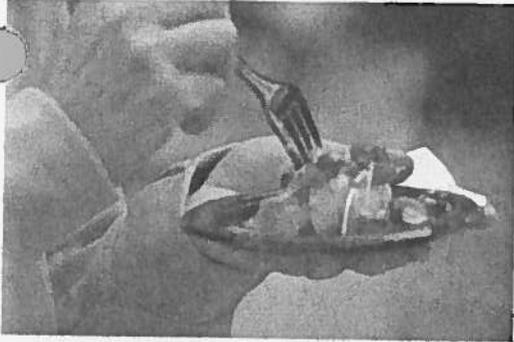
(\*) per TOML Leisure Trends Group Summer Visitor survey 2007

An \$8,000.00 investment from the town netted a return of \$47,000-\$58,000.

These numbers reflect a very conservative collection in TOT revenue for the town. They do not include other sales tax revenue collected for food/dining, shopping/retail, activities and entertainment.

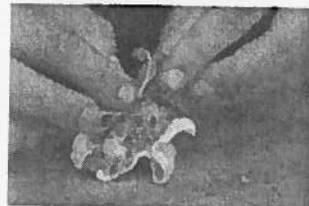
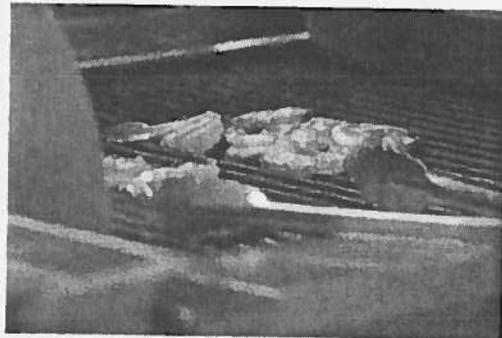
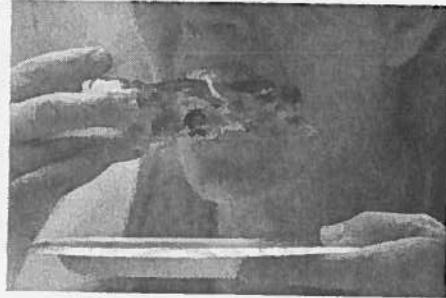
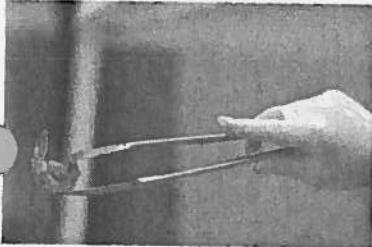
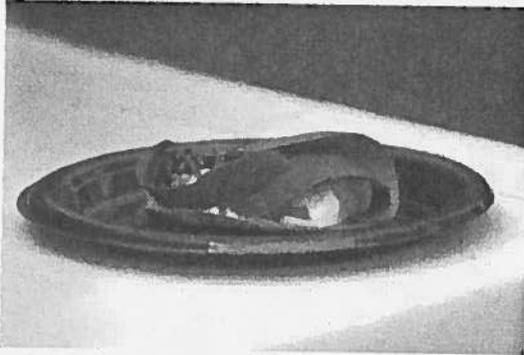


Photos Courtesy of Bonnie Colgan



# The Food

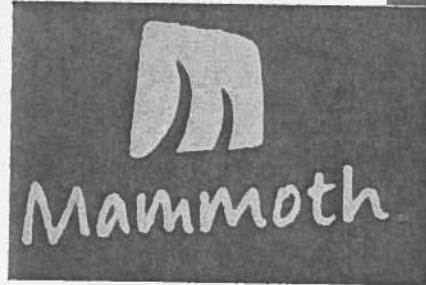
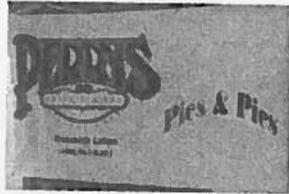
All photos courtesy of Bonnie Colgan





# A Few of our Sponsors

All photos courtesy of Bonnie Colgan





# Just for Fun

All photos courtesy of Bonnie Colgan





# Mammoth Rocks 2010

## Mammoth Rocks 2010

Mammoth Rocks 2010 is scheduled for August 27th, 28th and possibly the 29th and will be held in the Village at Mammoth. The event will be produced by the same team that brought you the 2009 event; the Chamber of Commerce, the Village at Mammoth and Matthew Lehman at Trademark Properties. (Note, the 2009 major events sponsors including the TOML, County, MMSA and others were critical in the success of 2009).

The primary goal for 2010 is to recapture the magic from 2009. With a proven template and ability to deliver a successful event we do not plan to change the core of the event, or reinvent the wheel. Extensive solicited and (more) unsolicited comments and feedback, along with numerous "lessons learned" meetings have resulted in a number of areas of improvement that we plan to implement in 2010.

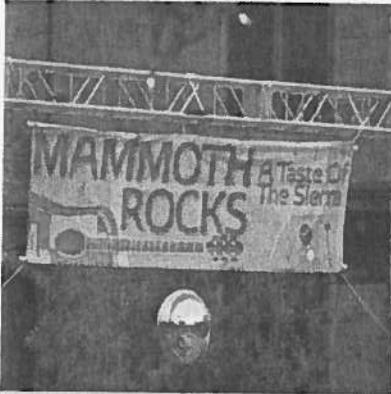
The primary by product of promoting and producing another successful event is an increase in the visitor occupancy to Mammoth.

With the overwhelming success of the inaugural event in terms of attendees, consideration is being given to expanding the event area onto a closed Canyon Boulevard (between the 8050 driveway and Hillside Drive). If the Canyon closure option is exercised, a stage will be erected just south of the Westin stairs (facing north). Vendor (restaurant and beverage) booths will be permitted to line Canyon on both sides, with seating permitted in the street. Another venue option is to follow a similar event layout as 2009 within the Village allowing for modifications to accommodate for the new tenant occupancies. Final determination of the venue will be determined by budget, permitting, etc.

This year's entertainment will consist of 7 Tribute/Cover bands on Friday night and all day Saturday, as outlined below. A continued focus of Mammoth "Rocks" will be given to the classic rock musical genre of the 70's, 80's and 90's as this music is currently absent in other locally produced events. Sunday is still under construction and is proposed to be filled with local music and possibly a battle of the "local" bands competition complimented by a restaurant/bar competition for the best Bloody Marys.



Photos Courtesy of Bonnie Colgan



# Mammoth Rocks 2010

- Free Music
- Affordable Food Tasting
- Entertainment for Kids
- Dog Friendly Environment
- Animation and Excitement
- Morale Booster
- Income Generator
- Music for all Ages

## Band Schedule

### Friday late afternoon/evening August 21st:

**“Fan Halen”** a tribute to Van Halen <http://www.fanhalen.com/>

**“Zoo Station”**- A Tribute to U2 <http://www.zoostation-online.com/media.php>

### Saturday between 11:00am to 10:00 pm

**“Boys of Summer”**-  
Tribute to Eagles & Don Henley <http://boysofsummertribute.com/video-01.html#>

**“Stung”** – Tribute to the Police <http://www.stunglive.com/>

**“Wayward Sons”**-Various 70' & 80's <http://www.waywardsonsmusic.com/>

**“The Rising”**  
Tribute to Bruce Springsteen <http://www.therising.tv/dvdpreview.html>

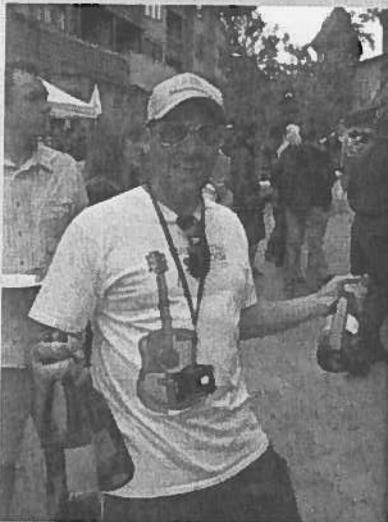
**“Hollywood Stones”**  
Rolling Stones (NBC) Video  
Website <http://www.youtube.com/watch?v=Dg-InRccoVI>  
<http://www.stickyfingerslive.com/>

### Sunday- All Day

To Be Determined (Local Bands)

Multi day events have been identified by the Town as a way of driving business, increasing visitation and complementing the overall guest (and local) experience.

Mammoth Rocks / Taste of the Sierra was brought forward and set out to fulfill the components mentioned above. As the 2009 event summary demonstrated, this was accomplished. A measurable goal of the 2010 event will be to increase the visitor occupancy rate from the previous year by 10%.



Photos Courtesy of Bonnie Colgan





# Request for Sponsorship

The success of 2009 was based on many factors, primarily of which were the donations from the Town of Mammoth Lakes and other partners. A close second was the fact that the weather cooperated.

Mammoth Rocks 2010 has committed to hosting another free event. Mammoth Rocks is a non profit event. Any proceeds, as occurred from 2009, will be held and applied towards (growing) the 2011 event. As a result, the future of the event relies heavily on sponsorships from the community. The Chamber has committed \$25,000 towards Mammoth Rocks 2010, with another contribution expected from the Neighborhood Company at the Village. We have a fundraising team in place and are actively soliciting donations from various sources, including but not limited to Mono County, local businesses and citizens as well as larger corporations.

Given the success of the 2009 event and the demonstrated return of sponsorship moneys in the form of increased TOT dollars for the Town of Mammoth Lakes, the MRTOTS (Mammoth Rocks Taste of the Sierra) Committee is respectfully requesting \$15,000 to supplement its funding necessary to maintain and expand the event for 2010. The Town would be recognized as a Partner in the event and will be included in all advertising and marketing as well as enjoy the many extras (yet to be determined) that this level of participation enjoys.

If granted, the funds will be applied primarily to the advertising and marketing component of the budget with any remaining applied towards the entertainment and infrastructure for the event.

The Mammoth Rocks committee also plans to passionately pursue funds from the County. Other private sponsorship opportunities have also been identified.

With continued support of this second year event the Town of Mammoth Lakes is helping to achieve the community's vision and strengthen its tourism based economy.

Very Sincerely,

The Committee of Mammoth Rocks 2010



# Mammoth Rocks

## Event Budget for Mammoth Rocks: EXPENSES

Advertising and Marketing	Actual	Estimated
Creative and Web.		\$5,166.00
Print Ads and Radio		\$7,680.00
Poster/Cards/Printing		\$2,468.00
Misc.		\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$15,314.00</b>

Entertainment	Actual	Estimated
Fan Halen		\$2,500.00
Zoo Station		\$3,000.00
Stung		\$2,500.00
Boys of Summer		\$2,500.00
Bruce Springsteen Tribute		\$3,000.00
Wayward Sons		\$2,500.00
Hollywood Stones		\$2,500.00
Audio Visual		\$2,400.00
DJ, MC, Other		\$900.00
<b>Total</b>	<b>\$0.00</b>	<b>\$21,800.00</b>

Staffing	Actual	Estimated
Security		\$2,672.00
MLPD		\$2,400.00
Green Room		\$275.00
Lodging		\$2,000.00
Kids Coordinator		\$150.00
Day of Event Coordinator		\$700.00
<b>Total</b>	<b>\$0.00</b>	<b>\$8,197.00</b>

Equipment	Actual	Estimated
Rentals		\$2,500.00
Top Hat Rentals		\$510.00
Linens		\$150.00
Stage		\$5,000.00
<b>Total</b>	<b>\$0.00</b>	<b>\$8,160.00</b>

Misc	Actual	Estimated
Kids Games		\$75.00
T-Shirts		\$1,455.00
Posters (?)		\$1,000.00
<b>Total</b>	<b>\$0.00</b>	<b>\$2,530.00</b>

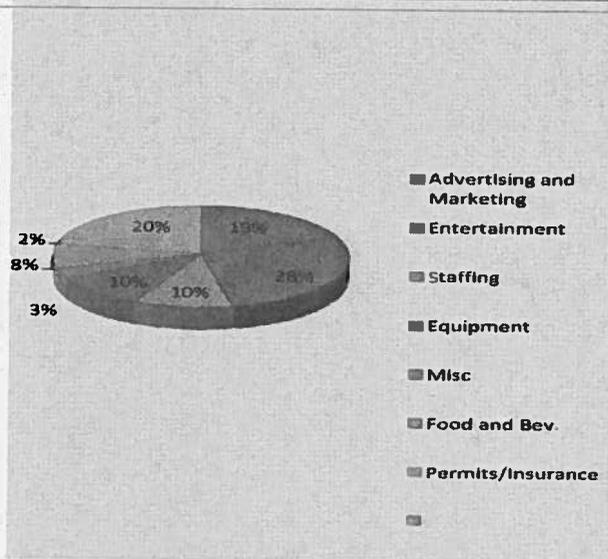
Food and Bev.	Actual	Estimated
Green Room		\$237.00
Food and Bev		\$800.00
Beer		\$2,160.00
Alcohol/supplies		\$1,775.00
Siddoor/wine		\$1,000.00
<b>Total</b>	<b>\$0.00</b>	<b>\$5,972.00</b>

Permits/Insurance	Actual	Estimated
Mono County Health		\$100.00
Additional cert of ins.		\$150.00
ABC		\$50.00
TOML Event Permit		\$500.00
Event Insurance (?)		\$1,000.00
<b>Total</b>	<b>\$0.00</b>	<b>\$1,800.00</b>

Village	Actual	Estimated
Site Venue		\$3,000.00
Staff x 3 @ 8hours x 2		\$1,200.00
Waste/disposal/recycle		\$500.00
TOML Blanket permit/Ins.		\$1,000.00
Restroom Facilities		\$2,500.00
Equipment		\$2,000.00
Stage and lighting		\$5,000.00
Power needs		\$600.00
<b>Total</b>		<b>\$15,800.00</b>

Total Expenses	Actual	Estimated
	<b>\$0.00</b>	<b>\$79,573.00</b>

### Estimated Cost Breakdown



### Estimated vs. Actual

