

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.

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

Examples:

The Faire celebrates the natural environment through recreation and conservation, assisting the town of Mammoth Lakes in implementing the General Plan goals and priorities as follows:

COMMUNITY VISION

- 1. Sustainability and continuity of our unique relationship with the natural environment. As stewards, we support visitation and tourism as appropriate means to educate and share our abundant resources.**
- 2. Being a premier, year-round resort community based on diverse outdoor recreation, multiday events and an ambiance that attracts visitors.**

COMMUNITY GOALS

ECONOMY

MARKETING, PROMOTION AND SPECIAL EVENTS

E.1.H. Policy: Develop and implement an aggressive inbound and outbound marketing and sales promotion campaign.

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

SUSTAINABLE TOURISM

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.

ARTS, CULTURE, HERITAGE AND NATURAL HISTORY

UNIQUE NATURAL HISTORY

A.1. GOAL: Be stewards of Mammoth's unique natural environment.

A.1.A. Policy: As stewards of our natural environment recognize that our natural history is the framework for all other human activities whether economic or aesthetic and so must be conserved and protected for future generations.

A.1.A.1. Action: Encourage community and visitor awareness of our natural environment by supporting educational and recreational programs focused on the natural environment of the flora, fauna and geology of the area.

ACCOMMODATIONS AND COMMUNITY AMENITIES

L.4. GOAL: Be the symbolic and physical heart of the Eastern Sierra: the regional economic, administrative, commercial, recreational, educational and cultural center.
PARKS, OPEN SPACE, AND RECREATION
RECREATIONAL OPPORTUNITIES

P.4. GOAL: Provide and encourage a wide variety of outdoor and indoor recreation readily accessible to residents and visitors of all ages.

P.4.A. Policy: Expand recreational opportunities by proactively developing partnerships with public agencies and private entities.

P.4.B. Policy: Provide an affordable and wide range of year-round recreational opportunities to foster a healthy community for residents and visitors.

RESOURCE MANAGEMENT AND CONSERVATION

HABITAT RESOURCES

R.1. GOAL: Be stewards of habitat, wildlife, fisheries, forests and vegetation resources of significant biological, ecological, aesthetic and recreational value.

R.1.E. Policy: Support fishery management activities.

R.1.F. Policy: Support education, interpretive programs and facilities offered by the Department of Fish and Game, Mono County Fisheries Commission, and other appropriate entities.

The Faire implements the town of Mammoth Lakes Final Parks and Recreation Master Plan adopted February 1, 2012 goals and tasks as follows:

Tasks

- **Expand partnerships with public agencies, private organizations, and businesses to share resources in providing facilities and programs**
- **Planning and programming of parks and recreation facilities in Mammoth Lakes should be integrated with and complementary to these additional open space resources.**

These goals underlie a system of parks and recreation facilities, which will support the vision for Mammoth Lakes as a premier destination resort that also is a great place to live and work. By providing adequate and diverse parks and recreation facilities that capitalize on the Town's unique conditions and context, the facilities (and associated programming) allow a variety of year-round experiences for residents and visitors, and enhance the Town's identity as a destination for recreation and events. Through these goals and policies, parks and recreation in Mammoth Lakes will:

- **Promote a healthy community through opportunities for physical activity**
- **Help provide visitors with a high-quality recreational experience that contributes to the Town's economy**
- **Take advantage of the Town's unique setting and proximity to public lands and natural open space**

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

Yes X No

If yes, please specify: \$ _____

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
- X 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
- Over 250 attendees at one time
- Sales events, sidewalk sales, parking lot sales
- X Tents and/or semi-permanent structures utilized
- Serving of food or alcohol
- X 12-24 hour event duration with single or multiple event sites
- Adjacent to residential property
- Use of amplified music and/or entertainment
- X Waste / recycling collection
- Wildlife management

4. How many years has this event been conducted?

1-3 years

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

- Identification of event organizer (applicant) and organizing (delivery) committee or team
 - i. **Southwest Council and it's 23 member clubs**
- List organizer's event/business experience, qualifications and recently hosted events
 - i. **Southwest Council conducts educational fly fishing events in multiple locations on multiple dates throughout southern California.**
- One page Executive Summary
 - i. **(see attached)**
- Operational plan (event schedule/days/times/location(s), site plan, survey plan, and trash management plan, etc.)
 - i. **Friday through Sunday 9:00 – 5:00 at Cerro Cosa College which provides trash management**
- Staffing plan / Volunteer plan
 - i. **Staff from the College is paid for by the Southwest Council and volunteers are provided by the same organization**
- Marketing/advertising/social media plan
 - i. **The intention to market the events through the same venues that we utilized in 2013**
- Emergency operations plan (not just call 911)
 - i. **All volunteers will be provided with the phone number of the Mammoth Lakes Hospital Emergency Room.**

- Proposed event budget and previous year's actual event budget
 - i. (see attached)
- Identify all funding sources (Grants, Fundraising, Sponsorships, In-kind, Ticket Sales, donations, etc.)
 - i. Funding comes from fees from classes and attendance, raffles and auctions and sponsorships from fly fishing manufacturers and local merchants.

PART 2 – ORGANIZATION INFORMATION

1. What is the organization's Mission Statement?

To Promote Fly Fishing in Southern California and Southern Nevada through: Education, Conservation and Fellowship.

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

- a) Increase membership in the International Federation of Fly Fishers. We track members from year to year to determine success
- b) Increase attendance at the Faire and increase profitability
- c) _____

Define success for your event: Please see above

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

The Southwest Council and its member clubs are the principle members and there are no stakeholders

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

- a. Income – \$36,746
- b. Expenses – \$35,810
- c. In-Kind Donations (volunteers, equipment, etc.) N/A

5. Financial Documentation

- a. Provide the organizations most recent IRS 990 or a copy of IRS 501 (c) 3 letter (see attached) EIN 23-7037444

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 2a

For any clarification regarding the questions or degree of detail that needs to be provided, please contact Town Staff.

1. Competitive Supply Analysis

- A. Provide a review of both direct and indirect competition and the strengths and weaknesses of the competition (SWOT) – identification of where the proposed project fits within the marketplace. N/A

2. Identification of Market Opportunity

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

To continue to bring new and continued fly anglers to the area

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

Experience fly anglers and outdoor enthusiasts to turn them into fly anglers

4. Projected Multi-Year Demand Analysis

- A. Provide the projected demand with assumptions. N/A

5. Projected Multi-Year Revenue Projections

- A. Projected revenue with pricing assumptions.

We can leave prices the same for the foreseeable future. Increase revenue will come from increased attendance

6. Cost Analysis – Provide the estimated one time or annual costs for each phase of your project/program (where applicable): N/A

1. Operational costs:
2. Programming costs:
3. Other:

Feasibility Analysis

1. Project and Financial Assumptions

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

2. Multi-Scenario Pro Formas

A. Provide one or two pro forma scenarios to understand the project's/program's financial feasibility. Within this element it is recommended that a 5-year operating budget be developed. **N/A**

3. Risk Analysis

A. Identify project/program risks. **N/A**

4. Project Schedule

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

- **January – set dates and reserve facility.**
- **February – complete advertising flyers in preparation for upcoming outdoor shows in California. Start getting guide commitments for on-stream, speaker commitments for seminars (often the same guides) and vendor commitments for available spaces in the facility.**
- **March-June – Work on program and on-line registration programming. Continue to advertise and send flyers to fishing clubs and stores.**
- **July – Registration goes live. Finalize paper program.**
- **August – accept delivery of all printed materials, organize volunteer schedules**
- **September – The Faire!**

5. Quality of Life Analysis

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

The only possible negative effect would be to have the Faire grow so large as to effect traffic patterns in town. We do not anticipate negative effects on any fishing areas as we coordinate where classes are being held to avoid sending too many people to any particular area.

The main positive that we can identify is that the Faire creates new opportunities for visitors to come to the area in between summer activities and winter activities. We know that room occupancy and restaurant usage drops from Labor Day until the first snow fall. This event will bring people into town to use all of those facilities

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)

Submitted 10/18/13 by Michael Schweit. Please see attached Measure U Recipient Performance Report

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 Connie Bullock

Title Southwest Council Fly Fishing Faire Director Date 11/26/13

Executive Summary

The Southwest Council of the Federation of Fly Fishers represents all of Southern California and Southern Nevada. The Federation of Fly Fishers is a 44 year old international non-profit organization dedicated to the betterment of the sport of fly fishing through Conservation, Restoration and Education. The Federation of Fly Fishers and its Councils are the only organized advocate for fly fishers on a national and regional level.



In 2013, the Southwest Council held its second Fly Fishing Faire in Mammoth Lakes, CA at the Cerro Cosa Community College. This first Faire exceeded our expectations with almost 440 attendees. These attendees came from all over California as well as Nevada, with approximately 14% of the attendees from the Eastern Sierra region from Bishop to Bridgeport areas.

The 2014 Southwest Council Fly Fishing Faire expectation is to continue to increase at a rate of 15% per year, providing the community of Mammoth Lakes with an influx of individual and family visitors planning their vacations around the Faire. These vacationers will be staying at hotels/motels, visiting clothing stores, fly fishing shops and restaurants.

The Faire will display the following:

- Vendors displaying their goods from the local shops as well as from other areas
- Classes including beginner and advanced, such as:
 - Fly tying
 - Casting
 - Fishing trips (on-stream and float tubing)
 - Women's classes
 - Conservation
 - Assorted outings to the local areas
 - Artwork and Ceramics

The intent of the Southwest Council Fly Fishing Faire is for this to be an annual event providing the Mammoth area with visitors and fun activities for all who attend, local or from out of town.

Event Budget for the 2014 Southwest Council Fly Fishing Faire

Expenses

Total Expenses	Estimated	Actual
	\$33,864.00	\$35,809.69

Site	Estimated	Actual
Room and hall fees	\$8,165.00	\$5,165.00
Hospitality	\$6,458.00	\$5,571.31
Class Expenses	\$1,000.00	\$1,042.00
Site staff	\$0.00	\$0.00
Badges & Lanyards	\$348.00	\$278.30
Welcome dinner	\$900.00	\$800.00
Event Key Note dinner	\$75.00	\$68.54
Signage & Banners	\$500.00	\$752.81
Tables and chairs	\$0.00	\$0.00
Totals	\$17,446.00	\$13,677.96

Refreshments	Estimated	Actual
Food	\$500.00	\$480.95
Drinks	\$300.00	\$313.20
Linens	\$0.00	
Staff and gratuities	\$500.00	\$1,083.00
Totals	\$1,300.00	\$1,877.15

Decorations	Estimated	Actual
Pipe & Drap	\$0.00	\$0.00
Candles	\$0.00	\$0.00
Lighting	\$0.00	\$0.00
Balloons	\$0.00	\$0.00
Paper supplies	\$0.00	\$0.00
Totals	\$0.00	\$0.00

Program	Estimated	Actual
Performers	\$0.00	\$0.00
Speakers	\$250.00	\$1,500.00
Travel	\$450.00	\$450.60
Hotel	\$0.00	\$0.00
Other	\$0.00	\$0.00
Totals	\$700.00	\$1,950.60

Publicity	Estimated	Actual
Graphics work	\$0.00	\$0.00
Photocopying/Printing	\$3,100.00	\$2,920.68
Advertising	\$7,500.00	\$9,273.47
Postage	\$100.00	\$61.52
Totals	\$10,700.00	\$12,255.67

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

Miscellaneous	Estimated	Actual
Telephone	\$50.00	\$25.00
Lodging	\$100.00	\$86.60
Meals	\$600.00	\$962.59
Theater Cost	\$450.00	\$850.00
Auction Items	\$350.00	\$500.00
Transportation	\$425.00	\$519.91
Merchandise	\$1,443.00	\$2,435.80
Stationery supplies	\$300.00	\$668.41
Fax services	\$0.00	\$0.00

Totals	\$3,718.00	\$6,048.31
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Event Budget for the 2014 Southwest Council Fly Fishing Faire

Income

	Estimated	Actual
Total income	\$39,755.00	\$36,745.00

	Estimated		Actual
Admissions			
Registrants @	450	440	\$6,600.00
Residence @	50	61	\$610.00
Theater @	200	35	\$525.00
Dinner @	120	116	\$5,220.00
	\$15,650.00		\$12,955.00

Registrants @	\$15.00
Residence @	\$10.00
Theater @	\$15.00
Dinner @	\$45.00

	Estimated		Actual
Sponsors / Donations			
Sponsors @	5	16	\$4,000.00
Measure U Sponsor @	1	1	\$7,500.00
Raffles @	300	350	\$1,050.00
Auction Items @	1	0	\$0.00
	\$12,650.00		\$12,550.00

Sponsors @	\$250.00
Measure U Sponsor @	\$7,500.00
Raffles @	\$3.00
Auction Items @	\$3,000.00

	Estimated		Actual
Exhibitors / vendors			
Large booths @	8	8	\$3,600.00
Med. booths @	8	8	\$2,800.00
	\$6,400.00		\$6,400.00

Large booths @	\$450.00
Med. booths @	\$350.00

	Estimated		Actual
Sale of items			
Shirts @	15	11	\$605.00
T-Shirts @	15	25	\$450.00
Hats @	15	13	\$195.00
Decals @	20	5	\$15.00
Workshops @	75	75	\$3,375.00
Artist Sales @	3	2	\$200.00
	\$5,055.00		\$4,840.00

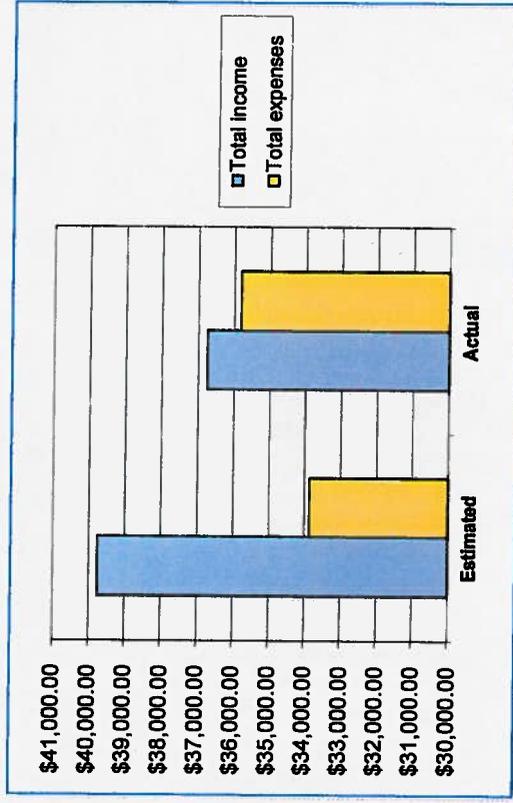
Shirts @	\$55.00
T-Shirts @	\$18.00
Hats @	\$15.00
Decals @	\$3.00
Workshops @	\$45.00
Artist Sales @	\$100.00

Event Budget for the 2014 Southwest Council Fly Fishing Faire

Profit - Loss Summary

	Estimated	Actual
Total income	\$39,755.00	\$36,745.00
Total expenses	\$33,864.00	\$35,809.69

Total profit (or loss) \$5,891.00 \$935.31



Internal Revenue Service

Department of the Treasury

District
Director

Person to Contact: SO:TPA

FED00011

Telephone Number: 1-800-829-1040
312-435-1040FEDERATION OF FLY FISHERS
PO BOX 1595
502 SOUTH 19TH SUITE 1
BOZEMAN, MT 59771

Refer Reply to: 94-0381

Date: January 12, 1994

RECEIVED JAN 21 1994

* RE: GROUP EXEMPTION (GEN# 9453)
EIN: 23-7037444

This is in response to the letter, dated November 4, 1993, regarding your status as an organization exempt from Federal income tax.

Our records indicate that a ruling letter was issued in September 1989, granting your organization an exemption from Federal income tax under the provisions of Section 501(c)(3) of the Internal Revenue Code of 1954. Our records also indicate that your organization is not a private foundation but one that is described in Section 509(a)(2) of the Internal Revenue Code.

Contributions made to you are deductible by donors in computing their taxable income in the manner and to the extent provided in Section 170 of the Internal Revenue Code.

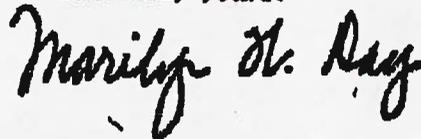
If your gross receipts each year are normally \$25,000 or more, you are required to file Form 990, Return of Organizations Exempt from Income tax by the fifteenth day of the fifth month after the end of your annual accounting period.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under Section 511 of the code. If you are subject to this tax, you must file an income tax return on F-990-P.

If any questions arise with respect to your status for Federal income tax purposes, you may use this letter as evidence of your exemption.

This is an advisory letter.

Sincerely yours.

Marilyn W. Day
District Director

* This letter covers your subordinate

MEASURE U RECIPIENT PERFORMANCE REPORT

RECIPIENT INFORMATION

Name of Organization: Southwest Council, International Federation of Fly Fishers

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

Contact Person: Michael Schweit

Organization's Address: 7933 Jellico Avenue

State / Zip: CA 91325

Office Phone Number: 818.6019702

Email Address: president@southwestcouncilfff.org

Internet Address: swc-fff.org

PROJECT SUMMARY

Name of Project: Fly Fishing Faire

Measure U Award Cycle (year/season): Fall, 2013

Measure U Funds Requested: \$ 7500.00

Measure U Funds Awarded: \$ 7500.00

Measure U Funds Expended: \$ 7500.00

(Please provide an itemized list of expenditures) *Please see last page of report for spreadsheet.*

PROJECT DETAILS

1. Were all the Measure U Awarded Funds expended?

If Yes, and more money was expended than awarded, please explain: This was our first year with a coordinated advertising campaign. We estimated the areas we wanted to cover but in the execution, we found other cities/media/ideas that we felt would help get the word out for the Faire. We spent ~2600.00 over the allocated Measure U funds.

If No, please explain why they were not used, and when you anticipate using the funds:

2. **In detail, describe your project and/or service delivered and completed using Measure U funds.** This is a Fly Fishing Faire where people can come to learn to fly fish and for those that have prior experience, become better fly anglers. We had vendors, exhibitors, non-profits and conservation groups on hand.

3. Please identify what products and/or services were purchased with Measure U funds. Advertising in print and electronic media. Posters, flyers.

4. Based upon your project type, describe the ownership and maintenance responsibilities of your project and/or service. None

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

If YES, please identify how many hours and the value of those hours: The assumptions we used on our original Measure U application were very close to actual. They are noted below

- Volunteers – 500 hours @21.00/hour – 10500.00

Fishing Guides – 12 guides @ 200.00/half-day – 2400.00

Speakers = 8 presenters @ 250.00 – 2000.00

Pre-planning – 400 hours@21.00/hour - 8400.00

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

If YES, please list: Only the funds that the SWCFFF provided to itself.

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? We had 439 people attend the Faire. Approximately 20% came from Eastern Sierra towns. That means 80% (351) of our attendees came from further away and necessitated lodging, meals and entertainment. The majority of this would have been spent in TOML. We also used Snowcreek as the preferred vendor and they reported 6 properties rented for 3 days or longer.

8. Please provide any additional information regarding your project and/or service that you would like the Measure U Application Committee to review. Rather than review, we would urge that the Committee make available to us and other events a list of who's who to talk to in the town about better usage of local facilities and services. This is our second year and we keep finding new people and new information that could help us early on. There is probably more out there but we are not aware of it. One example is how to get a list of local businesses and another is how to economically place event posters throughout the region.

9. Please provide your comments and/or suggestions on how the Measure U Application Committee can improve the Measure U funding process. The process is fine as is and perfectly understandable. Perhaps earlier notification of Committee presentation dates would be helpful for those of us that live out of town.

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

If YES, please explain: Yes. We are planning on making the Faire an annual event for as many years as feasible. Your funds helped us have much greater outreach than was possible the first year.

If No, please explain why not:

Details of Measure U spending, 2013

PUBLICATION	AD SIZE	PUBLICATION DATES	COST	SUB TOTAL
Inyo Register		8/31, 9/3, 9/10	\$113, \$87,	\$290
Mammoth Times		9/5, 9/12	\$222	\$444
Mammoth Sheet	3/4th	30-Aug	\$318	\$318
San Diego Union	2x4	8/30, 9/6	\$446	\$892
Los Angeles Times				
San Fran Chronicle		8/25-9/7	\$1,000	\$1,000
Orange Cty Register	1/8th	8/29, 9/5, 9/9	\$499	\$499
LA Daily News		8/22, 8/29, 9/6, 9/12	\$600.00	\$600
www.395.com				
Western Outdoors	2x6	8/30, 9/6	\$979	\$979
Horizon Magazine		July	\$550	\$550
KMMT-KRHV	Radio		\$500	\$500
KIBS-KBOV	Radio	See note	\$420	\$420
Posters, Flyers			\$728	\$728
Movie screen shots	Theater	08/12-09/20	\$140	\$140
	1/2			
Cal Fly Fisher	page	July-September	\$650	\$650
KSRW			\$359	\$359
Reno Gazette		9/6/13, 9/8/13, 9/11/13.	\$750	\$750
Sacramento Bee		09/04, 09/13	\$1,000	\$1,000
				\$10,119