

2013 MEASURE U FALL  
EVENT APPLICATION FORM

PART 1 – APPLICANT INFORMATION

Name of Organization: MONO COUNCIL FOR THE ARTS  
Contact Name & Title: Gaye Mueller, Executive Director  
Mailing Address/City/Zip: PO Box 56, Mammoth Lakes, CA. 93546  
Telephone Number: (760)937-2942  
Email: [info@monoarts.org](mailto:info@monoarts.org)  
Website: MonoArts.org  
Type of Organization: non-profit  
Tax ID # 77-0131651  
Name of Event: 27th Annual KIDS FISHING FESTIVAL  
Event Type: Recreation & educational  
Event Date(s) and Times: July 26, 2014  
Event Location(s): Snowcreek Ponds, Snowcreek Resort, Mammoth Lakes  
Will this event be conducted if Measure U funds are not awarded? Yes X No

Funding Category:

Recreational (special event) X

Funding Request: **\$ 2,500.00**

Funding Percentage of event's operating budget: 19%

Purpose of requested funds: Local Marketing

- Please specify how Measure U funds will be utilized:

Operations: \$ 0  
Marketing: \$ 2,500  
Entertainment: \$ 0

Supplies/Materials: \$ 0  
Facility lease/equipment: \$ 0  
Other: \$ 0

**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:** This event is well regarded by families that come to the ES fishing and want their children to learn more about fishing as well as safe practices. Numerous families are returning each year and tell their friends about it.

**Ready to Go:** MCA has been involved in this event for 5 years and has fostered many partnerships who are ready to attend from out of our area, specifically Dept. of Fish & Wildlife, Berkley who has re-developed partnerships in the area, and fishing groups who care passionately about our area.

**Exists in current plans and studies:** This event has been going on for 26 years and has been included in all TOML plans and studies. RecStrats Core Strategy 5 "Support the highest quality and variety of special events".

TOML Community Vision Statement "To achieve this vision, Mammoth Lakes places a high value on: Being a premier, year-round resort community based on diverse outdoor recreation, multi-day events and an ambiance that attracts visitors."

The General Plan and Economic Stimulus: Goal: Be a premier destination community in order to achieve a sustainable year-round economy.

Sustainable Tourism: Goal: Achieve sustainable tourism by building on the area's natural beauty, recreational, cultural, and historic assets.

Education: Policy "Support expansion of educational opportunities within the community"  
Recreational Opportunities: Goal "Provide and encourage a wide variety of outdoor and indoor recreation readily accessible to residents and visitors of all ages"

Resource Management and Conservation Habitat Resources: Goal: Be stewards of habitat, wildlife, fisheries, forest and vegetation resources of significant...recreational value"

Policy "Support education...offered by the DFW, Mono Co. Fisheries Commission and other appropriate entities. Policy: Preserve and enhance the exceptional natural, scenic and recreational value of Mammoth Creek"

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

Yes      If yes, please specify: \$ 5,500 from Dept. of Parks & Rec. for Fish Stocking

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

- Traffic Control Required (cones, signage)
- On street parking
- Over 250 attendees at one time
- Tents utilized
- Serving of food
- Adjacent to residential property
- Waste/recycling collection

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

7+ years - 27th Annual

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

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

## **PART 2 – ORGANIZATION INFORMATION**

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

To promote appreciation of the arts and encourage local creative talent through education within Mammoth Lakes and the surrounding communities of the Eastern Sierra

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

- a) Promote fishing in Mammoth Lakes
- b) Promote educational awareness about fishing
- c) Promote long time visitation to the area for fishing and recreation

Define success for your event: This event has been going on for 26 years. MCA took over the event 4 years ago and has seen more than a two-fold increase in the amount of children participating. We anticipate a 20% increase in attendance this year. Each year, MCA has worked with the Dept. of Fish and Wildlife to expand upon the educational programs brought to the event. DFW has received dispensation from their head offices to work outside their areas in order to bring these programs to Mammoth Lakes. So the State feels this event is important to reach our children and teach them to fish. Working with DFW programs teaches our children best fishing practices which will translate to responsible fishing in their future.

Our children are our future visitors to Mammoth Lakes. What they experience from the Kids Fishing Festival has proven to generate more visitation through the years. We have parents and grandparents tell us that they came years ago to this event, and still have their t-shirts that they painted!

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

MONO COUNCIL FOR THE ARTS will be working with other non-profits and fishing organizations to find a new organization or coalition of organizations to assume management of the Kids Fishing Festival. This event is outside of our mission statement but we have been happy to produce this event rather than see it go away. MCA will remain at this time (12/2/2013) the fiscal receiver for funding and dispersing of funds until a new organization takes responsibility or an new non-profit is formed. MCA's Executive Director will remain the project coordinator and will work with other organizations to create a new direction for the event. We have been working towards this goal for a year now but nothing is concrete at this point.

Mono Council for the Arts (Working with Lions Club & Sunrise Rotary)

**Planning-Secure the site**

- Program Development
- Public Relations and marketing
- Fundraising
- Secure trophy trout for stocking of ponds

**Implementation-Set up and tear down the event**

- Recruiting volunteers
- Maintenance of site
- Organization of event programs, parking, banners

-Registration, t-shirt sales & painting booths

Administration-Secure permits

- Housing for DFW Personnel and other volunteers
- Insurance
- Layout of site

Eastern Sierra Fishing Guides Assn.-supply guides and safety, promotion of event

Dept. of Fish & Wildlife-Fishing in the City Program

- California Fishing Passport Program
- Hatchery Program
- Junior Fishing Licenses
- Living Stream Aquarium Tanker
- Local Game Wardens
- Regional Fisheries Biologist

Mammoth Lakes Fire Department-educational, promote Canoe Races & Picnic

Aguabonita Fly Fishing Group-supply guides and entomology booth

Friends of Mt. Whitney Hatchery-supply guides and help with fishing rod rentals

SW Chapter of the Fly Fishing Federation-supply guides

Pure Fishing/Berkley-educational instruction, supply guides, partial sponsorship

Inland Aquaculture Group-supply trophy trout

Town of Mammoth Lakes - \$6,000 fish stocking

Mammoth Mountain Ski Area-supply discounted lodging & donated lodging

SnowCreek Resort-provides venue at not cost, donates lodging for DFW

Mono County Fisheries Commission-uses DFW Fine Fund monies for additional fish stocking

Mammoth Lakes Tourism-helps market event, works with Eastern Sierra Fishing Coalition to help with event in undetermined manner

US Forest Service-bring Smoky the Bear and rangers

Eastern Sierra Audio-provides audio support

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

**a. Income**

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

**5. Financial Documentation**

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

**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.

### **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

#### **Certification**

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

Signature: Gaye Mueller

Title: Executive Director

Date 12/2/2013

KIDS FISHING FESTIVAL

ACTUAL BUDGET 2013 PROPOSED 2014

INCOME			
Sales on TShirts		2,246	2,340
MCFC Funding (\$1000 fish, \$1500T's)		2,500	1,000 (trophy trout)
TOML Measure U		7,000	2,500 (local marketing)
Donation Jar		103	
TOML Fish Stocking		5,500	5,500
Mono Co. Tourism Grant			2,000 (outside marketing)
		<u>\$17,349</u>	<u>\$13,340</u>

EXPENSES			
Advertising			
Sierra Fisherman		300	300
Fish Sniffer		785	775
Western Outdoor News		750	750
Fish Taco Chronicles		185	175
Fishing CA. Alps		105	
Sierra Wave		200	200
The Sheet		342	342
KIMMT		270	270
KIBS		190	190
Mammoth Times		414	414
Inyo Register		207	207
Inyo Register Fishing Guide			205
Flyers/Posters (Bishop Art Supply)		445	672 (see below)
Bishop Art Supply			
Educational Books		665	
Copies		32	
Copies-flyers		108	
Ads		150	
Contract Services (Kendra, Laura, Mark D)		395	
Lodging			
SnowCreek Resort		1,336	
Motel 6		98	100
MMSA		678	680
Permits		158	160
Purchase of IAG Trout-Supplement		1,000	1,000
-TOML		5,500	5,500
TShirts		2,886	
Supplies (Paint, Hooks&Shot, etc)			
Vons		44	
Smart & Final		61	
KMart (hooks & shot)		119	120
Paint (Nazar) for tshirts		741	
Mac's Sporting Goods		123	
Misc.			280
Event Coordinator			1,000
		<u>\$18,287</u>	<u>\$13,340</u>
	LOSS	<u>-\$938</u>	

BUSINESS PLAN

**ORGANIZER:** Mono Council for the Arts

**PROJECT COORDINATOR:** Gaye Mueller, Executive Director

**Business Experience:** Has been the producer of the Kids Fishing Festival and worked with the past producer for 7 years. Is on the Mono Co. Fisheries Commission and works with many fishing organizations. Also works with Mono Co. Tourism as a volunteer attending trade and fishing shows disseminating tourist information. Has been the Director of MCA for 7 years.

**Event Experience:** Has produced the Labor Day Festival of the Arts & Music since 1990. Produces Mammoth Celebrates the Arts for the past 5 years. Produces the Winter Art Shows in Minaret Mall since 1990.

**OPERATIONAL PLAN:**

27th Annual KIDS FISHING FESTIVAL, Saturday July 26th, 2014,

8am-2pm, SnowCreek Ponds, Mammoth Lakes

**Marketing of Event:** Beginning in January, create flyer of ES Events to hand out at trade & fishing shows; ad in ES Fishing Guide

March: Advertising in fishing magazines

June: Begin ad campaign in local publications

July: Poster and flyers put up along Eastern Sierra corridor

**Staffing Plan:**

Volunteers organized for Registration booth, Tshirt painting booth, fish cleaning booth

Volunteers needed to babysit the stocked fish after they are delivered

Coordinator directs Volunteer Organizations to their booths: All DFW Booths, Aguabonita Entomology booth,

Cocos Locos food booth, Troutfitter booth

Volunteers clean up after event

**EMERGENCY PLAN:**

ML Fire Dept. has fire trucks and paramedics at event because they have a booth there to promote the Canoe Races and Picnic.

Dr. John Linder is with the Aguabonita FlyFishing Group for any emergencies.