

PART 1 – APPLICANT INFORMATION

Name of Organization: Old Mammoth Road Association
Contact Name & Title: Phil Hertzog Business partner/ Cathleen Calderon Event organizer
Mailing Address/City/Zip: P.O. Box 7655, Mammoth Lakes, CA 93546
Telephone Number: (760) 914-3122
Email Address: doorstepdeliveriesmammoth@gmail.com
Website: <http://old-mammoth.com>
Type of Organization: Entertainment/ for community fun (Not a non-profit)
Tax ID #: 77-330-1616
Name of Event: Old Mammoth Road Classic Car Walk.
Event Type: Recreation-Special Event

Event Date(s) and Times: June 2014 Moto Cross weekend Friday

Event Location(s): Old Mammoth Rd. corridor

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

X Yes *** however not at the previous year's event level.

Funding Category:

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

Funding Request: **\$11,000**

Funding Percentage of event's operating budget:
28% of events budget

Purpose of requested funds:

- Please specify how Measure U funds will be utilized:

Operations:
Marketing: \$7000 pre marketing
Entertainment: \$4000 contract deposits

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 (1)
- High Impact (2)
- Ready to go / Implementation (3)
- Leverage (4)
- Exists in current plans and studies (5)

(1) Leverage, being a member of the MLEC allows Old Mammoth Road Wine and Classic Car walk to share resources and co- market other events
 (2) Highly visible, high traffic area in conjunction with Moto Cross Weekend
 (3) Being our second year we are ready to go with lamppost flower baskets(these were in place all summer) , vendors, branding and dates
 (4) Existing current plans and studies are stated below.
 (5) The leverage is that this is a second year event that was very well received in 2013. It is established
 (6) Current plans and studies: see below.
E.1.J. Policy: Promote special events year-round with emphasis on producing multi-day events with particular attention to midweek and shoulder seasons.
E.2. GOAL: Achieve sustainable tourism by building on the area’s natural beauty, recreational, cultural, and historic assets.
E.2.A. Policy: Support a range of outdoor and indoor events, facilities, and services that enhance the community’s resort economy.
A.2.A. Policy: Encourage and support a wide variety of visual and performing arts, cultural amenities, events and festivals, and forums for local arts organizations

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

Yes If yes, please specify: 2013= \$10,000,

3. Please check all that applies for your event:

- Traffic control required (MLPD, cones, barricades, signage, etc.)
- Equipment / vehicle staging on-site or off-site
- Use of Town of Mammoth Lakes streets or right-of-ways
- On street and/or on venue parking, street village parking as normal
- 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

- X Use of amplified music and/or entertainment
- X Waste / recycling collection
- X Wildlife management

4. How many years has this event been conducted?

- X 1-3years 4- 6 years 7+ years

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

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

PART 2 – ORGANIZATION INFORMATION

1. What is the organization’s Mission Statement?

“Bringing Culture, Animation and Fun to Old Mammoth Road”

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

- A. Increased yearly event visitation and longer stays in Mammoth
- B. Increased social media comments, and visitation to our site
- C. To animate Old Mammoth Road, The first original road in Mammoth.
- D. To kick start the summertime events in the Sierra. For all our guest to have fun and enjoy the Old Mammoth Corridor.

Define success for your event:

- a. Positive feedback
- b. The success of OMR Wine Walk was our guests that attended our inaugural 2013 event, we projected 250 we had close to 500 attend.
- c. Increase the caliber of entertainment due to generous support from Measure U and the Merchants along the Old Mammoth Road Corridor.
- d. Over 2500 hits to our web page the week prior, 5500 the week during and 2000 the week after
- Increased visitation to our web site the month prior and after up over 33%. Many guest requests for next Year’s dates.
- f. The many thank you comment we receive on our web page and FB accounts.

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

Phil Hertzog Old Mammoth Road Association President
Cathleen Calderon / Doorstep Deliveries event promoter
MLEC
ML Tourism
Town of Mammoth Lakes / Measure U
Stu Brown / town consultant

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

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

5. **Financial Documentation**

- a. **Provide the organizations most recent IRS 990 or a copy of IRS 501 (c) 3 letter**
*******NOT A 501 C (3)**

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. NA**

PART 2a

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

NA

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) Turned into town office for submission of 2013 funding
- # of surveys collected 50
- Demographics (who, what, where, etc.) 28-47
- Local vs. out-of-town visitation + second homeowners 65% local/ 35% visitor many Bishop guests
- Media exposure (\$ value) over 5000 hits to the web site and FB
- Number of room nights (if available)NA

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 _____

Title _____ Date _____

Event Budget for [Old Mammoth Rd. Event]

Income

	actual 2013	budgeted 2014	actual 2013	budgeted 2014
Total income				
wine / food	\$8000	\$18,500	\$8,000.00	\$17,500.00
measure U	\$10000	\$11,000	\$10,000.00	\$11,000.00
sponsorship		5000		\$5,000.00
			\$17,500.00	\$34,500.00

actual 2013	budgeted 2014
\$0.00	\$0.00
\$0.00	\$0.00

Vendors

Actual 2013	Budgeted2014
800	1200
\$800.00	\$1,200.00

\$0.00	\$0.00
\$0.00	\$0.00
\$0.00	\$0.00
\$0.00	\$0.00

Event Budget for [Old Mammoth Rd. Event Series]

Expenses

Total Expenses	2013 actual	budget
	\$18,200.00	\$33,750.00

	2013 actual	2014 budgeted
Refreshments		
Food		\$1,000.00
Drinks		
cups	\$350.00	\$550.00
Totals	\$350.00	\$1,550.00

Program		
Performers muic	\$1,800.00	\$4,000.00
car display new for 2014	\$0.00	\$6,000.00
Travel car display		\$1,500.00
Hotel		\$650.00
Other		\$500.00
Totals	\$1,800.00	\$12,650.00

staff	\$2,000.00	\$2,000.00
Totals	\$2,000.00	\$2,000.00

	2013 actual	2014 budgeted
Site		
Room and hall fees		
Site staff	\$500.00	\$1,250.00
Equipment	\$650.00	\$2,000.00
Tables and chairs	\$300.00	\$550.00
Totals	\$1,450.00	\$3,800.00

Decorations		
Flowers baskets lamppost	\$3,000.00	\$1,500.00
linens	\$250.00	\$550.00
misc	\$500.00	\$950.00
Totals	\$3,750.00	\$3,000.00

marketing		
Graphics work	\$1,500.00	\$1,000.00
poster	\$500.00	\$850.00
advertising/ media	\$6,000.00	\$7,500.00
Totals	\$8,000.00	\$9,350.00

Miscellaneous		
permits	\$400.00	\$750.00
supplies paper/pens/	\$350.00	\$500.00
phone	\$150.00	\$150.00
Totals	\$850.00	\$1,400.00

Event Budget for [Old Mammoth Rd.Event]

Profit - Loss Summary

	2013 actual	2014 estimate
income		
income wrist bands	\$8,000.00	\$17,500.00
measure U	\$10,000.00	\$16,000.00
OMR Association feesspon	\$800.00	\$1,200
Expenses		
	2013 actual	2014 estimate
	\$18,800	\$34,700
profit and lost	<\$800>	\$950

