



2020 MAMMOTH LAKES TOURISM SPECIAL EVENT FUNDING GRANT PROCESS

Mammoth Lakes Tourism facilitates an annual Special Events Funding Grant Process to qualified special events. Submissions are accepted once a year (November) for events taking place in the subsequent calendar year. For 2020, there is \$160,000¹ available in the Special Events Funding for possible distribution. Please review this document in its entirety and reach out to Caroline Casey (Director of Special Events, Mammoth Lakes Tourism) at (760) 914-0301 or ccasey@visitmammoth.com with questions.

OVERVIEW

The Mammoth Lakes Special Events Funding Grant is intended for events that:

- **Attract overnight visitation** and thus have positive and measurable economic impact on our local businesses including lodging, dining, activities, and retail.
- **Diversify and enhance the overall calendar of events** in Mammoth Lakes with preference to events occurring in the shoulder season.
- **Align and Support the Mammoth Lakes Tourism Events** strategies including events that fall into the following categories:
 - **Healthy Mountain Lifestyle**
 - **Natural Beauty**
 - **California's Endurance Playground**
- **Generate destination awareness** for Mammoth Lakes through positive marketing efforts such as out-of-market advertising, social media, and other promotional efforts.

WHAT IS A SPECIAL EVENT?

Special Events in Mammoth Lakes are organized one-time events that include, but are not limited to: festivals, fairs, concerts, exhibitions, sporting events, or celebrations which are conducted according to a prearranged schedule and of interest to the general public. The category is expansive by design¹.

¹ On May 15, 2019, the Town Council approved \$150k for Special Events Funding for 2020 and 2021: [From the Minutes](#): Council directed staff to leave the \$50,000 but move \$150,000/year for the next two years from the Tourism Reserve. For 2020, the Special Events Committee will distribute \$160k in funding. Two events (Mammoth Ultra Run (\$5k Award) and Backcountry Games (\$5k Award) were unable to execute their event in 2019 for which they received funding. The funds “rolled over” to 2020.



ELIGIBILITY

Mammoth Lakes Tourism reserves the right to determine the funding criteria and whether an event qualifies for the Special Events Funding Grant. The following guidelines may assist in determining eligibility:

- The event shall take place in the city limits of the Town of Mammoth Lakes.
- The event shall take place within the following timeframe:
 - **2020 Cycle:** January 1, 2020- April 30, 2021
 - **2021 Cycle:** May 1, 2021 – April 30, 2022
- The event may not exclude anyone by reason of race, religion, sex, national origin, sexual orientation, age, physical, mental or economic status.
- The event is not currently receiving funding or plans to receive funding from [Measure R&U](#). Measure R&U fund programming and this grant is designated for one-time events. For more information on Measure R&U funding, please reference [this](#) website. If you are unclear on this, please inquire in advance of submitting your application.
- The event shall submit a marketing plan.
- The event shall submit a budget for 2020 and prior year P&L (if applicable).
- The event shall have a website or at minimum a dedicated landing page within a website. The website should be well maintained, and information updated in a timely manner (minimum three months before event date with current dates, ticketing options if applicable, and schedule).
- The event shall have a social media presence with a minimum of one platform but suggested two to three (e.g Facebook, Instagram, Twitter).
- The event can generate overnight lodging in Mammoth Lakes and has the ability to positively impact the Transient Occupancy Tax (TOT)². Overnight lodging is defined as any lodging entity that pays into the TOT. Tier One and Tier Two events are requested to demonstrate this by securing a partnership with a minimum of two lodging entities within the city limits of Mammoth Lakes. Partnerships can be in various forms: cash/in-kind sponsorship, room block, discounted room rate promoted to spectators or participants, venue location or marketing/promotional assistance. Lodging partners should be acknowledged on the event’s website as a sponsor or event affiliate.
- *Tier One and Tier Two events will utilize a minimum of 20% of the total funding grant received for out-of-market marketing efforts. Marketing efforts include, but are not limited to: sponsored social media posts, website improvements, print advertising, direct e-mail campaigns, SEO optimization, etc.*
 - *Tier One Events “Out-of-Market” is defined as markets that are 100+ miles from the city limits of Mammoth Lakes.*
 - *Tier Two Events “Out-of-Market” is defined as markets that are 40+ miles from the city limits of Mammoth Lakes.*

² Transient Occupancy Tax, or TOT, is a 13% tax that is charged "for the privilege of occupancy of any transient occupancy facility" ([Town of Mammoth Lakes Municipal Code § 3.12.040](#)). The tax is required to be paid by the guest to the operator of the transient facility at the time that the rent is paid.

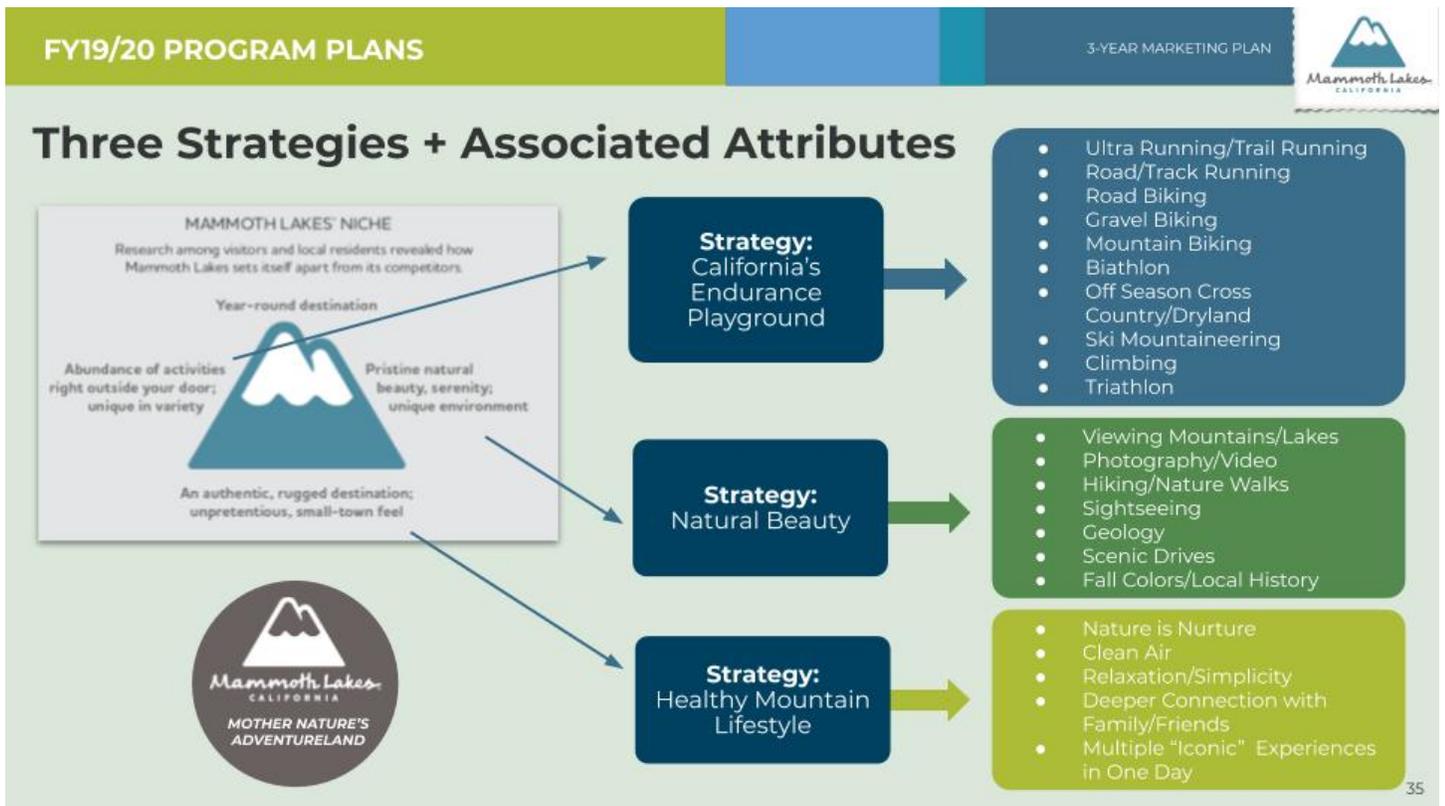


- The event will aim to embrace and add components that support the overall Mammoth Lakes Tourism Events strategies including:
 - Healthy Mountain Lifestyle
 - Natural Beauty
 - California's Endurance Playground
- Funds may not be used for:
 - Capital improvements for your event (building/facility remodels)
 - Debt and deficit reduction
 - Ongoing and continuous programs
 - Salaries, other compensation, and employee benefits
 - Business travel and entertainment
 - Lobbying any public agency or office

MAMMOTH LAKES TOURISM EVENTS STRATEGIES

Mammoth Lakes Tourism Events has adopted an event strategy based on the overall brand strategy for MLT. The goal is to create a “road map” for Special Events in Mammoth Lakes by utilizing our already known visitor data and current Mammoth Lakes Tourism Marketing Plan. Thus, Mammoth Lakes Tourism Events has adopted the following three strategies for events:

- Healthy Mountain Lifestyle
- Natural Beauty
- California’s Endurance Playground



Events should try to adopt an element of one or more of the three strategies into their event. For example, a wine event could incorporate a Hike & Wine. The important thing for all of our events is to remember the core reasons as to why our guests are visiting Mammoth Lakes and embrace those reasons into your event.



The 2018 Mammoth Lakes Tourism Visitor Profile conducted by Insights Strategic Marketing & Research notes the number one reason people visit Mammoth Lakes year-round is “Viewing Mountains, Lakes, Etc.” The table below provides further information on trip motivators by season for your reference.

Top 10 Mammoth Lakes trip motivators

- After being asked areas and attractions, visitors were asked which ones motivated them to choose Mammoth Lakes.
- “Viewing mountains, lakes, etc.” has grown as a winter, summer, and fall trip motivator.

Winter		Spring		Summer		Fall		Multi	
Downhill skiing	29%	Hiking	27%	Viewing mountains, lakes, etc.	34%	Viewing mountains, lakes, etc.	36%	Viewing mountains, lakes, etc.	26%
Snowboarding	27%	Sightseeing	23%	Hiking	26%	Scenic drives	32%	Hiking	16%
Viewing mountains, lakes, etc.	20%	Scenic drives	22%	Visiting a national park, forest, or monument	18%	Hiking	28%	Scenic drives	16%
Sightseeing	12%	Viewing mountains, lakes, etc.	21%	Fishing	18%	Fall colors	22%	Nature walks	13%
Nature walks	9%	Nature walks	20%	Scenic drives	17%	Sightseeing	20%	Fishing	13%
Scenic drives	9%	Visiting a national park, forest, or monument	14%	Sightseeing	15%	Visiting a national park, forest, or monument	17%	Snowboarding	12%
Hiking	8%	Fishing	11%	Nature walks	14%	Nature walks	16%	Visiting a national park, forest, or monument	11%
Visiting a national park, forest, or monument	7%	Visiting small towns and rural areas	9%	Visiting unique geological formations	7%	Visiting unique geological formations	13%	Sightseeing	11%
Fine dining or eating at a local restaurant	5%	Visiting unique geological formations	5%	Wildlife watching	6%	Fishing	13%	Downhill skiing	10%
Sledding	4%	Snowboarding	5%	Fine dining or eating at a local restaurant	5%	Visiting small towns and rural areas	8%	Fall colors	9%

Viewing mountains, lakes, etc. as 2016 trip motivator							
Winter	16%	Spring	25%	Summer	27%	Fall	30%

TIMELINE & DEADLINES

- **Friday, October 11, 2019:** Application Guidelines Posted @ www.mltindustryinsider.com
- **Monday, October 21, 2019:** Informational & Question/Answer Session #1
 - Time: 5:30pm @ Suite Z, Town of Mammoth Lakes
 - All potential applicants are encouraged to attend one informational session prior to the opening of applications. The session will give applicants the ability to ask further questions about their eligibility.
- **Tuesday, October 29, 2019:** Informational & Question/Answer Session #2
 - Time: 11 am @ Suite Z, Town of Mammoth Lakes
 - All potential applicants are encouraged to attend one informational session prior to the opening of applications. The session will give applicants the ability to ask further questions about their eligibility.
- **Friday, November 1, 2019:** Mammoth Lakes Tourism Special Event Funding Application Open



- **Wednesday, November 27, 2019 @ 5:00pm:** Mammoth Lakes Tourism Special Event Funding Application Closes³
- **Week of January 13-17 – Suite Z:** Applicant Interviews with Special Events Funding Committee
 - All applicants will be **required** to appear in front of the special events funding committee to review their application with the board. These sessions will be scheduled for approximately thirty minutes and a minimum of one representative from the applying event must be present. Events are welcome to have more members attend.
- **Friday, February 21 – Suite Z:**
 - Notification of funding award. *Note: a minimum of one person per event must be in attendance to receive grant funding.*

2020 COMMITTEE

- **Stuart Brown:** Parks and Recreation Director, Town of Mammoth Lakes
- **Mike Coco:** CEO, Keystone Restaurant Corp.
- **Laurel Martin:** Finance Director, Disabled Sports Eastern Sierra
- **John Morris:** Director of Operations, Snowcreek Resort & Board Chair Visit Mammoth
- **Talene Shabanian:** Foundation Manager, Mammoth Lakes Hospital Foundation

APPLICANT REQUIREMENTS

- Mammoth Lakes Tourism logo on your event website.
- Mammoth Lakes Tourism logo on all event marketing materials.
- In digital marketing (social, email, etc.) link to your event URL to www.visitmammoth.com/events
- Upload your event to www.visitmammoth.com in complete detail adding content including event website, photos, videos, etc.
- Social Posts/Hashtag using **#visitmammoth**, **#MammothLakesEvents** in addition to your event hashtag within reason.
- Complete a post-project performance report including financial data, copies of receipts, review and survey summary no later than 60 days after the conclusion of the event.
- Conduct event survey as defined by Mammoth Lakes Tourism.
- Conduct the event in an ethical manner while being good stewards and ambassadors of the Town of Mammoth Lakes.
- Submit a [Town of Mammoth Lakes Special Event Permit](#) if applicable.
- Comply with all governmental agencies, property owners, law enforcement, and others for your event.
- Provide one primary point of contact for communication with Mammoth Lakes Tourism.
- Make efforts to comply with the [Mammoth Lakes Tourism Green Events Checklist](#).

³ Applications must be complete, providing all information and attachments as requested on the application form. Late or incomplete applications will not be reviewed or considered for funding.



DISTRIBUTION OF FUNDS

Recipients of the funding for 2020 are eligible to begin the allocation process on March 1, 2020.

To process the allocations, all funding recipients are required to execute a Letter of Agreement with Mammoth Lakes Tourism.

Upon receipt of the letter agreement, please review, sign and return the agreement (preferably by email in a PDF format) at your earliest convenience. Funding recipients are also required to complete and submit IRS Form W-9 and an invoice from your organization made out to the "Mammoth Lakes Tourism" for the awarded amount. Mammoth Lakes Tourism staff will then process the invoice and issue payment typically within 14-days upon receipt of the executed agreement.

All businesses operating in the Town of Mammoth Lakes are required to obtain a Business Tax Certificate. This includes home-based businesses, self-employed persons, and independent contractors. Please [click here](#) for additional information and to complete the Business Tax Certificate Application.

Please note that any recipient who does not comply with all of the applicant requirements listed in this document will be subject to ineligibility for funding in future years.

If an event that receives funding is unable to execute the event and decides to cancel, funds allocated to that event will be "rolled over" to the next funding year.

EVALUATION CRITERIA

Applications will be evaluated on a point scale totaling 50. The point scale is designed to help the committee evaluate the application and is not the ultimate determining factor of whether an event will receive funding and to what extent they will receive. Applicants will also be required to submit an Event Overview, 2019 Profit & Loss Statement, 2020 Event Budget, and Marketing Plan.

Events that received funding from the grant process will be identified into a tier. Please reference below for information on the tiers.



Special Event Tier Definitions

Below please find an outline of the tiers for events. Note this is an outline and there will always be potential exceptions within the tier guidelines.

How We Define Our Visitors/Participants at Events

It is important that all event producers in Mammoth Lakes “speak” the same language in how we define how many participants/attendees are at any event. We will use **Unique Participants** as our metric to be defined as: *The event should count a person one time only, regardless of how many activities, venues, or days that the person attended over the course of the event.*

	# Unique Participants	Event Sells Tickets/Entry/ Upsell	Event Duration	Event Drives Overnight Visitation	Out of Market Marketing (100+ Miles)	Aligns with Visit Mammoth Events Strategies
Tier One	1,000+	Yes	3+	2+ Nights	Yes	Yes
Tier Two	500+	Yes	2+	1+ Night	Some	Some
Tier Three	200+	Not Required	1+	NA	NA	NA



MAMMOTH LAKES TOURISM MARKETING SUPPORT

Mammoth Lakes Tourism will provide the following marketing support based upon tier level.

	Visit Mammoth Website Events	Annual Visitor's Guide	Annual Collateral	Social Media	Visit Mammoth E-Mails	Local Marketing	Visit Mammoth Blog
Tier One	Placement in Top 6 Leading into Event	Listed	Listed	6 Unique Social Posts, Social Coverage from the Event, & Event Updates	Inclusion in Weekly, Monthly, and Quarterly E-Mails	Included	Feature
Tier Two	Standard Listing	Listed	Listed	4 Unique Posts & Event Updates	Inclusion in Weekly & Monthly E-Mails	Included	Included
Tier Three	Standard Listing	Not Listed	Not Listed	General Event Updates	Inclusion in Weekly E-Mails	NA	NA



APPLICATION

Please note application must be completed via the online portal available on November 1

REQUESTED AMOUNT OF GRANT FUNDING: \$ _____

Please define in detail what the planned use of funds will be. Please include category/expense, planned vendor name, and approximate dollar amount.

Supplemental Required Documents

Event Overview

○ Please provide a one-page event overview for the committee. Items to include:

- Event Description, Mission, Goals
- Highlight event activities
- Changes/Additions to Event for 2020 (if applicable)
- Past History/Documentation of Economic Impacts from 2019 on Town of Mammoth Lakes
- Projected Economic Impacts on Town of Mammoth Lakes for 2020

2019 Profit & Loss Statement

○ Please submit a 2019 Profit & Loss Statement (aka Income and Expense Statement) disclosing itemized revenue (ticket sales, sponsorship sales, F/B sales, alternate revenue streams, etc.) and itemized expenses (operations, equipment rentals, overhead, entertainment, marketing/advertising, etc.) and the resulting net profit or loss. Events that are occurring for the first time in 2020 are exempt from providing a previous year's P&L Statement.

2020 Event Budget

○ Submit a detailed 2020 event budget that includes itemized revenue (ticket sales, sponsorship sales, F/B sales, alternate revenue streams, etc.) and itemized expenses (operations, equipment rentals, overhead, entertainment, marketing/advertising, etc.).

Marketing Plan

○ Please submit a detailed marketing plan for your event that outlines advertising, PR, and promotions with details on planned amounts to be spent and "in-market" and "out-of-market" efforts.



Event Contact Information

Name of Organization:
Mailing Address:
Phone:
E-Mail:
Website:
Non-Profit 501 (c) 3 EIN:
Non-Profit 501 (c) 6 EIN:
For Profit EIN:
Other EIN:

Name of Primary Contact:
Title:
E-Mail:
Phone:

Event Information

Name of Event:
Date(s):
Year Event Was Started:
Hours of Event:
Website:
Facebook:
Instagram:
Twitter:
Hashtags:
Other Social Media:

Has Your Event Secured A Venue?
a. Yes
b. No

Location(s):

Special Events in Mammoth Lakes may be subject to permitting by one or multiple agencies. Please provide an overview of your progress on permitting. If you are unfamiliar with permitting, [CLICK HERE](#) to download the event permitting guide.



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Has This Event Received Special Event Funding from the Town of Mammoth Lakes before?
a. Yes
b. No

If Yes, How Many Years and Amounts Received from Special Event Funding?

Is this event applying for any other grant funding? If so, please describe.

Is This a New Event?
a. Yes
b. No

If Yes, Please Describe Who Will Be Producing the Event and Their Prior Event Production Experience.



Economic Impact (Maximum Points: 20)

1. How many people do you estimate to attend your event this year?
It is important that all event producers in Mammoth Lakes “speak” the same language in how we define how many participants/attendees are at any event. We will use Unique Participants as our metric to be defined as: <i>The event should count a person one time only, regardless of how many activities, venues, or days that the person attended over the course of the event.</i>
a. 0-249 (1 Point)
b. 250-499 (2 Points)
c. 500-999 (3 Points)
d. 1000-1499 (4 Points)
e. 1500+ (5 Points)

2. How many unique people attended the event last year?
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3. Who do think will attend your event and estimate the percentage per category.
a. Full Time Residents _____%
b. 2 nd Homeowners _____%
c. Drive Market Visitors _____%
d. Fly Market Visitors _____%

4. Does your event have a ticketed component?
a. Yes – You Must Have a Ticket to Attend the Event (10 Points)
b. Yes – The Event is Free & Open to the Public. There are ticketed or upsell options (e.g tastings) (5 Points)
c. No (0 Points)

5. Please list what key metrics your event uses to measure financial success of your event? Examples: Rooms Sold Tied to Event, Tickets Sold Year Over Year, Food and Beverage Revenue Year Over Year.



6. What percentage of your overall attendees do you anticipate will spend the night in a Mammoth Lakes lodging entity (Hotel/Motel/B&B, Condo via Reservation Bureau, Condo via Online Booking Service (e.g VBRO/Air B NB), or Campsite.
a. 10-19%
b. 20-29%
c. 30-39%
d. 40-49%
e. 50+%

7. How Many Days Is Your Event?
a. 1 (1 Point)
b. 2 (3 Points)
c. 3+ (5 Points)

8. Do you have a lodging partner(s)? Please describe.
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9. Do you have any relationships/partnerships with local dining and/or catering? Please describe.
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10. Do you have any partnerships with local retailers? Please describe.
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11. Do you plan to utilize any third part event planners or services for your event? Please describe.
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Calendar Information (Maximum Points: 10)

1. When does your event take placeⁱⁱ?
a. July or First Two Weekend in August (1 Point)
b. Christmas Holiday Period /MLK/President's (2 Points)
c. Last Three Weekends of August & Labor Day (4 Points)
d. January, February, March Non-Holiday Periods (5 Points)
e. Last Three Weekends of June (6 Points)
f. April, September After Labor Day (8 Points)
g. First Two Weekends of June (9 Points)
h. October, May, November, Non-Holiday December (10 Points)



2. What is your event category? (You May Choose More Than One)
a. Arts/Culture/History
b. Sports/Health/Wellness
c. Music/Festival/Celebration
d. Educational
e. Family
f. Environment
g. Other

3. Is there any event happening within the same week/weekend as yours that directly competes? If so, please describe how they might compliment or compete.

Events Strategy & Brand Alignment (Maximum Points: 10)

- 1. Does your event align with one or more of the following Visit Mammoth Events strategies? Please describe.**
- a. No (0 Points)
 - b. Somewhat (5 Points)
 - c. Fully (10 Points)

Marketing & Destination Awareness Strength (Maximum Points: 10)

1. Does your event use “out-of-market” advertising to attract participants? Please describe and note specifics on what placements.
a. None (0 Points)
b. Some 40+ Miles (3 Points)
c. Yes 100+ Miles (5 Points)

2. Does your event have sponsors? If so, please list.
a. None (0 Points)
b. Local Sponsors (Within Mono County) (2 Points)



c. Regional Sponsors (3 Points)
d. National Sponsors (5 Points)

ⁱ Town of Mammoth Lakes Special Event Permit Information:

A “Special Event” usually requires the coordination of Town, County or Fire Department personnel to ensure that the use of alcohol, amplified music, on-site cooking, concessions, large temporary structures, and/or the use of public property or the public right-of-way which is owned or controlled by the Town of Mammoth Lakes is conducted in a safe, responsible and legal manner.

In general, no person shall conduct or cause to be conducted, participate or engage in, hold, manage, permit or allow another to conduct a special event, in, on or upon any Town street, sidewalk, alley, park, public place, public property or public right-of-way which is owned or controlled by the Town of Mammoth Lakes without first having obtained a written administrative permit. As per Town of Mammoth Lakes Municipal Code 17.56.040, the following temporary uses and events are subject to an administrative permit, and shall comply with the following standards.

A. Events. Circuses, carnivals, and similar transient amusement enterprises in any commercial or industrial zone subject to no more than 30 days of site occupation and operation in any calendar year.

B. Festivals. Music festivals, outdoor art and craft shows and exhibits, and similar outdoor entertainment activities in any zone except single-family residential and rural residential, subject to a limitation on the number of days of operation as determined by the Director.

C. Seasonal Sales Lots. Seasonal sales activities for Thanksgiving, Christmas, or other holidays, on non-residential properties, including temporary residence/security trailers.

D. One Day Events. Special one-day events such as local service club breakfasts, bingo, or Monte Carlo nights in any zone except single-family residential. This provision does not apply to events within an approved public assembly site or any other location described in 17.56.030.

E. Sports Events. Special sports events such as running races or bicycle races in any zone. Generally an event is a function open to the general public and requires use of community facilities above and beyond what is normally provided to a property. The following are some examples of events:

- If the site cannot accommodate parking by itself, generally a large number of people with associated off-site parking impacts result.
- Port-a-potties are needed above and beyond those existing facilities already on site are needed for attendees
- Farmers Markets
- Concerts
- Runs/Walks

ⁱⁱ Please reference the 5 Year Occupancy Data Report on MLT Industry Website.