

2013 MEASURE U FALL EVENT APPLICATION GUIDELINES AND FORM

EVENT MISSION STATEMENT

“To support events that improve the community, culture and economy of Mammoth Lakes by enhancing the quality of life for residents and/or enhancing the visitor experience.”

APPLICATION GUIDELINES

The priorities of funding for events are determined firstly by the mission statement, and secondly, the Measure U annual funding priorities established by the Measure U Application Committee. The following funding priorities were approved by the Committee on September 17, 2013.

- Economic Stimulus/Sustainability
- High Impact
- Ready to Go/Implementation
- Leverage
- Exists in current plans and studies

Applications will be accepted from organizations that provide educational, artistic, entertainment, recreational and cultural events that are open to the public and directly benefit the Town of Mammoth Lakes. By ordinance, Measure U funds can only be used for: *planning, construction, operation, maintenance, programming and administration of facilities and projects for Mobility, Recreation and Arts & Culture*. Such tax proceeds shall not supplant existing funds used for the purposes set forth above.

The event applicant's 'operating expenses' will only be considered for funding. An example of operating expenses include:

- marketing expenses
- band/entertainment expenses
- facility lease/ equipment rental
- Supplies/materials
- Insurance

FUNDING CATEGORIES

Categories of funding consist of the following:

1. Arts and Cultural Organizations (performing arts, visual arts, and arts based education)
2. Special Events (Recreational events that are open to the general public)

FUNDING GUIDELINES

When applying for Town funds, applicants are required to comply with the following funding guidelines:

Non-profit or government funding guidelines:

- 2nd - 3rd year event = maximum 30% of event's operating budget
- 4th - 6th year event = maximum 20% of event's operating budget
- 7th+ year event = maximum 10% of event's operating budget

For-profit or commercial funding guidelines:

- Maximum 10% of event's operating budget

FUNDING ELIGIBILITY

Measure U will not fund the following:

- Events not open to the public
- Capital improvements (building or facility re-models) for your specific event
- Debt and deficit reduction
- Salaries, other compensation, and employee benefits
- Business travel and entertainment
- Lobbying any public agency or office
- Organizations/events that receive current fiscal year line item budgetary support from the Town
- Events that do not directly benefit the Town of Mammoth Lakes

The Measure U Application Committee will consider *1st year events* or *one-time event* funding applications if a compelling reason for funding exists and directly benefits the Town of Mammoth Lakes. Event applicants are required to meet with staff who will schedule a presentation on behalf of the event applicant at a scheduled meeting of the Measure U Application Committee.

RESPONSIBILITY OF THE FUNDING RECIPIENT

Funding recipients are required to:

- Submit a Performance Report within 90 days of the event or prior to the next funding cycle.
- Fulfill the requirements of the Town Special Event Permit.
- Acknowledge the Town's funding level in sponsorship packages and inclusion of the NEW Town logo on all printed material, website, social media channels and if possible, any radio advertising. Staff will provide formatted logo and use requirements and will be required to review all material that includes the Town logo. The Town will also supply event banners that can be utilized on-site by the event organizer.
- Have a plan for administering the required event survey's (Staff, iPad, stationary/roaming, etc.)
- For small events: complete a minimum of 50 event survey's. Large events: survey 4% of your event participants. Staff will determine the size of your event.
- Conduct the event in an ethical manner while being good stewards and ambassadors of the Town.
- Abide by the requirements listed in the Wildlife Management Checklist, and submittal of a trash management plan as part of the event's Operations Plan.

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: _____

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

- Yes 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
- Use of Town of Mammoth Lakes streets or right-of-ways
- 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
- 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
- Use of amplified music and/or entertainment
- Waste / recycling collection
- Wildlife management

4. How many years has this event been conducted?

- 1-3 years 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?

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

- a) _____
- b) _____
- c) _____

Define success for your event: _____

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

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 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.

2. Identification of Market Opportunity

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

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

4. Projected Multi-Year Demand Analysis

- A. Provide the projected demand with assumptions.

5. Projected Multi-Year Revenue Projections

- A. Projected revenue with pricing assumptions.

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

- 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.

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.

3. Risk Analysis

A. Identify project/program risks.

4. Project Schedule

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

5. Quality of Life Analysis

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

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 _____

Title _____ Date _____