



### **About Special Event Grant Funding:**

In partnership with the Town of Mammoth Lakes, Mammoth Lakes Tourism recognizes the important role special events, and the producers who activate them, play in strengthening the economic vitality of the Mammoth Lakes' community while enhancing the resident and visitor experience. Since 2019, Mammoth Lakes Tourism has annually awarded up to \$300,000 in special event funding to event producers in an effort to support the growth of this area of our economy. Funding comes from Measure A dollars in MLT's budget and goes back into our community via the promotion and activation of special events, which in turn adds to TOT, Sales Tax and TBID collections.

Special Event funding applicants are **required** to familiarize themselves with the instructions, special event categories, funding eligibility and responsibilities of the funding recipient before submitting the online application form. Failure to follow deadlines and responsibilities will result in future grant applications being compromised.

### **Other Event Funding Opportunities in Mammoth Lakes:**

Note this application serves only for the Special Event Funding. There are other local, state, and national funding opportunities for events, programs, non-profits, and other entities. One such source is Measure U funding.

### **About Measure U Funding:**

Measure U Funding is allocated by Mammoth Lakes Recreation. An important distinction between the two funding sources is that Measure U funds programs and the Special Event Funding funds specific events. For more information please reference this [website \(www.mammothlakesrecreation.org\)](http://www.mammothlakesrecreation.org).

### **Program Mission:**

To deliver diverse special events to our visitors and community that keep Mammoth Lakes top-of-mind as a year-round destination.

### **Special Event Goals:**

- Increase visitation during shoulder and non-peak times
- Provide events that drive first-time visitors to Mammoth Lakes
- Create destination awareness

- Expand the region’s calendar of events to serve a variety of interests and demographics
  - Offer a quality network of facilities, buildings, and event services to support our events
  - Provide our visitors and locals with a hub of information on events and happenings throughout the region, utilizing social media, print and web
  - Encourage a vibrant and collaborative community of event producers
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## **How We Define Special Events in Mammoth Lakes**

- Special Events in Mammoth Lakes are organized annual events that historically have included, but are not limited to: festivals/fairs, sporting events, and community-based events.
- Special Events are categorized into a three tier\* system that clearly defines the event’s purpose. This includes:
  - Tier One (Primary Driver)
  - Tier Two (In Market Animation)
  - Tier Three (Community Events)
- Special Events should drive destination awareness to Mammoth Lakes.
- Special Events should be executed to the highest level of professionalism to make Mammoth Lakes a model community for events.
- Special Events should help drive the economic vitality of the community.
- Special Events should be defined into segments to include:
  - Arts/Culture/History
  - Sports/Health/Wellness
  - Music/Festival/Celebration
  - Educational
  - Family
  - Environment
  - Other

\*Reference tier definitions below

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## **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 Participants/Attendees 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.*

## **Tier One (1000+ Unique Participants)**

### ***Criteria of Tier One:***

- The event serves as the primary driver for attracting a visitor to Mammoth Lakes.
- Attracts greater than 1,000 unique participants.
- The event helps to generate incremental tourism activity during the shoulder seasons, midweek, or winter months. Special Event Funding will be preferential to events that fall into this category.
- Event is ticketed or has a pre-arrival entry system.
- Promotes multiple day visitation to Mammoth Lakes and provides measurable economic benefits via paid room nights, dining, and retail. Event strives for 2+ room nights per visitor.
- Leverages sponsors/partners that have regional or national reach.
- Provides out-of-market earned media value to Mammoth Lakes by creating destination awareness. Makes best efforts to utilize multiple Mammoth Lakes business partners.
- The event organizer demonstrates a proven track record of executing professional events.
- The event supports and is aligned with the overall events strategy of Mammoth Lakes Tourism.
- The event will broaden the scope of event offerings in Mammoth Lakes by serving a variety of different interests and audiences.
- Event has a dedicated website and professional marketing plan.
- The event submits a professional marketing plan.
- Event is a long standing (5+ years) "Legacy" event in Mammoth Lakes that draws repeat participation. If the event is new, the event organizer is committed to creating a "Legacy" event and has proven their expertise in prior event production to the Events Coalition Committee.

### **Tier 1 Events Receive:**

- **Funding** is based upon a one-time allocation per event, per calendar year. Event may reapply year after year.
- **MLT Website:** First tier placement in the events & festivals section on the MLT website with a link to the event's page.
- **MLT Events Email:** Highlighted in an MLT visitor-facing email prior to the event.
- **MLT Facebook:** Event will be shared 2 times prior to the event taking place.
- **MLT Instagram:** The event will be highlighted in 4-6 stories prior to the event taking place.
- **MLT Blog:** Included in one communal events blog post, which will live on the MLT website.

- Must use Mammoth Lakes Tourism logo on event website, collateral materials, and other promotional platforms with approval by MLT.
- Ability to apply to use Town of Mammoth Lakes event infrastructure such as barricades, cones, start/finish structures, etc.
- Ability to utilize assistance from the Town of Mammoth Lakes with permitting, rental of town parks and facilities, contracting local transportation (ESTA), and other event services provided by Town of Mammoth Lakes.
- Ability to have event banners (paid and produced by event organizer) at the designated event banner site(s) for a one week period leading up to and during the event. (Monday-Sunday cycle, space must be reserved in advance.)

## **Tier Two (250-500+ Unique Participants)**

### **Criteria of Tier Two:**

- The event provides added value and animation to our “in market” visitors and local community.
- Attracts greater than 250 unique participants.
- The event may be ticketed or free.
- The event strives to generate incremental revenue by providing an additional opportunity for purchases via event ticketing, food and beverage, or retail sales.
- Event has a regional/local marketing plan including at minimum a landing page via a website, flyers/posters, and social media.
- Leverages local businesses/clubs/nonprofits.
- Makes best efforts to utilize multiple Mammoth Lakes business partners.
- The event organizer demonstrates a proven track record of producing events.
- The event submits a marketing plan.
- The event supports and is aligned with the overall events strategy of Mammoth Lakes Tourism.
- The event will broaden the scope of event offerings in Mammoth Lakes by serving a variety of different interests and audiences.

### **Tier Two to Receive:**

- **Funding** is based upon a one-time allocation per event, per calendar year. Event may reapply year after year.
- **MLT Website:** Second tier placement in the events & festivals section on the MLT website with a link to the event’s page.
- **MLT Events Email:** Highlighted in an MLT visitor-facing email prior to the event.
- **MLT Facebook:** MLT will share the existing events page that you have created to our Facebook, prior to the event.
- **MLT Instagram:** Event will be highlighted in 2-3 stories prior to the event.

- **MLT Blog:** Included in one communal events blog post, which will live on the MLT website.
- Must use Mammoth Lakes Tourism logo on event website, collateral materials, and other promotional platforms with approval by MLT.
- Ability to apply and rent Town of Mammoth Lakes event infrastructure such as barricades, cones, start/finish structures, etc.
- Ability to utilize assistance from the Town of Mammoth Lakes with permitting, rental of town parks and facilities, contracting local transportation (ESTA), and other event services provided by Town of Mammoth Lakes.
- Ability to have event banners (paid and produced by event organizer) at the designated event banner site(s) for a one week period leading up to and during the event. (Monday-Sunday Cycle) *if* there is no conflict with a Tier 1 event. (Monday-Sunday Cycle). Space must be reserved in advance.

### **Tier Three (100+ Unique Participants)**

#### **Criteria of Tier Three:**

- The event is community-orientated and aims to create a greater sense of community pride in Mammoth Lakes by serving a variety of different interests and audiences.
- Attracts greater than 100 unique participants.
- The event is suggested to be free or a nominal entry fee that benefits a local charity or organization.
- Event has a local marketing plan including at minimum a landing page via a website, flyers/posters, and social media.
- Leverages local businesses/clubs/nonprofits.
- Makes best efforts to utilize multiple Mammoth Lakes business partners.
- The event organizer follows the Special Events Permitting process set forth by the Town of Mammoth Lakes and seeks assistance from experienced event producers if needed.
- The event supports and is aligned with the overall events strategy of Mammoth Lakes Tourism.
- The event strives to showcase available town parks and recreational facilities for rental or partners with a local business/restaurant to host their event.

#### **Tier Three to Receive:**

- **Funding** is based upon a one-time allocation per event, per calendar year. Event may reapply year after year.
- **MLT Website:** Calendar placement in events & festivals section on the MLT website with a link to the event's page.
- **MLT Events EMail:** Highlighted in an MLT visitor-facing email prior to the event.
- **MLT Facebook:** Not applicable
- **MLT Instagram:** Not Applicable

- Must use Mammoth Lakes Tourism logo on event website, collateral materials, and other promotional platforms with approval by MLT.
  - Ability to apply and rent Town of Mammoth Lakes event infrastructure such as barricades, cones, start/finish structures, etc.
  - Ability to utilize assistance from the Town of Mammoth Lakes with permitting, rental of town parks and facilities, contracting local transportation (ESTA), and other event services provided by Town of Mammoth Lakes.
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## **Funding Eligibility**

Mammoth Lakes Tourism 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
  - Events that do not directly benefit the Town of Mammoth Lakes
  - Events that have failed to meet special event grant requirements from the previous year
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## **Responsibility of the Funding Recipient:**

- Execute a Letter of Agreement
- New events must submit a Marketing Plan and adhere to the marketing guidelines set forth by Mammoth Lakes Tourism.
- Mammoth Lakes Tourism Logo on all promotional materials and traditional advertising.
- Mammoth Lakes Tourism Logo on your event website (if applicable)
- In digital marketing (social, email, etc.) link to your event URL to [www.visitmammoth.com](http://www.visitmammoth.com)
- You are responsible for uploading your event to [www.visitmammoth.com](http://www.visitmammoth.com) in complete detail adding content including event website, photos, videos, etc.
- You are responsible for curating your own social media posts tagging @visitmammoth in any and all posts you curate for your own channels. In addition, we request that you and utilize the hashtag #visitmammoth in addition to your event hashtag within reason.
- Fulfill the requirements of the Town Special Event Administrative Permit

- Complete a post-project performance report, review and survey summary no later than 60 days after the conclusion of the event.
  - Please note that a post event survey must be sent out to all participants. MLT will send over a required list of questions that we require for reporting purposes.
- Submit P&L no later than 60 days after the conclusion of the event. You may submit your own P&L or utilize a standard one by [clicking here](#).
- Please note, per the grant funding application, that all invoices will be required by April 2024. No late invoices will be accepted. Funds not invoiced by April 1, 2024 will be forfeited.
- Conduct the event in an ethical manner while being good stewards and ambassadors of the Town of Mammoth Lakes.

Please note, that the requirements listed above must be adhered to in order to receive funding during this cycle and future grant funding cycles.