



Mammoth Lakes Tourism Special Event Funding Guiding Document

About Special Event Funding:

In partnership with the Town of Mammoth Lakes, Mammoth Lakes Tourism (MLT) 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, funding eligibility and responsibilities of the funding recipient before submitting the online application. Failure to follow deadlines and responsibilities will result in future applications being denied.

Investment Philosophy:

To deliver diverse special events to our visitors and community that keep Mammoth Lakes top-of-mind as a year-round destination. The below goals are considered during the grading process:

- Increase visitation during shoulder and non-peak times
- To provide dollars that support marketing efforts to drive increased visitation to during need periods, bonus if you're marketing your event outside a 100-mile radius
- 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
- 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

Investments will be scored on the below marketing pillars:

1. Environmental Stewardship - [Green Events Checklist](#)

2. Economic Health
3. Community Vitality

Preferred Event Investments:

- Events that are invested in sports, arts & culture, culinary, and health & wellness
- Events that create community vitality
- Events that have a positive economic impact
- Events that support local nonprofits
- Events that increase brand awareness of Mammoth Lakes, California

Understanding the Special Event Funding Marketing Pillars:

Community Vitality - We center our efforts around the community and the preservation and enhancement of its culture. Being true to our home and its residents is of utmost importance. Community events, while they may not be key tourism drivers, enhance community collaboration, value to both locals and visitors, and support keeping arts and culture alive in our community.

Economic Health: One of MLT's key goals is to drive visitation during non-peak times as identified below:

- Spring (April - June 30)
- Fall (Post Labor Day - December 15)
- Winter (non-peak)

The below will also be taken into consideration:

- Tier 1: Ticketed event (estimated attendees 1000+)
- Tier 2: Non-ticketed event (estimated attendees 250 -500)
- Tier 3: Community focused events (estimated attendees 100+)
 - Community focused events will not be subject to the grading system and will not be eligible to receive more than \$5000 per year.

Events that drive non-peak visitation, increase brand awareness, inspire new visitors to the region, ticketed events, and events that engage in marketing efforts outside of a 100+ mile radius are all considered to be economic drivers to the region.

Environmental Stewardship: Mammoth Lakes Tourism, in conjunction with The High Sierra Energy Foundation has developed a Green Event checklist. MLT will provide this resource to each event producer. Help us preserve Mammoth Lakes for generations to come.

Eligibility Requirements:

- The event must take place within the town limits of the Town of Mammoth Lakes.
- The applicant is a nonprofit, or business registered as an LLC, Corp, or B Corp, sole proprietor and has a current Town of Mammoth Lakes Business Tax Certificate.
- The event is not currently receiving funds or plans to receive funding from Measure R&U. For more information on Measure R&U funding, please reference [this](#) website.
- The event is not intended to be held one-time only. There is no limit regarding the number of consecutive years the event can occur in the destination.
- The event is definite, not tentative.
- The event is not a conference, meeting, industry trade show, workshop, or expo.
- Event funds are to be used towards marketing dollars, which could include talent, paid advertising, content creation, digital marketing, etc. Event funds cannot be used for: capital improvements for your event (building, trailers, hardscape or facility improvements), debt reduction, ongoing and continuous programs, salaries, consulting fees, other compensation and employee benefits, business travel and entertainment, and lobbying any public agency or office.
- Special event funds cannot be the sole/primary revenue source for the event. The event is not contingent upon the receipt of this event investment to occur, and funding cannot exceed a maximum of 25% of the overall cash operating budget, in-kind goods or services.
- Events must be welcoming to all.
- The event producer will promote lodging within the MLT town boundaries. All events are encouraged to secure a promotional lodging partner.
- The event supports our pillars of economic health, community vitality, and environmental stewardship.
- The event will follow industry standards for event environmental stewardship practices. [Green Events Checklist](#)
- All event applications must include: a completed application, a marketing plan, budget for event and prior P&L, if applicable. If the event was previously funded, you will be required to share previous survey results if you have not already done so.
- Events that have failed to meet special event requirements from the previous year will not be eligible for funding.

Responsibility of the Funding Recipient:

- Execute a Letter of Agreement.
- Fulfill the requirements of the Town Special Event Administrative Permit.
- Mammoth Lakes Tourism Logo on all promotional materials and traditional advertising.
- Mammoth Lakes Tourism Logo on your event website (if applicable).
- You are responsible for uploading your event to www.visitmammoth.com in complete detail adding content including event website, photos, videos, etc.

- Mammoth Lakes Tourism asks to be tagged in all digital marketing (social, email, 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 utilize the hashtag **#visitmammoth** in addition to your event hashtag within reason.
- Data collection, in the form of a survey, is required by all funding recipients. Please note that surveys can be done pre, post, or during events. A sample survey will be provided.
- Complete a post-project performance report, review and survey summary no later than **60 days** after the conclusion of the event. Survey data is required in your post event performance report. You may complete the report using [this form](#).
- 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](#). Failure to do so will result in disqualification for future funding.
- Please note, per the event funding application, that all invoices will be required before funds are awarded. No late invoices will be accepted for awarded funds. Funds not invoiced by April 1st will be forfeited.
- For ticketed events, please provide at least one ticket per day of the event to MLT to capture images and other content from your event.
- Conduct the event in alignment with the ethical standards of MLT as an organization, while being good stewards and ambassadors of the Town of Mammoth Lakes.

Fiscal Year 2024-2025 Calendar

- Overall Budget is \$350,000, with up to \$50,000 dedicated to new events
- 2024_2025 cycle below:
 - **November 15th - December 13th:** Application submissions accepted, no applications will be accepted after 5pm on December 13th.
 - **December 15th - January 10th:** Internal review and document gathering
 - **January 10th - February 10th:** Committee Review & Interview Period
 - **February 28th:** Awards announced & award letters mailed out
 - **April 1st:** Invoices due to MLT. No late invoices will be accepted for awarded funds. Invoices not received by April 1st will forfeit funds for the year.

Special Event Funding Scorecard

https://docs.google.com/document/d/1h1NEASpcX_ZmvdtdY1FeHun5UgygTIG0oYBcrSzf6X0/edit