

Director of Special Events Status Report

January 10th, 2019

Completed Actions Since October 15th, 2018



- ✓ Revised Special Events Funding Process with TOML Parks & Rec + Admin to include new Mission, Goals, and Structure between MLT/Chamber/TOML.
- ✓ Create three tier structure for events and corresponding deliverables from MLT.
- ✓ Numerous meetings with local event stakeholders and influencers.
- ✓ Special Events Committee Allocation of \$125k for 2019. Committee will their recommendations to applicants on Feb 7 and Town Council on Feb 20.
- ✓ Created Mammoth Lakes Steering Committee/2nd Meeting on Jan 15th
- ✓ Created Plan for Mammoth Lakes Street Team & Established 2019 Event Survey
- ✓ Tuesday What's Happening in Mammoth Lakes E-Mail with Weekly Downloadable Flyer- In Action Since Thanksgiving
- ✓ Annual 365 Days of Awesome Calendar 2019 Complete
- ✓ Visitor's Guide 2019
- ✓ Increased Sharing/Collaboration on Events on MLT's Social Media Channels
- ✓ Community Events/Committees:
 - ✓ #MadeinMammoth Tour
 - ✓ Stuff-A-Bus + Tree Lighting (Dec 14th)
 - ✓ Crawl for a Cause: Santa Crawl (Dec 22nd)
 - ✓ Howl'ween/Mammoth Youth Hockey/Calder Classic
 - ✓ MLCC Events Committee

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In Progress & Moving Forward



- ✓ New “Events” Portion of Visit Mammoth Website (Rollout in January). Will include Tier One/Tier Two Events Highlighted by Season, Community Events Calendar, and Event Producer Toolkit
- ✓ Two 1K+ Participant Events for 2020 (80% Solidified)
- ✓ Digital Signage Project
- ✓ Launch of California’s Endurance Playground Flyer Highlighting Endurance Events in Mammoth Lakes & The Eastern Sierra- Scheduled for Jan 2019
- ✓ Late Winter/Early Spring Event Producer Workshop with Highlights on Social Media Advertising Purchases, How to Make an Event Plan, and Budgeting.
- ✓ MLT Sponsorship Deck
- ✓ Larger Event Pitches
- ✓ Focused Assistance on Backcountry Games/Okttoberfest/Village Summer Events
- ✓ Cross Promotion of Current and New Events with #MammothLakesEvents
- ✓ Greater Out of Area Connections
- ✓ Exploration of Potential Event Sites with Attention to Existing HVS Study