

Mammoth Lakes Town Council Agenda Action Sheet

Title: Request by Mammoth Rocks Event Producers for Reimbursable Grant.

Council Meeting Date: 8/4/2021

Prepared by: Daniel C. Holler, Town Manager

Recommended Motion: Approve the resolution providing a \$15,000 reimbursable grant to Mammoth Rocks LLC.

Summary: Mammoth Rocks is a 3 in 1 event: A Music Festival, a Food Festival, and a Motorcycle Rally scheduled for August. The motorcycle rally serves as a ticketed event. The music and food events are held in the Village at Mammoth and are open to the public to attend free of charge. The three-day event, Thursday - Saturday is scheduled for the last weekend in August, 26th – 28th. An event executive summary is attached which provides additional event details. The producers of the event are requesting a reimbursable grant from the Town. The request is similar to one granted to the Mammoth Festival of Beers and Bluesapalooza event.

The budget for the event is projected at \$54,600 (see attached information). The grant is structured to be fully reimbursable based on the success of the event. A detailed review of the revenues and expenditures is required following the event. Costs associated with the staffing of the event and the event directors are excluded from the analysis providing a net budget for determining the success of the event is \$42,850. All event revenue is required to be provided including any other grant funds received. If a Town reimbursable grant is provided, the focus is on providing cash flow to secure talent, promotion, and other up-front costs. Based on a review of the budget and the event summary, if a grant is provided the recommended amount is \$15,000. The provision of this type of grant is at the discretion of the Town Council. A resolution providing for a reimbursable grant is provided for consideration.