

Executive Summary:

Mammoth Rocks – A Taste of the Sierra – Mammoth Rocks Motorcycle Rally 2020

Mammoth Rocks is a 3 in 1 event: A Music Festival, a Food Festival and a Motorcycle Rally.

Mammoth Rocks checks all the boxes required and qualifies as a Tier One event:

- **The event serves as the primary driver for attracting visitors to Mammoth Lakes.**

MR has led the way in survey collections over the years, collecting hundreds. In 2017, of 58 completed surveys, 47 reported zip codes outside of Mammoth Lakes. If extrapolated, based on a minimum attendance of 3000 attendees, 2600 of the 3000 attendees were visitors from outside of Mammoth Lakes. 24% of those surveyed reported their visit to Mammoth was primarily to attend the event while another 24% reported they were aware of the event prior to coming to Mammoth and will seek out special events as a required ancillary component of their itinerary.

- **Attracts greater than 1,000 unique participants.**

Yes. Estimates are 5000 attendees over the 3-day festival with a minimum of 1000 unique attendees.

- **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.**

Yes. The event takes place on the 4th weekend in August and, while improving, historically experiences a significant drop off in visitation because most of the kids are back into the schools and is the weekend before Labor Day. This weekend (4th weekend in August) experiences a drop in occupancy levels and is in need of support.

This weekend was identified by the 2009 Chamber of Commerce Board of Directors as the slowest weekend of the Summer season; thus needing help. The Mammoth Rocks event was created based on a series of workshops hosted by the Chamber during the Great Recession to answer: “What can be done now to help stimulate the local economy?” One of the key takeaways was to have an event worthy enough to drive visitation and increase visitor spending at our local businesses and lodging. Since Mammoth Rocks started in 2009, combined with the other special events that have since occupied empty weekends in August, the town occupancy rates have consistently improved by approximately 3.25% a year. Mammoth Rocks has had opportunity to move to other, much higher occupancy, much lower risk weekends but have remained on this tough occupancy weekend staying true to the mission of why this event was created.

“With kids going back to school mid-august down south we do need to keep those last two weeks of the month busy and events are the way to do that.”-John Urdi

- **Event is ticketed or has a pre-arrival entry system.**

Yes. While the main event is free and has no gate, our partner, the Mammoth Rocks Rally is pre-ticketed. With reinvigoration and leadership, the Mammoth Rocks Rally has a minimum goal of attracting 100 riders in 2021. The Mammoth Rocks event is free to attend with no gate.

- **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.**

Yes. MR is a multiday event intended to attract visitors for 3 nights. Surveys have shown visitation averages more than 2 nights. It is conservatively estimated the event will attract 5,000 attendees of which 1000 will come to Mammoth specifically for the event generating \$250,000 in town-wide spending. * Based on \$250/party/day (3.2 adults/party) and average 60% regional attendance. Includes: meals, lodging, shopping and entertainment – source 2007 Summer Visitor Survey.

- **Leverages sponsors/partners that have regional or national reach.**

Yes. MR actively seeks sponsorships/partnerships for the event. While sponsorship dollars have become increasingly difficult to secure over the last couple of years, MR continues efforts to secure private funding to help support the event. In 2019 MR obtained \$7,500 in cash sponsorships and approximately \$10,000 in media and lodging trade (in addition to town award). We ask our partners to include MR in all their local and regional outreach. We do the same with our bands that mostly come from L.A and the Bay Area. With a \$15,232 funding allocation (for example from 2019), the remaining portion of the required \$45,696+ event budget will be solicited and obtained through the event producers, private sponsorships (individuals and a dozen businesses in town), food vendor booth fees, beverage and merchandise sales, bar sales and rally registrations. This, in part, demonstrates (award) leverage at 4 to 1.

- **Provides Out-of-Market Earned Media Value to Mammoth Lakes by creating destination awareness.**

Yes, MR has regularly worked with AXS TV and the World's Greatest Tribute Bands television show to cross promote our event to their viewers and followers. MR focuses out of market media with social media. We have previously bought ad space in major print publications, but it is very expensive and hard to track returns. With decreased allocations over the years, we opted to discontinue print ads outside the county. We have an arrangement this year to receive free radio promos in Sacramento and Reno markets due to relationships we have in the music industry.

- **Makes best efforts to utilize multiple Mammoth Lakes business partners.**

Yes. MR goes to lengths to involve and support (purchase from) local business partners at every opportunity. Even if this results in slightly higher costs, MR has realized that this has a positive return. Mammoth Rocks has hired/employed/supported 37 different local business and groups that have benefited from Mammoth Rocks. In 2018 for example, a quick review of expense shows \$14,265 paid out to local business (not including lodging) for items needed to produce the event. This does not include \$6,454.00 of the event budget, paid for food and beverage items purchased through distribution. While the distributors were not Mammoth based, 3 individuals employed as these companies' representatives were Mammoth locals (1 Bishop). This is a huge benefit. The amount of money spent locally represents approximately 40% of the events total budget.

- **The event has a volunteer effort**

MR has volunteers that help staff the event, some request no pay while for others we offer to make a donation in their name to the National Wounded Warrior Center. The event director volunteers over 160 hours/year to the event.

- **The event organizer demonstrates a proven track record of executing professional events.**

Yes, the same group has been on point for Mammoth Rocks 10 of the 12 years (2 Years the Chamber brought this in house).

- **The event supports and is aligned with the overall events strategy of Mammoth Lakes Tourism.**

Yes, in addition to aligning with the MLT strategies, MR will produce elements that fill critical components of being a premier, year-round resort community based on diverse outdoor recreation, **multiday events** and an ambiance that attracts visitors (TOML General Plan Vision Statement). The importance and need of special events are further supported by over 30 citations in the Town's General Plan, Parks & Recreation Master Plan, DRCEDS, Recstrats, HVS Special Event Venue Feasibility Study and the EPS Report; Mammoth Lakes Economic Forecast Revitalization Strategies report. MR accomplishes the items sought out for in these documents.

- **The event will broaden the scope of event offerings in Mammoth Lakes by serving a variety of different interests and audiences.**

Yes. MR understands its role is largely of a supporting cast member in this amazing production of “Mammoth Lakes.” We recognize most people come to Mammoth Lakes for all that it and the surrounding areas have to offer our visitors. We have also learned and can prove through extensive (hundreds and maybe more than a thousand) surveys over 9 years that visitors want (require) something else to do after recreating, hiking, biking, fishing and touring all day. Think about this for a moment please. 9 of the 10 “Top 10 Mammoth Lakes Trip motivators” are daytime activities: viewing mountain lakes, hiking, visiting a national park, fishing, scenic drives, sightseeing, nature walks, visiting unique geographical formations, wildlife watching. What are people going to do at night? A music and food festival offer a different kind of recreation that people not only appreciate but expect and even demand. MR provides that.

- Event has a dedicated website and professional marketing plan.

Yes. The <https://www.facebook.com/mammothrocks/> is ranked in the top 10 most popular pages in Mammoth Lakes with 6400 followers

- The event submits a professional marketing plan.

Yes.

- Event is a long standing (5+ Years)” Legacy” event in Mammoth Lakes that draws repeat participation. If event is new, event organizer is committed creating a “Legacy” event and has proven their expertise in prior event production to the Events Coalition Committee.

Yes.

In closing, I would hope that Town staff and Town Council embrace the enormous amount of leverage the event producers like MR provide when putting on these events. Investing in and supporting special events is among the purest forms of economic and recreational sustainability available. The return on investment has been proven year after year. We must always remember the particularly tough economic times. No other investment source provides such a dramatic return on investment for the town of Mammoth Lakes while concurrently helping to fulfill major components of Mammoth Lakes Tourism Event strategies and the Towns Vision statement.

	2021 Budget	
Creative & Design		\$ 2,100.00
Print & Signage		\$ 1,500.00
Ad placement		\$ 2,500.00
Talent & Lodging		\$27,500.00
Social Media		\$ 2,500.00
Permits & Insurance		\$ 2,000.00
A.V & Equipment rental		\$ 1,500.00
Security		\$ 2,750.00
Event Director, Co-Director, Managers, paid staff		\$11,750.00
VIP reception		\$ 500.00
Expense Total		\$54,600.00