



Events and MLT/MLCC

Purpose:

The purpose of having a special event manager position live in Mammoth Lakes Tourism /Mammoth Lakes Chamber of Commerce is to have one entity coordinating marketing, funding/financial support, process assistance, calendar management, new event development and equipment needs/distribution.

Governance

The special event manager position would report either to Mammoth Lakes Tourism or the Mammoth Lakes Chamber of Commerce. The recommendation is that a three-to-five member Special Events Committee be put in place including members of the MLT board, MLCC board and either TOML staff or Recreation Commission. This group would be responsible for development of the funding guidelines, the fund distribution process, execution of event support, post-event event follow-up, as well as the recommendations to town council for allocations of the Measure U funds.

Event Funding

Funding for events would continue to be supported through Measure U dollars, currently in the amount of \$125,000. The process for distributing these funds would need to be developed by the above mentioned five member Special Events Committee. Other funding may be considered if recommended by the committee. The allocation guidelines will need to be created by the committee to determine eligibility of event producers, approved uses of allocated funds as well as other items such as length of eligibility to receive funds by events.

Event Manager Salary and Operational Funding

After recent reductions of MLT funding from 2.5 points of TOT to 2.35 points of TOT there needs to be discussion as we take on additional responsibilities and deliverables. The reduction in MLT Measure A and business license tax revenues in year one is expected to be \$192,089 (\$47,958 from BLT and \$144,131 from TOT). MLT will work with the town to develop a funding plan for the organization to pick up the responsibility of events and request a return of funding for such purpose. Requested funding from TOML would be \$150,000 annually. MLT would consider adding to that as well for additional special event grants as well as capital expenditures.

Special Event Manager Position

The Special Event Manager job description would need to be fully developed by the committee but should include:

- Event production background
- Financial and budget management
- Collaborative experience working with event producers, production staff, vendors, sponsors, and government entities
- Highly focused organizational mindset
- Strong multi-tasking ability
- Proven relationship and collaboration skills
- Manage master event calendar for ALL events

Event Support

The special event manager position would support events through:

- Fund distribution (in conjunction with the Special Events Committee allocation process)
- Marketing and media assistance
- Event permit process assistance
- Special event equipment management and distribution
- Resource procurement – event supply contacts (tents, porta potties, portable Wi-Fi . . .)
- Possible event sponsor procurement
- Research efforts (requirement of receiving funds)
- Event recap and reporting

Questions?

- Where does this position live?
 - Mammoth Lakes Chamber of Commerce – Direct report to MLT Executive Director
- Staffing
 - Mid-level process and coordination position – FTYR benefitted position
- Funding
 - Request relief from TOML for the current proposed budget “give-back” of Measure A
 - Staff salary - \$40,000-\$50,000
 - Operating budget – TBD – placeholder \$150,000
 - Capital purchasing funds – TBD based on needs
- Is position responsible for attracting large scale events and sponsors to Mammoth Lakes?
 - Not primarily – possibly secondarily based on person hired
- Will existing events feel that this event creates competition for them?
 - Possibly but there needs to be bigger picture thinking about what is good for the community as a whole
- Will **Special Events Committee** have the right to refuse events if that “segment” is saturated?
 - Feeling is yes to control the experience and protect brand and existing events
 - Too many wine, beer or booze events already
 - To close to another like event date – set criteria for separation, one, two, six months?
 - Doesn't fit the town image or brand (something sponsored by a cigarette company)
 - Isn't during a “need time”
 - Conflicts with a long standing event
- Will we purchase, store and manage event supplies? To what extent?
 - TBD but some examples from other locations:
 - Portable stage
 - Tables and chairs
 - Fencing and barricades
 - Sound system
 - Generator(s)
 - Event banner for main street (consistency in look and feel)
- Will the organization provide marketing specific support?
 - TBD – up for board discussion – may add additional funding needs
 - To support individual events
 - Matching grants available to market clusters of like events
 - Example: 3 running, cycling or triathlon events all under different ownership
 - Provide a limited matching grant program to individual events
- Should MLT provide more funds for events?
 - TBD MLT board decision
 - Specific time frames (April 1 – June 30 or After Labor Day –December 20?)
 - Specific types of events that fit our active brand