

**MONO COUNTY ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION**  
**COMMUNITY EVENT MARKETING FUND 2019-20 for**  
**MONO COUNTY COMMUNITY NON-PROFIT ORGANIZATIONS**

**DEFINITION AND PURPOSE**

Mono County, through its Economic Development, Tourism & Film Commission, is pleased to announce the availability of a Community Event Marketing Fund (CEMF) reimbursement program to support organized, non-profit groups that may require additional revenue to advertise and promote tourism-based community events to markets outside the Eastern Sierra. The purpose of this program is to further the Mono County Economic Development, Tourism & Film Commission’s (EDTFC) goal to increase year-round visitation and overnight stays in Mono County which provide economic benefit to the region. Primary consideration will be given to newly established events, and those that take place in the less busy “shoulder” seasons.

**AVAILABLE FUNDING**

Up to \$5,000 in funding on a reimbursement basis is available per event; additional funds may be awarded depending on the total amount allocated to each community. Total funding available for CEMF is \$20,000; these monies are identified in the EDTFC 2019-20 operating budget approved by the Board of Supervisors. **Mono County is under no obligation to expend any or all of the funds; EDTFC reserves the right to modify the allocation process as needed.**

**POINT SYSTEM**

New this year, to help make the process more efficient, applications will be evaluated with a point system.

- The event is brand-new = **+2 points**
- The event is 1-3 years old = **+1 point**
- The event has occurred more than five times = **-1 point**
- This is the first time the event has applied for CEMF or other county funding = **+1 point**
- The event occurs during shoulder season (non-holidays after Labor Day to June 30, excluding Dec. 20-March 30 for Mammoth Lakes) = **+2 points**
- The event occurs during a peak visitation time (July, August, Labor Day weekend, and for Mammoth Lakes, winter high season from Dec. 20-March 30) = **-1 point**
- The event is two or more consecutive days = **+1 point**
- The event failed to spend 90% of marketing funds that were awarded in the previous year = **-1 point**
- The event provided a report (or, if new, commits to conducting a survey to provide demographics of attendees, estimated overnight visitation, etc. to Commission) = **+1 point**

**FUNDING ALLOCATION MODEL**

The total grant fund of \$20,000 will be divided equally by the number of communities from which qualifying applications are received. For example, if applications are received for events in 4 communities, each of those 4 communities will be allocated a total of \$5,000, etc. From each community’s total, the grants will be awarded to qualifying applicants within that community based on the point system above, and allocated according to the following grid:

AWARDS MODEL EXAMPLE*	Example: 4 communities
<b>Allocation Per Community** (\$20,000 divided by communities with applications)</b>	<b>\$5,000.00</b>
1st Place - Application with highest score	\$2,700.00
2nd Place - Application with second highest score	\$1,500.00
3rd Place - Application with third highest score	\$800.00
<i>Total</i>	<i>\$5,000.00</i>

\* The funding per community will be granted to the top-scoring applicants in that community. If there is only one qualified application from a specific community, that applicant will receive 100% of that community's allocated funds.

In the event of a tie for 1<sup>st</sup> place, the funds for 1<sup>st</sup> and 2<sup>nd</sup> (and possibly 3<sup>rd</sup> if there are three or more applicants with the same top score) will be combined and the total divided equally between the tied applicants. Similarly, if there is a tie for 2<sup>nd</sup> place, the funds for 2<sup>nd</sup> and 3<sup>rd</sup> will be combined and divided equally. In the event of a 3<sup>rd</sup> place tie, the funds for 3<sup>rd</sup> place will be split among the tied applicants.

\*\*For the purpose of this application, Mono County communities are defined as follows: (1) North County (Walker, Coleville, Topaz); (2) Bridgeport; (3) Lee Vining; (4) June Lake; (5) Mammoth Lakes; and (6) South County (Crowley Lake, Benton, Chalfant).

### **ELIGIBLE EVENT MARKETING PLANS**

Examples of marketing initiatives that promote tourism-based, community events might include: Temporary promotional signage, flyers, posters, brochures, direct mail, online and traditional advertising, etc.

#### **Please note:**

- Promotional communication/advertising and marketing must be targeted and distributed to destination markets **outside** Mono County and the Eastern Sierra, e.g., Southern California, Bay Area, Reno, etc.
- Promotional materials funded by the CEMF must be professionally designed and produced.
- Again, new events will be given higher marks, as will events that are scheduled during non-holidays after Labor Day through June 30<sup>th</sup> (and excluding high season for Mammoth Lakes, Dec. 20-March 30). However, applications for events occurring outside the preferred date will be accepted, because the distribution of funding may include events outside the preferred dates, depending on the applicant pool.
- Every community in Mono County is encouraged to submit applications for funding and EDTFC will strive to ensure that funding is dispersed as equitably as possible between communities and applicants.
- Both new and existing events are eligible for funding; however, EDTFC encourages organizations to develop self-sustaining events -- and the point system takes this into consideration.

## APPLICATION REQUIREMENTS

To apply for Community Event Marketing Fund reimbursement, organizations must submit:

- Community Event Marketing Fund application form (see attached) – **EVENT DESCRIPTION AND MARKETING PLAN MUST BE THOROUGHLY OUTLINED** with all questions answered in detail
- **Detailed budget** specific to the event, including revenue, expenses and marketing/advertising plan
- Proof of non-profit organization status

**APPLICATION SUBMISSION DEADLINE:** Friday, October 11, 2019 at 5:00pm.

Please ensure applications are complete and detailed--**there will be no live presentations.** All complete applications will be reviewed by Mono County staff. County staff will evaluate applications based on overall viability, including the identification of potential issues with the proposed event. County staff may contact applicants for more information. Applications determined to meet viability and funding criteria will be ranked using the above point system, and funding will be awarded in accordance with the approved schedule.

**FUNDING APPROVAL NOTIFICATION:** We will notify you by e-mail if your funding request is approved, by or before November 1, 2019 (subject to change).

### APPLICATION SUBMISSION INSTRUCTIONS:

All applications must be submitted by 5:00pm on **Friday, October 11, 2019** by email, mail, or in person to:

**Liz Grans**

**Economic Development Assistant, Mono County**

PO Box 603, Mammoth Lakes, CA 93546

452 Old Mammoth Road, Suite #306

P. 760-924-1738

E. [lgrans@mono.ca.gov](mailto:lgrans@mono.ca.gov)

**THANK YOU!**

## FUNDED EVENT REQUIREMENTS

Events that are approved for CEMF reimbursement program must adhere to the following requirements:

1) Recipients must adhere to the business/marketing plan (scope of work), as proposed, and sign a contract with the County before receiving any funds from the Community Event Marketing Fund. Recipients are advised that any expenditures made prior to contract execution are at the Recipient's risk.

2) Recipients are required to provide progress reports by phone or email leading up to the event.

3) All promotional materials and online/website presence must include the following Mono County information; however, the primary call-to-action for the event must clearly be the event's own contact info.

- Mono County Economic Development, Tourism and Film Commission logo (artwork provided)
- The 800 Tourism number: **800.845.7922**
- Mono County Tourism website address: [www.MonoCounty.org](http://www.MonoCounty.org).

4) Design and content of all materials must be professionally created, reviewed and approved by County staff before printing, publication or distribution.

5) All content and photos, information, logos, music for public concerts, etc. must be properly licensed.

6) All original invoices and/or original paid receipts must be presented to Mono County staff for reimbursement to the requesting organization within 30 days after the event. Reimbursements will not be made before the event occurs. Any reimbursement is limited to eligible expenses incurred to market and promote events taking place Nov-Dec 2018 or within the 2019 calendar year.

Reminder: funding may not be used with local advertising outlets such as The Sheet, Mammoth Times, KMMT, Sierra Wave, Inyo Register, Mammoth Channel, etc.

7) Organizations must provide Mono County staff and the EDTFC with a written **Project Report** on the success of the event.

8) Recipients who are approved for funding from the 2019-20 fiscal year budget are required to hold the event on the scheduled date on the application. The allocated funds cannot be rolled over into another fiscal or calendar year.

9) If an event is not held on the scheduled date as indicated on the application, the applicant may not be eligible for reimbursement pursuant to this 2019-20 event marketing fund.

**10) Reimbursement will be made only for marketing/advertising expenses targeted at audiences outside Mono County and the Eastern Sierra.**

**Mono County Economic Development, Tourism and Film Commission  
Community Event Marketing Fund Application 2019-20**

You are encouraged to provide any additional information you feel is pertinent and which would aid in evaluating your application. This application should only be submitted to request funding for events that will have a direct impact on the successful marketing and promotion of Mono County as a visitor destination.

1. Name of Non-Profit Organization Hosting the Event:

2. Purpose of Organization:

3. Event Name (for which funding is being requested):

4. Date of Event:

5. Location of Event:

6. Number of Years Event Has Occurred Prior to this Year:

7. Amount of Funding Requested:

8. Contact Name:

9. Email Address:

10. Phone:

11. Non-Profit Organization Mailing Address:

12. Tax ID # & Organization Type (if not 501 (c)3):

If you do not have a Tax ID number, has one been requested? Yes \_\_\_\_\_ No \_\_\_\_\_

Please send a W-9 in with your application.

13. Has this event previously received funding from Mono County? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please list year(s) and amount(s):

If this event received but did not spend all CEMF funding in the past, please briefly explain why:

14. Overview of the Event:

15. **Alternative Planning.** If your event is dependent on weather or other uncontrollable factors, please describe alternative plan so that the event can still take place:

16. How will the event drive NEW overnight visitation to your community? What additional benefits will the event bring to the community as a whole?

17. Are any County-funded resources (community centers, parks) used by the organization? Yes \_\_\_\_ No\_\_\_\_

## 18. BUDGET & FUNDING SOURCES

a. Please ATTACH a detailed budget for the ENTIRE event, including marketing budget.

b. **What other sources are funding the event?** (*e.g. fundraising events, increased fees, admission charges, donations, private donors, other grant funding, TOML Measure U, etc.*).

Please attach any information that will assist in establishing the funding history of the organization and the event.

## 19. MARKETING PLAN

Please answer the questions below as to **how you will use the funding** to market your event. You may also attach a detailed Marketing or Business Plan, if it addresses these questions.

a. **Advertising/Media Buy** – What advertising and promotional channels will be used (*names of magazines, newspapers, radio stations, websites or other online venues*) **and in what markets?** How many ads/spots will run, and what are the size/duration, timeline, and costs? (*Reminder, local advertising outlets are not eligible for reimbursement.*)

**b. Printed Materials** – Describe **type** of printed materials, (e.g. brochures, posters, rack cards, banners), **quantity**, and **where** distribution will take place. (*Reminder, local advertising is not eligible for reimbursement*).

**c. Timeline** – Please provide a timeline for the marketing campaign.

By signing below, you agree to meet the Community Event Marketing Fund funded event requirements which, if not met, may result in lack of reimbursement of costs for your event.

Signature

Print Name

Date