

**MONO COUNTY TOURISM & FILM COMMISSION
COMMUNITY EVENT MARKETING FUND 2014-2015
FOR
MONO COUNTY COMMUNITY NON-PROFIT ORGANIZATIONS**

DEFINITION AND PURPOSE

Mono County, through its 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 market and promote tourism-based community events. The purpose of this program is to further the Mono County Tourism & Film Commission's (MCTFC) goal to increase year-round visitation and overnight stays in Mono County which provide economic benefit to the region.

ELIGIBLE EVENT MARKETING PROGRAMS

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 must be targeted and distributed to destination markets **outside** Mono County and California's Eastern Sierra.
- Promotional materials funded by the CEMF must be professionally designed and produced.
- New events will be given priority consideration, as will events that are scheduled during non-holidays after Labor Day through June 30th (and excluding high season for events in Mammoth Lakes, Dec.20-March 30).
- Every community in the county is encouraged to submit applications for funding and MCTFC will strive to ensure that funding is dispersed as equitably as possible between communities and applicants. However, this will depend on relevant applications received and cannot be guaranteed.
- Both new and existing events are eligible for funding; however, MCTFC encourages organizations to develop self-sustaining events and programs, and will take this into consideration when reviewing applications for CEMF.

EVENT MARKETING CHARACTERISTICS

The MCTFC will review all applications, giving special attention to those requests that propose to market the following:

- Events that bring NEW overnight visitation to Mono County, particularly those that drive more than a single night stay
- Events that promote/advertise the community, not individual businesses
- Events which have otherwise limited funding sources
- Events which have heavy volunteer participation and community support
- New events and applicants that have not previously applied for funding
- Events which drive traffic during the shoulder seasons – non-holidays after Labor Day through the end of June, (and excluding high season for events in Mammoth Lakes, Dec.20-March 30).
- Events which are marketed and promoted to destination markets outside Mono County and the Eastern Sierra.

AVAILABLE FUNDING

Up to \$4,000 in funding on a reimbursement basis is available per event, determined by the scope and needs of the event. Total funding available for CEMF is \$4,000; these monies are identified in the MCTFC 2014-15 operating budget. **The Mono County Tourism and Film Commission is under no obligation to expend any or all of the funds.** Organizations that have been granted funding from MCTFC in the past may apply for CEMF if the proposal is to expand the event in order to drive NEW overnight visitation, or if the event is moved to a non-holiday, shoulder-season time.

APPLICATION REQUIREMENTS

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

- Community Event Marketing Fund application form (see attached)
- Detailed budget specific to the program or event
- Proof of 501(c) non-profit organization status

APPLICATION SUBMISSION & APPROVAL TIMELINE

All applications will be reviewed by Mono County staff and, if determined to meet funding criteria, will be submitted to the MCTFC for final evaluation.

APPLICATION SUBMISSION DEADLINE: May 15, 2015.

PRESENTATION TO COMMISSON*: May 26, 2015.

FUNDING APPROVAL NOTIFICATION: May 29, 2015.

**Applicants must be prepared, if requested, to make a short 5-minute presentation at the regularly scheduled MCTFC meeting, May 26, 2015. Time and location TBA.*

APPLICATION SUBMISSION INSTRUCTIONS

All applications must be submitted by **May 15, 2015** in person, by mail or electronically to:

Liz Grans, Economic Development Assistant
Mono County
PO Box 603
Mammoth Lakes, CA 93546

P. 760-924-1738
F. 760-924-1697 FAX
E. lgrans@mono.ca.gov

The Mono County Economic Development office is located in the Sierra Center Mall, 452 Old Mammoth Rd., on the 3rd floor in the County Administrative Office.

FUNDED EVENT REQUIREMENTS:

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

1. Recipients must adhere to the business/marketing plan (scope of work), as proposed, and sign a contract to do so with the county.
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 Tourism/Film Commission logo (artwork provided)
 - The 800 Tourism number: **800.845.7922**
 - Mono County Tourism website address: www.MonoCounty.org.
4. Design and content of all materials must be professionally created and reviewed by County staff before printing, publication, or distribution.
5. All content, photos, information, logos, etc. must be properly licensed.
6. All original invoices and/or original paid receipts must be presented to Mono County staff for reimbursement by the requesting organization within 90 days after the event or the launch of the program. Copies of any marketing material(s) you produce with the funds must be included with the invoice. Any reimbursement is limited to eligible expenses incurred during the 2014-15 fiscal year.
7. Organizations must provide Mono County staff and the MCTFC with a written **Project Report** on the success of the program or event.
8. Recipients who receive funding for their event will be required to hold the event on the scheduled date on the application within the fiscal year the funds are given for. The allocated funds will not be rolled over into another fiscal year.
9. If an event is not held within the 2014-15 fiscal year, the applicant will not be eligible for reimbursement pursuant to this 2014-15 event marketing fund.

**Mono County Tourism/Film Commission
Community Event Marketing Fund Request Form**

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

1. **Name of Organization:** _____
2. **Purpose of Organization:** _____
3. **Name of event for which funding is being requested:** _____
4. **Date of event:** _____
5. **Amount of funding requested \$** _____
6. **Chairperson/Contact:** _____
7. **Email Address:** _____
8. **Telephone/Cell Phone:** _____
9. **Mailing Address:** _____
10. **Tax ID #** _____

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

11. **Has this particular event received funding through Mono County in the past?** Yes _____ No _____

If yes, what year and amount: _____

12. Marketing Plan

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

a. Overview of the event:

b. Advertising/Media Buy – What advertising and promotional channels will be used (*names of magazines, newspapers, radio stations, online venues*)? How many ads/spots will run, and what are the size/duration, timeline, and costs?

c. Printed Materials – What and how many printed materials will be produced (*e.g. brochures, posters, rack cards, banners*) and what are the distribution plans, timeline, and costs:

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

13. **Number of local participants/volunteers:** _____

14. **Budget**

a. Please attach a detailed Budget for the entire event (including Revenue & Expenditures)

b. **What other sources have you pursued to obtain funding?** (e.g. fundraising events, increased fees, admission charges). Please attach any information that will assist in establishing the funding history of the organization:

c. **Are any County-funded resources (community centers, parks) used by the organization?** Yes ___ No ___
If yes, indicate the nature and extent. Estimate number of participant hours of use:

15. **Goals**

a. **Please quantify the visitation goals of your program?** (e.g. 100 room-nights, 500 attendees, etc.):

b. **How will the event drive NEW overnight visitation to your community?**

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

Print Name

Telephone number/Email

Signature

Date