

Eastern Sierra Interpretive Association

Multi-Year Measure U Programming

FY 2019/2020

FY 2020/2021

FY2021/2022

Multi-Year Program Funding Ask:

FY 19/20 Ask: \$4795.00

FY 20/21 Ask: \$4795.00

FY 21/22 Ask: \$4795.00

Contact Person: Jeff Gabriel

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Measure R & U Allocation Application

Type of Request	Programming
Name of the Organization, Lead Agency, or Individual	Eastern Sierra Interpretive Association
Name of the Program or Project:	Eastern Sierra Winter Adventure Series

Purpose of the proposed Program or Project and include a detailed schedule with a timeline, dates, programs and venue:

The Eastern Sierra Winter Adventure Series (henceforth Adventure Series), showcases a collection of interactive presentations, slideshows, movies, and/or panels by a diverse array of professional and emerging athletes, photographers, filmmakers, scientists, and outdoor adventurers. The Adventure Series has been led and developed annually at a local level for over six years, through a collaborative effort including the Eastern Sierra Avalanche Center, Mammoth Lakes Recreation (MLR), Sierra Wave Media and Winter Wildlands Alliance (WWA). In late 2016, ESIA was asked to spearhead the speaker series, to provide consistency and routine staffing and funding in support of further development and continued programming.

In 2018, the Mammoth Lakes Recreation (MLR) recommended ESIA receive project-specific financial support from the Town of Mammoth Lakes (TOML) Measure U program. Since then, the speaker series has developed into a well-attended and community supported program with support of some integral partners including MLR and WWA. The Adventure Series seeks to provide annual programming over the next three years to educate, motivate, and inspire the Mammoth Lakes community, visitors, and particularly youth to explore their natural surroundings and support sound stewardship of public lands.

The proposed Adventure Series is offered from mid-January through mid-March on a weekly basis, with approximately six to eight events across this specific time-frame. A strong community interest in the Adventure Series continues to build. The Adventure Series provides the best educational platform through highly engaging speakers and documentaries to create productive natural resource discussions within the local community. Natural resources, even those outside the Mountain community, are threaten by neglect and unknowing heavy use. The

Adventure Series provides the format in which those messages can resonate with the public. It is now more than any time in humanity that we need the programs offered by the Adventure Series to provide the framework by which the users realize how fragile and vitally important the sustainability of the natural resources is. The high quality programs offered over the next three years will attract larger audiences and build a stronger following of attendees.

The 2020-22 Adventure Series will be held at the U.S. Forest Service (USFS) Visitor Center, and adjacent auditorium, 2510 Main Street at the gateway to Mammoth Lakes, CA. This is a unique venue that has been selected so that the community can experience this iconic community structure, with vintage USFS signage and memorabilia on display, coupled with the events and discussions. The venue is intimate and captures the recreational, sentimental, and cultural appetite of visitors and locals alike.

What are your stated goals of the project, as aligned with the Allocation Broad Objective?

Quality of Life:

Public lands in the Eastern Sierra are an integral support system for personal health and well-being of residents and visitors alike. These public lands sustain a diversity of outdoor recreation activities ranging from passive to hyper-active, whether roadside viewing, walking, picnics, photography, art, fishing, hunting, responsible off-road sports, skiing and an array of extreme mountain sports. All these activities, no matter at which activity level everyone participates, provide quality of life improvements for the broad spectrum of society. The diverse level of activities available in the Mammoth Lakes region on the Inyo National Forest and other surrounding public land agencies, in return, provide a basis and an opportunity to our greater community, including visitors, for improved health and wellbeing. The vast and diverse public lands in the Mammoth Lakes vicinity support this region as a destination location and help sustain and advance both economy and mountain culture. ESIA promotes this amazing broad support system on multiple levels, one is through support of responsible public land use through educational and hands on activities for both locals and visitors, to provide understanding of the natural environment. Additionally, ESIA encourages the public to realize the potential that public lands offer, to use these resources wisely within everyone's realm of comfort, and to thus connect with, and hopefully feel inspired to promote sound public use of these lands.

Specifically, the Adventure Series brings an awareness to mountain culture, outdoor adventure, and land stewardship that has existed in Mammoth Lakes since the town's establishment. The Adventure Series enhances day to day life for locals and visitors alike, with programming that highlights an active lifestyle, promoting responsible multiple uses of public lands, which is directly supports the USFS mission. This program will inspire a broad community, motivating individuals to

learn more, and try things they did not know possible or existed, from simple adventure photography, art, citizen science, to more extreme mountaineering and other adventure sports. Through active and responsible use of public lands, participants will learn to appreciate, and thus promote, diverse and responsible uses of these lands.

Public Benefit:

In addition to quality of life benefits noted above in objective one, the Adventure Series brings a regional and global community together that otherwise might be segregated due to remote locations and agendas, spread out across multiple locations from Inyo, Mono, Los Angeles, and beyond including the international visitors. This diverse group with multiple agendas, can become united around a common interest through the unique programming offered by the Adventure Series, with opportunity to network and understand diverse perspectives. The ability to learn will never end and the successful preservation of the natural resources can only happen when the message of sustainability is repeated frequently. The Adventure Series has a strong following of attendees that attend multiple programs. ESIA will continue to reach new attendees so the group of repeat attendees will continue to grow exponentially.

The fee for entry is kept to a minimum, so attendance can be appealing and accessible for a range of attendees. There will be a season pass option for those that want to attend the entire series at a discounted rate. ESIA offers free admission for children 0-17 years of age.

Sustainability:

Public lands in the Eastern Sierra are an integral support system as described in objective one above, and thus ESIA and the USFS supports diverse uses that in turn support the public, with responsible multi-use being a key element. The breadth of

recreational activities that occur in our region vary from season to season, including mountain biking, hunting, fishing, off-roading, and other endeavors that might be missed by “winter only” programming. Thus, including some of these topics in the Adventure Series as the event wraps to an end in the spring, is important to capture the range of year around opportunities in the region. Providing a three-month period for the Adventure Series will also allow for format and structure to capture possible presenters who might be travelling through the area. This timeline is also in line with feedback and enthusiasms from the success of the past Adventure Series that resulted in a few speakers being added into March. At this time, the series will remain a winter program but will highlight year around recreational adventures. Once the program is economically sustainable within the proposed annual timeframe, consideration for expansion to other locations or seasons could be considered if USFS and partners were supportive.

To make the Adventure Series economically viable, ESIA will need to pursue partner and/or corporate sponsorship, in-kind donations from speakers and advertisers, and other sources of funding. It is a long-term goal to maintain a modest entrance fee. It is ESIA’s desire to work with the long-term local supporters of this event to provide economic longevity of this event. ESIA would like to rely on local partners, yet some corporate input may be helpful in ensuring the long-term economic sustainability of this popular and educational community event.

ESIA has met with several local organizations with broad corporate connections to build partnerships for sponsors and funding. With a strong engagement, ESIA along with the Adventure Series partners will build sustainable economic support over the next three years. The support of MLR and TOML being key in keeping the program financially

viable during this three-year period.

The aggressive marketing plan in 2020-22 will assist in increased and sustained attendance over 2019 attendance. ESIA is planning to develop a strategic marketing plan for the Adventure Series for 2020-22 to attempt to minimize these expenses while maintaining and growing attendance. Notably, Facebook promotions are a viable cost-effective way to promote attendance and has been shown through surveys at other ESIA events, to be the main source of event information.

The greatest marketing value is the devoted followers of past events sharing how much they personally enjoy and recommend to their community of family and friends the importance of attending future Adventure Series programs. Here is a quote from one of the attendees that attended this year's Adventure Series, "Thank you so much for another amazing event! This was a great film-packed full of action, humor and history. Captivating for all ages Thank you so much for bringing Chris Smead and his film to Mammoth."

Stewardship:

Responsible use of our public lands, and stewardship of these public lands, indirectly and directly support the economy, visitors, residents and stakeholders of Mammoth Lakes, as discussed in detail above in objective two under "Quality of Life", as a support system for community health and well-being. ESIA promotes this support system by providing outlets for the public to realize the potential that public lands offer, to use these resources wisely, and, through this connection of active or passive use, to hopefully feel inspired to promote sound public use of these lands. To reiterate, the Adventure Series is a key mechanism to bring diverse groups together to help promote stewardship and long-term responsible and multi-uses of our public lands. The Adventure Series

	encourages a diverse array of stakeholders and public to attend, which results in productive discussions and alignments among varying perspectives.
Total amount of funding requested for one or multiple years:	\$14,385 .00
Is this a one-time funding request or on-going?	Multi-year funding
If this is a multi-year request, please provide a timeline for the funding you are requesting.	Year one (2020) - \$4,795 Year two (2021) - \$4,795 Year three (2022) - \$4,795
Has your program/project been awarded R and/or U funding in the past?	I have received Measures R and/or U funding in the past
Amount (1)	\$3,900
Date (1)	01-06-2017
Amount (2)	\$7,000
Date (2)	01-07-2019
Year One	Adventure_Series_Demo_2017.pdf (79k)
Year Two	Adventure_Series_Demo_2018.pdf (78k)
Year Three	Adventure_Series_Demo_2019.pdf (79k)
Future Attendance Forecast	Adventure_Series_Demo_2020-22.pdf (89k)
Is there a cost of admission and/or participation?	\$15 for Adults (18 years and older); Free for children (17 years and younger)
Are scholarships available?	No
Please provide a brief description if yes OR no:	No charge for children under 17 years of age.

Is the program(s) ADA compliant to all potential participants? If not, please explain:

ESIA is working with USFS and potential donor to provide improved ADA access for the existing bathrooms at the USFS building which includes the auditorium and venue for the Adventure Series. The Forest Service Ranger Station is designated an historical structure; thus, any improvements require additional review and approval to maintain the historical significance of the structure. The auditorium venue is wheelchair accessible, yet due to the age of the structure, it may or may not meet current ADA requirements. Details regarding bathroom repairs and ADA access are currently being evaluated and discussed with the USFS.

Describe the public benefit:

In addition to quality of life benefits noted above, the Adventure Series brings a regional and global community together that otherwise might be segregated due to remote locations and agendas, spread out across multiple locations from Inyo, Mono, Los Angeles, and beyond including our international travelers. This diverse group with varying agendas, can become united around a common interest through the series, with opportunity to network and hear perspectives. The fee for entry is kept to a minimum, so attendance can be appealing and accessible for a range of attendees. There are also seasons pass options for those that want to attend the entire series at a discounted rate. ESIA offers free attendance for children 0-17 years of age.

Responsible Party & Title:

Jeff Gabriel, Executive Director

Point of Contact/PR personnel and contact information:

John Kelly - john@esiaonline.org

Organization's Mission Statement:

ESIA's mission is to educate and inspire the public about Eastern Sierra public lands through high quality interpretive products, exhibits, and programs.

Website:

www.esiaonline.org

Social Media Page(s):

Facebook:

<https://www.facebook.com/ESIAONLINE>Instagram: <https://www.instagram.com/easternsierra-interpretive-association>

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Choose a tax status:	Non-Profit 501(c)3
Federal EIN number or ID number:	23-7253530
990 Form	2017_990_Filing_ESIA.pdf (3645k)
Previous Year's Profit and Loss (P&L) Statement	Statement_of_Activity_ESIA_FY18.pdf (74k)
Previous Year's Balance Sheet	Statement_of_Financial_Position_ESIA_FY18.pdf (70k)
Year-to-Date Profit and Loss Statement	Statement_of_Activity_ESIA_FY19.pdf (70k)
Year-to-Date Balance Sheet	Statement_of_Financial_Position_ESIA_FY19.pdf (69k)
Current Year Budget	Attachment_6_-_ESIA_Budget_FY2019.pdf (67k)
Proposed Program Budget	FY1920_AlloProjectBudget_AppxA_190115_ESIA.xlsx (53k)

If you received Measure R or U funding during Fiscal Year 17/18 and your program or project is still in progress, please fill out and attach the Progress Report (Appendix - C):

[FY1920_AlloProgressReport_AppendixC_190115_ESIA.pdf \(105k\)](#)

Project Specific Budget (Appendix A):

[FY1920_AlloProjectBudget_AppxA_190115_ESIA.xlsx \(53k\)](#)
