



# Foothills Calendar Coordination Meeting

A gathering of event organizers, nonprofits, businesses, media partners, community groups, venues & local leaders from Eastern Madera and Mariposa Counties.

If you brought any promotional materials for your event/s, please feel free to leave them on the community table underneath one of the rocks provided.

Make sure that prior to the start of the meeting, you write down the names and dates of any events you represent using one of the color coded sticky notes provided. Please see any of the Yosemite Foothills staff with questions regarding this process.



# Welcome

to the Foothills Calendar Coordination Meeting, hosted by Yosemite Foothills. We're excited for you to be involved in this community endeavor to make our events in the mountain community more cohesive and collaborative.

**This meeting is a neutral space. Unkind words, targeted attacks, or inflammatory statements will not be tolerated.**

**To begin, everyone will introduce themselves, where they're based, and why they're here.**

When you signed in, you were asked to write events that you represent onto color coordinated sticky notes. They have been placed on the community calendar to provide a visual aid as we begin to discuss highly concentrated event dates, as well as dates that look sparse and could do with an event.

Here's the color guide for reference:

**Community  
Events**

Large gatherings,  
festivals, fairs

**Fundraising  
& Nonprofits**

Fundraising as  
major aspect of  
marketing/appeal

**Outdoors &  
Wellness**

Marathons, clean  
up events

**Business  
Events**

Networking,  
outreach

**Arts &  
Culture**

Live music,  
art shows,  
performances

**Workshops  
& Classes**

Craftsmanship, art  
lessons

# Highly Concentrated Weekends

Some weekends throughout the year already have several large events that happen at one time. Prime examples include:

Month	When	Events
July	1 <sup>st</sup> Weekend	<ul style="list-style-type: none"> <li>• Logger's Jamboree (Sat-Sun)</li> <li>• Bass Lake Cleberation &amp; Fireworks (Sat)</li> <li>• Mariposa 250<sup>th</sup> Celebration (Sat)</li> <li>• Lights on the Lake at Lake McClure (Sat)</li> </ul>
September	1 <sup>st</sup> Weekend	<ul style="list-style-type: none"> <li>• Mariposa Fair (Fri-Sun)</li> <li>• Oakchella Music Festival (Sat)</li> </ul>
October	1 <sup>st</sup> Weekend	<ul style="list-style-type: none"> <li>• Sierra Art Trails (Fri-Sun)</li> <li>• Yosemite Goddess Festival (Sat-Sun)</li> <li>• Annual Hornitos Flea Market (Sun)</li> </ul>
	2 <sup>nd</sup> Weekend	<ul style="list-style-type: none"> <li>• Sierra Art Trails (Fri-Sun)</li> <li>• Oakhurst Fall Festival (Fri-Sun)</li> <li>• Yos. Songwriting Retreat (Fri-Sun)</li> </ul>
	3 <sup>rd</sup> Weekend	<ul style="list-style-type: none"> <li>• Celtic Festival (Fri-Sun)</li> <li>• Oktoberfest at South Gate (Sat)</li> <li>• Mariposa Hot Rod Custom Car Show (Sat)</li> <li>• MY CLUB Fright Night (Fri-Sun)</li> </ul>
	4 <sup>th</sup> Weekend	<ul style="list-style-type: none"> <li>• Tarantula Fest (Sat)</li> <li>• Bass Lake Fall Festival &amp; Halloween Carnival (Sat)</li> </ul>
May	1 <sup>st</sup> Weekend	<ul style="list-style-type: none"> <li>• Coarsegold Rodeo (Sat-Sun)</li> <li>• Bass Lake Fishing Derby (Sat-Sun)</li> <li>• Mariposa Butterfly Festival (Sat-Sun)</li> </ul>

# Highly Concentrated Weekends

**We aren't asking anyone to move their longstanding events. What we're emphasizing is mindfulness when planning.**

If you're a larger venue looking to host an event, consider choosing a weekend without a large, longstanding event. While the draw of visitors already being in town for an event might seem like a great way to get more attendance, multiple large events happening in the same weekend can be overwhelming to visitors, and while many locals want to attend everything, multiple events in one weekend can be tiring and expensive.

If you're a smaller venue or event planner, consider how you can host complementary events that play into a larger story with the events already happening in the community.

## Think Regionally

They may attend a concert in Mariposa, shop in Oakhurst, spend time at Bass Lake, visit a market in Coarsegold, explore North Fork, attend a festival in Coulterville, or discover an event in El Portal.

While each community has its own unique character, together they create the experience people know as the Foothills.

An event in Mariposa benefits Oakhurst

An event in Oakhurst benefits Mariposa

Visitors don't see county lines

We should work together whenever possible



# Important Contacts

## Eastern Madera County

## Mariposa County

### Event Permits & Regulatory Contacts

**Madera County | Community & Economic Development, Environmental Health**  
Food Vendors • Food Booths • Food Events  
Phone: (559) 675-7823 Ext. 3430

**Mariposa County Environmental Health**  
Food Vendors • Food Booths • Food Events  
Phone: (209) 966-2220

### Alcohol Permits

**California Department of Alcoholic Beverage Control (ABC)**  
Fresno District Office  
Address: 3640 E. Ashlan Avenue, Fresno, CA 93726  
Phone: (559) 225-6330

### Community Calendars to Submit Your Event

**Yosemite Foothills**  
[yosemitedfoothills.org/events](http://yosemitedfoothills.org/events)

**Mariposa Gazette**  
Email: Kellie Flanagan  
[kellie@mariposagazette.com](mailto:kellie@mariposagazette.com)

Email: Greg Little  
[greg@mariposagazette.com](mailto:greg@mariposagazette.com)

Who, What, When, Where & Contact Information

**Sierra News Online**  
<https://sierranewsonline.com/calendar/>  
**KRYZ Radio 98.5 FM (LPFM)**  
Email: [KRYZradio@gmail.com](mailto:KRYZradio@gmail.com)

**Visit Yosemite | Madera County**  
<https://www.yosemitethisyear.com/events>

**Mariposa Tourism Bureau**  
Email: [info@yosemite.com](mailto:info@yosemite.com)

### Chambers of Commerce

**Oakhurst Area**  
<https://business.oakhurstchamber.com/chamberevents>

**Bass Lake**  
Email: [chamber@basslakechamber.com](mailto:chamber@basslakechamber.com)

**North Fork**  
Email: [NorthForkChamberofCommerce@gmail.com](mailto:NorthForkChamberofCommerce@gmail.com)

**Mariposa**  
[www.mariposachamber.org/events](http://www.mariposachamber.org/events)

**Note:**  
if it is the website, it means they have a submission button

*yosemite foothills*

# Strengthening Local Connection

**When possible, consider ways your event can support and strengthen the local community:**

- Offer local vendors & nonprofits accessible booth pricing
- Seek local sponsors before looking outside the region
- Hire local musicians, artists, performers & instructors
- Purchase supplies & services from local businesses
- Partner with neighboring organizations & events
- Invite local nonprofits to share information about their mission
- Create opportunities for youth involvement & leadership
- Encourage collaboration rather than competition

## Supporting Volunteers

**Volunteers are one of the most valuable resources in our communities.**

- Reach out to volunteers as soon as your event date is confirmed
- Clearly communicate expectations & responsibilities
- Send reminders one month before the event
- Send a second reminder two weeks before the event
- Provide updates if schedules, locations, or duties change
- Show appreciation before, during & after the event
- Follow up with a thank-you message after the event

# Supporting Sponsors

**Sponsors help make community events possible.**

- Be intentional when selecting sponsors
- Communicate what the event supports & why it matters
- Explain how sponsorship dollars benefit the community
- Share sponsor recognition opportunities early
- Follow up after the event with attendance, photos & outcomes
- Thank sponsors publicly whenever appropriate

## Creating Community Impact

### Ask yourself:

- How does this event benefit the community?
- Who can be included that isn't usually represented?
- What local businesses or organizations could be involved?
- How can this event leave a positive impact beyond a single day?
- What relationships can be built through this event?

### Reaching Locals

- Facebook groups
- Flyers
- Gazette
- Sierra News Online
- KRYZ
- Chambers

### Reaching Visitors

- Tourism partners
- Visitor centers
- Paid ads
- Social media



# About You

Your Name:

Organization/Business/Venue:

Primary Contact:

Website:

Event(s):

Target Audience:

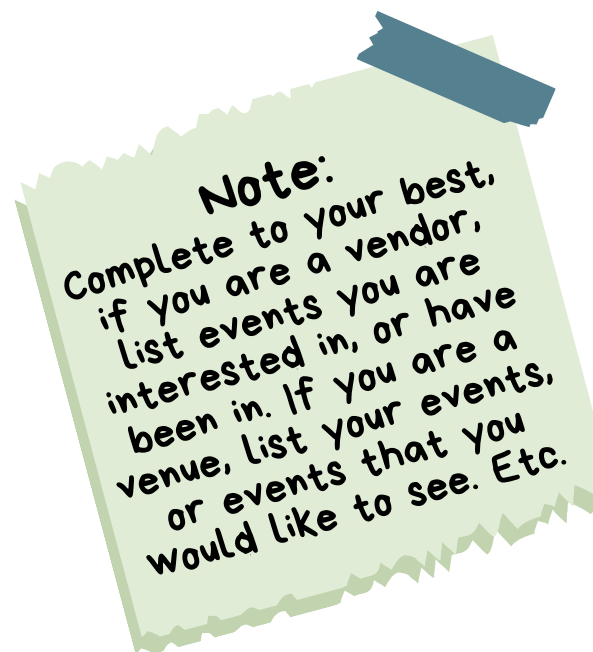
Greatest Strength:

You Can Offer

- |                                    |                                       |  |  |
|------------------------------------|---------------------------------------|--|--|
| <input type="checkbox"/> Venue     | <input type="checkbox"/> Volunteer(s) | <input type="checkbox"/> Vendor(s)       | <input type="checkbox"/> Food/Drink    |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Equipment    | <input type="checkbox"/> Sponsorship     | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Alcohol   | <input type="checkbox"/> Photography  | <input type="checkbox"/> Event Organizer | <input type="checkbox"/> Other         |

Greatest Challenge:

What You Need Help With:



# Promotion

## Essentials Checklist

- **Make sure that the title of your event is clear.**
- **Create a 2-3 sentence description that's easy to understand & conveys what the event is.**
- **Create a flyer.**  
It should have: the title of the event, location, time & date, & general info about the event.
- **Write a few paragraphs explaining the event.**  
More event info, what people might want/need to bring, what business/organization is hosting, why people should come & contact info for those with questions or who want to get involved.
- **If possible, have 3-5 relevant photos for general promotional purposes.**

## Going Above & Beyond

- **Create a Facebook Event**  
Use your flyer as the photo & make sure to include the paragraphs you wrote describing your event with all of the details.
- **Submit your event to local calendars & news hubs.**  
More resources for this will be shared on the next page.
- **Share your event on local Facebook groups & send it to pages on Instagram that share local events.**
- **Direct Invites, Email list, physical advertisements around town**  
(banners, flyers on bulletin boards & in local businesses)
- **Start posting regularly about 2 weeks out from the start of the event**

# Thank You

## Working Together to Build a More Connected Foothills

Thank you for taking the time to invest in our communities, organizations, businesses, volunteers, artists, nonprofits, and events.

Every event, fundraiser, festival, market, concert, workshop, and community gathering contributes to the unique character and vitality of the Foothills.

Together, we can strengthen communication, encourage collaboration, share resources, and support the people who make our region thrive.

## Why Yosemite Foothills?

Three years ago, I moved to the Foothills knowing very few people. So, I started looking for local events as a way to meet people and become involved. What I quickly discovered was that finding events could feel like a part-time job. Information was scattered across multiple calendars, websites, social media pages, Facebook groups, flyers, and word of mouth. I found myself spending hours searching for things to do and ways to connect.

At some point, I realized that if I was struggling to find events, others probably were too. I started gathering and sharing information about local events, organizations, and opportunities. What began as a personal effort to find community eventually grew into Yosemite Foothills.

Through the many events I've attended, I've met incredible people, discovered inspiring organizations, and found a genuine sense of belonging in this region.

Today, helping connect people with their communities has become my full-time work.

This meeting is simply an extension of that mission: bringing together the people who make our communities vibrant and helping create more opportunities for connection, collaboration, and community throughout the Foothills.



Scan the QR code to find events, submit events, and to help you plan your future events



# Notes/ things to add/consider

## Sierra Cider Events

2026		Other events
April 3 (FRI)		
April 4	Easter egg hunt	
April 11	Market Day	
April 18	Sneaky Tiki Luau	
April 25	Closed for wedding	
April 26 (SUN)		
May 2	Star Wars day	butterfly festival
May 9	Market Day	
May 16		
May 23	Memorial Day weekend	
May 30	Butterfly Release	
June 6	Lord of Rings	Chivalry and fantasy festival
June 13	Market Day	
June 20		
June 27	Disney Day (Trivia & Karaoke)	
July 4	Independence Day weekend	
July 11	Cruise In/Market Day	
July 18	Dinosaur Day	
July 25		before camp
August 1		in between camp
August 8	Public apple pressing / Market Day	
August 15	Cowboy Cider	
August 22	Public apple pressing	
August 29	Apple picking (GW?)	
September 5	Public apple pressing	Mariposa Fair / Labor Day weekend
September 12	Picnic & Rose / Market Day	
September 19	Public apple pressing	
September 26	Apple picking?	
October 3	Mario Cart	Goddess Festival
October 10	Public apple pressing / Market Day	
October 17	Hay Rides	
October 24	Hay Rides	
October 31	Hay Rides	
November 7		
November 14	Harvest Market Day	
November 21	Butterbeer	
November 28	Thanksgiving weekend	
December 5		
December 12	Christmas Market Day	
December 19		
December 26	Christmas weekend	

**talk with one person you dont know network talk 10 mins**

**community discussion**

**250 fourth of july**

**mariposa history museum 70th  
170 years mariposa grove discovery  
nonnatives**

**local pricing  
local musicians  
local vendors  
local**

**questionarre**

**email group  
biannual**

**what do you have to offer**

# Talk About During the Meeting

## Why Are We Here?

- Improve communication
- Encourage collaboration
- Share resources
- Support community events
- Build awareness

## We are NOT here to:

- Tell people when to hold events
- Ask organizations to move dates
- Control community calendars

## We ARE here to:

- Build awareness
- Strengthen partnerships
- Support one another
- Focus on community benefit

## We respect:

- Longstanding events
- Generational traditions
- Community history

## Introductions

### Please share:

- Name
- Organization
- Town
- Why you're here
- Events you support or represent

## Summer:

70-100 Events Per Week

## Winter:

30-50 Events Per Week

## Community Calendar Exercise

### Explain:

- Sticky notes
- Categories
- Calendar wall

### Goal:

Awareness, Not Scheduling Control

## What Are We Missing?

### Ask:

What resources do event organizers need that don't currently exist?

### Examples:

- Shared volunteer list?
- Shared sponsor directory?
- Shared equipment inventory?
- Event organizer email group?
- Quarterly coordination meetings?
- Vendor directory?

Let them brainstorm.

## What Could We Build Together?

Instead of talking about current problems, talk about future opportunities.

### Examples:

- Regional event organizer network
- Annual event planning summit
- Shared volunteer database
- Regional event resource hub
- Foothills-wide promotional campaign