Made in Mariposa Initiative
Made in Mariposa
Tonight’s Agenda

I. Welcome & Quick Introductions
   a. County
   b. Chamber
   c. MiM Producers

II. Overview of MiM History
    a. Mission Statement
    b. Objectives
    c. How MiM was formed
    d. The brand

III. Moving Forward (Options)
    a. The Chamber could continue to support MiM as is with a new MOU with Mariposa County.
    b. The members can form a 501(c)3 and operate the initiative independently. (The County could certainly help with that process and the transition to a non-profit status.)
    c. Hire a firm to run it or maybe one local business (similar to Portland Made). Portland Made
    d. Or a combination of b and c.

IV. Other Discussions
    a. Butterfly Festival – July 3rd and 4th
    b. Mariposa County Fair – September 3rd – 6th
    c. Made in Mariposa Store at the Visitor Center – Gabe/Carol
    d. MiM Liaison to the Chamber Board of Directors (Or MiM Board Member?)
    e. Current MiM fee-based membership – Gabe
    f. MiM Wholesale Catalog – Gabe/Tara

V. Next Steps
   a. Decide on a business model (Either in person or via email.)
   b. Next Meeting
Overview

Mission Statement

To bring awareness and demand for the high-quality manufactured goods, arts, and agricultural produce of Mariposa County, while reflecting regional values and principles of stewardship, conservation, and fair labor practices, for the economic benefit of local industry.
Overview

Objective

To produce a brand that identifies products created, manufactured, grown, etc. in Mariposa County, and create interest and a positive image of, and trust in our products and our business culture, reinforcing the values of our county’s residents and history. The brand should appeal to the primary audience and be appropriate for a diversity of applications.
Overview

How MiM Was Founded

- 2013 – Chamber, Tourism Bureau, County, Supervisor Long
- 2015 – Applied for and was awarded a USDA grant to fund
- 2016 – Used funding to create logo, marketing and implement the initiative
Overview

The Brand

Authenticity – the brand should feel authentic to Mariposa County, the products, landscapes, and people that can only be found here.
The Brand

Traditional/Historic – Mariposa County has deep roots that are evidenced by the first people who lived here, the prospectors and developers that built our oldest buildings and mines, the conservationists and concessionaires who were instrumental in the founding of the National Park, and our ranchers and farmers who helped sustain the economy after the Gold Rush era.
Overview

The Brand

Crafted – In a market saturated with mass-produced and low quality goods, Mariposa County products reflect high-value, artisanal, skilled and hand-crafted methods of production.
Overview

MADE IN MARIPosa

Overview

The Brand

Sustainability – Associated products should consider sustainability and should demonstrate as much as possible, sustainable conservation practices.
Overview

The Brand

Respect – Respect and celebrate the diversity of Mariposa landscapes, products, and our shared traditions.
Moving Forward

- Chamber

- 501(c)3 with Members - Seattle Made About | Seattle Made

- Firm - Portland Made

- Combo
Other Discussions

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Next Steps

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