



2010 Spring Application

APPLICANT INFORMATION

Name of Organization: Mammoth Trails
Type of Organization (non-profit, HOA, Govt.): Collaborative group of non-profit organizations
Contact Person: Hank Garretson
Organization's Address:
State / Zip:
Office Phone Number:
Email Address:
Internet Address: <http://www.mltpa.org/mammoth-trails/>
Name: Hank Garretson
Mailing Address: PO Box 1213, Mammoth Lakes
State/Zip: CA 93546
Home Phone Number: 760-934-7665
Mobile Phone Number:
Email Address: w6sx@arrrl.net

ORGANIZATION

PROJECT CONTACT PERSON

PROJECT SUMMARY

- 1. Name of Project:** Mammoth Trails Event/Program Enhancement
- 2. Project Category:** Recreation
- 3. Project Type:** Contractual Services If **Other** please describe:

4. Measure R Funds Requested: \$ 8,344.29*
*This amount should be the same as requested in the application.

PROJECT APPLICATION

SECTION 1 - PRELIMINARY QUALIFICATIONS:

1. Why this project is considered urgent? Please describe in detail why this project was not submitted during the Fall 2009 application process?

1. Not all of the Mammoth Trails Measure R Fall 2009 items have been purchased. It is very important that the all items be in place in time to support Summer events. Please see the attached Mammoth Trails Measure R Spring 2010 Budget.

2. The Town of Mammoth Lakes Timing Clock (not to be confused with the Timing System) failed during the Mammoth Winter Biathlon in March. Neither parts nor a repair facility to fix the four-year-old clock can be found. We need a replacement clock as soon as possible to support Summer events

2. Does the project live within the Draft Parks and Recreation Master Plan and/or the Draft Trail System Master Plan?

YES

If **YES**, please cite (page # & Section #): Please see attached document titled: Reference to the Draft Parks and Recreation Master Plan and the Draft Trails System Master Plan. Please note that this is the same document submitted with our Fall application.

3. Does the project meet the "Principles and Priorities" established by the Tourism and Recreation Commission for the Spring 2010 Measure R funding cycle?

YES

If **YES**, please cite: By enhancing our local events/programs (Freedom Mile, Fall Century, Mammoth Rock Race, summer and winter biathlons, June Lake Triathlon, 5/10k races, DSES programs) with new state-of-the-art equipment, we will leave lasting impressions on four types of guests to our area (competitor, trainer, supporting friends/family, and spectator) thus increasing the "visitor-driven" aspect of our events. All of these events are open to the public.

4. Describe your project's/service conceptual plan including size, scope, context/type, design specifications, use, and budget, or budget document. (This should be an attachment to the application titled: "Project Concept Plan.")

Please see "Project Concept Plan" in the supplemental application information document. Please see the attached Mammoth Trails Measure R Spring 2010 Budget.

SECTION 2 - PROJECT DESCRIPTION

1. Project Location

A. If your project is Development/Design, Implementation/Construction, or Maintenance/Operational, what is the location of your project?

B. If your project is Contractual Services where will your services be provided?

In and around the Town of Mammoth Lakes: Shady Rest Park, Main Street, Highways 120 and 395, Sherwin's, June Lake, and Lakes Basin.

2. Do you have approval to use the location identified in this application?

YES

If **YES**, Please provide documentation of approval

All events are on-going annual events. Approval is renewed yearly for each event with the appropriate agency: US Forest Service, Town of Mammoth Lakes, CalTrans, etc.

If **NO**, describe how and when you will secure this approval?

3. Provide the costs for each phase of your project or service. (Where applicable)

A. Development/Design:

B. Implementation/Construction:

C. Maintenance/Operation:
(anticipated annual costs)

D. Contractual Services: Please see attached Mammoth Trails Measure R Spring
(define length of contract) 2010 Budget

4. Provide the estimated timeline for each phase of your project or service. (Where applicable)

A. Development/Design:

B. Implementation/Construction:

C. Maintenance/Operation:

D. Contractual Services: We hope to have all items purchased and ready for the
(define length of contract) Summer race season.

5. Based upon your project type ("Project Summary" Question 3) who is/will be responsible for maintenance and operation upon completion of the project/service?

Mammoth Trails has created a partnership between the Town of Mammoth Lakes and Mammoth Trails member organizations for maintenance and operation of the requested equipment.

6. Will there be volunteer hours used for any phase of your project?

YES

If **YES**, please identify which phase, how many hours and the value of those hours:
All Mammoth Trails events would not happen without hundreds of volunteer hours. Value--
priceless.

7. Have any public funds (Town Funds) been previously committed to this project/service or project site?

YES

If **YES**, please list: Please see attached Mammoth Trails Measure R Spring 2010 Budget.
Additionally please note that the failed race clock was bought with Town funds four years ago.

8. Is Measure R your only funding source for this project/service?

YES

If **NO**, provide amount and source of additional funds(You will be required to provide proof of this funding)

9. Is your project/service going to have an impact on existing use in the location you have identified?

(Please Describe) Yes. Increased signup and attendance at events will lead to bigger events and more events.

10. Who is the long term owner of the project/service?

Town of Mammoth Lakes will own all items approved and purchased.

11. Describe your plan for how the Town of Mammoth Lakes will manage/maintain oversight of this project/service?

Dana Stroud or Stuart Brown from the Tourism and Recreation Department attend monthly Mammoth Trails meetings. Mammoth Trails member events are discussed monthly. Tourism and Recreation has an in-place procedure for equipment training and checkout. These procedures will continue regardless of the ultimate composition of T&R.

SECTION 3 - PROJECT BENEFITS

1. Describe how your project/service provides a community benefit to the residents and visitors of Mammoth Lakes?

By enhancing our events and in the pursuit of making them world class, the Town of Mammoth Lakes will see an increase in visitation in the four types of visitors (competitors, trainers, friends and family, and spectators) previously described.

2. Describe the targeted users of your project/service? (Include numbers of participants)

See supplement information document for details.

3. Is it available for limited or year round use? (Please describe the use.)

Spring, summer, and fall running, biking, biathlon, and triathlon events. Winter biathlon.

4. Describe the economic benefits of your project/service.

World class events staged with the requested equipment will generate return visitors, business, and referrals that will produce increased T.O.T. and sales-tax revenue. Additionally the Town of Mammoth Lakes will receive increased media attention with stories, endorsements, and world-wide attention.

5. Please provide any additional information you would like the Tourism and Recreation Commission to consider when reviewing your application.

Mammoth Trails Charter Member organizations are committed to staging world-class events in the Town of Mammoth Lakes. World-class events will attract both recreational and professional entrants to our area. Each out-of-town entrant spends money here and becomes a walking advertisement for Mammoth Lakes.

Mammoth Trails Measure R Spring 2010 Budget

Item 1.

Equipment	Fall 2009 Estimated Cost	Actual Purchase Cost	Overrun	Cost of Remaining Items
Timing System	\$20,885	\$23,339	\$2,454	
Race Signs	\$2,487			\$2,487
Pop Up Tent	\$2,371	\$2,141	-\$230	
Barricades	\$7,740			\$7,740
Start Arch	\$4,909	\$5,883	\$974	
Swim Buoys	\$2,573			\$2,573
Totals	\$40,965	\$31,363	\$3,198	\$12,800

\$40,965 was approved for Mammoth Trails in the Fall. The three items purchased so far came in \$3,198 over estimate. The three remaining items are routine purchases and we don't expect significant cost increases. We request \$4,000 to complete the Fall purchase. The \$4,000 plus the \$9,602 not yet committed from the Fall grant us a \$802 cushion. The cushion will cover any cost increases and allow us to have the equipment in place to support Summer events.

Item 2.

The Town of Mammoth Lakes race clock failed during the March Biathlon. Replacement clock will cost \$4,344.29. Please see quotation at end of this document.

Summary, Mammoth Trails Spring request:

Complete Fall purchase	\$4,000.00
Replace race clock	<u>\$4,344.29</u>
Total	\$8,344.29

See next page for clock quotation.

ELECTRO-NUMERICS, INC.

42213 Sarah Way, Temecula, CA 92590-3463, U.S.A.

Tel (U.S.A): (800) 854-8530 Tel: (951) 699-2437 Fax: (951) 695-7246

Email: Sales@electronumerics.com Web Site: <http://www.electronumerics.com>

QUOTATION: R210-060

Valid Through: June 30, 2010

Date: April 27, 2010
From: Michelle Cooper
Total Pages Sent: 1

To: Hank Garretson
Company: Town Of Mammoth Lakes
Phone: (760) 934-7665
Email: w6sx@arri.net

FOB: Temecula CA

Delivery: 2 to 3 Weeks A.R.O.

Terms: See below

Qty	Model	Description	Unit Price	
1	1207-9XL	Raceclock with 6 digits, double sided with 9" high red LED digits	\$2,845.25	
1	TS02	Raceclock Tripod Stand	\$275.50	
1	820-052	Raceclock carrying case	\$650.75	
1	RC100-25	Remote control	\$223.25	

			ITEMS TOTAL	\$3,994.75
1	Tax	California Sales Tax	\$349.54	

			ORDER TOTAL	\$4,344.29

Notes:

- 1) The above pricing already reflects a 5% Raceclock Package discount from list prices for a Package which consists of at least a Raceclock, the tripod stand and carrying case. We will also provide free outgoing UPS/ground shipping, insurance and handling within the continental U.S.
- 2) Payment would be by a credit card - we accept American Express, MasterCard, Visa, bank transfer of funds, check in advance or Net 30 Days on a government purchase order.

2009 Measure R Fall Application

Supplemental Application Information

What is Mammoth Trails?: In the summer of 2008, six Mammoth-based outdoor recreation organizations signed on to the Mammoth Trails Charter, creating a confederation of user groups that seeks to accomplish the following:

- + Engage with trails and public access issues and events
- + Provide timely, reliable outdoor recreation amenity information
- + Serve as a volunteer resource for stewardship
- + Enhance and protect the outdoor recreation amenities we all enjoy, while fostering strong relationships between user groups and increasing awareness and understanding of multiple uses



Mammoth Trails Charter Signatories

Disabled Sports of the Eastern Sierra
Eastern Sierra Avalanche Center
Eastern Sierra Nordic Ski Association
Eastside Velo
Friends of the Inyo
High Sierra Striders
High Sierra Tri Club
Mammoth Nordic
Sierra Club



Vision: We believe the freedom and exhilaration of outdoor challenges changes lives. No one should be left behind simply because of a disability!

Mission: Disabled Sports Eastern Sierra is a volunteer-based nonprofit dedicated to changing the lives of children and adults with disabilities and their families by:

- offering year-round outdoor sports and activities
- creating inspiring challenges
- providing expert instruction and adaptive equipment
- rallying the community to comfortably accommodate people with disabilities



Mission: The Eastern Sierra Avalanche Center will advise and educate the public on avalanche conditions in the backcountry of the Eastern Sierra.



"Building Community Through Cross-Country Skiing"

Mission:

1. To promote cross-country skiing and biathlon in the Eastern Sierra.
2. To encourage the development of responsible and self-motivated skiers through a balance of cross-country ski training, competition, and academics.
3. To help provide the coaching and support required to assist each athlete to ski and or her best, be that at the local, national, or international level.
4. To instill in our athletes a lifelong standard of excellence and integrity in all aspects of their lives: athletic, academic, and social.
5. To promote community participation in cross-country skiing as a healthful lifelong sport.



Mission: The Eastside Velo Club is committed to both recreational cycling and racing in and around the Mammoth Lakes, CA, area.



Mission: Friends of the Inyo is dedicated to the preservation, exploration, and stewardship of the Eastern Sierra's public lands.



Mission: The High Sierra Striders' mission is to promote and encourage health, wellness, and fitness through running in the Eastern Sierra. We have fun holding social functions and competitive races (1 mile to 31 miles) throughout the year.



Mission: The High Sierra Triathlon Club was created to promote triathlons, multi-sport training, and good, clean, healthy activity in the Eastern Sierra. We offer a fun and supportive environment for group workouts as well as promote events in the High Sierra including the June Lake Triathlon and the Mammoth Rock Race.



Mission: Our goal since day one has been to build a community that creates opportunities for persons that share a common interest, indeed passion, for quiet winter sports to make the most of the place we

choose to live in or visit. Preserving the year-round, non-motorized status of this community asset remains our highest priority.



Range of Light Chapter

Mission: To explore, enjoy, and protect the planet. To practice and promote the responsible use of the Earth's ecosystems and resources; to educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out those objectives.

Section 1 Preliminary Qualifications:

3. Describe your project's/service conceptual plan including size, scope, context/type, design specifications, use, and budget or budget document.

Project Concept Plan:

Mammoth Trails' is asking the Town of Mammoth Lakes, using Measure R funds, to purchase requested equipment (timing system, race signage, pop up tent, barricades, P/A system, start/finish line arch, and swim buoys) for the use in their annual events and programs produced in and around the Town of Mammoth Lakes. In using the requested equipment, Mammoth Trails' members will be able to grow and market their events and programs much more effectively. This is due to the "freeing up" of funds normally reserved for contractual services and equipment rental. Some events and programs include but are limited to the Freedom Mile, Mammoth Rock Race 10km, Fall Century Ride, Footloose/Chart House 5km/10km, June Lake Triathlon, summer and winter biathlon, High Sierra Striders' weekly practices, High Sierra Tri Club practices, Velo Club weekly rides, and Disabled Sports of the Eastern Sierra summer and winter programs. The potential for an increase in local sporting and recreational events also arises, as well as trail/park maintenance programs, youth education programs, athletic clinics for youths and adults, and more.

A partnership and coordinated effort will be created between Mammoth Trails' recreational organizations and the Town of Mammoth Lakes for the use, management and storage of the requested equipment.

Project Application Supplemental Information

Section 2 Project Description

4. Provide the estimated timeline for each phase of your project or service.

A. Development/Design:

B. Implementation/Construction:

C. Maintenance/Operation:

D. Contractual Services: Annual events occupy all four seasons which allow 12 months of lead time for marketing.

Examples of visitor driving events produced by Mammoth Trail members:

Footloose Freedom Mile: July 4th

June Lake Triathlon: July

Mammoth Rock Race: Labor Day

Summer and winter biathlon: March and September

Adding the possibility of future events

(define length of contract)

6. Will there be volunteer hours used for any phase of your project?

If yes, please identify which phase, how many hours and the value of those hours: Yes, all of the organizations in Mammoth Trails have a high ratio of

volunteers to paid staff members.

Examples: Fall Century has 80 volunteers at 4 hours each and 4 members with 100 each during the weeks and days leading up to the event, totaling 720 volunteer hours.

The High Sierra Striders' events are also volunteer driven, recruiting people from DSES, Mammoth Track Club, and from the local community. The 2009 Footloose Freedom Mile had over 30 volunteers working an average of 2 hours and one contracted professional timer. In the specific case of the High Sierra Striders, each dollar saved in rental equipment and contracted timing services would go straight to the *Mammoth Track Project*.

7. Have any public funds been previously committed to this project/service or project site?

If yes, please list: Yes, services from the Town of Mammoth Lakes have been absorbed in the maintenance budget i.e. setting up of road signs, chalk, race clock, etc... All of this has been covered in the existing budget. Contribution of Tourism and Recreation employees, time, staffing and reductions on town permits.

8. Is Measure R your only funding source for this project/service? Yes, Mammoth

Trails' charter members have invested in inventory of event equipment. Below is a list of equipment that charter member organizations possess and are willing to share.

High Sierra Striders: (2) 8'x8' pop up tents, race signs, (2) 5 Gallon fluid containers, start/finish line banners, course markers

East Side Velo: (50) coolers, (30) 8' tables, (100) 7 gallon fluid containers, 20'x20' pop up tent, 10 highway signs, course markers, bicycle trailer.

High Sierra Tri Club: (1) 5 gallon fluid container, cups, paper plates, pens, safety pins

DSES: (1) pop-up tent, (2) large water containers/dispensers, AED (automated external defibrillator), (2) tables

Mammoth Nordic: Plywood 4 x 8, 12 targets, 10 guns, 3 water jugs, Signage, Start finish banner, Easy ups x 3, Tarps x greater than 1000 sq feet, Gun racks x 2, Rope

Section 3- Project Benefits

2. Describe the targeted users of your project/service? (include numbers of participants)

By focusing on world class athletic events we will be targeting many circles of athletes; local, state, national and international levels. Mammoth Trails' charter members currently produce events with a collective annual total of 3,000+ participants.

2009 June Lake Triathlon: 375 total participants, 68% came from outside the area.

2009 Freedom Mile: 255 total participants, 69% came from outside the area.

DSES 2008/2009 Programs: Out of 2146 lessons for 08-09 seasons, 64% came from outside of the area. Out of the total 380 individuals that were served, 80% 305 came from outside the area.

2009 Mammoth Rock Race: 97 total participants, 57% came from out of outside the area.

2009 Winter Biathlon: 97 total participants, 47% came from outside the area.

2009 Summer Biathlon: 49 total participants, 30% came from outside the area.



References to the Draft Parks and Recreation Master Plan and the Draft Trail System Master Plan

Meeting the “Principles and Priorities”

1. Draft Parks and Recreation Master Plan references

Executive summary Page: 5

Values, Vision, and Goals

The Mammoth Lakes community has indicated that parks and recreation should reinforce what makes living in the area so special: access to the outdoors year-round, opportunity for a variety of physical activities in a beautiful setting, and ability to connect with others in the community through recreation and events in public places. This Plan sets forth the following vision for the Town’s parks and recreation:

The Town of Mammoth Lakes parks and recreation vision is to provide multipurpose, year round, indoor and outdoor recreation opportunities accessible to all residents and visitors. Our parks and recreation system will promote personal health and well-being, foster community interaction, promote connectivity within and beyond the Town, nurture collaborative partnerships, and encourage appreciation of the Town’s spectacular natural environment.

Parks and recreation facilities in Mammoth Lakes should advance the following six goals: Page 6

Goal 6: Provide parks and recreational facilities and programs that foster a sense of community and nurture the emotional connection people have with each other and Mammoth Lakes.

Tasks :Page 6

Expand partnerships with public agencies, private organizations, and businesses to share resources in providing facilities and programs.

Community Vision Page 8

Surrounded by uniquely spectacular scenery and diverse four-season recreation opportunities, the community of Mammoth Lakes is committed to providing the very highest quality of life for its residents and the highest quality of experience for its visitors.

To achieve this vision, Mammoth Lakes places a high value on:

4. Being a premier year-round resort community based on diverse outdoor recreation, multi-day events and an ambiance that attracts visitors.

COMMUNITY SETTING, VALUES, AND NEEDS

Summary of Demographic, Environmental, and Economic Context: Page 28

“The success of Mammoth Lakes as a destination resort will depend in part on meeting the changing expectations of visitors. Not only is it important to provide more traditional recreation experiences, but an increasingly broader array of activities is needed—especially to attract visitors during the “shoulder” seasons and encourage extended visits beyond the weekend. These activities include festivals and performances, specialized high-altitude training opportunities, educational experiences, and shopping and nightlife.”

IMPLEMENTATION: Page 60

Partnerships

As described in the “Opportunities” section, parks and recreation in Mammoth Lakes can benefit from relationships among different agencies and organizations, which can share facilities, human resources, and financial costs. The development of this Plan included outreach to several agencies that have expressed the desire to partner with the Town for mutual benefit. Agency representatives have offered ideas for collaboration that can help serve recreation needs of the community. Some specific examples are summarized in Table 13; these represent the response to outreach efforts associated with this planning process. This Plan recommends and anticipates further exploration of these and other partnerships (e.g., similar to the effort with South Gateway Partners for the ice rink), and development of joint-use agreements or memoranda of understanding to develop parks and recreation facilities, provide programs, and operate and maintain parks and recreation facilities.

Table 13: Partnership opportunities for parks and recreation

Programs and Events

- *Help sponsor athletic events (running, triathlons, cycling, etc.) that attract visitors (Partner: Mammoth Hospital)*

- **Draft Trail System Master Plan references for 2009 Measure R Fall Application...**

CHAPTER 4. Future Trail System Recommendations: Page 154

Town of Mammoth Lakes Trail System Master Plan

4.10. Education, Encouragement and Enforcement Programs

Recommendation E2: Annual Events / Coordinated Activity Calendar

There are numerous opportunities for Mammoth Lakes to **promote special events**, tours and club functions related to the trail system through a paper and web-based event calendar. This can include ongoing local events such as the **Century Bike Ride, guided hiking tours, Marathon/Triathlon events** and trail clean-up days as part of the National Trails Day celebration. These types of events can provide public awareness, visibility for sponsors and fundraising opportunities for the trail system.

Recommendation E3: Safe Routes to School

Recommendation E4: Trails-Related Education Programs

Recommendation E5: Trips for Kids

Recommendation E6: Establish a Trail Patrol

Recommendation E7: NGO's / Mammoth Trails

Support the development of an ongoing, organized, "local knowledge" based resource group(s), with expert technical knowledge on a variety of recreation activities, event coordination/promotion, and the long term stewardship commitment to inform all aspects of the Mammoth Lakes Trail system. An emerging NGO known as Mammoth Trails is a confederation of "... structured, sports and recreation-based organizations willing to share resources and engage collaboratively...", formally established by charter in April of 2008, and represents this kind of engagement effort. The mission of this unique and regularly convening collection of local user groups, agencies and enterprises is to inspire and create exceptional recreation experiences. Mammoth Trails can serve as a key resource for local user knowledge for the Mammoth Lakes trail system.