



2010 Fall Measure R Application Submittal Instructions

Filing Deadline

Applications open **Friday, September 10, 2010** and close on **Friday, October 8, 2010**, at **5:00 p.m.** Late submittals will not be accepted.

General Information

The Measure R or “Mammoth Lakes Recreation, Trails and Parks Investment Initiative” Ordinance adopted by the Mammoth Lakes Town Council on February 20, 2008 specifically designates the use of Measure R funds for planning, construction, operation, maintenance, programming and administration of all trails, parks and recreation facilities managed by the Town of Mammoth Lakes without supplanting existing parks and recreation facility maintenance funds. Please refer to TOML Ordinance No. 08-01.

Applicants are asked to review the *Measure R Applicant Information* document that provides additional information on the application process, the new implementation process and other relevant information. This form can be found in the Measure R section online at:

www.ci.mammoth-lakes.ca.us.

For technical assistance on completing the application, please contact John Ellis at (760) 934-8989 ext. 222. For questions relating to the funding cycle, please contact Stuart Brown, Recreation Manager (760) 934-8989 ext. 210.

Downloading the Form

Save the Application Form in a word document on your server or hard drive before completing the form. The form contains drop downs so select an answer where you see “Choose One.” If you need more space in the text fields, please include the question number at the top of a separate page and attach the complete question to the application form. Please reference the attachment in the appropriate text field.

Submittal Instructions

Submit your application via email, hard copy, or on a USB memory stick prior to **Friday, October 8, 2010 at 5:00 p.m.** Applications can be in color or B/W, sized to, or folded to 8.5” x 11” (portrait). No faxes.

Email

- Save in PDF (preferred) or word format
- Limit to 5mb (if larger, deliver on a memory stick)
- Identify in the email how many total pages are in the application
- Send to: jellis@ci.mammoth-lakes.ca.us
- Subject Line: 2010 Fall Measure R Application
- Include contact name and phone number in content of email (signature)

Hard Copy

- Deliver in a 8.5"x 11" folder/envelope or mail to the Recreation Department Office at 437 Old Mammoth Road / P.O. Box 1609, Mammoth Lakes, CA 93546. Located in the Minaret Village Mall above Giovanni's
- Print in portrait format, single sided
- Applications (including attachments) can be in color or B/W, sized to, or folded to 8.5" x 11"

Memory Stick

- Deliver to the Recreation Department Office – 437 Old Mammoth Road, Suite R located in the Minaret Village Mall above Giovanni's
- Make an appointment with John Ellis (no drop-ins) by calling (760) 934-8989 ext. 222
- The application should be complete, formatted correctly and print ready – Thank you!



2010 Measure R Fall Application

APPLICANT INFORMATION

ORGANIZATION

Name of Organization: Eastern Sierra Nordic Ski Association
Type of Organization (non-profit, HOA, Govt.): 501c3
Contact Person: Michael Karch
Organization's Address: PO box 1555
State / Zip: Mammoth Lakes , CA USA
Office Phone Number: 93546
Email Address: mikeandkimkarch@cs.com
Internet Address:

PROJECT CONTACT PERSON

Name: Michael Karch, MD
Mailing Address: PO Box 1555
State/Zip: Mammoth Lakes 93546
Home / Business Phone Number: 760 914 0010
Cell Phone Number:
Email Address: mikeandkimkarch@cs.com

PROJECT SUMMARY

- 1. Name of Project:** Mammoth Winter Biathlon
- 2. Project Category:** Recreation
- 3. Project Type** Maintenance/Operational If **Other** please describe:
- 4. Measure R Funds Requested:** \$ 6000*
**This amount should be the same as requested in the application.*

PROJECT APPLICATION

SECTION 1 - PRELIMINARY QUALIFICATIONS:

1. **Does the project live within the DRAFT Parks and Recreation Master Plan and/or the DRAFT Trail System Master Plan?**

(Choose One)

If **YES**, please cite (page # & Section #): Yes. Expand XC skiing and Nordic Tourism in Mammoth. Goal 4. Policy 4B.page 38.

2. **Does the project/service meet the “Principles” established by the Recreation Commission for the Fall 2010 Measure R Fall Funding cycle?**

YES

If **YES**, please cite: Yes. Continuation/completion of project. We are very close to accomplishing our stated goals of a 20 point competition range and the capability to hold multiple 20 person mass start races by Spring 2011. We currently have raised enough funds to own 19/20 needed targets. Thanks to Spring 2010 allocated measure R funds we now have enough rifles to accommodate a 20 person mass start wave race in both the adult and child category. We will also need 20 shooting mats at size of 200cm x 200cm for the 20 point range. The mats we have been using for the past 4 years are simply yoga mats. They are too small, slip on the snow, blow away in the wind and are a hazard. Thus, In order to complete our stated goals of holding a competition this Spring 2011 having a 20 point shooting range we are requesting funds for one additional targe and 20 biathlon specific anti slide snow shooting mats.

3. **Describe your project’s service conceptual plan including the size, scope, type, design specifications, use, and budget, or budget document.** (This should be an attachment to the application titled: “Project Concept Plan.”)

see attachment A1

SECTION 2 - PROJECT DESCRIPTION

1. Project Location

A. If your project is Development (Design), Implementation (Construction), or Maintenance (Operational), what is the location (fields, Town or private property, etc...) of your project?

Tamarack XC Ski Center

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

2. Do you have approval to use the location (fields, Town or private property, etc...) identified in this application?

(Choose One)

If **YES**, Please provide documentation of approval Yes, approval from the Town, Mammoth Mountain and the USFS. See previously submitted approval forms from above municipalities. No changes since Spring 2010

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): | \$32,000 initial capital investment |
| B. Implementation (Construction): | \$10,800 measure R spring 2010, \$8000 private donations targets. |
| C. Maintenance (Operation):
(anticipated annual costs) | \$5000 overhead per race plus \$15-26 per \$50 race entrant fee to Mammoth Mountain |
| D. Contractual Services:
(define length of contract) | Yearly with Mammoth Mountain to provide grooming, fuel for groomers, staff, liability and marketing |

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

- | | |
|--|--|
| A. Development (Design): | 3 year timeline for permanent biathlon range |
| B. Implementation (Construction): | 2 year "bridge" site at Tamarack such that we can continue to hold the event. |
| C. Maintenance (Operation): | "bridge phase" phase will be planned for March 26-29, the dates of the 2011 Winter Biathlon. |
| D. Contractual Services:
(define length of contract) | yearly |

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

Eastern Sierra Nordic Ski Association. Contact Michael Karch

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

(Choose One)

If YES, please identify which phase, how many hours and the value of those hours: I utilize approximately 1,310 volunteer hours per yearly winter event. I personally have volunteered approximately 250 hours to date. Plus 6 for this application.

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

YES

If YES, please list: \$10,800 at last measure R cycle.

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

(Choose One)

If NO, provide amount and source of additional funds (You will be required to provide proof of this funding) private donation earmarked to Eastern Sierra Nordic Ski Association for Biathlon - approximately \$40,000

9. **Is your project/service going to have an impact (positive or negative) on existing use in the location you have identified?**

(Please Describe) The "bridge "phase over the next 2 years will have minimal impact as it will exist at the "slashpit" on Tamarack property. This is a temporary site. While this "bridge" is occurring, a permanent site is being planned. This site will obviously have an impact. This is planned to also be on Tamarack property.

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

By working in conjunction with Eastern Sierra Nordic Ski Association 501c3, Mammoth Mountain, MLPD, MLTPA, and USFS. Town of mammoth Lakes will own the 18 child rifles provided by the Spring 2010 funds as well as the 20 biathlon specific mats and 1 target hopefully provided by the Fall 2010 funds.

SECTION 3 - PROJECT BENEFITS

- 1. Describe how your project/service provides a measurable community benefit (incremental visits, revenue, etc..) to the residents and visitors of Mammoth Lakes?**

see attachment A1

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

see attachment A1

- 3. Is your project/service available for limited or year-round use? (Please describe the use.)**

Technically year round use as the race equipment is used in both winter and summer biathlon.

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

Development of the underdeveloped market of Nordic Toursim in Mammoth Lakes. see attachment A1

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

This project embodies the "grass roots" recreational development ideals that I, as a voter, understood Measure R funds to be directed towards. The combined efforts of the two non-profit nordic ski organizations have single handedly stimulated large scale interest in developing Nordic Tourism in Mammoth Lakes. Please consider funding a cross country ski trail system, xc ski and biathlon development and, in broad terms, the focused effort to make Mammoth Lakes CA, USA a world deestination for Nordic Toursim.

Michael M. Karch, MD
Founder, Mammoth Winter Biathlon
Team Physician, USA Nordic Combined
Board Member, ESNBA

Submittal Deadline: Friday, October 8, 2010 – 5:00 p.m.

Attachment A1. Project Concept Plan

BIATHLON CONCEPT

I founded both the Mammoth Summer and Winter Biathlons 5 years ago. For the last 9 years I have served in the capacity of Team Physician for the United States Ski Team. In this role, I have been dismayed both at the lack of success of the USA team in elite level Nordic competition as well as the general lack of American enthusiasm and/or knowledge concerning Nordic sports. Nordic Tourism is a significant financial generator for European mountain towns our size or less. My goals were simple: change the above problem(s) on both a local and National level thru Junior and Master development in Nordic skiing and Biathlon.

My initial goal is to build a **grass roots biathlon program from the BOTTOM UP in Mammoth Lakes** concentrating on Junior development in the sport . Family involvement thru Master level biathlon participation is paramount to this project's success in that the whole family will learn and participate in Biathlon and XC skiing together. In this program, formal biathlon instruction and competition begins at age 8.

The second phase of the plan is to build the program from the **TOP DOWN by attracting elite and sub elite level biathletes and XC skiers to Mammoth** for the high altitude training benefits, long season, sunshine, and deep snowpack offered here in the Eastern Sierra.

The long term combined effect of the Goals number 1 and 2 will produce a growing number of XC ski and Biathletes living and training in **Mammoth Lakes thus serving as a developmental pipeline for our National and Olympic Nordic Teams.** Their success offers a positive feedback loop of free advertising for our town in return.

The fourth goal is all encompassing as biathlon and XC ski development will together develop and enhance Nordic tourism in Mammoth Lakes. Although well established and highly successful in Europe and Scandinavia, Nordic tourism is an underdeveloped, future market for North American mountain towns. Very few North American communities (Sun Valley, ID, Hayward WI, Anchorage, AK) have specifically targeted this market; and those that have, to date, have been successful. I strongly believe this can happen in Mammoth Lakes thru the combined effort of the two local non-profits Nordic Organizations, the Town of Mammoth Lakes, Mammoth Mountain, and citizens at large. **We have enormous potential in Mammoth Lakes to be a Continental leader in Nordic tourism.**

As stated above, project Mammoth Biathlon has been exceedingly successful and has now gained national recognition. From its beginning, I have intentionally involved as many municipalities and organizations as possible within our town in order to gain a unified support base. ***The Town of Mammoth Lakes, the USFS, the MLPD, Mammoth Hospital, Mammoth Mountain, Mammoth Nordic 501c3, ESNNA 501c3, Mammoth Unified School District, Mammoth Striders 501c3, local businesses, High Sierra triathlon Club 501c3, Disabled Sports of the Eastern Sierra 501c3, MLTPA among other have all been significantly involved in the planning and execution of our events.***

BUDGET

Our budget began 5 years ago with a capital investment by myself and my wife of approximately \$32,000 in order to buy biathlon rifles, targets, race equipment, liability, USFS fees, marketing, etc. with the sole goal of starting Biathlon in Mammoth Lakes. This entire investment was turned over to the Eastern Sierra Nordic Ski Association 501c3 fiscal year 2009 and 2010 as a tax deductible donation. Although the race now generates a profit for the ESNESA, we (the Karch Family), personally have not received one cent from this return. ESNESA utilizes profits from the Biathlon specifically for youth development in XC skiing as these programs are poorly funded by the school system. In 2009, Mammoth Mountain graciously agreed to take over portions of the race including placing our event under their umbrella liability plan, general use of their marketing department and website, and use of Tamarack trails and grooming staff/ snowcat fuel. ESNESA and I still manage the race from all other aspects. Under general terms, the Mountain charges ESNESA approximately \$15 -26/\$50 race/clinic entry fee depending on racer age and Tamarack season pass status. USFS fees are now paid from the Mountain Fees. Other fees that are required from ESNESA include race porta potties \$ 450, race medals \$500, post race award lunch \$1500, Mammoth Times and Sheet ads \$1350, misc \$500. After expenses, ESNESA turned a net profit this year. ***100 percent of these proceeds will be directed back to youth development in XC skiing, not Biathlon. Our (ESNESA)XC youth development programs generate no funds and require significant money for liability, busing, equipment, and coaching, etc.*** All additional biathlon needs with regards to expansion of the event will come from grants, potential recreational funding, and personal donations.

2010 and 2011 BIATHLON RACES

The 2010 Winter Biathlon had 175 participants making **Mammoth the Largest Winter Biathlon in North America.** *45% of all racers were from out of the Mammoth, Bishop, June Lake area and thus required some form of lodging and restaurant usage.* The event was publicized on Cable network TV and discussed in many intranet mediums. 15 elite biathletes, all of whom had competed at either the NorAm, World Cup, or Olympic level attended the 2010 event and all help teach the biathlon clinic. The success of the Mammoth event has spurred **Northstar Resort to build the first permanent Biathlon range in the West Coast and hold their first Annual Winter Biathlon this past March.**

The 2010 Biathlon included two disabled biathletes. In conjunction with Disabled Sports of the Eastern Sierra 501c3, we will add a full disabled category next year with special invitation to the Wounded Warrior Program. **They have recently received grant money to further the development of a disabled Biathlon Program. Please contact Maggie Palchak at DSES for confirmation of this.**

Out of legitimate concern and expectation for large numbers next year, I have been working diligently to gather personal donations for the purchase of 8 extra targets at \$850 a piece plus shipping(\$100). This funding goal will allow us to run 20 "Mass Start" shooting lanes in 2011 which, by my calculations, is what we will need in order to accommodate **300 -350 racers** over a two day race schedule. Due to this fundraising, we now have 19 targets, **The Fall 2010 Measure R request is to complete this goal by attaining the funds for 1 additional target at approximately \$950** (including shipping from NY state). **Further, Biathlon specific shooting mats sized 200cm by 200cm with snow and water drainage (anti slip) are needed x 20 lanes** in order to provide a safe surface for the competitors to stand. We currently use yoga mats which are too thin, too narrow, blow in the wind and slip on snow. Elite competitors whom we are trying to attract will want to compete on these mats that we have due to safety. **I estimate, 20 mats will cost approximately \$5000 as they are a specialty item, are of limited availability and are made only** It must be noted that the The USBA (United States Biathlon Association) is keenly interested in Mammoth Lakes as a high altitude biathlon training center. Mammoth Lakes and our 2010 winter race was the lead topic of discussion at the 2010 yearly USBA Board of Trustees meeting this September in Jackson Hole, WY. As many of you know, delegates from the USBA and USOC (US Olympic Committee) toured Mammoth this past June to look at and plan for future development in Winter Biathlon in Mammoth. They have agreed to send both elite racers and coaches to our 2011 race. **20 target mass start races and 20 legitimate shooting mats are what will be needed to continue to attract this kid of athlete and attention on a national level to our event.**

It must be noted that the The USBA (United States Biathlon Association) is keenly interested in Mammoth Lakes as a high altitude biathlon training center. Mammoth Lakes and our 2010 winter race was the lead topic of discussion at the 2010 yearly USBA Board of Trustees meeting this September in Jackson Hole, WY. As many of you know, delegates from the USBA and USOC (US Olympic Committee) toured Mammoth this past June to look at and plan for future development in Winter Biathlon in Mammoth. They have agreed to send both elite racers and coaches to our 2011 race. **20 target mass start races and 20 legitimate shooting mats are what will be needed to continue to attract this kid of athlete and attention on a national level to our event.**

in Europe.

Based on Intranet interest after the March 2010 Biathlon, **I fully expect to double our event participation and grow to a two day race event plus third day clinic schedule.** I have received numerous emails from Master level biathletes as well as current and past USA Olympic and World Cup Nordic skiers expressing interest in racing and teaching next year. This, in combination with the newly developed Mammoth Nordic Festival, which will be bookended by both the Biathlon and Mammoth Marathons (with the weekdays intervening filled with other Nordic events including xc and biathlon clinics, moonlight tours, Pokonobe dinners, etc.)will positively enhance Nordic tourism in Mammoth Lakes.

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2010 Fall Funding Needs:

1. \$6000 total request
2. \$950 including shipping : 20th Biathlon target
3. \$5000: 200cm x200cm biathlon specific anti-slip shooting mats x 20 lanes

Michael M. Karch, M.D.

Board Certified Orthopaedic Surgeon

Founder, Mammoth Winter and Summer Biathlon

Team Physician USA Nordic Combined

Board member ESNBA