



2011 Measure R Fall Application Form

APPLICANT INFORMATION

ORGANIZATION

Name of Organization:

MAMMOTH COMMUNITY FOUNDATION

Type of Organization (non-profit, HOA, Govt.):

non-profit 501c3 arm of ML CHAMBER OF COMMERCE

Contact Person:

~~ELIZABETH TENNEY~~ BRENT TRUAX, PRES.

Organization's Address:

State / Zip:

Office Phone Number:

Email Address:

b.truax@westinmammoth.com

Internet Address:

PROJECT SUMMARY

PROJECT CONTACT PERSON

Name:

ELIZABETH TENNEY

Mailing Address:

P.O.B 2428

State/Zip:

M.L., CA 93546

Home / Business Phone Number:

Cell Phone Number:

760-709-6969

Email Address:

etdney@npgcable.com

1. Name of Project: MAMMOTH GATEWAY COMMUNITY PROJECT

2. Project Category: Trails

3. Project Type: Implementation/Construction If Other please describe:

4. Measure R Funds Requested:

\$ 25,000.00

\$ ____*

*This amount should be the same as requested in the application.

RECEIVED
NOV 28 2011

Town of Mammoth Lakes
RECREATION DEPARTMENT

11:42 am

MAMMOTH GATEWAY COMMUNITY PROJECT

PO Box 2428, Mammoth Lakes, CA 93546

www.mammothgateway.org / mammothgateway@gmail.com

November 27, 2011

Town of Mammoth Lakes Recreation Commission
Bill Sauser, Chair
PO Box 1609
Mammoth Lakes, CA 93546



Dear Chair Sauser and Commissioners,

I'm seeing the community-based Mammoth Gateway Project and adjoining pocket park as more an unforeseen opportunity than being "outside the box" when it comes to applying for Measure R funding. After studying RecStrats, the Trail System Master Plan, and ML Draft Parks and Recreation Master Plan, it seems to me that, while not specifically identified, the Gateway Project is an ideal fit with the recreation priorities and programs outlined for Mammoth Lakes.

11:26 am

As explained in detail in the application, Mammoth's "ultimate trailhead," Mammoth Gateway: 1) is the welcoming portal to the Trail System on both sides of HWY 203; 2) will provide (in conjunction with Mammoth Community Water District) a pocket park for contemplation; 3) leverages a relatively small amount into a far-reaching public/private partnership investment in Mammoth's economic future; 4) is a visitor-driving project that will significantly improve Mammoth's market position; and 5) dramatically conveys to visitors what a truly special place this--Mammoth Lakes and its spectacular natural surroundings—is.

The Gateway will be built next summer. The money has to be in the bank and materials on site before construction starts. My goal, as the project's volunteer organizer, is to raise \$100,000 by March 31, 2012 so that construction schedule planning can begin. The \$100,00 covers, in large part, the cost of materials including concrete, cement block, rebar, quarried granite block, 16-foot heavy timbers and some specialized labor. In-kind support for building the Gateway Project (heavy equipment, labor, metal fabrication, etc.) will be provided by Mammoth Mountain Ski Area, Snowcreek Resort /The Chadmar Group and Mammoth Community Water District.

\$100,000, though less than 20% of the Project's retail "off-the-shelf" cost, is a lot of money. Even in these tough times, however, we've managed to raise to date approximately \$20,000 in pledges and cash donations. Fundraising events, direct mail and website solicitation, Facebook and personal canvassing of businesses and lodging are ongoing.

With a timely convergence of highly-motivated partners, we have a unique opportunity to jump-start Mammoth, to show visitors and potential investors that--despite bad press--Mammoth Lakes is moving forward and investing in the future. I'm asking for \$25,000 from Measure R funding. With the Measure U funding timetable not yet determined, Measure R funding is vital. When the Gateway Project is completed, I think you'll agree it was one of the Recreation Commission's very best investments in the economic future of our world-class alpine recreation community.

Very truly yours,

A handwritten signature in black ink that reads "Elizabeth Tenney".

Elizabeth Tenney, volunteer organizer, MAMMOTH GATEWAY COMMUNITY PROJECT

2011 Measure R Fall Application Form

Page 1 **APPLICANT INFORMATION**

Applicant: Elizabeth Tenney, volunteer organizer
MAMMOTH GATEWAY COMMUNITY PROJECT

Type of Organization: non-profit

Mammoth Community Foundation (MCF), the 501c3 arm of the ML Chamber of Commerce has agreed to sponsor the Mammoth Gateway Community Project during fundraising and construction so donations may be tax-deductible, an important incentive for raising money. The Project will be turned over to the Town upon completion.

Contact Person:

Elizabeth Tenney, POB 2428, Mammoth Lakes, CA 93546
Mobile: 760-709-6969
Internet: www.mammothgateway.org
Email: e10ney@npgcable.com / mammothgateway@gmail.com

PROJECT SUMMARY

Name of Project: MAMMOTH GATEWAY COMMUNITY PROJECT

Project Category: Trail System
"Ultimate Trailhead" + pocket park
INTENT: to inform visitors and market Mammoth Lakes' recreation-based economy

Project Type: Town operated and maintained Trail System monument signs with adjoining pocket park installed and maintained by agency partner, Mammoth Community Water District)

Measure R Funds Requested: \$25,000.00

Section 1 – Preliminary Qualifications

1. Where does the project live?

The Mammoth Gateway Community Project lives primarily in RECSTRATS by enhancing the Mammoth recreation experience in specific ways. A new Gateway pocket park resides in Parks and Recreation, and a number of elements of the Master Plans for Trails and for Parks and Recreation also apply.

42 CITATIONS

I RECSTRATS - Recreation Vision and Strategies in Mammoth Lakes, CA

SIGNIFICANT CORRELATION BETWEEN RECSTRATS VISION AND MAMMOTH GATEWAY

p. 17 (bullet 7) **"Partner-Positive Mindset: By having a mindset that is open and willing to engage new partners, potential synergies and opportunities can emerge that will also sustain the recreation strategy."**

RECREATION VISION - GUIDING PRINCIPLES

* STEWARDSHIP

p. 1 **"1. Stewardship/Management ...allows for greater education of the public in their role of resource uses and protection."**

Visitors will see how much the community of Mammoth Lakes values and respects its spectacular alpine surroundings when they see the rugged and magnificent Gateway, inspired by Crystal Crag high above Lake Mary and designed to last a century or more. The Gateway, a complement to Mammoth's natural setting, conveys community pride and a sense of arrival. "What you see before you matters," announces the portal to the most accessible high country in the Sierra. The thoughtful arrival message on the north Gateway monument invites visitors to appreciate, enjoy and respect this valuable natural resource.

* ECONOMIC DEVELOPMENT

p. 1 **"2. Economic Development...creates an overall defensible market position of Town of Mammoth Lakes as a recreation destination."**

p. 9 (Trend 5) **"...region is focusing on recreation strategy as an economic development tool"**

p. 11 (para.6) **"...many in the Mammoth Lakes community see recreation as an important economic-development strategy with potential benefits to local revenues, taxes and employment."**

p. 16 (Threat 2) **"Economic Environment: The current economic environment and the federal, state and local economy are challenged."**

p. 20 (Action Steps) **"...timelines could be accelerated based on community support, identification of funding sources and the potential to be leveraged as part of another."**

Mammoth may have a great mountain, but our community must attract new investment to be able to compete successfully with other resorts for vacation dollars. That's why one top priority "Action Item" in the 2007 General Plan is a true gateway entrance. Beginning in Fall 2012, an entrance worthy of Mammoth Lakes and its spectacular natural alpine surroundings, will through visitor arrival photos and other marketing tools sharpen our competitive edge. We can anticipate a significant increase in visitation (measurable by TOT gains) from people seeking recreation and relaxation in such glorious surroundings.

* ECONOMIC DEVELOPMENT THROUGH MARKETING

p. 15 (Strength 1) **"...Mammoth Lakes/Inyo National Forest environment provides**

an incredible backdrop for all types of recreational activities. Natural beauty and scenic qualities provide a unique and desirable setting."

The social media marketing by visitors celebrating their arrival and sending photos to friends and family around the world of the dramatic "MAMMOTH LAKES" Gateway monument with Mammoth Mountain and Mammoth Crest as background, is a priceless benefit. Those photos' accompanying "Wish you were here!" messages will provide thousands and thousands of free marketing Mammoth moments.

p.1 **"3. Quality of Life...desirable place to live...key attractor for business and labor..."**

After completion next summer, the impressive Mammoth Gateway arrival statement demonstrates to visitors and potential investors that--despite recent bad press--Mammoth is moving forward and investing in its future. We're not only surviving, we're thriving up here!

*** SENSE OF PLACE**

p. 16 (bullet 3) **(STRENGTH) "Quality of the Place: Mammoth Lakes/Inyo National Forest provides a unique sense of place that differentiates the area from others..."**

p. 14 (bullets 1,2,3) **"Sense of place: inspiring adventurous spirit, sense of ownership/ a special place, sense of renewal"**

The rugged and dramatic Mammoth Gateway design conveys a unique sense of place in the Sierra with its massive granite block and, evoking Mammoth's mining history, raw steel elements. Of the many National Park entrances I scanned on the Web, I can vouch the Mammoth Gateway design is the very best!

The impressive Gateway monuments will become familiar touchstones for visitors, welcoming them when they return for more adventure in the high country. Already, as visitors turn from Highway 395, heading for Mammoth, their frame of mind shifts in the clear alpine air. This is indeed a place of renewal.

There is a literal sense of ownership, too, for many visitors as Gateway targeted fundraising is focused on marketing \$125 personal brick pavers and permanent cast bronze plaques for the south monument's BAND OF BRONZE.

*** COOPERATIVE PARTNERSHIP WITH INYO NATIONAL FOREST**

p. 8 (para.5) **"...a recognized need to strengthen the relationship between the Town and the INF."**

p. 17 (bullet 2) **(OPPORTUNITY) "TOML/INF Leadership core: Having these two organizations united in their efforts to improve the quality of recreation provides a unique opportunity for the implementation of the recreation strategy."**

Inyo National Forest District Ranger John Regelbrugge and INF Recreation Officer Jon Kazmierski were very positive about the proposed Gateway Project's suitability and sensitivity to environmental context when I met with them in April 2011 and with Jon later in July. Jon recommended the Gateway "30% proposal" be submitted to the local Forest Service office by early October, since a moratorium on processing new sign applications on USFS land was a possibility with budget cutbacks. Jon later said the Town of Mammoth Lakes was the logical applicant as ultimate owner of the sign. TOML Town Manager Dave Wilbrecht is following through with the application process.

*** PUBLIC / PRIVATE PARTNERSHIPS**

p. 24 (bullet 4) **"Partnership with the public and private sectors and Mammoth Lakes Tourism"**

MAMMOTH GATEWAY PROJECT PUBLIC AGENCY PARTNERS:

Mono County (BOS permission to use County-owned property for south Gateway monument)

Town of Mammoth Lakes (Council, 3-15-11, waived permit fees and authorized \$2000 in staff help for Gateway Project)

Mammoth Community Water District (will install and maintain drought-tolerant plant demonstration garden with pathways and benches in front of south monument)

Mammoth Lakes Tourism (Town brand will be featured on both monuments; MLT Executive Director John Urdi is active participant in the Gateway Group Steering Committee)

US Forest Service - Inyo National Forest (grantor of use permit for north Gateway monument)

California Superior Court - Mono County (will provide water *gratis* for landscaping irrigation)

MAMMOTH GATEWAY PROJECT PRIVATE PARTNERS:

Mammoth Community Foundation, 501c3 arm of Mammoth Lakes Chamber of Commerce

(will sponsor the Gateway Project during fundraising and construction)

Mammoth Mountain Ski Area (in-kind construction support)

Snowcreek Resort / The Chadmar Group (in-kind construction support)

WalkerOne Creative Workshop (design services donated for south Gateway monument; MMSA will be billed for design of north monument)

Woodward Architecture (architectural services donated for south monument; MMSA will be billed for architectural services for north monument)

Ashley & Vance Engineering, Inc. (engineering services donated for south monument; MMSA will be billed for engineering for north monument)

Triad/Holmes Associates (preparation of grading permit for south monument donated)

Sierra Geotechnical Services (soils analysis for south monument donated)

Mammoth Lakes Lions Club (agreed to "bigger and even better" version of current entrance monument constructed by Lions Club some years ago provided service organization/church logos are included on sign.)

Neil McCarroll (offered *pro bono* to develop a business plan for the Gateway Project and assist in working out the legal arrangements among the County, Town, USFS, MMSA, Chadmar and Mammoth Community Foundation. Specific details of those agreements are in process and TBD.

p. 17 **(Opportunity 5) "Outside Sponsorship/funding: A recreation strategy can create outside sponsorship/funding opportunities to provide ancillary funding. Sources could include both private sector as well as public sector..."**

(Opportunity 6) "Leveraging (Tipping Point): Implementation of a recreation strategy can provide a unique leveraging opportunity....new potential partners and resources may emerge that can help sustain the effort."

* CENTER FOR WORLD-CLASS HIGH-ALTITUDE TRAINING

p. 19 **"If you are a world-class athlete, your interest and passion can be found in the High-altitude Training strategy."**

If Mammoth is to be **"the center for world-class high-altitude training,"** of necessity, that requires an entrance statement, a sign, worthy of our magnificent high-altitude surroundings!

* HIGHEST QUALITY OF WINTER AND NON-WINTER RECREATIONAL EXPERIENCE

p.11 (para. 1) **"Technology...[enhances]...recreation...with its ability to communicate opportunities for experiences, facilities, programs and safety via the Internet..."**

p. 24 (bullet 3) **"Wayfinding and signage program"**

(bullet 4) **"Trail awareness...traditional and technological platforms..."**

An ideal location for interpretive signage including QR codes for Smartphones and Trail System Map dispensers is the Mammoth Gateway, a logical starting point and definitive portal to the Mammoth Lakes Trail System. Miscellaneous signage stuck on the monuments' east face (arriving) and west face (departing), would void the integrity of the Gateway's architectural design. However, excellent locations for interpretive signage and map dispensers would be the southern side of the south monument's south column adjacent to the bike/pedestrian trail and the northern side of the north monument's north column also adjacent to the bike/pedestrian trail.

II DRAFT Mammoth Lakes Parks and Recreation Master Plan

* FOSTERING APPRECIATION OF OUR SPECTACULAR NATURAL ENVIRONMENT

p. 5 (para. 5) **"encourage appreciation of the Town's spectacular natural environment"**

p. 6 **"Goal 1: "Maintain parks and open space within and adjacent to town for outdoor recreation and contemplation."**

p. 7 (para. 3) **"appreciation of nature..."**

(para. 7) **"contemplation and experiencing the outdoors..."**

p. 8 (bullet 1) **"continuity of our unique relationship with the natural environment..."**

(bullet 6) **"Exceptional standards for design and development that complement and are appropriate to the Eastern Sierra Nevada mountain setting..."**

Mammoth Gateway's majestic and rugged design, inspired by Crystal Crag, makes a strong entrance statement. The Gateway announces that this is a very special place and that we who live here care about this special place very much. The view of the Gateway with Mammoth Mountain and Mammoth Crest in the background introduces visitors to the awe-inspiring alpine surroundings

*** STRATEGIC PARTNERSHIPS**

p. 8 (para.4) **"nurture collaborative partnerships, and encourage appreciation of the Town's spectacular natural environment."**

p. 12 (bullet 2) **"...different recreation and leisure needs of...those who prefer more solitary activities and people with different physical abilities"**

(bullet 8) **"forming strategic partnerships to provide and operate recreation facilities..."**

Mammoth Community Water District has agreed to install and maintain a demonstration garden of drought-tolerant native and high-altitude flowering plants in front of the south monument including benches and a pathway connecting the monument to the Trail System and Thompsons Way. This pocket park will be a beautiful and peaceful place for contemplation. California Superior Court – Mono County, Mammoth Gateway adjacent property owner, has agreed to provide irrigation for the garden at no cost.

Several local service organizations have indicated interest in placing additional benches along the trail adjacent to the Gateway pocket park.

*** HIGHEST QUALITY OF EXPERIENCE FOR VISITORS, HIGHEST QUALITY OF LIFE FOR RESIDENTS**

p. 35 (para. 3) **"...enhance the Town's identity as a destination for recreation and events."**

(bullet 1) **"Enhance the quality of life for residents."**

(bullet 4) **"...provide visitors with a high-quality recreational experience that contributes to the Town's economy."**

p. 43 (bullet 2) **"...many people live in and visit Mammoth Lakes because it is a special place—respecting the character of the place is critical..."**

The most popular vacation destination photos are taken in front of the entrance sign. (See sample National Park entrance photos attached.) Planned for the personal brick paver area in front of the south monument is an identified spot for the best photo angle for the Mountain and the monument.

Visitors celebrating their arrival will send photos of the dramatic "MAMMOTH LAKES" Gateway monument with Mammoth Mountain and Mammoth Crest as background, to friends and family around the world. The accompanying "Wish you were here!" messages will provide thousands and thousands of free marketing Mammoth moments.

Mammoth Lakes, portal to the most accessible high country in the Sierra, and its spectacular natural alpine surroundings should anticipate a significant increase in visitation from people seeking to enjoy recreation in such a beautiful place.

III DRAFT Mammoth Lakes Trail System Master Plan

*** INTEGRATED TRAIL SYSTEM**

p. 19 (1.) **"Mammoth Lakes places a high value on sustainability and continuity of our unique relationship with the national environment. "**

(P.3 GOAL) **"...an integrated trail system that will maintain and enhance convenient public access"**

(P.5 GOAL) **“Link parks and open space with a well-designed year-round network of public corridors and trails within and surrounding Mammoth Lakes.”**

p. 30, (para. 3) **“...recreational nodes...may or may not attract economic activity...[but] ability to facilitate recreational experiences.”**

pp. 84 – 92 [each summer activity identifies need for improved signage, maps and information]

p. 115 **Recommendation G2: Updated Trail Maps**

p. 116 **Recommendation G4: Interpretive signage**

p. 178 **5.2.4 Signage for the Trail system “...important to respect the natural environment by avoiding sign clutter and unnecessary messages.”**

Category 1: Identification “Neighborhood and resort exits/entrances”

The Mammoth Gateway as a logical starting point and definitive portal to the Mammoth Lakes Trail System, is an ideal location for interpretive signage including QR codes for Smartphones and Trail System Map dispensers. Miscellaneous signage stuck on the monuments’ east face (arriving) and west face (departing), would void the integrity of the Gateway’s architectural design. However, excellent locations for interpretive signage and map dispensers would be the southern side of the south monument’s south column adjacent to the bike/pedestrian trail and the northern side of the north monument’s north column also adjacent to the bike/pedestrian trail.

Signage at the Visitors Center would direct visitors to the walk to the north monument and via the tunnel under HWY 203 to the south monument. Parking will be available at the Visitors Center, on Thompsons Way and at the Courthouse lot on weekends. A left-turn pocket will be striped on 203 at Thompsons Way.

p. 117 **Recommendation G6: Pedestrian-Oriented Development “sidewalk-adjacent outdoor seating is another typical element of pedestrian-oriented development.”**

Several local service organizations have indicated interest in placing additional benches in the Gateway pocket park adjacent to the trail for local workers, visitors, pedestrians and cyclists to rest and enjoy lunch or a snack in the sunshine.

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2. Fall 2011 Measure R Fall Funding Cycle “Priorities and Principles”

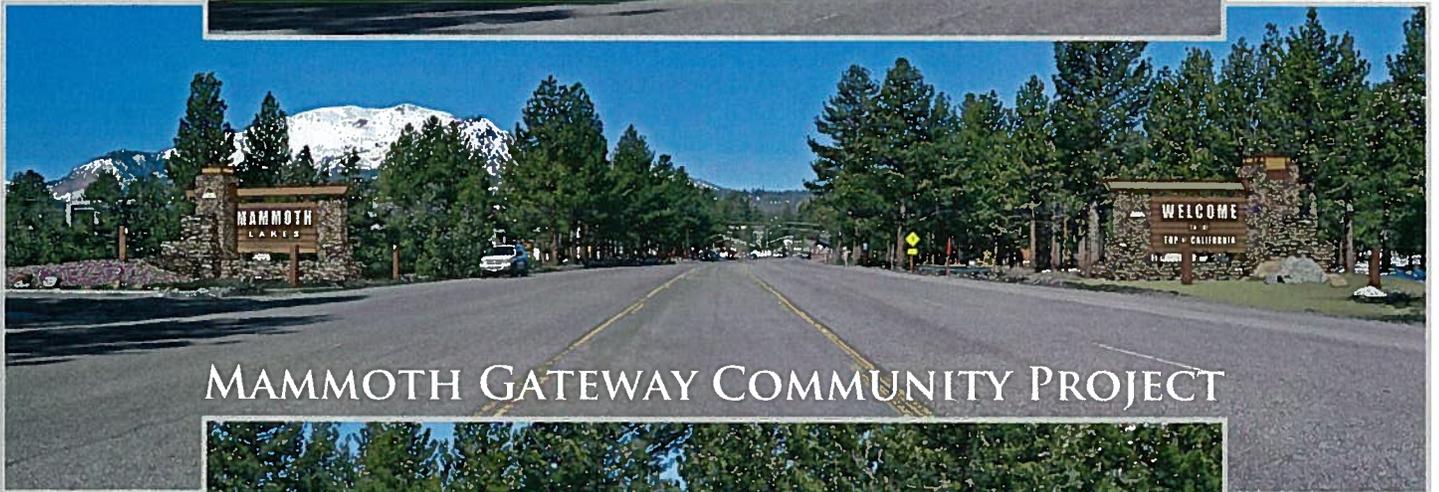
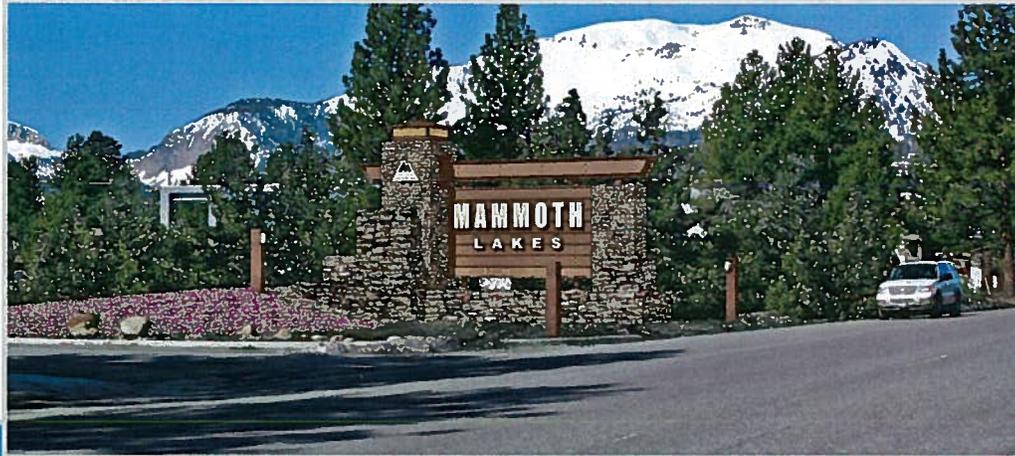
Mammoth Gateway Community Project meets Priority 2. “Plan for the future” and all three of the Principles:

1. Emphasis on visitor-driving projects **[see “Economic Development” citations]**
2. Emphasis on cooperative efforts that significantly leverage Measure R funds **[see “Strategic Partnerships” citations]**
3. Project must cite recommendations from
the draft Parks and Recreation Master Plan (PRMP) **[13 citations]**
the draft Trail System Master Plan (TSMP) **[9 citations]**
and the RecStrats Implementation Plan. **[20 citations]**

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3. Project Conceptual Plan
See attached “Project Concept Plan”

INVESTING IN MAMMOTH'S FUTURE A GATEWAY WORTHY OF THE HIGH SIERRA



MAMMOTH GATEWAY COMMUNITY PROJECT



one proposed message

“...GOING TO THE MOUNTAINS
IS GOING HOME...”

-JOHN MUIR

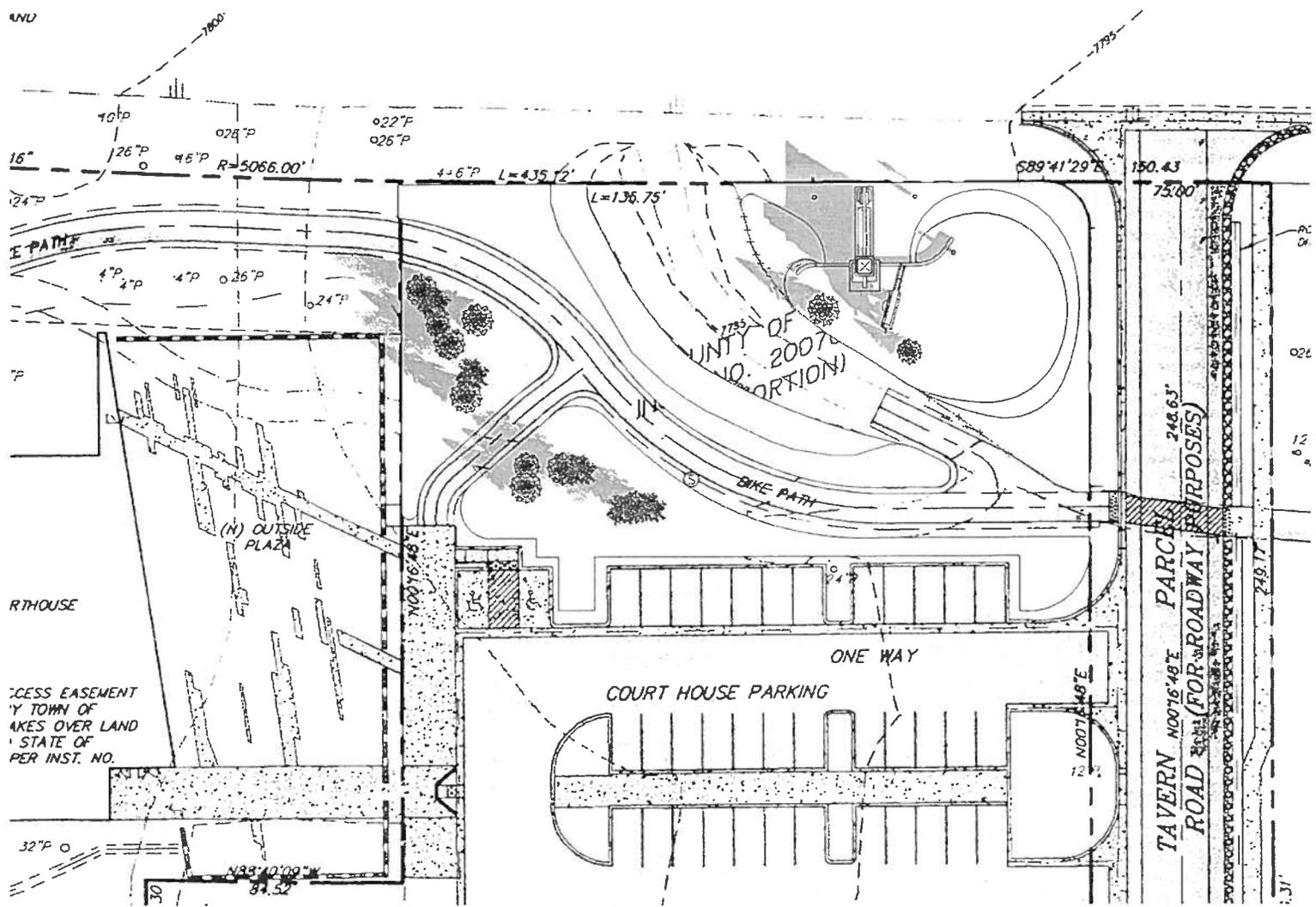


WWW.MAMMOTHGATEWAY.ORG

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Section 2 – Project Description

1. Project Location

A. The south monument of the Mammoth Gateway is located on Mono County-owned property at the southwest corner of the Highway 203-Thompsons Way intersection. It will be built as close to the entrance to the tunnel under 203 as possible but outside the Caltrans right-of-way and within the 50' strip along 203 dedicated during the "2008 McFlex Land Exchange" to the Town for "landscape, sidewalk, snow storage, etc. purposes." That dedication was not formally accepted by the Town, an oversight, and is one aspect of the Gateway agreement that has to be worked out between Mono County and TOML. Town Manager Dave Wilbrecht, Deputy County Counsel Tara McKenzie and former TOML Council member Neil McCarroll are working on the details of the agreement.

The north Gateway monument will replace the current Lions Club "Welcome to Mammoth Lakes" monument at the north entrance to the tunnel under 203 on USFS – Inyo National Forest property. The Lions monument will be dismantled and its usable components recycled into other monument signage TBD. The service organization/church logos will be part of the new Gateway monument.

B. Not applicable.

2. Approval to use location

YES. On March 15, 2011, Mono County Board of Supervisors approved use of the County-owned parcel for the south monument of the Mammoth Gateway Project. (See relevant pages of the minutes of that meeting attached.)

Application for a USFS permit for the north Gateway monument is in process. Town Manager Dave Wilbrecht and Transportation Planner Jessica Morriss are following through with the application.

3. Who will be responsible for maintenance and operation?

A. Maintenance –

Once the Gateway is completed, it is generally accepted but not yet codified that the Town of Mammoth Lakes will maintain the Monument.

Details of transfer of the monument to the Town from Mammoth Community Foundation, the donation-accepting/bill-paying sponsor during Gateway fundraising and construction, have to be worked out.

Who will own the south monument has not yet been determined. Will the Town own the monument because it is located in an easement dedicated to the Town?

Or will the County own the monument because it is located on County-owned property and then lease it back to the Town for a nominal amount? The County (per BOS, 3/15/11) has no interest in assuming maintenance of the Mammoth Lakes monument on its property. This is another aspect of the agreement between TOML and Mono County that has to be worked out.

The north monument will be owned and maintained by the Town in an agreement to be worked out with USFS and TOML and possibly MMSA and the Mammoth Community Foundation.

B. Operation –

Operating costs involves some snow removal and lighting the monuments at night. (Lamps on top of southernmost and northernmost columns of the two monuments and the targeted shielded energy-efficient spotlights located in bollards on either side of the south monument and on the east-facing side of the north monument.)

Snow removal around the base of the signs on the monuments may also be required in big snow years for arrival and departure message readability. The bollards containing spotlights will be located 16 feet apart, two feet more than the 14-foot-width of a loader blade.

4. Development (design) funds required?

NO.

WalkerOne Creative Workshop (design services donated for south Gateway monument; MMSA will be billed for design of north monument)

Woodward Architecture (architectural services donated for south monument; MMSA will be billed for architectural services for north monument)

Ashley & Vance Engineering, Inc. (engineering services donated for south monument; MMSA will be billed for engineering for north monument)

5. Implementation (construction) funds required?

YES. The Gateway Project would not be possible without very substantial in-kind support from WalkerOne Creative Design, Woodward Architecture, Mammoth Mountain Ski Area and Snowcreek Resort/The Chadmar Group.

Building materials, however, including concrete, cement block, rebar, quarried granite block, 16-foot heavy timbers and some specialized labor have to be purchased. My goal is to raise \$100,000 by March 31, 2011 to cover, in large part, the materials expense. This request for Measure R funding is for construction materials only.

6. Maintenance Funds required?

MINIMAL. The Town of Mammoth Lakes will have minor maintenance expense for the Gateway monuments. There's a remote possibility that leaching from the concrete mortar could stain the granite block in the first few years after construction. Granite could be cleaned with muriatic acid solution. Periodically, snowboard and other gear stickers might have to be removed. The timbers in the metal grid of the signs will have to be re-stained every 3-5 years, depending on severity of winters. The long-lasting, energy-efficient enclosed lamps or other lighting will have to be replaced as needed, but likely not often.

7. Operational Funds required?

MINIMAL. The Town of Mammoth Lakes will have minor operation costs for the Gateway monuments. During heavy winters, snow should be pushed back from the base of the signs so they are visible. The energy-efficient lighting will be activated every night. An electric meter is already in place at the existing north monument. I've been advised that a conduit likely can be run from that existing meter through the tunnel to the south monument for a power source for that monument's lighting.

8. Replacement funds required?

MINIMAL. The Gateway monuments are designed and will be built to last a century or more.

The long-lasting, energy-efficient enclosed lamps or other lighting will be replaced as needed, but likely not often.

The metal letters of the arrival and departure messages will be securely attached (welded?) to the steel grid framework of the signs, discouraging vandalism.

9. Contractual Service hours used?

YES. At the request, and following on the very astute advice, of Counsel Neil McCarroll and Snowcreek Resort/The Chadmar Group CEO Chuck Lande, everyone involved in the Project will have a signed contract, whether for volunteer services, wages, in-kind support or something else.

The short building season in Mammoth Lakes and the very tight construction schedule for the Gateway Project requires not only having the money in the bank by the end of March and all materials on site before construction begins, but being able to “slot in” the Gateway’s construction phases into the MMSA 2012 construction schedule. Heavy equipment and workers needed for Mountain projects will also be used for the Gateway. Without contractual commitments, unplanned delays could jeopardize completion of the Project.

Until funds are raised and the Gateway construction schedule is determined, the actual number and value of contractual services, whether with MMSA, individual workers, or others cannot be determined.

A “retail “off-the-shelf” construction estimate for the south monument is attached, which gives some idea of the types of contracts required.

Noted where in-kind support will be provided.

10. Volunteer hours used?

Countless! I, Elizabeth Tenney, am THE Gateway Project volunteer. Since I talked to local designer Larry Walker on 12/15/10 about starting a community project to build a gateway to Mammoth, an already identified “Action Item” in the 2007 General Plan, working out the complicated politics and logistics has pretty much consumed my time. Designer Larry Walker and Architect Bruce Woodward have donated hundreds of hours to the Project also.

My planned initial investment of volunteer time doubled when I went to the Mountain seeking in-kind support on 3/31/11. Rusty Gregory said, “This is great, Elizabeth, but it’s not grand enough. It needs to be on both sides of 203.” He was right. Others had said the same. Knowing the Gateway Project couldn’t happen without significant in-kind help from the Mountain, my one-year commitment extended to two.

Now at the halfway point, I’m intensely focused on fundraising, while staff and former Council member Neil McCarroll, who offered *pro bono* to develop a Project business plan and assist in working out legal arrangements among the County, Town, USFS, MMSA, Chadmar and Mammoth Community Foundation, work out the details of the agreements.

Other volunteers: **TBD.**

The Construction Manager will know where and/or if volunteer help can be used during construction. MCWD may decide to install and maintain the demonstration garden landscaping as a community project with volunteers or may choose to use MCWD employees solely. That, also, is to be determined. Several evergreen trees near the south column of the south monument are planned. Perhaps a service organization will volunteer to purchase and plant those. All TBD.

11. Any public funds previously committed?

YES. On April 6, 2011, ML Town Council waived permit fees for The Gateway Project (south monument) in the amount of \$2,807.

On March 16, 2011, Town Council authorized staff time for the engineering of the architectural plans for the south monument. Engineering services were subsequently donated by an outside firm, so the authorized Town staff time was used for limited computer/copying assistance for Elizabeth Tenney, volunteer organizer, Mammoth Gateway Community Project.

12. Measure R only funding source?

NO. This is a very large project with a retail value of more than half a million dollars. Measure R would be a small but vital part of the funding. Fundraising events, direct mail and website solicitation, Facebook and personal canvassing of businesses and lodging are ongoing. Who the Gateway donors will be is not yet known. Have a number of commitments. Will have better handle on fundraising status and donor amounts in early March.

13. Positive or negative impact on existing use?

POSITIVE. The site for the south monument is currently an empty, nearly treeless lot at the entrance to town. Its lack of trees was one reason MCWD found it an ideal site for a demonstration garden, something MCWD has wanted in Mammoth Lakes for years.

POSITIVE. Although there is currently a welcome monument built by Mammoth Lakes Lions Club on the north site, after extensive discussions with Lions, members are in favor of a "bigger, even better" Gateway welcome monument provided the service organization/church logos are incorporated. Various design possibilities are being reviewed with the Lions Board and members this week.

14. How will Town of Mammoth Lakes manage/maintain oversight of this project/service?

TBD. Routine maintenance has already been discussed. Life cycle costs are small even though the Gateway is expected to last a century or more. It is designed for the ages.

If this question refers to oversight during construction, that is difficult to answer at this time. When all the complicated legal agreements are finally worked out by the end of March, it will be clear, but meanwhile fundraising has to proceed at full speed. The beginning of Gateway construction is slated for seven months from now, summer 2012.

The Mammoth Gateway south monument is a community project built through a volunteer/private/public partnership. The north monument likely will be a permit through the Town. Yet both monuments are one GATEWAY PROJECT. MMSA won't support building one without the other, and the Project can't move forward without the Mountain's help. Both monuments are planned to be constructed concurrently this summer.

It's critical for donors and in-kind supporters that donations be tax-deductible, so the 501c3 Mammoth Community Foundation has agreed to accept donations and pay the bills and then turn the monument over to the Town. The details of that agreement also have to be worked out, and whether or not the agreement also includes the north monument.

Section 3 – Project Benefits

1. How project provides a measurable community benefit?

While we have no way of knowing precisely without installing a camera or having an intern camp out and jot down all the visitors who take pictures of friends and family in front of the Gateway monument--either side, but particularly the south monument with the Mountain and Mammoth Crest as a backdrop--I'm willing to bet an overwhelming majority of visitors, whether on arrival or while walking or cycling on the Trail, will pause for that fantastic photo opportunity. Based on the current popularity of social media, it's more than likely those photos will be sent to friends and family around the world. From that broad marketing, it's only logical to expect a substantial increase in visitation.

(See attached Web photo examples of families in front of National Park entrance monuments. Visitors like to record their arrival at the vacation destination.)

Once the Gateway is completed, tracking the increase in TOT and other data Mammoth Lakes Tourism utilizes should be a straightforward measurement of the Gateway's positive impact on visitation. Other factors (economy, weather etc.) must be considered, too, but a direct correlation between increased visitation and the new Gateway is to be expected.

2. Project available for year-round use?

YES.

3. Economic benefits of project?

Some have scoffed and called the Mammoth Gateway Community Project an extravagance, when scarce funds are needed for so many other projects. I see the Gateway Project as putting bread on the table and money in our pockets. The Gateway can make the rest of our community wish list possible. We cannot underestimate its potential for bringing new visitors and money to town.

The Gateway is not just another sign. It's the arrival statement for our community. "Welcome, visitor. You've arrived and we're glad you're here."

We're building a truly worthy entrance for Mammoth Lakes. If ever it was time for "sticks in the ground," it's now.

Mammoth has a great mountain, but our community must attract new investment to be able to compete successfully with other resorts for vacation dollars. That's why a top-priority "Action Item" in the 2007 General Plan is a true gateway entrance.

Perception is everything in attracting new investors. We need to show the rest of the world that we're not only surviving, we're thriving up here. The Gateway will announce that despite tough times and bad press, Mammoth is moving forward and investing in its future.

It's during tough economic times that planning and preparing for the future are most critical. The Neighborhood District Planning effort, which shows where we as a community want to go, is completed. The Zoning Code has been updated to match the 2007 General Plan. "Paint and polish" is happening all over town. New wayfinding and messaging signage is in the works.

Recreation and the environment are what we're selling and what our visitors want to enjoy. The Forest Service gets that. Inyo National Forest wants to dramatically improve the visitor arrival experience by reducing visual clutter on HWY 203. How best to eliminate, consolidate and cluster signage is under serious discussion.

The cumulative impact of these details on the visitor experience really matters.

4. Additional information for the Recreation Commission to consider

It was either Warren Buffet or Sam Walker who said
"In good times, save money. In bad times, spend money."

My father had a similar economic philosophy because he understood,
"If you want to have money, you have to save money.
If you want to make money, you need to spend money."

I agree.

We have an opportunity to build (for something like twenty cents on the dollar because of enthusiastic donated and in-kind support) a phenomenal entrance to our community, an entrance far better than those of our country's treasured national parks.

There's a timely convergence of favorable factors coming together to create a magnificent, dramatic and worthy entrance to Mammoth Lakes and all its recreation opportunities. This is a chance we can't pass up even though it requires some funding from the community.

Some say we should fix the potholes and storm drains first. Yes, we need those things too, but to move forward to a sustainable recreation-based economy, we have to attract more visitors and potential investors.

The request for \$25,000 in funding from Measure R will help greatly in meeting the March 31, 2012 Gateway fundraising goal of \$100,000. It's evident to me that the Gateway Project, along with the bonus of a pocket park installed and maintained by an agency partner, is an excellent fit with the Measure R funding criteria.

To be able to leverage funding and in-kind support for a community project that has the potential to significantly increase visitation is an incredibly productive synergy that will help sustain our community's recreation strategy. The Gateway Project's outcome will be an excellent example of how "the whole is greater than the sum of its parts"!!

Page 9 – PROJECT APPLICATION

Section 4 – PROJECT FEASIBILITY

NOTE: All Gateway partners are on board and committed to the Project. Since details of joint agreements among the many players still have to be finalized, the feasibility analysis cannot be as detailed as it will be in March 2012. Meanwhile, fundraising has to move forward in order to meet the Project fundraising and construction schedule deadlines.

DEMAND ANALYSIS:

1. Competitive Supply Analysis

I'm not sure if this question applies to the Mammoth Gateway Community Project.

The only "competition" I can think of is a single entrance sign approved by the M. L. Public Art Commission to replace the old "Welcome to Mammoth Lakes" monument sign by the chain-up area just off 395. I have been informed that Inyo National Forest rejected the sign's design as "not sensitive to environmental context."

2. Identification of Market Opportunity

A. Identify the long-term opportunity that the project presents.

[See Section 3, number 3, "Economic benefits of project?"]

3. Describe the targeted users of your project.

- Every visitor who stops at the Visitor Center
- Every visitor who drives into Mammoth (number of annual visits in the millions)
- Every visitor and local who uses the Trail system
- Every gardener and landscaper who wants to learn about high-altitude gardening and visits the demonstration garden at the Gateway

4. Projected Multi-Year Demand Analysis

[See Section 4, number 3, "Targeted Users"]

5. Projected Multi-Year Revenue Projections

NA.

Section 4 – PROJECT FEASIBILITY

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COST ANALYSIS:

1. Estimated one-time annual costs for each phase of project

A. Land acquisition costs	\$0
B. Equipment acquisition	\$0
C. Site preparation/demolition and site prep costs	\$ (in-kind support, cost for demolition or "dismantling of north monument" not estimated)
D. Entitlement(??) costs	\$ permit fees waived
E. Architect and planning costs	
	<u>WalkerOne Creative Workshop</u> (design services donated for south Gateway monument; MMSA will be billed for design of north monument)
	<u>Woodward Architecture</u> (architectural services donated for south monument; MMSA will be billed for architectural services for north monument)
	<u>Ashley & Vance Engineering, Inc.</u> (engineering services donated for south monument; MMSA will be billed for engineering for north monument)
F. Construction costs (in-kind support and funds raised)	\$ 500,000
G. Operational costs (annual cost estimate)	\$ 800
H. Maintenance costs (annual cost estimate)	\$ 300-500
I. Programming costs	NA
J. Other	?

Section 4 – PROJECT FEASIBILITY

FEASIBILITY ANALYSIS

NOTE: All Gateway partners are on board and committed to the Project. Since details of joint agreements among the many players still have to be finalized, the feasibility analysis cannot be as detailed as it will be in March 2012. Meanwhile, fundraising has to move forward in order to meet the Project fundraising and construction schedule deadlines.

1. Project and Financial Assumptions

That all entities and stakeholders that have committed to the Gateway project will come through as promised in a timely manner. Enthusiasm and support for the Gateway Project is high.

2. Multi-Scenario Pro Forma's

Not clear if this applies. The Gateway Project will be built and finished (with possible exception of Gateway pocket park demonstration garden and irrigation lines) by fall 2012.

3. Risk analysis

- Unforeseen natural disasters may delay completion of Project

- Construction workers will be covered by liability and accident insurance.

- The Town's liability insurance will cover any visitor who might try to climb the monuments.

Section 4 – PROJECT FEASIBILITY

FEASIBILITY ANALYSIS

NOTE: All Gateway partners are on board and committed to the Project. Since details of joint agreements among the many players still have to be finalized, the feasibility analysis cannot be as detailed as it will be in March 2012. Meanwhile, fundraising has to move forward in order to meet the Project fundraising and construction schedule deadlines.

4. Project Schedule

- March 2012 Agreements among participating partners are completed and signed.
- March 31, 2012 Fundraising goal of \$100,000 for building materials and specialized labor
- April and May, 2012 - construction schedule and requirements determined
 - contracts drawn up
 - materials purchased
- June 2012 - groundbreaking
- October 2012 - completion of Gateway monuments
 - installation of personal paver pathway connecting to Trail system
 - ribbon-cutting dedication ceremony
- October 2012 Gateway pocket park drought-tolerant plants demonstration garden may be installed by the Water District before winter, weather depending, or garden installation may have to be postponed until Spring, 2013.

5. Quality of Life Analysis – positive and negative effects on the quality of life for the community of Mammoth Lakes

It's difficult to anticipate a negative impact of the Gateway Project unless too much business at recreation equipment shops and having to wait sometimes for a table at local restaurants are negative impacts.

Those locals who do their shopping out of town and like shoulder season best when most businesses are closed, may believe attracting more visitors is a negative for their personal quality of life.

Positives. More people will be in town using the transit system. More people will be using the Trail System. Traffic on our streets may be heavier, but as we continue to implement the "feet first" approach to mobility, Mammoth will be able to achieve the critical pedestrian mass that's needed for animation of and the economic sustainability for our retail districts.

It's my view that the Mammoth Gateway actually will be a major source of community pride. It will welcome returning locals as well as visitors.

I anticipate the Gateway will also be the backdrop for many locals' Christmas cards in 2012 and beyond.

"We're so lucky. We get to live here! Isn't it beautiful?"

ATTACHMENT 1: MAMMOTH GATEWAY COMMUNITY PROJECT Conceptual Plan

SIZE: This is a big project. Because the highway is 135' wide, to make a "gateway" at the entrance to Mammoth requires a large monument on either side. The south monument is approx. 34' wide and 22' high. The north monument is approx. 34' wide and 20' high.

SCOPE: Mammoth Gateway Community Project is a one-time project to be completed in 2012. Depending on the Gateway construction schedule, the Gateway pocket park drought-tolerant demonstration garden landscaping and pathway to Trail system, to be installed and maintained by agency partner Mammoth Community Water District, may not be installed until 2013.

DESIGN: See attached "Investing in Mammoth's Future" flyer showing Gateway design. Except for the addition of service organization logos on the north arrival sign, the design of the monuments is final. An earlier suggested arrival message is shown in this photo rendering.

Voting online in a community contest for the best arrival/departure messages just concluded and the winners will be announced on December 2. The departure message will be on the west-facing side of the south monument sign.

The Gateway design is rugged and timeless mountain architecture. The design incorporates the granite of the mountains and has massive raw steel elements evoking Mammoth's mining history. Heavy timbers from the forest are in scale. Glowing lights behind amber glass give a feeling of warm welcome and cozy suppers beside the fire after a day of outdoor adventure.

SPECIFICATIONS: Specifications for the south monument were submitted by Bruce Woodward, Architect, with the building permit application. Exact specifications for the north monument are still being determined and may change slightly after engineering is done.

USE: The Gateway and its adjoining pocket park will be used for:

- 1) Informing visitors and locals about the Mammoth Lakes Trail System
- 2) educating visitors and locals about drought-tolerant native plants and alpine wildflowers
- 3) relaxation and contemplation of Mammoth's spectacular mountain setting by both visitor and local Trail System users
- 4) informal broad marketing through social media by arriving visitors taking photos of friends and families in front of the Gateway and sending "Wish you were here!" messages to other friends and family around the world
- 5) providing a sense of place and a sense of arrival to the most accessible high country in the Sierra
- 6) demonstrating to visitors and potential investors that Mammoth is indeed moving forward and investing in its future despite hard economic times.

BUDGET DOCUMENT:

Attached is a retail construction estimate for the south monument. Expenses for services that have been donated or will be provided as in-kind support are noted in the margin.

A construction estimate for the north Gateway monument has not yet been calculated. Design, architectural and engineering services donated for the south monument (the original Gateway Project concept) will be billed for the north monument. Because of the north monument's design similarity to the south, those expenses will be less than starting from zero. Nonetheless, the north monument may be somewhat more expensive than the south.

ATTACHMENT 2:

PROOF OF PERMISSION TO USE MONO COUNTY PROPERTY FOR SOUTH GATEWAY MONUMENT

On March 15, 2011, Mono County Board of Supervisors approved use of the County-owned parcel for the south monument of the Mammoth Gateway Project. (See relevant pages of the minutes of that meeting attached.)

policy is implemented, and requires the waiver to be irrevocable for a specified period of time, which is discretionary. The proposal follows the model used by other counties, and complies with IRS requirements. The auditor has no discretion about withholding pay unless there is a policy in place. "Donations" back to the County would be taxable; this method provides a way to deduct pay/benefits without taxing the recipient.

Brian Muir, Finance: Confirmed the IRS requirements. His thought was that an individual should not be taxed on pay or benefits they return to the County.

REGULAR AGENDA

CORRESPONDENCE RECEIVED (INFORMATIONAL)

All items listed are available for review and are located in the Office of the Clerk of the Board

CLERK OF THE BOARD

- 8a) No Correspondence Received

BOARD OF SUPERVISORS

- 9a) Mammoth Gateway Community Project (Elizabeth Tenney, Volunteer Organizer) - Preliminary planning for the northernmost portion of the Mono County-owned parcel at the corner of Highway 203 and Thompsons Way in Mammoth Lakes, involving landscaping, irrigation, and signage. Supervisors Hunt and Hazard agendized this item.

- M11-54** **Action:** Support the Mammoth Gateway Monument in concept and commit the use of the County's land with the understanding that the project will require approvals as it proceeds; provide County assistance where feasible.

Hunt moved; Johnston seconded

Vote: 5 Yes; 0 No

Elizabeth Tenney: Initially presented the concept at the Board's February 8th meeting. She revised the plan based on feedback from Supervisors Hazard and Hunt, the Town Engineer, the Executive Director of Mammoth Lakes Tourism, and a representative of CalTrans. Reviewed the revised concept:

- The monument was moved about 20 feet west and reduced by about 2 feet in height to avoid blocking the view; the retaining wall was also redesigned.
- Showed proposed area for planting of trees.
- Currently checking on the possibility of bringing in dirt to create a rolling terrain (rather a mound around the monument) if the Board so desires.
- Mammoth Mountain is interested in donating a sculpture of a mammoth; the monument design may be revised to incorporate a mammoth rather than install a stand-alone sculpture.
- Landscaping would need a low-water-use, drip-irrigation system.
- Reviewed a rendering of the proposed project.
- This monument will serve as a photo op seen around the world, thus providing exposure for Mono County.

- Asked the Board to consider supplying water for the landscaping (i.e. irrigation pipe, in-kind labor to help install, and a water meter).
- Asked the Board to allow the monument to be built on a portion of County property.

Board Comments:

- Supervisor Hunt: Supports the project and the public/private partnership. Mammoth is the economic engine driving the County and the Board should support promotion of the Town. Would support County involvement with construction if it is feasible, but would like to see the Town involved in the long-term maintenance of an irrigation system.
- Supervisor Hansen: Supports the concept. Asked for more information about the water system. He suggested they could use reclaimed water.
 - Tenney: Plans to ask both the Town and Water District for assistance. The projected completion date is November so no water is needed until 2012.
- Supervisor Bauer: Supports the concept; water seems like a minor issue.
- Supervisor Johnston: Supports the monument as redesigned. Asked how all the entry signs will work together.
 - Tenney: The idea with this sign is to work with the existing sign across the street and create a gateway into the Town. The highway has room for a left-turn pocket so people could turn off the main highway in order to stop and take photos. People now take photos at this location as they are walking or biking. She will talk with the Town about the logistics of snowplowing. There are still other details to resolve.
- Supervisor Hazard: Supports the changes to the structure and supports the concept and use of the land, but does not support installing of waterlines by the County; this should be a Town project. Also does not want the County to accept maintenance costs for this project. And trees should not be planted in a location that will block the view of a future building.
- The Board expressed support for a water-resistant garden. Would like more information about how much County crew time would be needed, and whether or not a bidding process is required.

ECONOMIC DEVELOPMENT

10a) Eastern Sierra Wildlife Care (Dan Lyster) - Agreement between the County of Mono and Eastern Sierra Wildlife Care for wildlife rehabilitation services.

M11-55 **Action:** Approve a five-year agreement with Eastern Sierra Wildlife Care, with revisions as recommended by County Counsel, for the continued provision of wildlife rehabilitation services; approve County entry into proposed contract and authorize Dave Wilbrecht, CAO, to execute said contract on behalf of the County, to be funded from the Fish and Game Fine Fund.

Hunt moved; Bauer seconded

Vote: 5 Yes; 0 No

Dan Lyster, Economic Development: The Board has been providing support for a number of years, as recommended by the Fisheries Commission. The per annum cost of the contract is \$2,500, which is used for basic animal care, rescue, and storage, for a total of \$12,500 over five years. The program also relies on local contributions. A five-

ATTACHMENT 3: PRELIMINARY CONSTRUCTION ESTIMATE FOR CONSTRUCTION OF THE SOUTH MAMMOTH GATEWAY COMMUNITY PROJECT MONUMENT

Chadmar

MEMORANDUM

To: Elizabeth Tenney

From: Charles Lande 

Date: June 22, 2011

Subject: Mammoth Gateway Monument Sign

cc: Jim Smith, Bruce Woodward, Dan McGregor and Steve Fitts

Attached please find a preliminary estimate for construction of the Mammoth Gateway Monument Sign proposed for the south side of Highway 203 adjacent to the bicycle tunnel. A list of assumptions and qualifications is also included.

The estimate was prepared resulting from a meeting of June 2, 2011 with you, architect Bruce Woodward, Jim Smith of Mammoth Mountain, Steve Fitts and Dan McGregor of Snowcreek. Remember, this estimate assumes full market rate cost of construction – it does not assume donations of any materials or services. We suggest you consider adding a contingency amount of 10% of the total cost due to the evolving nature of the design criteria and the final determinations as to the source of electrical and water utilities from the servicing agencies.

We would be happy to assist you in further refinements or value engineering as you consider moving forward.

MAMMOTH GATEWAY MONUMENT SIGN - DETAILED ESTIMATE

June 21, 2011

<u>Description</u>	<u>Amount</u>	
General Conditions & Site Facilities	\$14,820.00	
Excavation, Grading & Fill	\$11,868.00	<i>in-kind</i>
Landscaping & Irrigation	\$47,325.00	<i>MCWD</i>
Asphalt Concrete Paving	\$1,500.00	<i>in-kind</i>
Concrete	\$9,125.00	
Masonry - Concrete Block	\$19,638.00	
Masonry - Stone	\$44,175.00	
Miscellaneous & Structural Steel	\$11,810.00	
Rough & Finish Carpentry	\$2,400.00	<i>in-kind</i>
Rough Lumber	\$8,540.00	
Painting	\$500.00	
Glass	\$400.00	
Architectural Lettering	\$10,775.00	
Plumbing	\$6,702.00	<i>MCWD</i>
Electrical	\$13,500.00	
	<hr/>	
	Sub-Total	\$203,078.00
Contractor's Fee @ 15%		\$30,462.00 <i>in-kind</i>
Insurance		\$2,335.00
Bonding		\$0.00
	<hr/>	
	Construction Sub-Total	\$235,875.00

NON-CONSTRUCTION COSTS

Permit & Fees	\$1,396.00	} <i>waived or donated</i>
Architectural and Engineering Fees	\$25,000.00	
Landscape and Irrigation Design	\$5,000.00	
Civil Engineering and Construction Staking	\$4,500.00	
Soil Testing and Foundation Design	\$1,500.00	
Electrical Design	\$1,000.00	
	<hr/>	
	Total	\$38,396.00

GRAND TOTAL \$274,271.00

MAMMOTH GATEWAY MONUMENT PRELIMINARY ESTIMATE

June 21, 2011

Assumptions & Qualifications

1. Estimate based on design and preliminary working drawings dated June 2, 2011 prepared by Woodward Architecture including structural drawings by Ashley & Vance Engineering, Inc. all dated May 31, 2011.
2. Site work based on clearing, grading and import fill of entire site from edge of paving on Highway 203 and back of curb on Tavern Road to top of slope at bike path and includes development of four foot high mound per preliminary design sketches.
3. Landscaping and irrigation based on allowance for landscaping entire site including irrigation and Hydromulching east side of bike path slope. Allowance includes \$5,000.00 for feature trees.
4. Painting assumes all miscellaneous structural steel to be erected and left as raw steel without painting and all exposed wood stained.
5. Glass includes lens material for column top light fixture using amber colored glass.
6. Architectural lettering based on cast aluminum anodized letters with tamper proof mountings and an allowance of \$2,500 for cast aluminum anodized logo.
7. Plumbing based on Mammoth Community Water District (MCWD) ¾" water meter fee plus valving and minor run from source for irrigation point of connection. No funds for MCWP water source included as nearest water source is 600 LF away in Sierra Park Road east of Court House. Cost sharing of irrigation water with Mono County for landscaping is the most efficient solution for monument project.
8. Electrical service assumed to be from the existing meter pedestal servicing the existing monument sign on the north side of Highway 203. Service would be in a conduit run through the existing bicycle path tunnel and underground to monument. Power at monument included duplex receptacles, lighting circuit in monument and allowance of \$6,000.00 for four custom bollards for lighting monument faces.
9. Funds for Performance Bonds or Prevailing Wages have not been included.

10. In addition to the hard costs included in the attached Preliminary Estimates the total cost should consider the following soft costs which may apply:

Permit & Fees	\$1,396.00
Architectural and Structural Engineering Fees	\$25,000.00
Landscaping and Irrigation Design	\$5,000.00
Civil Engineering and Construction Staking	\$4,500.00
Soil Testing and Foundation Design	\$1,500.00
Electrical Design	\$1,000.00
Total	\$38,396.00

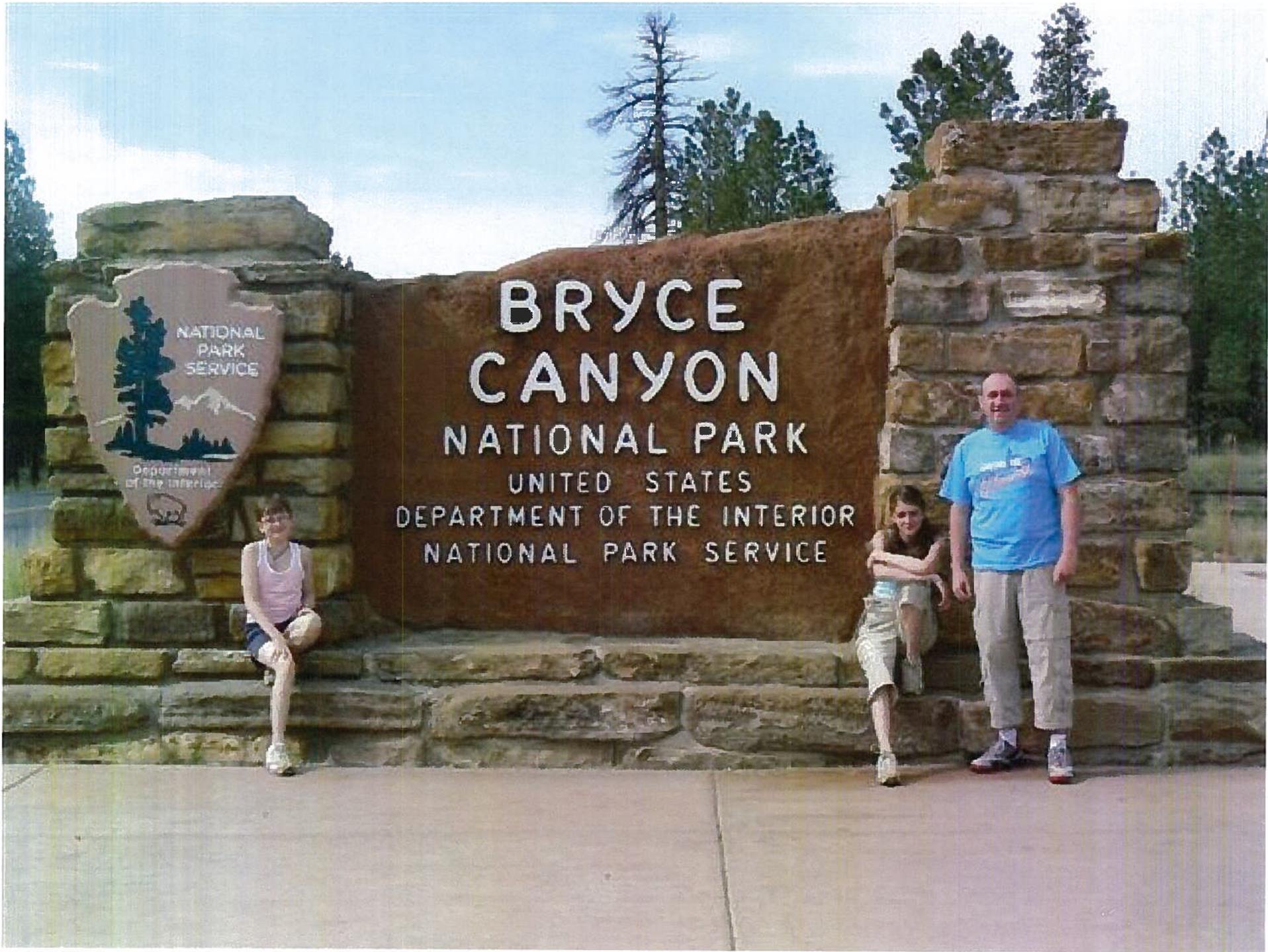
*waived
or donated*

11. The construction schedule is estimated to take ten (10) weeks of field construction including landscape and irrigation but no construction to start until all materials are in inventory and fabrication.

ATTACHMENT 4:

EXAMPLES OF NATIONAL PARK ENTRANCES AS VACATION PHOTO OPPORTUNITIES



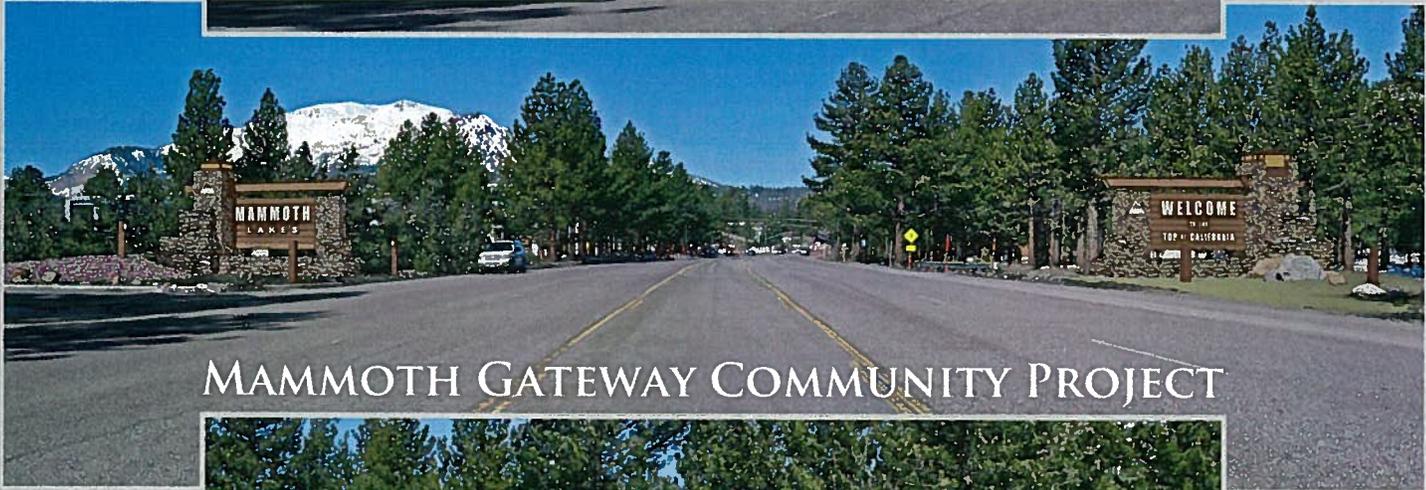
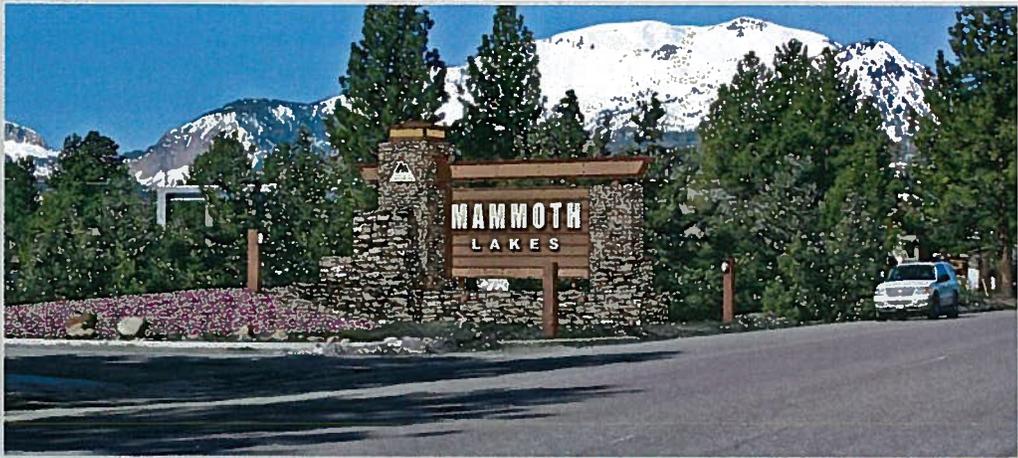


BRYCE
CANYON
NATIONAL PARK
UNITED STATES
DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE





INVESTING IN MAMMOTH'S FUTURE A GATEWAY WORTHY OF THE HIGH SIERRA



MAMMOTH GATEWAY COMMUNITY PROJECT



one proposed message

“...GOING TO THE MOUNTAINS
IS GOING HOME...”

-JOHN MUIR



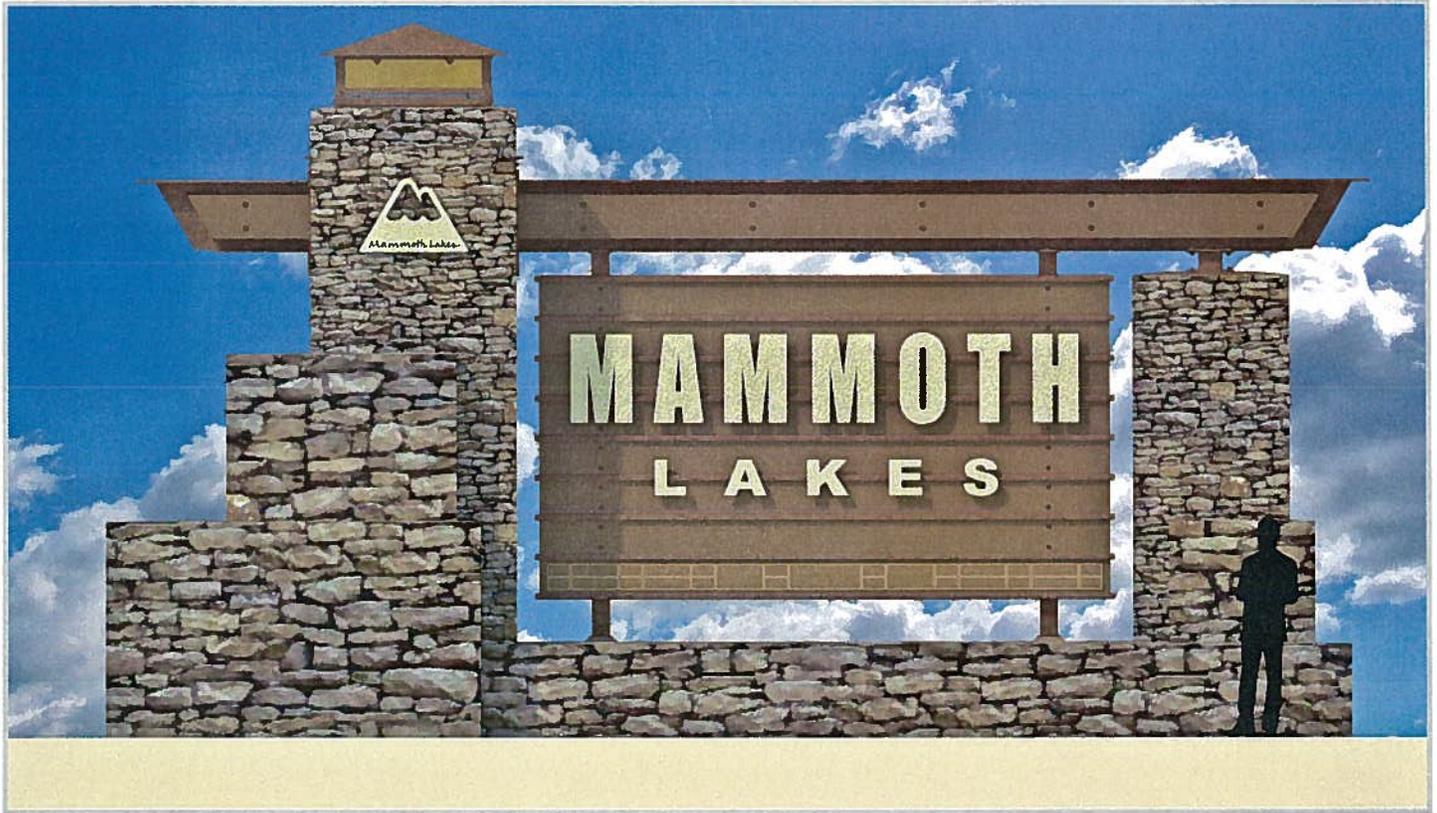
WWW.MAMMOTHGATEWAY.ORG

MAMMOTHGATEWAY@GMAIL.COM



BAND OF BRONZE LEGACY PLAQUE INSCRIPTION

YOUR VERY GENEROUS DONATION TO THE MAMMOTH GATEWAY COMMUNITY PROJECT WILL BE COMMEMORATED WITH A PERMANENT CAST-BRONZE LEGACY PLAQUE MOUNTED IN THE "BAND OF BRONZE" GRID AT THE BASE OF THE MONUMENT SIGN. MANY STYLES AND INSCRIPTIONS ARE POSSIBLE.



A BAND OF BRONZE LEGACY PLAQUES NAMING MAJOR DONORS WRAPS SIGN BASE

~~\$2,500~~¹⁰⁰⁰ – 6" W x 4" H plaque

IN MEMORY OF
PATRICIA WILLIAMS
THE JOSEPH JONES FAMILY

Please contact Elizabeth Tenney, Gateway Project Organizer,
to discuss the inscription and style for your legacy plaque.

MammothGateway@gmail.com
PO Box 2428 • Mammoth Lakes, CA 93546

~~\$6,500~~⁵⁰⁰⁰ – 8" x 8" square plaque

SMITH, KLEIN AND BROWN
ATTORNEYS-AT-LAW

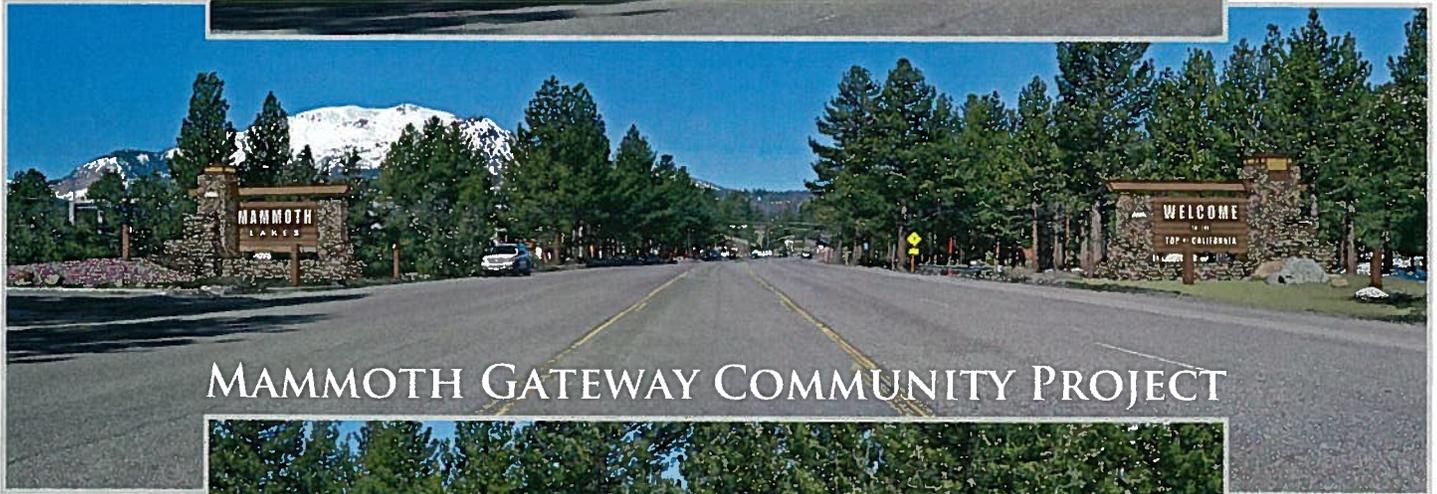
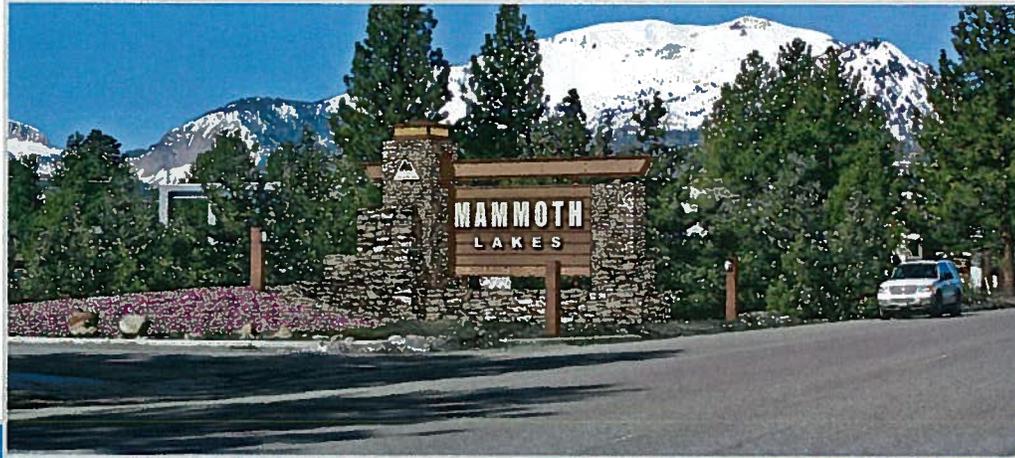
\$10,000 – 12" W x 8" H plaque

MORRISON RESORT INVESTMENTS
CROWLEY LAKE HOLDINGS

MAMMOTH
HIGH SCHOOL

CLASS OF 2012

INVESTING IN MAMMOTH'S FUTURE A GATEWAY WORTHY OF THE HIGH SIERRA



MAMMOTH GATEWAY COMMUNITY PROJECT



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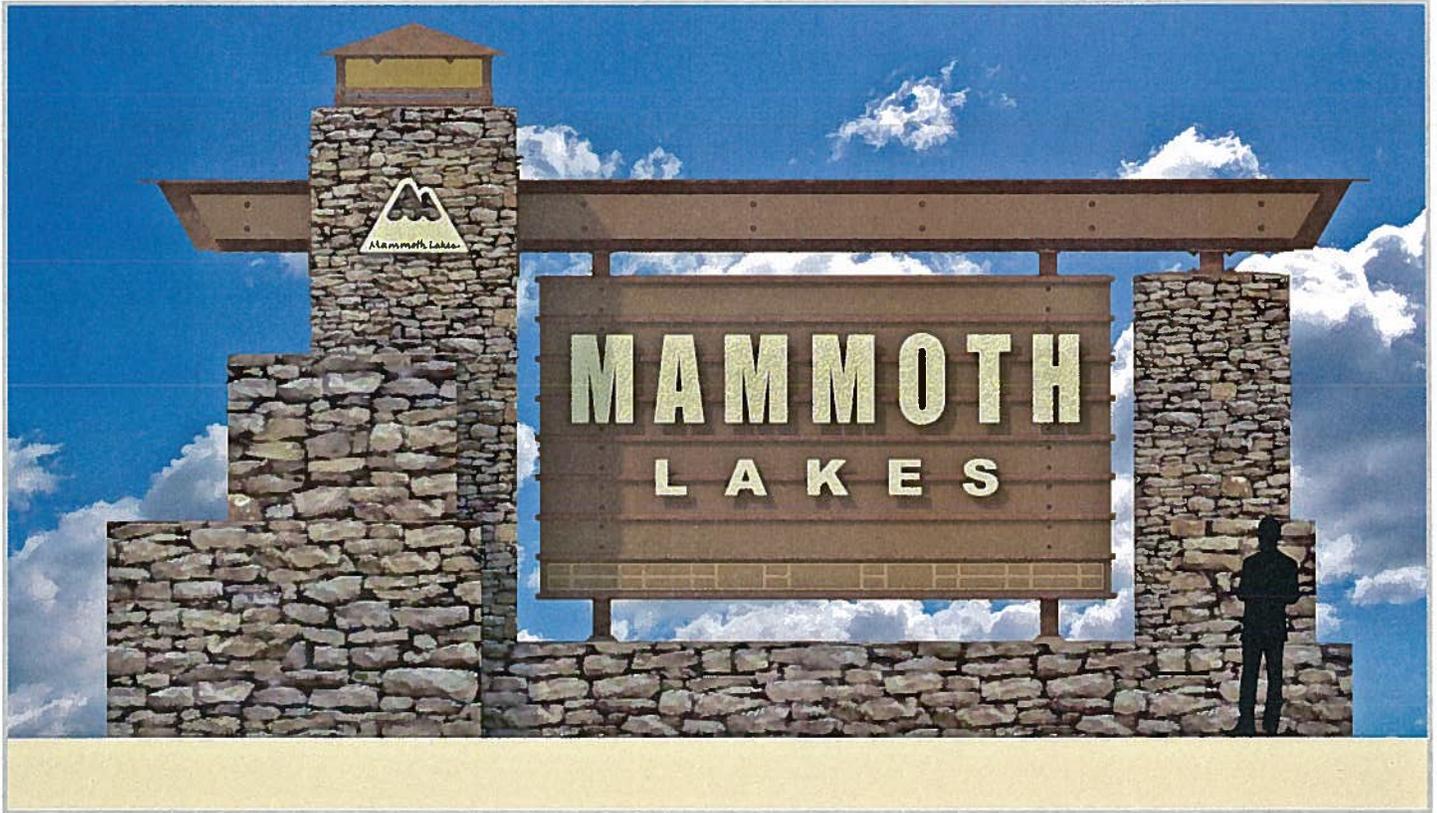
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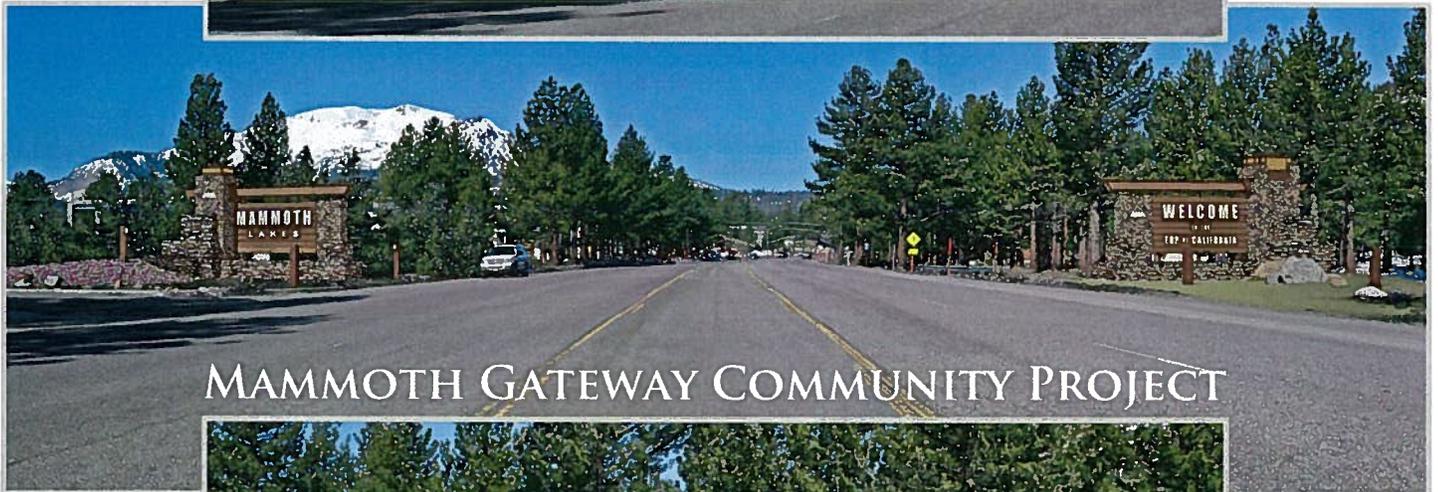
SMITH, KLEIN AND BROWN
ATTORNEYS-AT-LAW

MAMMOTH
HIGH SCHOOL
CLASS OF 2012

\$10,000 – 12"W x 8"H plaque

MORRISON RESORT INVESTMENTS
CROWLEY LAKE HOLDINGS

INVESTING IN MAMMOTH'S FUTURE A GATEWAY WORTHY OF THE HIGH SIERRA



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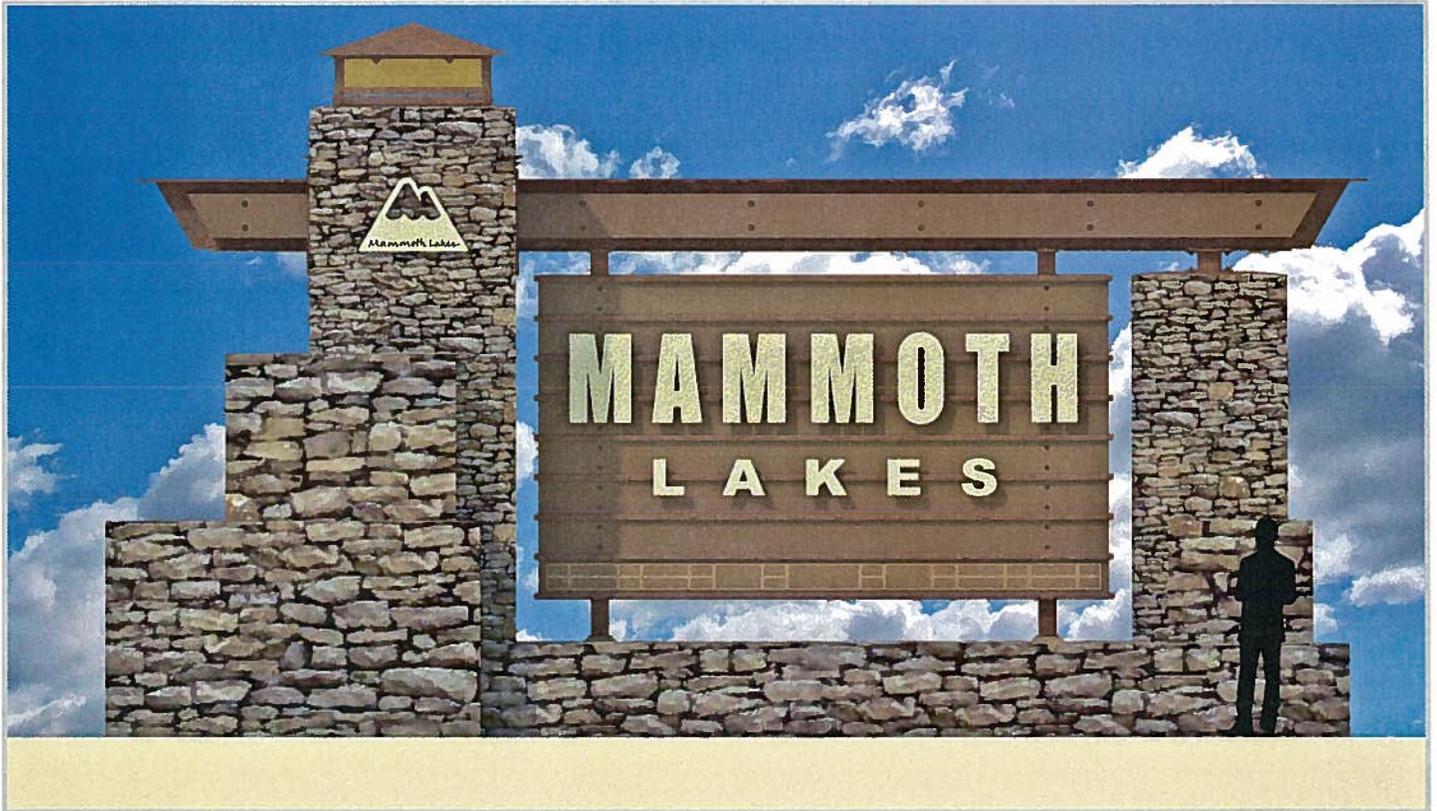
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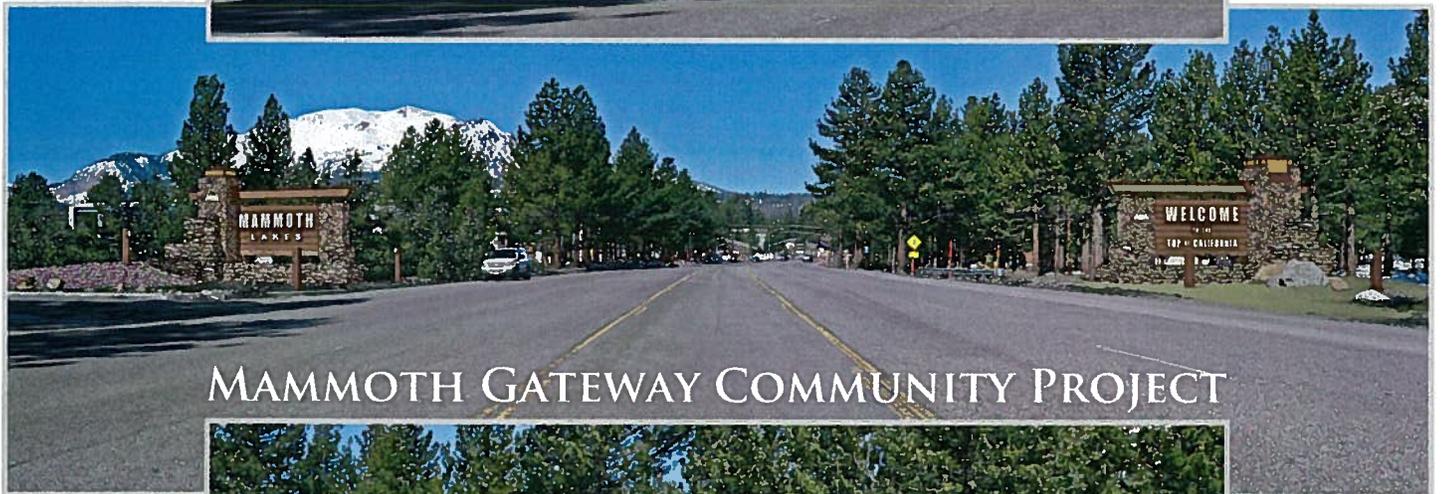
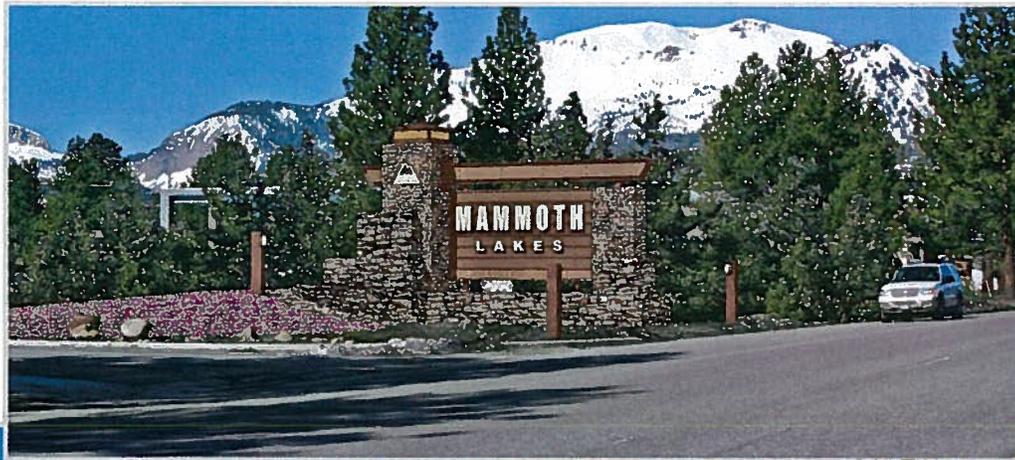
SMITH, KLEIN AND BROWN
ATTORNEYS-AT-LAW

\$10,000 – 12"W x 8"H plaque

MORRISON RESORT INVESTMENTS
CROWLEY LAKE HOLDINGS

MAMMOTH
HIGH SCHOOL
CLASS OF 2012

INVESTING IN MAMMOTH'S FUTURE A GATEWAY WORTHY OF THE HIGH SIERRA



MAMMOTH GATEWAY COMMUNITY PROJECT



one proposed message

“...GOING TO THE MOUNTAINS
IS GOING HOME...”

-JOHN MUIR



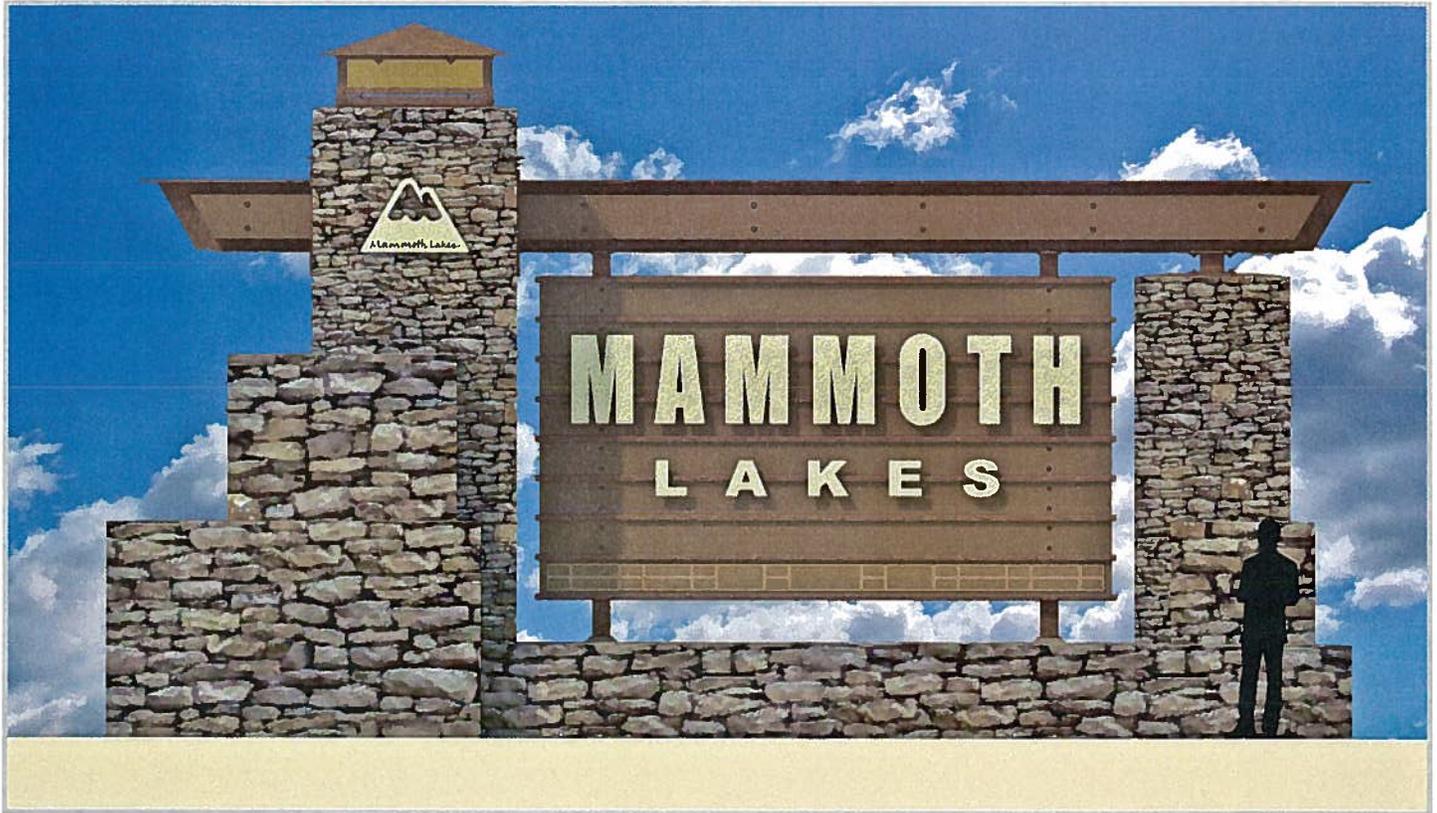
WWW.MAMMOTHGATEWAY.ORG

MAMMOTHGATEWAY@GMAIL.COM



BAND OF BRONZE LEGACY PLAQUE INSCRIPTION

YOUR VERY GENEROUS DONATION TO THE MAMMOTH GATEWAY COMMUNITY PROJECT WILL BE COMMEMORATED WITH A PERMANENT CAST-BRONZE LEGACY PLAQUE MOUNTED IN THE "BAND OF BRONZE" GRID AT THE BASE OF THE MONUMENT SIGN. MANY STYLES AND INSCRIPTIONS ARE POSSIBLE.



A BAND OF BRONZE LEGACY PLAQUES NAMING MAJOR DONORS WRAPS SIGN BASE

~~\$2,500~~^{1,000} – 6" W x 4" H plaque

IN MEMORY OF
PATRICIA WILLIAMS
THE JOSEPH JONES FAMILY

Please contact Elizabeth Tenney, Gateway Project Organizer,
to discuss the inscription and style for your legacy plaque.

MammothGateway@gmail.com
PO Box 2428 • Mammoth Lakes, CA 93546

~~\$6,500~~^{5,000} – 8" x 8" square plaque

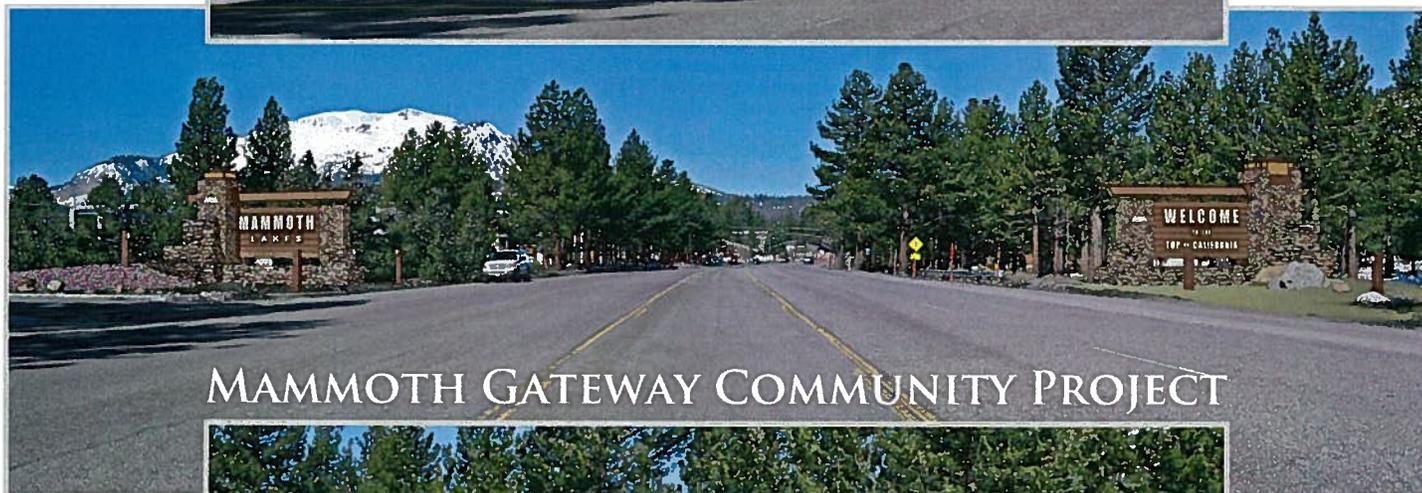
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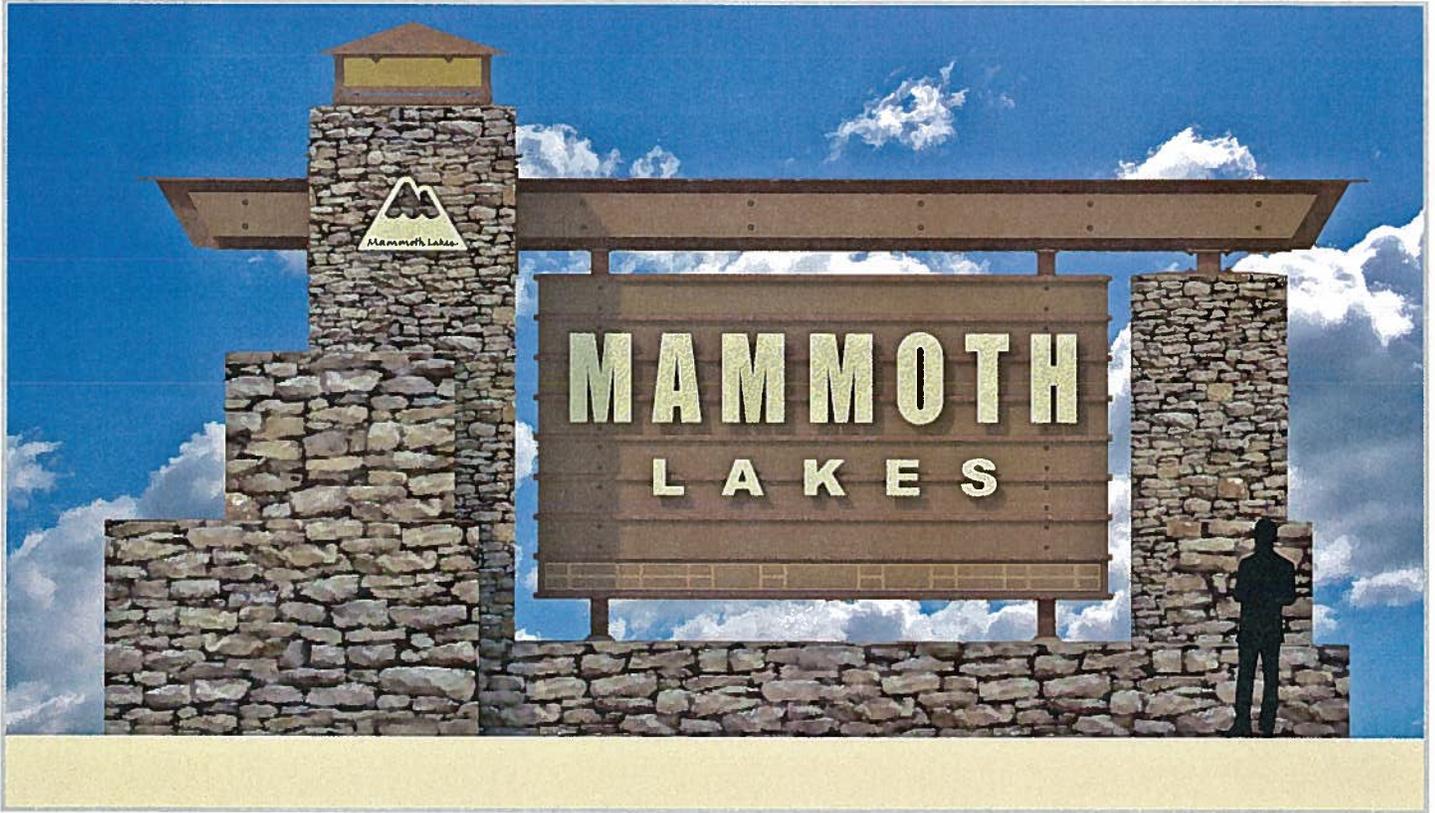
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