

April 30, 2012

Measure R Committee

Dear Colleagues:

Thank you very much for the time and energy you devote to the Measure R process on behalf of our community.

The High Sierra Strides is very pleased to submit this application requesting Measure R funds. We are grateful for the previous support of this project, through prior Measure R awards, that has helped bring the project to this point.

After 5 years of effort, the Mammoth Track Project is ready for construction of the first phase. Our Measure R request is the final funding needed in order to build this summer.

The Mammoth Track Project enjoys widespread support. In fact, the High Sierra Striders will provide about half of the funding for the project through privately raised monies from a breadth of sources (including a State grant) and the contribution of in-kind services by several organizations (in addition to the Striders) to cover the cost of the project's first phase.

With your support, we can build a significant project that will have immediate, enduring and potentially game-changing benefits for our community. With your support, we have the opportunity to demonstrate that public/private collaborative efforts can work in our community! With your support, we will have shovels in the ground at Whitmore this summer.

We look forward to meeting with committee members to review our submission and answer all questions about the Mammoth Track Project.

Thank you once again,

A handwritten signature in blue ink that reads "Elaine".

Elaine Smith
Treasurer, High Sierra Striders
Volunteer, Mammoth Track Project



2012 Spring Measure R Application Form

APPLICANT INFORMATION

ORGANIZATION

Name of Organization:	High Sierra Striders
Type of Organization (non-profit, HOA, Govt.):	Non-profit
Contact Person:	Elaine Smith
Organization's Address:	PO Box 5068
State / Zip:	Mammoth Lakes, CA 93546
Office Phone Number:	760 937 2406
Email Address:	Elaine or Andrew@highsierrastriders.org
Internet Address:	www.highsierrastriders.org

CONTACT PERSON

Name:	Elaine or Jim Smith
Mailing Address:	PO Box 3778, Mammoth Lakes
State/Zip:	California, 93546
Home Phone Number:	760 934 4963
Mobile Phone Number:	760 709 2159 or 760 914 0008
Email Address:	elaineinmammoth@earthlink.net

PROJECT SUMMARY

1. Name of Project: MAMMOTH TRACK PROJECT
2. Project Category: RECREATION
3. Project Type: CONSTRUCTION
4. Measure R Funds Requested: **\$ 327,000**

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

PROJECT APPLICATION

SECTION 1 - PRELIMINARY QUALIFICATIONS:

1. Describe why this project is considered urgent and was not submitted during the Fall 2011 application process?

On December 8, 2011, Mono County issued the use permit for the Mammoth Track Project and on April 17, 2012, the Board of the Los Angeles Department of Water and Power approved the renegotiated lease with the Town of Mammoth Lakes for the Whitmore Recreation Area (the project site). With these 2 steps completed, the only outstanding step to be completed is to secure 100% of the funding necessary to build phase 1 of the project.

The Striders is pursuing all sources of support so that we will be able to proceed to construction this summer and therefore, we are submitting applications for Measure U and Measure R funds. With this Measure R award, the Mammoth Track Project will be able to complete construction of phase 1 of the Mammoth Track Project this summer of 2012.

An additional note. The project was awarded a grant by the California Integrated Waste Management Board for the use of recycled tires in the project. This grant award needs to be used by March 2013.

2. Does the project reside within the Adopted: Town Council Parks and Recreation Master Plan and/or the Adopted: Trail System Master Plan or the RECSTRATS II – Implementation Strategy?

Yes. The Mammoth Track Project does reside within both the RECSTRATS II – Implementation Strategy and the Parks and Recreation Master Plan.

RECSTRATS II – Implementation Strategy

The Mammoth Track Project fully embraces and makes tangible the **vision, guiding principles and core strategies** championed in the Recstrats II – Implementation Strategy.

The community's recreation **vision** defines our goal as being "the best alpine recreation community in the country." Mammoth Lakes certainly enjoys one of the best alpine environments (if not THE best) in the country and is absolutely the premier location for recreation of all types. The Mammoth Track Project introduces top-notch recreation facilities for residents and visitors and serves as the foundation to create the best high-altitude training center in the nation.

The Mammoth Track Project is an investment in our community that fully supports two of the Recstrats **guiding principles**: economic benefit and quality of life enhancement. The Town of Mammoth Lakes will complete a major capital project through a public/private effort that leverages public funds matched with private donations raised by the High Sierra Striders. Further, it is the first concrete step toward establishing Mammoth Lakes as the place for high-altitude training in all types of sports. In a myriad of ways, Mammoth Lakes will benefit economically from this growing reputation and the long-standing reality. And through this new facility, residents and visitors will gain a greater quality of life and more rewarding experiences as they enjoy all this facility will offer.

Moreover, the Mammoth Track Project directly fulfills multiple **core strategies** defined in the Recstrats Strategy, specifically (a) high-altitude training, (b) municipal sports and recreation, (c) quality and variety of non-winter recreation, and (d) special events.

Parks and Recreation Master Plan

The Mammoth Track Project clearly satisfies many needs identified within the Parks and Recreation Master plan -- from its overall vision, values and goals to specific recommendations of the plan -- as enumerated by the list below.

The many ways in which the Mammoth Track Project fulfills multiple needs is presented in Tables 9 and 10 (pp 46 and 47 in the Master Plan) that identify existing levels of service of parks and recreation facilities and the recommended levels of service (LOS) for 2006 and 2025. A running track and field is an identified need as of 2006. Two additional soccer fields were recommended to meet LOS requirements in 2006 and 2 more fields were recommended for 2025 LOS requirements. Upon review of these tables, it is readily apparent how the Mammoth Track Project satisfies many of the recommendations outlined in the Master Plan.

Page and Section of Parks and Recreation Master Plan pertinent to the Mammoth Track Project:

- 1) Page 5: Values, Vision, and Goals
- 2) Page 6: Goal 4
- 3) Page 6: Tasks (Bullet 3, 4 & 5)
- 4) Page 8: Community Vision (items 1, 2, & 4)
- 5) Page 8: Parks and Recreation Vision
- 6) Page 12: Changes for Parks and Recreation Since 1990
- 7) Pages 27-28: Community Setting, Values, and Needs: Summary of Demographic, Environmental and Economic Context
- 8) Page 29 Table 5: Summary of comments received at public meeting
- 9) Page 29: Summary of Other Stakeholder Input: Other Agencies
- 10) Pages 35-39: Goals and Policies: Goal 4 & Goal 6
- 11) Pages 46-47: LOS comparison and recommendations: Table 9 and Table 10
- 12) Page 51: Table 11: Exist and potential locations of recreation activities for General Plan Policy 4B
- 13) Page 52: Table 12: Recommendations for existing parks and recreation facilities.
- 14) Page 56: New Facilities: Multi-use Recreation/cultural facility
- 15) Page 57: New Facilities: Sports Fields and Courts
- 16) Page 60: Implementation - Partnerships
- 17) Page 62: Implementation - potential funding sources
- 18) Page 66: Table 15: Potential Implementation schedule for parks and recreation facilities

3. Does the project meet the "Principles and Priorities" established by the Recreation Commission for the 2011 Fall Measure R funding cycle?

Yes, the Mammoth Track Project does fulfill the "Principles and Priorities" established by the Recreation Commission for the 2011 Fall Measure R funding cycle.

If YES, please cite:

Priority: Finish Recreation Projects

The Mammoth Track Project is ready to go! After 5 years of work, the Mammoth Track Project has satisfied all the necessary requirements for a major capital project and has raised the majority of the funds needed to proceed to construction of Phase 1 of the project. As a significant enhancement to the Whitmore Recreation Area, the only remaining goal is to secure the final funding to build the project.

Priority: Plan for the Future

The Mammoth Track Project is planned for construction in at least 2 phases (depending upon funding). As the first phase is successfully completed, we'll begin efforts to complete planning and funding the 2nd phase with the anticipation of securing future Measure R and Measure U funds, as well as continuing to aggressively pursue other funding sources, for costs of Phase 2 of the project.

Principle: Visitor-Driving

The Mammoth Track Project will bring many new visitors to Mammoth Lakes through a multitude of organized events by our schools, recreation clubs or business ventures, and through visitors' initiative to take advantage of all that Mammoth offers for an exceptional outdoor recreation experience.

Principle: Leverage Measure R Funds

The Mammoth Track Project is a public/private effort that brings over \$825,000 in private donations and other funds (grant) to support the project. This does not include the countless hours of volunteer effort over a 5 year-period to bring the project to where it is today; the cost of fundraising for a project this size is estimated to be between \$160,000 and \$300,000. The High Sierra Striders continues to aggressively pursue donations for the project.

Principle: Fulfills Parks and Recreation Master Plan and Recstrats.

The Mammoth Track Project achieves goals, strategies and objectives stated in both plan documents. Please see the answer to question 2 above.

- 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 Attachment 1: Project Concept Plan and Attachment 2: Construction Documents.

The complete budget for the Mammoth Track Project is under \$4 million. Based on the work of our architect, civil engineer and Town staff, the cost estimates for **Phase 1** ranges from \$1.7 to \$2 million. The actual cost will be determined once a bid by contractor is selected and the final scope of the work and amenities to be included are finalized. Simply stated, this is a somewhat iterative process to hone in on what we can build for the funds available. The range in cost estimate reflects our approach to complete the project within the range of funds that will be available.

SECTION 2 - PROJECT DESCRIPTION

Project Location

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

The project site is the Whitmore Recreation Area at 575 Benton Crossing Road off of Highway 395 just about 5 miles south of Mammoth Lakes.

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

Not applicable

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

YES

If YES, Please provide documentation of approval

The Los Angeles Department of Water and Power owns the land and their Board just recently approved (April 17, 2012) a renegotiated lease with the Town of Mammoth Lakes to incorporate the Mammoth Track Project. (The lease is available from the Town or confirmation from Ray Jarvis, director of public works.)

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

- | | |
|---|---|
| A. Development/Design: | Approximately \$60,000 for Phase 1. |
| B. Implementation/Construction: | Estimated construction costs for Phase 1 ranges from \$1.7M to \$2.1 M. This measure R request is \$320,000 for construction-related costs. |
| C. Maintenance/Operation:
(anticipated annual costs) | Estimated annual cost is \$43,000 (see question 8). This measure R request is \$7,000 for equipment and storage shed to be purchased at the conclusion of the construction in the Fall or after Winter in the Spring. |
| D. Contractual Services:
(define length of contract) | Not applicable. |

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

- | | |
|---|--|
| A. Development/Design: | Completed. |
| B. Implementation/Construction: | Construction is planned to begin at the end of June 2012 and be completed by October 2012. |
| C. Maintenance/Operation: | Annually, once project is completed. |
| D. Contractual Services:
(define length of contract) | Not applicable. |

6. Will any Development (design) funds be required for your project or service?

No. The design for this phase of the project has been completed.

7. Will any Implementation (construction) funds be required for your project or service?

Yes.

If YES, please describe what is required, when it's required, the timeline (schedule) and cost

The funds requested are for construction of the project. The request of \$327,000 would fully fund the estimated costs associated with construction of Phase 1 of the project. The funds requested cover components of Phase 1 (\$260,000 for including 9th lane of the track, pole vault runway, fencing, landscaping, terraced seating, sidewalks, entry sign) and a 5% contingency amount (\$60,000). The equipment costs are for a shed (\$5000) and 2 blowers (\$2000). These funds must be secured before construction could begin at end of June 2012.

8. Will any Maintenance funds be required for your project or service?

Yes.

If YES, please describe what is required, when it's required, the timeline (schedule) and cost

The estimated annual maintenance costs for the facility is \$43,000. The Town of Mammoth Lakes (Dennis Rottner) proposed the maintenance budget below. For the Town's FY 2013, only 1/3 of the annual budget would be needed.

Maintenance Routine Track & Field			
Daily	Trash & Recycle	1 Hr.	170
	Blow Track backpack blowers	1 Hr.	170
Weekly	Groom field	2 Hrs.	68
	Blow Track push Blowers	2 Hrs.	68
	Check Fence & Gates	1 Hr.	34
	perimeter maintenance	8 Hrs.	170
Monthly	Weed Control	8 Hrs.	72
	Safety inspection	1 Hrs.	9
	Irrigation maintenance	2 Hrs.	18
Seasonal			
	Spring	Site clean up	120 Hrs.
Fall	Site clean up	120 Hrs.	120

Total cost = \$43,000 total hours for 9 months 1019

9. Will any Operational funds be required for your project or service?

No, the maintenance funds will keep the facility operational at all times.

10. Will any Replacement funds be required for your project or service?

Yes.

If YES, please describe what is required, when it's required, the timeline (schedule) and cost

Track: The life span for the track surface is about 12-15 years. The track can be resurfaced as least twice, maybe more often, as a long as the base is good, for a cost of about \$ 210,000 (today's dollars). Restriping of the track is performed about every 5 years at an estimated cost of \$7,500.

Turf: The life span for the synthetic turf infield is about 10-12 years. The warranty is 8 years. Replacement of the field is estimated to cost approximately \$400,000. The synthetic field does not require repainting (lines permanently inlaid).

11. Will there be Contractual Service hours used for any phase of your project?

No.

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

The Town of Mammoth Lakes in collaboration with Mono County. (The Town will seek to share the cost of maintenance with the County.)

13. 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:

The Striders' leadership team on the Mammoth Track Project is a cohort of volunteers that has been guiding the entire process for several years working hard to make this project a reality. We've developed community, business, individual and user-group support; prepared informational/promotion materials; selected, worked with and coordinated consultants needed to design, plan and eventually build the project; met with and made presentations to numerous groups and committees community-wide; led fundraising efforts and meetings, organized racing and other events, and wrote grant/funding applications to solicit funds; and collaborated with Town, County, DFG and DWP staff throughout the process to move the project forward. The volunteer hours invested in this project are equivalent to several full-time staff over several years. As stated previously, the cost of fundraising for a project this size is estimated to be \$160,000 - \$300,000.

Further, the High Sierra Striders will commit to provide 10 volunteer hours per month to maintenance of the facility.

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

Yes.

If YES, please list:

The project was awarded \$54,500 of Measure R funds in Spring 2009 and \$650,180 of Measure R funds in Fall 2009 (\$140,000) and Fall 2010 (\$510,180).

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

No.

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

The Mammoth Track Project is supported by a wide breadth of sources:

Individuals/local groups:	\$ 55,000
Dave McCoy (donation/loan)	\$600,000
ASICS:	\$ 25,000
High Sierra Striders:	\$ 35,000
CA Integrated Waste Mngmt Grant:	\$112,000
Mammoth Lakes Tourism:	\$ 50,000

Town of Mammoth Lakes (in-kind) \$ 99,000
Mammoth Mountain Ski Area (in-kind) \$ TBD

The Striders continues to fundraise aggressively to cover the costs associated with the project. For example, we are awaiting a response (that should be known very soon) on an application for a \$50,000 grant from USAFootball; we are looking forward to a successful fundraising effort by AYSO (target: \$10,000); and, of course, the Striders has ongoing discussions with other potential donors.

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

(Please Describe)

The Mammoth Track Project was designed to enhance and complete the recreational area at the Whitmore Area to create a vibrant, multi-use complex for a variety sports and recreation activities. The project complements existing facilities and uses (e.g., ball fields and pool, Fall Century and dog agility) without negatively affecting those activities.

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

The Town of Mammoth Lakes, in coordination and collaboration with Mono County, will maintain the new facilities as part of their ongoing maintenance of Whitmore Recreation Area. The Town shall also be responsible for scheduling events and determining any fee schedule for use of the facility.

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?

The benefits for residents and visitors of Mammoth Lakes are immediate, enduring and only limited by our imaginations. Consider just a few...this is merely the beginning:

- The addition of the track and field will position Mammoth Lakes as 'the' place in the nation for high-altitude training, specifically, but not only, for runners.
- Many more elite athletes will be able to put Mammoth on their list of training sites because of the addition of the track, bringing with them their full entourage of coaches and support crew, and media coverage to the town. (Two of the female marathoners who qualified for the Olympics are training in town right now with their team. They would definitely want to stay year-round if Mammoth offered a track/field facility and their whole team could train here.)
- The Town receives valuable press through unpaid media stories covering the professional athletes who train here. The recent LA Times article (see Attachment 3: US distance runners get in tip mountaintop shape for Olympics") was worth \$300,000 had we had to buy the story and space.
- By offering new training options to the significant number of schools/teams that already travel to Mammoth, it will enhance the training experience to ensure return trips by these athletes, and possibly extend stays, that generate revenue for all types of businesses, and TOT and Measure R & U Funds for the Town to the benefit our community.
- Running on a track is not just for runners; multitudes of other athletes use running as a core component to their training. Having the track will further open the door to these athletes -- at all levels of ability. For example, skiers and snowboarders will have a great place for off-season training and conditioning.
- The facility will offer a site for events and creates limitless opportunities for meets, events and tournaments (track & field, road races, triathlons, biathlons, etc) that residents will enjoy and will bring visitors to town.
- The synthetic infield, which may be used by all types of athletes, will allow a site for soccer tournament play or multi-school football scrimmages not previously possible. AYSO will be able to host tournaments not possible now because we lack a regulation-size field and easily draw upon the existing membership that travels to Reno for such events.
- Mammoth Lakes' high school students will be able to join their school's track team and workout on a track for the first time in many, many years. These students, too, will be able to learn the many life lessons afforded through participation in sports and perhaps secure track & field scholarships for further education. In fact, the athletic director at the high school anticipates over 30 kids using the facility **every day** during the school year. We also anticipate the students from Lee Vining and Bishop will be using the track for practices.
- Our young soccer players will not have to travel long distances (to Big Pine) to practice when snow covers existing in fields in Mammoth or to compete (since Mammoth lacks a regulation-size field). And other the student-athletes from other local towns can travel to Mammoth to compete or practice on a regulation-size field.
- There is great potential for offering running camps for athletes of all ages – from grade-schoolers to retirees – who will be able to experience all that Mammoth has to offer and learn how to

enjoy of their favorite outdoor endeavor here. Running camps are already being planned for this summer (by individuals inside and outside of Mammoth Lakes).

- Promising high school athletes, recently graduated and looking forward to joining college teams, would be able to train throughout the summer while taking credit classes at Cerro Coso Community College. Building upon the surge in running and high-altitude training in town, the College could offer new class programs with emphasis on study areas such as physiology, kinesiology, physical therapy, coaching, and event/athlete management.
- The High Sierra Striders plans to hold all-comer meets weekly, invitational track meets, and specialty programs, such as pole vault clinics, for locals and visitors of all levels of ability. Our local aspiring athletes will have the opportunity to learn new sports (e.g., pole vault).
- Creating vital and varied recreation opportunities for all who live here will enhance the ability of our local businesses to recruit and retain employees.
- Mammoth Lakes will have the opportunity to become the premier high-altitude training center. Our community already has what cannot be bought or built – the perfect elevation for athletes to benefit from training at high-altitude; access to limitless expanses of inspirational and challenging terrain; the ability to live high, train high and low. Athletes of all sports who benefit from high-altitude training will be drawn by the Town's reputation. (Please see Attachment 4: "For track athletes aiming for Olympics, finding a place to train can be a hurdle.") Running will be the stepping-stone to welcoming a wide variety of sports to our high-altitude training destination. And in countless ways that build exponentially, the Mammoth Track Project will enhance the economic viability of our community and the many existing and nascent organizations in town.

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

Residents and visitors alike are the target markets – athletes at all levels and recreation enthusiasts who seek health and fitness are targeted users of this completed project. Runners, and soccer and football players are targeted more specifically but the facility will be used by all types of athletes for all types of recreation, training and competition.

On a national level, running/jogging continues to show strong and consistent growth annually as running participation was up almost 13% overall in the last year and has increased by 57% in the last 10 years, according to the Sporting Goods Manufacturers Association. SGMA also projects running/jogging as a sport on the increase from 2010 to 2015 with an estimated growth rate of 31%.

Despite the slow U.S. economy, the running boom continued in 2010 with an estimated 13 million road race finishers nationwide, an all-time high, and the largest annual percent increase (10%) in finishers ever reported by Running USA. Fueling this growth is the increase in half-marathon, 5K and marathon finishers, female finishers, the increase in charity running and a growing interest in the sport from the general population according to Running USA.

Nationally, soccer trails only basketball in the number of participants (Time magazine) in the nation. According to a recent poll by ESPN, soccer is the second most popular sport among Americans ages 12-24 and the most popular sport among Hispanics. Certainly, we see the love of soccer reflected in the members of our community in Mammoth Lakes.

Locally, we have many who participate in the specific sports (as groups or individually) that would use the facility: High Sierra Striders with 80 members, Mammoth Track Club with 15 members and high school cross-country and track teams with 20 members; AYSO with 470 members, high school soccer teams with 45 players, and club soccer; and high school football and youth football with over 100 athletes. Of course, athletes from the triathlon club (50 members), and skiers and snowboarders (60 athletes) in the off-season would use the track and the field for general conditioning and specific training.

Coming from beyond our boundary, countless visitors to Mammoth also enjoy the same sports and a good portion of the 1 million plus visitors to town will use the facility. Week-end soccer tournaments, football passing leagues or track invitational meets could easily draw several hundred participants (and their families) to town who may not otherwise visit Mammoth.

Professional athletes will also be the target of recruitment to the new facility, be it either professional runners, or professional soccer/football teams. Elite athletes on professional teams cite the track as the single reason they are unable to train full-time in Mammoth. Otherwise, Mammoth is cited as the best place to train at high-altitude over other places in the nation and across the globe.

3. Is it available for limited or year round use?

As the new facilities can be cleared of snow, the track and the field could be used year-round should there be sufficient demand to warrant the snow removal (or should snowfall be so limited that the snow will melt without intervention).

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

The Town of Mammoth Lakes will “own” the facility once completed. In return for the contribution of the Town’s public monies and in-kind services dedicated to the project, our community will benefit from the significant matching contributions of dollars secured through private donations and grants (over \$875,000 so far) and hours of volunteer labor that made the project possible.

As a municipal facility, the Town will determine a user fee policy that will serve to recoup maintenance costs associated with the new facilities, at the least.

Moreover, the community – our local businesses (retail, lodging and restaurants), organized sports groups, and our schools’ youth sports programs -- will have opportunities to benefit economically from residents’ and visitors’ use of the facilities. By bringing visitors to our community through special events, such as soccer tournaments, football passing leagues, and invitational track meets, additional business will be generated throughout town. An analysis of several examples of the potential economic impact of such events, using the most conservative assumptions, is provided in Attachment 5: Potential Economic Impacts for the Community. This analysis considers events that may be held by various sports group and the gross revenue potentially brought into the community. (This analysis does not attempt to calculate TOT.) But Measure R and Measure U funds stand to benefit as visitors visit Mammoth Lakes.

Additionally, our youth programs are looking to these new facilities, and the ability to hold special events at the site, as a way to not only enhance and expand their programs, but also raise funds that will support their programs during their sports’ season.

As Mammoth’s reputation for extraordinary high-altitude training blossoms, the dividends will multiply in so many ways, such as with good press we do not have to pay for (the best, most authentic kind) and by attracting not just the elites athletes to our town but those who aspire to achieve their athletic potential or just visit to enjoy their passions for recreation in any unbelievable setting.

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

The Mammoth Track Project enjoys widespread support through out the community from Town Council to many individuals, to local business, to our schools, and to local groups for a countless number of reasons enumerated in this document -- from the most fundamental (i.e., the lack of such municipal facilities) to the most visionary (i.e., the realization of a premier high-altitude training destination).

The Mammoth Track Project will also provide the first demonstration that our community can successfully complete a significant capital project through a partnership between public and private entities with support from public (Measure U & R) and private funds. It has reached this point only through the collaboration of 'public' resources with 'private' efforts (project management and fundraising) and resolve.

We believe that the Mammoth Track Project presents a positive step forward in times when we may seem to see only obstacles in our path.

SECTION 4 – PROJECT FEASIBILITY

For any new project request not previously funded by Measure R, please complete the feasibility portion of your application that includes the demand, cost and feasibility analysis. The Recreation Commission may ask for a professional feasibility study conducted by a consultant depending on the cost and scale of your project.

The Mammoth Track Project has previously been funded through Measure R.

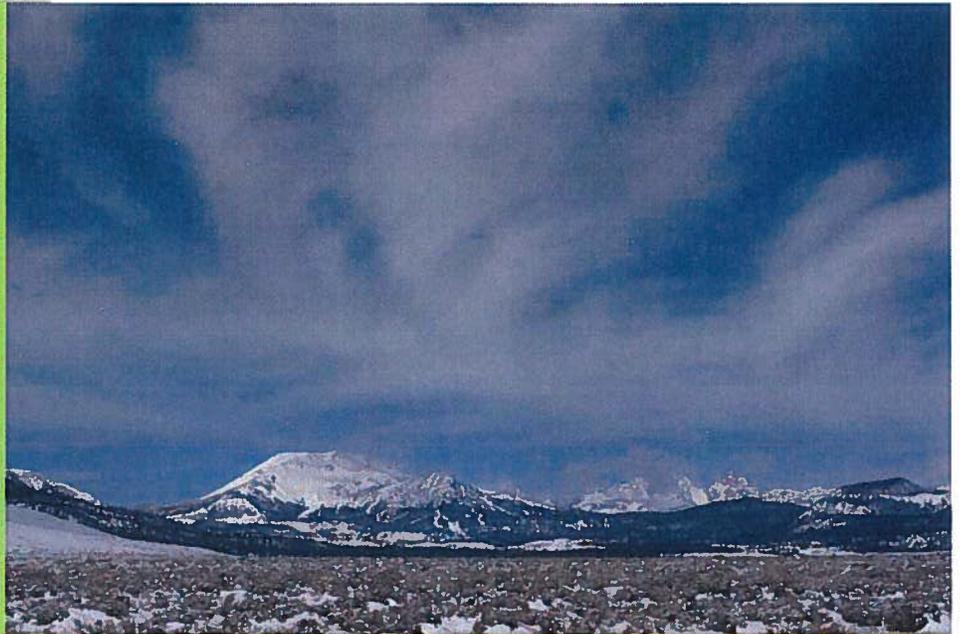
Submittal Deadline: Wednesday, May 2, 2012 at 5:00p.m.

ATTACHMENT 1: PROJECT CONCEPT PLAN

elevate

your
fitness....

....stay on
track!



The view of Mammoth Lakes, California from nearby the Mammoth Track Project site.

m a m m o t h
TRACK PROJECT



The Mammoth Track Project is the effort, led by the High Sierra Striders, to bring a running track with field events and associated amenities to the incomparable setting of Mammoth Lakes, California.

High Sierra Striders

THE running club for the Eastern Sierra.

As a non-profit, the club's mission is to promote health and wellness and support athletic and academic achievement through running.

In addition to weekly training sessions, the club hosts running races each season.

Components of the Program

The Mammoth Track Project will build a high-performance, all-weather track and field meeting USATF and NCAA standards.

9-lane polyurethane 400m standard (single radius) track with field events

Synthetic infield for field events, soccer and football

Locker room/storage area/concessions building

Covered, open-air pavilion

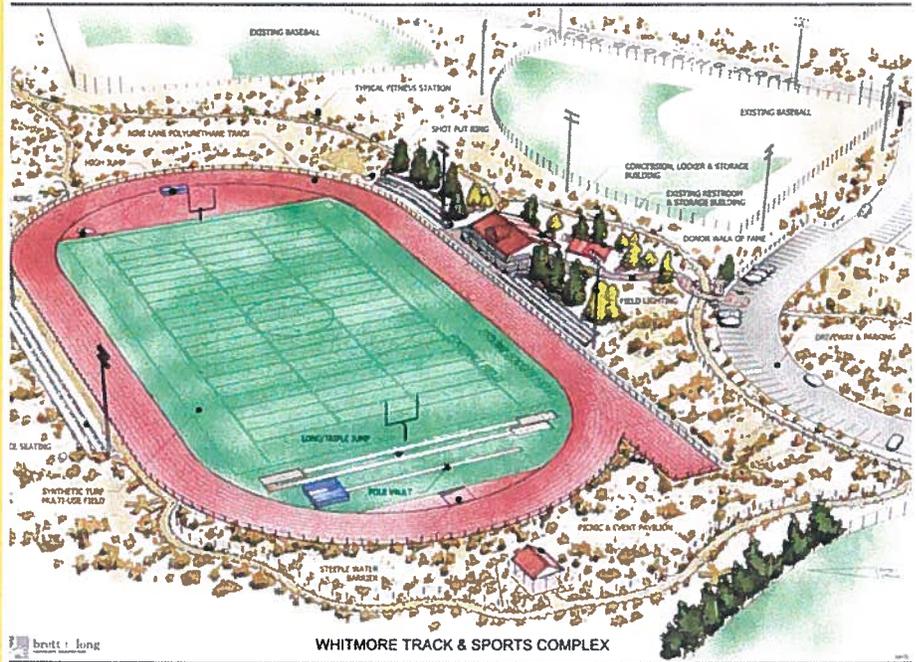
Fitness trail with workout stations

Signage for recreation park & surrounding trails

Paved parking & pavestone donor walk and concessions plaza

Field and parking lighting

MAMMOTH TRACK PROJECT CONCEPT RENDERING

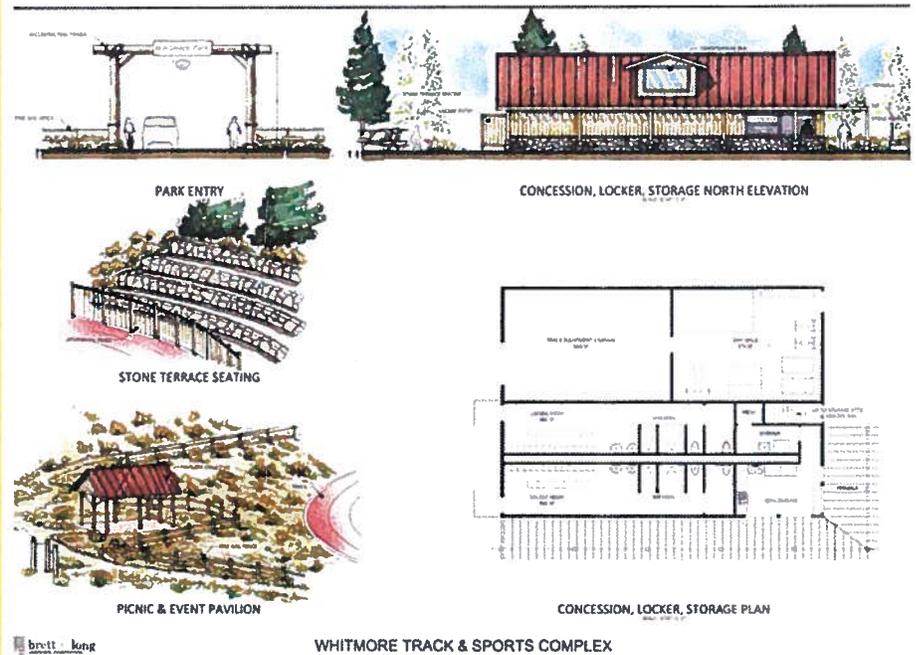


Mammoth Track Project at Whitmore

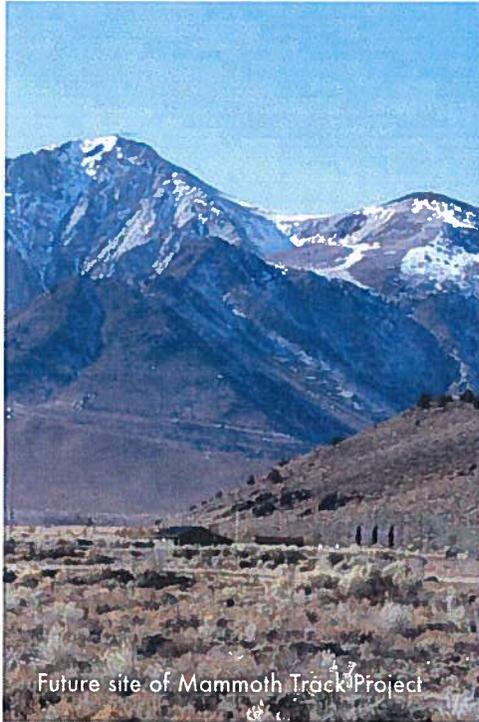
The Mammoth Track Project will complement the sports amenities at an existing recreation area – the Whitmore Regional Park - just 5 miles from downtown that is home to three ball fields and a swimming pool. The project amenities are listed to the left.

Environmentally friendly design

The Mammoth Track Project is a multi-use facility incorporating the best technology for performance while providing for green and sustainable recreation concepts. Creating an elite training and competition facility in keeping with the beauty of the High Sierras is the driving goal. The project will reuse thousands of tires for the track as well as lay a synthetic infield so irrigation is not necessary. The western theme and low profile of the project will make this Track and Field Complex an extraordinary place while respecting the surrounding environment.



Welcome to the Eastern Sierra and the community of Mammoth Lakes



Future site of Mammoth Track Project

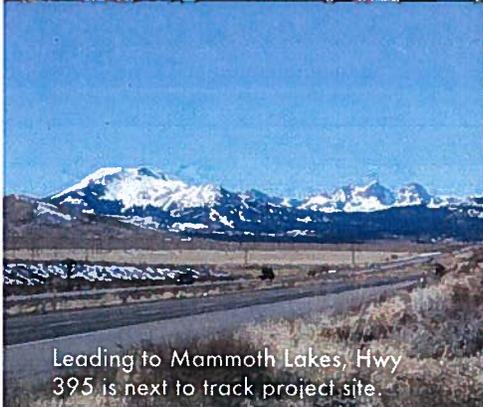
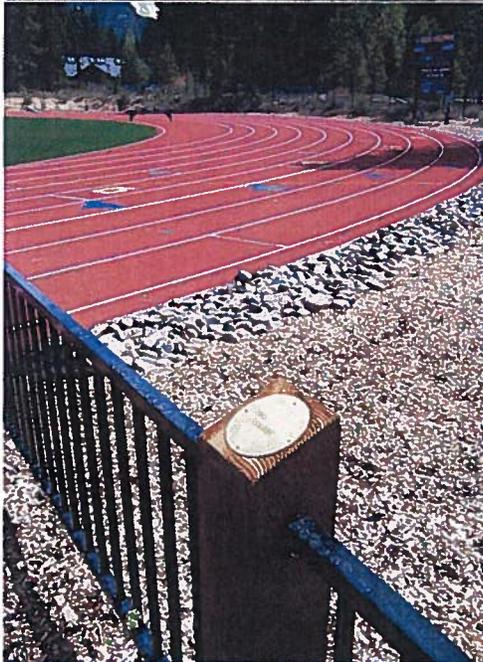


Mammoth Lakes, at 8000 feet, is located on the eastern slopes of the Sierra Nevada mountain range.

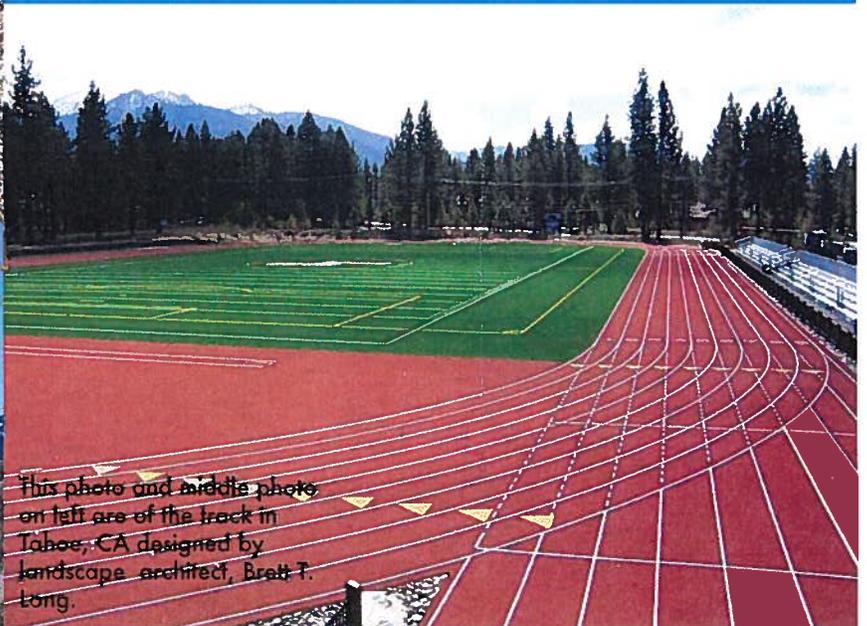
Covering only 4 square miles, our small-town community is the perfect portal to the surrounding terrain – from majestic high peaks to open valleys of scrub brush and dirt paths.

Mammoth Lakes serves as home base for any type of recreation pursuit offering a wide range of accommodations. While home to about 7,500 residents, Mammoth opens its doors to over 1,500,000 visitors in the winter and even more in the summer.

Commercial air service makes it easy to get to town and free transportation makes it easy to get around in town.



Leading to Mammoth Lakes, Hwy 395 is next to track project site.



This photo and middle photo on left are of the track in Tahoe, CA designed by landscape architect, Brett T. Long.

In Mammoth Lakes...

...running is what happens each summer.

Each summer, the Town of Mammoth Lakes is home to fun-filled and inspirational events to challenge all. The High Sierra Striders running club hosts the Freedom Mile on Independence Day, the highest 10K/5k road race in the nation in August and planned for September is an ultra-marathon on Mammoth Mountain.

...running is what happens each summer.

Each summer, Mammoth Lakes draws thousands of high school and collegiate level teams seeking the special advantages high-altitude training offers endurance athletes. Like many college coaches, the head coach at UC Irvine Track and Field in southern California has been bringing cross-county athletes to kick-off the training season. Coach O'Boyle says, "With the addition of the track, it will make training at Mammoth that much better...it will give top distance runners chance to train at altitude."

And more running is what will happen each summer with the Mammoth Track Project...

just take a look below...

Mammoth's complementary support services

Sports Medicine

SPORT Clinic...is the medical team for the US Ski & Snowboard Teams and the Mammoth Track Club. The clinic also offers a human performance lab specializing in physiological testing to enhance athletic performance.

Healing Arts

Local therapists provide specialized services (massage, acupuncture and chiropractic) to athletes for recovery, injury prevention and treatment of injury.

Sports Club

Athletic club offers ancillary training for building core strength to optimize athletic achievement (facility includes pool, weight room, racquetball and basketball courts).

Programming Opportunities	camps & tournaments	special events	new school programs
<p>The future is full of opportunity for programs designed for and around the new facility.</p>	<p>Multi-day adult & youth high-altitude running, soccer and football camps</p>	<p>Weekly All-Comers Meets for All Ages</p>	<p><i>Middle School and High School</i></p> <p>Track Team</p>
<p>Planning and development for a multitude of recreational programs has already begun so that we may initiate these as soon as the track project is completed.</p>	<p>AYSO week-end soccer tournaments</p>	<p>Sanctioned Track and Field Meets</p> <p>Throws Competition Vault Competition</p>	<p><i>Community College</i></p> <p>Track Team</p> <p>New courses and degree programs</p>
<p>Just some of the possibilities include:</p>	<p>Spring 'Base Camp' Marathon Training</p> <p>Off-season skier/snowboarder training</p>	<p>Staging area for current and new events (Fall Century Bike Race and mountain to track triathlons)</p>	<p><i>High School Graduate Athlete</i></p> <p>Summer College Course and Training at Altitude</p>

THE CENTER
FOR
HIGH ALTITUDE
TRAINING

imagine

The Mammoth Track Project is the first step in the vision of Mammoth as a world-class high-altitude training destination for a multitude of sports.

As the training headquarters for Mammoth Track Club, coach Terrence Mahon acknowledges, "The installation of a track will make the high-performance training center in Mammoth Lakes the complete package. This epic mountain town will become the beacon for all long-distance runners searching for the ultimate place to live and train in the United States."

Dr. Peter Clarke, a specialist in high-altitude adaptation and a Mammoth local, says, "The Mammoth Track Project ties together two important goals: health, through aerobic exercise to improve the quality of life and prevent cardiovascular disease, and the production of world-class athletes. As a magnet for high-caliber athletes of all types, Mammoth Lakes has lacked a uniform training surface with which to work on base fitness...the beauty of this venue is that it can be many things to a diverse population."

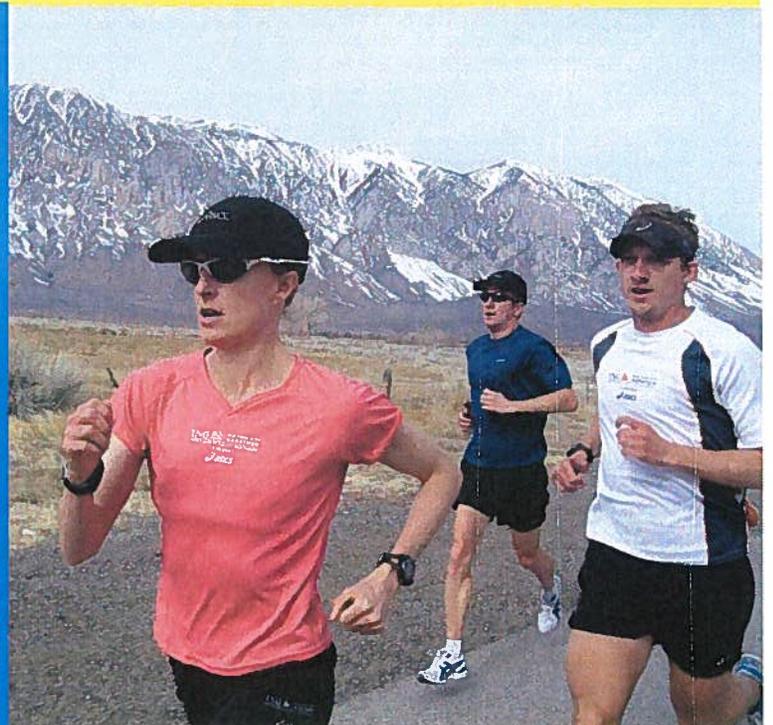
For many years, Mammoth Lakes has lured people who are awed by its natural beauty and challenged by its rugged terrain. Rusty Gregory, CEO of Mammoth Mountain Ski Resort, reiterates the setting's unique aspects by emphasizing: "Mammoth has long been associated with world-class athletics and is the perfect four seasons' environment to train and compete with that extra margin of inspiration provided by Mother Nature."

The Mammoth Track Project will solidify Mammoth Lakes as the high-altitude training center for elite and amateur athletes for distance running but it is also the key stepping stone to establishing Mammoth as the high-altitude training destination for all sports that benefit from aerobic conditioning. Running is the perfect platform to support a comprehensive high-altitude training center because so many sports incorporate it as a key training component. The vision begins here.

"The grounding you get from sport gives you the right attitude, knowing there is another distance out there: the rest of your life."

Andrea Mead Lawrence

2-time Olympic Gold medalist & track project supporter
Mammoth resident from 1968 - 2009



ATTACHMENT 3: US DISTANCE RUNNERS GET INTO TIP-MOUNTAINTOP SHAPE FOR OLYMPICS”

latimes.com/sports/la-sp-mammoth-olympics-20120325,0,1080814.story

latimes.com

U.S. distance runners get into tip-mountaintop shape for Olympics

Meb Keflezighi and other U.S. distance runners have found a high-altitude mecca in Mammoth Lakes and have pushed the country's Olympic hopes higher and higher.

By Kevin Baxter

6:15 PM PDT, March 24, 2012

Reporting from Mammoth Lakes -- Meb Keflezighi has been to the mountaintop.

And he liked it so much he decided to buy a house there.

That was 11 years, three daughters, one American record and an Olympic medal ago. Now Keflezighi is as comfortable at high altitude as the Abominable Snowman — and that, he says, is what made a lot of those other things possible.

"We had a vision to be able to change U.S. distance running by coming here," says Keflezighi, the Olympic trials marathon champion and a medal hopeful at this summer's Games in London. "And the vision came true. This was a distance runner's heaven."

Near the summit of the eastern slope of the Sierra Nevada, Mammoth Lakes is certainly a lot closer to heaven than Keflezighi's former home in San Diego. But Keflezighi, a Christian who blesses himself twice and says a silent grace before every meal, wasn't lured here by faith. He was drawn by science.

Physiologists long ago concluded that the thin air at high altitude causes the body to produce more oxygen-carrying blood cells, making athletes more efficient in endurance activities at lower levels. That also explains the dominance of East African marathoners, many of whom were born and raised in Kenya's Rift Valley or the Ethiopian capital of Addis Ababa, both of which are more than 7,500 feet above sea level.

"When you anecdotally look at how many people are getting the medals and are training at altitude, there is enough evidence that most people shouldn't overlook" it, says former UCLA track coach Bob Larsen, who has been coaching Keflezighi since he won four national titles for the Bruins in the late 1990s. "You have to conclude that if your red blood mass increases dramatically when you've been at altitude for a while, you're going to have an advantage when you get to sea level."



But since Keflezighi moved to this idyllic resort, he and Larsen have been pushing a corollary to that theory, one that says living above 7,500 feet and training anaerobically at about half that altitude will produce even better results. And few places are better suited to such a test than Mammoth Lakes, which sits at 7,880 feet and is just 35 miles from Bishop, which is only half as high.

"The beauty of Mammoth is the high-low," says Keflezighi, who broke the U.S. record at 10,000 meters less than a year after moving to Mammoth. He then saw training partner Deena Kastor destroy the women's national record in the same event the next spring. "For me, it's been very successful."

The area has long been a mecca for West Coast distance runners — Larsen, who skied here in the 1960s, used to bring his UCLA cross-country runners up for a week each summer. And Kastor, 39, visited with her Agoura High team in the 1980s.

"I've been traveling the world since I was 15 competing for this sport, and I haven't found a place I like better," says Kastor, a three-time Olympian who broke six national records and won a bronze medal in the Athens Games after moving to Mammoth from Alamosa, Colo., in 2001. "I love my job, I love where I live, and I think the combination is what allows me to be successful."

Others have tried to copy that success, abandoning previously favored high-altitude haunts such as Boulder and Fort Collins, Colo., and Flagstaff, Ariz., swelling this city of 8,000, which is now home — at least part of the year — to more than a dozen national-caliber distance runners as well as cyclists, race walkers and triathletes. The U.S. Rowing team talked about moving its training camp to Mammoth, and runners from Japan, Hungary Kenya and Ethiopia have visited.

"This place is on the map on the elite side," says Terrence Mahon, a former national-class runner who now coaches Kastor among others in the Mammoth stable. "We're definitely getting more international."

Partly because the air isn't the only thing in Mammoth that's breathtaking. The views are postcard perfect year-round, with snow-capped mountains jutting up on all sides in the winter. And in the summer, when the snow melts, it gives way to pristine running trails that wind around crystal-clear lakes.

"The scenery is amazing," Keflezighi says. "Sometimes you just say 'wow.'"

The community has embraced the athletes. Health-conscious restaurants serving vegetarian meals dot the strip malls along Main Street and Old Mammoth Road while just about everyone who lives here runs, bikes, skis or does a combination of the three. Even Dave McCoy, who founded the Mammoth Mountain Ski Area 70 years ago, was riding a mountain bike well into his 90s.

Then again with just one movie theater — versus three fitness clubs — there's not much to do in Mammoth Lakes besides work out.

"There's really not much going on," says Morgan Uceny, the world's top-ranked woman at 1,500 meters who splits her time between Mammoth and San Diego. "That allows you just to focus on what you're doing in training and recovery and not a lot on outside factors."

Call it a mountain high. But the elements can be as challenging as they are beautiful. On a recent March morning, the temperature had dropped below freezing, and the leading edge of a powerful storm had already

dropped a blanket of snow on the ground by the time Keflezighi steered his three-year-old Infiniti — the one with the license plates that read RAN2WIN — into the frozen parking lot at Mammoth Creek Park.

Keflezighi, Kastor and about a dozen other brightly-dressed runners — including Uceny, former U.S. record-holder Anna Pierce, 10-time All-American Amy Hastings, Mahon, and his wife, three-time Olympian Jen Rhines — gather here at 8:30 most weekday mornings before dividing up and driving down the mountain to train. And it's often the weather that separates the serious runners from those who see altitude as a shortcut to success.

"We all have lofty goals," says a shivering Kastor, who is battling a cold but has shown up nonetheless. "We can't let the weather stop us."

Keflezighi, dressed in a long-sleeve white T-shirt tucked into black knee-length spandex shorts and wearing white gloves and a blue wool hat, climbs into the back seat of Larsen's Jeep SUV and heads to a desolate stretch of flat pastures intersected by narrow paved roads and rocky dirt paths. No one in the group can keep up with Keflezighi on his tempo runs, so a coach on a mountain bike leads him through a pair of mile intervals followed by five one-kilometer repeats.

Keflezighi's silver in Athens eight years ago is the only Olympic medal won by a U.S. male at a distance longer than 800 meters since Frank Shorter finished second in the 1976 marathon. Yet his lifetime best of 2 hours 9 minutes 8 seconds, run in January's Olympic Trials, isn't even among the 500 fastest marathons of all-time. It's a subject that grates on Keflezighi, so as he lies on the pavement stretching after his workout, he calls out the names of faster marathoners whom he has beaten head to head. It's a long list.

"People don't care how fast you run. They want to know whether you medaled at the Olympics or won New York," says Keflezighi, who has done both.

In Athens, for example, Keflezighi was the 38th fastest runner at the starting line but the second one across the finish line, beating world record holder Paul Tergat, among others. A week earlier, Kastor had finished third in the women's race, making 2004 the only time Americans had medaled in both marathons.

Shalane Flanagan, who won the women's trials, trains in Mammoth part of the year while Ryan Hall, who finished second in the men's race, lived around the corner from Keflezighi until just recently. Hastings, meanwhile, finished fourth in the women's race, making her an alternate for London while Kastor, who finished sixth, could still make the U.S. team in the 10,000 during this summer's track trials. Uceny and Pierce will also try to qualify at the trials.

If everything breaks right, Mammoth Lakes could have seven of the 24 U.S. Olympians running flat races between 1,500 meters and the marathon.

And for Keflezighi, who escaped war-torn Eritrea when he was 10, it would be the realization of the goal he set when he first climbed the mountain in 2001: thanking his adopted homeland by raising the level of its distance runners.

"I have been very fortunate to achieve what I have achieved," says Keflezighi who, at 36, is likely preparing for his last Olympics. "Running's tough. It's hard work; a lot of things have to go your way."

"My dream was to just have them elevate to the next level, the international level. It's much stronger than it was."

In fact, you might say they've reached new heights.

kevin.baxter@latimes.com

Copyright © 2012, [Los Angeles Times](#)

ATTACHMENT 4: FOR TRACK ATHLETES AIMING FOR OLYMPICS, FINDING A PLACE TO TRAIN CAN BE A HURDLE

[Back to previous page](#)



For track athletes aiming for Olympics, finding a place to train can be a hurdle

By [Amy Shipley](#), Published: April 16, 2011

In the weeks since his professional middle-distance running group was kicked off the track at the [University of Texas](#), Olympian [Leonel Manzano](#) has run when and where he can. Sometimes he and his training partners work out on neighborhood tracks, often when regular folk are getting in their daily jogs. Unlike the state-of-the-art oval at the Austin campus, the tracks are generally hard, sometimes weather-beaten and rarely Olympic size.

On some days, when no track can be found, there is no practice at all.

The group of Olympians and Olympic hopefuls, coached by Ryan Ponsonby and George Mason University Hall of Famer [John Cook](#), worked out every morning at the university until about six weeks ago. That's when someone tipped off university officials that the school was technically violating state law, which prohibits outside coaches from providing paid services on public property.

The training group's plight is part of an increasingly difficult problem in Olympic sports, as growing numbers of athletes seek to extend their careers well beyond college. Even as they achieve unprecedented financial security through apparel sponsorships, prize money and U.S. Olympic funds allocated for post-grads, the pros often struggle to find suitable places to train.

Beyond the track ovals on big-time college campuses — whose access is usually restricted and can be taken away at any time — there are few high-caliber venues where the sport's elite can hone their skills. There is virtually no professional infrastructure in most Olympic sports.

"These are elite athletes," Ponsonby said. "Everybody's trying to . . . race for a medal in the world championships [in Daegu, South Korea, this summer] and in the Olympics in 2012. We certainly have our work cut out for us without having to deal with facility usage."

[USA Track and Field's](#) "goal is to win 30 medals in 2012; meanwhile, we're trying to get on a track."

Unwelcome on campus

The dearth of Olympic-owned training facilities has for years pushed athletes in many Olympic sports onto college campuses or other non-Olympic property, where they work out individual arrangements. The U.S. Olympic Committee and various sport national governing bodies have long tried to maintain good relationships with the NCAA, recognizing its crucial importance in building and developing U.S. Olympians. Yet officials say they know the situation is not ideal.

Athletes who train on college campuses must work around NCAA rules, collegiate team schedules, liability concerns and many other issues, including occasional conflicts with on-site coaches and officials.

Four-time world champion hurdler [Allen Johnson](#), a Lake Braddock High School graduate who won an Olympic gold medal in 1996, trained at the University of South Carolina from 1997 through the spring of 2007, when he and fellow runners including Lashinda Demus, Tiffany Ross-Williams, Otis Harris and Demetrius Washington were abruptly barred. They were told, Johnson said, their presence was interfering with the collegiate program.

“If they decide they don’t want you out there, you won’t be out there,” Johnson said. “A lot of it has to do with money and jealousy — who’s going to get credit for what ... The official reason [given] a lot of times is [this is] an NCAA violation. It’s my belief that it’s often because of a personality conflict.

“The USATF and USOC, we need to get our own stuff,” he added. “That’s the bottom line. You don’t see any NFL team worrying about where they are going to practice.”

In early March, Manzano and his trackmates learned they could no longer train with Ponsonby and Cook on the Texas campus. The group included former Texas runners Kyle Miller and Jacob Hernandez, a two-time NCAA champion in the 800; Treniere Clement Moser, a three-time U.S. 1,500-meter champion and Georgetown graduate; [Shannon Rowbury](#), an Olympian and two-time U.S. 1,500-meter champion; prominent miler David Torrence; Kenya’s Jackson Kivuva and Mexican national record-holder Pablos Solares Legorreta.

University of Texas men’s athletic director DeLoss Dodds said recently the university has a long tradition of welcoming its professional alumni in many sports to use its facilities, as long as they don’t train at the same time as undergrads — which would be an NCAA violation — or bring paid coaches with them.

“We love having our kids back,” Dodds said. “They’re good mentors, good role models.”

Coaches are crucial

Manzano, 26, said he can’t imagine trying to make the 2012 Olympic team without a professional coach. He and his teammates in Austin are sponsored by Nike; Ponsonby and Cook are Nike coaches. Manzano said he is uncomfortable with the idea of going back to Texas to train with the collegiate team, another option if he were to secure a job as a volunteer assistant coach.

“If I’m going back to college [training] that would be kind of hurting myself instead of helping myself,” he said. “And it would be hard training without a coach. A coach is there to oversee things, make sure things are going well, that you’re not overdoing it or underdoing it, or not pushing yourself too hard.”

Ponsonby said he’s grateful to the parks and schools that have opened their doors to his displaced team, but their tracks are in many cases less than state of the art. Many tracks are wrapped around football fields, so their dimensions are 100 meters at each turn with 100 meter straightaways, rather than the proper 120-80. The surfaces also are generally less expensive and harder, which can lead to injuries, he said.

Many runners, one site

USA Track and Field has one national residency training site: the [U.S. Olympic Training Center in Chula Vista, Calif.](#) which offers qualifying athletes free room and board, coaching and use of its facilities. Track and field athletes have the rights to 18 spots there, according to Kelly Skinner, the USOC’s team leader of sports performance, with an additional 12 welcome if they provide their own off-campus housing. The main USOC training center in Colorado Springs, Colo., does

not have a track oval.

“It’s a great facility, but it doesn’t suit everyone,” Johnson said. “Chula Vista can’t train every potential track and field athlete in this country.”

The USATF has tried to help its post-graduate athletes with increased, targeted funding; it has allocated \$200,000 this year, split among five post-collegiate training groups in various parts of the country, with plans to fund more, USATF President Stephanie Hightower said in an e-mail.

“They are getting financial support,” Hightower said during a phone interview. “That’s not the issue. The real issue becomes having tracks, places to train . . . For the most part, athletes do work it out.”

Privately owned facilities in Clermont (a training center owned by a hospital) and Lake Buena Vista, Fla. (playing fields on the Walt Disney World complex), have attracted three separate groups of track and field athletes, including star sprinter Tyson Gay and hurdler David Oliver, a Howard graduate.

Staying at school

Still, colleges remain the primary pipeline and training home for track post-grads, said USATF Director of Coaching Terry Crawford. Student-athletes at 26 NCAA schools won medals at the Summer Games in Beijing in 2008 or the Winter Games in Vancouver in 2010, according to the USOC, and many of them remained at their schools after they graduated.

Those arrangements generally become less tenable as athletes move on after their collegiate days. Rowbury splits her time between Austin and the Bay Area, where she works out at the University of California at Berkeley and a high school track in San Francisco.

“We’re sort of homeless,” she said. “We don’t have any one place.”



ATTACHMENT 5: POTENTIAL ECONOMIC IMPACT FOR THE COMMUNITY

**Potential Economic Impact for the Community of Mammoth Lakes
Special Events at the new Track & Field Complex**

	Visitors	room nites/event	\$/person/nite	Events/summer	TOTAL
AYSO Tournament	700	2	85	3	\$357,000
Youth Soccer Camp	50	6	85	10	\$255,000
Football Passing League	612	2	85	2	\$208,080
Invitational Youth Track Meet	780	2	85	2	\$265,200
				Potential Annual Economic Impact	\$1,085,280

Assumptions

- Gross revenue/visitor/nite Total = \$85 (Room & Board = \$50; Food & Beverage = \$25; Ancillary = \$10)
- Visitors only Locals excluded; visitor kids, parents, coaches, families included
 - AYSO Tournament 30 teams = 350 players; parents & coaches = 1.5x = 875; without locals = 700
 - Youth Soccer Camps 50 total (all visiting)
 - Football Passing League 8 visiting teams; 20 kids/team; 2 parents per kid; 5.5 coaches per team with families
 - Invitation Youth Track Meet 250 visiting participants; 2.5 coaches per 4 teams; 2 parents, 2 per coach families