



## 2012 MEASURE R FALL APPLICATION FORM

### APPLICANT INFORMATION

---

Name of Organization:	High Sierra Striders
Type of Organization (non-profit, HOA, Govt.):	non-profit 501 (c)(3)
Contact Person:	Andrew Kastor
Organization's Address:	PO Box 3778, Mammoth Lakes
State / Zip:	California, 93546
Office/Cell Phone Number:	760 937 2406
Email Address:	<a href="mailto:Andrew@CoachKastor.com">Andrew@CoachKastor.com</a>
Internet Address:	<a href="http://www.highsierrastriders.org">www.highsierrastriders.org</a>

### PROJECT SUMMARY

---

- |                               |   |
|-------------------------------|---|
| 1. Name of Project:           | Mammoth Track Project   |
| 2. Project Category:          | Recreation  |
| 3. Project Start / End Date:  | Phase 2: November 2012 start; November 2017 projected end; Phase 1: July 2007 start; November 2012 completion |
| 4. Project Type:              | Water pit steeple barrier, mesh netting to reduce glare and a hurdle cart                                     |
| 5. Measure R Funds Requested: | \$3,000   |

## SECTION 1 – PRELIMINARY QUALIFICATIONS

### 1. Does the project live within the Parks and Recreation Master Plan; Trail System Master Plan and/or the RecStrats Implementation Plan?

If YES, please cite (page # & Section #):

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.

Our community's recreation **vision** defines the Town's goal as offering "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 a 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 premier high-altitude training center in the nation, and even the world, especially for distance running.

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 is now completing a major capital project through a public/private effort led by the High Sierra Striders that leverages public funds matched with private donations raised. Further, it is the first concrete (and asphalt and rubber, etc.) step toward establishing Mammoth Lakes as the ideal place for high-altitude training for all types of sports. In numerous ways, the Mammoth Lakes' economy will benefit from this new branding based on the durable and verifiable reality of what we offer. And through this new facility, residents and visitors will gain a greater quality of life and more varied experiences as they enjoy all that this facility will offer.

Finally, the Mammoth Track Project literally 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
2. Does the project/service meet the “Priorities & Principles” established by the Recreation Commission, and approved by the Town Council for the 2012 Measure R Fall Funding award?

If YES, please cite:

Yes, the Mammoth Track Project fulfills the “Principles and Priorities” established by the Recreation Commission for the 2012 Fall Measure R funding cycle.

***Priority: Finish Recreation Projects***

By the end of November 2012, construction of Phase 1 of the Mammoth Track Project will be complete! The newly constructed running track and synthetic infield will propel Mammoth Lakes to be the premier high-altitude training center for the country and the world. Now, as new and expanded programming capitalizes on the facilities of the Mammoth Track Project, we are enthusiastically jumping into our next phase that will complete the master plan by adding a sports building, an open-air picnic pavilion, field lighting, paved parking lot and other amenities.

***Priority: Plan for the Future***

The Mammoth Track Project has been planned for construction in at least 2 phases as fundraising permits. The first phase has been successfully completed; the second phase is beginning. The High Sierra Striders will continue to lead the fundraising efforts by pursuing Measure R and Measure U funding, as well as to continue to aggressively seek funds from all other sources (e.g., private individuals, corporations, recreation and sports groups, foundations, public/private grants) in order to pay for Phase 2.

***Principle: Visitor-Driving***

As an integral part of Mammoth’s aim to become a premier high-altitude training destination, the Mammoth Track Project and the programming around it will bring many new visitors to Mammoth Lakes through events organized by our schools, recreation clubs, and businesses, and through visitors’ initiative to travel to Mammoth because of our reputation as the ideal high-altitude training ground. For example, the High Sierra Striders is planning the following events for summer 2013: Mammoth Track Relays in May; a 12-hour track run in June; a runner’s clinic for the Mammoth Half Marathon in June; the Footloose

Freedom Mile and an ascent up Mammoth Mountain in July; the Footloose/ChartHouse 10k/5k in August; Ned's Rock Race and a 1-week runners' camp in September, and possibly an Ultra run in October. Two-thirds of these events are new! Other examples include AYSO soccer tournaments and Youth Football that these organizations have said they'll be able to host.

***Principle: Leverage Measure R Funds***

The first phase of the project successfully leveraged private funds, grants and in-kind services along with the Measure R and U funds secured for the project. This approach continues for the future phase(s).

***Principle: Provide Community Benefits***

The Mammoth Track Project brings so many benefits to our community (as examined more fully in the first question in Section 3). Top among these benefits are two important ones: first, the Mammoth Track Project brings immediate benefits to the quality of the lives of residents in Mammoth Lakes and our Eastern Sierra communities; and second, it offers opportunities for enhancing our town's economic viability over the long term as Mammoth is branded as the premier high-altitude training destination nationally and even globally.

***Principle: Fulfills Parks and Recreation Master Plan and Recstrats.***

The Mammoth Track Project achieves goals, strategies and objectives stated in both plan documents (as described in Question 2 above).

- 3. Describe your project's service conceptual plan including the size, scope, type, design specifications, use, including an itemized detailed budget that identifies all revenues and expenditures (P&L statement) that is associated with your project/program.** (This should be an attachment to the application titled: "Project Concept Plan").

Please see the attached "Project Concept Plan."

- 4. Provide a one (1) page Executive Summary of your project / program.** (This should be an attachment to the application titled: "Project Executive Summary").

Please see the attached "Project Executive Summary."

## SECTION 2 - PROJECT DESCRIPTION

**1. Project Location**

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

Whitmore Regional Park at 575 Benton Crossing Road

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

If YES, Please provide documentation of approval

The Los Angeles Department of Water and Power (LADWP) owns the land where the Track and Field is being built. On April 17, 2012, LADWP's Board the approved a new lease with the Town of Mammoth Lakes which incorporated terms pertaining to the Mammoth Track Project. (The new lease is available from the Town through Ray Jarvis, director of public works.)

**3. Based upon your project type ("Project Summary" - Question 3) who is / will be (organization & person) responsible for maintenance and operation upon completion of the project/service, and has this entity agreed to provide these services?**

A. Maintenance: Town of Mammoth Lakes  
B. Operation: Town of Mammoth Lakes

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

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

No

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

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

No

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

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

Yes, but general maintenance for the track will cover the three items being requested.

**7. Will any Operational / Administration funds be required for your project or service?**

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

No.

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

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

This is not anticipated at this time.

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

If YES, please identify which phase, how many hours and the value of those hours:

This is not anticipated at this time.

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

If YES, please identify which phase, how many hours and the value of those hours:

Yes, the barrier and cart can be managed by High Sierra Striders volunteer hours when needed.

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

If YES, please identify amount and year of funding or award:

No.

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

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

Yes.

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

Yes, the impact will be such that national and international middle-distance steeplechase athletes will have the proper amenities to train at the Whitmore Track Facility. Right now we know of two major track teams that want to come here to train, Oregon Track Club and a European team. Both teams know Mammoth and love to train here. Having the steeple barrier would make it possible for them to bring their entire team for an altitude training camp. It would be necessary to have 4 free standing barriers and 1 water pit barrier to hold a competition, just having the water pit barrier will suffice for the purposes of training. We already have enough sprint hurdles to occupy the locations where the future free standing barriers will be located. When we plan competitions in this event we will then need to secure the other four free standing steeple barriers.

**14. 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.

## 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 completion of the Mammoth Track Project will position Mammoth Lakes as 'the' place in the nation for high-altitude training, especially, 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 possible media coverage to the town. For example, the Oregon Track Club, an elite athletes' training group, has designated Mammoth Lakes as their high-altitude training site and will be training here for several months starting this February. Without the track facility, the whole team could not train here because the shorter distance runners had to have a track to train on. With the entire team being able to travel here to train, the club is more likely to come here more often and stay longer.
- The Mammoth Track Club will be able to attract more elite athletes to select Mammoth Lakes as the training headquarters (where they choose to live and train here full-time). This will enhance Mammoth's reputation on the world stage as one of the top places to train. Through this reputation, non-elite athletes will be attracted to visit the place where the elites run!
- The Town receives valuable press through unpaid media stories covering the professional athletes who train here.
- 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 all types of programs 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 High Sierra Striders has gone from hosting 2 events to offering 9 events, with at least 1 event each month throughout the summer running season.
- 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 lacked a regulation-size field and easily draw upon the existing membership that travels to Reno for such events. Additionally, the Striders will pursue developing relationships with professional soccer teams, promoting the site as a perfect high-altitude training center.
- 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 to support their continuing 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 practice when snow covers existing in fields in Mammoth (they travel to Big Pine) and they will be able to compete at home because we now have 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. Individuals and groups inside and outside of Mammoth are planning running camps for this summer.
- 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 exercise physiology, kinesiology, physical therapy, coaching, and event/athlete management.
- In fully implemented event mode, 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) not previously possible.
- 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. 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. Is your project/service available for limited or year-round use? (Please describe the 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 snow removal (or should snowfall be so limited that the snow melts without intervention).

**3. Describe the economic benefits of your project/service.**

The Town of Mammoth Lakes now “owns” the newly constructed track and field facility for which almost half of the costs were covered through donations, grants and in-kind services brought to the project by the High Sierra Striders.

With the addition of the new track and infield, Mammoth Lakes may now convincingly claim its position as the premier high-altitude training destination, most specifically for distance running. With the addition of the track, Mammoth Track Club will be able to more effectively recruit and retain elite runners and put on the podiums in major competitions across the globe. With the addition of the new track and field, the elite group of professional athletes of the Oregon Track Club will now make training for extended periods of time in Mammoth Lakes an integral part of their athletic regimen. With the addition of the new track and field and the ‘buzz’ the project created, the group hosting the San Diego Half Marathon is bringing a

major event (Mammoth Half Marathon) to Mammoth. The High Sierra Striders will have new events each month of the summer to attract more and more new visitors our community. And what we see repeatedly is that once visitors experience what we have to offer, they want to come back again and again and stay longer and longer.

Of course, 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 for special events, such as soccer tournaments, football passing leagues, and invitational track meets, additional business/revneues will be generated throughout town.

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 to raise funds that will support their programs during their sports' season.

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

Track Clubs and National teams will consider Mammoth Lakes to train at altitude all year round and in the spring specifically due to the timing of the California track season. In the spring, California is host to many world class track and field competitions, two Stanford Invitational meets, the Mt. SAC Relays, Occidental High Performance meet, among many others. Many runners from around the world come to these track meets with the intentions of hitting qualifying times for NCAA championships, IAAF World Championships and Olympic Games. With the air service available in Mammoth, athletes and teams would be able to set up a training camp in Mammoth and fly to LA, San Diego, and San Jose very easily to attend these track meets.

In the spring of 2012 the Oregon Track Club visited Mammoth Lakes for a high-altitude training camp and hit a few California competitions while they were here. This track club ended up putting 6 U.S. athletes on the 2012 London Olympic team this past summer. One of those athletes was Evan Jager, a middle distance runner that was recently converted into a 3000m Steeplechaser. After winning the U.S. Olympic Trials in June, Evan travelled to Monaco where he set the American Record in that event. Jager wound up placing 6<sup>th</sup> in the Steeplechase in the London Olympics, the highest placing in that event by an American since 1996.

The Oregon Track Club plans on returning in the spring of 2013 for training camp.

Below is a photo of Evan Jager competing in the London 2012 Olympics in the Steeplechase event.



## Attachment 1 - PROJECT CONCEPT PLAN

In order to train properly for the steeplechase event, athletes need a water barrier hurdle and “regular” sprint hurdles. It is recommended to have a mesh covering on the barrier to reduce glare off the water pit so the athletes jumping onto to it will not be distracted. The sprint hurdles are placed around the track at the 4 steeple barrier locations and typically placed in lane two so that other athletes running on the track at the same time can run in lane one. To place the hurdles around at the various locations, a hurdle cart is needed. This cart can be wheeled around the track with little effort.

Ground Sleeve Water Pit Barrier: \$1895

Mesh Barrier to reduce glare: \$213

Hurdle Cart: \$240



## **Attachment 2 - PROJECT EXECUTIVE SUMMARY**

### **Project Executive Summary**

The Mammoth Track Project is the effort led by the High Sierra Striders to bring a high-performance, all-weather, 9-lane polyurethane running track, synthetic turf infield and associated amenities to Mammoth Lakes in collaboration with the Town and our community. The introduction of this new facility to our area will serve to enhance Mammoth Lakes' reputation as the premier high-altitude training destination for many types of endurance sports and recreation, as well as enhance the experiences of residents and visitors alike.

For many sports, especially for running, Mammoth Lakes is an ideal and unique environment. So many characteristics – the inspirational scenery of the Eastern Sierra, the perfect elevation window to accrue the benefits of high-altitude, the close proximity for the opportunity to incorporate training at lower elevation, and the countless miles of accessible trails and jeep roads for limitless hours of training - grace Mammoth and make it what other locations simply cannot match.

In recognition of the Eastern Sierra's special attributes, one of the Town's top priorities identified by through RECSTRATS II is establishing Mammoth Lakes as the premier high-altitude training center in the country. (We will even dare to expand that to being among the top destinations in the world.) With the addition of this new facility, Mammoth Lakes will convincingly fulfill that goal.

The three items being requested (water pit steeple barrier, mesh barrier and hurdle cart) will help not only athletes coming to Mammoth to train at high altitude, but also benefit any future team members of the Mammoth Track Club.