



## 2012 MEASURE R FALL APPLICATION FORM

### APPLICANT INFORMATION

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Name of Organization: **Mammoth Nordic Foundation**

Type of Organization (non-profit, HOA, Govt.): **501c3 Non-Profit**

Contact Person: **Brian Knox**

Organization's Address: **P.O. Box 1046**

State / Zip: **Mammoth Lakes, CA 93546**

Office/Cell Phone Number: **760.914.2637**

Email Address: **brian@mammothnordic.com**

Internet Address: [www.mammothnordic.com](http://www.mammothnordic.com)

### PROJECT SUMMARY

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1. Name of Project: **Mammoth Nordic Community Nordic Trail System**
2. Project Category: **Trails**
3. Project Start / End Date: **October 15, 2012 to April 15, 2012**
4. Project Type: **Contractual Services and Maintenance & Operations**
5. Measure R Funds Requested: \$ 66,400

## 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 #):

Draft P&R Master Plan, 21 times: pp. 21,29,32,33,51,136,137,138,139,141,148,193.

Draft Trail System Master Plan, 18 times: pp. 56,57,71,81,93,106,169,255,259,260,261,263,265.

RecStrats Implementation Plan, five times: pp. 18,23,24,26,29.

- 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:

Our Grooming program delivers a high caliber winter experience, creates programming that greatly enhances the visitor experience, drives visitation and improves our local quality of life. We believe our program is worthy of priority in current and future recreation planning.

- 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 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 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?

Our Nordic Trail Grooming program will take place within our INF Permit area, on the Mammoth & Mono Ranger Districts.

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

Our Nordic Trail Grooming program will take place within our INF Permit area on the Mammoth Ranger District, in the Shady Rest Campground area near the Mammoth Lakes Welcome Center and Obsidian Dome Nordic Area north of Mammoth Lakes.

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

Yes. Mr. Jon Kazmierski from the Inyo National Forest has been away on vacation for the last three weeks. I will provide a copy of our multi-year agreement upon his return.

**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?**

Mammoth Nordic Foundation has provided these services since January 2007 and will continue to do so.

- A. Maintenance: Mammoth Nordic Foundation, Brian Knox
- B. Operation: Mammoth Nordic Foundation, Brian Knox
- C. Contractual Services: Mammoth Nordic Foundation, Brian Knox

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

No. Mammoth Nordic Foundation has fully developed the Nordic Trail Grooming program.

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

No. Mammoth Nordic Foundation has fully implemented the Nordic Trail Grooming program.

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

No. Mammoth Nordic Foundation has invested over \$75,000 into the equipment and tools necessary to maintain the Nordic Trail System we developed.

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

No. Mammoth Nordic Foundation will provide or fund operational and administrative expenses incurred.

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

No. Mammoth Nordic Foundation will fundraise for any replacement or repairs required.

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

Yes, please see attachment titled *Project Concept Plan*.

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

Our seven day a week commitment will require a dedication of labor well beyond the amount reflected in our request for funding; I anticipate up to 16 volunteer hours per week addressing equipment and administration issues and weather-related conditions beyond our control.

We also commit hundreds of hours of volunteer time during the Spring, Summer and Fall working to improve and sustain all aspects of our Community Nordic Trail System; our ultimate objective is to share what we have learned and created with the rest of Mono County.

In addition to our Grooming Program, we provide a volunteer-driven **Nordic Host** program at the designated Nordic Trailhead, located just outside the front door of the Mammoth Lakes Welcome Center. We anticipate over 200 hours will be invested into the Nordic Host program this winter.

Our **SnowSchool** program is poised to take off this winter, and will be volunteer-driven as well. Mammoth Nordic Foundation has invested \$2,700 in snowshoes to this program and will purchase \$1,500 of XC skis, boots and poles this month to expand the number of kids given a *free* opportunity to experience Nordic sports in a non-competitive, fun and healthy way. We anticipate over 200 hours will be invested into our SnowSchool program this winter.

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

Mammoth Nordic Foundation was awarded \$5400 from the Fall 2009 Measure R funding cycle.

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

Mammoth Nordic Foundation has raised and invested over \$75,000 into our Program, along with countless volunteer hours since 2002 in support of establishing, sustaining and growing our Program and the positive economic and social benefits a Community Nordic Trail System provides our community. We continue to actively fundraise in support of our Community Nordic Trail System.

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

Sustaining and expanding our Grooming Program will positively impact Nordic recreation, along with our local economy, on the Mammoth & Mono Ranger Districts and other approved areas on the INF.

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

TOML will contract with Mammoth Nordic Foundation and oversee the Mammoth Nordic Grooming program we provide. Though Mammoth Nordic Foundation already has agreements in place with the Inyo National Forest for the Nordic Grooming program, the town may consider requesting the Mammoth Nordic Grooming program be included in a new or existing MOU with the Inyo National Forest for additional oversight of the project area. Mammoth Nordic Foundation will provide the town with post-event reports, along with complete program metrics at the end of the 2013 winter, plus images and publicity for town use. I, on behalf of Mammoth Nordic Foundation, will establish and maintain regular contact with Town and Welcome Center staff, informing them of all important aspects of our Grooming Program: daily grooming report, trail conditions, Special Events, etc. I will also work closely with Stuart Brown to provide the highest Level of Service possible for our visitors and locals alike.

### **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?**

Mammoth Nordic believes a winter resort town the caliber of Mammoth Lakes deserves a community-based Nordic Trail System. Locals are provided a professionally maintained and free opportunity to XC ski or snowshoe in their community. Our visitors are given another reason to choose to visit Mammoth Lakes, or another recreation choice if already here.

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

While the Grooming program is winter-specific, happy XC skiers will come back for Summers!

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

Our Nordic Trail Grooming program serves the needs and desires of every local resident for a quality Nordic experience. Every potential visitor to Mammoth Lakes is provided another reason to choose to visit Mammoth Lakes or another choice while in town. Our organization will work to market this opportunity to every potential winter visitor; thousands of persons will benefit annually.

Sun Valley, ID, Winthrop, WA and Aspen, CO all demonstrate the degree to which catering to a growing Nordic market can greatly enhance the local economy. The Baby Boom generation is chocked full of vacationing families looking for easy, convenient ways to build their fitness and maintain their health as they grow older. Nordic sports are a perfect fit for the whole family!

Please see the attached letters and Economic Impact reports from these Peer Resorts that support their results.

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

The 2009/2010 winter provided us with early and abundant snowfall and with it the opportunity to fully deliver on our Mission. We also established functional protocols for all phases of our Grooming Operations: pre-season, trail marking, trail grooming, Host program, equipment maintenance, Special Events, membership relationship management and general administration.

Mammoth Nordic Foundation is very proud of our accomplishments. Our Project demonstrates how teamwork and financial commitment by a dedicated Club of passionate winter sportsters can enhance the visitor experience, our economy and local quality of life. It has been our pleasure and privilege to provide a quality Nordic Trail System for our community. We look forward to doing more.

## 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.

***Mammoth Nordic Foundation was previously funded with a \$5400 award from the Fall 2009 Measure R funding cycle.***

### **DEMAND ANALYSIS:**

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- 1. Competitive Supply Analysis**  
Provide a review of both direct and indirect competition and the strengths and weaknesses of the competition (SWOT) – identification of where the proposed project fits within the marketplace.
  
- 2. Identification of Market Opportunity**  
Identify the long term opportunity that the project presents.
  
- 3. Describe the targeted users of your project/service. (Include numbers of participants)**
  
- 4. Projected Multi-Year Demand Analysis**  
Provide the projected demand with assumptions.
  
- 5. Projected Multi-Year Revenue Projections**  
Provide projected revenue with pricing assumptions.

***COST ANALYSIS:***

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1. **Provide the estimated one-time or annual costs for each phase of your project or service (Where applicable).**
  - a. Land acquisition costs:
  - b. Equipment acquisition:
  - c. Site preparation/demolition and site prep costs:
  - d. Entitlement costs:
  - e. Architect and planning costs:
  - f. Construction costs:
  - g. Operational costs:
  - h. Administrative costs:
  - i. Maintenance costs:
  - j. Programming costs:
  - k. Other: \_\_\_\_\_

## ***FEASIBILITY ANALYSIS:***

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**1. Project and Financial Assumption**

Please state assumptions which are the basis of the pro forma development.

**2. Multi-Scenario Pro Forma's**

Provide a number of pro forma scenarios to understand financial feasibility. Within this element it is recommended that a 5-year operating budget be provided.

**3. Risk Analysis**

Identify project risks.

**4. Project Schedule**

Identify the necessary implementation tasks required for your project or service.

**5. Quality of Life Analysis**

A. Identify positive and negative project effects on the quality of life for the community of Mammoth Lakes.



**Project Concept Plan:**  
**Mammoth Nordic Grooming Program, 2012/2013**  
 September 25, 2012

Mammoth Nordic Foundation was born in 2002, with the belief that a winter resort town the caliber of Mammoth Lakes *deserves* a community-based Nordic Trail System. Our Mission is to support, develop and promote Nordic Recreation. We have provided a free, high-quality, groomed Nordic experience to our locals and visitors alike since 2007. We genuinely believe the key to making our community a better place to visit is to focus on making it a better place to live.

Please find below a breakdown of the Capital Investment Mammoth Nordic Foundation has made in building our Nordic Grooming program, along with the Administrative and Operations & Maintenance costs we will fund this winter from Club dollars.

<b>Capital Investment by Mammoth Nordic to date:</b>	
Alpina Sherpa; our purpose-built grooming machine, nicknamed <i>the Nordoni</i> :	\$41,000
YTS 108" grooming implement, pulled by the Nordoni:	\$ 5,000
YTS track pan, which sets the Classic ski tracks:	\$ 1,400
YTS wheel kit, which prevents implement wear when not on snow:	\$ 1,000
12 foot Tilt Trailer:	\$ 1,800
Ford F-250 4x4 with plow blade:	\$17,500
Tools for equipment maintenance:	\$ 2,000
Website design and build:	\$ 1,000
<i>Sub-Total, Mammoth Nordic Capital Investment:</i>	<b>\$70,700</b>

<b>Administrative expenses and Operations &amp; Maintenance funded or provided by Mammoth Nordic , 2012-2013:</b>	
Office space, \$1.50 x 800 sq. ft. x five months:	\$ 6,000
Cell phone plan, \$70 x five months:	\$ 350
Internet plan, \$70 x five months:	\$ 350
Utilities: \$75 x five months:	\$ 375
Office Supplies:	\$ 1,000
Printing & Marketing:	\$ 1,500
Liability Insurance:	\$ 1,750
Maintenance & Repairs on Nordoni and YTS grooming implement:	\$ 3,000
Fuel for Nordoni groomer and F-250 4X4:	\$ 1,750
<i>Sub-Total, Administrative and Operations &amp; Maintenance expenses:</i>	<b>\$16,075</b>

*In total, Mammoth Nordic Foundation will inject \$86,775 into the success of the 2012/2013 Nordic season. MN is committed to bringing the passion, expertise and equipment needed to assure this is our best Nordic winter ever!*

**Mammoth Nordic Foundation is a Non-Profit 501(c)3 Corporation**

Our Nordic Grooming program is a seven day a week commitment, assuring the quality of experience meets and exceeds the expectations of our Nordic sportsters. This high Level of Service is integral to meeting our Mission. We will also offer our Volunteer Host program again this winter, with free refreshments available at the Nordic Trailhead on Saturdays. You can learn more about another volunteer-driven program we offer called [SnowSchool](#) , a free winter ecology experience on snowshoes for local elementary school-aged kids, at [www.mammothnordic.com](http://www.mammothnordic.com) .

TOML will contract with Mammoth Nordic Foundation to oversee the Mammoth Nordic Grooming program. Though Mammoth Nordic Foundation already has agreements in place with the Inyo National Forest for the Nordic Grooming program, the town may consider requesting the Mammoth Nordic Grooming program be included in a new or existing MOU with the Inyo National Forest for additional oversight of the project area. Mammoth Nordic Foundation will provide the town with post-event reports, along with complete program metrics at the end of the 2013 winter, plus images and publicity for town use.

❖ MN respectfully requests the following support; please keep in mind the 26 week timeline represents the best-case scenario and annual program costs may fluctuate based on actual winter conditions:

<b>Contract Budget for Mammoth Nordic Trail System, 2012-2013</b>				
<b>Budget Category</b>	<b>Budget Item</b>	<b>Billing Rate</b>	<b>Quantity (hours)</b>	<b>Item Total</b>
Salaries:	Nordic Grooming Program Manager, 26 weeks, 40 hours per week:	\$35/hour	1040	\$36,400
	Nordic Grooming Operator, 20 weeks, 8 hours per week, 2 days a week, 4 hours per day:	\$30/hour	208	\$6,240
	Nordic Trail Steward, 20 weeks, 40 hours per week:	\$30/hour	800	\$24,000
<b>Billable Total from the \$300,000 Measure R dollars administered via MLTSCC:</b>				<b>\$66,400</b>

#### **Job Description for Nordic Grooming Program Manager:**

Oversees all aspects of Winter Grooming Program:

❖ Coordinates with Inyo National Forest for pre-season trail preparation & planning, performs daily trail grooming, performs all equipment maintenance, administers safety protocol & risk management, event planning & coordination, administers weekend Host program, administers community relations and visitor outreach, and serves as liaison to Town Recreation Manager and to Mammoth Lakes Tourism.

#### **Job Description for Nordic Trail Steward:**

❖ Provides personal welcome at Nordic Trailhead and introduction to Nordic Trail System, organizes & promotes all events, coordinates weekend Host program, coordinates community relations and visitor outreach, works closely with Town Recreation Manager and Mammoth Lakes Tourism.

The Inyo National Forest endorses and fully supports our Nordic Grooming program. Letters of Support from the Inyo National Forest, Mammoth Lakes Fire Department, Mono County Tourism Commission, Mono County Health Department and Mammoth Unified School District, Blaine County Recreation District in Sun Valley, Idaho, and the Aspen/Snowmass Nordic Council are on our website and available upon request.

❖ As always, I am available to answer any questions you may have. On behalf of our Club and our visitors, thank you very much for your consideration of our Project.

Brian Knox  
[brian@mammothnordic.com](mailto:brian@mammothnordic.com)



760.914.2637 [brian@mammothnordic.com](mailto:brian@mammothnordic.com)

# Project Executive Summary

What makes a community? If you follow local politics, you are no doubt aware this is a question receiving a lot of attention.

Is it great lodging, restaurants, shopping, theatre, the arts? These things when done well certainly provide the lure for our visitors, and are an important part of a community. What about the tangible things and opportunities surrounding us every day like stunning vistas, the brilliance of changing seasons, little difficulty escaping to a tranquil place? We work hard to market our community, but I believe we can do more to enhance our visitors' experience once they accept our invitation. As a business owner, I believe improving the quality of life we create for residents serves the dual purpose of making our community more attractive to those who choose Mammoth over our competing peer resorts. Broadening the range of quality choices we create is a win-win situation.

That's where we come in. Mammoth Nordic Foundation has worked tirelessly, since 2002, towards meeting this challenge. Providing expertly maintained Community Nordic Trails is a mandatory amenity for a winter resort town the caliber of Mammoth Lakes. Our club has conceived, designed, funded and maintained Nordic trails on behalf of your community since January 2007. There are many examples of our peer resorts meeting this need and benefiting greatly by it. Try these on for size:



"The Wood River Trails sees 300,000 user days each year. The highest use is in the resort towns of Ketchum and Sun Valley from tourists. The local Chamber of Commerce mails out approximately 10,000 brochures on it each year. Several years ago, a survey asked residents to list the best recreational features of our valley. The Wood River Trails ranked second behind our ski hill, Bald Mtn."

- Shelly Preston, Trails Director, Blaine County Recreation District, Hailey, Idaho



"The Aspen Snowmass Nordic Trails system has become a critical component of our winter recreation for both visitors and residents of the Roaring Fork Valley. Many locals call the Nordic trails network the "5th Mountain", complimenting the 4 alpine ski areas operated by the Aspen Skiing Company. We have become a destination resort for cross country skiers as well as added value to the alpine skiers who participate in Nordic skiing ."

- Austin Weiss, Aspen/Snowmass Nordic Council

**MAMMOTH NORDIC** has many objectives and goals, ranging from social, to educational, to civic. Our involvement in supporting the ever-growing local kids programs, along with our many individual and family memberships, speak to an established desire for enhancing the facilities for winter recreation and the Nordic community. Remember, these improvements will not only benefit our locals and their kids: they have the potential to benefit every one of our visitors seeking an alternative to alpine skiing or snowboarding.

We look forward to continuing to provide the manpower, equipment and passion to pilot the continued development and growth of a Municipal Nordic Trail System that is the pride of our community. I am available, at your convenience, to answer any questions you may have. Please consider supporting our efforts to make this ambition a reality.

Sincerely,

Brian Knox, Founder & President

[brian@mammothnordic.com](mailto:brian@mammothnordic.com)

760.914.2637.



United States  
Department of  
Agriculture

Forest  
Service

Inyo National Forest

Mammoth Ranger Station  
P.O. Box 148  
Mammoth Lakes, CA 93546  
(760) 924-5500  
(760) 924-5531 TDD

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File Code: 2300

Date: April 28, 2010

Mammoth Lakes Town Council  
Town of Mammoth Lakes  
PO Box 1609  
Mammoth Lakes, CA 93546

Dear Town Council,

I am writing to express my enthusiastic support for Mammoth Nordic's "Measure R Proposal" which includes expanded grooming plans on national forest lands, improved signage and wayfinding along the groomed trail system, and the addition of a new piece of grooming equipment that will be a tremendous help in providing a safe and reliable nordic trail system.

The Forest Service has received many positive comments from the public on the existing nordic trail system that is maintained by Mammoth Nordic volunteers. The Mammoth Nordic organization has been a pleasure to work with, as they have demonstrated their ability to plan, coordinate, and manage the trail system professionally and have a network of committed volunteers who perform the hard work on a daily basis that is necessary to keep the trails open and safe for public use. Their contributions to winter recreation in Mammoth Lakes are truly outstanding.

Mammoth Nordic is working closely with the US Forest Service to approve an expansion of the existing nordic trail system. I have committed staff and resources to completing the necessary environmental review and expect to issue a decision by October, 2010. Expansion of the trail system has been planned carefully using existing roads and routes cleared through Forest Service tree thinning projects. The expanded trail system will increase significantly the existing mileage of trails and therefore double the workload.

Maintaining up to 16 miles of trail, and hopefully more to come, with the existing piece of equipment is not practical. Acquisition of a "Piston Bully" will allow grooming of trails after large storms, will improve the ability of volunteers to work in adverse weather conditions, and will make the grooming and maintenance responsibilities safer for the volunteers. The benefits of this piece of equipment will quickly be realized, providing mother nature cooperates again next year. The Forest Service will provide Mammoth Nordic with a storage location, a garage to perform service and maintenance, and national forest lands to expand the existing trail system.

As a result of efforts by Mammoth Nordic and the Eastern Sierra Nordic Association, Mammoth Lakes is quickly becoming recognized as a destination for nordic activities. This piece of equipment will not only allow for more groomed trails in the Shady Rest area, but there is also interest in attracting late season nordic training camps to the area and this grooming machine could be used to prepare trail and track at other locations where snow may remain later in the season.



Measure R support to the Mammoth Nordic Club will result in immediate benefits to the community and a piece of equipment that is highly visible. The Forest Service values the efforts of Mammoth Nordic and I would be happy to speak to Town Council about our positive experiences with the organization and my support for their expanded efforts. Thank you for considering my letter of support.

Sincerely,

A handwritten signature in black ink, reading "Jon C. Regelbrugge". The signature is written in a cursive style with a large, stylized initial "J".

JON C. REGELBRUGGE  
District Ranger

cc: Jon P Kazmierski, Mike Schlafmann

Message From: Phyllis Benham [pbenham1@verizon.net]

Sent: Thursday, April 01, 2010 8:17 PM

To: Brian Knox; Jensen Henning; Jim Lewey; Carrie Meyers; shalle shalle wells; Dawley Keith; Mary Prentice

Subject: Congratulations!! from Schlafmann, INF District Ranger

From: Mike Schlafmann <mschlafmann@fs.fed.us>

Date: April 1, 2010 1:33:06 PM PDT

To: Phyllis Benham <pbenham1@verizon.net>

Subject: Re:

Thanks Phyllis,

April 1, 2010

Mammoth Nordic's grooming this year provided an extraordinary service to the public not to mention making my lunch time skates possible.

I greatly appreciate Mammoth Nordics' dedication to making this happen.

Michael Schlafmann  
Acting District Ranger  
Mammoth and Mono Lake Districts  
Inyo National Forest  
(760)-647-3033 Work  
(760)-709-1264 Cell  
(760)-924-3027 Fax  
[mschlafmann@fs.fed.us](mailto:mschlafmann@fs.fed.us)



## **Mammoth Lakes Fire Protection District**

Post Office Box 5, (3150 Main Street)  
Mammoth Lakes, CA 93546  
760-934-2300 Fax- 760-934-9210

April 16, 2010

Mayor Neil McCarroll  
Mammoth Lakes Town Council  
Post Office Box 1609,  
Mammoth Lakes, CA 93546

Re: Mammoth Nordic

Dear Mayor McCarroll,

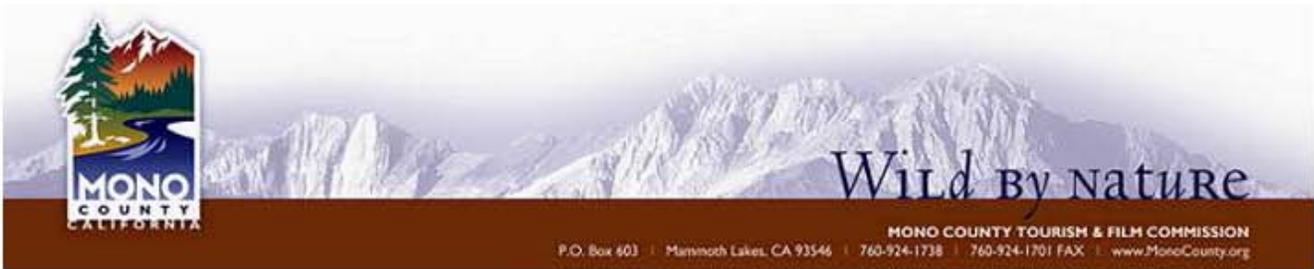
I would like to share my appreciation and support for the Nordic trail system that Brian Knox and his volunteers provide. The system is used weekly by myself and several other members of the fire department. Many times we use the trails, because of their close proximity to the fire station, for a quick workout at lunch.

In addition when I have friends in Town, or if someone just stops by the station, I often recommend the Mammoth Nordic trails. They provide a great experience for all levels of cross country skiers, especially those that are beginners or not use to the altitude. When it is too windy for downhill skiing, the sheltered trails provide an great alternative for our guests. I also understand that one out of three visitors to our community does not downhill ski, programs like this provide an great alternate activity.

I would like to personally thank the Mammoth Nordic volunteers, for the hundreds of hours that they dedicate to this program each year. I believe they deserve the admiration and support of the whole community.

Sincerely,

Brent J. Harper,  
Fire Chief



April 27, 2010

Mayor Neil McCarroll  
Mammoth Lakes Town Council  
PO Box 1609,  
Mammoth Lakes, CA 93546  
Re: Mammoth Nordic

Dear Mayor McCarroll,

The Mono County Tourism & Film Commission would like to express its support of the Mammoth Nordic Trail system in Shady Rest Park, and the efforts of Mammoth Nordic to promote cross-country skiing opportunities in Mammoth and potentially other areas of the region.

The groomed trail network, maintained by Mammoth Nordic, provides easy, free access for visitors and residents to enjoy miles of terrain and scenic vistas that have drawn people to the Eastern Sierra for decades. This cross-country trail system impacts community recreation and regional tourism in a direct and positive way.

Thank you for your consideration of the efforts made by Mammoth Nordic and its goal to continue to provide and expand winter recreation opportunities for guests and locals alike.

Sincerely,

**Jimmy Little**

Chair, Mono County Tourism/Film Commission  
PO Box 603  
Mammoth Lakes, CA 93546

# COUNTY of MONO

HEALTH DEPARTMENT  
P.O. BOX 3329  
MAMMOTH LAKES, CA 93546

Public Health (760) 924-1830 Fax (760) 924-1831  
Environmental Health (760) 924-1800 Fax (760) 924 1801



April 20, 2010

Mammoth Lakes Town Council  
PO Box 1609  
Mammoth Lakes, CA 93546

Re: Mammoth Nordic

Dear Mammoth Lakes Town Council,

We are writing to express our support for Mammoth Nordic and the wonderful services they provide to members of our community and those who are visiting. Their mission to create a space where people can actively engage, enjoy nature during the winter months, and promote conservation of the environment is aligned with Mono County Health Department's goals.

Maintaining a community trail system which is convenient to access and free to use encourages more people to engage in healthy activities such as skiing, snowshoeing, and snow walking. Such accessibility promotes overall wellness for individuals and families who live in or visit Mammoth Lakes. The trail system at Shady Rest provides a safe and fun learning environment for those new to winter sports, a convenient entry point at the Visitor's Center away from the snowmobile staging area, and serenity to all who use this beautiful area for winter play.

Many Health Department employees have utilized these trails for skiing during their lunch break or during off-work hours for family recreation. We whole heartedly support and encourage the expansion of this trail network to provide even greater opportunities for winter activity and fun. Thank you to Brian Knox and the volunteers of Mammoth Nordic who have made this a trail system a reality.

Sincerely,

Lynda Salcido, Public Health Director

Sandra Pearce, Maternal, Child, and Adolescent Health Director and Nutrition & Physical Activity Taskforce Chair

April 9, 2010

Tourism & Recreation Commission  
TOWN OF MAMMOTH LAKES  
Post Office Box 1609  
Mammoth Lakes, California 93546-1609

To Whom It May Concern:

Brian Knox of Mammoth Nordic has requested a letter of support for the proposals to create Nordic ski trails on school district property.

This project will offer many of our students the opportunity to participate in Nordic skiing. Staff and community members are very enthusiastic about the creation of the ski trails within the town boundaries including the areas adjacent to our schools.

Many of the details remain and some of our concerns are related to “no animals on campus”, non-student use during school hours and no tobacco/alcohol/drug use on our property.

With these details to be worked out, we enthusiastically support this proposal.

Sincerely,

Richard A. McAteer  
Interim Superintendent  
Mammoth Unified School District

cc: Town of Mammoth Lakes Town Council



Brian Knox  
Mammoth Nordic Foundation  
P.O. Box 1046  
Mammoth Lakes, CA 93546

Dear Brian:

April 18, 2010

Thanks for your interest in the Aspen Snowmass Nordic Trails System. It sounds like you have really begun to create exciting Nordic skiing opportunities of your own in the Mammoth Lakes area yourself and I wish you all the best in moving your trails program forward.

The Aspen Snowmass Nordic Trails System has become a critical component of our winter recreation for both visitors and residents of the Roaring Fork Valley. Many locals call the Nordic trails network the "5th Mountain", complimenting the 4 alpine ski areas operated by the Aspen Skiing Company. We have become a destination resort for cross country skiers as well as added value to the alpine skiers who participate in Nordic skiing.

The Nordic trails system is also heavily utilized by the local school systems and the Aspen Valley Ski and Snowboard Club which brings many hundreds of young skiers to the trails throughout the winter. This along with the numerous community events from the Aspen Nordic Festival/Owl Creek Chase, to the local Town Series races, to the AVSC Bonfire Dinner, has made the Aspen Snowmass Nordic Trails System a highly valued and important community amenity that the voters have time and time again said they fully support with their tax dollars.

I wish you and your supporters the best of luck in the continued development of your own cross country ski trail system. No winter resort community is complete without high quality Nordic skiing opportunities.

Regards, Austin Weiss  
Nordic Trails Coordinator,  
City of Aspen

Mr. Brian Knox  
Mammoth Nordic  
P.O. Box 1046  
Mammoth Lakes, CA 93546  
760.914.2637 cel  
[brian@mammothnordic.com](mailto:brian@mammothnordic.com)

Good morning Mr. Knox:

April 21, 2010

I am writing to further highlight the benefits of a community-based Nordic trails system based on our example of the Wood River Trail and the North Valley Trail system here in the Sun Valley area of Idaho.

Both systems are managed by the Blaine County Recreation District. The Wood River Trail is a 30 kilometer multi use paved trail that is groomed for Nordic skiing in the winter along its entire length stretching from Ketchum, Idaho to Bellevue, Idaho. The North Valley Trail system is comprised of more than 130k of Nordic trails north of the Ketchum, ID area primarily in the Sawtooth National recreation Area and is punctuated by Galena Lodge, which is owned by the BCRD as well. The Wood River Trail is a free amenity available for the public while the North Valley Trail system, like the Methow system, is a fee and season based system. The North Valley Trails budget is also supported by annual donation dollars. Together, it is one of the 5 largest Nordic trail systems in the US.

Given the scale of these public trails, they clearly have a great impact on the community, improving quality of life and contributing to local economics. Directly, the North Valley Trails generates close to 65000 skier visits a year and the season pass base alone is 3000 users. Indirectly, these trails greatly complement our alpine offerings during the winter as evidenced by the recently completed Sun Valley Nordic Festival which was launched this last year and featured the 1000 person strong Boulder Mountain Tour as the premier event. The Wood River Trail is now considered one of the key contributors to property value in our valley as evidenced by repeated mention in property listings. This public trail also physically connects our three main population centers, and, in both winter and summer creates an additional economic link between the three highly interdependent communities.

Good luck in your efforts to develop a publicly supported trail system.

Jim Keating,  
Executive Director



1050 Fox Acres Road, #107  
Hailey, Idaho 83333  
208.788.2117  
[jkeating@bcrd.org](mailto:jkeating@bcrd.org)



# **ECONOMIC IMPACTS of MVSTA Trails and Land Resources in the Methow Valley**

Prepared for the:

**Methow Valley Sport Trails Association**  
209 Castle Street  
Winthrop, Washington 98862

Located at the base of the North Cascades of Washington State, the Methow Valley is a sunny and relaxed, family-friendly winter destination known for world-class cross-country skiing. MVSTA provides over 200 kilometers of groomed, interconnected trails, and surrounded by more than a million acres of wilderness and forest lands.

**Final Report**

Prepared by:

**Resource Dimensions**  
7414 30th Street NW  
Gig Harbor, WA 98335

## Section 6: Economic Impact Analysis

### **6.1 Why Economic Impact Analysis?**

The purpose of the study was to evaluate the economic impact of the MVSTA trail system on the Methow Valley and communities within the region. Analysis of local and/or regional economic impacts relative to resource-based activities within a particular region requires an assessment of expenditures within the region; specifically those expenditures by users of the resource-based activity or those drawn to the region by certain characteristics of the area's natural resource set. For example, many visitors to national parks such as Mt. Rainier are 'day trippers' – that is visitors who typically come for visual experiences, short nature-based walking opportunities, wildlife viewing, photography, picnics, and the like. By virtue of the fact that these visitors have commuted to that particular park from wherever it is that they live, whether relatively local or an hour or more away, we expect certain local and regional expenditures to occur; whether related specifically to their "use" of the resource (direct) — or not (indirect). Additionally, we estimate the influence of these expenditures on specific sectors of the local and regional economy (e.g., business, employment, tax base, etc.).

Objectives of the economic impact analysis include:

- Estimating the level of local and regional spending by visiting MVSTA trail users;
- Estimation of the average daily expenditure per individual
- Estimating the dollar value of sales in specific business sectors that can be attributed to MVSTA trail uses and/or those whose visit to the Methow Valley can be attributed to its lands and other natural resources
- Estimating the total tax revenues related to expenditures by MVSTA trail users
- Estimating the annual impact on local and regional employment; and
- Evaluation of trail-user related expenditures and the impact on the local and regional economy and future economic development prospects.

Given the population base and relatively small number of business establishments in the study region, the availability of data for specific business categories was limited. While this does not invalidate study findings, it does constrain moving the analysis to the next level with regard to identification of particular business sector impacts.

As noted in Section 4, estimates for trail users are based on responses received from the survey completed by recent winter visitors to the Methow Valley. Survey distribution methods used included, mail, distribution through area hotels, on-line availability from mid-February through mid-March 2005, and on-site trail distribution February 18-21, 2005. In addition to expenditure information, the survey sought other study-relevant information such as number of Methow Valley visits annually, average trip length, distance traveled, activity participation, lodging and dining characteristics, and other related data.

**Table 75. Cumulative estimated economic impacts of Methow Valley trails and land resources**

Estimated Economic Benefits (annualized)	
Commodity/Market	Total estimated impact (\$)
Increase in regional final demand (value added)	\$12,392,755
Provide/Create Jobs (# of jobs)	
Direct (129)	\$4,089,072
Indirect (124)	\$2,743,860
Induced (23)	\$541,327
Fiscal/Tax impacts	
State tax receipts (travel induced spending)	\$159,321
Local, Hotel/Motel, and Transient Lodging	\$105,609
Business & Occupation	\$120,795
Amenity Value	
Active and Passive recreation related (non-market)	\$11,000,000
Environment/Resource health & stewardship	
Improvements to land (protection, preservation, rehabilitation, maintenance, etc.)	
Total estimated gross benefit ( <i>direct &amp; indirect</i> )	\$31,152,739
Total estimated costs	\$1,237,397
<b>Total estimated net cumulative benefit (<i>indirect &amp; direct</i>)</b>	<b>\$29,915,342</b>

Note: Costs estimated reflect those of current management and expenditures related to improvements and potential opportunity costs (use of capital for other, more productive uses).

Source: Resource Dimensions estimates, MVSTA 2005 Study

**Winthrop, WA has invested many years into this Program; I wholeheartedly believe our Program can lead to the same Return on Investment.**



100% Pure Fun

TEMP: 55° F  
COND: Partly Cloudy  
WIND: SouthWest 9 MPH

ASPEN EVENTS



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## Nordic

The Aspen Parks Department maintains one of the largest free cross country trail systems in the United States. The Nordic trails system consists of 100 kilometers of groomed ski and snowshoe trails stretching from Aspen to Snowmass including both the Aspen Golf and Tennis Club and Snowmass Golf Club.

For a complete guide to the Aspen/Snowmass Nordic trail system and corresponding maps, please visit <http://www.aspennordic.com/>.

For current grooming conditions, **call the Nordic HOT LINE: 970.429.2039 (Ext. 4)** (daily updates).

### Red Mountain Grill

Red Mountain Grill is also available for catering and banquets. Please call 970-544-6336 for complete information.

For more information on the Nordic Trail System please contact [Austin Weiss](#).

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