

Mammoth Lakes
CALIFORNIA

2013 MEASURE U SPRING APPLICATION FORM

APPLICANT INFORMATION

Name of Organization: Mammoth Track Club (formerly High Sierra Striders)

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

Contact Person: Elaine Smith

Organization's Address: PO Box 3778

State / Zip: Mammoth Lakes, CA 93546

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Internet Address: www.mammothtrackclub.com

PROJECT SUMMARY

1. Name of Project/Program/Event: Mammoth Track Project
2. Project Category (Recreation/Arts/Mobility): Recreation
3. Start / End Date: June 2007 through June 2017
4. Measure U Funds Requested: \$103,425

SECTION A – PRELIMINARY QUALIFICATIONS

1. How does the project/program or event fit within the Town's adopted plans?

Throughout Mammoth Lakes' General Plan, Recstrats Strategy, and the Parks and Recreation Master Plan, overarching goals focus on creating an exceptional quality of life for residents and extraordinary experience for visitors by establishing a sustainable economy based upon our greatest asset, the majestic environment that surrounds us. We first see this tenet clearly encapsulated in the Community Vision that precedes the details of the General Plan:

"Surrounded by uniquely spectacular scenery and diverse four-season recreational opportunities, the community of Mammoth Lakes is committed to providing the very highest quality of life for our residents and the highest quality of experience for our visitors."

And it is further elucidated in the stated value of Mammoth becoming and being:

"a premier, year-round resort community based on diverse outdoor recreation, multi-day events and an ambiance that attracts visitors."

The Mammoth Track Project supports these ambitions.

Moreover, the Track Project is integral to achieving the specific goals, actions and policies set forth in the 9 elements described in the General Plan. We point to the following elements in which the Mammoth Track Project will undoubtedly play a significant role:

Economy:

- E.1. Be a premier destination community in order to achieve a sustainable year-round economy.*
- E.2. Achieve sustainable tourism by building on the area's natural beauty, recreational, cultural, and historic assets.*

Land Use:

- L4. Be the symbolic and physical heart of the Eastern Sierra: the regional economic, administrative, commercial, recreational, educational and cultural center.*

and

Parks, Open Space and Recreation:

- P.4. Provide and encourage a wide variety of outdoor and indoor recreation readily accessible to residents and visitors of all ages.*

More thoroughly, the Parks and Recreation Master Plan clearly provides substantiation for how the Mammoth Track Project satisfies identified community needs in terms of recommended levels of service of parks and recreation facilities (pages 46 and 47).

Below are listed all of the pages and sections of the Parks and Recreation Master Plan pertinent to the Mammoth Track Project:

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 55: New Facilities: Event and performance venues
- 15) Page 56: New Facilities: Multi-use Recreation/cultural facility
- 16) Page 57: New Facilities: Sports Fields and Courts
- 17) Page 60: Implementation - Partnerships
- 18) Page 62: Implementation - potential funding sources
- 19) Page 66: Table 15: Potential Implementation schedule for parks and recreation facilities

More recently, the Recstrats process defined the vision for recreation as being to establish Mammoth Lakes as “the best alpine recreation community in the country.” In accordance with Recstrats’ three guiding principles (stewardship/management, economic development, and quality of life), one of the “tangible elements” critical to the achievement and implementation of this objective is creation of a “world-class high-altitude training center.” Without dispute, the Mammoth Track Project is central to making this real. The Recstrats’ core strategies also include creating great municipal facilities and supplying non-winter facilities, which are both achieved by the Mammoth Track Project.

To conclude, the Mammoth Track Project is the first significant and specific step toward achievement and implementation of the aspirations embraced by our Mammoth Lakes community.

2. How does the project/program or event align with goals and priorities established by the Town?

The Mammoth Track Project wholly fulfills all of the ‘high level’ goals and priorities set by the Town.

Specifically:

High Impact: For Mammoth, **high-altitude training**, especially for running, can and will be the ‘what-we-are-known-for’ activity in summer that sport on the snow (skiing/snowboarding/snowshoeing) is in winter. Mammoth’s nature-made attributes (majestic scenery, expansive landscapes, lower and higher elevations, flats and steeps) are the essential platforms for a premier high-altitude training center. The Mammoth Track Project is the vital component that sits on those platforms. Mammoth is getting more and more attention for its natural appeal to runners and it’s earning its reputation as the premier place for running and high altitude training. With construction of the new track and field, Mammoth is on the list as a destination for athletes at all levels as the place for high-altitude training. Further, the Mammoth Track Club is beginning the process to secure a designation by the USOC as a high-altitude training site for distance runners but it will take the completion of the project in order to meet the requirements.

Economic Stimulus: Mammoth’s reputation as a perfect place for **high-altitude training** will continue to attract all types of endurance athletes of all levels to visit or choose to stay and live in Mammoth for what our setting offers now and in the future. The track, with all field events, and the synthetic turf infield creates opportunities for new and expanded business (e.g., event planning, lodging, restaurants

and retail). The community will gain in reputation and brand awareness through the performances of Mammoth-trained athletes on the world stage. With the track/field just completed, this is happening. Japanese Athletic Federation representatives have visited Mammoth, the United Kingdom national distance running team is scheduling a 6-week training stay for mid-spring and Oregon Track Club athletes will be here for their run-up to the Boston Marathon in April. New recreational members of the Mammoth Track Club from all over the country are planning summer visits to train in Mammoth with the new club.

Leverage: The Mammoth Track Project continues to seek funds to support the project from **ALL** potential sources. As past performance is the best predictor of future behavior, the Mammoth Track Project has shown its commitment and ability to secure both private and public funding for this significant community project. **For Phase 1, the funding from all other sources matched funding through Measure R and Measure U (see Question 12).** And in fact, funding from these sources worked together to increase the success of securing funding from either source; and this will continue to be true. While Phase 1 construction of the project was just successfully concluded, the Mammoth Track Project already has secured approximately \$75,000 in donations toward completing the remainder of the project.

Ready to Go: *The Mammoth Track Project is in full stride in the middle of the straightaway!* Just a couple of months ago this past November, Mammoth Lakes and all of the communities of the Eastern Sierra celebrated the arrival of this world-class facility – actually, half of it, but the elements with the greatest allure! While we will continue to raise funds for Phase 2 in order to construct the remaining amenities, we will all enjoy the benefits of the top-notch athletic facility now located in our community. We must seize the momentum of our accomplishment on this vital portion of the project in order to successfully complete construction of the second half of the project.

Plan for the Future: The Mammoth Track Project is planned for completion in 2 phases -- the first is complete and the second is underway. The Mono County use permit for the track, the infield, the sports building, the parking loop, the picnic pavilion, the entry sign, the lighting, and fitness jogging path was secured for 100% of the master plan presented to our entire community and donors, including the Town, and Measure R and Measure U committees. Through its planning documents containing strategic, quality-of-life and financial priorities, the Town of Mammoth Lakes (and its commissions) has fully endorsed, embraced and supports the successful completion of the Mammoth Track Project.

3. **Describe the project's/program or event Conceptual Plan or attach the Business Plan, including a detailed budget showing all anticipated revenue and expenditures associated with the event. (This should be an attachment to the application titled: "Project Concept Plan/Business Plan").**

Please see Attachment 1: Project Concept Plan/Business Plan.

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

Please see Attachment 2: Project Executive Summary.

5. **Is this project/program or event funding request for:**

X Single year of funding.

This application's request totals \$103,425.

For the Mammoth Track Project specifically, the request is for \$102,025 and the additional \$1,300 is a request for tables (equipment) that can be used by Striders/MTC and any other organization in town.

The total request for the Mammoth Track Project (a capital project) is \$102,125 that breaks out as follows:

- 1) \$75,000 to construction costs (e.g., concrete curbs, drainage/electrical lines, asphalt, handicap parking, etc. for construction just completed and financed through the loan to the Striders/MTC)
- 2) \$27,125 to fundraising costs
 - a) \$25,000 for sponsorship development (fundraising for corporate sponsors for the project)
 - b) \$2,125 for the Mammoth Track Relays, a fundraising & fun event.

Town sponsorship of the event	\$1,500
Equipment (stopwatches at \$500 and starter pistol at \$125)	<u>\$625</u>
Total	\$2,125
- 3) Additionally, we would like to request 12 6-foot folding tables (\$100 per table) for use by all organizations that put on events in Mammoth Lakes at a cost of up to \$1,300 (including tax). (Described in Question 5.)

The request for construction costs is further described in Question 6.

The request for costs falling under the Mammoth Track Relays event is further covered in Question 6.

The request for sponsorship development is further addressed in Question 10.

6. Identify all principles involved in this project/program or event and their responsibilities.

a. Applicant

The High Sierra Striders/Mammoth Track Club (Striders/MTC) initiated and has led the Mammoth Track Project for about 5 years. Striders/MTC hired the landscape architect to develop plans for the track and field, and worked with the Town to select the most appropriate site and develop a master plan for the area. Throughout the process, the Striders/MTC has worked collaboratively with the Town of Mammoth Lakes but has held the full responsibility for fundraising and moving the project forward.

b. Affiliated parties/agencies

In partnership with Striders/MTC, the Town of Mammoth Lakes led efforts to secure the use permit from Mono County, renegotiate the site lease with LADWP, and work with the architect and civil engineer in concert with Striders/MTC to develop the full set of construction documents for bidding the project. After review of bids and contractor selection with approval of the Town Council, the Town of Mammoth Lakes served as the contracting party and construction manager the project. The Town of Mammoth Lakes is the "owner" of the newly constructed facilities.

c. Consultant or other support

The consultants for Phase 1 of the project included:

landscape architect: Brett T. Long;
civil engineer: Triad (Tom Platz);
geotechnical engineer: Sierra Geotech (Joe Adler);
surveyor: Eastern Sierra Land Survey (Guy Bien); and
botanical reports: LSA and Stephen Ingram.

Each provided professional expertise to the project thus far.

We anticipate working with sponsorship consultants that will assist the Mammoth Track Project in securing corporate sponsorships/donations from non-local organizations in support of the new facility and high-altitude training in Mammoth Lakes.

SECTION B – PROJECT DESCRIPTION

1. Project Location

A. What is the location(s) of your project/program or event?

The project site is the Whitmore Recreation Area at 575 Benton Crossing Road off of Highway 395 just about 5 miles east of Mammoth Lakes. The land is owned by the Los Angeles Department of Water and Power (DWP), and leased, and maintained by the Town of Mammoth Lakes in collaboration with Mono County.

2. Do you have owner and/or jurisdictional approval to use the location identified in the application?

If Yes, please provide documentation of approval.

Yes. Known as Whitmore Regional Park, the site is home to 3 ball fields, and the track and field. The Town of Mammoth Lakes has a 25-year lease with LADWP for the site’s use as an area for recreation.

3. Based upon your project type, who is/will be (organization & person) responsible for maintenance and operation upon completion of the project/program? Please provide documentation of identified party’s responsible for categories below. (NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

- A. Ownership:** Town of Mammoth Lakes
- B. Maintenance:** Town of Mammoth Lakes
- C. Operation:** Town of Mammoth Lakes
- D. Liability & Insurance:** Town of Mammoth Lakes

4. Will any Pre-Development/Design funds be required for your project/program?

If Yes, please describe what is required, when it’s required, the timeline/schedule and cost. (NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

Yes (but not included in this request). The sports building, picnic pavilion, and entry sign will have some design/engineering costs. We estimate these costs to be between \$30,000 and \$50,000. The design/engineering for these amenities can be done over the next few years, if we use a 5-year time horizon before construction would begin allowing for fundraising efforts and coordination of recreation CIP planning with the Town. The Striders/MTC realize that funds awarded to the track project that might be affected by decisions made to construct other facilities at the Whitmore site (i.e., swim complex) could be added to those planning or construction efforts as appropriate.

5. Will any Implementation/Construction funds be required for your project/program?

If Yes, please provide the scope of work, timeline and budget. (NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

Yes. The estimated cost for the remaining portion of the Mammoth Track Project is about \$2.2 M. We expect to further refine this estimate pending design and engineering work for the sports building. The estimated project costs are enumerated in Attachment 1: Project Concept Plan.

This Measure U request for \$75,000 is for costs associated with the construction just completed and financed through the Striders/MTC loan with Dave McCoy. (As you will see in Question 12 below, the Striders/MTC has already raised approximately \$75,000 during "Phase 2" of the project.) The contribution of the loan allowed the project to be built in the summer of 2012 so that we may now use and enjoy it and begin to use it to solidify our reputation as the high-altitude center to allow us to attract sponsors to the project. The construction costs are all *tangible components* of the built facility including, for example, electrical and drainage utilities, concrete paths and curbs, handicap parking spaces, fencing, an appropriately graded site, removal of trash, and much more.

6. Will this project or event involve the purchase of equipment?

If yes, who will own it? Who will be allowed to use it? Who will maintain it? How will it be stored? What is the estimated replacement timeline and cost?

Yes. The Striders/MTC is planning to hold the first-ever Mammoth Track Relays for fun and as a fundraiser for the Track Project. This Measure U request includes \$675 for race event equipment and \$1,500 for a Town sponsorship of the event. This event will invite all types of 4-person teams (youth, female, male, age groups, co-ed, business/corporate, school teams, etc) to compete at the first track meet in (most likely one of) 5 different relay races.

Race Event Equipment: \$675

As we do not yet have a timing system for the track, we'll hand time the races and we'll need 8 stopwatches if we have a full set of competitors in a race. A Robic stopwatch would cost \$45 including tax and shipping; we would like to order 10 to account for breakage or loss; therefore, the total would be \$450. We also need a starter's pistol and a set of blanks that would cost \$125 or less (with tax and shipping).

The equipment may be used by any organization needing them, including the running club and the school teams.

The stopwatches can be stored in the container at the track and field. The starter pistol could be held with the biathlon rifles the Town stores in a locked box.

Sponsorship: \$1,500

For a sponsorship of the event, the Town would have their logo on our new and improved website (on the banner for the event), on the entry form and/or information sheet, in our newsletter, on the commemorative t-shirt, on active.com, and mentioned multiple times on our Facebook/Twitter accounts. A Town banner could be placed at the track during the event and the Town's sponsorship of the event would be mentioned over the P/A system several times during the meet. We would offer entry for a Town or Commission team that would include commemorative t-shirts.

Below is a pro forma for the new Mammoth Track Relays event.

Note: The Striders/MTC will operate and insure this event (clarification in reference to Question 3).

Mammoth Track Relay Event Pro Forma

Mammoth Track Relays
Pro Forma

Revenue

fee per entrant	\$10
4-person teams	4
5 medleys	5
2 heats of each	2
4 teams each heat	4
total entrants	160

Entry Fees	1600
Sponsorships	3500
TOTAL REVENUE	5100

Expenses

Batons	60
Stopwatches	525
Start Pistol	125
Insurance pro rata	115
T-shirts	1600
Awards	250
Vounteers	1500
Advertising	900
TOTAL EXPENSES	5075

Revenue minus Expense	25
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ADDITIONALLY.....

ALL EVENTS EQUIPMENT: 12 6-foot folding tables for \$1300.

On behalf of all events put on in Mammoth Lakes, we would also like to request funds for the purchase of 12 folding 6-foot, polyurethane tables (about \$100 each from Home Depot). With tax (shipping is free), the total amount should not exceed \$1,300. All events would be able to use them and they could be stored in the container on the Town "yard." These tables last a 'lifetime' as advertised.

The Striders/MTC can speak to the necessity of tables as a part of the set-up for and operation of our events. We use them for same-day registration, pre-registration, t-shirt distribution, race day sign-ups, information displays, and much, much more. They are an essential component to delivering our events and we never have an adequate or reliable supply.

7. Will any Maintenance funds be required for your project/program?

**If Yes, please describe what is required, when it's required, the timeline/schedule and cost.
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)**

Yes, once complete, maintenance funds will be required for the sports building estimated to be about \$6,000 - 7,000 annually. These costs can be further refined as the building design is fully developed.

(For clarification, this is not included in this request.)

8. Will any Operational funds be required for your project/program or event?

If Yes, please describe what is required, when it's required, the timeline/schedule and cost.

After construction of the building, there will some additional operational funds yet to be determined. Once the building design is finalized and we have experience with the operational costs associated with the new track and field facility, this can be better estimated by the Town. Other operational costs could include clearing snow on the paved parking loop if demand warrants keeping the facility open year-round.

(For clarification, this is not included in this request.)

9. Will any Replacement funds be required for your project/program?

**If Yes, please describe what is required, when it's required, the timeline/schedule and cost.
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)**

No. Generally, all of the structures built in Phase 2, if maintained, should not require replacement.

10. Will there be Contractual Service hours used for any phase of your project/program or event?

If yes, please identify which task or phase, how many hours and the value of those hours.

As mentioned in prior sections, the Phase 2 components of the project will require some work from architects and engineers that would be engaged through contractual arrangements. As we did in Phase 1, this would be coordinated with Town staff.

This Measure U request seeks \$27,150 for fundraising of which \$25,000 would be dedicated to sponsorship development (and the difference of \$2,150 was addressed in Question 6).

Sponsorship Development: \$25,000

We now have completed the first phase of a world-class facility that will put Mammoth Lakes on the map for high-altitude training for a number of sports – including running, football and soccer. We would like to pursue developing a contractual arrangement with an organization that would help us use our new asset to secure major corporate sponsorships to help cover the costs associated with its completion, future development, maintenance and operation. There is probably no better project than the new track and field to bring funding in to the Town of Mammoth Lakes from outside our boundaries. We need to work with an organization that has this expertise and can help take us to the next level in our fundraising efforts.

In research we have done thus far, these organizations typically require a monthly retainer in addition to taking a percentage of the sponsorship or donation in compensation for their work. The minimum we have seen is \$2000/month. We have not yet identified a specific organization that might be willing to work with us but we wish to pursue this and be in a position to begin once we're able to locate one that meets our needs and is willing to work on our behalf. The retainer amount would only be invoiced to the Town once such an entity has been vetted, is under contract and work has been done. These invoices would identify all work provided and any other information requested.

The Mammoth Track Project designated donation amounts for naming rights and various recognition levels. The consultant we work with will help to reassess those amounts and levels as we establish their values for potential sponsorship or donations.

We're happy to work collaboratively with the Town to pursue this most important component of our project.

11. Will there be volunteer hours used for any phase of your project/program or event?

If Yes, please identify which task or phase, how many hours and the value of those hours.

Yes. As it has been true over the past 5 years, and as it will be true over the next 5, the Mammoth Track Project will benefit from countless hours of volunteer efforts. The value of the volunteer hours donated to Phase 1 efforts exceeded \$300,000 during the first five years of the project. This does not even take into account the value of volunteer hours donated to putting on our events (primarily races like the Footloose Freedom Mile, for example) to raise funds for the project -- the value of which totals between \$10,000 to \$15,000 during each summer season.

Again, volunteer efforts will continue to be a part of our ongoing project to the fullest extent possible.

12. Have any public (including Measure R and U) or private funds been previously committed, or is presently committed, to this project/program or event?

If Yes, please identify amount and year of funding or award.

Mammoth Track Project Funding (Measures U & R and All Other) for Phase 1 and Phase 2

For Phase 1:

Measure R Funding: Spring 2009 = \$54,500; Fall 2009 = \$140,000; Fall 2010 = \$300,000; Spring 2011 = \$75,000; Fall 2011 = \$135,000; Fall 2012 = \$131,000 (+\$50,000 to temporarily cover USAFootball Grant)

Measure U Funding: Spring 2012 Test = \$450,000.

Total Measure R and Measure U: \$1,285,500

All other funding secured by Striders/MTC from 2007 until July 2012: \$1,330,621

All other funding includes individual (including Dave and Roma McCoy) & small group/business donations, (e.g., AYSO, Sunrise Rotary) ASICS, Mammoth Lakes Tourism, CalRecycle Grant, USAFootball

Grant, Striders' events, Consultant in-kind services, MMSA in-kind services, and Striders/MTC In-kind Services.

For Phase 2:

Measure R Funding: None

Measure U Funding: None

Total Measure R and Measure U Funding: None

All other funding secured by Striders/MTC after July 9, 2012: approximately \$75,000.

This includes donations from individuals, organizations and Striders' events.

- 13. Was public or private funding in place for this project/program or event before June 8, 2010?
If Yes, please describe how you are enhancing or improving the project/program or event.**

As noted above, the planning and fundraising for the Mammoth Track Project began in 2007, however, the project only became a reality with construction beginning on July 9, 2012 and being substantially completed in November 2012.

- 14. Identify your matching or leveraged resources, funds, volunteers, etc. Identify if Measure U is the only funding source for your project/program or event.**

As outlined above, for Phase 1 of the Mammoth Track Project, Measure R & U contributed about half of the funding for Phase 1 costs and all other funding raised by Strider/MTC contributed the other half.

As demonstrated, the Striders/MTC is committed to securing funds from every possible source. The Mammoth Track Project has been extremely successful in securing non-Measure R & U funds. Now with the highly attractive components of the Track Project built, we believe we will have more opportunities for greater outreach but it will take a concerted and coordinated effort to successfully expand our fundraising efforts.

As mentioned above, the Striders/MTC has raised approximately \$75,000 for Phase 2 of the Mammoth Track Project.

- 15. Is your project/program or event going to have an impact (positive or negative) on existing use in the residential neighborhood or business location you have identified? Please describe:**

The Mammoth Lakes Track and Field at the Whitmore Recreation Area brings the facility to an entirely new level with a world-class facility that will well serve the communities of the Eastern Sierra as well as drawing high-caliber athletes from all over the world to train at altitude, attaining global attention and bringing economic benefits to our unique mountain town.

SECTION C – PROJECT BENEFITS

1. Describe how the project/program or event provides a measurable community benefit (increased revenue, improved quality of life, etc.).

The benefits for residents and visitors of Mammoth Lakes are immediate, enduring and only limited by our imaginations. Consider just a few...

- The Town of Mammoth Lakes and the communities of the Eastern Sierra now have a world-class track and field in our own backyard.
- The addition of the track and field positions Mammoth Lakes as ‘the’ place in the nation for high-altitude training, especially, but not only, for runners.
- Elite athletes – from the Oregon Track Club, the national team from the United Kingdom, the Japanese Athletic Federation -- have 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. We will begin seeing these groups arrive this spring. Those lodging providers willing to work with these athletes are accruing the benefits now.
- The Town receives valuable press through unpaid media stories covering the professional athletes who train here. For example, an LA Times article on running in Mammoth was worth \$300,000 had we had to buy the story and space. There was a great amount of press surrounding the New York City Marathon about the Mammoth Track Club and the newly built facility. Runners’ World, a major global magazine for the industry, featured an article on the club and the new facility.
- Offering new training options to the significant number of schools/teams that already travel to Mammoth 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 facility opens the door to these athletes -- at all levels of ability. For example, skiers and snowboarders now have a great place for off-season training and conditioning. Stacy Cook already is bemoaning the “torture” she’ll endure there in her summer workouts.
- The facility offers 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 can now host tournaments not possible before because we lacked 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. 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 or play. And other the student-athletes from other local towns can travel to Mammoth to play on a regulation-size field. School soccer has already requested use of the field right now.
- 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.
- 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 on holding all-comer meets, invitational track meets, and specialty programs, such as pole vault clinics, for locals and visitors of all levels of ability.
- The Mammoth Lakes Youth Football League has expressed their desire to make the new football facility their home field.
- 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. What is your target market - residents or visitors or both? What is the estimated number of users/participants/attendees?

Our target markets are residents and visitors with a desire to recreate or train as an amateur or professional. The estimated number of users is almost limitless and includes all of the scenarios mentioned above and throughout this document. It has been quite remarkable about how many are already seeking to use our new facility.

We already have our community’s kids who participate in sports, ranging from soccer to football to track, seeking to use the new facility. (And remember half of the kids in school participate in sports.)

We already have professional runners from Japan, the UK and the USA planning to train in Mammoth because of the new facility.

We already have recreational runners from all over the country planning to travel to Mammoth to train for a few days or a few months. The Mammoth Track Club opened its doors to recreational runners for the first time ever and the response has been inspiring.

3. Is the project/program or event a one-time or recurring activity?

Completing the construction of our new facility is a one-time event....but using it, either in terms of athletes of any type at any level or in terms of enhancing our community's economic viability, is an exponentially recurring activity!

The fundraising endeavors are one-time events (that we will do again and again) that pay dividends well into the future.

4. Please provide any additional information you would like the Measure U Committee to consider when reviewing your application.

The Mammoth Track Project is one of the recreation priorities our community has embraced. Through the leadership of the Striders/MTC and the commitment of our community, we made a major investment in a world-class facility in our own backyard.

Remarkably, this project is truly a public/private partnership with the Striders/MTC securing public and private resources in equal measure for the benefit of our entire community.

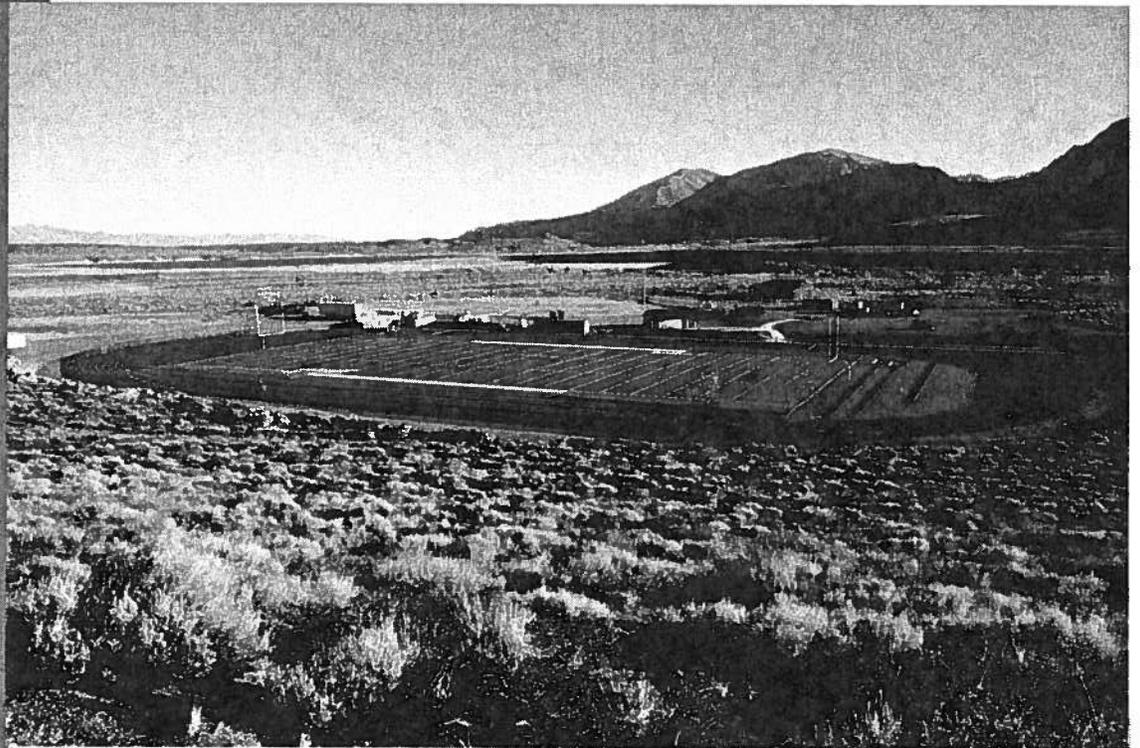
It is in our best interest -- all of us, not just runners -- to make sure our new and vital asset works to our best advantage. Now is the time to not only use the new facility but also to support efforts to attract resources from beyond our borders -- the only way we'll be able to develop all of the visions we see for our community. We have this opportunity -- let's seize it!

SECTION D – PROJECT FEASIBILITY – not applicable

Attachment 1

Project Concept Plan

our backyard



The new Mammoth Lakes Track and Field

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

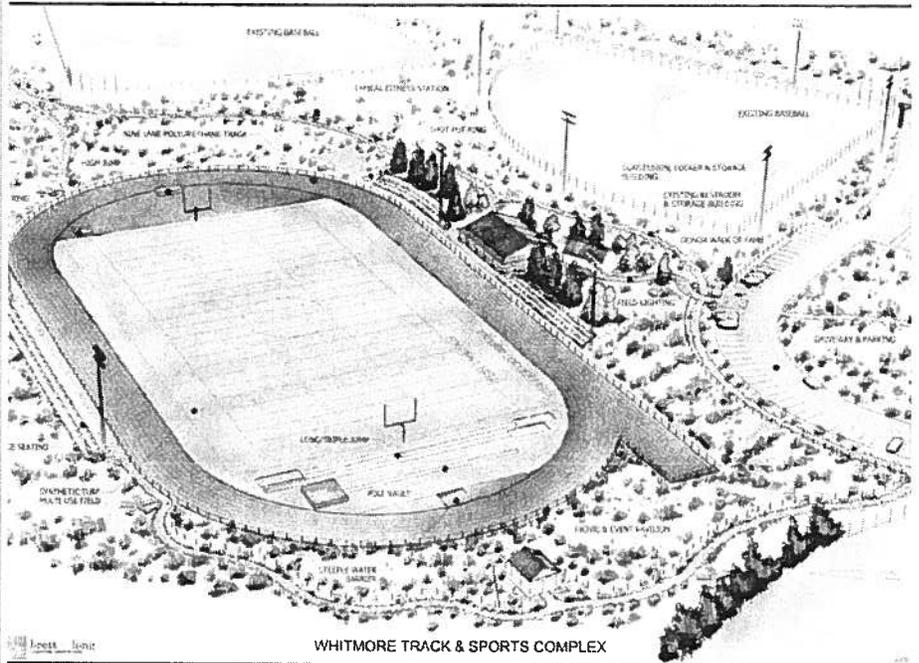
Fitness trail with workout stations

Signage for recreation park & surrounding trails

Paved parking & pavestone donor wall and concessions plaza

Field and parking lighting

MAMMOTH TRACK PROJECT CONCEPT RENDERING

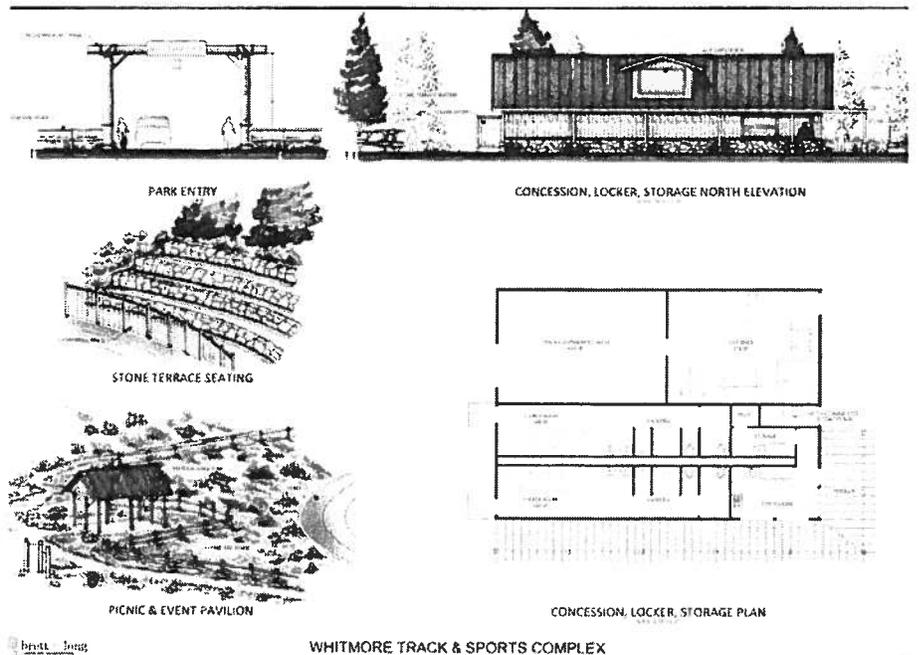


Mammoth Track Project at Whitmore

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.

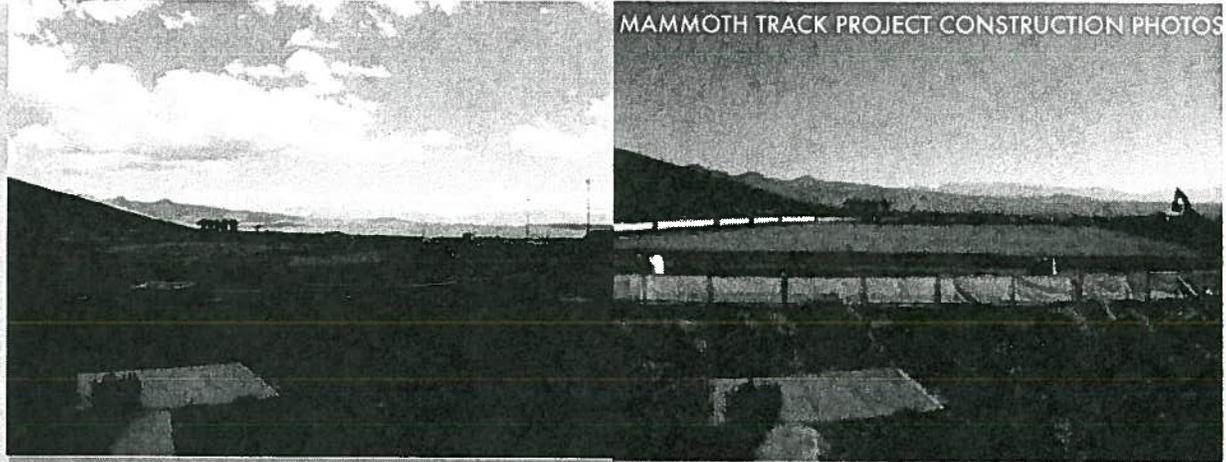


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MAMMOTH TRACK PROJECT CONSTRUCTION PHOTOS



Mammoth Track Project – Cost Estimates and Fundraising Goals

Phase 1 Cost Estimates

Phase 1 Total Construction Costs (projected)	\$2,300,000	Quantified once construction concludes in November 2012
Outstanding Costs from Phase 1	\$ 300,000	Loan to HHSriders/MTC - principal only

Phase 2 Cost Estimate – Next 5-Year Time Horizon

Athletic Building (locker room, bathrooms, concessions, storage, weight room)	\$ 750,000	includes design, planning, construction & other
Parking Accommodations	\$ 485,000	includes lighting, construction & striping for loop parking pavilion
Athletic Park Entry Sign	\$ 25,000	includes engineering and construction
Field Lighting	\$ 320,000	purchase & installation
Fitness Loop/Stations	\$ 30,000	1/2 mile path with fitness stations circling track
Open-air, Covered Picnic Pavilion	\$ 35,000	covered structure with picnic tables
Construction Contingency at 10%	\$ 165,000	based on estimated construction costs only
Fundraising & Project Management	<u>\$ 150,000</u>	

Future Phases Cost Estimate Total \$1,960,000

Phase 1 Outstanding Costs (loan) \$ 300,000

TOTAL FUNDRAISING GOAL **\$2,260,000**

PHASE 1 CONSTRUCTION COMPLETION DATE: MID-NOVEMBER 2012

THE FIRST PHASE OF THE MAMMOTH TRACK PROJECT WHICH INCLUDES THE 9-LANE HIGH-PERFORMANCE, ALL-WEATHER POLYURETHANE TRACK AND SYNTHETIC TURF INFIELD BEGAN CONSTRUCTION IN JULY 2012 WITH A RIBBON-CUTTING CEREMONY ON NOVEMBER 17, 2012.

Attachment 2

Executive Summary

What is possible today that was not possible yesterday is that community members of every age have a facility where they can sprint down the lane of a red polyurethane track to cross a white-striped finish line or where they can kick a soccer ball or run a football over a perfectly level, synthetic turf field.

What is true today that was not true yesterday is that visitors have another compelling reason to travel and stay in Mammoth....new elite and recreational members of the Mammoth Track Club are training in Mammoth or planning visits or moves to Mammoth and national running teams (from Japan, UK and USA) are planning training stays in Mammoth because of the new facility.

That's just today. There's so much more we can do, need to do and will do to better our tomorrow.

Through this application, we are seeking:

- help to cover the construction costs of the project just (as we have done in the past through both public and private support);
- help to elevate our fundraising efforts to a new level, especially at this point when we have tremendous momentum gained through building the vital components of our new asset;
- help to put on an event at our new facility to enjoy and relish its use, to increase awareness of the new facility and to raise funds to support completing the project.

For many sports, but especially for running, Mammoth Lakes is a magical and unique environment. So many characteristics – the picture-perfect scenery of the Eastern Sierra, the ideal elevation window to accrue the benefits of high-altitude training, the close proximity of different types of terrain to allow the incorporation of exercise at lower or higher elevations, or steeper or flatter routes, and the countless miles of accessible trails and jeep roads for limitless hours of intense or invigorating recreation – grace Mammoth and make it what other locations simply cannot be...ever.

In recognition of these special attributes, one of the town's top priorities identified in the publicly produced RECSTRATS II is establishing Mammoth Lakes as the country's premier high-altitude training center. With support of the Town's leadership, and with the commitment of the Town's resources toward completion of the first phase of the project, there is widespread recognition that the introduction of this new facility will convincingly fulfill that goal. And we're halfway there.

In collaboration with the Town and our community, the Mammoth Track Project, led by the High Sierra Striders – now the Mammoth Track Club, built a high-performance running track and top-notch synthetic turf infield. Additional amenities to complete the Track Project are planned. As we are beginning to witness, this new facility is enhancing Mammoth Lakes' reputation as the premier high-altitude training destination for all types of endurance sports or recreation for residents and visitors alike that will bolster Mammoth Lakes' economic sustainability and enhance our community's quality of life.

The Mammoth Track Project is an example of a successful public/private partnership, but we're only half way there. The Mammoth Track Club (Striders) has demonstrated its commitment to seeking and securing funds to support this project from all potential sources...both public and private...both locally and well beyond our boundaries. We must build on the momentum of our success without pause. And we must enter an entirely new level of vision and reach if we are to be successful in securing funding from beyond our borders.

We have a clear focus on the next phase: thoroughly enjoy the facility we have and secure funding for the second half of the project. We have reached this moment because we have worked together....let's continue our productive efforts. Let's build upon our accomplishment and expand our reach successfully together.