



2013 MEASURE U SPRING APPLICATION FORM

APPLICANT INFORMATION

Name of Organization: Mammoth Trails

Type of Organization (Non-profit, HOA, Govt.): Collaborative group of non-profit organizations

Contact Person: Alana Levin

Organization's Address: PO Box 8272

State / Zip: Mammoth Lakes, CA 93546

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Internet Address: <http://www.mltpa.org/mammoth-trails>

PROJECT SUMMARY

1. Name of Project/Program/Event: Special Event Enhancement
2. Project Category (Recreation/Arts/Mobility): Recreation (Crowd Control, Special Events)
3. Start / End Date: Ongoing
4. Measure U Funds Requested: **\$7000**

SECTION A – PRELIMINARY QUALIFICATIONS

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

The project fits within the General Plan and the Parks and Recreation Master Plan .

GENERAL PLAN: See page 13: Marketing, Promotion, and Special Events. Sustainable Tourism

Marketing, Promotion and Special Events

E.1.J. Policy: Promote special events year-round with emphasis on producing multi-day events with particular attention to midweek and shoulder seasons.

E.1.J.1. Action: Develop a year-round special events program and venue plan.

E.1.K. Policy: Encourage resort development and transient accommodations to partner in cooperative marketing.

E.1.L. Policy: Support diverse arts, cultural, and heritage programming, facilities and development of public venues for indoor and outdoor events.

Sustainable Tourism

E.3.C. Policy: Support development of major public and private facilities that contribute to destination resort visitation in Mammoth Lakes.

E.3.D. Policy: Encourage adequate and appropriate commercial services for residents and visitors.

Business and Employment

E.3.E. Policy: Support establishment and expansion of industries complementary to the community, our environment and economy.

E.2.

GOAL: Achieve sustainable tourism by building on the area's natural beauty, recreational, cultural, and historic assets.

E.2.A. Policy: Support of outdoor and indoor events, facilities, and services that enhance the community's resort economy.

See page 43: Parks, Open Space and Recreation

Recreational Opportunities

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

P.5.A. Policy: Create open space corridors by combining open space on neighboring properties.

P.4.A. P.4.B.

Policy: Expand recreational opportunities by proactively developing partnerships with public agencies and private entities.

Policy: Provide an affordable and wide range of year-round recreational opportunities to foster a healthy community for residents and visitors.

PARKS AND RECREATION MASTER PLAN: See page 5: Executive Summary. Values, Visions, and Goals.

See page 6: Goal 6, Page 8 Community Vision and particularly:

Page 25, 1st paragraph:

Event venues on public land can be considered a component of the Town's parks and recreation facilities, because they help contribute to the vision for Parks and Recreation. These venues can be indoors or outdoors, and the events help foster community interaction, promote connectivity, nurture partnerships, and encourage appreciation of the natural environment.

Page 25, Bullet point second from bottom:

Most events have to be outside because of the lack of indoor venue space. Many tents are required.

Page 60 Implementation (Partnerships, Programs and Events)

2. How does the project/program or event align with **goals and priorities** established by the Town?
Special events bring economic stimulus to the Town of Mammoth Lakes.

- A. Economic Stimulus: Special events provide economic stimulus to the Town of Mammoth Lakes throughout the entire year. The addition of specific special event barricades will enhance the ability of event organizers to safely grow their events, while at the same time, improve the experience for all event participants.
- B. High Impact: Special events create high public visibility, brand awareness, and considerable advertising/promotional value. Special events also enhance the Triple Bottom Line (social, environmental and financial performance) for Mammoth Lakes.
- C. Ready to Go: Special event organizers have long-standing business plans, a broad customer base and are "Ready to go."
- D. Leverage: Special events include vast leverage from a variety of sources, particularly volunteers.
- E. Plan for the Future: The acquisition of additional barricades, from 70 to 100, will enable special event organizers to expand their events in a progressive, sustainable and safe manner.

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").

See "Project Concept Plan" on the supplemental application information document.
See budget document with equipment specifics and pricing.

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").

See attached "Project Executive Summary"

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

Multiple years of funding, or

Single year of funding

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

a. Applicant

- MAMMOTH TRAILS – responsibly use the barricades for special events

- SPECIAL EVENT ORGANIZERS – work with the Town of Mammoth Lakes to use the barricades.
- b. Affiliated parties/agencies
- TOWN OF MAMMOTH LAKES – own and manage distribution of barricades to special events users.
- c. Consultant or other support

SECTION B – PROJECT DESCRIPTION

1. Project Location

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

In and around the Town of Mammoth Lakes, Shady Rest Park, Mammoth Creek Park, June Lake Beach, Sam’s Wood Site

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

If Yes, please provide documentation of approval.

If No, describe how and when you will secure the approval.

Approval each year for events is granted in the form of permits from Town of Mammoth Lakes, USFS, Caltrans and Mono County

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: TOML

B. Maintenance: TOML

C. Operation: Equipment will be “checked out” to approved groups for approved uses.

D. Liability & Insurance: TOML and each event’s insurance

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)
NO
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)
NO
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.
TOML owns.
Mammoth Trails and other special events approved by TOML will be allowed to use it.
TOML will maintain.
No replacement funds needed.
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)
NO
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.
NO
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
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.
NO
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
Each event relies on volunteers to support its success. One example is the June Lake Triathlon, which depends on many volunteers before, during and after the event. In 2012, 300 volunteers donated approximately 1,200 hours, generating infinite good will. The value of volunteers totaled \$29,016.

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.

YES.

Measure R 2009 - \$7740 for plastic barricades (in a larger project application of \$42,631)

Measure R 2012 - \$8000 for plastic barricades

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.

YES.

Measure R provided funding for this project in 2009.

As events have grown and as more events overlap, the need has grown for more barricades to adequately support each event.

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.

MEASURE R (2009, 2012) = \$50,975.

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:

POSITIVE!

The barricades effectively assist in crowd control during events and therefore provide organized events with clear boundaries.

Each event uses the existing barricades to delineate sections of the race/event course. More barricades are needed for these sections. In some cases, participant safety and equipment security are under represented as not enough barricades block off the course/area.

In addition, some crowd control required at certain events is not adequately addressed and Mammoth Lakes Fire Department is requiring taller and sturdier barricades.

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 events of the Mammoth Trails organizations bring in more visitors and their families for training and competitive events year-round.

2. What is your target market - residents or visitors or both? What is the estimated number of users/participants/attendees?

BOTH. Each event is unique in the ratio.

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

RECURRING. Most events recur annually, some more frequently.

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

Mammoth Trails' charter members are committed to the following: staging of world class events in the Town of Mammoth Lakes, athlete/recreationist driven events and reaching out to the local, state, national, and international recreational communities in an effort to draw visitors to the area year-round. By focusing on attracting guests to events in Mammoth we will develop improved funding resources to provide local citizens with improved parks, trails and recreational experiences.

World class events staged with the requested equipment will generate return visitors, business, and referrals that will produce increased T.O.T. and sales-tax revenue. Additionally the Town of Mammoth Lakes will receive increased media attention with stories, endorsements, and worldwide attention.

SECTION D – PROJECT FEASIBILITY

Feasibility studies will be required for 'top tier' projects or large special events in order to clearly identify the level of funding required for the life of a project/program or event. It is in the best interest of the applicant to complete the feasibility section of the application. For any clarification regarding the questions or degree of detail that needs to be provided, please contact Town Staff.

1. Competitive Supply Analysis
 - A. 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
 - A. Identify the long-term opportunity that the project/program presents.

3. Describe the targeted users of your project/program (include the number of participants).

4. Projected Multi-Year Demand Analysis
 - A. Provide the projected demand with assumptions.

5. Projected Multi-Year Revenue Projections
 - A. Projected revenue with pricing assumptions.

6. Cost Analysis – Provide the estimated one time or annual costs for each phase of your project/program (where applicable):
 1. Land acquisition costs:
 2. Equipment acquisition:
 3. Site preparation/demolition and site prep costs:
 4. Entitlement costs:
 5. Architect and planning costs:
 6. Construction costs:
 7. Operational costs:
 8. Maintenance costs:
 9. Programming costs:

10. Other:

Feasibility Analysis

1. Project and Financial Assumptions

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

2. Multi-Scenario Pro Formas

A. Provide one or two pro forma scenarios to understand the project's/program's financial feasibility. Within this element it is recommended that a 5-year operating budget be developed.

3. Risk Analysis

A. Identify project/program risks.

4. Project Schedule

A. Identify the necessary implementation tasks required for your project/program.

5. Quality of Life Analysis

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

PROJECT CONEPT PLAN

Mammoth Trails is asking for matching funds from Measure U to purchase crowd control barricades for the use in their annual events and programs produced in and around the Town of Mammoth Lakes. The Measure R Fall award provided \$8,051 of funds to purchase 30 barricades. These funds will enable the Town to purchase 30 additional barricades for special event organizers. In addition, the barricades are used for other events outside of Mammoth Trails groups such as the Jazz Jubilee and Bluesapalooza. A partnership and coordinated effort is already in place and will be continued for the use, management and storage of the requested equipment.

PROJECT BUDGET

Mammoth Trails Measure U 2012 Budget

Crowd Control Rotocade Plastic Barricades (30 units, \$195ea plus logo and shipping) = **\$7,000**

PROJECT EXECUTIVE SUMMARY

Mammoth Trails

In the summer of 2008, six Mammoth-based outdoor recreation organizations signed on to the Mammoth Trails Charter, creating a confederation of user groups that seeks to accomplish the following:

- + Engage with trails and public access issues and events
- + Provide timely, reliable outdoor recreation amenity information
- + Serve as a volunteer resource for stewardship
- + Enhance and protect the outdoor recreation amenities we all enjoy, while fostering strong relationships between user groups and increasing awareness and understanding of multiple uses **Page 10 of 13**

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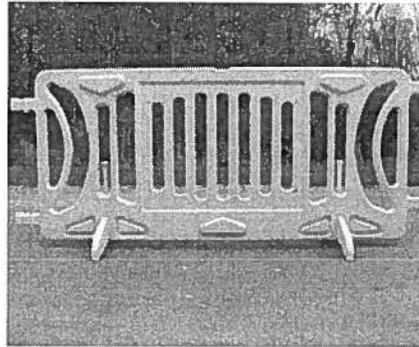
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DEPARTMENTS

- Barricades
- Bollard Covers, Column Wraps, Corner Guards
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- Channelizers
- Crowd Control
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- Facility Safety
- Floor Safety Mats
- LED Signs
- Parking Curbs & Speed Bumps
- Parking Lot Products
- Radar Speed Signs
- Road Barriers
- Road Markers
- Roll Up Signs
- Safety Accessories
- Safety Eyewear & Headgear
- Safety Fences
- Safety Lights
- Safety/Security Mirrors
- Safety Vests & Apparel
- Sand Bags
- Signs, Bases, Stands
- Sign Stands
- Tapes, Flags, Rope & Paint
- Traffic Cones
- Wheel Chocks
- Work & Safety Gloves
- Work Zone Safety
- Clearance Products

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RotoCade(™) Display Style Barricade



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0

Item Number: RC01
 Please call for your shipping quote

Size/Color

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Detailed Description

Our RotoCade barricades are oversized for extra safety and effectiveness. Each barricade measures 86in long (96in hinge-to-hinge) x 42in high (44in standing height) when deployed and creates an extremely durable and highly visible barrier. Additional height prevents barricade jumpers from unauthorized crossings and aids security. Each RotoCade barricade has an oversized display area for signage and graphics and may be personalized with your logo, facility, or event information. An integrated rotating foot design allows panels to stack flat for storage and transport and panels may be filled with water or sand for greater ballast. Due to their added height and stability, these barricades are perfect for hanging banners and flags.

RotoCade(™) Display Style Barricade - Available at Traffic Safety Warehouse. [Sign up](#) to be informed of special offers for this product and other safety supplies.

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