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MAY 01 2013
Town of Mammoth Lakes
RECREATION DEPARTMENT



2012 MEASURE R FALL APPLICATION FORM

APPLICANT INFORMATION

Name of Organization:	Town of Mammoth Lakes
Type of Organization (non-profit, HOA, Govt.):	Government
Contact Person:	Peter Bernasconi / Dennis Rottner
Organization's Address:	PO Box 3778, Mammoth Lakes
State / Zip:	California, 93546
Office/Cell Phone Number:	(760) 709-2159
Email Address:	pbernasconi@ci.mammoth-lakes.ca.us
Internet Address:	

PROJECT SUMMARY

- | | |
|-------------------------------|--|
| 1. Name of Project: | Whitmore Park Fence Project |
| 2. Project Category: | Recreation |
| 3. Project Start / End Date: | Summer 2013 |
| 4. Project Type: | Facility Barbwire Fence and Cattle Guard Project |
| 5. Measure R Funds Requested: | <u>\$28,600</u> |

SECTION 1 – PRELIMINARY QUALIFICATIONS

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

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

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

RECSTRATS II – Implementation Strategy

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

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

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

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

Parks and Recreation Master Plan

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

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

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

- 1) Page 5: Values, Vision, and Goals
- 2) Page 6: Goal 4
- 3) Page 6: Tasks (Bullet 3, 4 & 5)
- 4) Page 8: Community Vision (items 1, 2, & 4)

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

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

If YES, please cite:

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

Priorities:

1. Finish Parks, Trails and Recreation projects that remain incomplete.
2. Plan for the future.

Principles:

1. Emphasis on visitor-driving projects.
2. Emphasis on cooperative efforts that significantly leverage Measure R funds.
3. Provide community benefits.
4. Projects must cite recommendations from the Parks and Recreation Master Plan (PRMP), the Trail System Master Plan (TSMP), and RecStrats II - Implementation Strategy.

Priority: *Finish Recreation Projects*

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

Priority: *Plan for the Future*

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

Principle: *Visitor-Driving*

As an integral part of Mammoth’s aim to become a premier high-altitude training destination, the Mammoth Track Project and the programming around it will bring many new visitors to Mammoth Lakes through events organized by our schools, recreation clubs, and businesses, and through visitors’ initiative

to travel to Mammoth because of our reputation as the ideal high-altitude training ground. Examples include AYSO soccer tournaments and Youth Football that these organizations have said they'll be able to host. The High School's soccer team held their CIF semi-final soccer match in Mammoth, an event that was not possible before because we did not have a regulation-size field. This was a very well-attended inaugural event!

Principle: Leverage Measure R Funds

The Mammoth Track Club, as the sole fundraiser for the project, secured in equal amounts private funds and public funds to cover the cost of construction. The first phase of the project successfully leveraged private funds, grants and in-kind services along with the Measure R and U funds secured for the project. This approach continues for the future phase(s).

Principle: Provide Community Benefits

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

Principle: Fulfills Parks and Recreation Master Plan and RecStrats.

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

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

Please see ATTACHMENT A: "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 ATTACHMENT B: "Project Executive Summary."

SECTION 2 - PROJECT DESCRIPTION

1. **Project Location**

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

Whitmore Recreation Area: 575 Benton Crossing Road

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

If YES, Please provide documentation of approval

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

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

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

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

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

Yes, Public Works Engineering will prepare Contract and Bid documents for the construction project. The Community and Economic Development Department will prepare a Notice of Determination update of the environmental document for the fence. The Project will also require approval by the Mono County Planning Department and the City of Los Angeles. These approvals are not expected to be controversial.

Planning	\$3,000
Public Works	\$2,500
Advertising	<u>\$ 900</u>
	\$6,400

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

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

Yes	Construction	\$25,000
	Contingency	<u>\$ 3,600</u>
	Total	\$ 28,600

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

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

NO – previously funded.

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

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

No.

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

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

NO

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

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

Yes, The fence will be advertised for bids.

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

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

NO

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

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

YES - \$1,500,000 Measure U, Measure R, and General Funds.

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

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

YES for this specific request.

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

The addition of the fence will provide a more pleasant experience for users and eliminate the need to pick up cow pies.

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

The Town will provide oversight of the new fence....and cattle

SECTION 3 - PROJECT BENEFITS

1. Describe how your project/service provides a measurable community benefit (incremental visits, revenue, etc.) to the residents and visitors of Mammoth Lakes?

The Park is not fenced to keep open range cattle from entering the park. The existing ball fields are fenced and the synthetic track is fenced but the seating, shot-put, and long jump are outside the fenced area. The area around the track and these outside facilities will be irrigated which will attract cattle to the park. A portion of the barbed wire fence was relocated with the Track project but the park is not entirely fenced. The past several years there have been a number of cattle that have entered the park area and created a mess with cow pies.

Fencing the entire site will prevent cattle from entering the park and protect facilities from cattle dung for damage from trampling plants and irrigation.

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

- The completion of the Mammoth Track Project will position Mammoth Lakes as 'the' place in the nation for high-altitude training, especially, but not only, for runners.
- The High School's soccer team held their CIF semi-final match that was very well-attended. This event was not possible before because we did not have a regulation-size field.

- Many more elite athletes will be able to put Mammoth on their list of training sites because of the addition of the track, bringing with them their full entourage of coaches and support crew, and possible media coverage to the town. For example, the Oregon Track Club, an elite athletes' training group, has designated Mammoth Lakes as their high-altitude training site and are currently training here now for several months. Without the track facility, the whole team could not train here because the shorter distance runners had to have a track to train on. With the entire team being able to travel here to train, the club is more likely to come here more often and stay longer.
- The Mammoth Track Club will be able to attract more elite athletes to select Mammoth Lakes as the training headquarters (where they choose to live and train here full-time). This will enhance Mammoth's reputation on the world stage as one of the top places to train. Through this reputation, non-elite athletes will be attracted to visit the place where the elites run!
- The Town receives valuable press through unpaid media stories covering the professional athletes who train here.
- By offering new training options to the significant number of schools/teams that already travel to Mammoth, it will enhance the training experience to ensure return trips by these athletes, and possibly extend stays, that generate revenue for all types of businesses, and TOT and Measure R & U Funds for the Town to the benefit our community.
- Running on a track is not just for runners; multitudes of other athletes use running as a core component to their training. Having the track will further open the door to these athletes -- at all levels of ability. For example, skiers and snowboarders will have a great place for off-season training and conditioning.
- The facility will offer a site for all types of programs and creates limitless opportunities for meets, events and tournaments (track & field, road races, triathlons, biathlons, etc) that residents will enjoy and will bring visitors to town. The High Sierra Striders has gone from hosting 2 events to offering 9 events, with at least 1 event each month throughout the summer running season.
- The synthetic infield, which may be used by all types of athletes, will allow a site for soccer tournament play or multi-school football scrimmages not previously possible. AYSO will be able to host tournaments not possible now because we lacked a regulation-size field and easily draw upon the existing membership that travels to Reno for such events. Additionally, the Striders will pursue developing relationships with professional soccer teams, promoting the site as a perfect high-altitude training center.
- Mammoth Lakes' high school students will be able to join their school's track team and workout on a track for the first time in many, many years. These students, too, will be able to learn the many life lessons afforded through participation in sports and perhaps secure track & field scholarships to support their continuing education. In fact, the athletic director at the high school anticipates over 30 kids using the facility **every day** during the school year. We also anticipate the students from Lee Vining and Bishop will be using the track for practices.
- Our young soccer players will not have to travel long distances to practice when snow covers existing in fields in Mammoth (they travel to Big Pine) and they will be able to compete at home because we now have a regulation-size field. And other the student-athletes from other local towns can travel to Mammoth to compete or practice on a regulation-size field.
- There is great potential for offering running camps for athletes of all ages – from grade-schoolers to retirees – who will be able to experience all that Mammoth has to offer and learn how to enjoy of their favorite outdoor endeavor here. Individuals and groups inside and outside of Mammoth are planning running camps for this summer.

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

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

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

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

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

With the addition of the new track and infield, Mammoth Lakes may now convincingly claim its position as the premier high-altitude training destination, most specifically for distance running. With the addition of the track, Mammoth Track Club will be able to more effectively recruit and retain elite runners and put on the podiums in major competitions across the globe. With the addition of the new track and field, the elite group of professional athletes of the Oregon Track Club will now make training for extended periods of time in Mammoth Lakes an integral part of their athletic regimen. With the addition of the new track and field and the 'buzz' the project created, the group hosting the San Diego Half Marathon is bringing a major event (Mammoth Half Marathon) to Mammoth. The High Sierra Striders will have new events each month of the summer to attract more and more new visitors our community. And what we see repeatedly is that once visitors experience what we have to offer, they want to come back again and again and stay longer and longer.

Of course, the community – our local businesses (retail, lodging and restaurants), organized sports groups, and our schools' youth sports programs -- will have opportunities to benefit economically from residents' and visitors' use of the facilities. By bringing visitors to our community for special events, such as soccer tournaments, football passing leagues, and invitational track meets, additional business/revenues will be generated throughout town.

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

Specifically, the benefits of this funding request will enhance the existing use, and drive new usage to the facility.

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

Elevate your fitness.....stay on track!



After 5 years of effort, Mammoth Lakes now offers a world-class running track and synthetic turf infield. We're so very pleased and we're taking just a little time to celebrate this good thing in Mammoth!! We're very appreciative of all of the support we received from the Recreation Commission over these past years.

Attachment A - PROJECT CONCEPT PLAN

The concept plan is as follows:

Barbed Wire Fence and Cattle Guard:

1. Install 2,300 feet of barbed wire fence to completely surround the park, a 24 foot wide cattle guard at the entry, pedestrian access at the main park entry, 3 gates at the other access points. The fence will have the aluminum reflectors as required by Fish and Wildlife Service for Sage Grouse protection.

Attachment B - PROJECT EXECUTIVE SUMMARY

OVERVIEW

The Whitmore Track and Sports Field is located 6 minutes (6 miles) south of Mammoth Lakes, just off US HWY 395 on the Benton Crossing Road, and adjacent to the Whitmore Pool. The facility typically operates from April 1 – November 1 each year (weather permitting) between sunrise and sunset.

This stunning facility is the culmination of a successful public/private partnership between The Town of Mammoth Lakes and the newly expanded Mammoth Track Club (incorporating the High Sierra Striders running club). The Whitmore Track and Sports Field is an all-weather, 9-lane polyurethane running track, with a full-size synthetic turf infield that will serve to enhance Mammoth Lakes' reputation as the premier high-altitude training destination for a multitude of endurance sports and recreation.

At a cost of \$2.3 Million, construction began for Phase 1 of this facility on July 9, 2012, and was completed on November 17, 2012. Phase 2 includes the construction of a sports building, paved parking lot, field lighting, a decomposed granite path with fitness stations around the track, an open-air picnic pavilion and an entry sign. Funding for this facility was acquired from Measure R, Measure U, grants, industry sponsors, private donations, and local youth sporting organizations. Fundraising for Phase 2 is underway, however, the construction timeline has yet to be finalized.

MEASURABLE COMMUNITY BENEFITS

Completing the perimeter fence around the park will help control the open range cattle and keep them out of the park. Without the fence, cattle are able to enter the park to eat the irrigated landscape areas around the seating, long jump and shot-put areas. The rest of the park facilities are fenced but when a gate is left open cattle can create quiet an unfortunate mess that is not conducive to sports and recreation.

MEASURE R FUNDING REQUEST

The funding request is as follows:

A. Whitmore Fencing Project:	Construction	\$25,000
	Contingency	\$ 3,600
	Total	\$ 28,600