



2013 MEASURE R FALL APPLICATION FORM

APPLICANT INFORMATION

Name of Organization:	Mammoth Track Club
Type of Organization (non-profit, HOA, Govt.):	non-profit 501 (c)(3)
Contact Person:	Rita Kirkeby or Andrew Kastor
Organization's Address:	PO Box 5068, Mammoth Lakes
State / Zip:	California, 93546
Office/Cell Phone Number:	760 805-4889 Rita Kirkeby 760 937-2406 Andrew Kastor
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Internet Address:	www.mammothtrackclub.com

PROJECT SUMMARY

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| 1. Name of Project: | Mammoth Track Project |
| 2. Project Category: | Recreation |
| 3. Project Start / End Date: | Phase 2: November 2012 start; November 2017 |
| 4. Project Type: | High Jump Landing Kit, High Jump Shelter,
Long Jump/Triple Jump Mesh Cover,
Set of hurdles with Carts, Set of Starting Blocks
with Cart |
| 5. Measure R Funds Requested: | \$52,190.70 |

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 Mammoth Track Club 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?

If YES, please cite:

Yes, the Mammoth Track Project fulfills the “Principles and Priorities” established by the Recreation Commission for the 2013 Fall Measure R funding cycle.

Priority: Finish Recreation Projects

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 Mammoth Track Club will continue to lead the fundraising efforts by pursuing Measure R and Measure U funding, as well as to continue to aggressively seek funds from all other sources (e.g., private individuals, corporations, recreation and sports groups, foundations, public/private grants) in order to pay for Phase 2.

Principle: Visitor-Driving

As an integral part of Mammoth’s aim to become a premier high-altitude training destination, the Mammoth Track Project and the programming around it will bring many new visitors to Mammoth Lakes through events organized by our schools, recreation clubs, and businesses, and through visitors’ initiative to travel to Mammoth because of our reputation as the ideal high-altitude training ground. For example, the Mammoth Track Club had the following events this past summer 2013: Mammoth Track Relays in May; a 12-hour track run in June; a runner’s clinic for the Mammoth Half Marathon in June; the Footloose Freedom Mile and an ascent up Mammoth Mountain in July; the Footloose/ChartHouse 10k/5k in August;

Ned's Rock Race and a 1-week runners' camp in September. Mammoth High School may be able to host a track meet.

Principle: Leverage Measure R Funds

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

Principle: Provide Community Benefits

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

Principle: Fulfills Parks and Recreation Master Plan and Recstrats.

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

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

Please see the attached "Project Concept Plan."

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

Please see the attached "Project Executive Summary."

SECTION 2 - PROJECT DESCRIPTION

1. Project Location

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

Whitmore Regional Park at 575 Benton Crossing Road

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

If YES, Please provide documentation of approval

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

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

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

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

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

No

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

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

No

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

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

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

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

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

No.

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

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

This is not anticipated at this time.

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

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

This is not anticipated at this time.

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

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

Yes, the High Jump landing pad, Long Jump Pit cover, and hurdles can be managed by the Mammoth Track Club and Mammoth High School Track Team volunteer hours when needed.

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

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

No.

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

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

Yes.

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

Yes, the impact will be such that national and international High Jump, Long Jump/Triple Jump, and hurdle athletes will have the proper amenities to train at the Whitmore Track Facility. Right now we know of two major track teams that want to come here to train, Oregon Track Club and a European team. Both teams know Mammoth and love to train here. Having the high jump landing pad, Long jump/Triple Jump pit cover, and hurdles would make it possible for them to bring their entire team for an altitude training camp. It would be necessary to have the High Jump Landing Pads, and uprights, High Jump Shelter, set of 80 hurdles with carts and starting blocks and cart to hold a competition.

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

The Town of Mammoth Lakes, in coordination and collaboration with Mono County, will maintain the new facilities as part of their ongoing maintenance of Whitmore Recreation Area.

SECTION 3 - PROJECT BENEFITS

1. Describe how your project/service provides a measurable quality of life benefit to the residents and visitors of Mammoth Lakes?

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

- 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. The number of athletes could increase if this equipment was available for training.
- Many more elite athletes will be able to put Mammoth on their list of training sites because of the addition of the high jump pad, long jump and triple jump pit, and hurdles. Bringing with them their full entourage of coaches and support crew, and possible media coverage to the town. For example, the Oregon Track Club, an elite athletes' training group, has designated Mammoth Lakes as their high-altitude training site and will be training here for several months starting February. Without the track and field facility, the whole team could not train here, 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 Town receives valuable press through unpaid media stories covering the professional athletes who train here.
- 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 train!
- The facility will offer a site for all types of programs and creates limitless opportunities for track meets, events and tournaments (track & field, road races, triathlons, biathlons, etc.) that residents will enjoy and will bring visitors to town. The Mammoth Track Club has gone from hosting 2 events to offering 9 events, with at least 1 event each month throughout the summer running season.
- 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. In countless ways that build exponentially, the Mammoth Track Project will enhance the economic viability of our community and the many existing and emerging organizations in town.
- There is great potential for offering 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.

- Mammoth Lakes' high school students will be able to join their school's track team and train for their field events at the same facility. Currently, there is no local high jump pit for the team to train on. (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.
- 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 Mammoth Track Club plans to hold all-comer meets weekly, invitational track meets, and specialty programs, such as High Jump and or Long Jump, Triple Jump clinics, for locals and visitors of all levels of ability. Our local aspiring athletes will have the opportunity to learn new sports (e.g., high jump, Long Jump, Triple Jump) not previously possible.

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 Mammoth Track Club. With the addition of this new equipment, Mammoth would be able to host invitational track meets, as well as a local high school meet. College, elite, and Olympic hopefuls would be able to train in their field events.

With the addition of the new High Jump Landing pad, Long jump/Triple Jump cover, Hurdles and starting blocks, Mammoth Lakes may now convincingly claim its position as the premier high-altitude training destination. With the addition of the new track and field equipment, 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. The Mammoth Track Club 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, , 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.

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

We now have a great facility for running and we would like to encompass field events to attract more athletes to train at our facility. Currently our local athletes must travel 90 miles round-trip to Bishop in order to practice the high jump. Offering a facility where both runners and field event athletes can train together would allow better use of the facility and attract more athletes. If our local youth athletes could have the opportunity to train with elite athletes at this facility, this could improve their future opportunities for competition at a collegiate level. This additional equipment will help us get closer to the goal of hosting a local track meet.

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

Below is local Mammoth Lakes High School athlete, Amanda Kirkeby. She finished 3rd in Desert/Mountain League Championships in the high jump event in 2013.



Amanda Kirkeby, Mammoth High School

Photo: Chris Powell

Attachment 1 - PROJECT CONCEPT PLAN

The current Long Jump/Triple jump covers are heavy panels and take four athletes to lift and remove each section. It is recommended to have a weighted mesh cover on the Long Jump/Triple Jump pit to easily access it for practice during the track season. This will allow the athletes more time practicing their event and help prevent injury from lifting the heavy covers on a daily basis.

Weighted Long Jump Mesh Pit Cover



In order to train properly for the High Jump event, athletes need to be able to practice with proper uprights and High Jump Landing Pad.

High Jump Landing Pad with uprights and pole



High Jump Pit – 24' 4" x 12' x 28"
Including 2" Top Pad & VTX 1000 Anti- shift Velcro- Fastening System
Weather Cover for HJ Pit

It is also recommended to have a High Jump Shelter to protect the landing pad from weather, allow controlled use, and allow best use of practice time, as well as prevent injury moving equipment. It will also, reduce the amount of labor needed to set up and take down the High Jump Landing Pad.

High Jump Shelter



High Jump Pit Shelter cover – 24' 4" x 12' x 28"

International Hurdle (80 hurdles) would be needed for 8 lanes to host an event.

International Hurdle



To place the hurdles around at the various locations, a hurdle cart is needed. This cart can be wheeled around the track with little effort.

Hurdle Cart



Starting blocks would be needed to host a track meet.

Starting Blocks



Starting Block:
8 starting blocks

To get starting blocks to the start area, a starting block cart is needed.
This cart can be wheeled to the start area of track with little effort.

Starting Block Cart



Starting Block Cart

Attachment 2 - PROJECT EXECUTIVE SUMMARY

Project Executive Summary

The introduction of this new equipment to this facility would enhance Mammoth Lakes' reputation as the premier high-altitude training destination for many collegiate, elite, and Olympic hopefuls; it would also benefit our local youth in the Eastern Sierras. We currently have a high number of colleges and high schools already traveling to Mammoth Lakes for distance training; with the additions of High Jump Landing Pad, Long Jump/Triple Jump, hurdles, and starting blocks there is the potential to attract a larger group of athletes for high altitude training for the spring track season. The number of athletes training could significantly increase if this field equipment were available for training. It also brings us a step closer to hosting a track meet in Mammoth Lakes.

The items being requested (High Jump Package, High Jump Shelter, mesh cover for Long Jump/Triple Jump, hurdles and carts, starting blocks and cart) will help not only athletes coming to Mammoth to train at high altitude, but also will also benefit the local youth athletes and Mammoth Track Club. Offering this additional equipment to the current Mammoth Track Project would get us closer to Phase 2. Currently our local athletes must travel 90 miles round-trip to Bishop in order to practice the high jump. Furthermore, this new equipment would offer opportunities to host clinics, for athletes in these field events. Hosting clinics could bring top collegiate, elite, and Olympic hopefuls together to train at this facility. It could also be an opportunity to attract high schools to camps and high altitude training sessions for field events in addition to the already popular distance training.

In recognition of the Eastern Sierra's special attributes, one of the Town's top priorities identified by through RECSTRATS II is establishing Mammoth Lakes as the premier high-altitude training center in the country. With the addition of this new equipment, Mammoth Lakes will convincingly fulfill that goal for track and field athletes.

Thank you for your consideration to bring this facility up to its potential.

Funding Request:

High Jump Package (1)	\$9,995.00
High Jump pit shelter covers	\$7,295.00
Long/Triple Jump Mesh Cover	\$995.00
Hurdles & Carts (80)	\$15,440.00
Starting Blocks & Cart (9)	\$4,070.00
Shipping & Handling	\$8,000.00
Tax	\$3,450.00
Contingency (6%)	\$2,945.70

Total Funding Request: \$52,190.70