



**MAMMOTH LAKES RECREATION**  
**Allocation Committee Meeting**  
**Tuesday, May 10, 2016 @ 8am**  
**Mammoth Lakes Tourism & Recreation Building Conference Room**  
**2520 Main Street, Mammoth Lakes, CA**  
[mammothlakesrecreation.org](http://mammothlakesrecreation.org)

Mammoth Lakes Recreation Committee Members may participate from a teleconference location if the meeting notice has been published in advance at the site of the meeting and the location that they will be calling in from as the site needs to be accessible to the public. Note: Members of the public may attend the open-session portion of the meeting from a teleconference location, and may address the Board during any one of the opportunities provided on the agenda for public comment.

NOTE: In compliance with the American with Disabilities Act, if you need special assistance to participate in this meeting, please call (760) 934-4932. Notification 48 hours prior to the meeting will enable MLR to make reasonable arrangements to ensure accessibility to this meeting. (28CFR 35.102-35.104 ADA Title II)

NOTE: All comments will be limited by the Chairperson to a speaking time of five minutes.

### **ROLL CALL**

Committee Members: Teri Stehlik (C), Danna Stroud & Drea Perry

### **PUBLIC COMMENT (On items not on the Agenda)**

### **ADMINISTRATIVE ITEMS**

1. Approval of the Agenda
2. Approval for Committee Meeting Minutes dated April 26, 2016.
3. Review and make modifications to the first draft of the MLR allocation strategy
4. Schedule the next meeting of the Allocation Committee

### **COMMITTEE MEMBER REPORTS**

### **REQUEST FOR FUTURE AGENDA ITEMS**

### **ADJOURNMENT**

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted in the Mammoth Lakes Tourism and Recreation Showcase not less than 72 hours prior to the meeting dated this 4<sup>th</sup> day of May, 2016.

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Rich Boccia, MLR Executive Director

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**April 26, 2016, Mammoth Lakes Recreation Board Meeting Minutes  
Mammoth Lakes Tourism and Recreation conference room, 2520 Main Street,  
Mammoth Lakes, CA 93546**

### **ROLL CALL**

Chair Teri Stehlik called the meeting to order at 4: p.m. at the Mammoth Lakes Tourism and Recreation conference room, 2520 Main Street, Mammoth Lakes, CA 93546. Present: Drea Perry, Danna Stroud and Teri Stehlik (C) Guest: Mark Deeds

### **PUBLIC COMMENT**

None.

### **ADMINISTRATIVE ITEMS**

1. Approval of agenda.
2. Minutes from March 22 and April 11 (M Stroud, S Perry, 3-0)
3. Create an allocation strategy:
  - a. Executive Director Rich Boccia recommended that we decide what the next step should be for the allocation of Measure R and U funds
  - b. Teri Stehlik explained the new process for Special Events funding, which will now be through the Town general fund, with Chamber allocating the funds with a committee that will put together the strategy and partaking in the process. The rest of the committee provided input on what the process and why these changes are being made (less restrictive, less political, more focused on growth)
  - c. Mark Deeds, representing as Event producer, expressed his concerns about this transition away from Measure U funding, and the new process that may be put in place.
  - d. Stepping back and asking the question, where do we want to go from here for allocation strategy?
    - i. Agreement that money needs to be set aside from Measure R/U for special projects. What does the process look like?
    - ii. Proposals:
      1. Set aside \$50,000 for special projects (split between R/U)
      2. Art & Culture (U), Capital(R), and Special Projects(R/U) will be what remain
      3. What are the qualifications, is there a specific window of time?
      4. Contingency: not a free for all. Not the right word.
      5. Add the "whY" structured rationale on how a project can be funded
        - a. Homework on what are the 4 broad objectives

### **REQUEST FOR FUTURE AGENDA ITEMS**

- Next Steps: Meet May 10 Tuesday, 8:00 p.m.

### **ADJOURNMENT**

There being no further business to come before the Board of Directors, the meeting was adjourned at 5:35 p.m.

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P.O. Box 8562 • 2520 Main Street  
Mammoth Lakes, CA 93546

**MAMMOTH LAKES  
RECREATION**

(760)-709-0620  
mammothlakesrecreation.org

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**April 11, 2016, Mammoth Lakes Recreation Board Meeting Minutes  
Mammoth Lakes Tourism and Recreation conference room, 2520 Main Street,  
Mammoth Lakes, CA 93546**

Respectfully submitted,

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Lesley-Anne Hoxie  
Executive Assistant  
Mammoth Lakes Recreation



## Grant Allocation Strategy

Mammoth Lakes Recreation is a non-profit organization that is committed to preserving and enriching the quality of life for residents and visitors by providing Measure R and U funding to develop and support recreation, arts and culture programming, mobility, capital projects and special projects.

There are **four broad objectives** that are elements of this strategy:

1. Create a sense of community pride in Mammoth Lakes and increase the quality of experience for both guests and residents
2. To support recreation, arts and culture programming, mobility, capital projects and special projects that reflect the high quality image of Mammoth Lakes and contributes to the vitality and economic viability throughout the year
3. Stimulating the local economy by creating experiences and opportunities that;
  - a. Increase the number of visitors
  - b. Ensure that visitors have a high rate of intent to return and/or recommend others to visit
  - c. Increase lodging and sales tax collections
4. To support the Town of Mammoth Lakes Town Council goals and objectives as aligned with the Mammoth 2025 Strategic Plan

## Grant Allocation Categories

1. Arts & Culture Programming (Restricted Measure U Funding)
  - a. Increases participation in passive and active arts and cultural experiences by adult, youth and diverse populations
  - b. Programs that cultivate local artists
  - c. Exposure to a diversity of arts and cultural experiences, including nationally known and emerging talent
2. Capital Projects: (Restricted Measure R or U Funds)
  - a. The creation or an upgrade of a facility or amenity to support recreation, arts and culture
3. Special Projects: (Restricted Measure R or U Funds)
  - a. Innovative ideas that support the development of recreation, arts and culture and are aligned with the four broad objectives

## Applicant Eligibility Requirements

The Allocation Committee will consider grant applications from organizations or agencies meeting the following eligibility requirements:

1. Conduct activities and programs consistent with the four broad objectives.

2. Serve people living or working in the town of Mammoth Lakes.
3. Organizations or agencies awarded a grant in the prior year's grant round that do not submit a progress report with their current grant application, are ineligible for the current year grant cycle or for continued funding. Organizations are ineligible for all future year grants until the delinquent progress report is submitted along with a letter of explanation.
4. Organizations or agencies awarded a grant must publicize the grant in any press releases, publications, or brochures and the appropriate logos.
5. Organizations or agencies that request \$20,000 or more must submit their last financial audit or outside financial review with their application or must be prepared to seek an outside financial review during the upcoming year.
6. Arts and Culture Programming: (Restricted Measure U Funding)  
Grants for arts and culture program funding will be reviewed on annual basis. The applicant will be responsible for submitting an application to the Allocation Committee for review and possible funding. It is expected that each grant proposal has matching funds through other grants, sponsorships or in-kind contributions. Arts and Culture programming grants may be considered for multiple years funding, not to exceed three years, with required annual performance reviews to support funding for an additional year which may be adjusted based on the review by the Allocation Committee.
7. Capital Projects: (Restricted Measure R & U Funding)  
The Allocation Committee will entertain request for funds to support capital projects which would be further considered by the MLR Board of Directors if deemed appropriate by the Allocation Committee. Any requests for funds to support a capital project will require a complete business plan. MLR has crafted a recommended template to support this endeavor by the applicant.
8. Special Projects: (Restricted Measure R & U Funding)  
The Allocation Committee will entertain request for funds to support special projects which would be further considered by the MLR Board of Directors if deemed appropriate by the Allocation Committee. Any requests for funds to support a special project will require a complete business plan. MLR has crafted a recommended template to support this endeavor by the applicant.

## Review Criteria

The Allocation Committee will use the following criteria to review applications. These criteria are not exclusive, and the Allocation Committee reserves the right to use its own best judgment when making final grant awards.

Priority is given to:

- **Well-run, financially sound** organizations or agencies
  - For example, strong board participation and stable management, diverse source of revenues and earned income opportunities.
- Organizations or agencies whose mission and proposed project address a current and **proven public benefit** for people living, working, and/or visiting in Mammoth Lakes.

- Applicants that demonstrate **strong community support** for their organization or agency and its projects and activities.
  - For example, diversity of other funding sources and community resources; number of diverse participants in the program, project or organization, including local residents on their board if it is a non-profit organization.
- Organizations that show an **effective and efficient delivery of program services**.
  - For example, greater than 60% of the organization expenses are spent on program services for the community.

### **The Grant Application Process**

Mammoth Lakes Recreation is a non-profit organization that is committed to preserving and enriching the quality of life for residents and visitors by providing **limited funding** to support the development and enhancement of recreation, arts and culture programming, mobility, capital projects and special projects.

The Event Rating Criteria (**Attachment A: Event Definitions and Evaluation Criteria**) will be used to evaluate all proposals with respect to how they are aligned with the four broad strategies that are outlined in the strategy. Each applicant will select one of the categories when they submit their proposal and will be evaluated based on the criteria as aligned with that category.

**All applications are required to be submitted electronically through the MLR website Grant Allocation Application not later than Friday, February 3, 2017 for the 2017-2018 fiscal years.** Qualifying applications will be reviewed by the Allocation Committee starting the week of February 6, 2017 with awards being announced the week of February 20, 2017.

To qualify for funding review, the application must support the four broad objectives outlined in the strategy and meet the following requirements:

1. The activity or program must take place predominately in the Town of Mammoth Lakes.
2. Applications must be complete, providing all information and attachments as requested on the application form. Late or incomplete applications will not be reviewed or considered for funding.
3. Applicants must request a specific dollar amount and a brief description as an element of the executive summary of how the requested funds will be utilized.
4. Funding allocations will be dispersed only to the entity whose name appears on the application.
5. All Town of Mammoth Lakes permits, insurance and other documents required for production of the project or activity must be filed under the name of the producer as it appears on the funding application.

### **Accountability**

All producers receiving funding will be expected to complete and submit a Performance Report (**Attachment B: Performance Report**) within thirty (30) days after the completion of your project or activity or thirty (30) days prior to the opening of the grant funding cycle.

### **Funding Disbursements**

Funding allocations will be released after starting the third week in March of the calendar year following the return of the signed Letter Agreement which will be generated by the Town of Mammoth Lakes.

**Mammoth Lakes Recreation**

**2017 Grant Allocation Application**

**Applications are due on Friday, February 3, 2017 for the 17-18 fiscal year**

**All applications are required to be submitted on the web based application**

**Applications that are late, incomplete or are not submitted through the web based application will not be accepted for review by the Grant Allocation Committee**

**Please select the one project category:**

	Category 1	Arts & Culture Programming
	Category 2	Capital Projects
	Category 3	Special Projects

Name of the Project

Proposed Date(s)

Amount of Funding Requested

**Producing Entity**

President or Executive Director

Name and title of person completing the application

Business Address

Mailing Address

**Contact Information**

Office Phone

Cell Phone

Email

Organization Website

**Organization's Tax Status (check on box) – do we need this?**

<input type="checkbox"/>	Non-Profit (501 C-3)	Federal EIN Number:
<input type="checkbox"/>	Does this project benefit a charity and if so, please name:	
<input type="checkbox"/>	Not-For-Profit (501 C-6)	Federal EIN Number:
<input type="checkbox"/>	Does this project benefit a charity and if so, please name:	
<input type="checkbox"/>	For Profit	Federal EIN Number:

**Project Description**

Mission Statement

What is the public benefit for this project?

Is this a new or existing project or activity? If existing, please describe the location(s) in previous years and the number of years that it has been produced.

Please provide a detailed description of the projects goals, activities and outcomes.

**Budget**

Provide a detailed project budget proposal, including anticipated revenues and expenses, along with previous funding sources, matching funds, sponsorships and in-kind donations. **(Attachment C: Budget)**

Attachment A: Event Definitions and Evaluation Criteria

Attachment B: Performance Report (To be submitted 30 days after the completion of the project)

Attachment C: Budget



**Attachment A: Grant Category Definitions and Evaluation Criteria – to be created**

DRAFT

**Attachment B: Performance Report**

This form must be completed and submitted within thirty (30) days after the completion of your project or thirty (30) days prior to the opening of the grant funding cycle, based on the calendar date of the event.

Name of Organization or Agency Reporting

Contact person & title

Phone	Email Address
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Project Name

Amount of Grant Award

Amount of Grant not spent to date

Purpose of Grant (Restate from the application)

Have there been any changes to your organization's IRS tax status since you were awarded this grant? (If yes, please explain)

Please describe the progress made towards meeting your stated goals, activities and outcomes that you outlined in your application.

If you did not meet your expected outcomes, what modifications are you going to make for this project to continue to be funded?

Please confirm the number of people that were involved in this project or activity?

Number of participants	
Number of volunteers that supported the project	
Number of project staff	

Please describe how you recognized the Town of Mammoth Lakes, Mammoth Lakes Recreation and any other sponsors of this project or activity.

Please provide an illustrative "real life" story about an individual that was positively affected by this project or activity.

If you are planning to continue this project or activity what are your plans for sustaining or expanding this project or activity? And if you have decided to discontinue the program, what factors led to that decision?

**Attachment C: Budget**

Income			
(A) Funding Source	Amount	(B) In-Kind Source	Amount
	<b>Total:</b>		<b>Total:</b>
<b>Grand Total Income (A) + (B) =</b>			
Expenses			
Category		Amount	
	<b>Total Expenses</b>		
	<b>Total Income</b>		
	<b>Total Expenses</b>		
	<b>Profit / Loss</b>		

03.16.16  
 04.01.16  
 04.27.16

Renew. Revitalize. Rediscover.