



**MAMMOTH LAKES RECREATION
Allocation Committee Meeting
Tuesday, July 26, 2016 @ 8am
Mammoth Lakes Tourism & Recreation Building Conference Room
2520 Main Street, Mammoth Lakes, CA
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 & Juliana Olinka

PUBLIC COMMENT (On items not on the Agenda)

ADMINISTRATIVE ITEMS

1. Approval of the Agenda
2. Approval for Committee Meeting Minutes dated July 20, 2016
3. Review and make modifications to draft 5.1c 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 21th day of July, 2016.

Rich Boccia, MLR Executive Director



July 20, 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 8:00 p.m. at the Mammoth Lakes Tourism and Recreation conference room, 2520 Main Street, Mammoth Lakes, CA, 93546. Present: Drea Perry, Juliana Olinka, Danna Stroud and Teri Stehlik (C)

PUBLIC COMMENT

Mark Deeds submitted an email for public comment regarding the removal of special events funding from the Measures R&U allocation strategy document.

ADMINISTRATIVE ITEMS

1. Approval of agenda
2. Minutes from June 20, 2016, (M, S, 2-0)
3. Discussion on Special Events draft document created by the Town.
 - a. Important to be aware of this document and how it aligns or compares with MLR allocation strategy for programming, capital projects and special projects.
 - b. There is a reference in the document about Economic Development strategy—what document is this in reference to? What DRCEDS document? Has the latest DRCEDS been adopted?
4. Review of the draft MLR allocation strategy, 5.1b
 - a. Review what changes were made since the last Allocations meeting, plus modification from the MLR Board.
 - b. Cleaning up the document: Changes made to naming conventions for clarity, and other unclear aspects of the document modified.
 - i. The programming and event definitions were further defined
 - ii. Definitions of the three categories was enhanced

REQUEST FOR FUTURE AGENDA ITEMS

- Next meeting for Wednesday July 27, 2016

ADJOURNMENT

There being no further business to come before the Board of Directors, the meeting was adjourned at 9:30 p.m.

Respectfully submitted,

Lesley-Anne Hoxie,
Executive Assistant, Mammoth Lakes Recreation

Allocation Strategy

Mammoth Lakes Recreation (MLR) is a non-profit organization that is committed to preserving and enriching the quality of life for residents and visitors by ensuring the strategic use of Measures R, U, and additional funding sources to develop and support recreation, arts and culture, mobility, capital projects and special projects.

Broad Objective: "Allocations will be invested to create, implement and support a branded high performance destination that includes a thriving arts & culture community and enhanced recreation opportunities."

Allocation Categories

- Allocations will support the MLR Strategic Plan and be aligned with MLR's Priority Phase Projects which will determine the % of funding to be allocated by category on an annual basis.
 - Allocation categories are based on the review of accepted or adopted town planning documents and recommended by the MLR Board of Directors.
1. Programming:
 - a. Support and increase opportunities for participation by diverse populations in enhanced recreation and/or arts & culture experiences
 - b. Support diverse recreation and arts & culture experiences, including nationally known talent and emerging trends
 - c. Programming allocations may be considered for multiple years funding, not to exceed three years. Annual performance reviews are required for continued funding.
 2. Capital Projects:
 - a. All phases of a capital project to support recreation, arts & culture including;
 - i. Planning
 - ii. Financing
 - iii. Construction
 - iv. Operations and Maintenance
 3. Special Projects:
 - a. Innovative projects that support the development and/or enhancement of recreation, arts & culture and mobility.

For the purposes of clarity, MLR allocation strategy defines events and programs as follows:

- Event = something that occurs in a particular place; a one-time function
- Program = something that occurs over a season or a year; multiple occurrences

Allocation Eligibility/Requirements (As mandated by Measures R and U ordinances – appendix D)

Submission of an application does not guarantee funding. To qualify for funding review, the application must support the **one broad objective** and meet the following requirements:

1. The applicant will be responsible for submitting an application to the Allocation Committee for review and possible funding.
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 explain how the requested funds will be utilized.
4. Applications must provide a brief description of the project and how it meets the four broad objectives.
5. Allocations will be dispersed only to the entity whose name appears on the application (see the Gift of Public Funds).
6. All permits, insurance, and other documents required for the requested allocation must be filed under the name of the producer as it appears on the application.
7. The project must take place predominately in the Town of Mammoth Lakes and benefits its residents and visitors.
8. The project is not duplicative in nature and funding does not
9. Legal language - supplant a present town project.
10. **Programming:** Programming allocations may be considered for multiple years funding, not to exceed three years. Annual performance reviews are required for continued funding.
11. **Capital Projects (community assets):** All requests for funds to support a capital project will require a complete business plan to include feasibility, construction, operations and maintenance budgets (See appendix for recommended template).
12. **Special Projects:** One-time funding to support special projects.

Priority is given to:

- Allocation proposals that have matching funds, sponsorships or in-kind contributions
- Well-run, financially sound organizations or agencies
 - For example: strong board participation and stable administration, reliable source of revenues, and earned income opportunities.
- Organizations that have a proven history of effective and efficient delivery of program services.
- Proposed project address an identified public benefit for people living, working, and/or visiting in Mammoth Lakes.
- Projects that have been publically vetted and can demonstrate strong community support
- Incomplete capital projects that are aligned with the with the MLR strategy document.

Allocation 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.

Organizations or agencies awarded a funding in the prior year's grant round that do not submit a progress report with their current application, are **ineligible** for the current year cycle, or for continued funding. Organizations are ineligible for all future funding until the delinquent progress report is submitted along with a letter of explanation.

Organizations or agencies awarded a funding must publicize the grant in any press releases, publications, or brochures and display and acknowledge the appropriate funding source logos.

Organizations or agencies 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.

The Rating Criteria (**Attachment A: Evaluation Criteria**) will be used to evaluate all proposals with respect to how they are aligned with the one broad objective 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 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.

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 thirty (30) days prior to the opening of the allocation 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 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	Programming
	Category 2	Capital Projects
	Category 3	Special Projects

Name of the Project

Proposed Date(s)

Amount of Funding Requested

Producing Entity and Contact Information

Name of Organization

President or Executive Director

Name and title of person completing the application

Organization's Mission Statement

Organization Website

Business Address

Mailing Address

Office Phone

Cell Phone

Email

Organization’s Tax Status (check on box)

<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"/>	For Profit	Federal EIN Number:

Project Description

What is the public benefit for this project?

How does this project create a sense of community pride in Mammoth Lakes and increase the quality of experience for both guests and residents by investing in capital facilities, infrastructure and programming?

How does this project support recreation, arts and culture, mobility, capital projects or special projects that reflect the high quality image of Mammoth Lakes and contribute to the vitality and economic viability throughout the year?

How does this project stimulate the local economy by creating enhanced experiences and opportunities that drive and support visitation and business growth?

How does this project support the Town of Mammoth Lakes Town Council’s goals and objectives?

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: Evaluation Criteria

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

Attachment C: Budget

Appendix D: Measure R Ordinance and Measure U Ordinance

Attachment A: Evaluation Criteria

<i>Benefit</i>	<i>Notes</i>	<i>R</i>	<i>U</i>
Visitor Driving/Economic Impact			
Enhances a Public Facility			
Enhances Public Transit			
Planning for Future Facilities			
Maintenance of New/Expanded Facilities			
Matched or Leveraged Funding			
Partnerships, Coordination, Shared Resources			
Sustainability			
Enrich Community Life and/or			
Long Term Benefit/Value to the Community			
Does Project Require Funding			
Readiness of Project			

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
Total:		Total:	
Grand Total Income (A) + (B) =			
Expenses			
Category	Amount		
	Total Expenses		
	Total Income		
	Total Expenses		
	Profit / Loss		

Attachment D:

Measure R Ordinance No. 08-01

An ordinance of the Town of Mammoth Lakes imposing a one-half percent transaction and use tax for the purpose of funding recreation trails and parks, to be administered by the State Board of Equalization.

Measure U Ordinance No. 10-04

An ordinance of the Town Council and people of the town of Mammoth Lakes, State of California, repealing municipal code Section 3.44.180, and extending the utility users tax at the tax rate of 2.5% for the purposes of planning, construction, operation, maintenance, programming and administration of facilities and projects for mobility, recreation, and arts & culture.

07.15.16

Renew. Revitalize. Rediscover.

DRAFT