



Allocation Committee Meeting

Tuesday, March 22, 2016 @ 4pm

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

PUBLIC COMMENT (On items not on the Agenda)

ADMINISTRATIVE ITEMS

1. Approval of the Agenda
2. Work through the first draft of the grant allocation strategy and develop the next steps in this process
3. 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 15h day of March, 2016.

Rich Boccia, MLR Executive Director



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 funding from multiple sources such as Measures R and U, Town General Fund and other sources to develop and support recreation, events, arts and culture programming, capital 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, events, arts and culture programming, capital and special projects that reflect the high quality image of Mammoth Lakes and contributes to the vitality, economic viability and animation throughout the year
3. To establish a single point of contact for events administration
4. 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

Mammoth Lakes Recreation shall support the Town of Mammoth Lakes Town Council goals and objectives as aligned with their strategic plan. The functions of MLR shall include but not limited to employing a seasonal employee as the project manager, to review applications, collecting data to evaluate the success of the application, coordinate a community calendar, and make recommendations for the execution of contracts.

Grant Allocation Categories

1. Signature Events
 - a. Take place over a period of time or several days
 - b. Attract destination visitors from outside the region, and continue to be a strong stimulus for the lodging, restaurant and retail community
 - c. Nationally or regionally recognized competitions or cultural events that are representative of the Mammoth Lakes brand as a world-class destination
 - d. Leverage community contributions with major sponsors
2. Community Building Events
 - a. Celebrate major holidays and important community events, and to preserve the heritage and traditions of our community
 - b. Provide for a better quality of life for residents
 - c. Attract people to Mammoth Lakes, but the event may not have a strong ability to attract major sponsors but does have an economic impact on the community

3. Arts & Culture Programming
 - 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
4. Capital Projects:
 - a. The creation or an upgrade of a facility or amenity to support recreation, arts and culture
5. Special Projects
 - a. Innovative ideas that support the development of recreation, arts and culture and are aligned with the four broad objectives

Applicant Eligibility Requirements

Mammoth Lakes Recreation will consider grant applications from organizations 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. Qualified as a 501(c) (3) of (6) tax-exempt organization under the Internal Revenue Code or operating as a local government or one of their subsidiaries.

Applicants without 501(c) (3) or (6) status, but which have applied to the IRS for such status, may apply. Receipt letter from the IRS of application is required at time of the grant application. However, if awarded a grant, funds will not be released to the organization until the 501(c) (3) status has been conferred.

Applications without 501(c)(3) of (6) status, but which are operating under an organization qualified as a 501(c)(3) or (6), may apply separately if they have their own advisory board and have the written consent of the qualified organization. In that case, the application must contain a letter of agreement between the two organizations, which sets forth the responsibilities of each organization. An operating relationship is one in which the two organizations have an ongoing or intended relationship with each other. In no case shall the organization holding 501(c) (3) or (6) status charge the other organization a fee for acting as the fiscal agent of more than 8% of the total grant awarded.

4. Organizations 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. Organizations are ineligible

for all future year grants until the delinquent progress report is submitted along with a letter of explanation.

5. Organizations awarded a grant in the prior year's year round **are required** to participate in guest data collection, which may include survey collection by an outside group.
6. Organizations awarded a grant must publicize the grant in any press releases, publications, or brochures.
7. Organizations 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.
8. Some of the categories will have a cap on funding with a diminishing sliding scale over a three year period with an expectation that all events are self-sustaining in five years. The scale is as follows:

| | | |
|---|-------------|------------------------|
| Category 1 - Signature Events Category 2 - Community Building Event Category 3 - Special Projects | | |
| | Years 1 & 2 | 30% of operating costs |
| | Years 3 & 4 | 20% of operating costs |
| | Year 5 | 10% of operating costs |

9. Arts and Culture Programming:
Grants for arts and culture program funding will be reviewed on annual basis. The applicant will be responsible for submitting an application to the Grants 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 Grants Committee.
10. Capital Projects:
The Grants 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 Grants 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.

Review Criteria

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

Priority is given to:

- **Well-run, financially sound** organizations.
 - For example, strong board participation and stable management, diverse source of revenues and earned income opportunities.

- Organizations whose mission and propose 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 organizations and its projects.
 - 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.
- 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.
- Events and programs that are **scheduled during the shoulder seasons** which is defined as after Labor Day and before Memorial Day

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 of events, arts and culture programming 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, May 13, 2016 for the 2016-2017 fiscal years. Qualifying applications will be reviewed by the Grants Committee starting the week of May 16, 2016 with awards being announced the week of May 23, 2016. Be advised that funding allocations are not final until they have been approved by the Town of Mammoth Lakes Town Council at their first meeting in June with applicants being notified by June 1, 2016. *(The goal is to align the grant allocation process with the fiscal year, July 1 through June 30. The application process would open and close during the month of February, 2017 for the 2017-2018 fiscal years and would occur once annually.)*

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

1. The event 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.
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 must be filed under the name of the producer s 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 30 days of the completion of the project or 30 days prior to the opening of the grant funding cycle, based on the calendar date of the event.

Funding Disbursements

Funding allocations will be released after the first of the new calendar year, January 1, following the return of the signed Letter Agreement which will be generated by the Town of Mammoth Lakes. *(Future funding will be aligned with the State fiscal budget year July 1 through June 30 and the disbursement date will be adjusted.)*

Mammoth Lakes Recreation

2017 Grant Allocation Application
Applications are due on Friday, May 13, 2016 @ 4pm for the 16-17 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 | Signature Events |
| Category 2 | Community Building Events |
| Category 3 | Arts & Culture Programming |
| Category 4 | Capital Projects |
| Category 5 | 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)

| | | |
|--------------------------|---|---------------------|
| <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: | |

Project Description

Mission Statement

What is the public benefit for this project?

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

Please provide a detailed description of the project and its activities.

Where will the project be located within the Town of Mammoth Lakes? Please list the specific venues that you plan to utilize, including dates and times, and whether or not you have contacted them to confirm availability. The project producer is responsible for booking and securing any necessary venues.

| |
|--|
| |
|--|

Tell us about the projected number of people that will be involved in this project: **(Categories 1, 2, 3 &5)**

| | |
|--|--|
| Number of participants anticipated | |
| Number of volunteers needed to support the project | |
| Number of project staff | |
| Total number of projected local spectators/ attendees | |
| Total number of projected visitor spectators/ attendees | |

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

DRAFT

Attachment A: Event Definitions and Evaluation Criteria

... Rich's work over the week of March 5 through 12 ... when dad takes his afternoon naps ☺

DRAFT

Attachment B: Performance Report

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

| |
|--------------------------------|
| Name of Organization Reporting |
|--------------------------------|

| |
|------------------------|
| Contact person & title |
|------------------------|

| | |
|-------|---------------|
| Phone | Email Address |
|-------|---------------|

| |
|--------------|
| 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 501 (c) 3 or 501 (c) 6 since you were awarded this grant? (If yes, please explain) |
|---|

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

Please confirm the number of people that were involved in this project: **(Categories 1, 2, 3 &5)**

| | |
|--|--|
| Number of participants | |
| Number of volunteers that supported the project | |
| Number of project staff | |
| Total number of local spectators/ attendees | |

| | |
|--|--|
| Total number of visitor spectators/ attendees | |
|--|--|

Please elaborate on your actual outcomes as described and outlined in the previous two questions and if you did not meet your expected outcomes what would you do differently in the future for this project to continue to be funded?

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

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

If you are planning to continue this project what are your plans for sustaining or expanding this project? 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 | |

re-creation = the refreshment of strength and spirit

DRAFT