



# MAMMOTH LAKES RECREATION

## Mammoth Lakes Recreation 2018-2019 Allocation Strategy

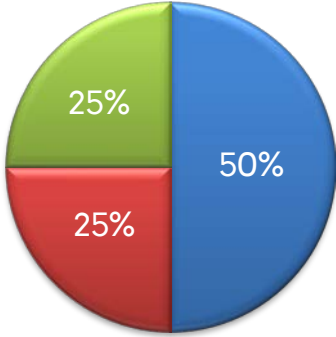
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**BROAD OBJECTIVE:** Allocations will be recommended or funds invested to create, implement and support a branded high performance destination that includes a thriving arts & culture community and enhanced recreation opportunities.

**GUIDING PRINCIPLES:** In pursuing its mission and goals, MLR adheres to the following four basic principles...

- 1. Quality of Life:** MLR operates under the basic premise that creating and enhancing the broadest possible range of quality, sustainable recreation opportunities in and around Mammoth Lakes, California, improves the quality of life, experience, and general health and wellness of residents and visitors alike, making our community an ever better and ever more viable place to live, work, invest, and do business.
- 2. Public Benefit:** MLR works to support, develop and recommend funding for projects and programming that are accessible and available to the broadest number of community stakeholders.
- 3. Sustainability:** In order to sustain quality recreational benefits and amenities for present and future generations, MLR works to support, develop and recommend funding for projects and programming that complement the natural landscape and environment, provide year-round opportunities, and are demonstrably sustainable in the long term, economically, socially and environmentally.
- 4. Stewardship:** MLR understands recreation to be the gateway for understanding and caring for the precious landscape, public lands, and community values that underpin the economy of Mammoth Lakes, California, and the quality of life and experience for all its residents, visitors and other stakeholders.

<b>ALLOCATION PROCESS</b>	<b>ALLOCATION OVERVIEW</b>
Purpose	Allocations will support MLR Strategic Plan, Priority Phase Projects
Supplant	No allocation will be awarded that would supplant existing or current town projects
General Eligibility Requirements	<ul style="list-style-type: none"> <li>➤ Must offer an economic opportunity for the community with the potential to attract or retain residents and/or increase visitation to the region.</li> <li>➤ Public Use: infrastructure must be open and available to the public and must be in Mammoth Lakes or under the TOML management.</li> <li>➤ Must align with the above stated Broad Objective</li> </ul>
Allocation Categories	<ul style="list-style-type: none"> <li>➤ Programming</li> <li>➤ Capital Projects</li> <li>➤ Special Projects</li> </ul>
Allocation Submission Period	<ul style="list-style-type: none"> <li>➤ Applications Submitted - February annually</li> <li>➤ Application Review – March annually</li> <li>➤ MLR Recommendation to Council - April annually</li> <li>➤ Town Council Award or Deny – April annually</li> <li>➤ Funds will be disbursed by the TOML contingent upon the completion of all legal requirements</li> </ul>
Application Basics	Check list provided – complete & provide required documents including a project budget (Appendix A), along with all support materials. Incomplete applications will not be reviewed.

<p><b>Match Component</b></p>	<p>Given as a 50/50 match. At least 25% of the total must be a cash match; the other 25% may be in-kind.</p> <div data-bbox="492 275 1502 957" style="border: 1px solid black; padding: 10px; text-align: center;"> <p><b>MLR 50/50 Funding Match</b></p>  <p>■ MLR Ask          ■ 25% Organization Cash Match (Minimum)          ■ 25% In-Kind Donations (considered towards MLR ask)</p> </div>
<p><b>Multi-Year Awards</b></p>	<ul style="list-style-type: none"> <li>➤ A <b>new program</b> may not apply for multiple year funding until their second year producing the program <i>as a program and not a Special Project</i>.</li> <li>➤ A <b>multi-year program</b> awardee must submit an annual Performance report that is accepted and approved by the MLR Board and contingent upon available funds for every year that the multi-year Award is granted.</li> <li>➤ A <b>multi-year program</b> awardee must submit an annual Program Budget and Organization Budget for every year that the multi-year award is granted.</li> <li>➤ A <b>multi-year program</b> awardee must submit an annual programming schedule for every year that the multi-year award is granted.</li> </ul>
<p><b>Contract / Reporting Requirements</b></p>	<ul style="list-style-type: none"> <li>➤ <b>Performance report</b> – final report, must be submitted within 45 days of the project completion to apply for additional funding in a successive funding cycle.</li> <li>➤ <b>Progress report</b> – interim report, must be submitted at time of allocation process if the project has not been completed from the previous funding cycle. If a project spans multiple years, a progress report must be submitted annually.</li> </ul>

## Glossary of Terms

**Allocation** – Funds being recommended by MLR for approval by Town Council from Measure R & U, or approved by MLR for applications not funded by the “R & U” restricted funds.

**Awarded** – Final approval by the Town Council for recommended Allocation by MLR.

**Project Budget** - Appendix A – completed by Applicant and submitted with Application. Budget outlines the Measure R, or U funds being requested, matching funds to be raised, in-kind funding being provided, and uses of funds.

**Matching Funds** – (Example: \$10k budget, of which \$5k would need to be a cash match from outside sources, the additional \$5k may be in-kind services. This is required for the Application to be awarded.

**In-Kind Services**– Donation of goods or services towards the Project completion. Up to 25% of the total project budget &/or Allocation award may be in-kind services.

**Use of Funds** – How both cash and in-kind will be utilized towards the project completion, also known as project costs.

**Measure R** – May be used for planning, construction, operation, maintenance, programming and administration of all trails, parks and recreation facilities managed by the TOML without supplanting existing parks and recreation facility maintenance funds.

**Measure U** – May be used for planning, construction, operation, maintenance, programming and administration of facilities and projects for mobility, recreation, and arts & culture, may not supplant existing funds used for the purposes set forth above.

**Public/Community Benefit** – A Program or Project that adds to the community culture, lifestyle and/or well-being of the locals and/or visitors.

**Economic Benefit** – benefit that can be quantified in terms of money generated, such as net income, revenues, etc., related to the Town of Mammoth Lakes.

**YTD** – Year to Date

**P & L** – Profit and Loss

**POC** – Point of Contact. The staff person who manages all communications for the organization (Newsletter, social media platforms, email blasts, organization updates, etc.)

**PR** –Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

## 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 recommended or funds invested to create, implement and support a branded high performance destination that includes a thriving arts & culture community and enhanced recreation opportunities.”**

**Strategic Pillars: Mammoth Lakes is a vibrant and growing community of common values when it comes to recreation. In order to leverage these common values into tangible outcomes, MLR bases its organizational efforts on four foundational pillars—Investment, Partnership, Entrepreneurship and Development—grouped around a fifth and central pillar of community Advocacy.**

### 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.
- Proposed allocations may not supplant previous existing or current town projects
- Allocation categories are as follows:
  1. Programming:
    - a. Support and increase opportunities for participation by diverse populations in 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. Performance is reviewed on an annual basis for continued funding.
    - d. Measure U funding for fiscal year 2018-2019 is \$115,000.
  2. Capital Projects:
    - a. All phases of a capital project to support recreation, arts & culture, and mobility including;
      - i. Planning
      - ii. Financing
      - iii. Construction
      - iv. Operations and Maintenance
  3. Special Projects:
    - a. One time funding for an innovative project that supports the development and/or enhancement of recreation, arts & culture and mobility.
    - b. Funding for fiscal year 2018-2019 is \$50,000 (\$25k from Measure U and \$25k Measure R) the cap will be reviewed and set on an annual basis.
    - c. Special Projects are not restricted to the same allocation deadline as Programming and Capital. (See Eligibility #10)

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 C) Submission of an application does not guarantee funding. To qualify for funding review, the application must support the **MLR Allocation Strategy Broad Objective** and meet the following requirements:

Eligibility:

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. Applicants must provide a brief description of the project and how it meets the Broad Objective.
5. No allocations will be awarded that may appear as a Gift of Public Funds (Appendix D).
6. The project must take place predominately in the Town of Mammoth Lakes and benefit its residents and visitors.
7. Proposed allocations may not supplant previous existing or current town projects (Appendix D).
8. **Programming:** Programming allocations may be considered for multiple years funding, not to exceed three years. Annual performance reviews are required for continued funding.
9. **Capital Projects (community assets):** All requests for funds to support a capital project will require a complete business plan to include feasibility, construction, and operations and maintenance budgets
10. **Special Projects:** One-time funding for innovative projects. These applications are on-going with applications for potential funding being submitted to the MLR Executive Director by the 10<sup>th</sup> of each month. These will be reviewed based on available funding.

Requirements:

1. All permits, insurance, and other documents required for the requested allocation must be on file.
2. Organizations or agencies awarded a funding in the prior year's grant round that do not submit a Performance 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.
3. Organizations or agencies awarded funding must publicize the allocation in any press release or publication—print or digital-- and display and acknowledge the appropriate funding source logos (Appendix E). A style guide will be provided.
4. Organizations or agencies must submit their most recent financial statements for current and prior year, as well as due diligence documents with their application.
5. There is a 50/50 match component for all categories with a mandatory 25% cash match and the other 25% may be in-kind services.
6. Marketing is NOT considered a legitimate expenditure for Measure R or U funds.

Priority is given to, but not required:

- Allocation proposals that have matching funds, sponsorships, or quantifiable in-kind contributions.
- Organizations or individuals that have a proven history of effective and efficient delivery of program services.
- Proposed project addresses an identified public benefit for people living, working, and/or visiting in Mammoth Lakes.
- Projects can demonstrate strong community support.
- Incomplete capital projects that are aligned with the MLR strategy document.

### Allocation Process

- Funding Applications will be available electronically by February 1st of each year.
- **All applications are required to be submitted electronically through the MLR website. Applications must be submitted by 5pm on February 28th of each year to be considered for funding.**
- Special Projects may come in any month, and must be submitted on the 10<sup>th</sup> of the month, prior to the next MLR Board meeting. This will allow the Executive Director time to evaluate the application prior to the presentation to the Board.
- The Allocation Application window opens and will include a meeting with the stakeholders to review the application process. **Applicants are required to schedule a one on one conference with MLR staff to work through specific details of their application before February 20th.** The application window opens on February 1 and closes on February 28 of each year.
- Qualifying applications will be reviewed by the Allocation committee in March.
- The Evaluation Criteria (Appendix A) will be used to evaluate all proposals with respect to how they are aligned with the Broad Objective, outlined in the Allocation Strategy.
- Recommendations from the Allocation Committee will be presented to the MLR Board at their regular meeting in April for approval.
- MLR allocation recommendations will be presented at the April Town Council meeting for their review and potential approval.

### Accountability

All producers receiving funding will be expected to complete and submit a Performance Report within 45 days of the completion of the program or project (Appendix B: Performance Report).

Additional funding will not be considered until a Progress Report is received on a program currently in progress. (Appendix C: Progress Report)

Funds for future programs or projects will not be allocated until a prior funding cycle Performance Report has been received and approved.

All multi-year awardees must complete and turn in the following documents for review by the Allocation Committee in order to receive the following year's funds:

- Performance or Progress report (depending on program completeness)
- Program Budget
- Organization Budget
- Programming Schedule for the following year



**Funding Disbursements**

Funding allocations will be released after applicant’s submission of the signed Town of Mammoth Lakes Letter of Agreement.

If any allocated monies are not used, the remainder must be refunded to the Measure in question (R or U).

**Communications**

MLR will be in contact with the organization’s PR or Communications Point of Contact (POC) person. They will be provided with a communications toolbox as created by MLR and held responsible for updating MLR staff with photos, press releases, and changes/updates in their program schedule throughout the year.