



## 2013 MEASURE U SPRING FUNDING PRIORITIES

On December 5, 2012, the Mammoth Lakes Town Council re-affirmed the following ‘high level’ Town goals and priorities for the 2013 Measure U Spring Award.

### **Categories of Funding:**

1. Mobility
2. Recreation
3. Arts & Culture

The uses for Measure U funds were established on June 8, 2010 when the registered voters of Mammoth Lakes approved Ordinance No. 10-04. “The Ordinance states: *“On or after July 1, 2011 all proceeds of the tax and imposed hereunder shall be accounted for and paid into a special fund designated for use by the Town of Mammoth Lakes, and used only for the following purposes: Planning, construction, operation, maintenance, programming and administration of facilities and projects for Mobility, Recreation and Arts & Culture. Such tax proceeds shall not supplant existing funds used for the purposes set forth above.”*

### **‘High level’ Goals & Priorities:**

1. Economic Stimulus
2. High Impact
3. Ready to Go
4. Leverage
5. Plan for the Future

#### **1. Economic Stimulus**

To stimulate a challenging economy brought on by the great recession, low-snow fall (declining TOT/sales tax, etc.), and financial difficulties facing the Town of Mammoth Lakes, the Measure U Application Committee believes that economic stimulus should still be the highest goal of the 2012 Measure U Fall award. The desire to provide economic stimulus is consistent with the addition of a new draft DRCEDS strategy that was developed by the Economic Stimulus Council/Mammoth Lakes Events Coalition, in conjunction with the Planning Commission.

*“Promote Mammoth Lakes’ economic recovery through the creation of jobs; attraction and retention of new business; and stimulation of economic activity and investment.”*

## **2. High Impact**

‘Top Tier’ or long-lasting/sustainable projects that will have, and/or create high public visibility, brand awareness, advertising/promotional value, and enhance the Triple Bottom Line (social, environmental and financial performance) for Mammoth Lakes will be considered as high impact.

## **3. Ready to Go**

Considered as “Shovel Ready” by the Measure U Application Committee, projects that have completed feasibility studies (e.g. demand, cost and feasibility), and/or have funding, a business plan and approval for construction or implementation will be considered “Ready to go.”

## **4. Leverage**

Creating and utilizing partnerships or creating a synergistic relationship (people, money, resources) to produce a result not independently obtainable is considered a goal of the 2012 Measure U fall award by the Application Committee.

## **5. Plan for the Future**

The Measure U Application Committee understands that not all projects submitted are ready to go, have feasibility studies completed, or have sufficient funding, but know over time could enhance the very highest quality of life for our residents and the highest quality of experience for our visitors. As such, a goal of the Measure U fall award is to plan for the future by considering ‘Top Tier’ or long-lasting/sustainable projects that represent these qualities and attributes.