



2013 MEASURE U FALL FUNDING PRIORITIES

On November 6, 2013 Town Council approved the following 'high level' Town goals and priorities for the 2013 Measure U Fall 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:

- Economic Stimulus/Sustainability
- High Impact
- Ready to Go/Implementation
- Leverage
- Exists in current plans and studies

Economic Stimulus

To stimulate the Mammoth Lakes economy, the Measure U Application Committee believes that economic stimulus and sustainability should still be one of the highest goal of the 2013 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.”

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.

Ready to Go/Implementation

The Measure U Application Committee considers projects that are “Shovel Ready” or ready for implementation 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.”

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.

Exists in current plans and studies

Projects or programs considered for funding by the Measure U Application Committee must reside in an existing Town adopted plan or study.