

2016 MLR INTERIM FUNDING CYCLE FOR SUMMER SPECIAL EVENTS & PROGRAMMING

Scope and Instructions

At the request of the Mammoth Lakes Town Council, the Mammoth Lakes Recreation Board has created an interim funding cycle for awarding funding from Measure R and Measure U for all 2015 funding. This interim funding cycle will be **limited in scope and amount** and will serve as a stopgap for recreation, mobility, trails, parks and arts & culture funding until a new comprehensive application process is approved by Town Council.

SCOPE

- ❖ All MLR funding recommendations are subject to Town Council review and approval.
- ❖ Both capital and non-capital projects will be considered for funding. MLR reserves the right to not recommend funding for all projects.
- ❖ All funded projects receive a letter of engagement or contract from the Town of Mammoth Lakes and must produce a post-project performance report and review.
- ❖ **Fast Track Only.** MLR has produced a simplified *Funding Request Form* for this cycle. Consideration of complex or controversial projects that require additional study beyond the scope of the attached form will be deferred to a future funding cycle.
- ❖ **Leveraged Funding.** Town Council has tasked MLR with reviewing all relevant projects currently in the town pipeline and prioritizing funding recommendations once this interim funding cycle is complete. MLR will also publish a document detailing the strategic vision and reasoning behind its recommendations. This work is ongoing, but a core component of MLR's emerging strategic vision is the facilitation of better partnerships and coordination among town organizations and supporting projects that add long-term value to the community and develop shared resources for other groups, events or projects. This priority will figure prominently in the board's deliberations during this interim funding cycle.
- ❖ **No Marketing.** MLR supports the development of a collaborative marketing strategy for town events and is working with town partners to develop an effective solution. Marketing will therefore NOT be considered a legitimate expenditure for this limited-scope funding cycle.
- ❖ **Collective Transit.** MLR intends to fund trolley service for projects in collaboration with the Town of Mammoth Lakes. Please contact Grady Dutton at 760-934-8989 or gdutton@townofmammothlakes.ca.gov to coordinate trolley service for your project.

INSTRUCTIONS

1. Review the scope of this interim funding cycle carefully. Also study the attached workflow document for all due dates, meeting times, and information on public comment sessions and Q&As.
2. Fill out the attached Funding Request Form and be sure to include the required executive summary and project budget. Each project must submit separate Funding Request Forms.
3. Request Form and attachments must be received by **12 p.m. (noon) on Friday**,

November 6, 2015. Late applications will not be considered. It is the applicant's responsibility to confirm receipt.

4. You may submit your Request Form and attachments in three ways:
 - a) Email to info@mammothlakesrecreation.org
 - b) Mail to: PO Box 8562, Mammoth Lakes, CA 93546
 - c) Deliver in person to the MLR office at 2520 Main Street, Mammoth Lakes, CA 93546

FUNDING ELIGIBILITY

Mammoth Lakes Recreation will not fund the following:

- Events not open to the public
- Capital improvements (building or facility re-models) for your specific event
- Debt and deficit reduction
- Salaries, other compensation and employee benefits
- Business travel and entertainment
- Lobbying any public agency or office
- Organizations/events that receive current fiscal year line item budgetary support from the Town
- Events that do not directly benefit the Town of Mammoth Lakes
- Marketing

The Mammoth Lakes Recreation Allocation Committee will consider first year events or one-time event funding applications if a compelling reason for funding exists and directly benefits the Town of Mammoth Lakes.

RESPONSIBILITY OF THE FUNDING RECIPIENT

Funding recipients are required to:

- Submit a Performance Report within 90 days of the event or prior to the next funding cycle.
- Fulfill the requirements of the Town Special Event Permit.
- Acknowledge the Mammoth Lakes Recreation's funding level in sponsorship packages and inclusion of the Mammoth Lakes Recreation logo and Town of Mammoth Lakes logo on all printed material, website, and social media channels and if possible, any radio advertising. Staff will provide formatted logos and use requirements and will be required to review all material that includes the MLR logo.
- Have a plan for administering the required event survey (Staff, iPad, stationary/roaming, etc.).
- For small events: complete the minimum of 50 events surveys. Large events: survey 4% of your events participants. Staff will determine the size of your event.
- Conduct the event in an ethical manner while being good stewards and ambassadors of the Town.
- Abide by the requirements listed in the Wildlife Management Checklist, and submittal of a trash management plan as part of the event's Operations Plan, along with securing all the required permits.

MLR Funding Request Form

Applicant Information

Organization	
Contact Person	
Phone	
Email	
Address	
City, State, Zip	
Website URL	

Event Information

Event Name	
Request Amount	\$
Date Submitted	
Location	
Start Date	
End Date	
Website URL	

1. Does this project fall under one or more of the following categories?

Check the categories that apply:

- Recreation
 Trails
 Parks
 Mobility
 Arts & Culture

2. How many years has your event been produced?

3. How did this event sustain itself prior to Measure U funding?

4. Does this funding request replace previous or existing funding sources?

If so, please list all previous sources, amounts and operative years:

<i>Source</i>	<i>Amount</i>	<i>Year</i>

5. Is this a one-time funding request for this project? If not, please describe any future operations, maintenance or replacement costs:

6. Have you previously received funding from MLR, Measure R or Measure U? If so, please describe:

<i>Event Name</i>	<i>Dates</i>	<i>Amount</i>

7. Are all contingencies, permits, agreements and approvals in place for this project?
If not, please include a timeline in your Executive Summary (see #11).

8. Is this Event:

Private

Non-profit

Partnership. Please list all partners:

What non-profits benefit from your event, please list below:

1. _____

1. _____

2. _____

2. _____

3. _____

3. _____

9. Please list all other funding and income sources and amounts for this project (including in-kind services and volunteer):

<i>Funding and Income Source</i>	<i>In Kind</i>	<i>Amount</i>
PROJECT TOTAL:		

10. How many volunteer hours do you have working to support the event? (The estimated value of volunteer time for 2014 is \$23.07 per hour, according to the Independent Sector)

11. Please attach a one-page executive summary of your project. Include the following details:

- a. Project Description
- b. Target Markets
- c. Benefits to the Community
- d. Economic Impact
- e. Event Survey Results
- f. 2015 Attendance
- g. 2016 Projected Attendance

12. Please attach a detailed event budget for your event and a P&L from the previous year’s event. Please highlight which items Measure U funding will go towards. In compliance with gift of public funds, you will be asked to return all profits up to the amount awarded to the Town of Mammoth Lakes and submit a P&L.