

# Measure U

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## Grant Application Guide



Updated for FY 20/21  
200123

## Welcome

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*Thank you for your interest in applying for a Town of Mammoth Lakes Measure U Grant. Mammoth Lakes Recreation works closely with the Town of Mammoth Lakes to support programs designed to enhance sustainable recreation, arts and culture within the community.*

*We look forward to working with you throughout this application process. Please feel free to reach out at any time with questions.*

In this document you will find:

- [Application Guidelines](#)
- [Evaluation Objectives, Principles and Priorities](#)
- [Requirements and Accountability](#)
- [Funding Recommendation and Disbursement](#)
- [Important Dates](#)
- [Funding Match Requirements](#)
- [Measure R and U Ordinances](#)
- [MLR Contact Information](#)

## Application Guidelines

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1. The application for submission can be found [HERE](#), and is also available as a PDF on the “Community Building” page of the Mammoth Lakes Recreation website ([www.mammothlakesrecreation.org](http://www.mammothlakesrecreation.org)).

2. Make sure the program is appropriate for the grant funding source.

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.

3. Choose the appropriate application category.

### Programming

- Available Measure U funds for FY 20/21: \$166,000
- Support and increase opportunities for participation by diverse populations in recreation and/or arts & culture experiences
- Support diverse recreation and arts & culture experiences, including nationally known talent and emerging trends
- Multiple-year funding option (3 years)
  - A new program may not apply for multiple-year funding until their second year producing as a *Program*, not a *Special Project*.

### Capital Projects

- All phases of a capital project to support recreation, arts & culture, and mobility including: Planning, Financing, Construction, Operations and Maintenance
- Requires a complete business plan to include feasibility, construction, and operations and maintenance budgets.

### Special Projects

- Available Measure U funds for FY 20/21: \$25,000
- One-time funding for new and innovative projects that support the development and/or enhancement of recreation, arts & culture or mobility.
- Applications can be submitted at any time and will be reviewed at the next scheduled Mammoth Lakes Recreation Board meeting.

4. Complete all sections of the application and upload all attachments.
5. Applications are **DUE by February 28 by 11:59pm**. (\*Except for Special Projects which may be submitted at any time.)
6. It is strongly recommended that applicants schedule an application review with MLR

staff to work through specific details of their application. Applications cannot be revised once the application period closes.

7. Applications that are late, incomplete or are not submitted through the web-based application will not be accepted.
8. Qualifying applications will be reviewed by the MLR Allocations Committee in March. If selected to move forward, reviewed by TOML Town Council by June for final approval .
9. The [Evaluation Filter](#) will be used to evaluate all applications with respect to how they are aligned with the [Broad Objective, Guiding Principles and Priority Elements](#).

## Evaluation Objective, Principles and Priorities

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Mammoth Lakes Recreation is a 501(c)3 non-profit dedicated to enhancing recreation, arts, culture and mobility in the Eastern Sierra. MLR is committed to preserving and enriching the quality of life for residents and visitors through the strategic use of Measure R and U funds.

Applications will be evaluated for alignment with the following Broad Objective , Guiding Principles and Priority Elements:

### BROAD OBJECTIVE

Measure R & U Funds will be recommended or invested to create, implement and support a branded high performance destination that includes a thriving arts & culture community and enhanced recreation opportunities.

### GUIDING PRINCIPLES

#### *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.

#### *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.

#### *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.

#### *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.

### PRIORITY ELEMENTS

Organizations or individuals that have a proven history of effective and efficient delivery of programs.

Proposed project addresses an identified need and/or public benefit for people living, working, and visiting Mammoth Lakes.

Project demonstrates strong community support.

## Requirements and Accountability

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1. Applicants must match the Measure U Grant funding 1:1. A minimum 50% of the match must be cash and a maximum 50% of the match may be in-kind contributions. This is REQUIRED for the grant to be awarded. \*Examples in the [Funding Match Requirements](#) section.
2. Measure U Grants do not support events. Events and Programs are defined as the following:
  - Event: Occurs in a particular place; a one-time function
  - Program: Occurs over a season or a year; multiple occasions
3. Programs must be open and available to the public, take place predominately in the Town of Mammoth Lakes and benefit its residents and visitors.
4. Grantee will display logo and acknowledge Measure U in any print or digital publications. Style Guides are available and must be followed.
5. Grantee will create a Facebook event for each program with MLR as a co-host.
6. When using social media, Grantee will acknowledge funding partners by using #MeasureU and #MammothLakesRecreation
7. Marketing is NOT considered a legitimate expenditure for Measure U funds.
8. Programs may not supplant existing or current town projects.
9. It is the responsibility of the applicant to have all permits, insurance, and other documents required for the program on file.
10. Applicant must submit documentation of available cash assets and expenses.
11. Grantees must complete a [Progress Report](#) for a program this is still in progress during the open application period (February 1 -28).
12. Grantees must complete and submit a [Performance Report](#) within 60 days of the completion of the program or project. The Performance report is required in addition to the Progress Report.
13. Continued funding will not be considered until the Performance or Progress Report is received with appropriate documentation.
14. Grantees are ineligible for continued or future funding until the delinquent report is submitted along with a letter of explanation.

15. All Multi-Year Grantees must submit the following documents annually to remain eligible for funding:

- ⇒ Performance and Progress report
- ⇒ Updated Program Budget Workbook
- ⇒ Current Organization Budget
- ⇒ New Programming Schedule for the upcoming year

## Funding Recommendation and Disbursement

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- Applications are received and reviewed by the Mammoth Lakes Recreation Allocations Committee.
  - Applicants are encouraged to be present during the application review process and engage in dialogue with the Committee for any questions or clarifications.
  - These are public meetings announced through [TOML “Notify Me”](#).
- The MLR Allocations Committee makes funding recommendations to the MLR Board of Directors.
- A Public Hearing is conducted as required by Section 3.44.210 of the [Measure U Ordinance](#) (No. 10-04), followed by the funding recommendations of the MLR Board of Directors to the Town of Mammoth Lakes Town Council for final approval.
  - Applicants, as well as the general public, are encouraged to be present during the application review process and engage in dialogue with the Board for any questions or clarifications.
  - These are public meetings announced through [TOML “Notify Me”](#).
- Successful applicants will receive a Letter of Agreement from the TOML outlining the terms of the Grant.
- Funds will be released once a signed TOML Letter of Agreement is received.
- If any awarded grant funds are not used, the remainder must be refunded.
- \*\*Special Projects may be submitted at any time and will be reviewed at the next MLR Board meeting.



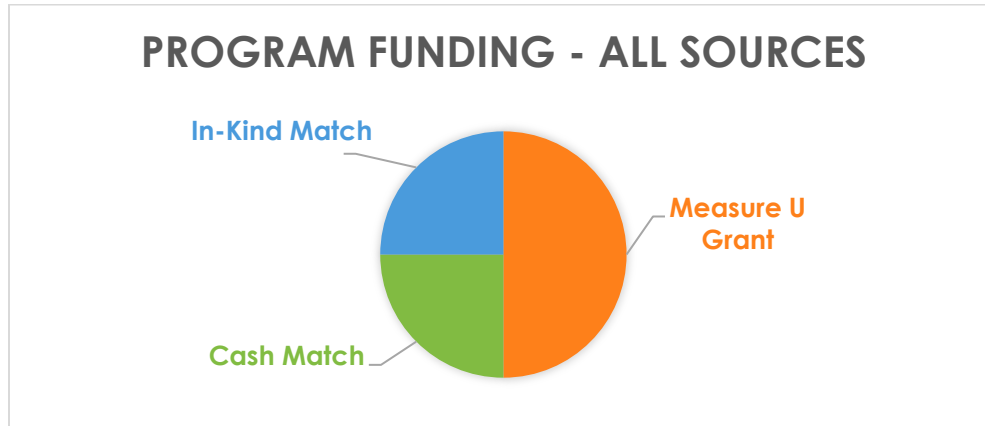
## Important Dates - 2020

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|-------------|--|
| January 29  | Informational Workshop (12-1pm; Mammoth Lakes Library)   |
| February 1  | Application opens  |
| February 11 | Informational Workshop (5:30-6:30pm; Mammoth Lakes Library)  |
| February 28 | Application closes   |
| March       | Application review by MLR Allocations Committee  |
| April/May   | MLR Board of Directors review of funding recommendations by MLR Allocations Committee and Public Hearing to make funding recommendation to TOML Town Council |
| June        | TOML Town Council review of funding recommendations by MLR Board of Directors  |
| June/July   | Award Letters of Agreement sent to successful applicants and funding dispersed   |

## Funding Match Requirements

Applicants must match the Measure U Grant award 1:1. A minimum 50% of the match must be cash (in-hand or committed) and a maximum 50% of the match may be in-kind contributions. This is REQUIRED for the grant to be awarded.



The amount of Measure U Grant funding available to a program is based on the amount the applicant can match. To figure the match/available funding, follow these steps:

1. Calculate the amount of cash-in-hand the program has available and/or committed.
2. Total the amount of in-kind contributions the program has.
3. Add together the cash-in-hand amount, and the in-kind contributions amount up to the amount of cash-in-hand.
4. This is the maximum available Measure U funding a program may apply for.

| CASH MATCH (IN-HAND) | IN-KIND CONTRIBUTIONS | CASH + ALLOWABLE IN-KIND | MAXIMUM GRANT FUNDING |
|----------------------|-----------------------|--------------------------|-----------------------|
| \$5,000              | \$5,000               | \$5,000 + \$5,000        | \$10,000              |
| \$5,000              | \$2,500               | \$5,000 + \$2,500        | \$7,500               |
| \$2,500              | \$5,000               | \$2,500 + \$2500         | \$5,000               |
| \$10,000             | \$8,000               | \$10,000 + \$8,000       | \$18,000              |
| \$7,000              | \$10,000              | \$7,000 + \$7,000        | \$14,00               |

Please note that the cash match must be cash-in-hand that is not from a Town of Mammoth Lakes source and documentation of funds and/or commitments is required at time of application.

## Measure R and U Ordinances

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The voters of Mammoth Lakes, by a two-thirds majority, supported two [Special Use Taxes](#) for the specific purpose of enhancing recreation, trails, parks, mobility and arts & culture.

Priorities for the strategic and effective use of Measure R and Measure U funds are established by [Mammoth Lakes Recreation](#) with recommendations to Town Council.

### **Measure R Ordinance No. 08-01**

The Measure R or “Mammoth Lakes Recreation, Trails and Parks Investment Initiative” *Ordinance No. 08-01* was adopted by Town Council on February 20, 2008, and approved by the voters on June 3, 2008. The Ordinance imposed a Transactions and Use Tax in the amount of one-half percent for the purpose of funding Recreation, Trails and Parks, to be administered by the State Board of Equalization.

Measure R is a special fund designated for use by the Town of Mammoth Lakes only for the planning, construction, operation, maintenance, programming and administration of all trails, parks and recreation facilities managed by the Town of Mammoth Lakes without supplanting existing parks and recreation facility maintenance funds. Please reference [TOML ordinance No. 08-01](#) for additional information.

### **Measure U Ordinance No. 10-04**

The Measure U or “Mammoth Lakes Mobility, Recreation and Arts & Culture Utility Users Tax Ordinance” was adopted by the Mammoth Lakes Town Council on March 17, 2010, and approved by the voters of the Town of Mammoth Lakes on June 8, 2010, repealing municipal code Section 3.44.180, and extending the utility users tax at the tax rate of 2.5% for the purposes of planning, construction, operation, maintenance, programming and administration of facilities and projects for mobility, recreation and arts & culture.

The [Measure U Ordinance \(No.10-04\)](#) 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.*

## MLR Contact Information

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Mammoth Lakes Recreation  
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### Programs Administrator

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