

Mammoth Lakes Town Council Agenda Action Sheet

Title: Resolution approving an application for the FY 21 ARPA Travel, Tourism, and Outdoor Recreation funding opportunity.

Council Meeting Date: 1/26/2022

Prepared by: Sandra Moberly, Community and Economic Development Director

Recommended Motion: Staff recommends that the Town Council adopt a resolution authorizing Town staff to submit an application for the FY 21 ARPA Travel, Tourism, and Outdoor Recreation funding opportunity.

Summary: The federal Economic Development Administration (EDA) has established a \$240 million competitive grant program to help communities that have been hardest hit by challenges facing the travel, tourism, and outdoor recreation sectors to invest in infrastructure, workforce, or other projects to support the recovery of the industry and economic resilience of the community in the future. The program can fund a variety of projects that support the development of travel, tourism, and outdoor recreation pandemic recovery strategies and the implementation of recovery projects, including in communities adjacent to National Park Service units, State Parks, National Marine Sanctuaries, and other natural destinations. Some examples of eligible projects include visitor serving amenities, outdoor recreation and trail infrastructure, cultural and tourism facilities, and workforce training facilities. The mandatory requirement is that all projects funded through this grant must support the travel, tourism, and outdoor recreation sectors and be consistent with CDC guidelines for safe travel. Another requirement of this funding source is that any projects funded as a part of this program must be part of the region's current Comprehensive Economic Development Strategy (CEDS) or an equivalent EDA-accepted regional economic development strategy meeting EDA's CEDS or strategy requirements. The recently updated Destination Resort Community Economic Development Strategy (DRCEDS) meets the EDA requirements and allows the Town to apply for this competitive funding.

Staff has met with EDA staff to review a number of potential projects to determine the projects that would be most competitive for funding and the EDA staff recommended that visitor-serving facilities in the North Village would be most competitive. The EDA funding prioritizes construction projects and staff has reviewed the potential construction projects in the North Village that meet the grant requirements and has determined that a second phase of the municipal parking lot in the North Village would meet the grant requirements and would be competitive due to the fact that well-developed plans exist for the project. Staff recommends that the Town Council direct staff to apply for grant funding for additional parking in the North Village.

The EDA grant requires 20 percent matching funds which would be up to \$200,000 for a project which will be \$947,040. The draft Town Council resolution includes language that commits the Town to funding the 20 percent match for the project.

If directed by Council staff will submit this grant application by the first rolling deadline of January 31, 2022.