



MAMMOTH LAKES RECREATION

**Fiscal Year 2022/2023
Measure U Grant Cycle**
Special Project Applications for FY21/22



**MAMMOTH LAKES
RECREATION**

2021/2022

SPECIAL PROJECT

Applications

Measure U Grant Application

Reference #	10910819
Status	Complete
Login Username	mammothchannel
Login Email	danmcconnell55@gmail.com
Category	Programming
Performance Period:	July 1, 2022 - June 30, 2023
Name of Program	Mammoth Channel Archive Project
Organization	The Mammoth Channel
Organization Mission Statement	To provide quality local programming about the area. To educate viewers of the natural history, earth sciences, and cultural history in the area. To provide weather and seasonal snow reports and information. To cover important community events. To provide affordable advertising to local and regional businesses. To educate viewers to respect their surroundings.
Program Dates or Range: (*Examples: 4/21-28/2022; November 2022 - March 2023; July 1, 2022 - June 30, 2023. **Final PERFORMANCE REPORT due within 30 days of program completion or end of performance period.)	July 1, 2022 - July 31, 2023
Program Description and Purpose	The Mammoth Channel began in 1980 under the umbrella of Mammoth Electric-Cable TV. For 20 years analog videotape was used to record local news and entertainment. The Mammoth Channel has over 1,000 hours of those videotapes that should be transferred to

a digital format. Edit the video into evergreen stories so it can be used as archive programming on the local channel.

The Mammoth Channel is an established local cable channel that currently runs a continuous loop of programming on Suddenlink Cable Channel 12.

Program details (timeline, dates, schedule, venue, etc.)

There are at least 4 formats of analog tape to transferred. 3/4", Hi8, VHS and DVCam.

There is not any fast way to do the transfer. It will take real time,

Re: One Hour tape, One Hour transfer time.

There are an estimated 1,000 tapes, or more ...

Logging tapes average 2 hrs per 1hr of video.

Editing time varies but on average 1hr editing time per 1 minute of programming.

All of the video needs to be edited and exported into a viewable file.

Exporting tapes to the cloud for storage takes real time.

DeliverablesPlease list separately and in detail the specific program deliverable and corresponding timelines for each. Use the green "+" sign on the right to add each deliverable. *You will need to state how each deliverable has been met when completing Progress and Performance Reports.

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Deliverable is edited video programs on The Mammoth Channel . Several businesses in town leave The Mammoth Channel on a public TV. Rental units are tuned to The Mammoth Channel automatically or by the maid services.

Describe how the program aligns with MLR's Guiding Principles (Public Benefit, Sustainability, Quality of Life, Stewardship) to enhance the community of Mammoth Lakes.

The public benefit of this project adds to the "quality of life" by preserving some of the history of the area. And, educates viewers to appreciate the area that they live or visit.

Measure U Funding Request (current funding cycle only)

20,000

Application is for	Multi-Year Funding
Funding Request per Year	
Year 1	
Amount	20,000
Year 2	
Amount	20,000
Year 3	
Amount	10,000
Will any other Town of Mammoth Lakes funding be used to produce this program?	No
Has this program received Measure U funding in the past?	No
Any other previous Measure U Grant Funds awarded for this program?	No
Has this organization received Measure R and/or U funding for other programs?	No
How many program participants are anticipated for this year?	
Attendees - Local	
Anticipated Participants	3
Attendees - Visitors	
Anticipated Participants	7,000
Volunteers	
Anticipated Participants	3
Paid Staff	
Anticipated Participants	3
Organizers	
Anticipated Participants	1
Is there a cost to participate in the program?	No

Is a cost to participate in this program anticipated for the future? Please explain.	No
Is the program(s) ADA compliant to all potential participants?	Yes
Organizations tax status.	For Profit
Federal EIN number or ID number:	N9248546
Program Budget Workbook	GrantProgramBudget.xlsx (161 KB)
Organization Current Year Budget	Mammoth_Channel_Budget.pdf (95 KB)
Organization Prior Year Budget	Mammoth_Channel_Budget.pdf (95 KB)
Organization Prior Year Tax Return/990 Form	Tax_Return.pdf (3.82 MB)
Point of Contact	Mammoth Lakes
Title	Owner
Email	danmcconnell55@gmail.com
Phone	7609372043
Are Business address and mailing address the same?	No
Business Address	452 Old Mammoth RD Suite 213
City	Mammoth Lakes
State	California
Zip Code	93546
Mailing Address	USPS Box 7905
City	Mammoth Lakes
State	California
Zip Code	93546
Website and/or Social Media	www.themammothchannel.com Facebook: easternsierralegacy.org Facebook: TheMammothChannel Twitch.tv/ themammothchannel
Last Update	2022-03-03 16:08:26

Start Time	2022-02-24 09:43:10
Finish Time	2022-02-24 10:33:13
IP	207.254.229.136
Browser	Chrome
Device	Desktop
Referrer	https://fs27.formsite.com/res/formLoginReturn