

## TOWN COUNCIL STAFF REPORT

Title: Fiscal Year 2024-25 Mammoth Lakes Recreation Measure U  
Programming Funding Recommendations

Meeting Date: April 2, 2025

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### **RECOMMENDATION:**

Adopt the Resolution Approving Measure U (Fund 217) Allocations for fiscal year 2024/25 Special Project and Programming funding recommendations.

### **BACKGROUND:**

Mammoth Lakes Recreation (MLR) is a non-profit organization that is committed to preserving and enriching the quality of life for residents and visitors by ensuring the strategic use of Measure R and Measure U to develop and support recreation, arts and culture, mobility, capital projects and special projects in Mammoth Lakes. MLR is the recommending body for Measure R and Measure U and conducts the allocation process annually with funding recommendations presented to Town Council for review, and approval as recommended or with modification.

The stated broad objective of the funding process is as follows: *“Measure R & U Funds will be recommended, or funds invested to create, implement and support a branded high-performance destination that includes a thriving arts & culture community and enhanced recreation opportunities.”*

### **ANALYSIS:**

The recommendation of specific allocations for special projects or programming is determined through an extensive review process. The FY24/25 Measure U Application Guide stated that the applications will be evaluated for alignment with the Broad Objective, Guiding Principles and Priority Elements of the MLR Strategic Plan.

The application period opened January 6 and closed January 31, 2025.

There were 12 applicants overall:

- 1 for FY24/25 Special Project Funding
- 9 for FY24/25 Programming Funding
- 2 applicants did not qualify as eligible

The MLR Allocations Committee had two scheduled public meetings on February 13 and 18, 2025 to publicly review applications and offer the applicants the opportunity to address the Committee. The February 13 meeting was cancelled due to a severe winter storm. All

applications were reviewed on February 18 and the Committee made recommendations on funding to present to the MLR Board.

MLR held a Public Hearing on March 18, 2025, where the Allocations Committee presented their recommendations to the full Board, and the applicants and public had the opportunity to comment. The Board voted to approve the Allocations Committee's recommendations. The detailed allocations are provided in the staff report and are incorporated in the proposed resolution.

The MLR Board is recommending to Town Council Measure U expenditures of \$25,000 for one (1) special project and \$181,325 in programming funds for nine (9) local recreation, arts, and culture organizations from FY24/25 Measure U funds. Measure U funding recommendations for programming are included below and in the attached resolution.

**Special Project Funding**

1. Wind Drift Studios	\$25,000
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<b>Total Recommended:</b>	<b>\$25,000</b>

**Programming Funding**

1. Chamber Music Unbound	\$32,000
2. Eastern Sierra Arts Alliance	\$40,000
3. Eastern Sierra Avalanche Center	\$11,500
4. Eastern Sierra Community Chorus	\$8,500
5. Friends of the Inyo	\$14,000
6. Mammoth Mountain Ski Patrol Alumni	\$19,000
7. Mono Arts Council	\$35,825
8. Sierra Classic Theater	\$10,500
9. Valentine Eastern Sierra Reserve	\$10,000
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<b>Total Recommended:</b>	<b>\$181,325</b>