

# Measure U

---

## Grant Application Guide



## Welcome

---

*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 & culture, and mobility within the community. We look forward to working with you throughout this application process. Please reach out at any time with questions. Download this document for a bookmarked PDF file.*

In this document you will find:

- ⇒ Application Guidelines
- ⇒ Evaluation Objectives, Principles and Priorities
- ⇒ Requirements and Accountability
- ⇒ Funding Recommendation and Disbursement
- ⇒ Funding Match Requirements
- ⇒ Measure R and U Ordinances
- ⇒ MLR Contact Information

## Application Guidelines

---

1. Applications are **DUE by the last Friday in January by 11:59pm**. (\*Except for Special Projects which are encouraged to be submitted at the same time but may be submitted at any time.)
2. Measure U Grant Options Offered
  - Special Project – This option is for brand new programming that has never been implemented.
  - One-Year Funding – This option is for projects that were awarded Special Project funding and proved to be a successful concept; or for programs that have been in existence but have not previously received Measure U funding.
  - Multi-Year Funding – This option is for programs that have been awarded Measure U funds, provided community benefit, and completed all reporting requirements. This is a three-year commitment of funds to be assessed and allocated annually.
3. The Performance Period for each grant cycle is **July 1 – June 30**. All funds must be expended only during the Performance Period. Grantees may return unused funds to remain eligible for future awards.
4. Grantees must submit a Progress Report by **December 31** of each award year.
5. Grantees must submit a Performance Report within 30 days of the completion of the Program, or within 30 days after the end of the Performance Period (**June 30**), whichever comes first.
6. Applicants are not eligible to apply for additional funding until the Performance and/or Progress Report is received, with appropriate documentation, and approved.
7. Fiscal sponsors are not allowed. Applicants must apply on behalf of themselves or organization.
8. The program must be appropriate for the grant funding source – Measure U Programming and Special Project Funds.

### 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.

### Programming

- 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.

### Special Projects

- 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.

9. Unallowable expenses include, but are not limited to:

- Travel/Mileage
- Food and Beverage
- Organizational operations not directly involved with the Measure U grant-funded program
- Organization programming and activities outside of the Town of Mammoth Lakes

10. The Evaluation Matrix will be used to evaluate all applications with respect to how they are aligned with the [Broad Objective, Guiding Principles and Priority Elements](#).

11. Incomplete or late applications will not be considered.

12. It is strongly recommended that applicants schedule an application review with MLR staff prior to the deadline.

## Evaluation Objectives, Principles and Priorities

---

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 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

---

1. Applicants must match the Measure U Grant funding 1:1. A minimum 50% of the match must be organizational funds that are not Measure U or other Town of Mammoth Lakes funds. 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. Grantees who fail to meet deliverables, cash match, or reporting requirements will not be eligible to apply for Measure U Programming grant funds for the next three (3) grant cycles. Grantees may also be required to return funds.
3. Measure U Grants support Programming and do not support Events. Events and Programs are defined as the following:
  - Program: Occurs over a season or a year; multiple occasions
  - Event: Occurs in a particular place; a one-time function
4. Programs must be open and available to the public, take place predominately in the Town of Mammoth Lakes and benefit its residents and visitors.
5. Grantee will display the Measure U logo and acknowledge Measure U in print and digital publications. Style Guides are available and must be followed.
6. Grant funds may not supplant existing or current programs.
7. It is the responsibility of the applicant to have all permits, insurance, and other documents required for the program on file. Mammoth Lakes Recreation or Town of Mammoth Lakes will not be held responsible if this requirement is not met.
8. Applicant must produce documentation of available cash assets and expenses upon request.
9. All Multi-Year Grantees must submit the following documents annually to remain eligible for funding:
  - ⇒ Performance and Progress report
  - ⇒ Program Budget for current Performance Period being applied for
  - ⇒ Program Deliverables for current Performance Period being applied for
  - ⇒ Prior Year Profit & Loss Statement
  - ⇒ Most current tax return

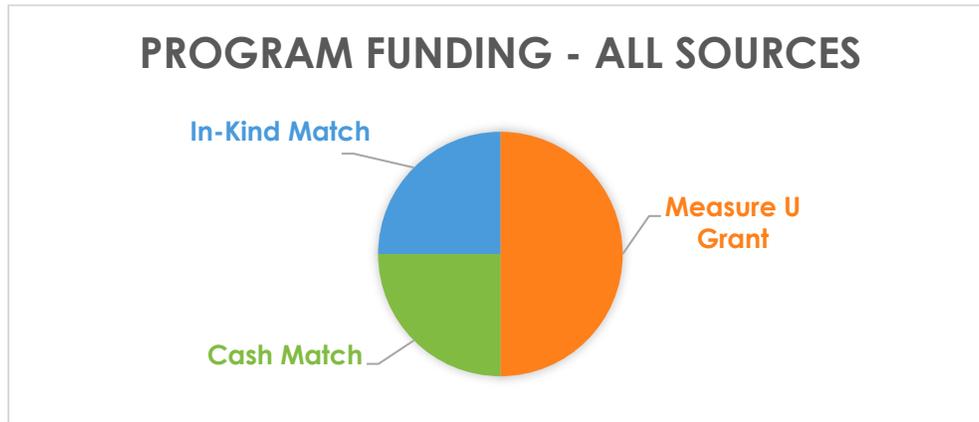
## Funding Recommendation and Disbursement

---

- Applications are received and reviewed by the Mammoth Lakes Recreation Allocations Committee through a series of public meetings announced through [TOML "Notify Me"](#).
- Applicants are encouraged to be present during the application review process and engage in dialogue with the Committee for any questions or clarifications.
- Following the Allocations Committee meetings, at a subsequent Mammoth Lakes Recreation Board meeting, the Allocations Committee will present their funding recommendations to the MLR Board of Directors. This meeting will be conducted as a Public Hearing as required by Section 3.44.210 of the [Measure U Ordinance](#) (No. 10-04).
- The Board of Directors will vote on the final funding recommendations that will then be presented to the Town Council for final approval.
- Successful applicants will receive a Letter of Agreement from TOML outlining the terms of the Grant.
- Funds will be released once the TOML Letter of Agreement is fully executed.
- If any awarded grant funds are not used, the remainder must be returned to TOML.
- \*Special Projects may be submitted at any time and will be reviewed at a future MLR Board meeting, following this same process, for recommendation to Town Council.

## 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. Program budgets do not need any in-kind contributions but must meet the 1:1 cash match requirement. Cash cannot be from another TOML funding source.



The amount of Measure U Grant funding a program may apply for is based on the amount that can be matched. To figure the Match/Measure U funding, follow these steps:

1. Determine the amount of cash-in-hand the program has available and/or committed to this program.
2. Determine the amount of in-kind contributions the program has available and/or committed.
3. Calculate the allowable match by adding the cash-in-hand, with in-kind contributions up to the amount of cash-in-hand. This is the maximum Measure U funding a program may apply for.

TOTAL PROJECT COST	CASH MATCH	IN-KIND MATCH	ALLOWABLE MATCH	ALLOWABLE MEASURE U GRANT REQUEST (CASH must equal at least 50% of REQUEST)
\$20,000	\$5,000	\$5,000	\$10,000 (\$5,000 + \$5,000)	\$10,000
\$15,000	\$5,000	\$2,500	\$7,500 \$5,000 + \$2,500	\$7,500
\$10,000	\$2,500	\$5,000	\$5,000 \$2,500 + \$2,500	\$5,000
\$36,000	\$10,000	\$8,000	\$18,000 \$10,000 + \$8,000	\$18,000
\$29,500	\$7,000	\$8,500	\$14,000 \$7,000 + \$7,000	\$14,000

## Measure U Ordinance

---

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

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

### **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

---

Mammoth Lakes Recreation  
PO BOX 8562  
Mammoth Lakes, CA 93546

Cell: 760-660-4948

Kim Anaclerio, Executive Director [kim@mammothlakesrecreation.org](mailto:kim@mammothlakesrecreation.org)