Agenda Item 16
June 20, 2012
File No. R12 - 395-75

AGENDA BILL

Subject: Approve the Measure U Steering/Application Committee's 2012 Measure U Spring "Test" additional funding recommendations, and approve the Resolution appropriating $70,385 of Measure U Funds for fiscal year 2012-13.

From: Stuart Brown, Recreation Manager

INTRODUCTION

The purpose of this agenda item is for the Town Council to review and take action on the Measure U Steering/Application Committee's 2012 Measure U Spring "Test" additional funding recommendations in the amount of $70,385. Included in the agenda bill is a resolution appropriating $70,385 of Measure U Funds for fiscal year 2012-13.

BACKGROUND

On May 16, 2012, Town Council approved the Measure U Steering/Application Committee's 2012 Measure U Spring "Test" funding recommendations in the amount of $653,215. These allocations can be seen in Attachment A. Town Council also adopted a resolution appropriating $30,000 of Measure U Funds for fiscal year 2011-12, and directed staff to budget the balance of funds ($623,215) in the fiscal year 2012-13 budget.

Town Council also directed staff to convene the Measure U Steering/Application Committee to consider funding any 2012 Measure U Spring "Test" applications that were not fully funded using the balance of FY 2011/12 Measure U funds.

Town staff determined that between May 7, and June 12, 2012, a total of $92,326.24 accrued in the Measure U fund and is available (un-allocated) for award. Please see attachment B for a detailed analysis of the Measure U fund balance.

ANALYSIS & DISCUSSION

The Measure U Steering/Application Committee met on June 13, 2012. This date was scheduled after the Recreation Commission made their 2012 Measure R spring funding recommendations (Town Council award June 20, 2012), as

several 2012 Measure U spring "Test" applications required matching funding from Measure R (Attachment C).

The Committee determined that two applications qualified for additional funding consideration. These are as follows:

1. Mammoth Lakes Events Coalition (MLEC) – Summer Arts & Culture Event Support, and;
2. Mammoth Lakes Foundation – Mammoth Lakes Repertory Theatre.

Mammoth Lakes Events Coalition
The MLEC requested $88,600 of Measure U funds to widen its collective economic impact and drive visitation by enhancing existing events and providing start-up opportunities for new events. The funding request included nine (9) special events, however, the Children's Fishing Festival withdrew its request for funding ($4,000), bringing the combined request down to $84,600. On May 16, 2012, Town Council awarded $59,215 to the MLEC, leaving $25,385 unfunded for summer arts and culture special event support.

Mammoth Lakes Foundation
The Mammoth Lakes Foundation (MLF) requested $85,000 of Measure U funds to leverage and expand community theatre programming. The MLF also has a commitment from Dave McCoy for a $25,000 grant if they received Measure U funds. The MLF identified the following uses of Measure U funds:

A. To fund a full-time Artistic Director (currently this is a part-time position) and part-time technical support staff;
B. Upgrade lighting and sound systems; and
C. Fund a portion of the cost of signage on Meridian Blvd (joint venture with the college on an electronic message display as part of a monument sign).

On May 16, 2012, Town Council awarded $40,000 to the MLF, leaving $45,000 unfunded for theatre programming.

Measure U Spring "Test" Additional Funding Recommendations
On June 13, 2012, Rich Boccia made a motion to recommend that the Mammoth Lakes Events Coalition (MLEC) receive $25,385, and that the Mammoth Lakes Foundation (MLF) receive $45,000 from Measure U funds accrued and unallocated from May 7, 2012 to June 12, 2012. The motion was seconded by John Wentworth, and the motion passed unanimously (7-0). Committee member John Vereuck was not in attendance.

OPTIONS ANALYSIS

Option 1: Approve:

A. The Measure U Steering/Application Committee's 2012 Measure U Spring "Test" additional funding recommendations.
B. The Resolution appropriating $70,385 of Measure U funds accrued and unallocated from May 7, 2012 to June 12, 2012 for fiscal year 2012-13.

Option 2: Reject the Measure U Steering/Application Committee's additional funding recommendations, and return the complete funding package with Council direction to the Measure U Steering/Application Committee.

Option 3: Take no action.

VISION CONSIDERATIONS

References to recreation, mobility, and arts, culture, heritage, and natural history are all stated in the 2007 Town of Mammoth Lakes General Plan.

- "Mammoth Lakes has a unique culture and history and it is important that arts, culture, heritage, and natural history are encouraged throughout the community." *Page 14*

- "Mammoth Lakes will be connected, accessible, uncongested, and safe with emphasis on feet first, public transportation second, and car last." *Page 38*

- "Parks, open space, and recreation create an attractive quality of life and contribute to public health by encouraging physical activity and an appreciation of nature." *Page 42*

STAFFING CONSIDERATIONS

For FY 2011-12 the Recreation Department is administrating the 2012 Measure U Spring "Test" process. Administration funds were previously allocated on February 15, 2012 in the amount of $9,228.53. Additional Measure U administrative funds will be requested from the next funding cycle.

FINANCIAL CONSIDERATIONS

As of June 12, 2012, a balance of $92,326 (unallocated funds) resides in the Measure U or "Mammoth Lakes Mobility, Recreation, and Arts & Culture Utility Users Tax" fund. Please see attachment B titled "Measure U Fund Balance." Upon further consultation with the applicants regarding their projects, and the

potential impact to the General Fund, staff may be submitting a subsequent Measure U funding request to administer certain projects.

ENVIRONMENTAL CONSIDERATIONS
None at this time.

LEGAL CONSIDERATIONS
The recommendations of the Measure U Steering Committee would need to be consistent with the Measure U Ordinance (10-04). Contractual agreements will be made with each funding recipient.

RECOMMENDATION
Therefore, it is recommended that the Town Council approve Option 1.

Approve:

A. The Measure U Steering/Application Committee's 2012 Measure U Spring "Test" additional funding recommendations.
B. The Resolution appropriating $70,385 of Measure U funds accrued and unallocated from May 7, 2012 to June 12, 2012 for fiscal year 2012-13.

Attachments:

A. 2012 Measure U Spring "Test" Award Funding Recommendations
B. 2012 Measure U Fund Balance
C. 2012 Measure R Spring Funding Recommendations
D. MLEC 2012 Measure U Application – Executive Summary
E. MLF 2012 Measure U Application – Executive Summary

RESOLUTION NO. 12-

RESOLUTION OF THE TOWN COUNCIL
OF THE TOWN OF MAMMOTH LAKES, STATE OF CALIFORNIA,
MODIFYING THE FISCAL YEAR 2013-12 BUDGET FOR RECREATION, MOBILITY,
AND ARTS & CULTURE APPROPRIATIONS FUNDED FROM MEASURE U
(2.5 % UTILITY USERS TAX)

WHEREAS, the Town Council adopted the Utility Users Tax extension rate of 2.5% on March 17, 2010; and

WHEREAS, the tax is a special tax restricted for the purposes of planning, construction, operation, maintenance, programming, and administration of facilities and projects for Mobility, Recreation, and Arts & Culture, and is commonly referred to as "Measure U"; and

WHEREAS, the Town Council-appointed Measure U Steering/Application Committee determined by consensus ADDITIONAL funding recommendations for the 2012 Measure U Spring "Test" award on June 13, 2012; and

WHEREAS, sufficient tax receipts have been received to fund the new appropriations,

NOW, THEREFORE, BE IT RESOLVED that the Town Council of the Town of Mammoth Lakes hereby directs the Town Manager to amend the Fiscal Year 2012-13 budget for the Measure U Sales Tax Fund, to be:

Expenditures:		
017-421-57110-310	MLEC - Special Event Support	$25,385
017-421-57113-310	MLF – Repertory Theatre	$45,000
		$70,385

APPROVED AND ADOPTED THIS 20th day of June 2012.

MATTHEW LEHMAN, Mayor

ATTEST:

JAMIE GRAY, Town Clerk

Mammoth Lakes
CALIFORNIA

2012 Measure U Spring "Test" Award Funding Recommendations

#	Applicant	Project	Request	Rec.
1	Town of Mammoth Lakes	Cultural & Sporting Events Market and Feasibility Study	$ 60,000.00	$ 30,000.00
2	Town of Mammoth Lakes	Multi-Use Facility Summer Programming & Operations	$ 60,000.00	$ 30,000.00
3	Mammoth Lakes Events Coalition	Summer Arts & Culture Special Event Support	$ 88,600.00	$ 59,215.00
4	Saturn Returns LLC	Saturn Returns - DID NOT PASS PRIMARY FILTER	$ 180,000.00	$ -
5	High Sierra Striders	Mammoth Track Project	$ 523,000.00	$ 450,000.00
6	ESTA/TOML	Special Event Transportation	$ 24,000.00	$ 24,000.00
7	Town of Mammoth Lakes	2012 Public Works Transporation Construction Match	$ 127,000.00	$ 20,000.00
8	Chamber of Commerce	Fourth of July	$ 15,000.00	$ -
9	Mammoth Lakes Foundation	Mammoth Lakes Repertory Theatre	$ 85,000.00	$ 40,000.00
	Total Amount of Requests:		**$ 1,162,600.00**	**$ 653,215.00**

Applications closed April 11, 2012 at 5:00 p.m. Applications in no particular order.
Funding Recommendations made by the Measure U Steering/Applicattion Committee on May 7, 2012, and approved by Town Council on May 16, 2012.

2012 Measure U Fund Balance	
Revenue	**Amount Remitted**
UUT (phone/electricity/gas)	**$ 769,841.24**
Expenses	**Awarded/Expended**
SMG Facilitation Process	$ 15,000.00
Administration	$ 9,300.00
Multi-Use Facility	$ 30,000.00
FY2012/13 Town Budget allocation	$ 623,215.00
	$ 677,515.00
Total Funds Available:	**$ 92,326.24**
As of 6-12-12	

FUND 017 MEASURE U

BA ELE SUB	ACCOUNT DESCRIPTION	CURRENT ACTUAL	YEAR-TO-DATE ACTUAL	ESTIMATED REVENUE	UNREALIZED BALANCE	% EST	PREV. YEAR MONTH TO DATE
31	TAXES						
315	UTILITY USERS TAX						
31510	UTILITY TAX: TELEPHONE	6,359.86	57,579.89	96,166.00	38,586.11	60	.00
31520	UTILITY TAX: ELECTRICITY	51,890.24	385,920.07	472,357.00	86,436.93	82	.00
31530	UTILITY TAX: GAS	34,075.53	326,341.28	354,330.00	27,988.72	92	.00
315	SUB TOTAL ******	92,325.63	769,841.24	922,853.00	153,011.76	83	.00
31	TOTAL ******						
	TAXES	92,325.63	769,841.24	922,853.00	153,011.76	83	.00
FUND 017	TOTAL *********						
	MEASURE U	92,325.63	769,841.24	922,853.00	153,011.76	83	.00

2012 Measure R Spring Funding Recommendations

#	Applicant	Project	Request	Revised	Rec.
1	Town of Mammoth Lakes	Multi-Use Facility Summer Programming & Operations	$ 60,000.00	$ 30,000.00	$ 30,000.00
2	Town of Mammoth Lakes	Cultural & Sporting Events Market and Feasibility Study	$ 60,000.00	$ 30,000.00	$ 30,000.00
3	Town of Mammoth Lakes	Multi-Use Facility Shade Structure design development	$ 12,500.00	$ 12,500.00	$ 12,500.00
4	Friends of the Inyo	Summer of Stewardship	$ 25,000.00	$ 25,000.00	$ -
5	MLTPA	MLTS Website Enhancements	$ 25,000.00	$ 25,000.00	$ 25,000.00
6	TOML/HSS	Mammoth Track Project	$ 327,000.00	$ 181,000.00	$ 181,000.00
7	Town of Mammoth Lakes	Mammoth Lakes Farmers Market	$ 10,000.00	$ 10,000.00	$ -
8	Town of Mammoth Lakes	Lake Mary Road Bike Path - Cost Share Project	$ 16,000.00	$ 16,000.00	$ 16,000.00
	Total Amount of Requests:		**$ 535,500.00**	**$ 329,500.00**	**$ 294,500.00**
	Available funding:				$ 252,325.00
		Encumber 2012 Fall Award (if required for Mammoth Track Project)			$ 42,175.00
	TOTAL FUNDING AMOUNT:				**$ 294,500.00**

Recommendations from the Recreation Commission on June 12, 2012 (with contingency's)

Executive Summary

MLEC Measure U Funding Application

The Mammoth Lakes Events Coalition (MLEC) represents a coordinated effort by community-based event producers to increase collaboration. It was formed specifically to raise awareness of the significant impact of special events on tourism and community life. In accordance with its business plan, one of the MLEC's goals is to collaborate with the TOML to stabilize and expand the local summer economy. In 2010 and 2011, town staff noted record breaking summer visitation to Mammoth Lakes and overall growth of the summer economy, in spite of an unfavorable economic climate in the State of California. The Estimated Town Revenue in 2011 contributed by coalition members amounted to just over $3 million. Town staff attributed this growth specifically to an extensive special events calendar, an observation that was confirmed by the surveys (developed by Mammoth Lakes Tourism) that individual MLEC members conducted.

With its request for Measure U funding in the total amount of $88,600, the MLEC seeks to widen its impact and drive visitation by enhancing existing events and providing start-up opportunities for new events. The MLEC is uniquely qualified to maximize leverage of the funding request through outside funding ($828,595), volunteer commitment ($265,980), collaboration with Mammoth Lakes Tourism ($50,000 in special event marketing) and general support from town staff. Measure U funds will be used, to varying degrees amongst the individual organizations, to; enhance programming, increase marketing and support operational costs. In addition, the coalition members agree to coordinate calendars, to cross-promote their events, to maximize the sharing of existing resources and to adhere to funding request guidelines as outlined in the business plan. The MLEC projects an immediate 20 fold return on investment, thus contributing to the recovery of Mammoth's 2012 summer economy after a weak winter season.

The MLEC has demonstrated that its many diverse events offer truly "something for everybody" and benefit the community's social and economic assets without negative impact on its natural resources, thus contributing positively to the triple bottom line. With its track record of successfully implementing special events that further the competitiveness of Mammoth Lakes as a year-round destination resort, we believe that the MLEC is a desirable partner for the TOML, and confident that this application is a good fit with Measure U funding requirements.

MLEC
Numbers at a Glance

Event Organizer	2012 Budget	2012 Request	2012 Attendance	Estimated 2012 Town Revenue.*	2012 Value of Volunteer Hours	2012 Marketing Budget
Mammoth Food & Wine Experience	$ 157,000	$ 10,000	500	$ 23,438	$ 22,246	$ 14,000
Jazz Jubilee	$ 380,000	$ 27,000	15000	$ 703,125	$ 120,900	$ 21,000
Mammoth Lakes Music Festival	$ 116,000	$ 10,000	4180	$ 195,938	$ 31,192	$ 12,000
VillageFest	$ 20,000	$ 8,000	6000	$ 281,250	$ 5,803	$ 2,450
Children's Fishing Festival	$ 14,200	$ 4,000	1200	$ 56,250	$ 10,277	$ 3,300
Sierra Summer Festival	$ 39,950	$ 4,000	1050	$ 49,219	$ 44,491	$ 3,500
Mammoth Rocks	$ 65,000	$ 15,000	6750	$ 316,406	$ 23,624	$ 15,000
NEW EVENT DEVELOPMENT -						
Wing & Swing	$ 21,000	$ 6,000	1000	$ 46,875	$ 10,639	$ 3,750
Mammoth Bluegrass Festival	$ 15,445	$ 4,600	3000	$ 140,625	$ 11,848	$ 1,500
Totals	**$ 828,595**	**$ 88,600**	**38680**	**$ 1,813,125**	**$281,020**	**$ 76,500**

Mammoth Lakes Foundation

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(760) 934-3781 • Fax: (760) 934-6019 • email: evan@mammothlakesfoundation.org
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To: Measure U Committee
From: Evan Russell, MLF/MLRT
Date: April 24, 2012

Executive Summary

Measure U funding will be used to leverage and expand community theatre programming. We have attached a detailed budget showing estimated operating expenses and revenues. Measure U funding is shown as a revenue source and part of an overall plan to grow and sustain community theatre. We have a commitment from Dave McCoy for a $25,000 grant if we receive the Measure U grant. The attached budget is our best estimate of what it will take to expand programming beyond the current offerings which are largely made possible by hundreds of volunteer hours. Volunteers will always be the life blood of community theatre, however; to have a sustainable year round program you must have a paid staff and a support organization that contributes to operations, internal controls and program infrastructure.

Specific uses of Measure U funds will be:

A. To fund a full-time Artistic Director (currently this is a part-time position) and part-time technical support staff
B. Upgrades to lighting and sound systems
C. A portion of the cost of signage on Meridian Blvd (joint venture with the college on an electronic message display as part of a monument sign)

Quality programming, professional people with experience and a passion for the arts, is necessary to build a sustainable program. A sustainable program must also take into consideration: capital expenditure, improvements, innovation, operations, marketing, quality-creative programing, and proven governance. We currently have a facility capable of doubling usage and attendance. We address these conditions in our application. People and quality programming drive the need for facilities. The Edison theatre is available to any organization that wants to use it for performances, lectures, meetings, special events, etc. When used by other organizations, we recover only operating expenses. Creating a successful program and venue is paramount to building a new, larger facility in the future.