

# About Mammoth's Measure R

*The Mammoth initiative for trails, parks and local recreation.*

## **What is Measure R?**

Measure R is the Mammoth Lakes initiative to raise a secure and stable funding source for local trails, parks, and recreation.

## **Why was Measure R placed on the ballot?**

The Tourism and Recreation Commission unanimously recommended that the Town Council place Measure R on the ballot as a way to secure an on-going funding source for the development and maintenance of Mammoth's trails, parks, and recreation.

## **How will Measure R secure new funding for local trails, parks, and recreation?**

Measure R will increase the local sales tax by one half of one percent. That increased revenue, by law, can only be used for the planning, construction, operation, and maintenance of the recreational infrastructure of Mammoth Lakes.

## **Will tourists in Mammoth Lakes have to pay the additional sales tax?**

Yes. In fact, the great majority of the sales tax revenue in Mammoth Lakes comes from tourist dollars.

## **Will Measure R hurt local businesses?**

No. In fact, Measure R is endorsed by the Mammoth Lakes Chamber of Commerce, as well as many local business. They know that recreation is the engine that drives our local tourism-based economy, and that the investment in the recreation infrastructure of Mammoth Lakes will increase tourist-generated dollars.

## **How much will Measure R raise for local trails, parks, and recreation in Mammoth Lakes?**

It's estimated that Measure R will secure an additional one million dollars per year to create, improve, and maintain local trails, parks, and recreation infrastructure here in Mammoth Lakes.

## **Can Measure R funding be spent on affordable housing, childcare, or transportation?**

No. Funding secured through Measure R can only be used for local trails, parks, and recreation.

## **Will Measure R funds be funneled into the Town's General Fund?**

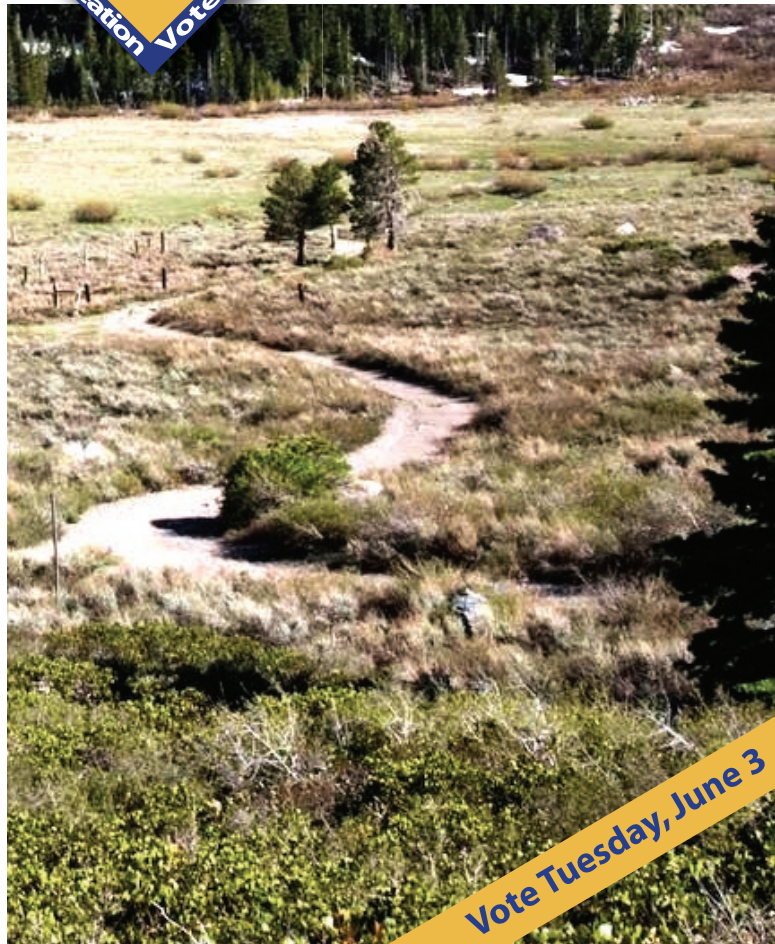
No. Measure R funds must remain separate and, by law, can only be used for local trails, parks, and recreation. The Town Council has no opportunity to use Measure R funds for anything other than trails, parks, and recreation.

## **Can Measure R funds be used outside of Mammoth Lakes?**

Measure R funds can only be used for trails, parks, and recreation managed by the Town of Mammoth Lakes. This will give our community control over exactly where and how Measure R funding is used.



**Mammoth's Measure R**  
Secure funding for local trails, parks, and recreation.



**Trails**



**Parks**



**Recreation**



**Vote Tuesday, June 3**



# A solid step for Mammoth

Measure R is the Mammoth Lakes initiative to raise and secure a stable funding source for local trails, parks, and recreation.



Measure R will set Mammoth Lakes apart, and enable our town to serve as a show-case for outdoor recreation where careful planning and environmental stewardship enhances local parks and trails.

Andrea Mead-Lawrence  
Lawrence Foundation



Because the great majority of the local sales taxes are paid by visitors to Mammoth, our recreational infrastructure will be controlled by our community, but paid for largely by tourists.

Eric Wasserman  
Chamber of Commerce, President



Measure R simply increases the local sales tax by one half of one percent, and guarantees that the increase will be dedicated to building and maintaining our local trails, parks, and recreation.

Christian Pondella  
Outdoor Photographer



Legally, Measure R funds cannot be put into the Town's General Fund. It will be a dedicated pool of money to build and improve Mammoth's trails, parks, and recreational infrastructure.

Dr. Michael Karch  
U.S. Ski Team, Physician



By investing in local trails, parks, and recreational, we'll be investing in one of our community's greatest assets. It's an asset that we all use and cherish, and it's an investment in local jobs and businesses.

Brian Hamilton  
Outdoor Recreationist

## Mammoth's Measure R

- ◆ Reliable funding guaranteed for local parks, trails, and recreation.
- ◆ Funded in large part by visitors to Mammoth Lakes.
- ◆ Benefitting local workers and local businesses.
- ◆ An investment in strengthening our local economy and our community.
- ◆ Control of recreational development by the people of Mammoth Lakes, not outside interests.

## Businesses throughout the community endorse Mammoth's Measure R.

- |                                      |                                  |
|--------------------------------------|----------------------------------|
| 800 Promos.com                       | Mammoth Mountain Ski Area        |
| A Frame Liquor                       | Mammoth Mountaineering Supply    |
| Access Business & Shipping Center    | Mammoth Pet Shop                 |
| Alpine Approach                      | Mammoth Reservations             |
| Another T-Shirt Shop                 | Munchkins                        |
| Booky Joint                          | Once Upon A Christmas            |
| Color Me Mine                        | Performance Anglers              |
| Command Performance Sports/ Fast Ski | Rick's Sports Center             |
| Elegant Bath & Kitchen               | Sierra Conservation Project      |
| Gallerie Barjur                      | Sierra Sundance Earth Foods      |
| Grumpy's                             | Ski Surgeon                      |
| Hennessey's                          | Surefoot                         |
| Hooper, John W., Developer           | Tailwaggers & Gourmet Dog Bakery |
| Lingerie Lounge, The                 | Tonik                            |
| Lulu's Restaurant                    | The Troutfitter/Snowfitter       |

*partial list*

**On Tuesday, June 3  
please vote Yes on  
Mammoth's Measure R**

