

Parks and Recreation Dept. 2016 Summer Presentation



Town Council: October 19, 2016

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An Essential Component of our Community...

The fundamental purpose of the Parks and Recreation Department is to deliver residents and visitors with **high-quality** recreation facilities and **diverse** programming that promotes a degree of excitement, individual expression, exploration, pleasure, challenge and accomplishment that can lead to an improved **quality of life.**

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Vision...



“To be the best alpine recreation community in the country.”



3

Mission...

“To provide multi-purpose, year-round, indoor and outdoor recreation opportunities accessible to all residents and visitors.”



**Parks
Make
Life
Better!**



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Department Values...

People:

- Recruit, retain and promote the best park and recreation professionals
- Promote life-long values in our youth
- Deliver exceptional customer service

Parks:

- Enhance existing parkland, support securing additional parkland, and maintain fields and facilities to accommodate community needs.

Programs:

- Provide diverse community-centric recreation programming that encourages opportunities for lifelong play, creativity, learning and discovery.



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Department Strategies...

- Refocus the Work Program of the Recreation Commission
- Maintain and Enhance the Town's Existing Recreation Infrastructure
- Deliver Innovative, Expanded and Affordable Community-Centric Recreation Programming
- Strengthen Organizational Systems and Structures
- Develop Team Capacity and Organizational Culture

Approved by Town Council Oct. 2014



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What We Do...

- Youth Summer Camps/Programs (3-5, 6-10, 10-14 yrs.)
- Adult Programs
- Whitmore Pool
- Mammoth RecZone
- Parks and Facility Rentals
- Community Events
- Parks Maintenance and Special Event Support



2016 Advertising...

NEVER HAVE A SLOW DAY IN MAMMOTH LAKES AGAIN!
With the Parks & Recreation Department

MAMMOTH RECZONE
COED DOGGERBALL LEAGUE: Sept. 7-20 Mon. & Wed. 5:30-7PM Fee: \$5 S&P / REG: \$13
KIDS SKATE FREE! LAST DAY SEPT 19 (last skate: 10:30-12 noon - last skate fee)
SPECIAL STUDENT RATE: \$7
SUNDAYS: Street Hockey & \$7 + Free Ball Drop* (subject to weather)

COMMUNITY CE
DROP-IN ZUMBA: Sept. 1
Tuesdays, 9:30-11am

WHITMORE POOL
PUBLIC SWIM: LAST DAY THIS SAT. AUG. 27
Tues. & Thurs. 10:30-1:30PM; Sat. 10-12PM
AQUATICS TRAINING: LAST DAY SEPT 2
Tue. & Thurs. 8:30-11AM

COMMUNITY TENNIS CLINICS
TUES & THURS: 9:30-10:30PM
\$50 PUNCH PASS: 4th session FREE!
CLINICS END OCT 13

CAMP & FACILITIES
Look for this brochure around town, call (760) 934-8889 ext. 222, or visit us online.
WWW.MAMMOTHERECREATION.COM

NEVER HAVE A SLOW DAY IN MAMMOTH LAKES AGAIN!
With the Parks & Recreation Department

NEVER HAVE A SLOW DAY IN MAMMOTH LAKES AGAIN!
Take A Look At All The Fun Things To Do In Mammoth Lakes!
Come. Have Fun. With Us!

WWW.MAMMOTHERECREATION.COM

Skateboarding, Climbing, Swimming, Climbing, Tennis, Table Tennis, Soccer, Softball, Basketball, Street Hockey & More!

Come. Have Fun. With Us!
WWW.MAMMOTHERECREATION.COM



ActiveNet “Dashboard” ...

The Participant “Dashboard” compares quantifiable metrics such as demographics, camp utilization and online vs offline revenue to previous actuals. **2016 highlights include:**

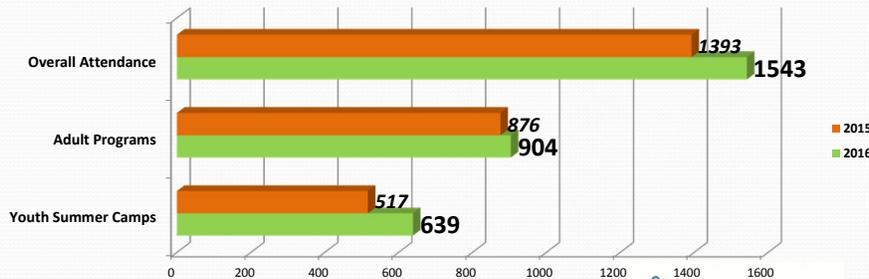
- +36% in total revenue growth (+16% in 2015)
- 1,895 total customers (1,790 unique emails) - 1,121 in 2015
- 2:1 Female to Male customers (Women are registering their children!)
- 8 customers purchased 6-10 summer products (VIPs)
- 66% average fill rate (Camps 103%) - 63% in 2015



Youth Summer Camps...

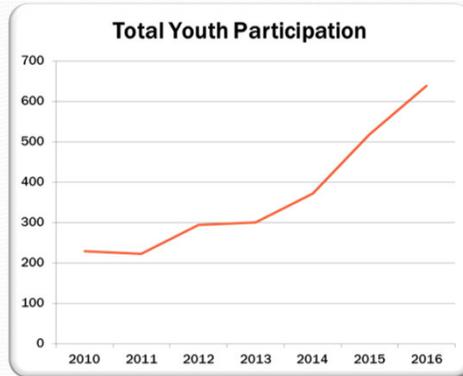


- Introduced age-appropriate programming & Mountain Bike Camps partnered with local SEMBA members
- Offered 29 camps (+2 vs. 2015)
- 639 participants in 2016 (+24% vs. 2015)



Youth Summer Camps...

- Since 2010 participation has increased by 180%



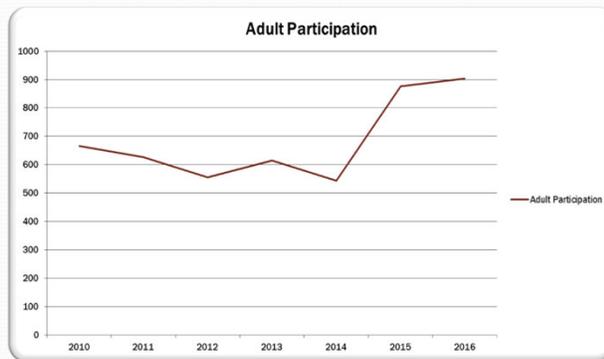
Youth Summer Camps...

- +53% Wilderness Camps (95 kids)
- +60% Climbing Camps (56 kids)
- +37% Wave Rave Skate Camps (115 kids)
- -8% Soccer Camps (105 kids)
- -8% Showboat Youtheatre (34 kids)
- +9% MiNi Camps (119 kids)
- +52% Adventure Camp (32 kids)
- +73% Whitmore Pool Camps (20 kids)



Adult Programs...

- In 2016, over 904 adults participated in programmed activities (+3% versus 2015) +36% versus 2010

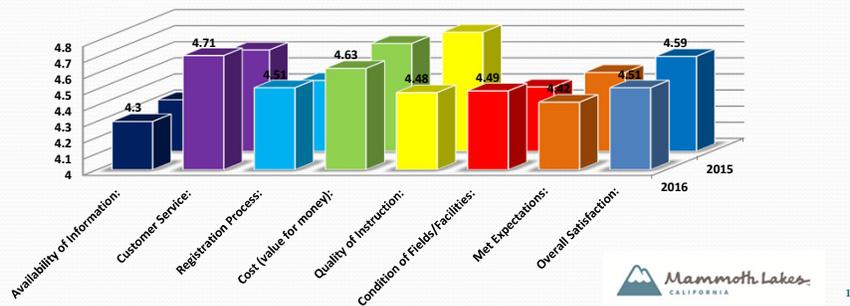


Adult Programs...

- Adult softball represents 76% of adult programming
- 390 players (majority regional visitors) participate in the annual Men's and Coed Softball Tournaments in July at Shady Rest Park
- Drop-in Tennis Sessions and Social Camps with Kyle Osland received rave reviews and strong participation
- Other adult programs include winter indoor soccer at the MHS, Zumba at the Community Center and Dodgeball at the RecZone

Customer Satisfaction...

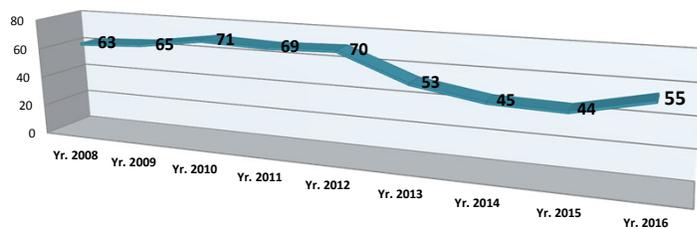
- 107 Surveys were collected in 2016 (+24% from 2015)
- Strong customer service scores, improved registration process, increased satisfaction with condition of fields/facilities & slightly lower overall satisfaction.



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Whitmore Pool Facts...

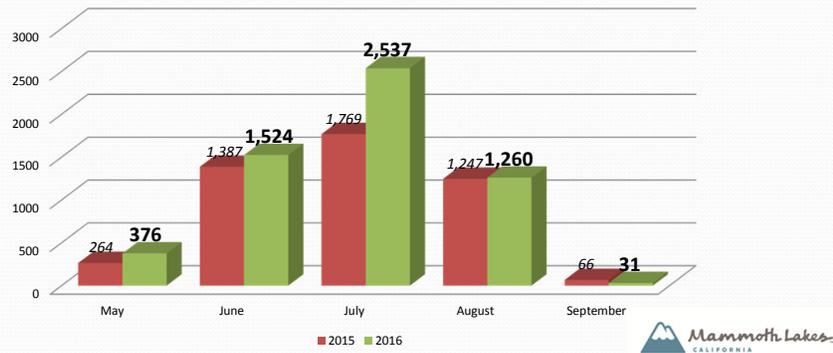
- The Whitmore Pool operated for a total of 105 days (same # as 2015) – no lost mechanical days!
- The average daily attendance rose to 55 (+9).



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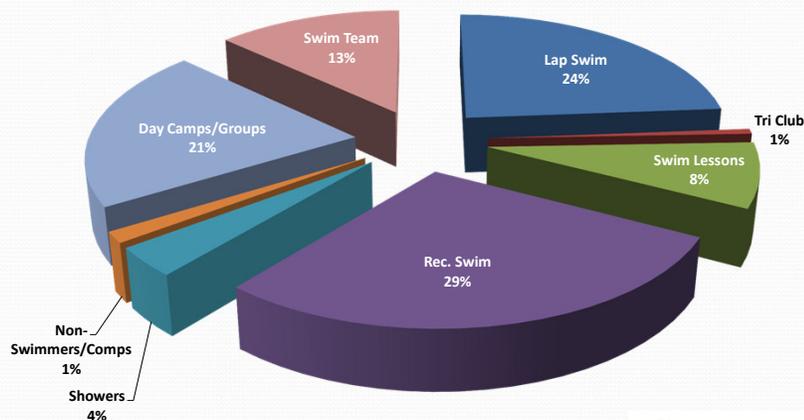
Pool Visits per Month...

- 5,728 people visited the Whitmore Pool this summer (+21% vs. 2015)



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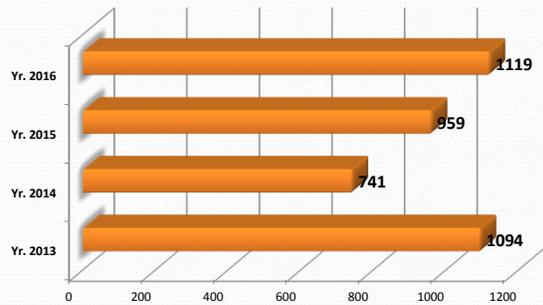
Who Visited the Pool...



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Mammoth RecZone Facts...

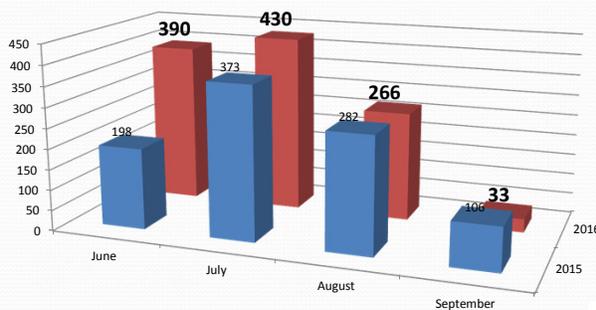
- 1,119 people visited the Mammoth RecZone this summer (+17% vs. 2015).



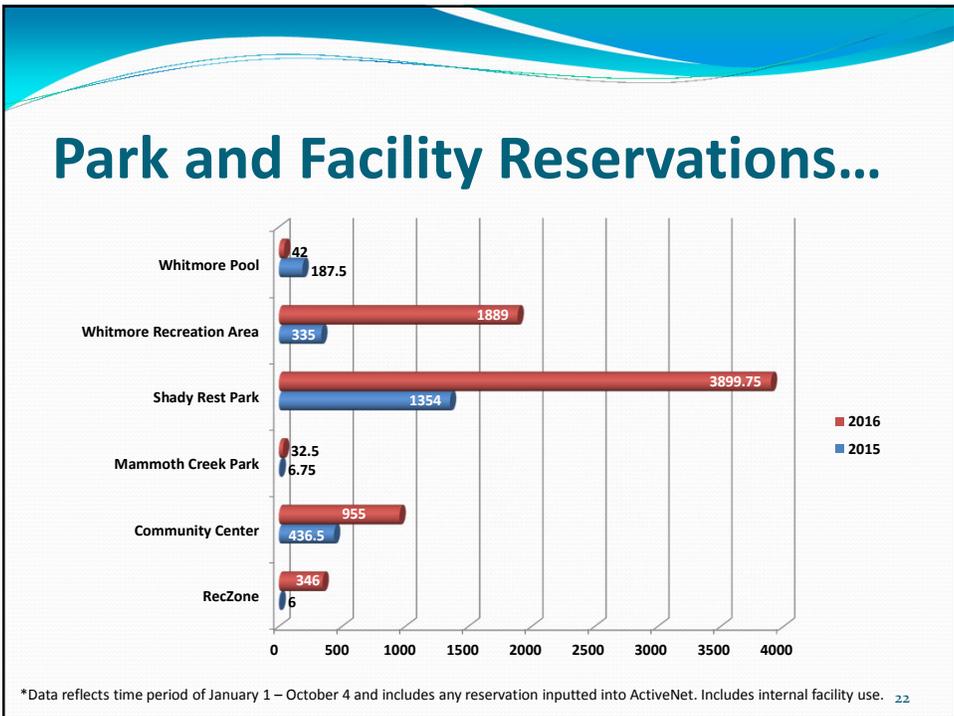
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RecZone Visits per Month...

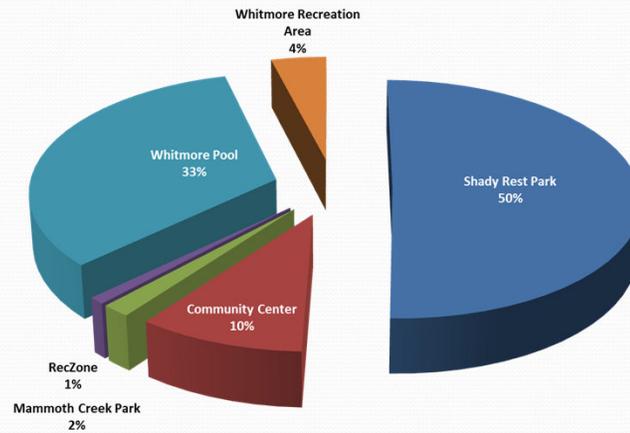
- June and July are the biggest months at the RecZone (Summer camps).



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Rental Revenue by Facility...



*Data reflects time period of March 1 – September 2, 2016



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Community Events...

The Parks and Recreation Department proudly partners with community organizations to produce the following community events:

- Town Clean-Up Day
- Town Tree Lighting Ceremony in The Village
- Fourth of July Celebrations
- Haunted Rink
- Easter Egg Hunt and Play Day



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Parks Maintenance...

Parks Maintenance works hard to enhance existing Town-owned or managed parkland by maintaining fields, trails and facilities to accommodate community needs. **Summer responsibilities include:**

- Oversee Maintenance of all Town Parks, Trails and Facilities
- Parks Management and Facility Oversight
- Community/Special Event Support
- Summer Trail Maintenance
- Monitor and Manage Building/Grounds Maintenance
- Install Street Lamp Post Banners/US Flags
- Monitor Landscape Contracts

Our Community Assets...

The Parks and Recreation Department programs, reserves and maintains the following Town facilities:

- 6 playgrounds
- 6 tennis courts
- 6 ball fields (softball/baseball)
- 2 soccer fields
- 2 sand volleyball courts
- 1 basketball court
- 2 skate parks, including the world-renowned Volcom Brothers Skate Park
- A 25-meter, outdoor, 6-lane swimming pool
- A Multi-use Facility (Mammoth Ice/RecZone)
- A 2,550 sq. ft. Community Center
- Shady Rest Park Shelter & picnic area, Mammoth Creek Park and the new enhanced Trails End Park
- Whitmore Track and Sports Field: 9-lane running track and synthetic soccer/football field

Summer Parks Projects...

- *Whitmore Pool*: upgraded outdated electrical wiring, replaced circulation pump, replaced pool vacuum, installed new donated lane lines (\$3,000), repainted warm water pool (kiddie pool).
- *Whitmore Recreation Area*: installed donated MCLL scoreboard, new Wi-Fi, and storage shed at ball field 1.
- *Shady Rest Park*: installed new swings, trialing organic fertilizer (Gopro), enhancements to snack shack and skatepark repair.
- *Trails*: installed new trail signage in Lakes Basin
- *Multi-use Facility*: upgraded concession/rental building, replaced glass and upgraded market lighting.
- *Community Center*: replaced deck and scheduled to install new small tennis storage facility in fall.
- *Trails End Park*: Volcom landscaping and painted restrooms.

Special Event Support...

The Parks and Recreation Department provides special event support to both local and regional event producers.

- Administrative Permitting (35)
- Coordination with Town Departments and jurisdictional partners (MLFD, Caltrans, County, etc.)
- Management of Special Event Equipment Reservations
- Coordination with Mammoth Lakes Recreation (MLR)
- Contracting of Measure U funds

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