

# Parks and Recreation

## 2021 Annual Program and Facility Review



Recreation Commission: October 5, 2021

# 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 excitement, individual expression, exploration, pleasure, challenge and accomplishment that can lead to an improved **quality of life**.

# Vision



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





# Mission

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



Parks  
Make  
Life  
Better!™

# Annual Review

- Programming
- Customer Satisfaction Survey (Parents and Campers)
- Parks and Facilities Usage
- Whitmore Pool

# Programming Participants

- 850 youth program participants    
- 221 adult programs participants 

Task	PRIORITY
MINIS: 4-5 yr. olds	3
Children: 6-9 yr. olds	1
Youth: 10-14 yr. olds	2
Teen: 15-17 yr. olds	5
Adults: 18+ yr. olds	4

Task	PRIORITY
Pre-elementary age children	4
Kindergarten – 2 <sup>nd</sup> grade students	2
3 <sup>rd</sup> grade – 5 <sup>th</sup> grade students	1
Middle School students	6
High School students	7
Adults: 18-64 yr. olds	3
Active Adults: 65+ yr. olds	5

# Youth Programs

## 6 Weeks of Summer Camps:

- Aquatics
- Climbing
- Explorer's minis
- NEW Treasure Hunters
- NEW Fly Fishing
- Mammoth Sampler Camp
- Mountain Biking
- Wave Rave Skateboard
- Youth Theater

## Contracted Camps:

- Lego
- Challenger Soccer
- UK Soccer Camp

## Lessons:

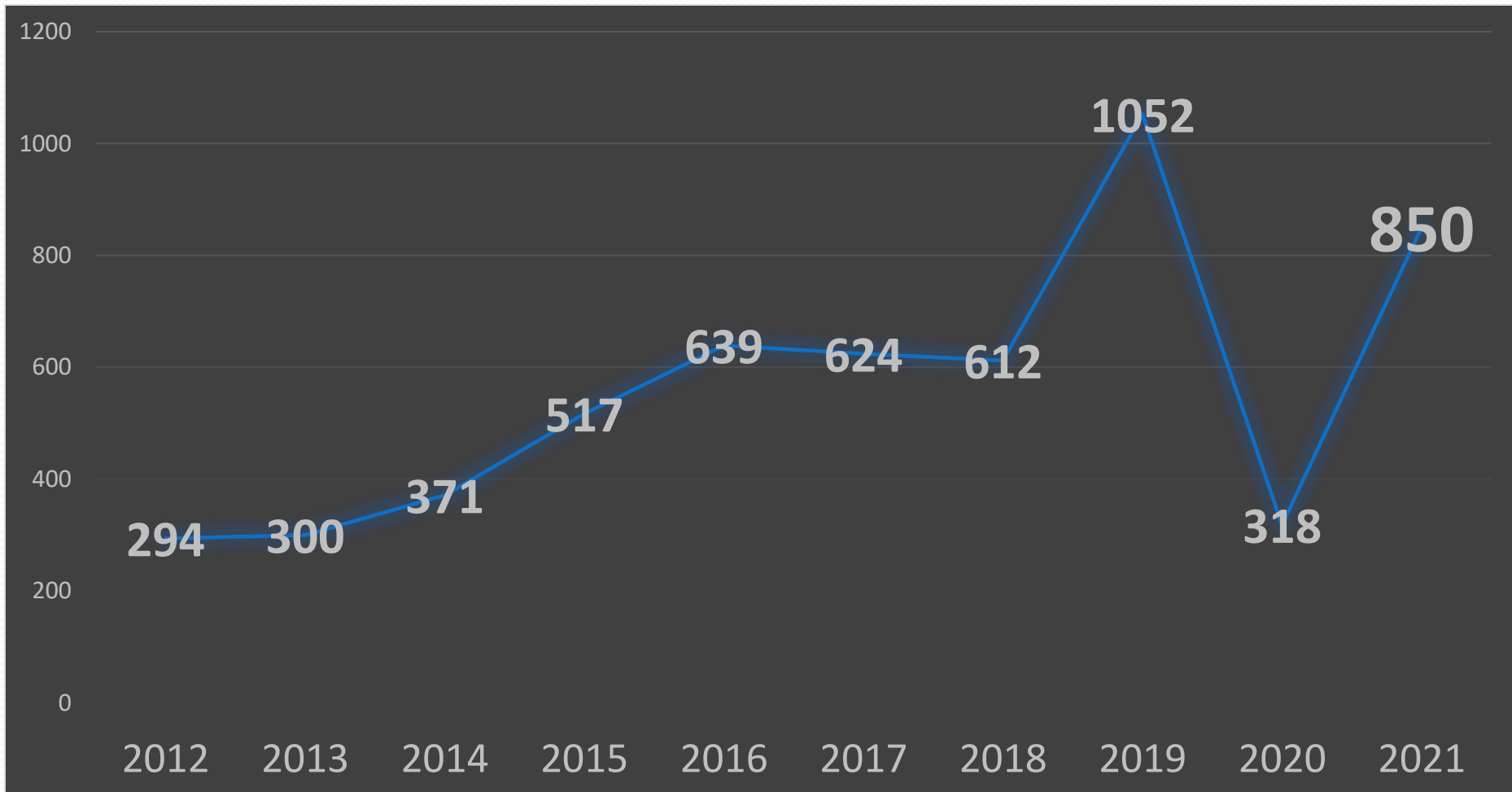
- Swimming
- Ice Skating

## Sports Programs:

- Little Sluggers T-Ball

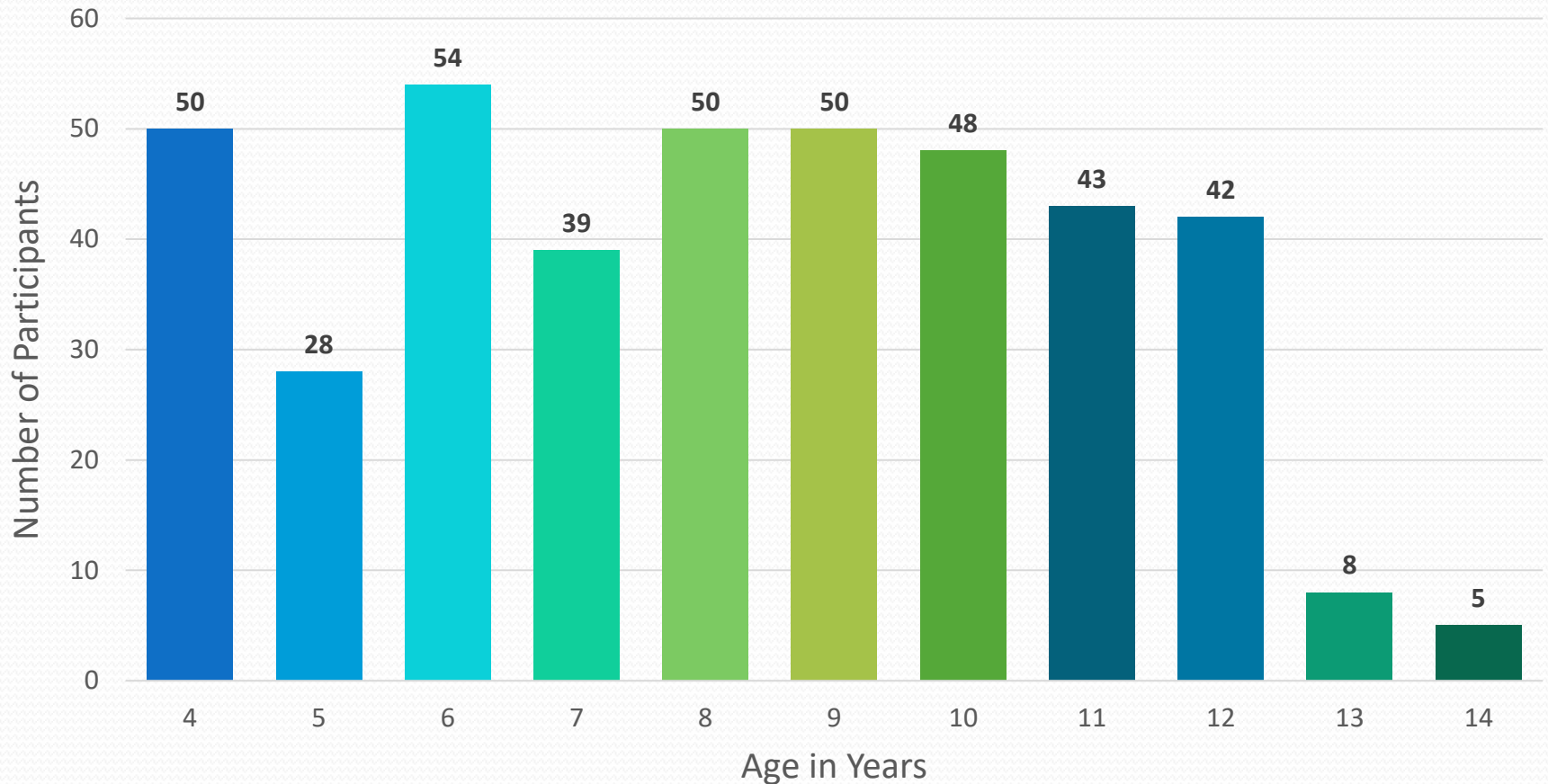


# Youth Participation

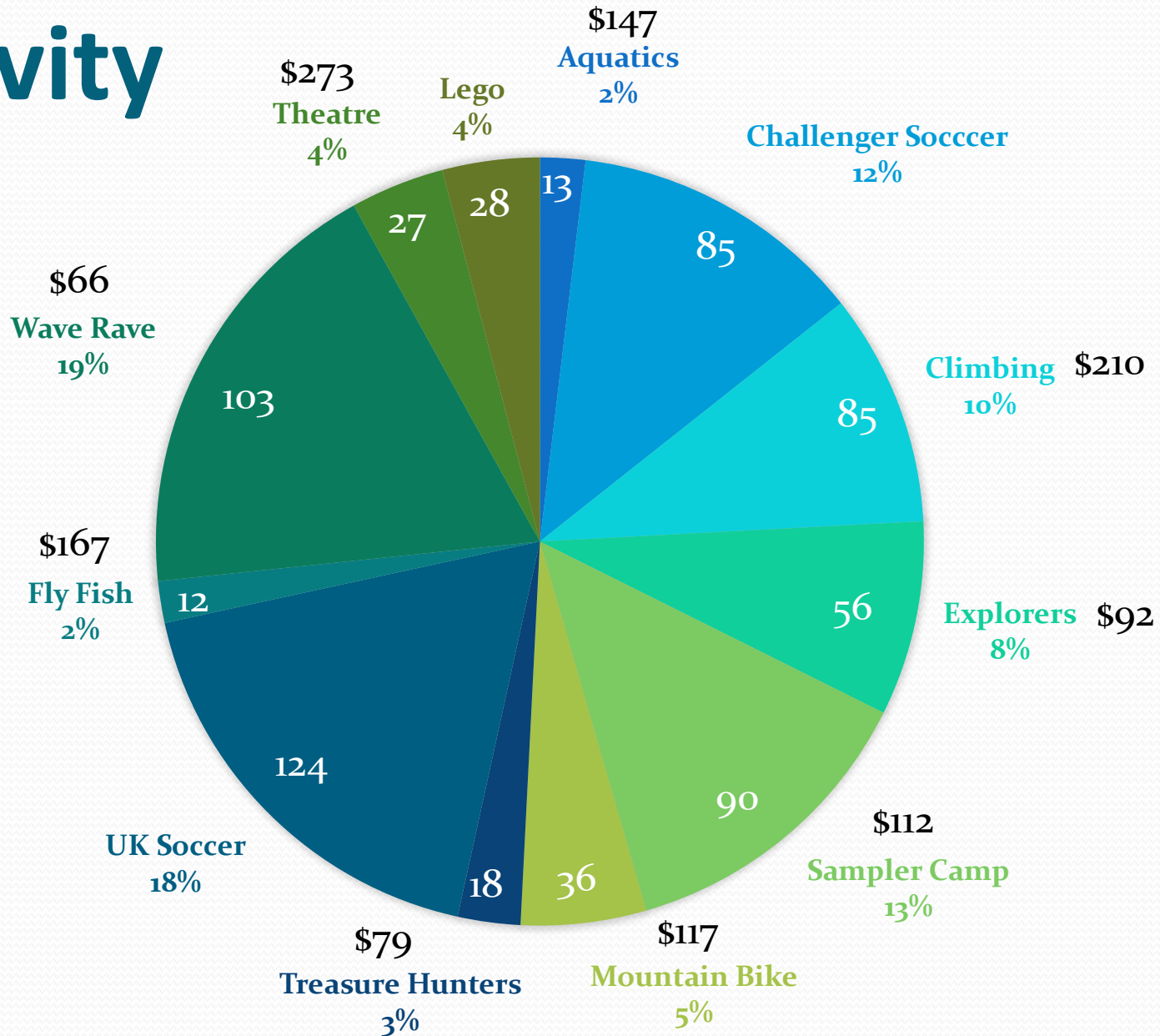




# Summer Camps by Age



# Activity

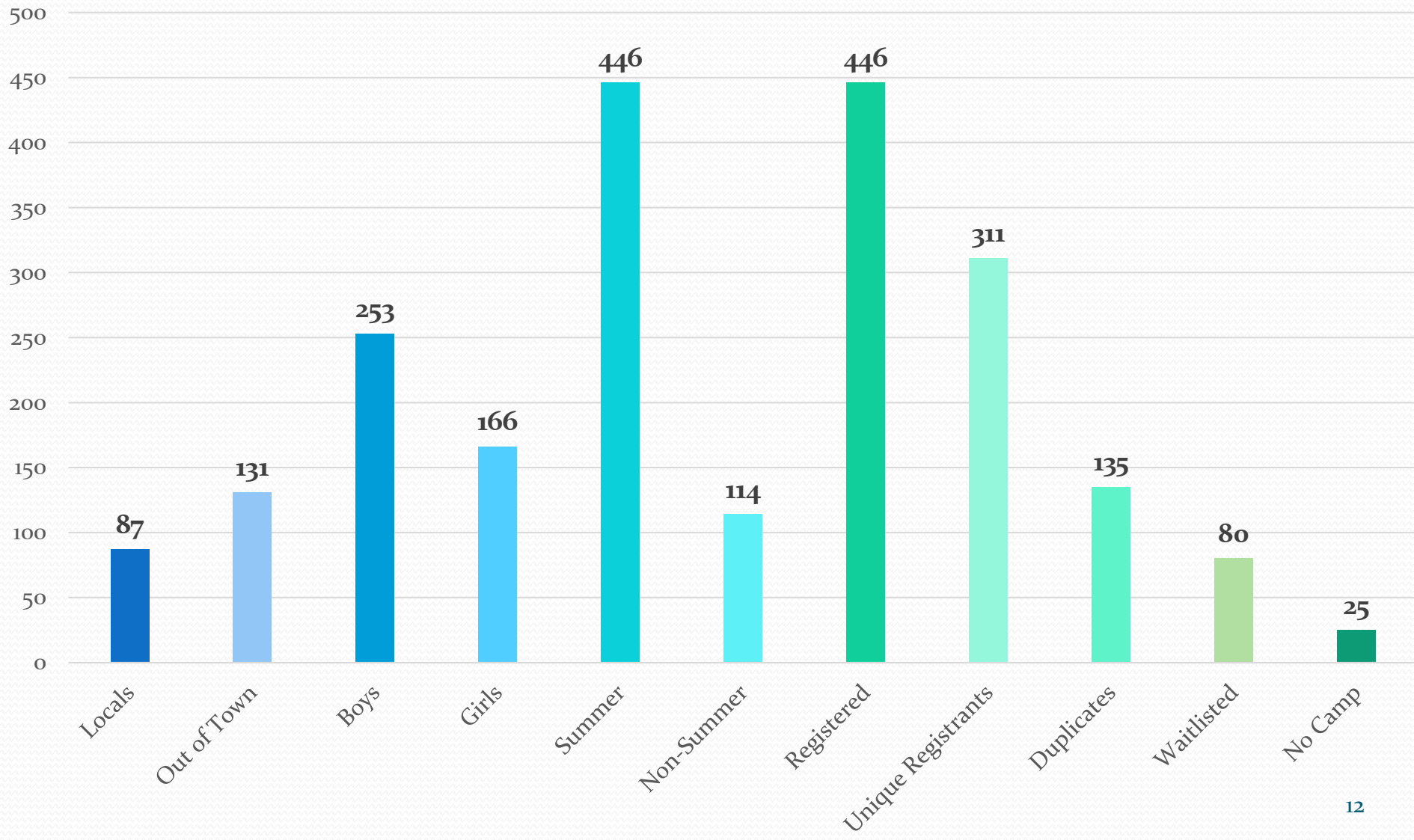


# Registration Statistics

- 38 enrolled from waitlist for summer programming
- 282 Pre-registrations for camp



# Youth Registration Metrics





# Tony Colasardo Scholarship Fund

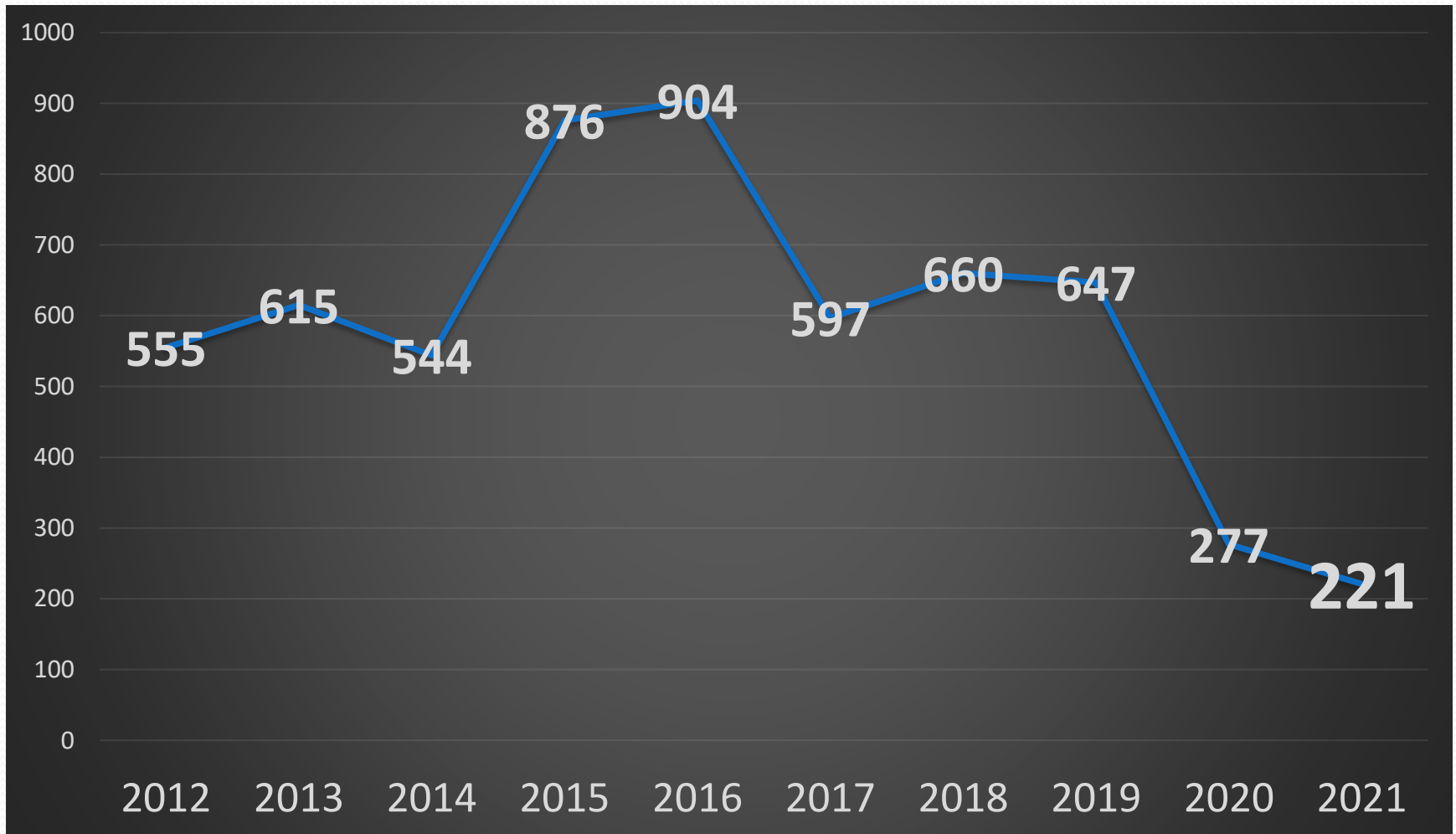


# Adult Programs

- Softball
- Skate Lessons



# Adult Participation



# Programming Metrics

## Youth Totals:

- Gross Revenue: \$67,933
- Total Cost: \$61,039
- Net Revenue: \$6,895
- Cost Recovery: 111%

## Adult Totals:

- Gross Revenue: \$8,215
- Total Cost: \$6,599
- Net Revenue: \$1,616
- Cost Recovery: 124%

The Town based on historical Town Council adopted subsidies (Ord. 91-08 & Ord. 95-07) for recreation programs, and the philosophy of the Parks and Recreation Department to provide broad and considerable community benefit and enhanced quality of life, allows for a high subsidy (approx. 80-90%) for youth programs/facility operations and a lower subsidy (approx. 10-20%) for adult programming.



# Customer Satisfaction Survey

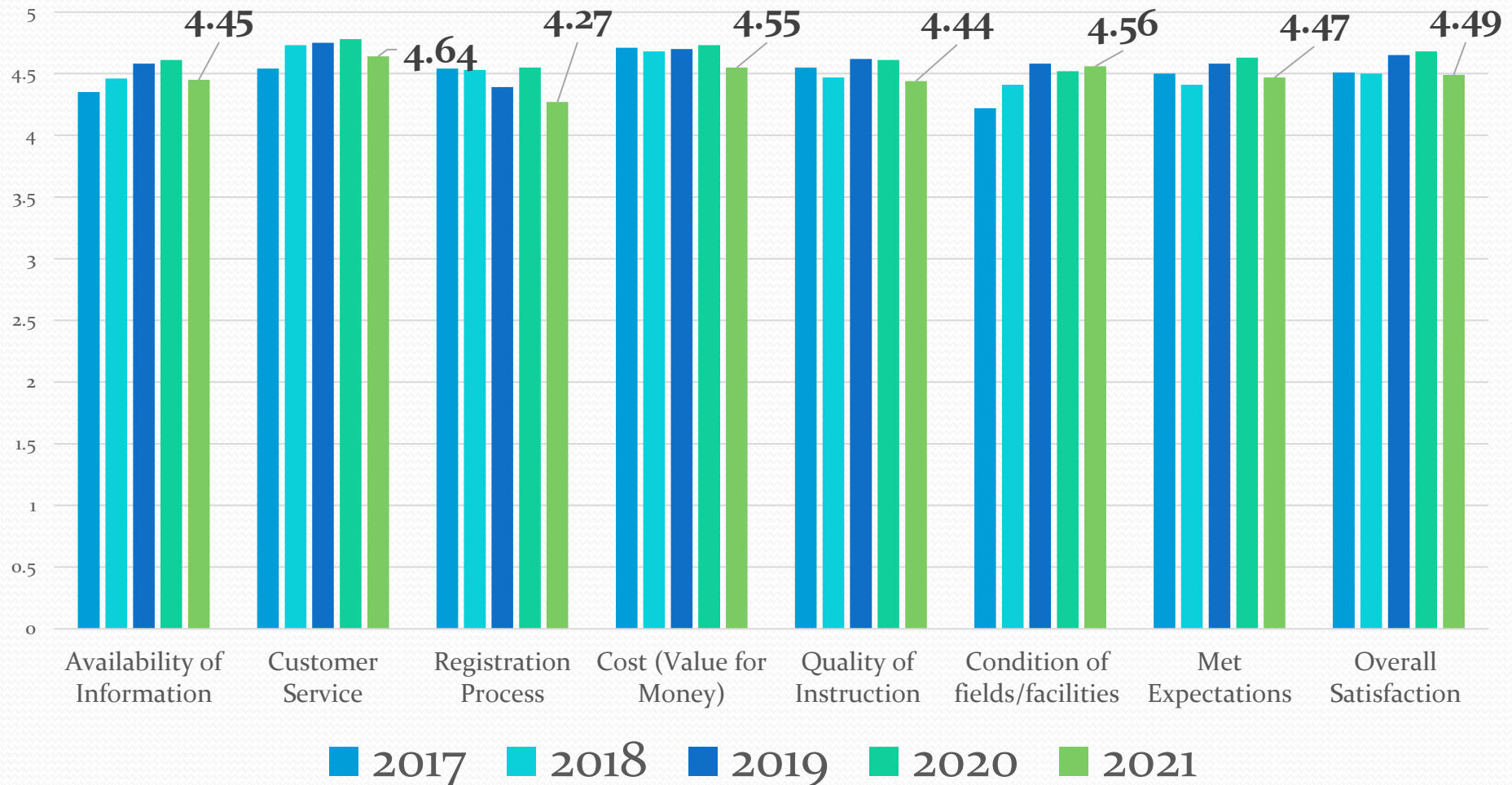
The Annual survey was emailed to each participant.



- 73 surveys were collected in 2021\*

\*95 in 2020, 232 in 2019, 164 in 2018, 101 in 2017, 108 in 2016, 87 in 2015.

# Survey Results



# Customer & Camper Survey Quotes

- “Yes, of course I do [want to return] I think this camp is 5 stars.”
- “Amazing, Amazing Camp. Best camp for my 10 and 13 year olds!”
- “My grand kids are still talking about it and want to go again.”
- “My daughters had the best experience. They enjoyed the location, the staff, and the activities!”
- “It was great to have an outdoor space with COVID restrictions. In the future, I look forward to having the recreation center as a home base/indoor option.”

# Survey Insights



- Overall scores on par with past 3 years
- All scores above 4.25



# Camper and Staff Survey Key Takeaways

## Favorite Activities:

- Biking 45%
- Climbing 15%

## Campers want more of:

- Biking 9%
- Swimming 7%

**99% of Campers & Staff want to come back!**



# Customer Recommendations...

WINTER PROGRAMMING  
MORE FLY FISHING  
PRIORITY FOR LOCALS  
INTEGRATE ARTS AND PERFORMING ARTS  
GYMNASTICS  
WILDERNESS  
TENNIS CAMP  
**MORE CAMPS**  
MORE 5-DAY CAMPS  
MORE SPORTS  
HORSEBACK RIDING  
MORE FOR YOUNGER AND OLDER KIDS  
LONGER PROGRAMS

# S.W.O.T. Analysis

## Strengths

- Location/Accessibility
- Strong Staff flexible & adaptable
- Affordability
- Guide services/contractors

## Opportunities

- Increased variety
- Environmental stewardship
- Being intentional about purposeful programming

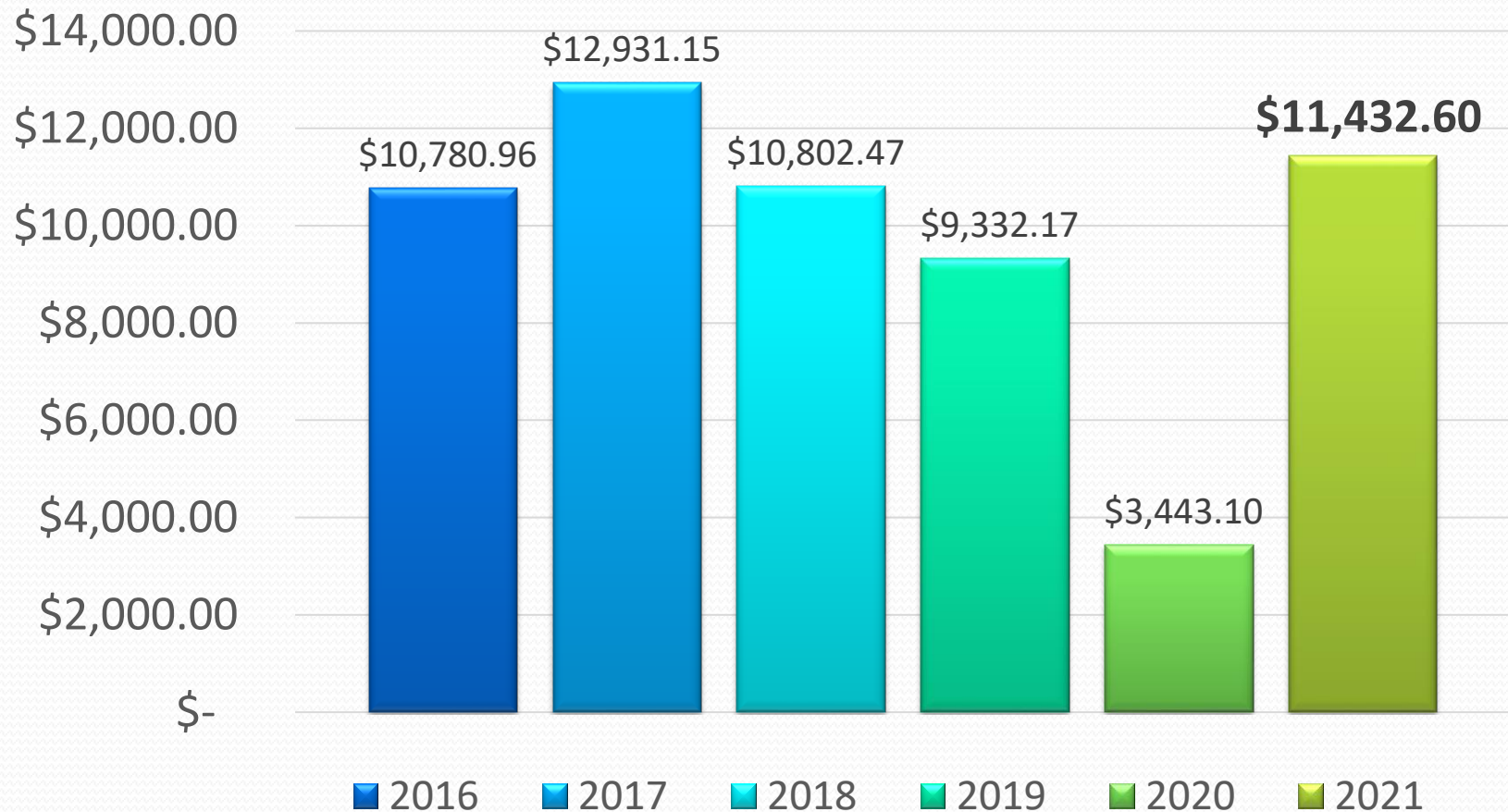
## Weaknesses

- Pay rate
- Accessibility for locals
- Partial week camps
- Age-appropriate activities/age brackets

## Threats

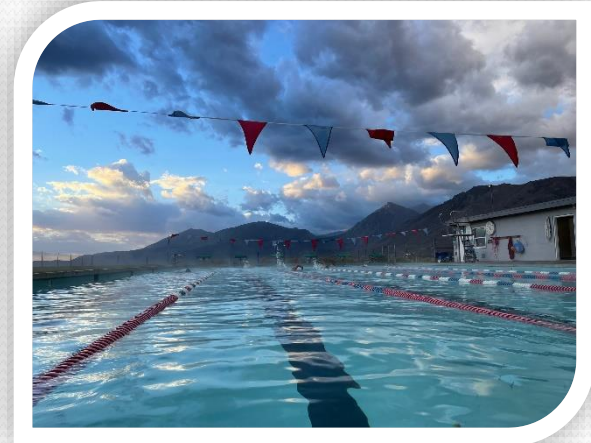
- Housing
- Visitors' vs locals (equity of participation)
- Climate

# 2020-21 Parks & Facility Rentals





# Whitmore Pool

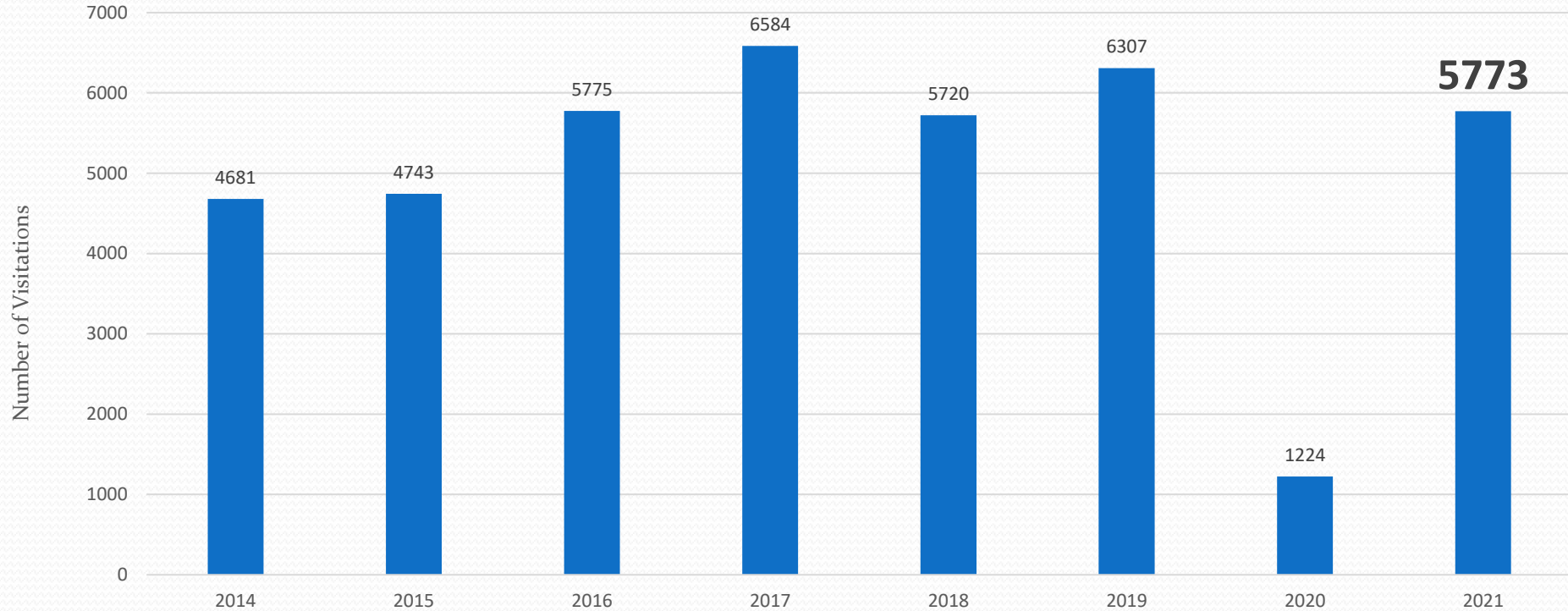


## Hats off to Whitmore

Emily  
Brady  
Bailey  
Isla (a.k.a. Queen Ina)  
Brett  
Sara  
Madison  
Jack  
Iain  
Lily  
Kendall  
Madeline  
Caroline  
Shelby  
Scott

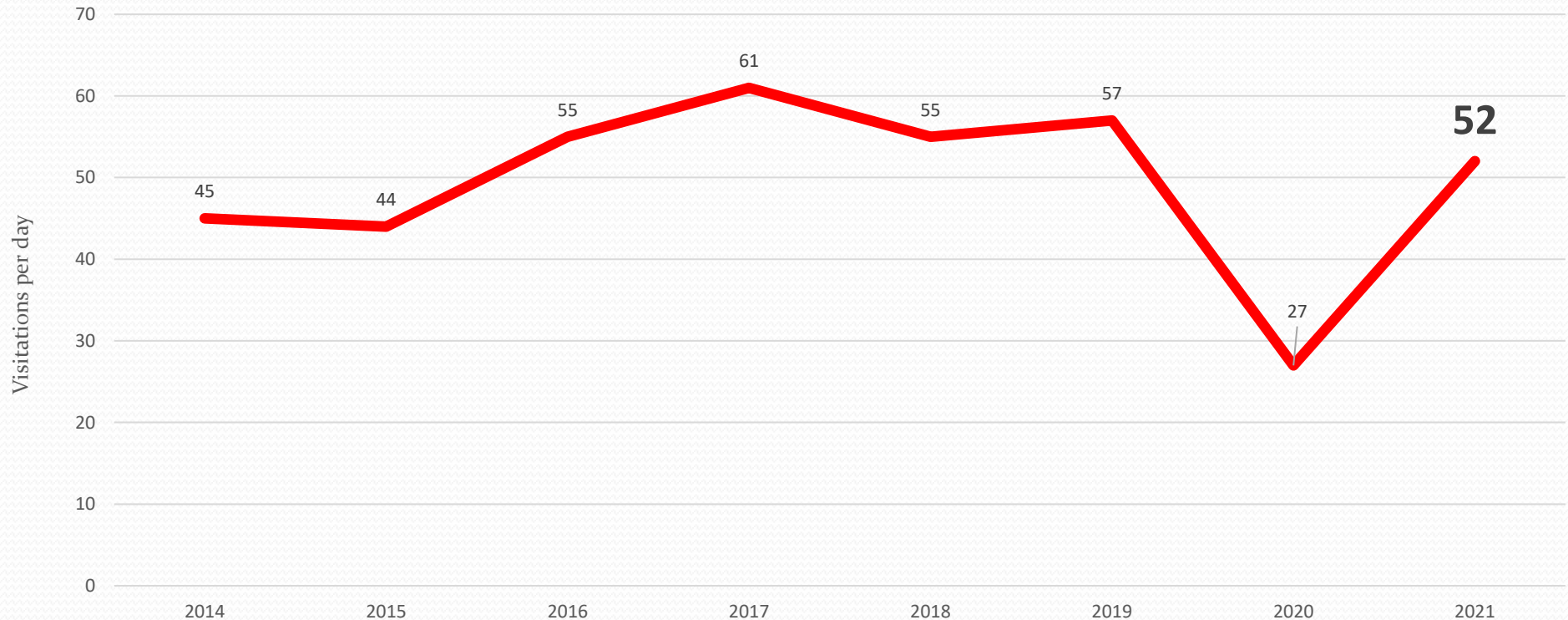


# Visitation

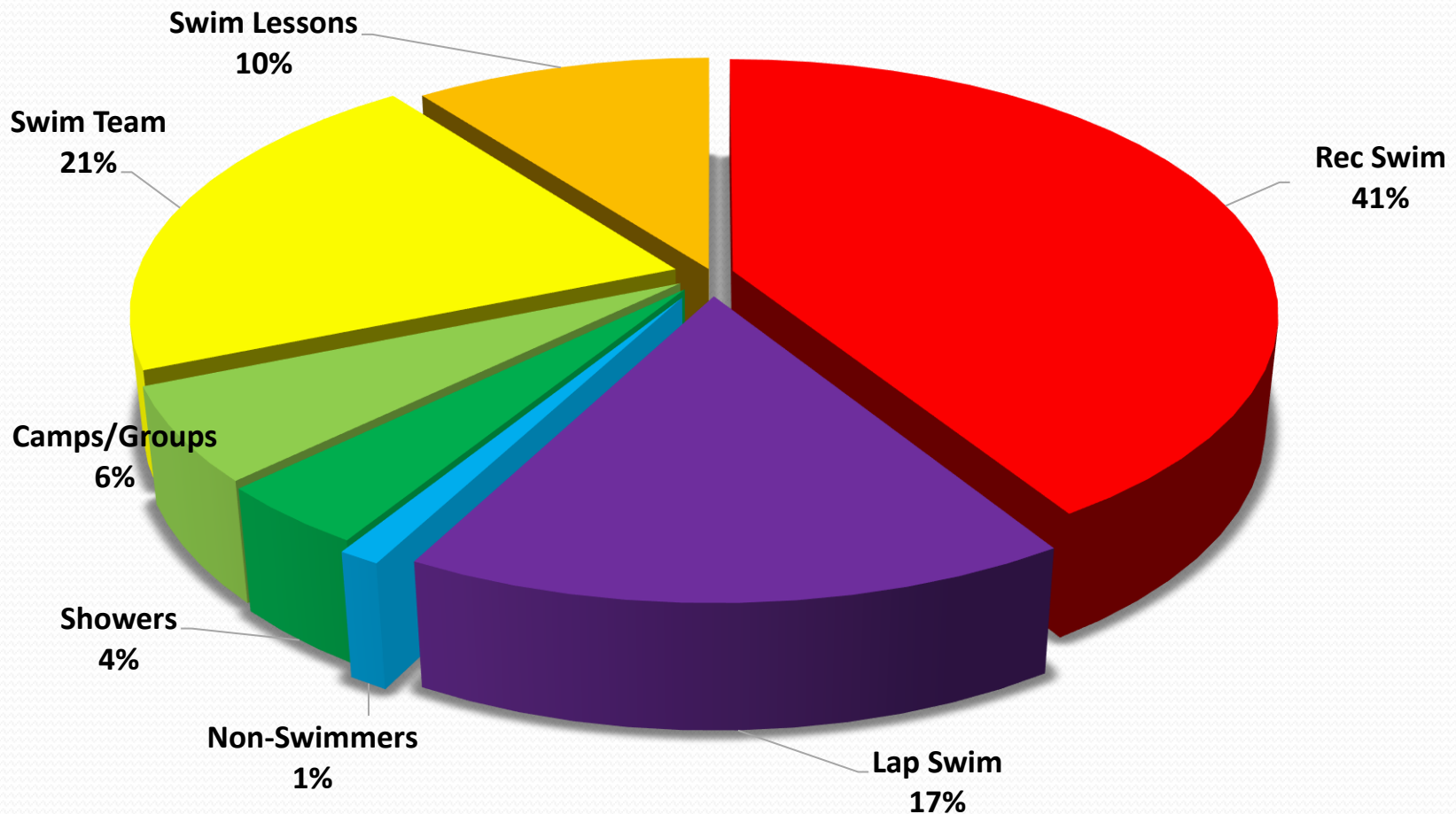


# Visitation – by day

The Whitmore Pool operated for a total of 112 days



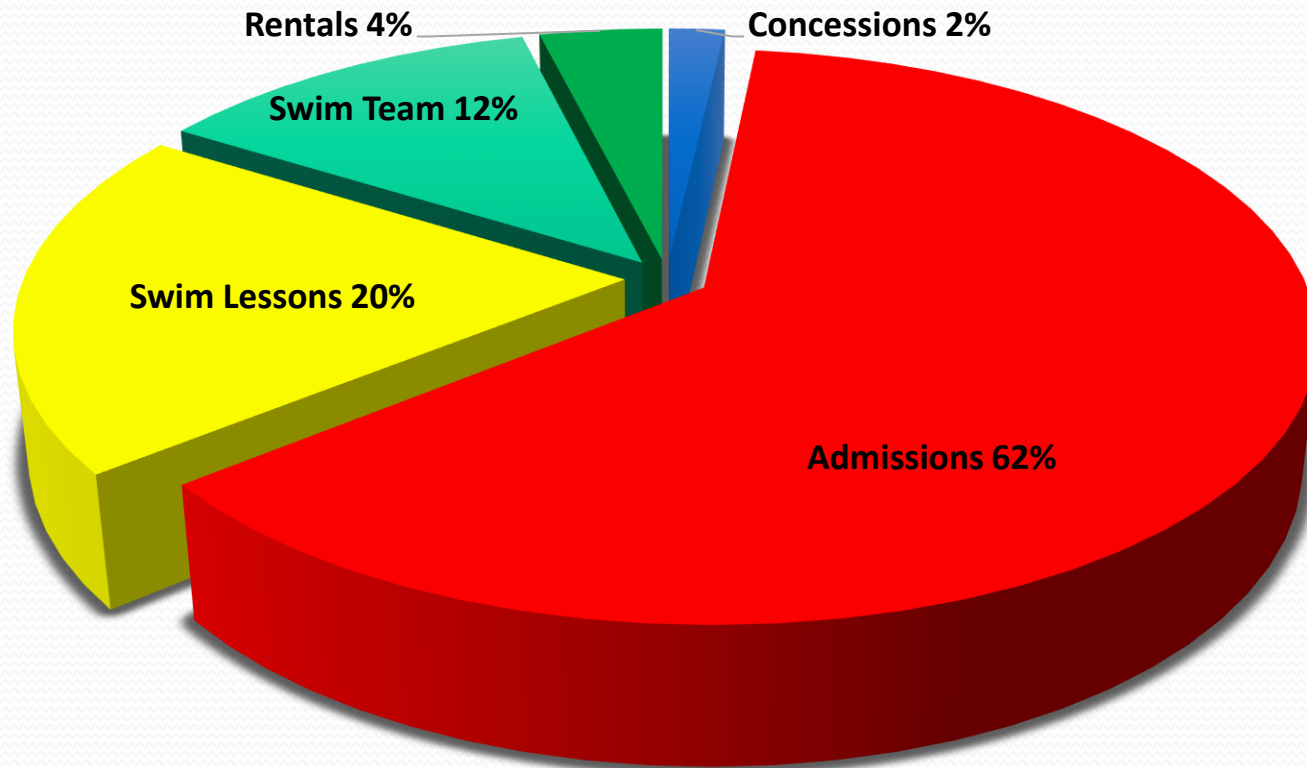
# Visitation – by product





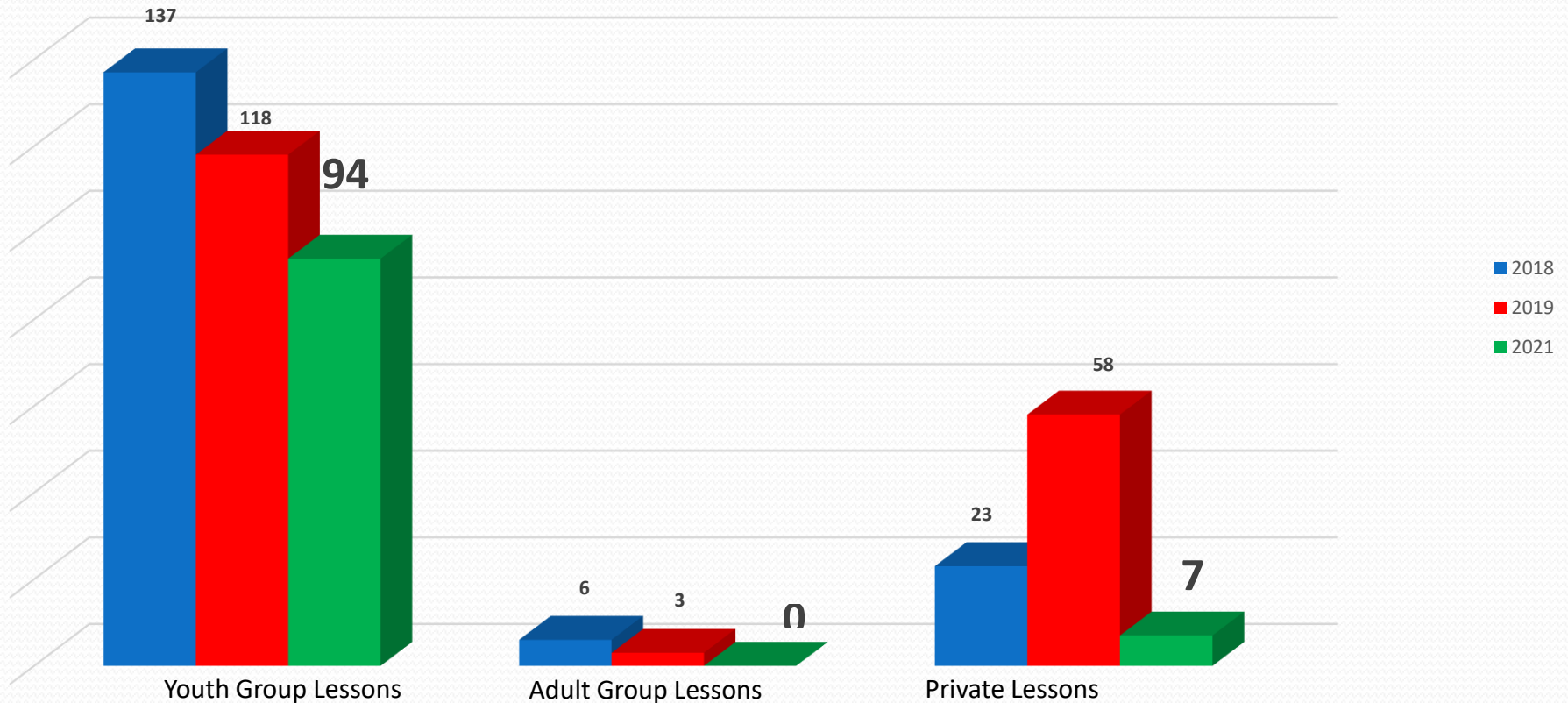
# Revenue – by product

The Whitmore Pool collected \$20,600.61 in revenue.



# Swim Lessons

101 swim lesson participants



# Keep, Stop, Start

## KEEP

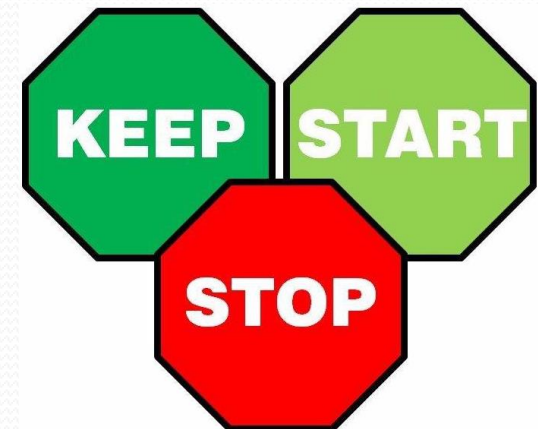
- Consistent operations
- Quality staff
- Consistent in-service training

## START

- Increased Weekly Swim Lesson availability
- Water Polo program
- Swim Instructor recruitment

## STOP

- Swim Lesson waitlists
- Multiple certification and orientation training dates



**All Recreation ★ All The Time!**

**Mammoth Lakes, California**