

# Parks and Recreation Department

## *2022 Annual Program Presentation*



Recreation Commission: December 7, 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**.





# Mission

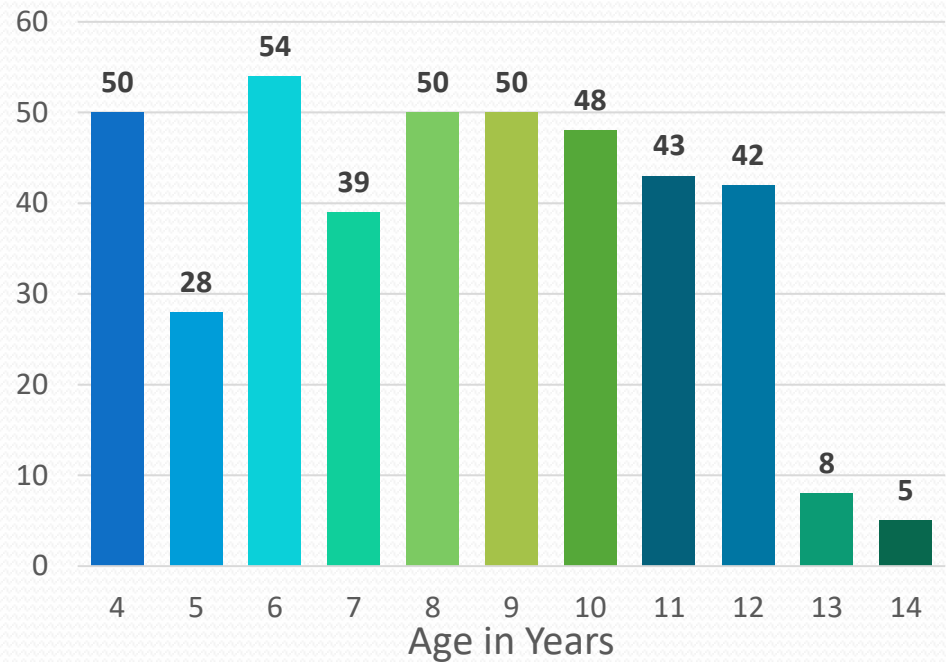
“To provide multi-purpose, year-round, indoor and outdoor recreation opportunities accessible to all residents and visitors.”



Parks  
Make  
Life  
Better!™

# 2021 Programming Review

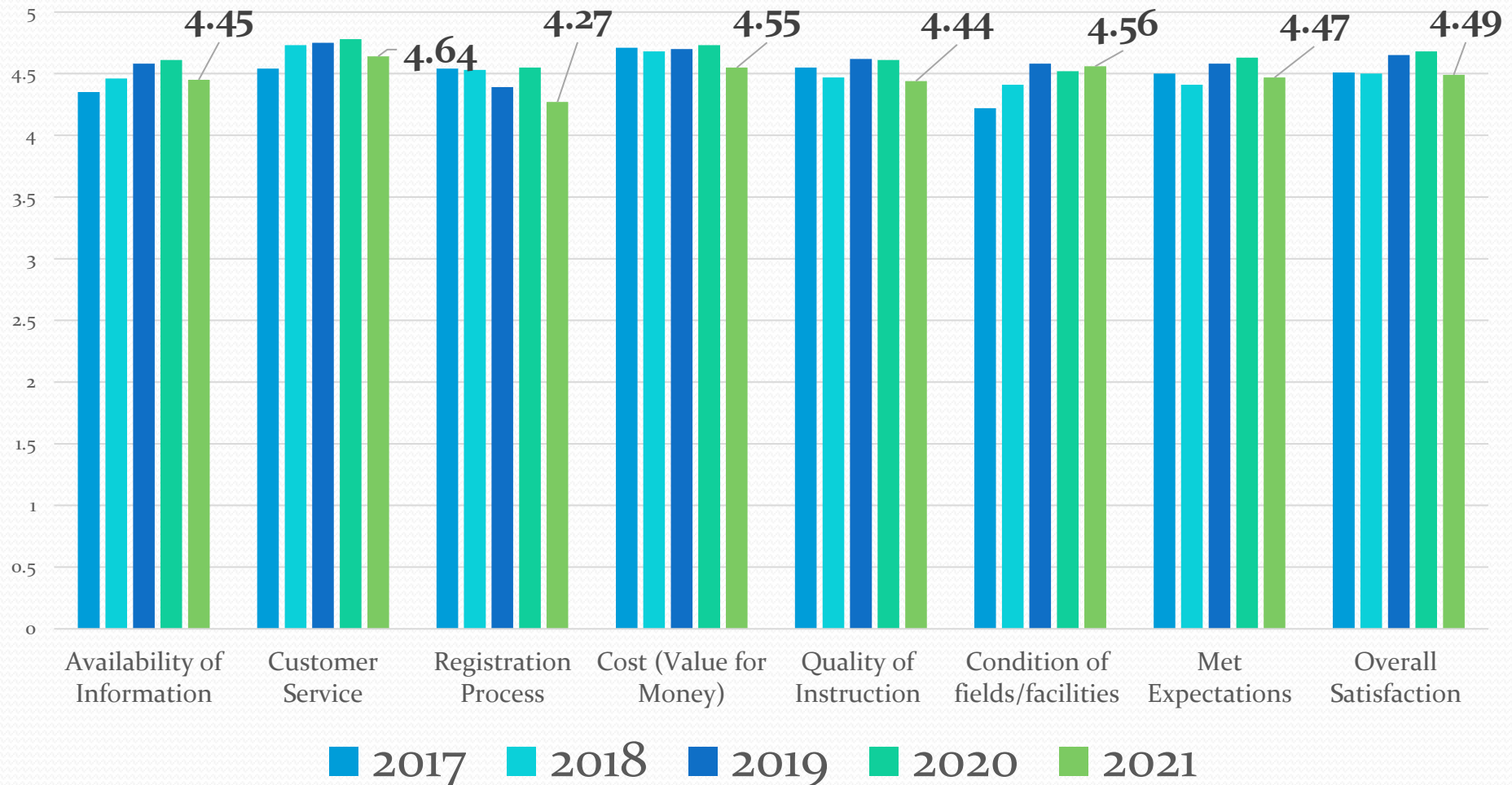
- 1071 total participants
- New programming
- COVID protocols
- New counselor team



# 2021 Participant and Staff Feedback

- Confusing registration process
- Accessibility for locals
- More age-appropriate activities
- More for younger and older kids
- More recreation programs – all the time!
- More biking and climbing
- More 5-day camps

# Survey Results



# 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

# Focus Groups

- November 2021
- Sent invite to 430 parents of past participants
- Total of 8 participants – 4 in each group
- Variety of age groups of participants
- Facilitated focus groups using Poll Everywhere
- Directed questions & open comments



# Focus Groups: 3 key takeaways

- **Parents are happy with our current program offerings**
  - Received no negative feedback
  - Everyone was excited for the opening of the CRC
- **Parents are excited about the changes we are implementing**
  - After School activities
  - Transition to 5-day programs
  - Modified age brackets
  - Transitioning to more of a SKILLS/STEAM focus
- **MORE! MORE! MORE!**
  - More openings for participants
  - More programs
  - More variety

# 2022 Programming Changes

Staff presented the proposed 2022 Programming Calendar to the RC Ad Hoc Programming Committee on October 26, 2021. Items included:

- New programming age groups
- Expanded product offerings: Summer/Winter/Fall
- Transition to 5-day camps
- Refined registration process
- Revised Fee Schedule
- Increased communication of product offerings
- Promotion of Scholarship Fund
- CRC Summer Operating Plan

# New Programming Age Groups

NEW AGE GROUPS	
Toddler	2 years
Preschool	3-4 years
Grade TK-2	5-7 years
Grade 3-5	8-11 years
Middle School	12-14 years
High School	15-18 years
Adult	16+ years
Active Adult	55+ years
Senior	65+ years

# Expanded Product Offerings

- New Winter/Fall programs
- Expanded summer camp offerings
- Transition to 5-day camps
- Partnership with local recreation providers





# Registration Process

- First attempt at limiting registration (pre-registration)
- Desired outcome achieved
- Return of the Expo on March 30
- Summer Pre-registration (limited to one camp/product per child) – April 4-8
- Summer Open Registration – April 11
- The department continues to explore opportunities to further assist families register their children in our many popular summer programs

# Fee Schedule

## Programs:

- CPI – 5+%
- 3 tier camp products – external contract camp (Lego, UK soccer), CRC Sport Camps, and Signature camps (skilled staff)

## Facilities:

- 3-year cycle, CPI and direct cost recovery

# Tony Colasardo Scholarship Fund



# CRC Summer Operating Plan

- Dates/hours of Operation\*
- Summer/fall Schedule\*
- Facility layout - Sport Court
- Proposed fees
- The BIG 5:
  1. Sports Camp & Kids Club
  2. Instructional/lesson programs
  3. Youth/adult Leagues
  4. Open Play
  5. Events, tournaments and festivities

\*subject to CRC opening timeline



**All Recreation ★ All The Time!**

**Mammoth Lakes, California**