

Parks and Recreation Department

2022 Annual Program, Facility and Activities Review



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.”

Parks
Make
Life
Better!

Mission

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



**WE
RISE
UP** **FOR PARKS AND RECREATION**
NRPA'S PARK AND RECREATION MONTH



Annual Review

- Programming
- Customer Satisfaction Survey
- Community Events
- Special Events
- Parks and Facilities Usage
- Whitmore Pool
- Mammoth Ice Rink



Programming Participants

- **1,235** youth program participants
- **675** adult program participants

NEW RECREATION PROGRAM AGE GROUPS	
Toddler	<u>2 years</u>
Preschool	<u>3-4 years</u>
Grade TK-K	<u>4-5 years</u>
Grades 1-2	<u>6-7 years</u>
Grade 3-5	<u>8-11 years</u>
Middle School	<u>12-14 years</u>
High School	<u>15-18 years</u>
Adult	<u>16+ years</u>
Active Adult	<u>55+ years</u>
Senior	<u>65+ years</u>

Youth Programs

9 Weeks of Summer Camps:

- Aquatics
- Explorer's minis
- Adventure Camp
- Mammoth Sampler Camp
- Mountain Biking
- Wave Rave
- Skateboard
- Youth Theater

11 New Camps:

- Climbing (5 Days)
- TK – 1st Grade Bike
- Sports Camp
- Counselor in Training
- Park n' Play
- Winter Camp
- 2nd – 5th Grade Mt. Bike
- Nature Camp
- Photography Camp
- Crafters Art Camp
- Adventures in Art
- Backpacking

NEW

Contracted Camps:

- Lego
- Challenger Soccer
- UK Soccer Camp

Lessons:

- Swimming
- Ice Skating
- Gymnastics/Tumbling

Sports Programs:

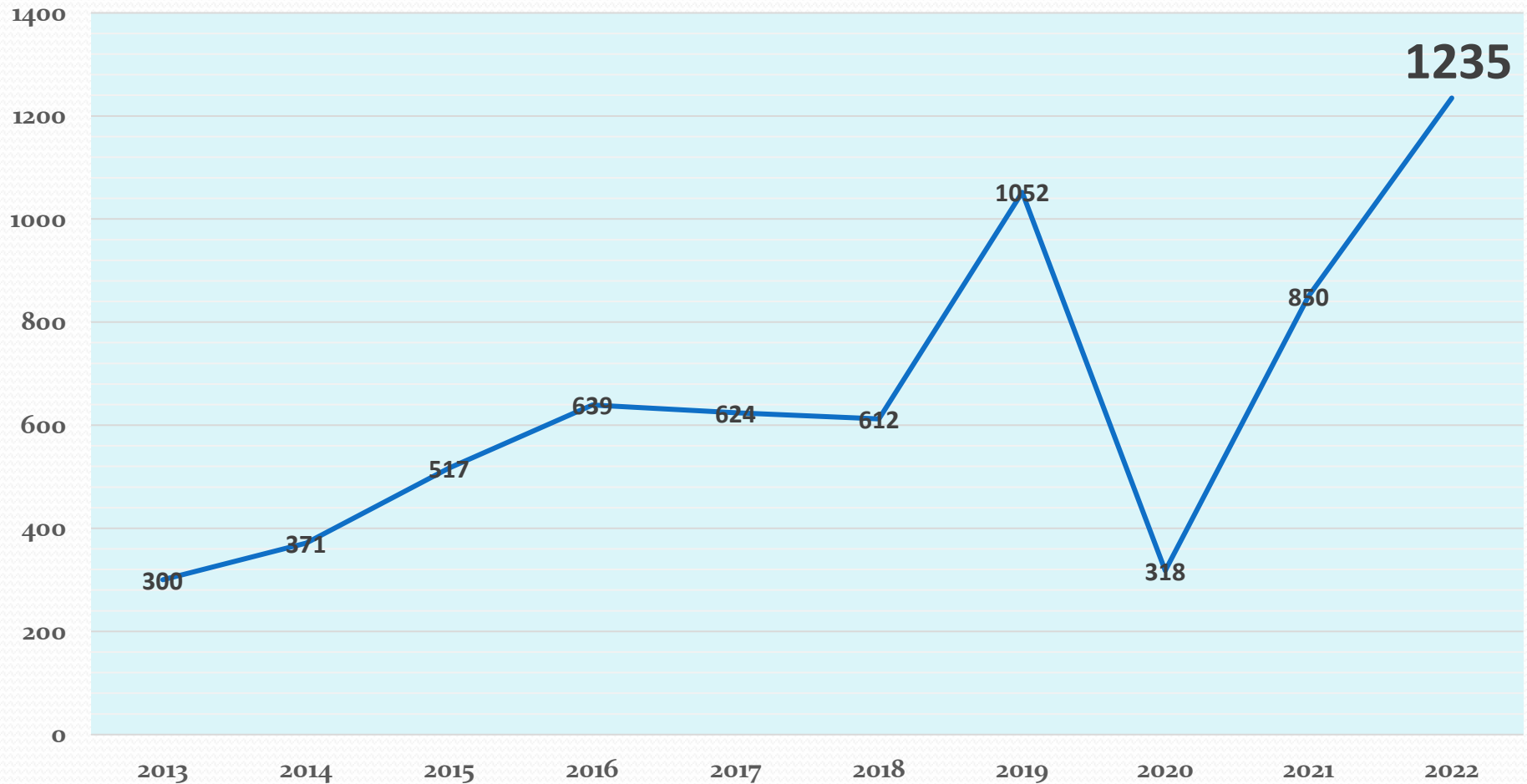
- Little Sluggers T-Ball
- Hot Shots Basketball

After School:

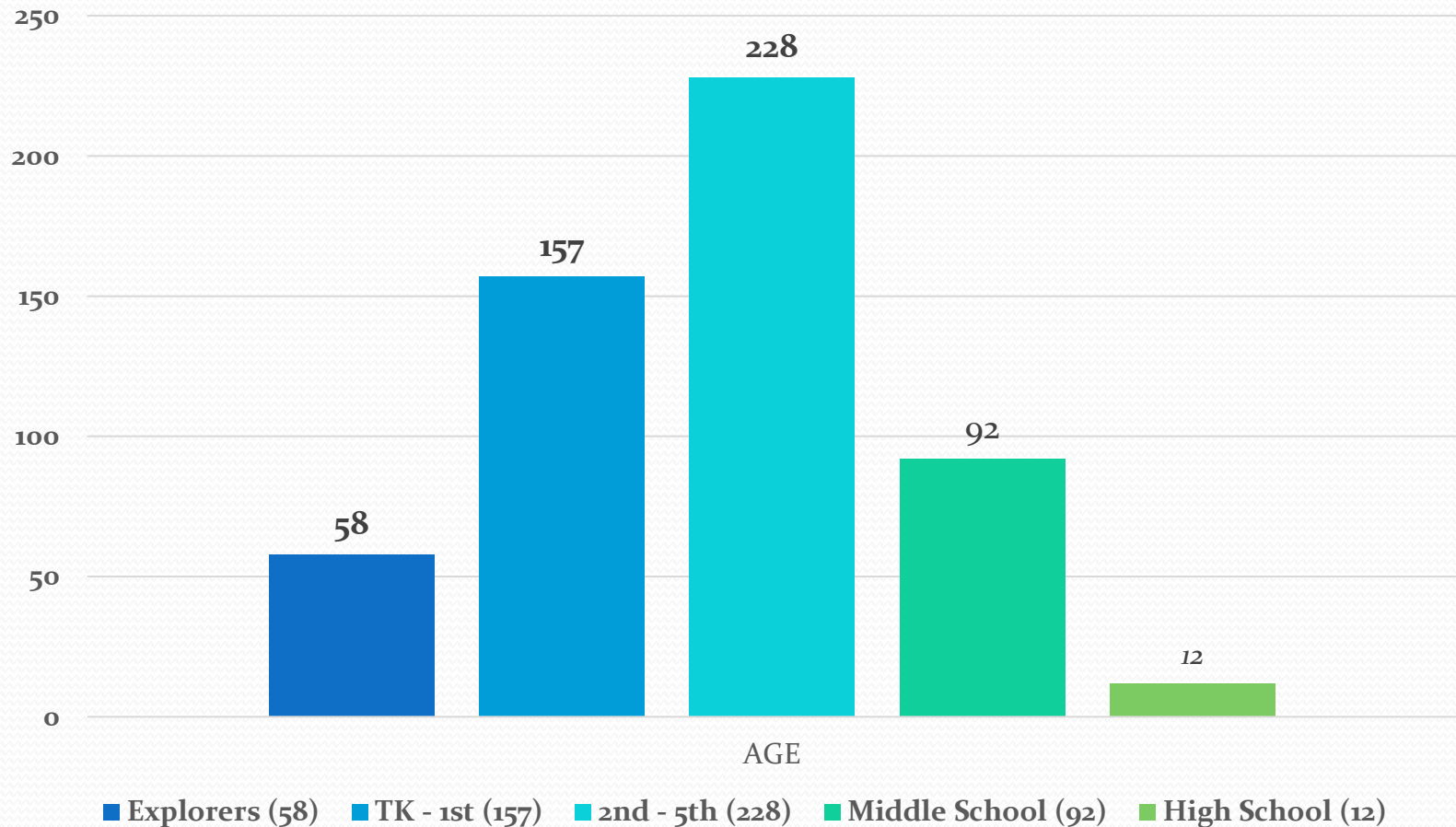
- Bike Squad
- Cooking Class
- Open Rink Play
- Water Safety Course
- Toddler Fitness Class & Parent Social Hour

NEW

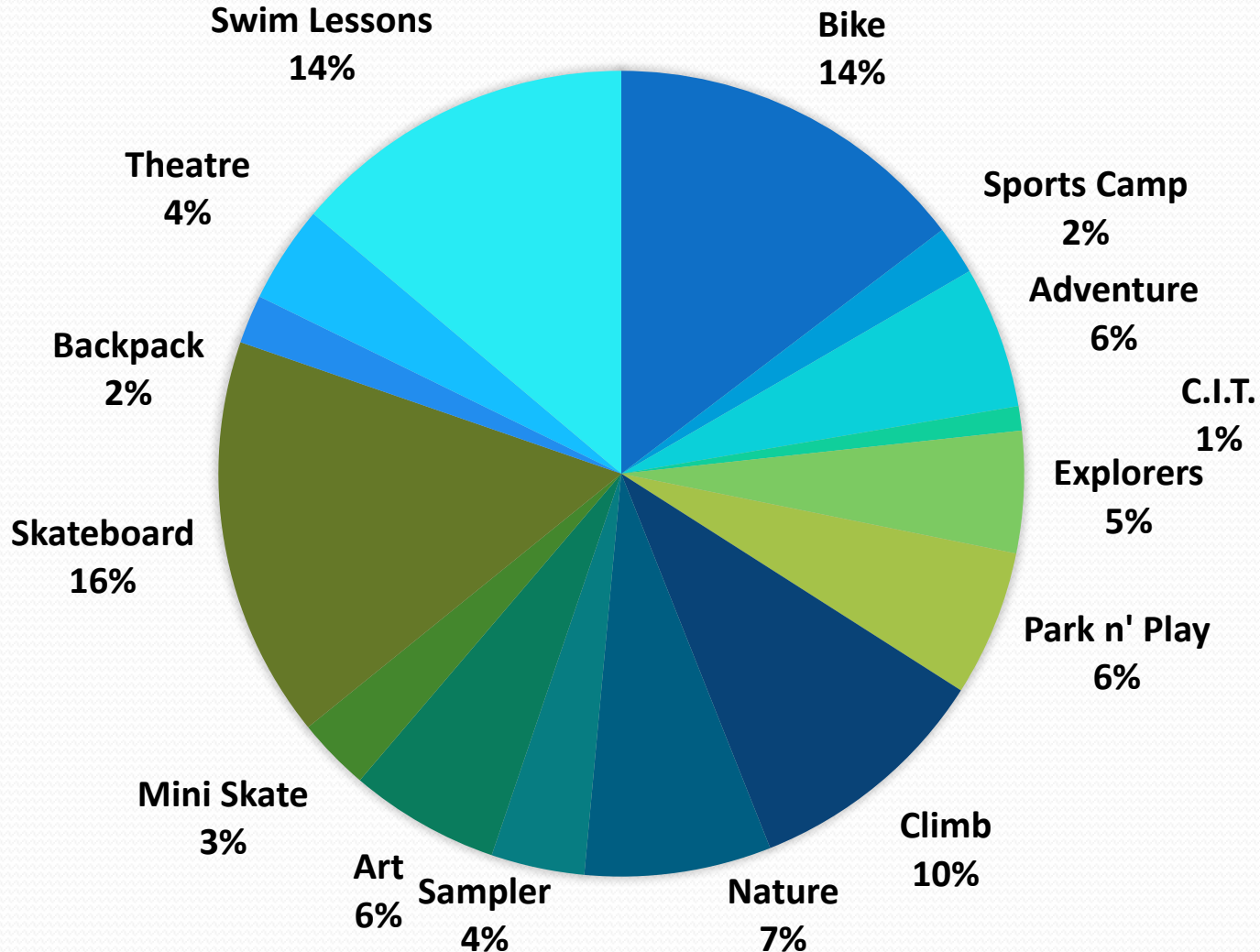
Youth Participation



Summer Camps by Age



Summer Camp Participation



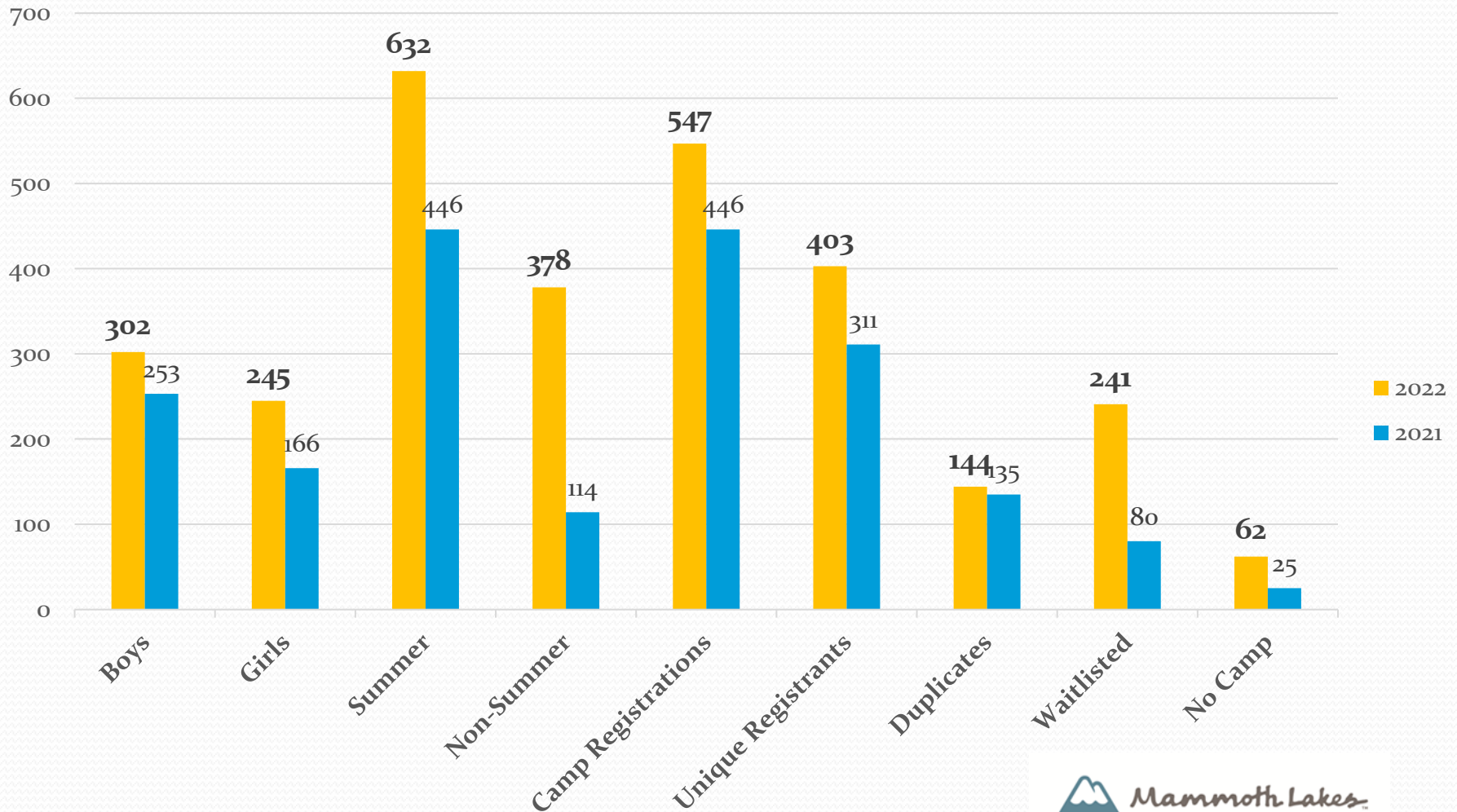


Camp Registration Statistics

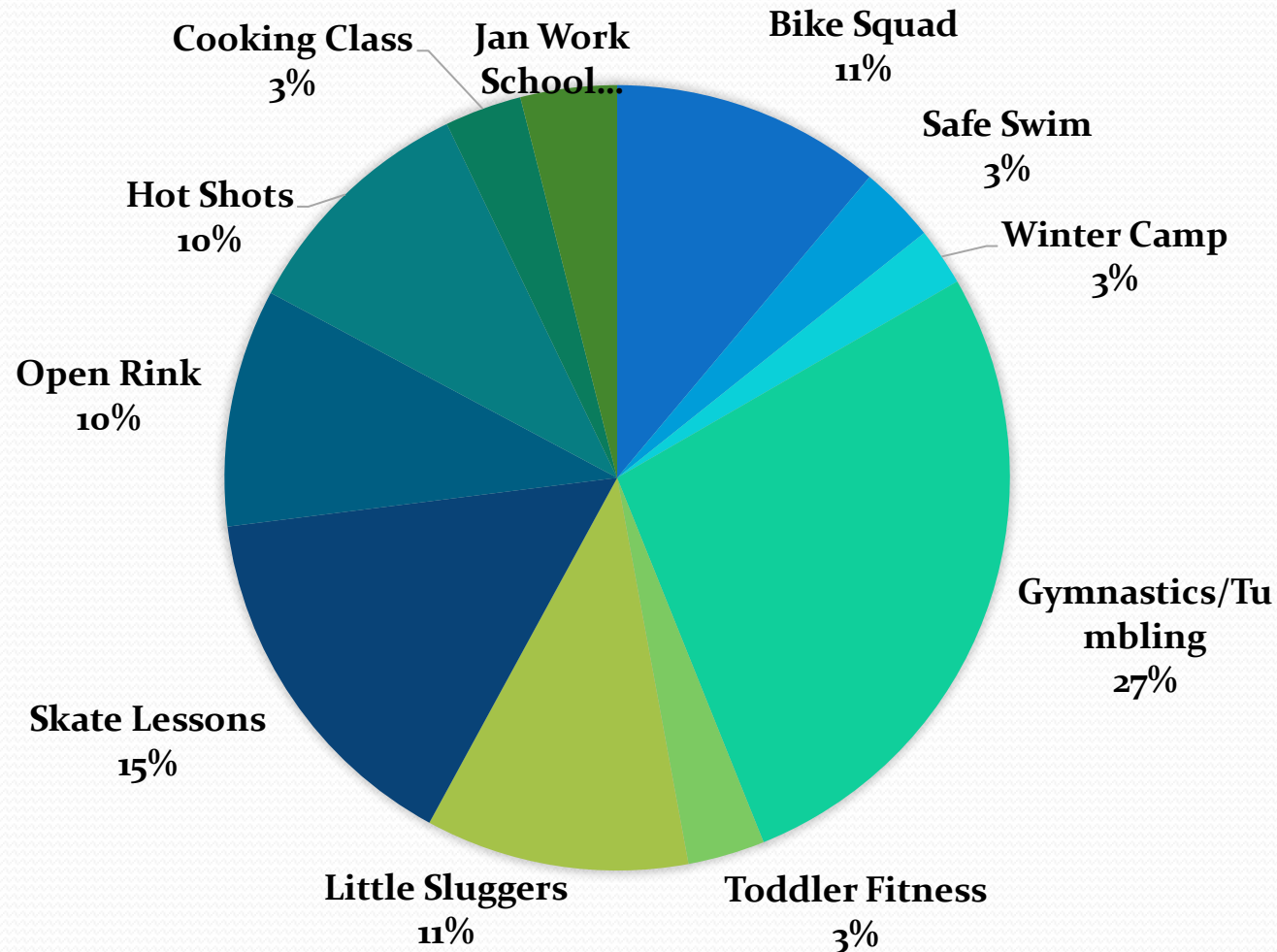
- 547 enrolled
- 330 Pre-registrations
- 5 New Programs
opened from waitlist
- 241 Waitlisted



Youth Registration Metrics



Non-Summer Programs



Tony Colasardo Scholarship Fund



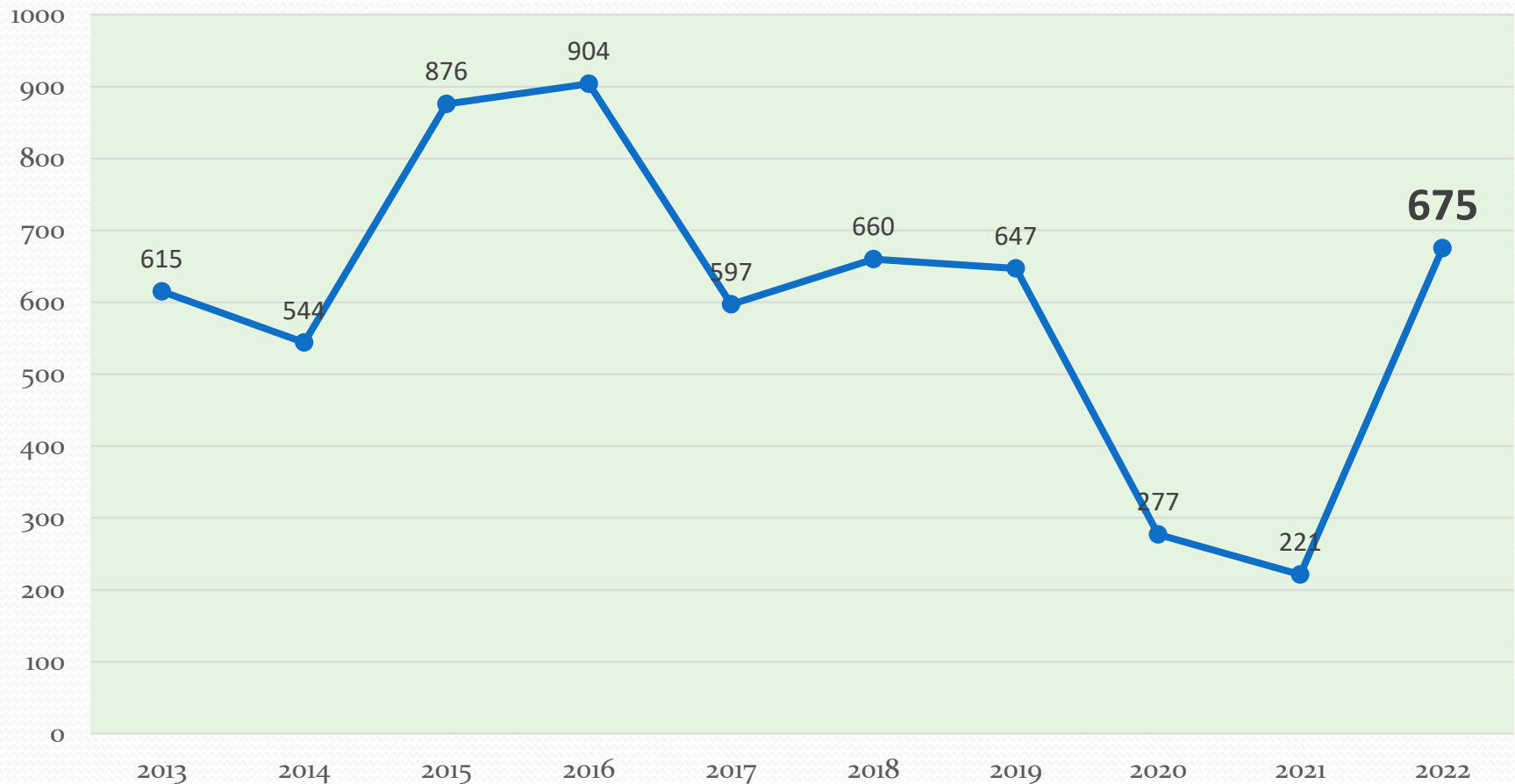
- New online application and registration process
- 38 Scholarships
- \$2,351.50

Adult Programs

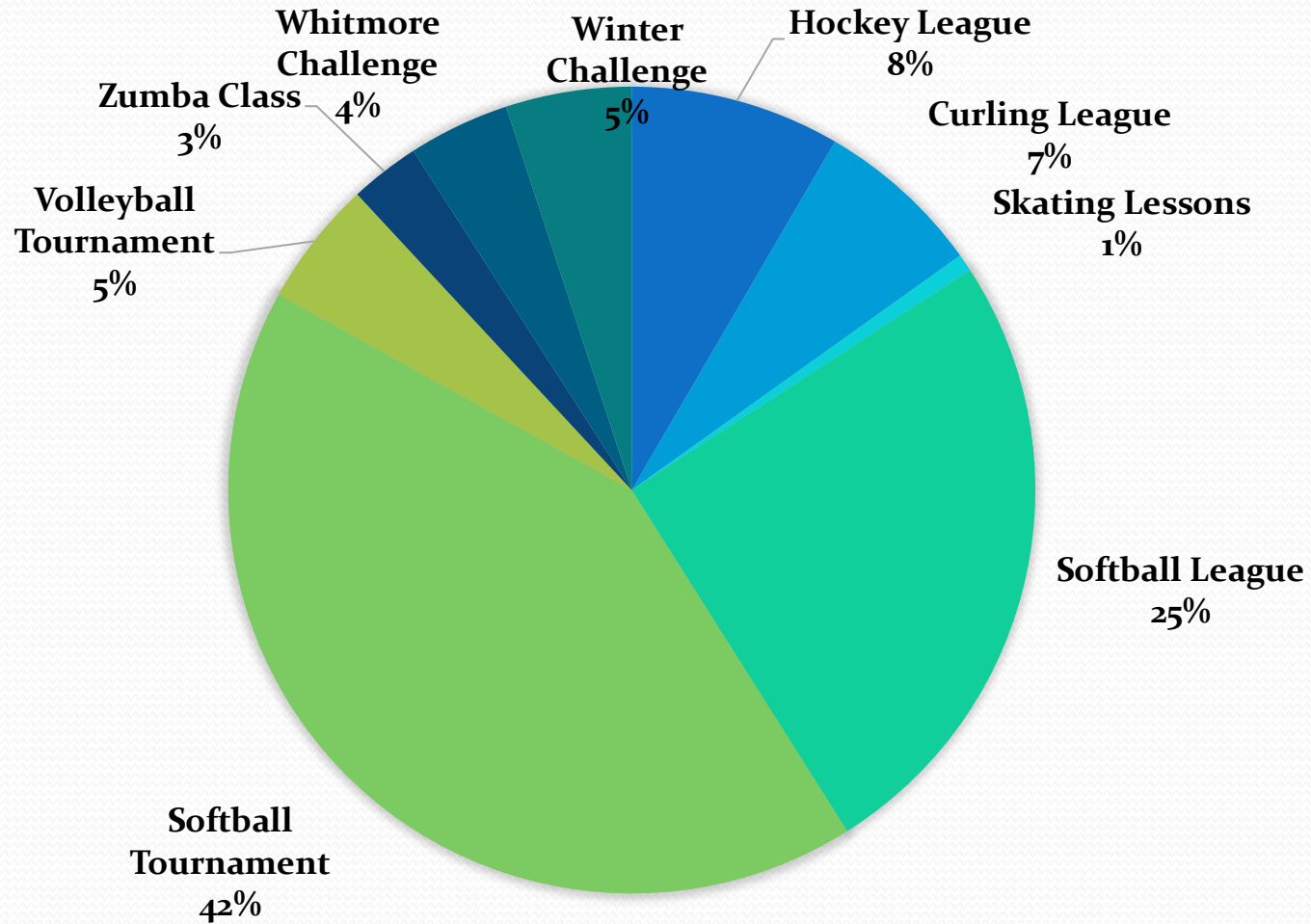
- Softball League
- Softball Tournament
- Hockey League
- Volleyball Tournament
- Curling League
- Skating Lessons
- Whitmore 50 Challenge
- Winter Fitness Challenge
- Zumba Class



Adult Participation



Adult Programs



Programming Metrics

Youth Totals:

- Gross Revenue: \$99,710
- Total Cost: \$120,636
- Net Revenue: -\$20,926
- Cost Recovery: 83%

Adult Totals:

- Gross Revenue: \$27,927
- Total Cost: \$19,223
- Net Revenue: \$8,704
- Cost Recovery: 145%

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

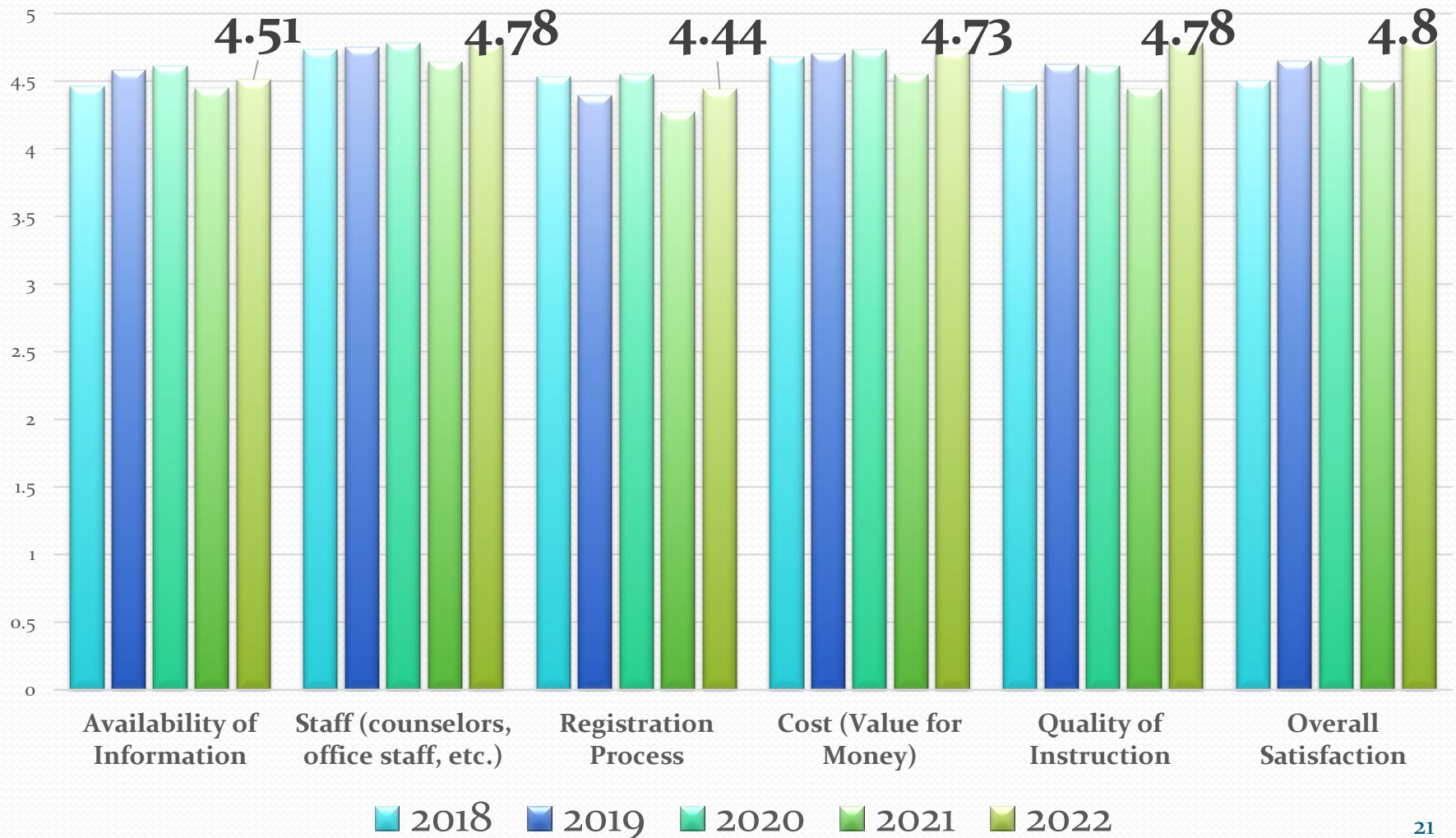
The Annual survey was emailed to each summer camp participant for a specific summer camp



- **126** surveys were collected in 2022*

*73 in 2021, 95 in 2020, 232 in 2019, 164 in 2018, 101 in 2017, 108 in 2016, 87 in 2015.

Survey Results



Survey Insights



- Overall scores on par with past 3 years
- All scores above 4.44
- Highest overall satisfaction score
- Highest quality of instruction score

What was your favorite part of summer camp?



A word cloud featuring various summer camp activities and experiences. The words are arranged in a non-linear fashion, with some being significantly larger than others. The colors of the words range from light pink to dark purple. The words include: games, climbing, campout, fun, biking, swimming, hike, hours, sports, variety, outdoors, art, quality, counselors, maps, socialization, friends, paddleboard, learning, excited, skateboarding, and inclusion.

games climbing
campout fun
swimming hike hours sports biking
variety outdoors art quality
counselors maps socialization
friends paddleboard
learning excited
skateboarding
inclusion

Camp Staff Recommendations

KEEP

- Returning staff
- 5-day camps
- Skill-based camps
- Staff housing for interns
- Shady Rest Park grassy area
- Check-in/checkout process

STOP

- 3-day Wave Rave Camp (5-day camp)
- TK – 1st grade program (CRC product)

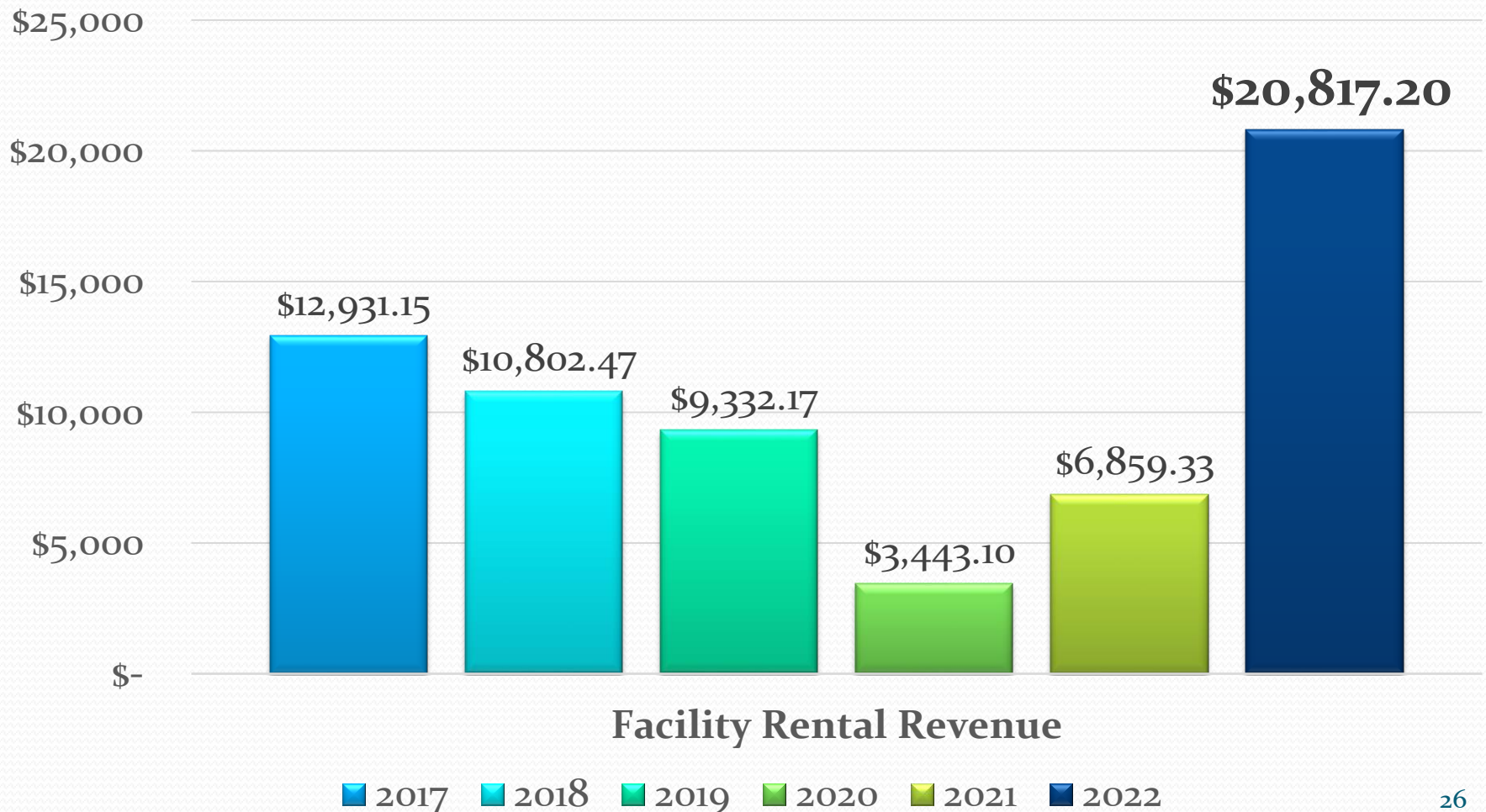
START

- Better communication
- More Backpack Camps
- More lessons/skill training for campers
- Place to get away from smoke (CRC)

Customer Recommendations

- More programs
- Longer programming (hours)
- Better communication/finalized schedules
- Priority for locals
- Plan B for smoke days
- More art programs
- Safety/survival training for kids

2021/22 Parks & Facility Rentals

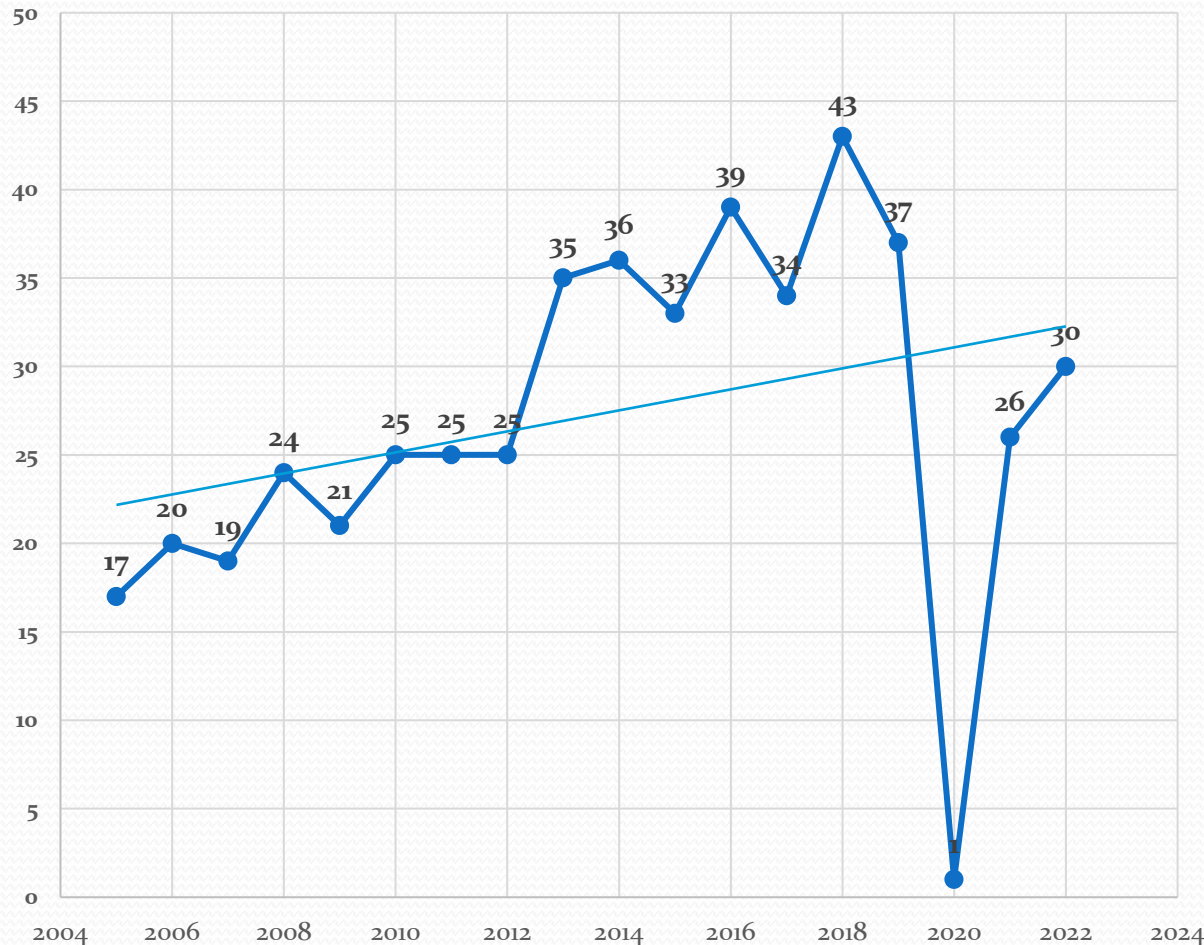


Community Events

- Haunted Roller Rink
- Spring Egg Hunt
- Summer Recreation Expo
- July 4 Fireworks at Crowley Lake
- Supported Kids Fishing Festival



Permitted Special Events



2022 Featured Special Events:

- Toyota U.S. Grand Prix
- Flash Foxy Trailfest
- Giddy Up Country Music Festival
- Mammoth 50K Pedalpalooza
- Mammoth Tuff
- Mammoth Trail Fest

Whitmore Pool



WHITMORE POOL

Location: 904 Benton Crossing Road
Phone: (760) 965-3692  Mammoth Whitmore Pool
 25 meter, 6 lane pool plus wading pool, hot showers & changing rooms, shade & picnic area, snacks & beverages, complimentary WiFi, credit cards accepted.

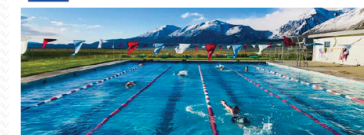
PUBLIC & LAP SWIMMING

Public Swim	June 12 – Aug 29	Closed July 4
Pool available for play and lap swim	12:30pm - 3:30pm 10:00am - 6:00pm Noon - 6:00pm	Mo-Fr Sat Sun
Lap Swim	May 10 – Sept 3	Closed July 4
AM Lap Swim	6:30am - 8:30am	Mo-Fr
PM Lap Swim	5:30pm - 7:30pm	Tu/Th

For more information on COVID-19 restrictions, please visit WhitmorePool.com



JOIN THE WHITMORE 50 CHALLENGE



SWIM SCHOOL

Whitmore Pool offers group and private lessons for both youth and adults. Please visit MammothParksAndRec.com for schedules and fees.

POOL FEES

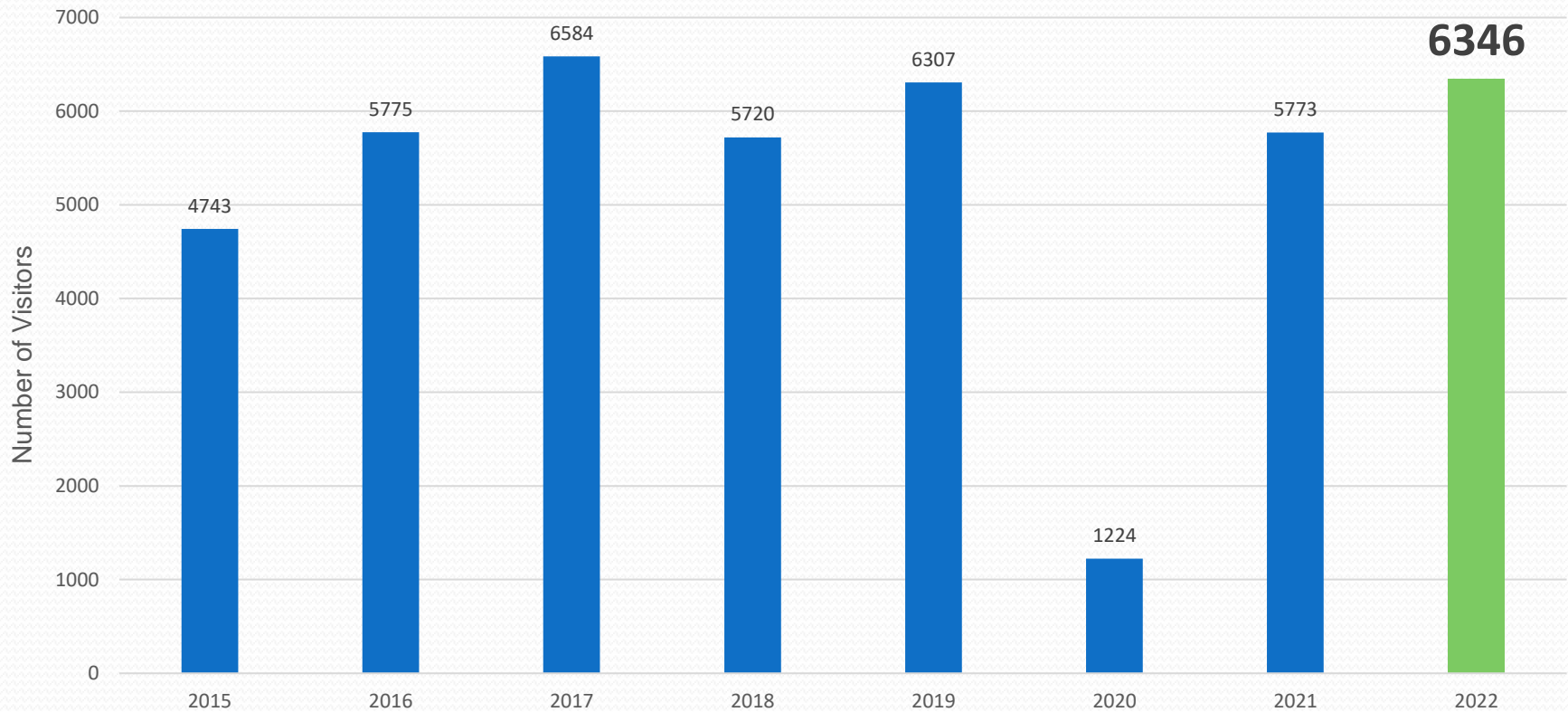
	Daily	Season	5 Swim Pass	Groups 10+
Adults 18-64	\$5	\$140	\$24	\$2/ea
Family	NA	\$190	NA	NA
Senior 65+ Military with ID	\$3.25	\$120	\$15	\$2/ea
Youth 6-17	\$3.25	\$60	\$15	\$2/ea
Child 5 & under	\$2	NA	\$8	\$1/ea
Infant 2 & under	Free with Adult Purchase			

USE OUR LOYALTY CARD AND YOUR 6TH SWIM IS FREE!
 ASK STAFF ABOUT RENTING THE POOL FOR YOUR NEXT FAMILY GATHERING OR PARTY!

Season Highlights

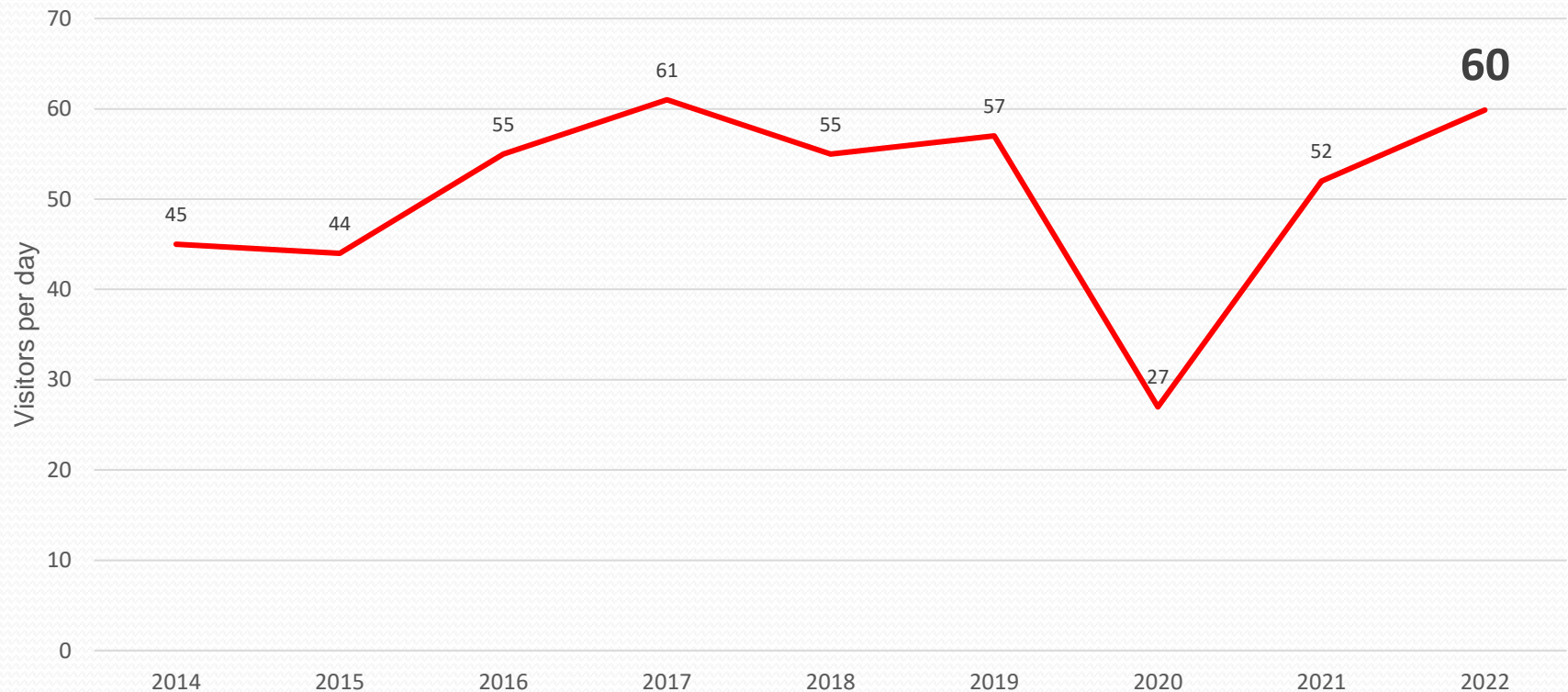


Pool Visitation

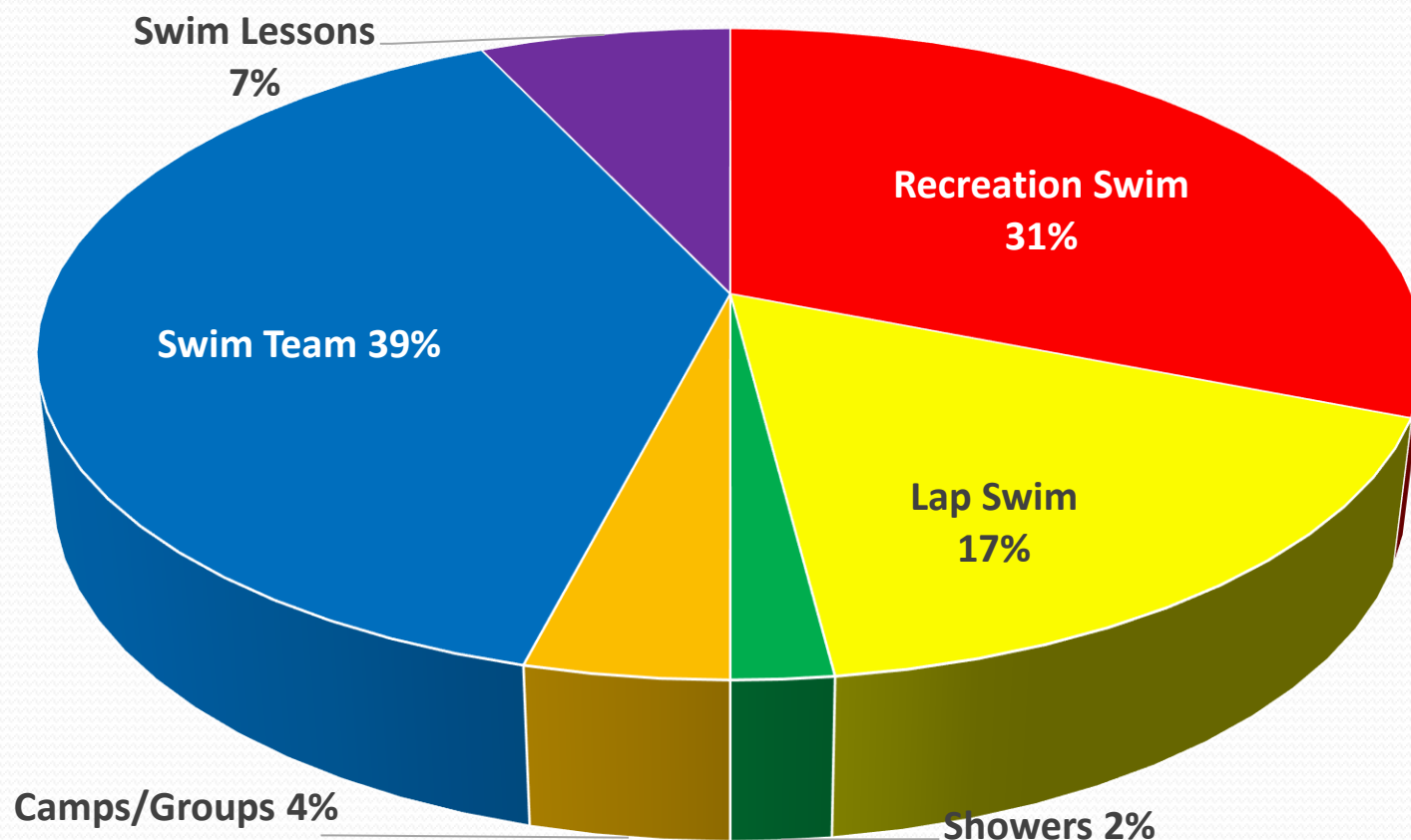


Visitation – by day

The Whitmore Pool operated for a total of 106 days.

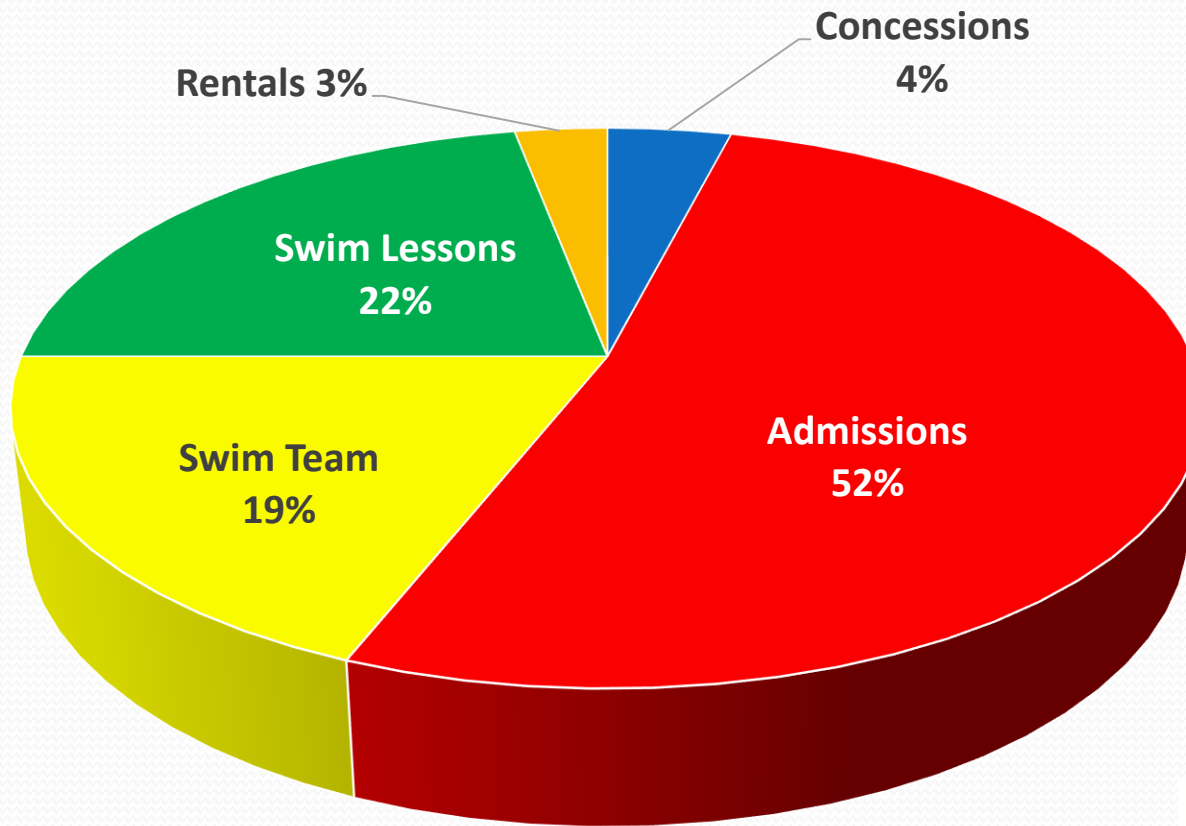


Visitation – by product



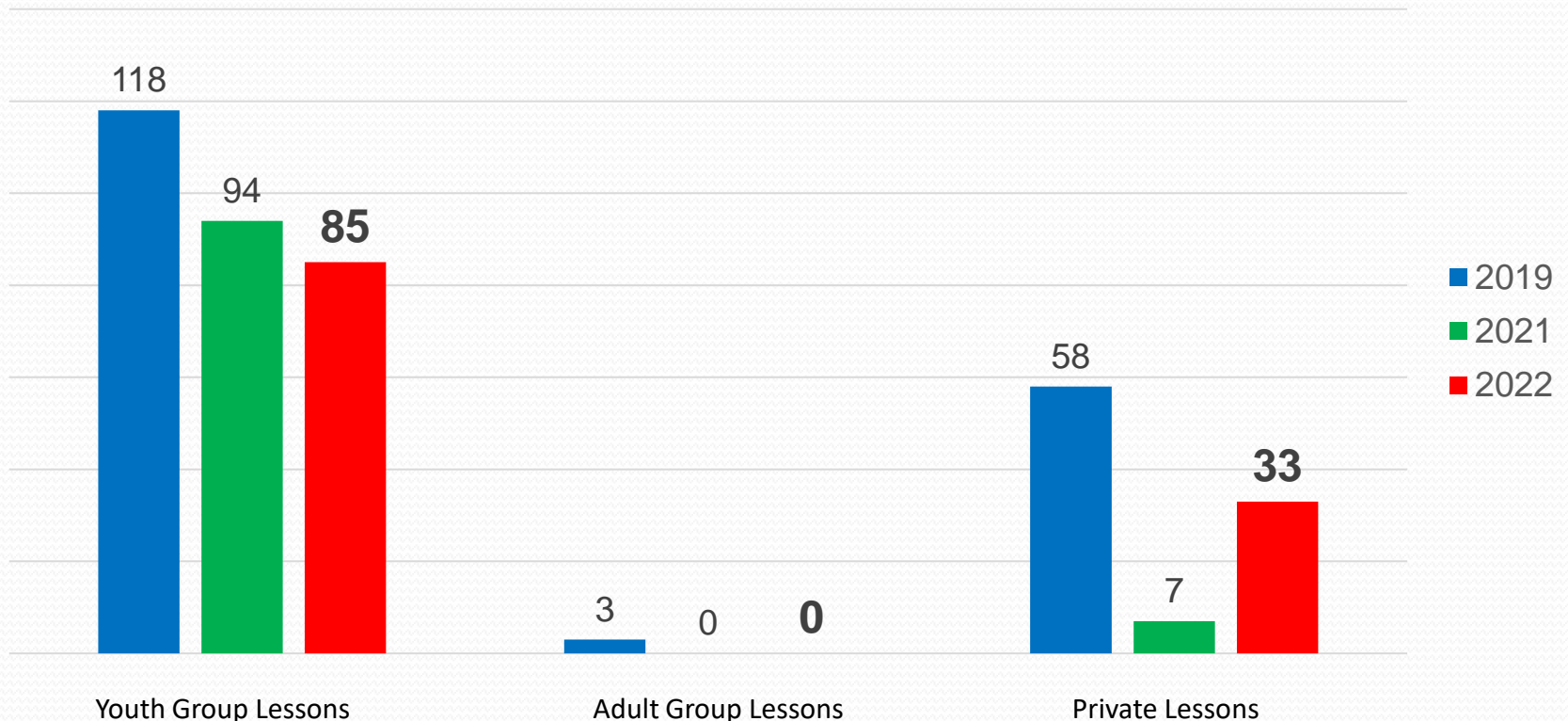
Revenue – by product

The Whitmore Pool collected \$29,255 in revenue.



Swim Lessons

118 swim lesson participants



Pool Staff Recommendations

KEEP

- Consistent operations
- Returning staff
- Consistent in-service training
- Swim instructor training
- High staff numbers

STOP

- Parent & Child week-long lessons

START

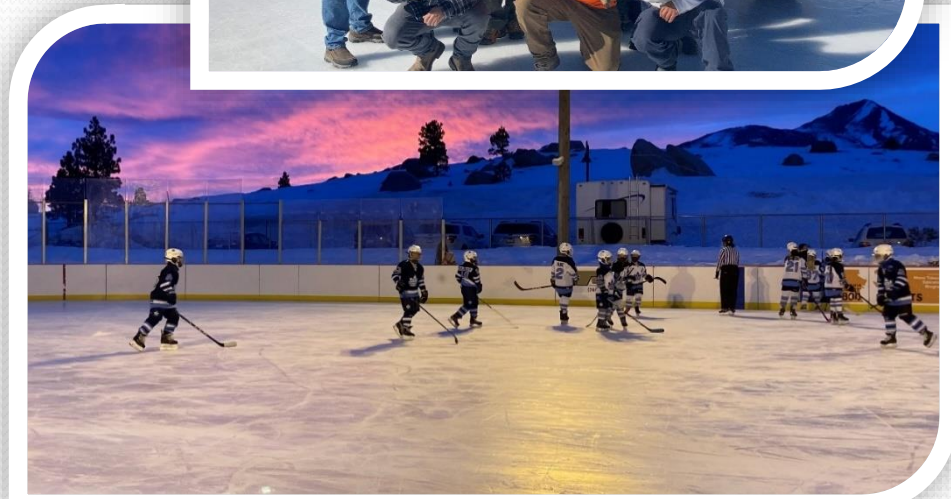
- Increased weekly Swim Lesson on Wednesday afternoons
- Water Polo program
- Focus on Assistant Site Coordinator/Swim Lesson Coordinator recruitment
- Monthly Twilight Recreation Swim

Mammoth Ice Rink

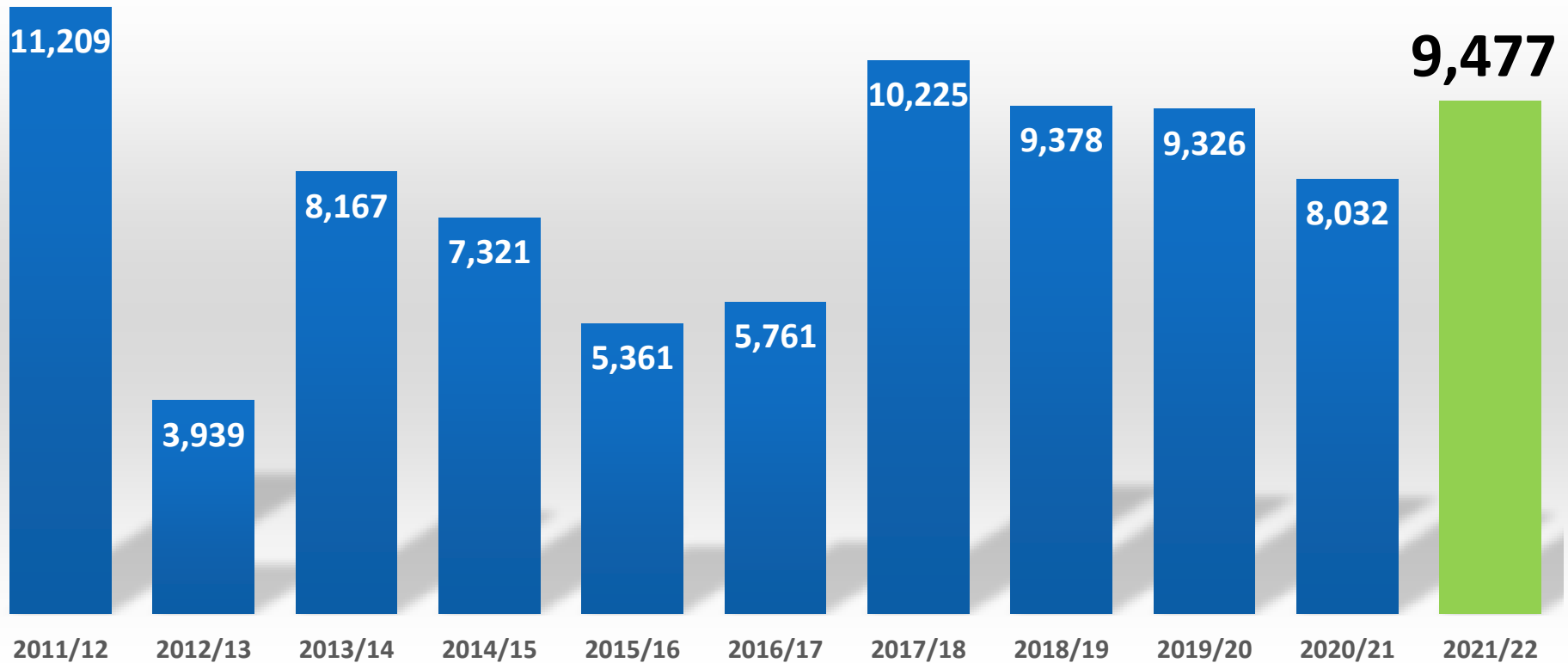


Season Highlights

- RETURNING Site and Assistant Site Coordinators
- Hard working, friendly and professional staff
- Return to pre-COVID programming
- New Zamboni 552AC purchase
- Additional hockey tournament

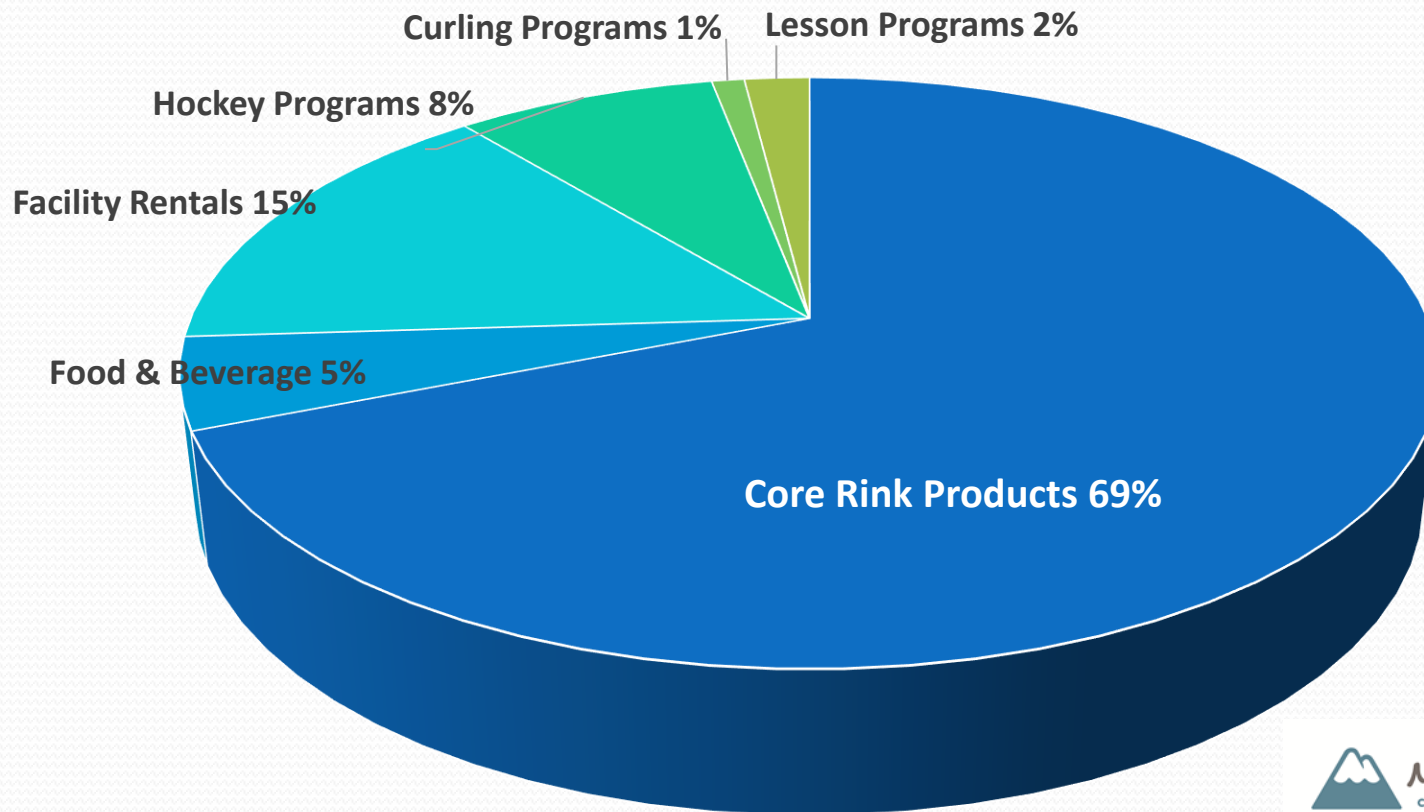


Ice Rink Visitation

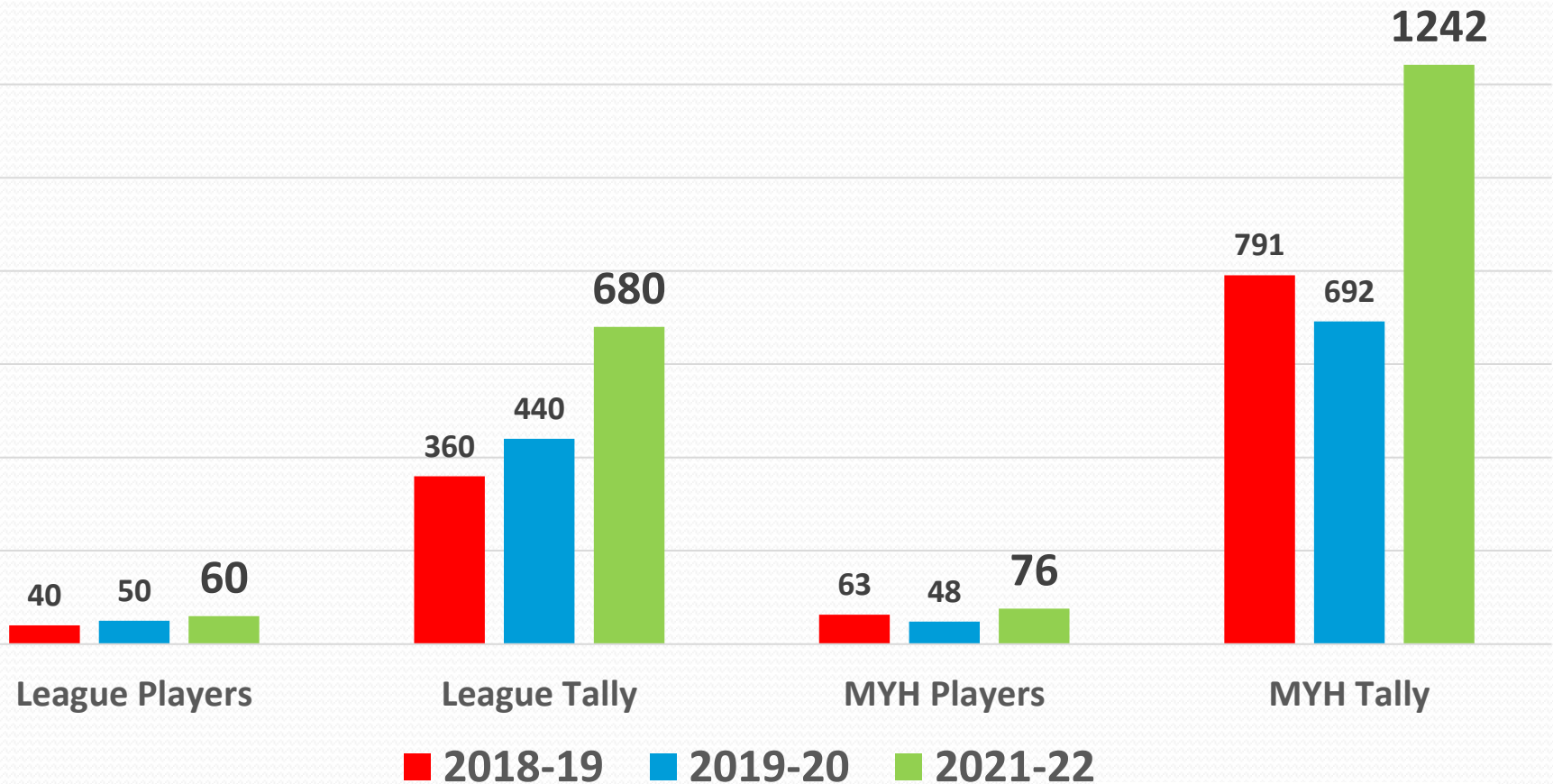


Revenue – by product

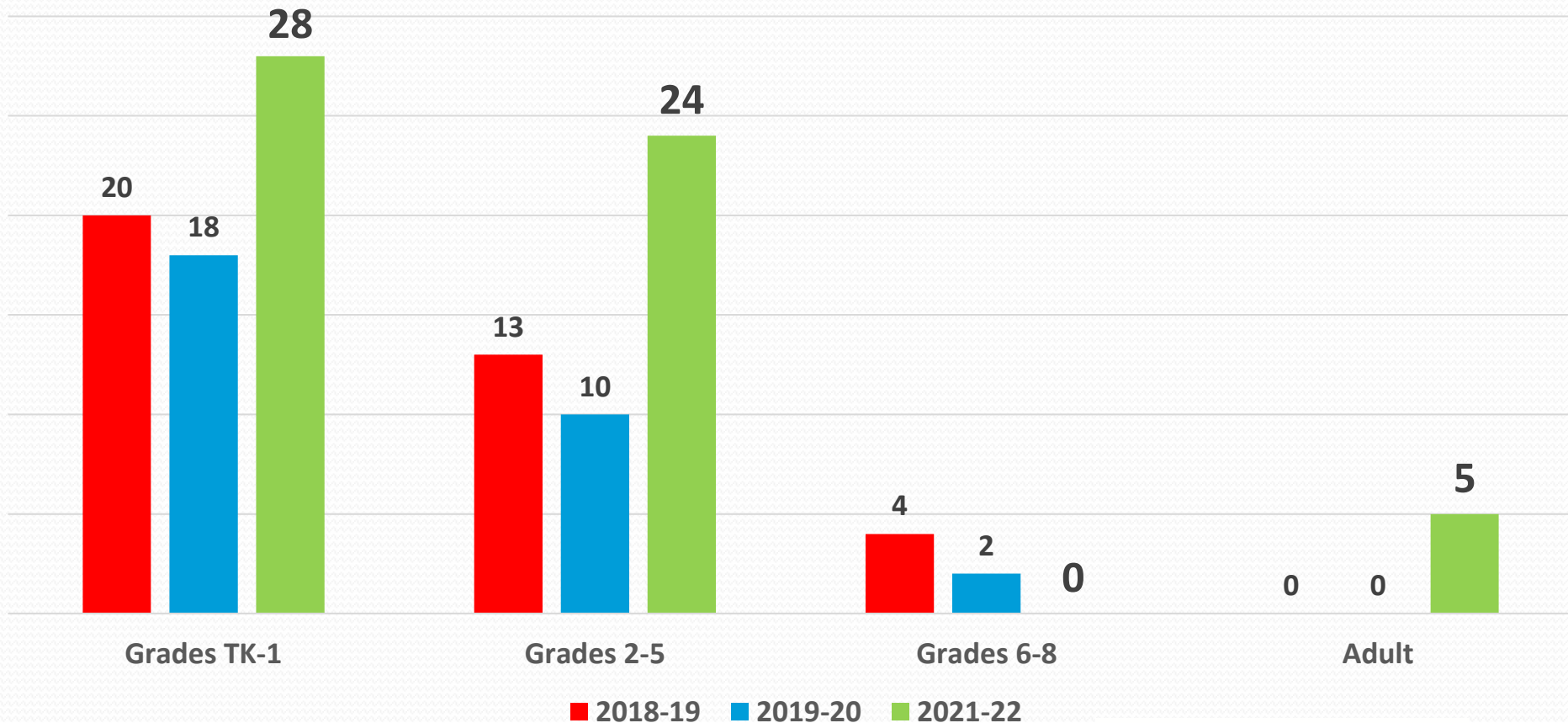
The Mammoth Ice Rink collected \$85,496 in revenue.



Hockey Programs



Lesson Programs



Curling Program

- Return of the Curling League – 8 teams (sold out)
- 2022 Curling Champions – Jheri Curl



All Recreation ★ All The Time!

Mammoth Lakes, California