



Title: Joint Workshop - Mammoth Lakes Recreation and Town Council

Meeting Date: July 17, 2024

Written by: Kim Anaclerio, Program Director

RECOMMENDATION:

Participate in a joint workshop with the Mammoth Lakes Recreation Board, provide input on future planning process.

BACKGROUND:

As Mammoth Lakes Recreation enters its 10th year as a recognized non-profit organization, and prepares to evaluate the initial strategic plan, we value the Town Council’s feedback and direction from this joint workshop.

We are looking to discuss, from Council’s and Board Member’s historical perspective, the original intent of Mammoth Lakes Recreation (MLR); the benefits MLR is currently bringing to the Town of Mammoth Lakes; and where the future focus and priorities lie for MLR. Over the past three years, MLR has been taking small, incremental steps to achieve tangible successes. We want to leverage these successes as we continue to grow and mature as a community organization, in conjunction with the new Office of Outdoor Recreation and other local partners.

ANALYSIS:

The current 2016 – 2021 Strategic Plan can be found [HERE](#), and is also attached to this document.

Through the years, the “Vision” (pg. 4) of MLR holds true “To transform Mammoth Lakes into a world class high-altitude training center, a premier mountain arts and culture destination, and the best alpine recreation community in the country.” With the 2028 Summer Olympics being held in Los Angeles, there is an opportunity to highlight Mammoth Lakes as the high-altitude training center of choice. MLR can support existing opportunities, e.g. Mammoth Track Club, The Crib, etc., work with potential funders to establish infrastructure and technology, and participate in a scoping / needs assessment. To further the vision of being a premier mountain arts and culture destination, MLR will continue to develop Mammoth Lakes Arts on the 4th Festival and other arts opportunities into ‘can’t miss’ events. Being the best alpine recreation community in the nation is being furthered by the grant-funded implementation of the Sherwins Meadow Trailhead and surrounding trails as part of the Sherwins Area Recreation Plan, continued implementation of the Trail System Master Plan, and node planning for future opportunities.

As a quick review, here are excerpts from the “Organizational Background” (pg. 6) section of the Plan to consider:

1. Mammoth Lakes Recreation was conceived as an important way to enhance and build upon existing recreation assets and opportunities in Mammoth Lakes in order to achieve the vision to “be the best alpine recreation community in the country.”
2. The formation of MLR was intended to achieve desired community outcomes by addressing a variety of areas from community health to economic vitality.
3. Anticipated positive outcomes include increase in user participation in current and emerging recreation activities, strengthening the “Mammoth Lakes” brand, increase in recreation product development linked to target market segments and priorities, strategic use and leveraging of Measures R & U, and fostering awareness and support for stewardship of the region’s natural resources.

In staying true to its’ vision and mission, MLR adheres to the following four basic “Guiding Principles” (pg. 8):

1. **Quality of Life:** MLR operates under the basic premise that creating and enhancing the broadest possible range of quality, sustainable recreation opportunities in and around Mammoth Lakes, California, improves the quality of life, experience, and general health and wellness of residents and visitors alike, making our community an ever better and ever more viable place to live, work, invest, and do business.
2. **Public Benefit:** MLR works to support, develop and recommend funding for projects and programming that are accessible and available to the broadest number of community stakeholders.
3. **Sustainability:** In order to sustain quality recreational benefits and amenities for present and future generations, MLR works to support, develop and recommend funding for projects and programming that complement the natural landscape and environment, provide year-round opportunities, and are demonstrably sustainable in the long term, economically, socially and environmentally.
4. **Stewardship:** MLR understands recreation to be the gateway for understanding and caring for the precious landscape, public lands, and community values that underpin the economy of Mammoth Lakes, California, and the quality of life and experience for all its residents, visitors and other stakeholders.

MLR’s Guiding Principles clarify its ethical mandate, and the organization’s five (5) “Strategic Pillars” (pg. 11) describe the foundation for its decision-making and outreach, informing ongoing growth and development.

1. Strategic Investment
2. Stable Partnership
3. Sensible Entrepreneurship
4. Sustainable Development
5. Passionate Advocacy

As MLR embarks on developing the next strategic plan, and works to ensure programmatic work tightly aligns with that strategic plan, areas of focus and priority from the Town of Mammoth Lakes is sought in these five Strategic Pillars and operational capacity.