

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 for 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.”*

Tag Line: *All Recreation – All the Time!*

Strategic Initiatives (pillars):

1. **Excellence:** We are committed to continually improve the delivery of our community programs and facilities by holding each other accountable to the high standards of excellence our departmental culture expects and demands.
2. **Teamwork:** We value our employees and the power of a team culture aligned with a single vision and unifying purpose by communicating, connecting, collaborating, committing and celebrating with each other to achieve extraordinary results.
3. **Sustainability:** We help to protect and preserve our natural, developed and finite resources by implementing sustainable best practices in our programs, parks, pools, fields and facilities.
4. **Health, Safety and Social Equity:** We build stronger, healthier and happier communities by promoting health, wellness and physical activity and work to ensure our parks, programs, and facilities are safe and inclusive for all people.

Parks and Recreation Department 2025 Strategic Priorities and Key Objectives

Invest in the Town’s Recreation Amenities

- **Capital Projects:** Provide multi-purpose, year-round, indoor and outdoor recreation amenities in Mammoth Lakes accessible to all residents and visitors. Capital Improvement Projects (CIP) include:
 - Mammoth Creek Park West Rehabilitation
 - Community Bike Park/Pump Track Development
 - Mammoth Arts and Cultural Center (MACC) Programming Development
- **Planned Maintenance:** Conduct planned maintenance activities to enhance prioritized parks, fields, facilities and trails.

Deliver High-Quality, Affordable and Sustainable Recreation Programming

- **Smart Growth:** Expand access, availability and affordability of parks and recreation programs & services.
 - Affordability - Increase Tony Colasardo Scholarship opportunities for all youth and provide payment plan options for adults.
 - Access - Expand discounted in-person, limited sale Membership and Play Pass products and maximize access to summer camps and programs.
 - Availability - Further expand availability of products and services for families.
 - Communication Plan - Effectively disseminate bilingual Department-wide information to encourage participation in the Core Program Areas: (1) Department website/DaySmart, (2) Recreation This Week, (3) social media, (4) Brochures, flyers, and print ads.
 - Data collection - Use surveys, etc. to inform park experience and program evaluation.
- **Core Program Areas:** Expand and deliver sustainable Core Program Areas aligned with the demand and resource capacity of the Department:
 - Youth/Teen Camps and Programs
 - Community Recreation Center (CRC) Programs/Events
 - Adult Activities
 - Community Events/Activities
 - Facility Operations/Maintenance
- **Master Plan:** Develop a new Parks and Recreation Master Plan that includes updated goals and policies, an analysis of the supply, demand and needs for park and recreation facilities and services within and surrounding the Town of Mammoth Lakes and an action plan with conceptual site plans that articulate a clear vision and “roadmap” for the Town over the next 10 years or longer.

Build Capacity to Enhance and Expand Programming

- **Partnerships:** (1) expand partnerships with local organizations, (2) collaborate with local non-profit youth sporting groups (YSF), (3) hire/contract specialized skilled instructors, and/or (4) contract with recreation entities to provide enhanced services.
- **Employee Development:** Build programming capacity by (1) Developing our workforce, and (2) Professional Development.
- **Recruitment and Retention:** Strategically recruit, retain and recognize our employees.