



MAMMOTH LAKES
RECREATION

ANNUAL REPORT

2023 / 2024



Photo Credit: Josh Wray – Mammoth Lakes Tourism

SUSTAINABILITY NOT JUST A BUZZ WORD

Sustainability is not just a buzz word but a fundamental foundation of how we believe an organization should be managed and operated. Mammoth Lakes Recreation collaborates with land management agencies and policymakers to enhance access to recreation, improve infrastructure, and promote environmental stewardship. The organization advocates for minimizing user conflicts, protecting natural resources, and promoting recreation education and community health benefits. We focus on leveraging funds from Special Tax Measures R and U, developing sustainable partnerships, securing funding, and advocating for improved opportunities and infrastructure in Mammoth Lakes.

As director, I have continued MLR's strategic focus and leadership aim to position Mammoth Lakes as a model sustainable-recreation community, guiding us towards a future where outdoor recreation, arts, and culture thrive, enhancing the quality of life for residents and visitors alike.

Thank you for all of your support!



Kim Anaclerio
Executive Director

MISSION

To deliver cutting edge sustainable recreation, mobility and arts & culture opportunities and infrastructure for the benefit of the community and natural environment of Mammoth Lakes.

VISION

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.



GUIDING PRINCIPLES

QUALITY OF LIFE

Creating and enhancing a broad range of quality, sustainable recreation opportunities to improve quality of life, experience, and general health and wellness of residents and visitors alike, making our community a more viable place to live, work, invest and do business.

PUBLIC BENEFIT

Support, develop, and recommend funding for projects and programming that are accessible and available to the broadest number of community stakeholders.

SUSTAINABILITY

Sustain quality recreational benefits and amenities for present and future generations through projects and programming that compliment the natural landscape and environment.

STEWARDSHIP

Recreation as the gateway for understanding and caring for public lands, community values, quality of life, and meaningful experiences for residents, visitors and other stakeholders.

BOARD OF DIRECTORS

CRAIG ALBRIGHT

President

TAMARA BANKSON

Secretary

HEATHER SCHAUBMAYER

Treasurer

DANIELLE TORRANCE

Board Member

ERIC WASSERMAN

Board Member

COLIN FERNIE

Board Member

SARAH REA

Town Council Appointee

MLR STAFF

KIM ANACLERIO

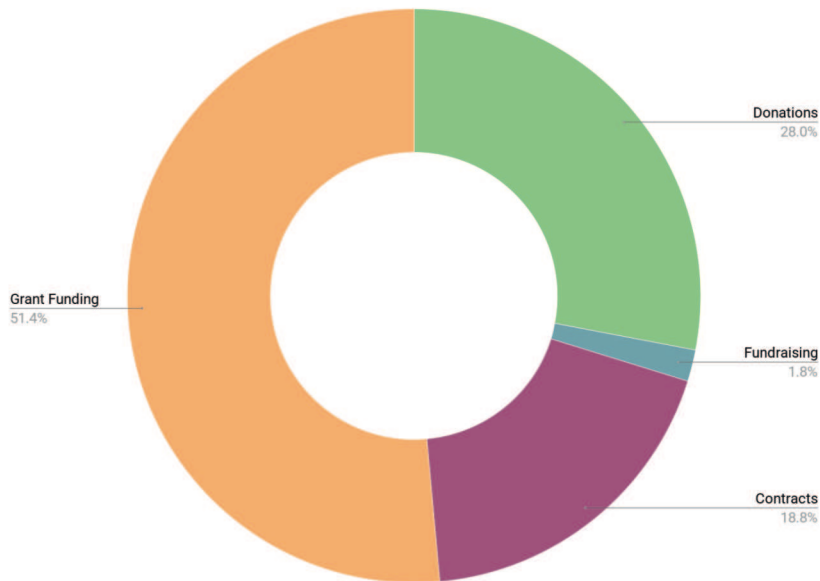
Executive Director

It has been such a rewarding year for Mammoth Lakes Recreation. To see the success of projects that have been many years in the making, has made the patient hard work of MLR staff and the Board worth the long journey. Whether it is the MLR funded Community Recreation Center full of local residents and visitors enjoying this amazing year round recreation facility, or attending and participating in one of the many MLR funded arts and culture activities, or multi-use trails being planned and built connecting our outdoor community to the amazing public lands that surround us, or the volunteer stewardship events that bring people together to care for this amazing part of the world. Each aspect of MLR's work provides "re-creation" opportunities for all those who love Mammoth and the Eastern Sierra. It has been a fabulous year of enjoying the success brought by the vision and hard work of so many people...and the best is yet to come!

Craig Albright

MLR Board President

FINANCIALS



TOTAL INCOME

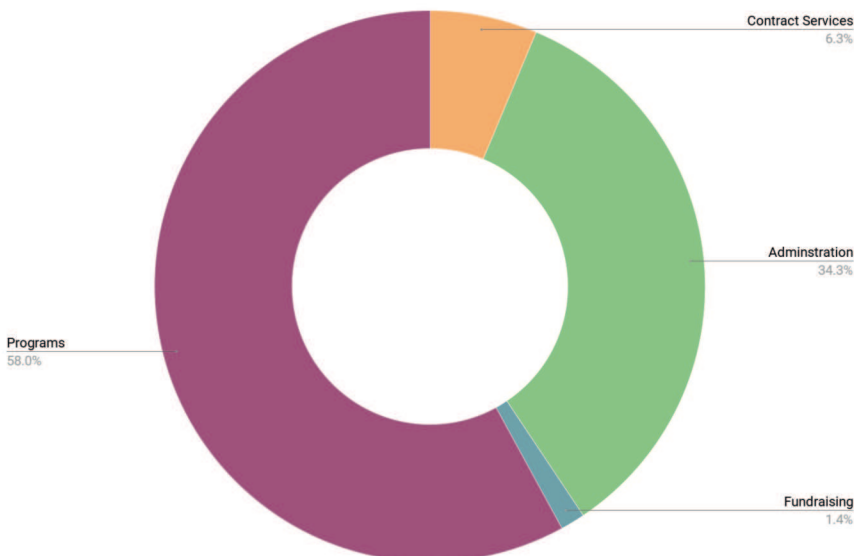
2023/2024

Donations (Direct Public Support)
\$150,200 (+165% vs 22/23)

Fundraising
\$9,500 (+533% vs 22/23)

Contracts
\$100,500 (+11% vs 22/23)

Grant Funding
\$275,700 (+426% vs 22/23)



TOTAL EXPENSES

2023/2024

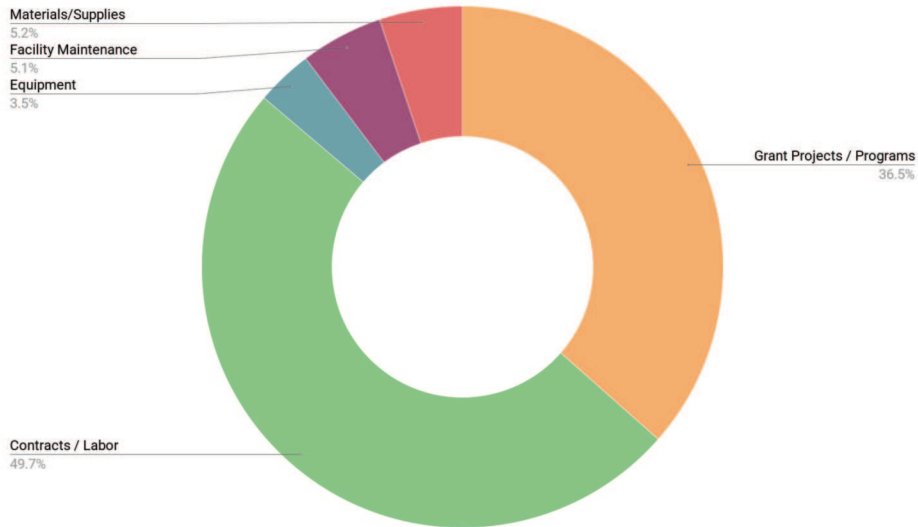
Contract Services
\$23,000

Administration
\$125,000

Fundraising
\$5,200

Programs
\$211,300

FINANCIALS



FUNDS DISBURSED (PROGRAMS)

2023/2024

Grant Projects / Programs

\$77,100

Contracts / Labor

\$105,100

Equipment

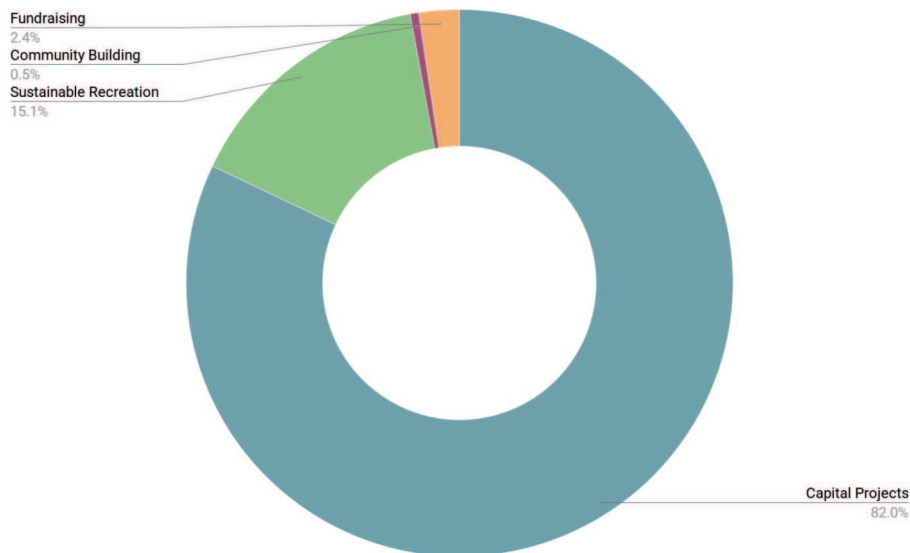
\$7,400

Facility Maintenance

\$10,800

Materials/Supplies

\$10,900



FUNDS GENERATED

2023/2024

Capital Projects

\$383,300

Sustainable Recreation

\$70,400

Community Building

\$2,400

Fundraising

\$11,200

SUSTAINING PARTNERS & SPONSORS



PROGRAMS

EASTERN SIERRA ADOPT-A-TRAIL

\$43,600 Raised via Sponsorship for System Maintenance

58 Locations

36 Sponsors

39 Volunteers

209 Total Volunteer Hours

652 Pounds of Trash Collected

71 Pounds of Recycling Collected

25 Pounds of Dog Waste Collected



PROGRAMS

TANGLE FREE WATERS

\$7,800 Raised via Sponsorship for System Maintenance

31 Stations

16 Sponsors

26 Volunteers



SORTING PARTY

MLR hosted the first TFW line sorting party where a determined group of volunteers removed debris and tackle from the collected fishing line and packaged up 40 pounds to be shipped off for recycling!



PROGRAMS

THANK YOU

Visit the MLR website for a complete list of the incredible sponsors and volunteers that made the Eastern Sierra Adopt-A-Trail and Tangle Free Waters programs possible.

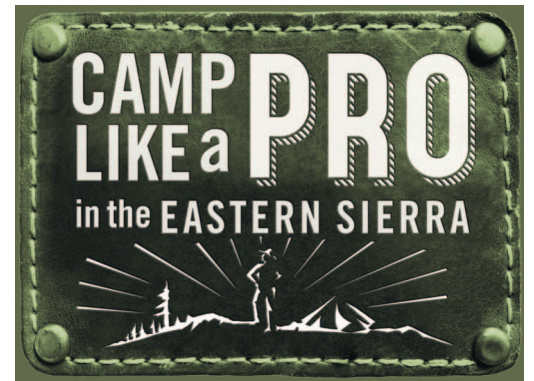


#RECREATERESPONSIBLY

CAMP LIKE A PRO DISPERSED CAMPING COLLABORATIVE

Supporting responsible and sustainable dispersed camping by placing temporary infrastructure in key locations throughout Mono County.

7 Locations
11 Toilets
4 Dumpsters



IT'S A MAMMOTH THING VIDEO SERIES

In partnership with the Town of Mammoth Lakes and Mammoth Lakes Tourism, the "It's A Mammoth Thing" stewardship campaign aims to create a culture of protecting and preserving Mammoth Lakes through a series of six engaging videos, each focusing on a stewardship topic that invites everyone to take action.



CHECK OUT THE
WHOLE VIDEO SERIES!

SUMMER OF STEWARDSHIP

NATIONAL TRAILS DAY JUNE 2023

70 Volunteers
280 Volunteer Hours

Mammoth Rock Trail rehab work
Sanding and staining of trail signs
Litter pick-up
Cleared snow from trails



ANNUAL LAKES BASIN CLEAN-UP SEPTEMBER 2023

55 Volunteers
220 Volunteer Hours

115 pounds of trash collected
10 miles of trail cleaned
2 cubic feet of fishing line recycled



EDUCATION

MLR coordinated printing and distribution of new Summer and Winter Recreation Maps, also available online

SUMMER
RECREATION MAP



WINTER
RECREATION MAP



TRASHY THURSDAYS

16 Events
183 Volunteers
209 Volunteer Hours
652 Pounds of Trash
71 Pounds of Recycling
25 Pounds of Dog Waste

MAMMOTH BREWING TRAILS BEER

Collaborating with Mammoth Brewing Company to celebrate 10 years of the Mammoth Lakes Trail System, we enjoyed the "Pack it Out" Pilsner all summer long. MBC donated \$1,200 of the sales to further sustainable recreation opportunities for all!



SIERRA NEVADA CONSERVANCY GRANT UPDATES

Awarded in December 2022, MLR is currently managing two Sierra Nevada Conservancy grants focused on implementing projects from the TOML Sherwins Area Recreation Plan (SHARP). The first is a Planning grant to complete the environmental analysis for proposed trail alignments and an expanded trailhead, and second, an Implementation grant for the Sherwin Meadows Trailhead, also part of SHARP.



SIERRA NEVADA CONSERVANCY GRANT UPDATES

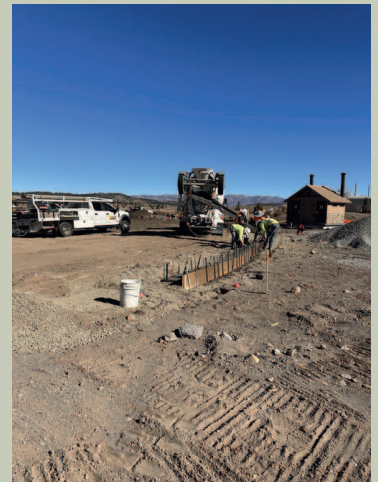
IMPLEMENTATION GRANT

Sherwin Meadows Trailhead

Used as a defacto trailhead for years, the new Sherwin Meadows Trailhead is under construction! Through the generous grant funding from Sierra Nevada Conservancy, the once neglected, unmanaged area will be a fully functioning, serviced trailhead offering countless recreational opportunities and year-round access to your public lands!

The new amenities include:

- Paved parking area with pull-through trailer spots
- Double vault toilets
- Trash service
- Pet Waste Bags
- Wildlife Resistant Food Storage
- Map Kiosk Sign
- Interpretive Panels
- Bike Racks
- Bike Tool Station
- Picnic Tables



PLANNING GRANT

Sherwin Area Trails and Trailhead Expansion

A huge section of the Sherwins Area, from Mammoth Rock to east of Sherwin Creek Campground, has been analyzed for the environmental sustainability of proposed trail alignments in the area. The Town of Mammoth Lakes and Inyo National Forest are developing a proposed action that will be available for public comment in 2025.

MEASURE R + U GRANTS

The Town of Mammoth Lakes has Special Taxes that are dedicated to the enhancement of recreation, arts & culture, and mobility. Mammoth Lakes Recreation is the recommending body for the strategic use of these funds to projects and programs that support and enhance recreation, arts & culture, and mobility in the Mammoth Lakes area.

MEASURE U CAPITAL PROJECTS

\$300,000 – capital commitment to Mammoth Arts and Cultural Center construction
\$300,000 – commitment for outdoor amphitheater design and development
\$15,000 – support to Edison Hall operations

MEASURE R CAPITAL PROJECTS

\$112,000 – Community Recreation Center support
\$250,000 – committed to future trail construction

MEASURE U PROGRAMMING GRANTS

12 Mammoth Lakes organizations funded
\$195,300 in funding disbursed



MEASURE U FUNDED ORGANIZATIONS

CHAMBER MUSIC UNBOUND
EASTERN SIERRA ART ALLIANCE
EASTERN SIERRA AVALANCHE CENTER
EASTERN SIERRA COMMUNITY CHORUS
EASTERN SIERRA SYMPHONY
FRIENDS OF THE INYO
MAMMOTH CHANNEL
MAMMOTH MURAL PROJECT
MONO ARTS COUNCIL
SIERRA CLASSIC THEATER
SOUTHERN MONO HISTORICAL SOCIETY
VALENTINE EASTERN SIERRA RESERVE

MEASURE U SPOTLIGHT ARTICLES

VALENTINE EASTERN
SIERRA RESERVE



MAMMOTH
CHANNEL



FRIENDS OF
THE INYO



EASTERN SIERRA
ARTS ALLIANCE



MAMMOTH TRAILS COMMITTEE

As the lead organization for strategy, funding, coordination and implementation of existing and future projects for the Mammoth Lakes Trail System, MLR, through the Mammoth Trails Committee, provides work program oversight and recommendations for the Mammoth Lakes Trail System.

The role & focus of the Mammoth Trails Committee is:

Development of policy direction

Implementation of larger capital projects and trails programs

Leverage Measure R funding

Strategic direction and recommendations



MAMMOTH TRAILS COMMUNITY MEETINGS

Mammoth Trails started in 2006 as a confederation of user groups convened to address issues among outdoor recreation user groups and provide a cohesive environment for smaller organizations to grow. Today, Mammoth Trails continues to be a collaborative effort to create and enhance outdoor recreation for our community, effectively and inclusively. As partners, allies and friends, Mammoth Trails offers the entire outdoor recreation community a space to share and discover local and regional happenings.

Mammoth Lakes Recreation and Town of Mammoth Lakes convenes Mammoth Trails meetings to engage individuals, groups, agencies, and recreation-based organizations. Participants share resources and engage collaboratively on issues in our outdoor recreation community. Mammoth Trails embraces people and activities that range from moderate to extreme, local to international, and novice to elite. Participants represent the best interests of their individual organizations but ultimately understand the need for collaboration and cooperation within the outdoor recreation community. Task forces or subcommittees may be appointed to provide technical expertise, determine mitigation measures, or garner public comment on specific issues or projects.

RECREATE

Have Fun!
Go Outside!

COLLABORATE

Share information and resources.
Work together with an open mind.

DEMONSTRATE

Equality and inclusiveness.
Commitment to sustainable recreation.



2024 – MLR inherited event from Mono Arts Council

Implemented new "Locals Booth" to allow for local artists to have easier access to the show

Built and launched Arts on the 4th website to promote event and feature artists

Targeted social media ad campaigns to Mammoth Lakes community in Southern California

This fundraising and community event aligns perfectly with our mission



VISIT THE ARTS ON
THE 4th WEBSITE!



NEWS FROM THE TRAILHEAD

MLR MONTHLY NEWSLETTER

**GET THE MLR
NEWSLETTER TO
YOUR INBOX!**



EMAIL LIST GROWTH

24%

UNIQUE OPEN RATE

24%

UNIQUE CLICK RATE

16%



NEW MLR WEBSITE FIRST YEAR STATISTICS

VISIT THE MLR WEBSITE!



TOTAL VISIT

9,926

TOTAL PAGE VIEWS

19,095

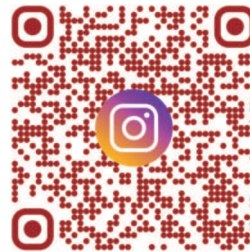
AVERAGE TIME ON PAGE

74 seconds

The primary goal with the MLR website redesign was to build a website that makes it very easy for community members to learn about what MLR does and then get involved.

Staff consistently publish "news stories" to share information about MLR and our community - these "news stories" make it much easier to share our story via social media and drive community members back to our website to get involved with our programming.

MLR SOCIAL MEDIA FACEBOOK + INSTAGRAM



WEBSITE VISITATION FROM SOCIAL MEDIA

1,094 = 11%

EASTERN SIERRA ADOPT-A-TRAIL + TANGLE FREE WATERS

We regularly use our social media channels to recognize our program sponsors and volunteers

CONSISTENCY WITH POSTING

The MLR staff is committed to a regular posting schedule, this consistency has paid off with community engagement

SOCIAL MEDIA ADS

We have begun experimenting with utilizing social media ads to promote our programming and the feedback has been positive



**MAMMOTH LAKES
RECREATION**

THANK YOU

Your support makes everything
that MLR does possible!

