

MAMMOTH LAKES RECREATION STAFF REPORT

Title: Approve new recreational activity graphics and program badges.

Meeting Date: May 13, 2025

Prepared by: Kim Anaclerio, Executive Director

RECOMMENDATION:

Review and approve for use the new recreational activity graphics and stewardship program badges.

BACKGROUND:

MLR has seen success in the marketing, selling of merchandise, and outreach with previously designed recreational activity logos. Staff feels it will benefit the organization to reach a larger, more diverse groups of users with the development of additional activity logos. The additional graphics will allow MLR to tailor messaging and merchandise to specific user groups, building on the sense of ownership we instill through the stewardship programs.

As two of MLR's stewardship programs, ESSAT and TFW, have grown, the need for a stand-alone, recognizable badge became apparent. Besides growth, another driving factor is the regionality of these programs, and the multiple partners they serve. One badge that all partners can use, will increase the effectiveness and awareness of the programs. The approval of these badges will allow for discrete marketing and outreach.

Attachments:

- A. New recreational activity graphics
- B. Current recreational activity graphics
- C. Stewardship Program Badges