

Town of Mammoth Lakes Recreation Plan

VISION

Recreation is critical to our year-round economic health
and our quality of life.

MISSION

To deliver seamless recreation in the Eastern High Sierra where collaboration ensures
quality life experiences for generations.

Adventure Thrives Herel

STRATEGIES

1. **Provide Diverse Recreation Programming**: Offer a variety of recreation activities that serve both residents and visitors of all ages.
2. **Engage in Recreation Planning**: Design a comprehensive and connected system of facilities and trails to meet the present and future recreation needs of the community.
3. **Foster Communication and Participation**: Promote recreation activities and collaborate with user groups and public/private partners.
4. **Coordinate Facility Maintenance**: Ensure facilities are appropriately maintained for programming needs through cooperation and communication.
5. **Ensure Responsible Recreation Management**: Manage recreation projects to deliver results and ensure accountability.

The strategies and goals in this Recreation Plan will serve as a guide for a new recreation entity to emerge from this evolution, keeping in mind the possibility of a regional organization.

Development Team:

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Strategy 1: Provide Diverse Recreation Programming

Purpose: Offer a variety of recreation activities that serve both residents and visitors of all ages.

GOALS:

1. Provide indoor and outdoor recreation programs.
2. Provide holiday events.
3. Facilitate, support and/or collaborate on other activities/events.

Goal 1 – Provide indoor and outdoor recreation programs.

Programs:

- Provide recreation programs and activities:
 - Swimming pool operations and programs, including lessons, lap swim, free swim and swim team;
 - Youth summer camps, such as wilderness camps, skate camps, etc;
 - Recreation Guide classes and lessons for all seasons;
 - Softball league and tournament;
 - Youth theater;
 - Indoor soccer through collaboration;
 - Arts and crafts; and
 - Ice rink operations and programs;
- Develop interpretive programs through collaboration.
- Develop new recreation programming.
- Provide registration and other administrative capacity for programs and activities.

Goal 2 – Provide holiday events.

Programs:

- Provide holiday programs such as Easter, Halloween, Christmas tree lighting, and July 4th weekend.

Goal 3 – Facilitate, support and/or collaborate on other activities/events.

Programs:

- Process special event permits.
- Facilitate coordination of Town services and procedures for special events (e.g. set up / tear down, and road closures.).
- Assist with event equipment, such as barricades, cones, etc.

Strategy 2: Engage in Recreation Planning

Purpose: Design a comprehensive and connected system of facilities and trails to meet the present and future recreation needs of the community.

GOALS:

1. Develop Town-wide recreation plans to foster opportunities, protect resources and increase capacity.
2. Develop plans with agency partners to ensure a seamless recreation experience and responsible use of public lands.

Goal 1 - Develop Town-wide recreation plans to foster opportunities, protect resources and increase capacity.

Programs:

- Ensure adoption of the Parks and Recreation Master Plan.
- Ensure adoption of the Trails System Master Plan.
- Integrate future facility needs identified in plans into the Capital Facilities Plan and determine funding sources.
- Incorporate research and development of emerging recreation trends.

Goal 2 – Develop plans with agency partners to ensure a seamless recreation experience and responsible use of public lands.

Programs:

- Develop an integrated signage, wayfinding, and interpretive program.
- Collaborate with agency and non-profit partners to develop local inter-jurisdictional recreation management plans. Current projects include:
 - Sherwin Area Recreation Plan (SHARP), in collaboration with the US Forest Service (USFS), Mammoth Lakes Trails and Public Access (MLTPA) and Friends of the Inyo (FOI);
 - Shady Rest Recreation Study, in collaboration with the USFS, MLTPA and Ormat / Mammoth Pacific; and
 - Lakes Basin Travel Management and Recreation Study, in collaboration with the USFS, MLTPA and FOI.
- Develop regional project plans in collaboration with agency and non-profit partners.

Strategy 3: Foster Communication and Participation

Purpose: Promote recreation activities and collaborate with user groups and public/private partners.

Goals:

1. Disseminate information about recreation opportunities.
2. Engage with recreation stakeholders and interested parties to increase collaboration and participation.
3. Engage the tourism industry in pursuit of economic sustainability.
4. Align recreation opportunities with strategic business partners to enhance and develop economic viability.

Goal 1 – Disseminate information about recreation opportunities.

Programs:

- Produce and distribute promotional and informational collateral (e.g. brochures, recreation guides, e-news, etc.) to promote programs, activities, events and other recreation opportunities.
- Enhance public relations and outreach efforts.

Goal 2 – Engage with recreation stakeholders and interested parties to increase collaboration and participation.

Programs:

- Liaison with recreation user groups.
- Develop partnerships with public and private entities to maximize the impact of recreational opportunities through a seamless alignment between event presenters and ancillary services.

Goal 3 – Engage the tourism industry in pursuit of economic sustainability.

Programs:

- Liaison with the tourism industry to integrate recreation opportunities into marketing campaigns.
 - Provide the tourism industry with comprehensive recreation information.
- Collaborate and partner with the tourism industry to facilitate recreation events and opportunities.

Goal 4 – Align recreation opportunities with strategic business partners to enhance and develop economic viability.

Programs:

- Recognize, nurture and invest in recreation trend-setters, and high profile athletes and programs.
- Position Mammoth to act on emerging recreation trends identified through research and development.
- Leverage future sponsorships with existing funding sources.

Strategy 4: Coordinate Facility Maintenance

Purpose: Ensure facilities are appropriately maintained for programming needs through cooperation and communication.

Goals:

1. Ensure effective internal communication with Public Works to maintain facilities.
2. Ensure effective external communication and cooperation with community groups and other agencies.

Goal 1 – Ensure effective internal communication with Public Works to maintain facilities.

Programs:

- Remove snow for safety, circulation and facility use according to the approved priority list.
- Maintain the Park and Ride lot for a potential Yosemite Area Regional Transportation System (YARTS) stop and special events.
- Maintain Town parks and communicate specific maintenance needs for programs and activities.
- Maintain Town trail system infrastructure year-round.

Goal 2 – Ensure effective external communication and cooperation with community groups and other agencies.

Programs:

- Maintain Whitmore Park and Pool in cooperation Mono County.
- Cooperate with community groups providing trails maintenance through the Adopt-A-Trail program.
- Comply with USFS requirements on special use permits.
- Provide administrative oversight of leases, contracts and permits held by the Town for the use and management of facilities owned by other entities, for example, the USFS and Los Angeles Department of Water and Power.

Strategy 5: Ensure Responsible Recreation Management

Purpose: Manage recreation projects to deliver results and ensure accountability.

Goals:

1. Implement approved plans and processes to ensure project delivery on scope, on time and on budget.
2. Develop a strong organization and fiscal stability

Goal 1 – Implement approved plans and processes to ensure project delivery on scope, on time and on budget.

Programs:

- Implement Town-wide plans with the appropriate partners, including the USFS, Community Development Department (CDD), Public Works, tourism entities (Destination Marketing Organization and/or Tourism Department), and private development, including
 - Parks & Recreation Master Plan
 - Trails System Master Plan.
- Collaborate with the CDD and tourism industry to implement the Destination Resort Community Economic Development Strategy (DRCEDS).
- Implement the Measure R award process.
 - Establish Measure R priorities.
- Manage Measure R projects in cooperation with the Finance Department and Public Works, including
 - Cultivating grantee relationships,
 - Auditing project financials,
 - Providing program oversight, and
 - Requiring timely reporting.

Goal 2 – Develop a strong organization and fiscal stability

Programs:

- Develop adequate staffing and resources to deliver defined programs and projects