

PROJECT CONCEPT PLAN

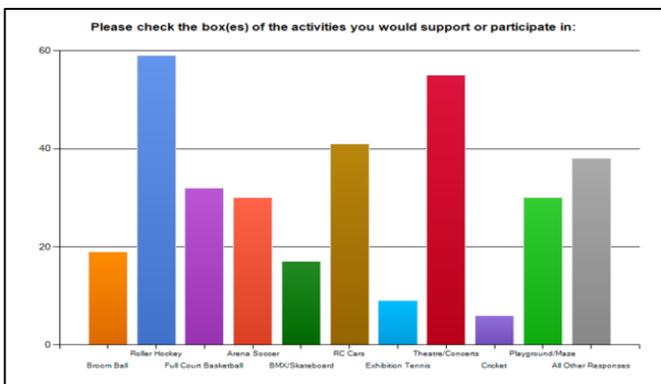
TOWN OF MAMMOTH LAKES: MULTI-USE FACILITY SUMMER PROGRAMMING & OPERATIONS

The Town of Mammoth Lakes Recreation Department submitted this application to the 2012 Measure R Spring award to enhance and improve existing efforts by the Town and the Mammoth Unified School District/Mono County Office of Education to operate and program the Multi-Use Facility for a scheduled 101 days this summer.

The purpose of this application is to not only maximize the usage of the Multi-Use Facility (needs new name...) for year-round recreation and event use, but to “Provide and encourage a wide variety of outdoor and indoor recreation readily accessible to residents and visitors of all ages.”¹

Summer Programming

Programming scheduled at the Multi-Use Facility this summer includes roller skating, youth/adult roller hockey, arena soccer, and party/special event use. In addition to skate rental, the facility will offer a limited food and beverage service. Finally, the business will generate revenue streams from hosting children’s birthday parties and other special events within the facility.



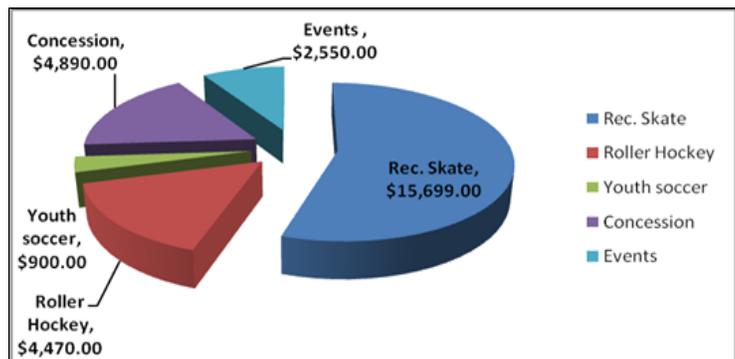
Scheduled activities this summer were based on the 114 survey responses collected between January 31 and March 5, 2012 from the recent *Multi-Use Facility Needs Survey* conducted in partnership with MUSD/MCOE.

Roller Hockey (53%) was the most requested followed by Theatre/Concerts (49%). Other activities may be added based on demand and availability of rink time.

The summer operation of the Multi-Use Facility will create measureable community benefit for residents and visitors by delivering **Value** (affordable fees), **Variety** (broad and customer-centric products), **Sense of community** (central hub for community interaction and engagement), **Quality of life**, and encourages **physical activity**.

Economic Analysis

Staff is budgeting to generate a total of \$28,509 in revenue and is estimating \$28,396 in expenditures (staff, utilities, concession and supplies) during the first summer of operation.



Summary

The operation of the Mammoth Lakes Multi-Use Facility this summer will have a positive impact on the quality of life for the community of Mammoth Lakes. Attributes include a sense of community, supporting a physically active lifestyle, and providing community-centric programs and activities where people live, learn, work and play!

¹ Goal P.4: Parks, Open Space and Recreation – 2007 Town of Mammoth Lakes General Plan.