

2015/16 Mammoth Ice Rink Season Presentation



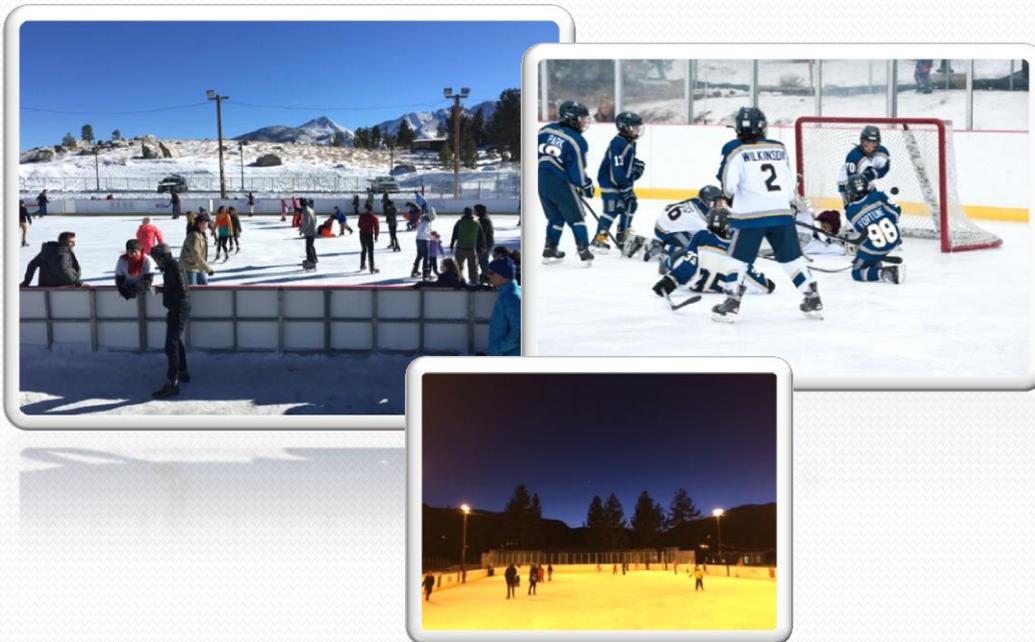
Vision...



“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.”



**Parks
Make
Life
Better!**SM

Season Highlights...

- Challenging weather conditions
- Hard working, friendly and professional staff
- More tournaments
- Enhanced concession area and menu
- National Skating Month
- Get Up and Go Skating Program
- Growth of Mammoth Lakes Youth Hockey

2015/16 Brochure...

SCHEDULE

OPEN NOV 27, 2015 - FEB 28, 2016

JANUARY
LEARN
TO
SKATE
MONTH

SPECIAL EVENTS

Winter Youth Hockey Classic: December 4-6
Skate with Santa: December 17
East Coast New Year's Eve Party: December 31
USFSA National Ice Skating Month: January
Calder Youth Hockey Classic: December 31-January 3
MLK Hockey Weekend: January 16-18
President's Hockey Weekend: February 19-21
DSES Event with Valencia Flyers SNAP: February 21

WELCOME!

The Mammoth Ice Rink is an outdoor facility located in the Town of Mammoth Lakes offering Public Skating sessions, Ice Hockey Programs, Ice Skating Programs and Special Events. Amenities include skate sharpening, skate and helmet rentals as well as snack and beverage services. The Mammoth Ice Rink is a drug, tobacco and alcohol free facility. Kids 4 and under must skate with an adult and children 10 and under must be supervised by an adult at all times. The Ice Rink is open from November-February, weather permitting.

The Mammoth Ice Rink is owned and operated by the Town of Mammoth Lakes through a partnership with the Mammoth Unified School District and Mono County Office of Education. The Town of Mammoth Lakes is committed to providing the most enjoyable outdoor ice skating experience possible.

We appreciate your patience and consideration during efforts to reopen the facility after winter storms and during periods of warm weather.

TIME	7AM-9AM	9AM-11AM	11:30AM-1:30PM	2PM-4PM	4:30PM-5:30PM	5:30PM-6:30PM	6:30PM-7:30PM	7:30PM-8:30PM	8:30PM-9:30PM
MON	AVAILABLE FOR RENTAL	AVAILABLE FOR RENTAL	16 PS 12-1:30PM	Sk8 Tim 3-4:30PM	SKATING CLASS	3Y3 Games 5:30-7:30PM	3Y3 Pick-Up 8-9:30PM		
TUE	AVAILABLE FOR RENTAL	AVAILABLE FOR RENTAL	16 PS 12-1:30PM	PS 2-4PM	POWER SKATE 1	POWER SKATE 2	Pick-Up 7-9:30PM		
WED	AVAILABLE FOR RENTAL	AVAILABLE FOR RENTAL	16 PS 12-1:30PM	PS 2-4PM	SKIB	SOUREE	PEE WEE	BANTAM	AVAILABLE FOR RENTAL
THU	AVAILABLE FOR RENTAL	AVAILABLE FOR RENTAL	16 PS 12-1:30PM	PS 2-4PM	PS 4:30-6:30PM	ADULT/HIGH SCHOOL LEAGUE 7-9:30PM			
FRI	AVAILABLE FOR RENTAL	AVAILABLE FOR RENTAL	16 PS 12-1:30PM	PS 2-4PM	PS & 11 TINKERS SKATE ASSIST SESSIONS 4:30-6:30PM	PS 7-9PM			
SAT			PS 11:30AM-1:30PM	PS 2-4PM	PS 4:30-6:30PM	PS 7-9PM			
SUN	BISHOP	PICK-UP	PS 11:30AM-1:30PM	PS 2-4PM	SKATING CLASS	LEAGUE / PRACTICE 5:30-8PM			WOMEN'S PICK-UP 8:30-9:30PM

PS: Public Skating
 A: Adult Hockey
I: Ice Skating Class
 Y: Youth Hockey
P: Power Skating Class
R: Available for Rental

Schedule subject to change (weather dependent). Call or visit website for updated schedule.

PARKS & RECREATION

ICE RINK

PUBLIC SKATING • LESSONS • ICE HOCKEY

FRIDAYS

FIRST TINKERS SKATE ASSIST SESSIONS 4:30-6:30PM
TUES. 6:00-8:00PM
KIDS 9:00-10:00PM

LUNCH TIME SKATE \$6 MON-FRI

Parks Make Life Better!

Reach 12,000 annual visitors by purchasing a custom sign placed on a rink board. Proceeds help build a permanent road for the Mammoth Ice Rink.

To reserve your space, please contact Stuart Brown, Recreation Manager at (760) 934-8969 ext. 210.

Use our 5 Skate Pass. The most cost-effective way to pay.

BUY A BOARD & HELP BUILD A ROOF!

Reach 12,000 annual visitors by purchasing a custom sign placed on a rink board. Proceeds help build a permanent road for the Mammoth Ice Rink.

To reserve your space, please contact Stuart Brown, Recreation Manager at (760) 934-8969 ext. 210.

HOW TO GET TO THE ICE RINK

Located next to the library, parking is limited. Free public transportation is available.

All Lines: Exit at Vans & walk 1 block.

RED LINE
PURPLE LINE
GREY LINE

Transit service provided by Eastern Sierra Transit Authority.

416 SIERRA PARK RD, NEXT TO LIBRARY
MAMMOTHICERINK.COM • 760.934.2505

NOT PRINTED AT MUDD EXPENSE

YOUTH HOCKEY PROGRAM

ICE SKATING PROGRAM

MAMMOTHICERINK.COM

Visit Our Website for Program & Detailed Scheduling Info

2015/16 Brochure...

RATES FOR PUBLIC SKATING

RATES	SKATE & RENTALS	SKATE ONLY	5 SKATE PASS	5 SKATE PASS & RENTAL
ADULTS 16+	\$12	\$8.50	\$36	\$51
YOUTH 5-15 YRS SENIORS 65+ MILITARY W/D	\$9.50	\$6	\$26	\$41
KIDS 4 & UNDER	\$3.50	FREE WITH PAID ADULT	FREE WITH PAID ADULT	\$17.50

GROUP RATES

Group rates are available through the purchase of the Group 5 Skate Pass (5SP). A minimum of 10 people is required to qualify for the purchase of the Group 5SP.

SPECIAL PROMOTIONS

5 SKATE PASS (5SP)

Every 6th Skate is FREE, options with or without skate rental. *Not valid with any other promotion.*

SPECIAL STUDENT RATE

All Mammoth Unified School District (MUSD) and Mono County Office of Education (MCOE) students receive admission and skate rental with a valid ID for only \$2. *Must have valid school ID. No restrictions apply.*

MIDWEEK LUNCH SPECIAL SKATE SESSION

Skate for only \$6 Monday-Friday, 12-1:30pm. *Includes skate rental, non-holiday. See schedule for specific days & times.*

SPECIAL SERVICES

SKATE SHARPENING

Skate sharpening service is available for \$7.50 per pair.

THE BOBBY® SEAL ICE SKATING AID

The ice skating aid is designed for skaters to hold onto something for support. When a skater is tired, they can also sit on the Bobby and rest. *\$5 rental.*

NEW HELMET RENTAL

Helmets are available for only \$5 per session. Complimentary when purchased with any ice skating lesson or hockey product. *Based on availability.*

RESERVE THE RINK

The Mammoth Ice Rink can be reserved for the exclusive use of your group, party or special event. Please call the Recreation Department at (760) 934-8989 ext. 245 to reserve your next party or private rental.

ICE SKATING PROGRAM

SUNDAYS & MONDAYS



ADVANCED SKILLS SKATING CLASS

Join our Ice Skating program. Classes begin with the fundamentals and are structured according to the U.S. Figure Skating Association's Basic Skills Program. The curriculum is designed with these goals:

- Make your skating experience safe and pleasurable
- Improve skills through progressive levels while yielding confidence and satisfaction
- Build a solid foundation for ice skating or ice hockey programs offered at the Mammoth Ice Rink
- Designed to help skaters new to ice skating become comfortable on the ice by developing coordination, strength and safety skills necessary to safely maneuver on the ice by themselves.

Skaters will learn skills as a group and will then progress and practice at individual levels all while being challenged and motivated.

Classes are scheduled for 30 minute instruction time + 30 minute before/after practice time (excl. 'Get Up & Go' class) and are offered for ages 5 and up.

Program fee is \$41 (5SP) and includes skate & helmet rental. All participants receive a certificate of achievement & 1 complimentary skate session with rental for your next visit. Register in advance, space is limited, online at www.MammothRecreation.com and click the 2015 Winter Programs tab on the left hand side (2nd tab from the top).

'GET UP & GO' SKATING CLASS 5-7yr olds

MONDAYS 4:30-4:55PM

For skaters new to ice skating, skills learned include: no assistance skating; how to safely fall down & get up independently; 2-footed gliding; backward movement — All in a safe & fun environment.

Helmet rental encouraged. Limited to 7 students/1 teacher. 7 students/Max.

ELEMENTARY & MIDDLE SCHOOL STUDENTS SKATING CLASS

MONDAYS (L1) 5:00-5:30PM & SUNDAYS (L2) 4:30-5:00PM

There are 2 Levels to this class: Level 1 is for skaters new to ice skating, and Level 2 further develops skills learned in Level 1 up to crossovers and spins. *Next Level is Advanced Skills Skating Class.*

Helmet rental encouraged. Limited to 12 students/1 teacher. 12 students/Max.

HIGH SCHOOL STUDENTS SKATING CLASS

MONDAYS (L1) 4:30-5:30PM

For students new to ice skating.

Helmet rental encouraged. Limited to 12 students/1 teacher. 12 students/Max.

ADVANCED SKILLS SKATING CLASS

SUNDAYS 4:30-5:30PM

Designed for the intermediate or advanced skater. Introduces or develops further: forward & backwards skating, stops, edge changes, crossovers, three turns, spins and jumps. Improve balance, coordination, and develop ice skating techniques.

For the returning student from last year's Figure Skating program. Limited to 14 students

TO REGISTER, VISIT MAMMOTHICERINK.COM

YOUTH & ADULT HOCKEY

EVERY DAY EXCEPT FRIDAYS

MAMMOTH LAKES YOUTH HOCKEY 5-18 yrs old

Join the expanded Youth Hockey Program this winter at the Mammoth Ice Rink. The program offers a 3v3 Cross-ice league, a weekend Full-ice traditional Hockey League and a Tournament team. Co-ed.



2014-15 TOURNAMENT TEAM

All sessions include insurance and ice time. Program fee is between \$100-\$200 depending on how much hockey you want to play. The club skates on Mondays, Wednesdays and Saturdays from 9-11am during holiday periods.

Visit mammothyouthhockey.com or email mammothyouthhockey@gmail.com for information or to register.

NEW FUTURE STARS HOCKEY

MONDAYS 3:00-4:30PM *Arrive by 3pm*

Beginner Hockey for our youngest and new players. Ages 4-8 years old. *For \$100 for the season (Nov-Feb)*

3V3 GAMES

MONDAYS 5:30-7:30PM

PRACTICE

WEDNESDAYS 5:30-8:30PM

LEAGUE GAMES & PRACTICES

SATURDAYS 9-11AM & SUNDAYS 5:30-8PM

GUZZLE CUP



ADULT HOCKEY

Coed. Fee: \$10/session for pick-up or \$100 per player for League Night Play (includes: League fee & games) or \$200 for Hockey+ Skate Season Pass (includes: League fee & games, unlimited drop-in pickup hockey [Tues. & Sundays] and season skate pass with no restrictions).

ADULT PICK-UP HOCKEY

COED

MONDAYS

8-9:30PM

TUESDAYS

7-9:30PM

SUNDAYS

9-11AM

Fee: \$10/Session

3V3 POND PICK-UP

MONDAYS 8-9:30PM

TRADITIONAL PICK-UP

TUESDAYS 7-9:30PM & SUNDAYS 9-11AM

ADULT / HIGH SCHOOL LEAGUE NIGHT

THURSDAYS 7-9:30PM

WOMEN'S ONLY PICK-UP 18+ yrs old

SUNDAYS 8:30-9:30PM

NEW POWER SKATE SESSIONS

TUESDAYS 4:30-5:30 (6-10 yr olds) & 5:30-6:30pm (11-17yr olds)

Improve your power, speed & skating skills.

Fee: \$10 per session, or \$41 for 5 sessions (5SP).

Registration: At ice rink. Must register in advance, space is limited.

2015/16 Advertising...

Mammoth Lakes, CALIFORNIA

FREE BEGINNER SKATE LESSONS
FRIDAY NIGHTS IN JANUARY
4-7PM
CALL TO SIGN UP, SPACE IS LIMITED

MAMMOTH LAKES ICE RINK

PUBLIC SKATING • ICE HOCKEY • SKATING LESSONS

JANUARY IS NATIONAL SKATING MONTH!
CELEBRATE ALL MONTH AT THE MAMMOTH ICE RINK

SKATING is a Blast!

GIVE THE ICE A TRY!

HOCKEY
MLK TOURNAMENT JAN 16-18 VISIT WEBSITE
LA KINGS CAMP JAN 29-31 FOR DETAILS

\$6 LUNCH TIME SKATE : MON-FRI

VIEW OUR SCHEDULE ONLINE: MAMMOTHICERINK.COM >
416 SIERRA PARK RD, NEXT TO LIBRARY • 760.934.2505

Mammoth Lakes, CALIFORNIA

LIKE SKATING BUT NEED SOME HELP?
SIGN UP FOR OUR
SKATING PROGRAM
DURING SKATE WITH SANTA

MAMMOTH LAKES ICE RINK

PUBLIC SKATING • SKATING LESSONS • ICE HOCKEY

MEET SANTA & SKATE FOR FREE!

THURSDAY, DEC. 17
4:30-7:00PM

Visit with Santa 5:30-7PM at the Mammoth Ice Rink before he loads up his sleigh and heads to the North Pole! Santa will be available for personal photos or professional family portraits from Bluebird Imagining with packages starting at only \$10!

*Complimentary Admission & Ice Skating
Skate Rental \$7.50 / Suggested Price \$2 with MDCD-MCIDE School ID

OUR BEST BARGAIN

ADMISSION
LOCAL KIDS \$2
KIDS \$3.00 with MDCD-MCIDE
YOUTH \$9.00
ADULTS \$12
INCLUDES SKATE RENTAL

\$6 LUNCH TIME SKATE : MON-FRI

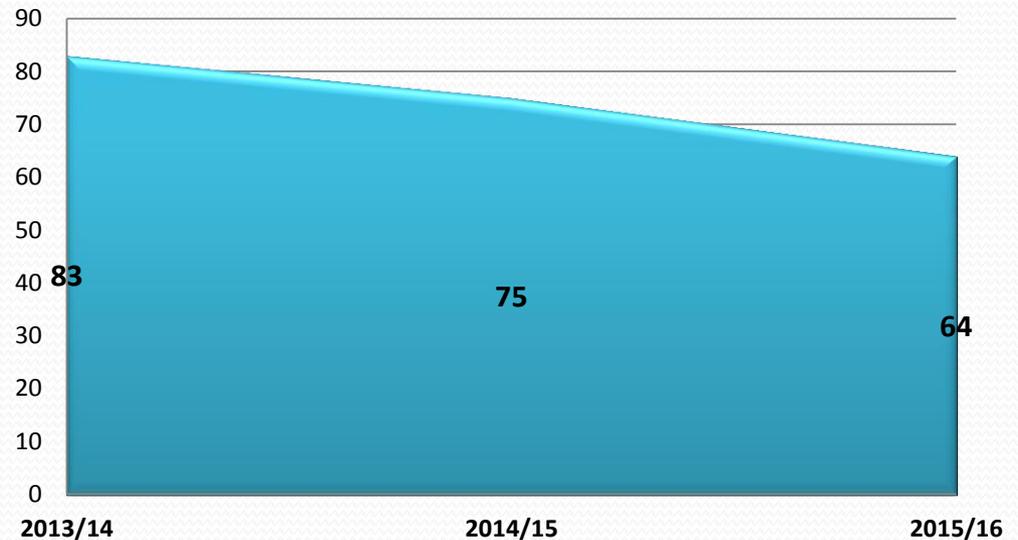
VIEW OUR SCHEDULE ONLINE: MAMMOTHICERINK.COM >
416 SIERRA PARK RD, NEXT TO LIBRARY • 760.934.2505

Facility Enhancements...

- Painted the concession/skate rental trailer
- Installed new display cases on the building for seasonal rates/programs and the enhanced concession menu
- Installed a new larger digital clock with case
- Enhanced food and beverage capabilities: contract with US Foods & enhanced work space
- Placed new ice rink board banners with new or renewed donors
- Replaced Plexi-glass
- Received donated rink dividers for cross-ice play

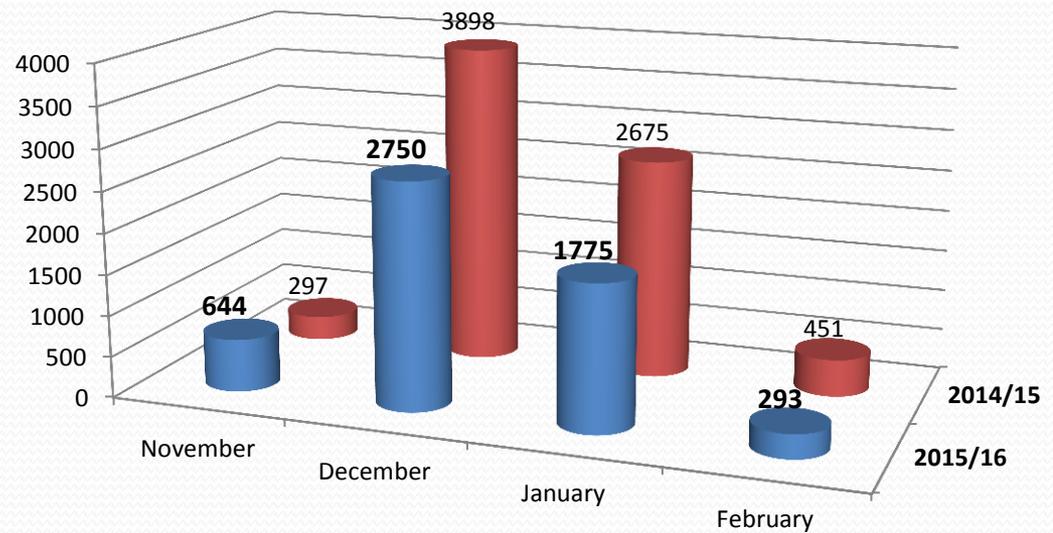
Operating Days...

The Mammoth Ice Rink opened for a total of 64 days.



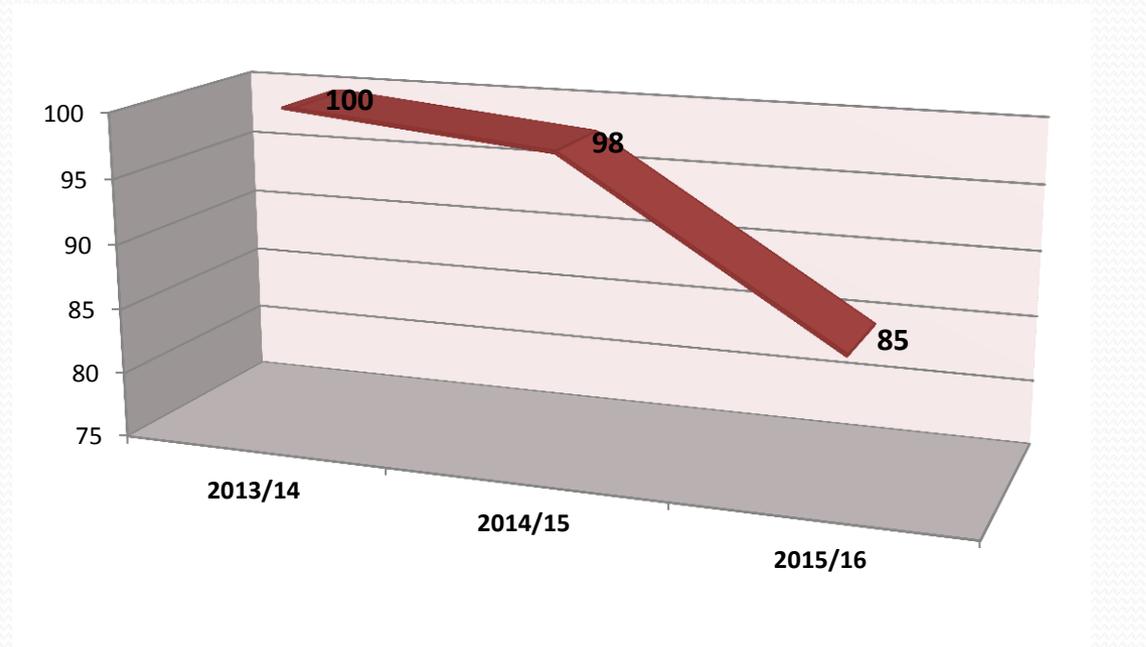
Visits...

5,462 people skated at the ice rink this winter.

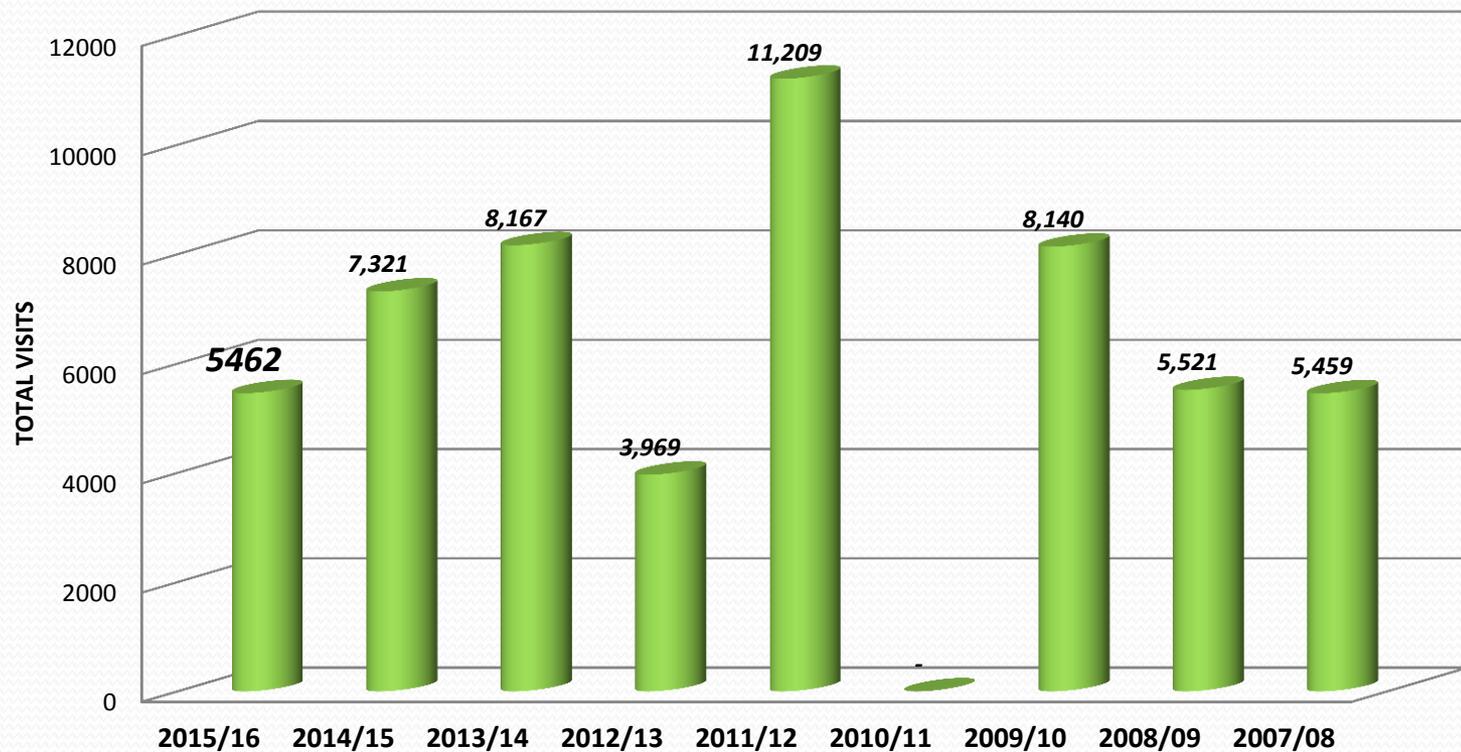


Visits per Day...

The ice rink averaged 85 skaters per day.



Visits...



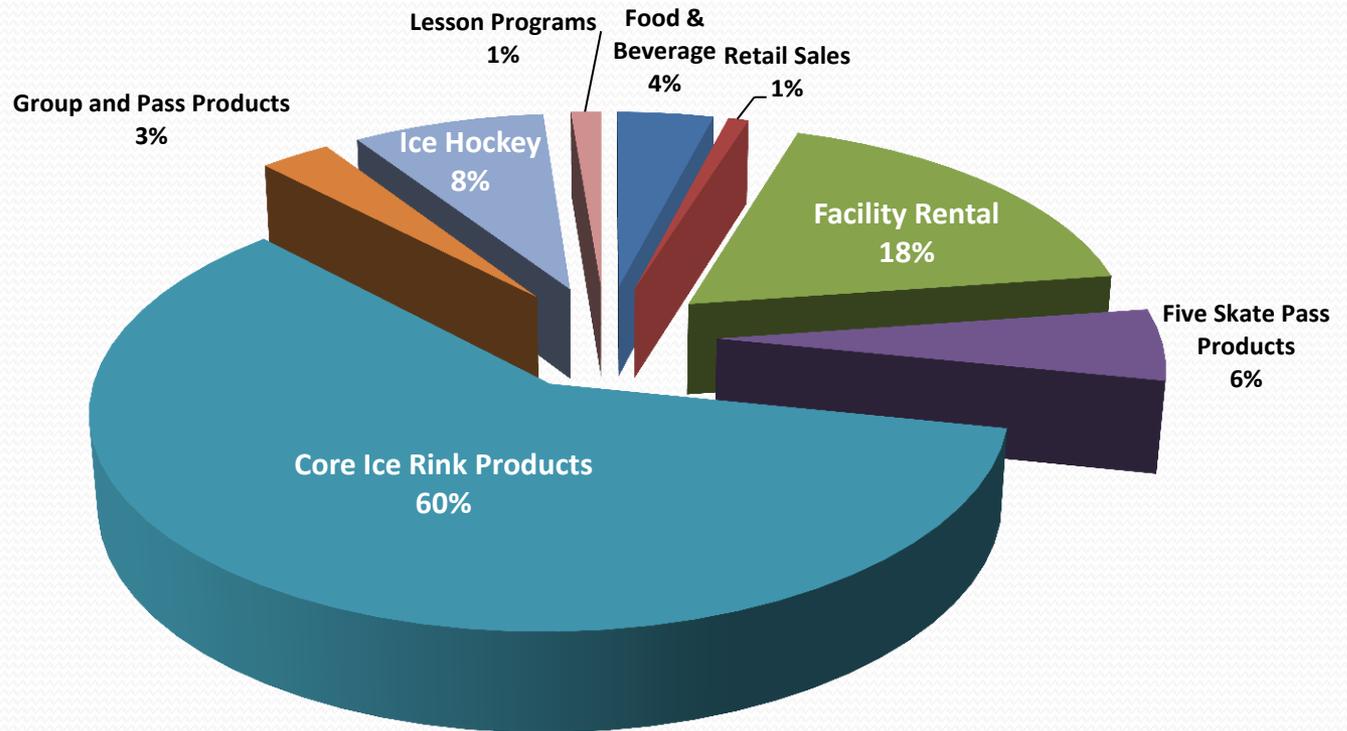
Revenue...

The ice rink reached 60% of revenue projections.

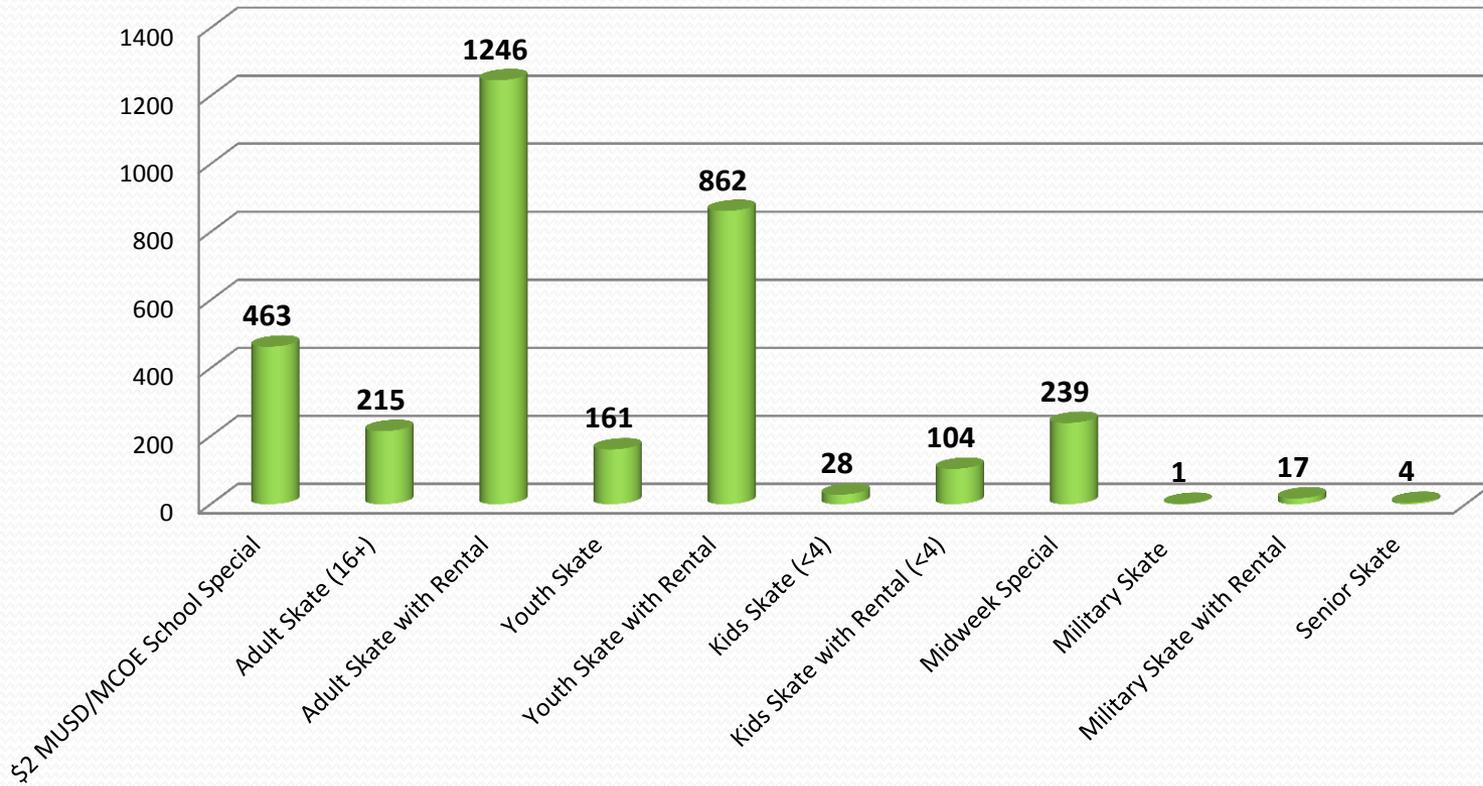
Major Revenue Categories...

- Ice skating fees – 52% of budget
- Food and beverage – 39% of budget
- Facility rentals – 144% of budget

Revenue Product Mix...



Core Ice Rink Products...

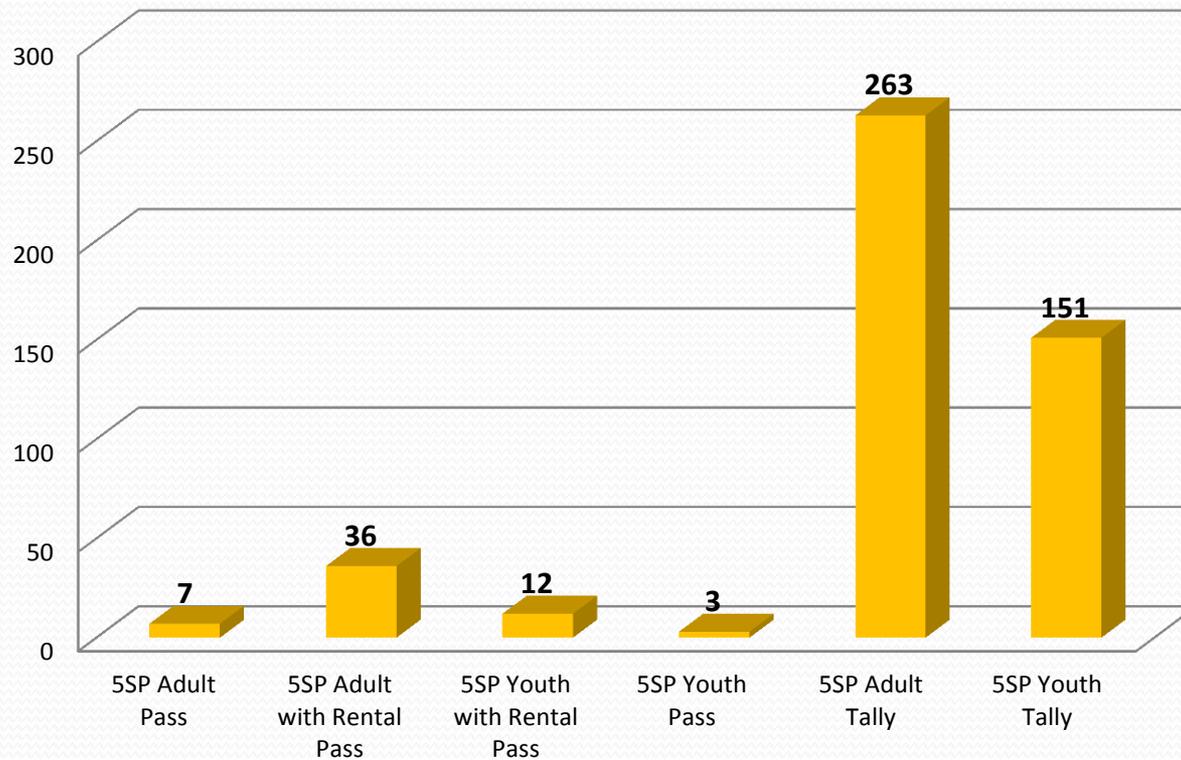


Facility Rentals...

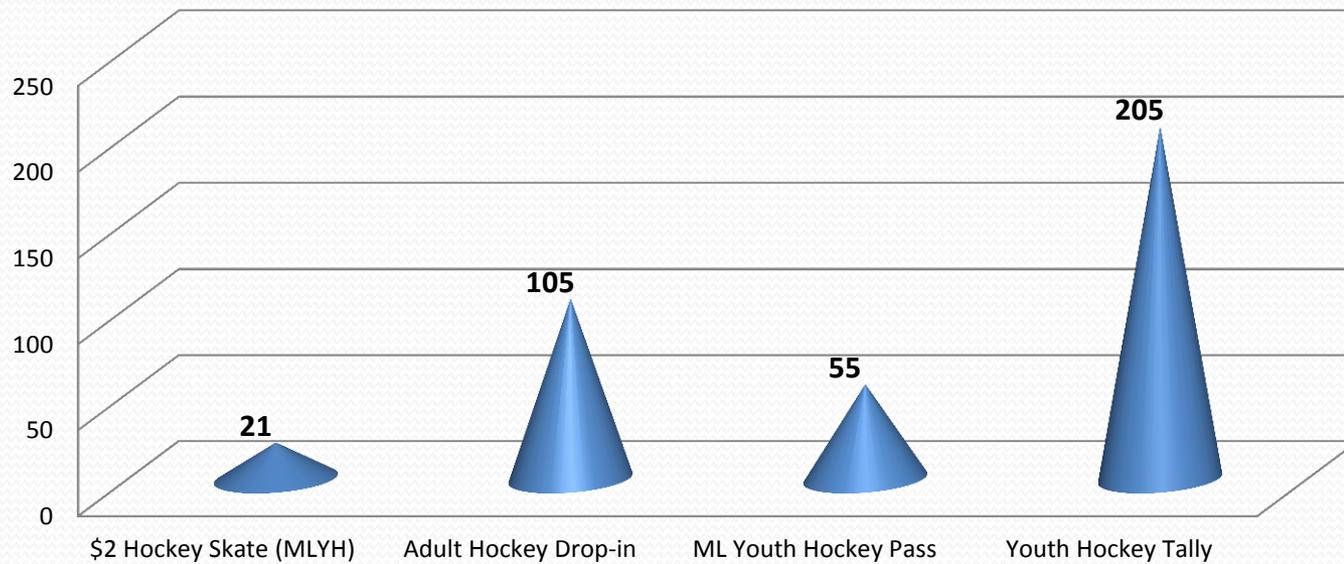


- Private Hockey
- SNAP
- Private Event
- Calder Winter Classic
- Adult Hockey Tournament
- Winter Youth Hockey Classic
- Movie Rental
- Youth Hockey

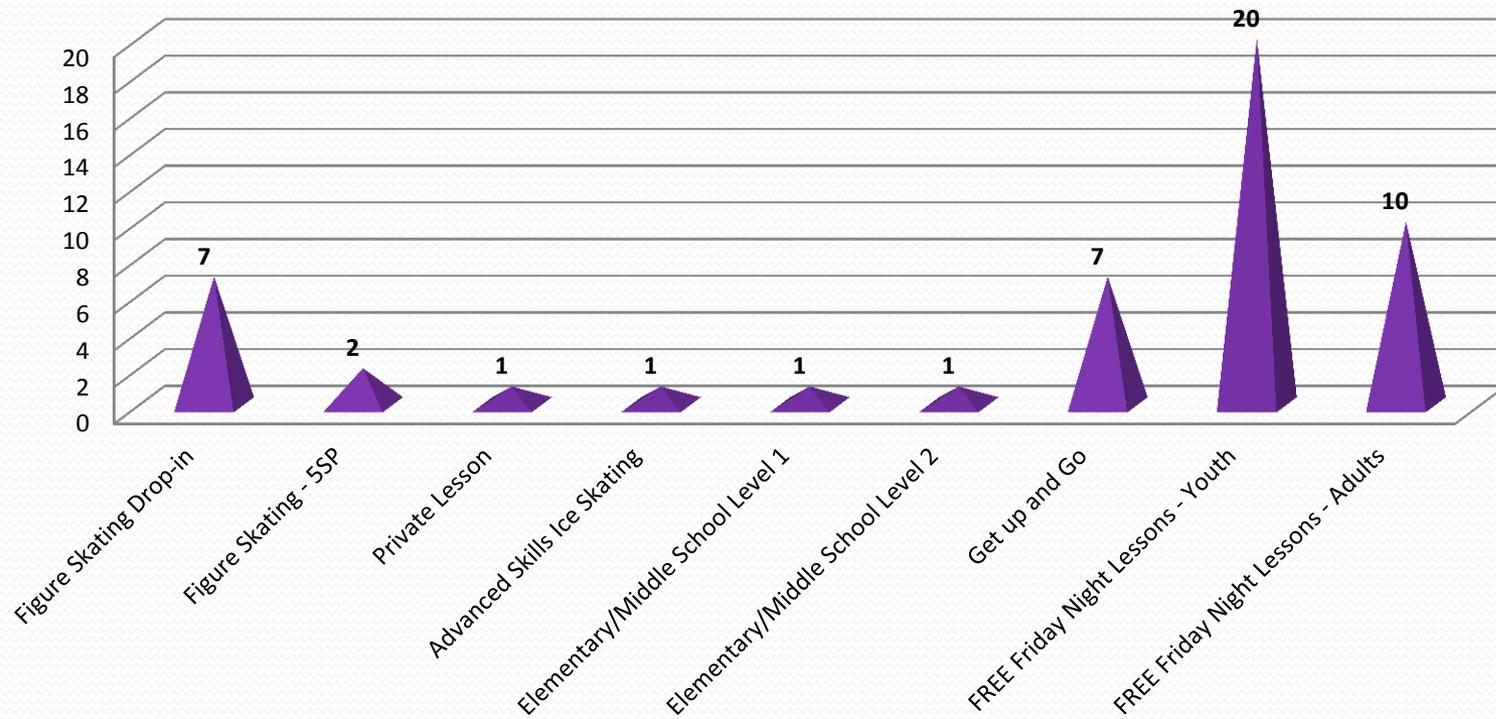
Five Skate Pass...



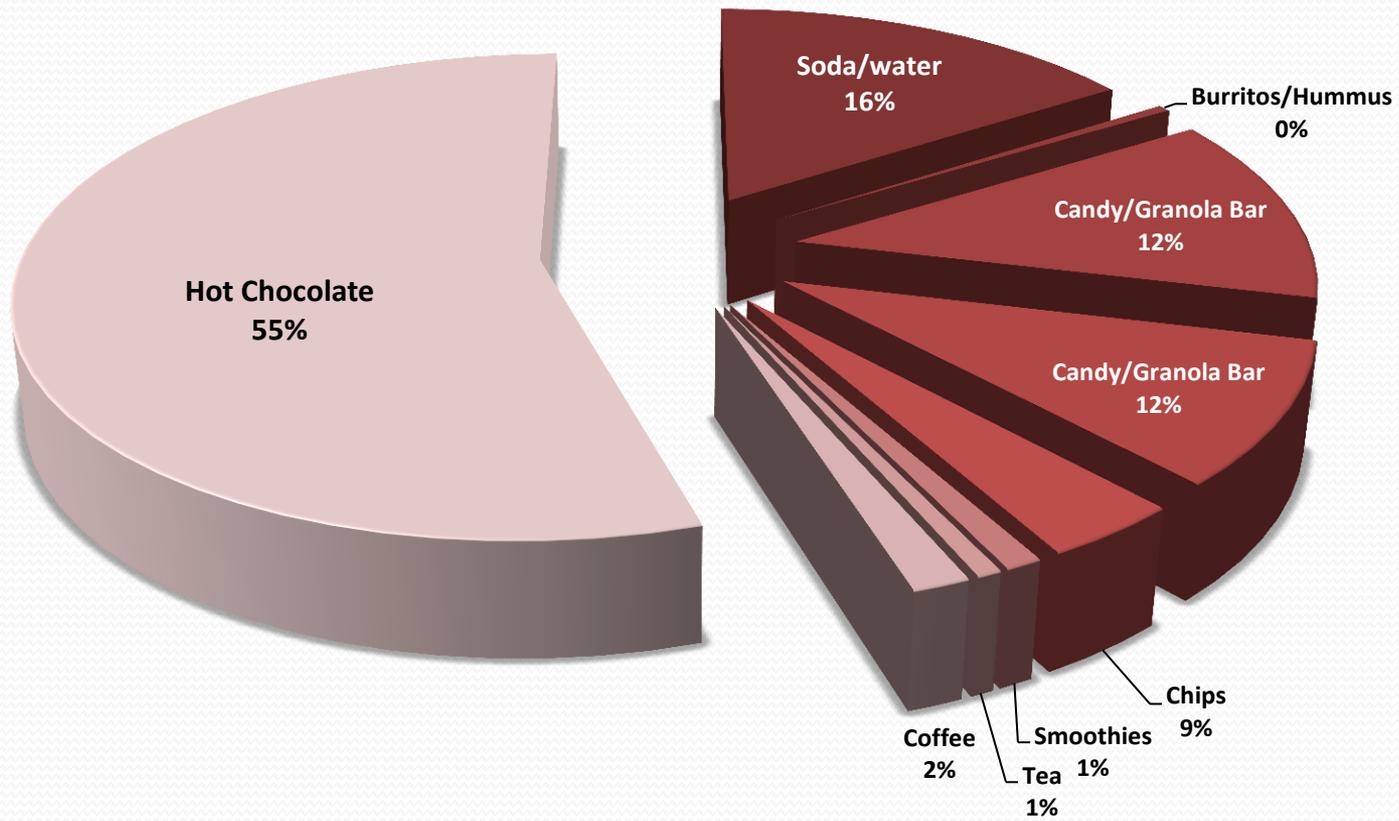
Ice Hockey...



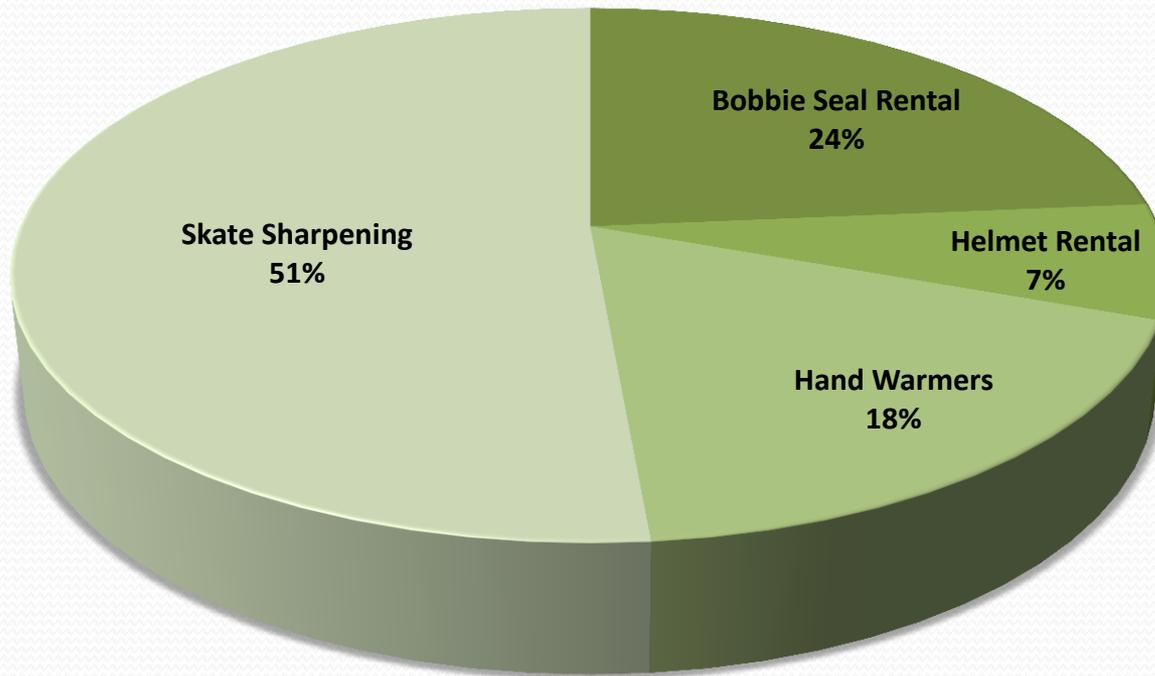
Lesson Programs...



Food and Beverage...



Retail Sales...



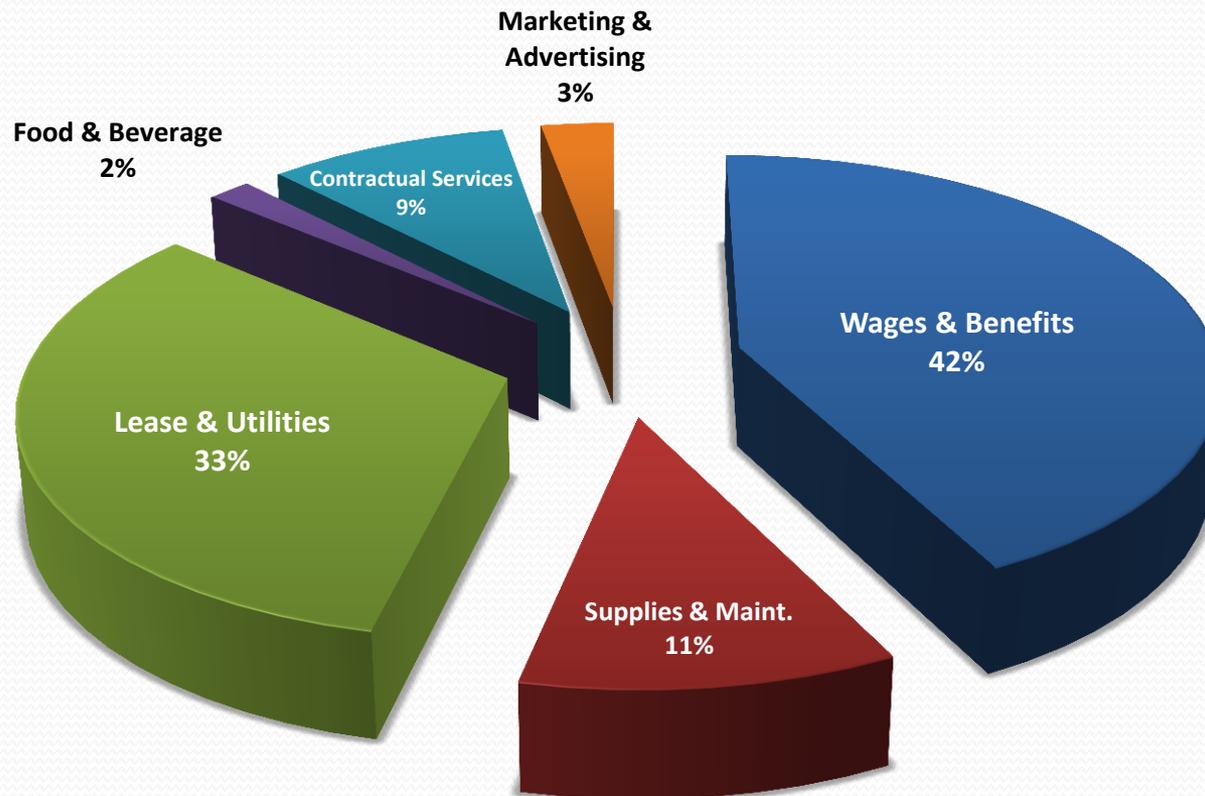
Expenses...

Expenditures are currently 22%
under budget.

Expense Categories...

- Wages and benefits - 63% of budget
- Supplies & Maintenance - 122% of budget
- Lease and Utilities – 90% of budget
- Food and Beverage – 92% of budget
- Contractual Services – 90% of budget
- Marketing and Advertising – 68% of budget

Major Expense Categories...



What's Next...

The Mammoth RecZone opens to the public for summer operations on Saturday, June 18, 2016.

Never have
a slow day
in
Mammoth
again!

