

PARKS AND RECREATION: An Essential Component of Our Community!

The fundamental purpose of the Parks and Recreation Department is to deliver residents and visitors with high-quality recreation facilities and diverse programming that promotes excitement, individual expression, exploration, pleasure, challenge and accomplishment for an improved quality of life.

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."*

Tag Line: *All Recreation – All the Time!*

Strategic Initiatives (pillars):

1. **Excellence:** We are committed to continually improve the delivery of our community programs and facilities by holding each other accountable to the high standards of excellence our departmental culture expects and demands.
2. **Teamwork:** We value our employees and the power of a team culture aligned with a single vision and unifying purpose by communicating, connecting, collaborating, committing and celebrating with each other to achieve extraordinary results.
3. **Sustainability:** We help to protect and preserve our natural, developed and finite resources by implementing sustainable best practices in our programs, parks, pools, fields and facilities.
4. **Health, Safety and Social Equity:** We build stronger, healthier and happier communities by promoting health, wellness and physical activity and work to ensure our parks, programs, and facilities are safe and inclusive for all people.

Parks and Recreation Department 2023 Strategic Priorities and Key Objectives

Strategic Priority: *Maintain and Enhance the Town's Recreation Infrastructure*

- Open and operate the Community Recreation Center (CRC): (1) LA Kings Ice at Mammoth Lakes, (2) Mammoth RecZone.
- Lead and/or support efforts to provide multi-purpose, year-round, indoor and outdoor recreation amenities in Mammoth Lakes. CIP projects include: Community Dog Park, Park at the Parcel, MACC/Edison Theatre, Outdoor courts (tennis/pickleball), Bike Park/pump track, Boulderling Park, and Mammoth Creek Park West play area.
- Enhance recreation infrastructure to improve user safety, improve operations, and overall guest experience: (1) Maintenance Best and NEXT practices, (2) Deferred Maintenance Program, (3) Amenities Enhancement Program.

Strategic Priority: *Deliver High-Quality, Innovative and Affordable Recreation Programming*

- Create and deliver scalable, sustainable and DEI Core Community Programs aligned with the resource capacity and capabilities of the Department.
- Core Program Areas: (1) Youth/Teen camps and programs, (2) Adult activities, (3) CRC programs, (4) Facility operations/maintenance, (5) Community events.
- Provide enhanced recreation programming by partnering with local organizations, fund local non-profit youth sporting groups (YSF), hire skilled instructors, or contract with recreation entities.

Strategic Priority: *Strengthen Organizational Systems, Structures and Operations*

- Realign the Department's organizational structure to further the growth, quality, and efficient delivery of the Core Program Areas.
- Continually improve the delivery of Core Program Areas by constantly measuring performance, utilize a data-driven approach, and implement a NEW community recreation management platform: (1) Recreation and Facility Satisfaction Survey, (2) DaySmart Recreation, (3) PlayCore Data Services Lab.
- Implement a Communication Plan that effectively and in a cost-effective manner, disseminates inclusive information and encourages participation in the Core Program Areas: (1) NEW Parks and Recreation Department website, (2) Recreation This Week, (3) social media, (4) Brochures, flyers, and print ads.

Strategic Priority: *Build Capacity, Teamwork and Recruit & Retain the Best*

- Build capacity by aligning positions (responsibilities) and desired outcomes with professional, prepared, and passionate people: (1) Workforce Development, (2) Professional Development, (3) Education and Networking, (4) Customer Service Training.
- Build a high-performing Team by integrating the 5 C's into daily operations to achieve extraordinary results: (1) Communicate, (2) Connect, (3) Collaborate, (4) Commit, and (5) Celebrate!
- Strategically recruit, retain and recognize our employees: (1) Recruitment Plan, (2) Recognition Plan.