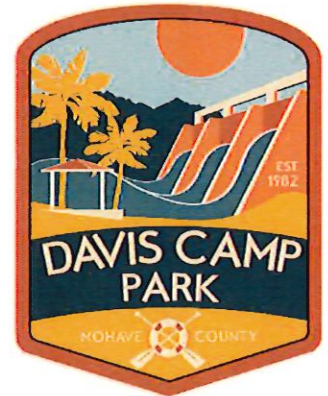


# RECREATION PROGRAMMING PLAN

2021-2025



APPROVED:  
February 4, 2021

REVISED:  
January 20, 2025

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Parks Administrator

# Recreation Program Plan

## POLICY & PRACTICE

It is the policy of the Mohave County Parks to develop and implement guidelines, standards, and processes used in developing, implementing, and evaluating special events and parks and recreation programs.

## PROCEDURES

These procedures are created in order to guide staff in planning efforts and serve as goals and objectives for administration to use in creating policies and procedures for the division.

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# Recreation Program Plan



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## Introduction

As the Mohave County Parks demographics and recreational needs change; parks, greenspaces, facilities, and programming opportunities need to be adaptable and evaluated on a regular basis to ensure community needs are being met. Opportunities are available to evolve programming and to establish a vision, along with guidelines to follow when establishing programs within the Mohave County Parks and Trails systems. This is a living plan that is reviewed and updated at least annually and is the division's guide to ensure the recreation needs of the citizens and visitors are being met, or at minimum on track to meeting this goal.

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## Mission

To provide quality park facilities and outdoor recreational opportunities for the residents of Mohave County, to actively participate with agencies, organizations, and groups in bettering the recreational needs of Mohave County citizens, and to be as self-supporting as possible without placing a burden on the taxpayers.

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## Vision Statement

"Mohave County Parks promotes fun, safe, and memorable experiences through quality recreational services & destinations for our community and future generations."

# Parks Goals and Objectives

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*Established by Staff and Approved on 2/2/2021*

## **Goal #1: To manage the division's resources in a fiscally responsible manner.**

Objective #1: Evaluate personnel priorities and current work schedules to develop a staffing plan that is balanced and allows for growth.

Objective #2: Ensure Park Superintendents understand the budget and meet monthly to discuss YTD and planned expenditures/revenues.

Objective #3: Monitor and update annually the capital improvement and replacement plan, and plan accordingly in budget planning.

Objective #4: Seek out external funding and grants to support and complement general operating expenses and new programming.

## **Goal#2: To provide a first-class park and trail system, accessible to all.**

Objective #1: Implement a maintenance reporting system to report, track, and monitor progress on requests and projects.

Objective #2: Update, train staff, and delegate responsibility of maintenance program plan, and develop procedures for ongoing preventative maintenance.

Objective #3: Coordinate with staff, community stakeholders, and leadership; the location, amenities, design, and vision for current and future parks, trails, and facilities.

Objective #4: Seek out and document barriers that prevent access to parks, trails, facilities, and recreation in the city and develop plan to address.

## **Goal#3: To enhance organizational capacity and create a culture of innovation.**

Objective #1: Facilitate quarterly training workshops with staff, and coordinate participation in national and statewide parks and recreation developmental courses and conferences.

Objective #2: Support staff in earning professional certifications in parks and recreation; CPRP, CPRE, CPSI, CAPRA, etc.

Objective #3: Delegate responsibility for CAPRA accreditation standards; to monitor, update, and work with administration to ensure standards consistently maintain compliance.

Objective #4: Apply for annually, agency and individual awards with ARPA, NRPA, and other parks and recreation supported organizations.

## **Goal#4: To facilitate authentic programs and events that are uniquely Mohave County.**

Objective #1: Plan and build a marketing support system for community engagement, marketing, and advertising.

Objective #2: Using community input, community programming inventory, and strategic partnerships, ensure current and future programs and events are unique to Mohave County and innovative.

Objective #3: Activate play throughout the city utilizing latest recreational trends, designed to highlight park amenities, trails, and local landmarks.

Objective #4: Stay current with industry calendars and coordinate national and state sponsored parks, recreation, and related events, programs, and advocacy campaigns.



## CAPRA Accreditation

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Mohave County Parks has been CAPRA (Commission for Accreditation of Park and Recreation Agencies) since 2014. This accreditation provides quality assurance and quality improvement of accredited park and recreation agencies throughout the United States by providing agencies with a management system of best practices. CAPRA is the only national certification of park and recreation agencies and is a valuable measure of an agency's overall quality of operation, management, and service to the community. Achieving CAPRA is the best way to demonstrate that the agency and the staff provides the community the highest level of service.



## Program Objectives

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In conjunction with the mission, vision, goals, and objectives, parks and recreation staff have developed an overall objective for programming in Mohave County Parks. Whether it be a special event, park designed for play, senior program, or anything else that's drives the county, that objective is:

“To ensure that all residents and visitors to Mohave County, regardless of age, ability, ethnicity, or economic and social standing; everyone has the same opportunities to enjoy themselves and have satisfying and enriching recreational experiences.

In addition, research from outside organizations is used in conjunction with park and amenity planning and maintenance procedures. These organizations are directly program related, usually for passive recreation.

- NRPA National Recreation and Park Association: grants, resources, standards, trends, research, professional development, advocacy and education.
- ARPA Arizona Recreation and Park Association: grants, resources, standards, trends, research, professional development, advocacy and education.
- IMBA International Mountain Biking Association: trail design, trail grades, program resources, maintenance standards, and community education.
- CPSC Consumer Product Safety Commission: playground safety guidelines, design guidelines and considerations, program resources, and community education.
- PDGA Professional Disc Golf Association: course design based on skill levels, program and tournament resources, maintenance standards, and community education.
- USTA United States Tennis Association: facility maintenance standards, amenities, program resources, funding, and community education.
- US DOT Federal Highway Administration: greenway and trail design, maintenance standards, recreational resources, and community education.

## Background

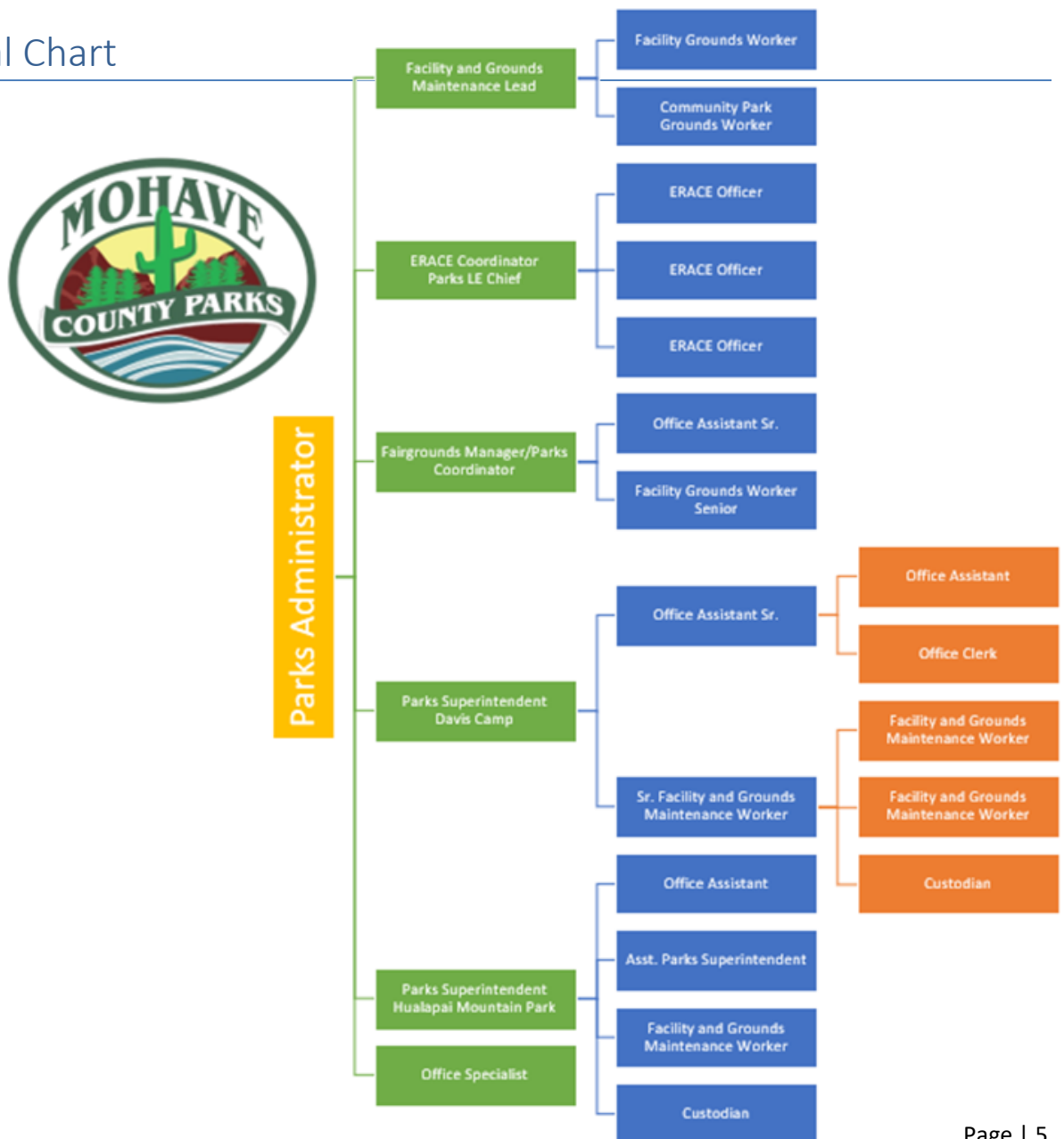
Mohave County residents and visitors from afar can enjoy over 4,000 acres of parks and recreational facilities located from the Colorado River to the Hualapai Mountains.

Whether enjoying a hike in the fresh pine trees of Hualapai Mountain Park, walking among the Joshua trees in Dolan Springs or strolling along the Colorado River, Mohave County Parks offers over 20 miles of diversified trails. In 2023, the new Arizona side of the Colorado River Heritage Trail was completed and provides an exciting eight-mile trail flanking the Colorado River from Davis Camp to Davis Dam.

At Davis Camp, visitors can enjoy an amazing two miles of Colorado River shoreline fun. While Hualapai Mountain Park offers visitors wildlife views and cool temperatures at 6,500 feet while enjoying the beauty of our local mountains offer. In 2022, Mohave County Parks took over the County Fairgrounds which introduced the division to new partners and additional recreational opportunities including agriculture and equine programing, such as rodeo and livestock auctions.

Visitors can rent a cabin or vacation home, camp, hike, bike, fish, view wildlife, or play disc golf. From winter to summer fun, Mohave County Parks has it all.

## Organizational Chart



## Community Study

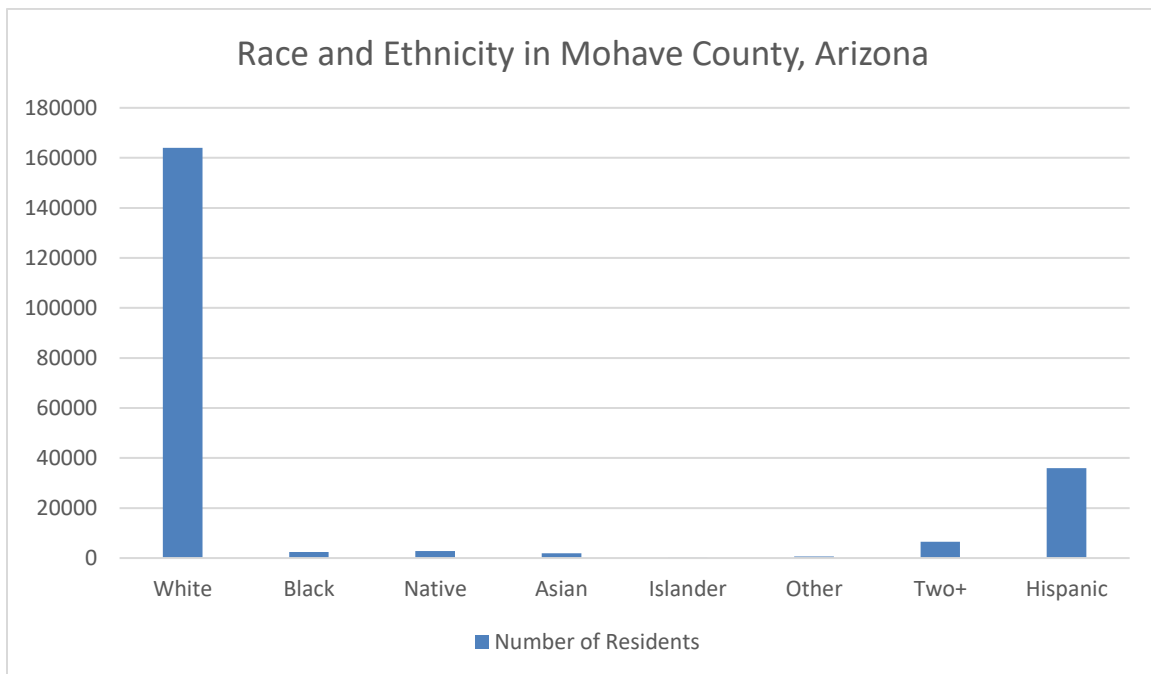
Mohave County Parks utilizes the Mohave County General Plan 2015 when planning, implementing, or conducting programs and services. The information contained in this plan, along with guidelines set forth in the Mohave County Development Code is taken into consideration regarding land usage and will be used to determine any future land use needs. A copy of the General Plan 2015 and the Land Development Code is available in the Mohave County Parks administrative office.

### Community Planning Guidelines to Consider

The following general demographic information was prepared and is based largely on available 2023 census data. Refer to Appendix 1 for a more specific analysis of Mohave County Parks target market.

In simple terms, the Target Market for Mohave County Parks includes every resident in Mohave County, Arizona as well as residents from other nearby communities. Mohave County Parks programs and facilities are designed to serve the recreational needs of its residents, regardless of age, race, or income.

**Core Demographics:** The 2023 Census data, the population of Mohave County is 223,366. Of this population, 49.3% are female and 50.7% are male. The median age of a person in Mohave County, Arizona is 53.2-year-old.



The above graph represents the age and ethnic diversity of Mohave County, Arizona. Roughly 3/4<sup>th</sup> of the population is White (~75.6%) and about 1/6<sup>th</sup> of the population is Hispanic (~16.7%). 2% are Native and 3% are 2 or more ethnicities.

**Presence of Children:** Due to the higher-than-average median age, only 17% of the population in Mohave County is under the age of 18. This is about ¾ of the rate in the State of Arizona.

**Income and Home Value:** Mohave County is a largely rural community with an estimated median household income of \$55,799, significantly lower than the estimated median household income for the entire state of Arizona, \$76,872. As of 2023, the estimated median house or condo value was \$327,083, which is about ¾ of the state as a whole (\$451,500). The cost-of-living index for Mohave County, Arizona is 94.9, 5.1% lower than the national average (100).

Due to the rural nature and low cost of living the community, 16.8% of Mohave County residents were living in poverty as of 2023. 24% of Mohave County families with children, and 11% of our seniors are living below the poverty line.

**Education:** Mohave County is a hard-working blue-collar community. The percentages of Mohave County residents who have attained at least a bachelor's degree (14.9%) or master's degree (5%) are significantly lower than the same figures for the state of Arizona, 30.2% and 11.4%, respectively. The chart below depicts educational attainment.

## Community Surveys

Community surveys are conducted annually to gauge participation, interest and get feedback on how the division is doing in reaching the goals and objectives. Each Regional Facility has a QR code access to digital surveys located at park entries and exits. The division also creates and posts special surveys at major programs and events.

## Predictions for the Industry and the Field for 2025 and Beyond

### Recreation Program Trends

#### Swimming and Aquatics

Even though many public aquatics facilities are having difficulty in recruiting and retaining lifeguards, developing opportunities for public swimming is an increasingly important priority for public park and recreation agencies. Extreme heat in urban heat islands and a lack of public swimming pools in underserved communities have contributed to the urgency.

New York State is leading the way in innovative approaches to improving and expanding opportunities for public swimming. Governor Kathy Hochul announced a \$150 million investment in improving opportunities for public swimming. Among the galvanizing ideas stimulating public interest is the design of a floating water-filtering public swimming pool to be placed in the Hudson River near Pier 35 in the Lower East Side of Manhattan. The project was inspired by +Pool, a nonprofit organization that has been working for more than 10 years on the concept. +Pool will join a public-private partnership to build a 2,000-square-foot innovative floating pool. In addition, the city is expanding learn-to-swim programs and offering free lifeguard training programs. Fast Company author Sarah Amandolare wrote in the June 24, 2024, "Impact" column, "With its emphasis on municipal pools and natural waterways in communities that are underserved or vulnerable to extreme heat, the \$150 million plan underscores how access to swimming addresses equity, public health, and climate resilience."

#### Short Mat Bowling and Walking Soccer

Short mat bowling? Walking soccer? Kathy Ballantyne, director of facilities and services for County of Brant, Ontario, Canada, says that the baby boomers who are retiring in waves in Ontario are active and energetic and looking for new activities to add to their traditional older adult programs, such as community dances, adult skating, forest tours, Bee City pollinator initiatives and trail clean-ups.

But you've got to love short mat bowling and walking soccer. Both are played indoors on turf or a carpet-like mat. Short mat bowling is played with large balls — bigger than bocce balls — on a pre-marked mat 45 feet long by six feet wide. Unlike in traditional lawn bowling, a block of wood can be placed at the middle line to make it a smidge harder to roll balls directly toward opponents' balls. Walking soccer is just like it sounds — no running and no contact. Rather like soccer in slow motion, don't you think? Teamwork and camaraderie matter more than agility and speed in walking soccer. "Both of these sports are creative and lots of fun for seniors," says Ballantyne.

#### Therapeutic Recreation Programs Surge

John McGovern, principal-in-charge of the accessibility practice for the WT Group, an engineering consulting firm near Chicago, says that he was gratified to learn at the 2024 NRPA Annual Conference in Atlanta of a number of agencies that are newly kicking off community-based therapeutic recreation programs, adaptive sports programs and specialized recreation programs. While some agencies have been doing these types of programs for decades, he was pleased to learn of all the new startups in therapeutic recreation.

At the Charleston County (South Carolina) Parks and Recreation Commission, Mark Madden, assistant director of recreation, says that they are growing their range of adaptive and inclusive recreation programs, including Wheel to Surf (inclusive and adaptive surfing), Adaptive Climbing Day, Inclusive Swim Nights, Silent Disco and Inclusive Santa. "A key to success," he says, "has been providing transportation for participants who need it."

#### Arts Programming

Arts programming is flourishing. Park and recreation agencies are in the vanguard of bringing vibrant visual and performing arts to their communities. As the pandemic receded, arts programming has been resurgent. Across the country, business leaders, developers and civic leaders have realized the value of community-based arts programming in placemaking and revitalization.

In Maryland, the Maryland-National Capital Park and Planning Commission offers a wide array of community-based arts programming, including the Young Artists Apprenticeship program and the Young Stars program for teens. Brittney McGowan, public arts specialist, says that participants in the Young Artists Apprenticeship program who are ages 16-24 are mentored and guided by a professional artist/teacher through a variety of site-specific projects, including indoor and outdoor murals, sculptural installations, Art on the Trails projects, and many others. Katrina Williams, chief of the arts and cultural heritage division, says, "Young Stars happens to be one of my favorite programs. It is new, fresh, and pre-teens and teens are eager to join. I hope that this program grows to capture show production, videography, editing and more!"



## Recreation and Leisure Trends Analysis

The changing pace of today's world requires analyzing recreation trends from both a local and national level. From a national perspective, organizations including the National Recreation and Park Association (NRPA) and the Outdoor Industry Association (OIA), among many others, attempt to summarize and predict the most relevant trends impacting health, wellness, outdoor recreation, and parks for the current year. This broad level overview of 2021 trends can help prepare agencies to understand what the future of parks and recreation might look, and how agencies can be at the forefront of innovation in the field.

The City of Kingman Tourism Department conducted a survey of visitors to the Information center. The results are consistent with trends projections, with outdoor activities being the focus. Another study from the Arizona State University, School Community Resources and Development, shows that Off-Highway vehicles (OHV) add \$1.6 billion in value to Arizona. Mohave County Parks has several amenities and trails that attract this demographic. See Appendix 4 for Mohave County's Trail Values, which furthers the trend of more and more people going to outdoor recreation, motorized or not.

Source: <http://www.coloradotpa.org/wp-content/uploads/2019/03/2016-2017ASU-OH-Recreation-AZ.pdf>

### Outdoor Recreation

Outdoor recreation has become a thriving economic driver, creating 7.6 million jobs in 2018 and generating \$65.3 billion in federal tax revenue on a national level. Close to half of the US population six and older participated in at least one outdoor activity in 2017. The most popular activity was running – which included both jogging and trail running. Participation among Hispanics and Asians has increased by 1.0 percent and 0.9 percent in the last five years, respectively.<sup>1</sup>

According to the Outdoor Industry Report, the State of Arizona, the outdoor recreation economy generated:

- 201,000 direct jobs
- \$21.2 billion in consumer spending
- \$5.7 billion in wages and salaries
- \$1.4 billion in state and local tax revenue

Source: Outdoor Industry Report

<https://d2umhuunwbec1r.cloudfront.net/gallery/0004/0052/4CD7751111BA46518D5CBDE85C71493A/Final%20Report.pdf>

### Overall economic impact of OHV recreation on the State of Arizona includes:

- + Leverage ratio is: 1:184:48
- + \$2.64 billion in output
- + \$1.60 billion in value added
- + \$.94 billion in labor income
- + More than 21,077 jobs
- + \$221.76 million in State/Local taxes
- + \$148.23 million in Federal tax revenue

Percent	USA Only	Exclusively	Total	Groups w/ Gen Z	Groups w/ Gen Y	Groups w/ Gen X	Groups w/ Boomers	Groups w/ Silent	6 - Attrition and Activities you're interested in.
36%	35%	1%	81	47%	50%	40%	34%	19%	Hiking Trails
4%	4%	0%	10	3%	8%	6%	3%	4%	Mountain Biking
8%	6%	0%	17	9%	8%	11%	3%	4%	Horseback Rides
6%	6%	0%	13	8%	6%	6%	3%	8%	Guided ATV Tours
8%	8%	0%	18	13%	8%	8%	3%	8%	Jeep Tours
4%	7%	0%	10	9%	6%	8%	4%	4%	Geocaching
4%	5%	0%	9	0%	0%	2%	6%	0%	Rock Hounding
5%	6%	0%	11	13%	8%	8%	2%	4%	Fishing, Hunting
22%	24%	0%	49	31%	25%	31%	20%	4%	Wildlife Viewing
4%	3%	0%	10	3%	3%	5%	4%	4%	Birding
35%	31%	0%	80	41%	50%	38%	30%	19%	Photography
60%	61%	0%	136	59%	61%	51%	65%	65%	Sight Seeing
69%	68%	2%	156	69%	68%	71%	70%	65%	Route 66
61%	59%	0%	138	59%	61%	64%	68%	65%	Scenic Drives
10%	10%	0%	22	9%	14%	8%	11%	0%	Train Watching
12%	13%	0%	27	6%	11%	14%	11%	11%	Mine Tours
52%	53%	1%	118	47%	58%	46%	59%	62%	Museums
29%	31%	1%	65	25%	31%	31%	30%	23%	Ghost Towns
35%	36%	1%	79	41%	46%	35%	38%	50%	Cultural, Historic Sights
46%	44%	1%	104	69%	62%	52%	41%	50%	National, State Parks
21%	20%	0%	48	19%	28%	20%	21%	27%	Local Cuisine
11%	11%	0%	25	3%	6%	17%	11%	4%	Local Breweries
15%	16%	0%	35	13%	11%	18%	11%	15%	Wine Tasting
27%	21%	0%	62	31%	28%	35%	23%	15%	Shopping
21%	20%	0%	48	19%	19%	17%	14%	12%	Arts & Crafts
15%	15%	0%	35	6%	8%	8%	3%	0%	Festivals, Special Events
5%	6%	0%	11	0%	0%	0%	0%	0%	Sporting Events
7%	5%	0%	15	3%	6%	8%	5%	8%	Playing Golf
7%	8%	0%	15	13%	3%	15%	4%	4%	Spas & Resorts
1%	2%	0%	3	3%	6%	2%	1%	3%	Fitness Centers
3%	0%	0%	6	0%	6%	0%	3%	0%	Other

Full Economic Impact of Off-Highway Recreation in the State of Arizona

The inventory for Mohave County Parks' was completed in January of 2021. For this inventory only parks were inventoried. Below, lists the 6 County parks with the components at each park as well as the site acreage for each park. The intent of this table is to understand the range of recreational services provided by Mohave County Parks. Mohave County Parks also maintains a map that shows the location of the current parks.



↑ N

Name	Address	Size	Facilities Available by Reservation																					
			Shade Ramada	Picnic Benches	Barbecues	Horseshoe Pit	Baseball Diamond	Fitness Path	Dog Park	Playground	Restroom	Basketball Court	Volleyball	RV Host Site	Tennis Court	Cabin Rental	Camping	RV Camping	Trails	Disc Golf Course	OHV Trails	Boat Launch	Concert pavilion	Park Staff on hand
Neal Butler	3027 Jagerson Ave, Kingman, AZ 86409	18 AC	x	x	x	x	x	x	x	x	x	x	x											
Chloride Park	9820 2nd Street, Chloride, AZ 86431	1 AC	x	x	x	x					x	x	x	x	x									
Mt. Tipton Park	15195 N Pierce Ferry Rd, Dolan Springs, AZ 86441	6 AC	x	x	x	x	x				x	x	x	x	x	x								
Veteran's Park	3451 N Verde Rd, Golden Valley, AZ 86413	10 AC	x	x	x		x	x	x	x	x		x	x										
Hualapai Mountain Park	6250 Hualapai Mountain Rd., Kingman, AZ 86401	2200 AC	x	x	x	x	x				x	x		x	x	x	x	x	x				x	
Davis Camp	2251 Hwy 68, Bullhead City, AZ 86429	67 AC	x	x	x	x				x	x	x	x	x	x		x				x	x	x	
Mohave County Fairgrounds	2600 Fairgrounds Blvd. Kingman, AZ 86401	78 AC	x	x										x		x	x				x	x	x	
Colorado River BMX Track	2230 Highland Rd Bullhead City, AZ 86442	1.4 AC		x												x	x							x

# Planning and Development

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## Program Service Determinants

Mohave County Parks provides opportunities for residents and visitors to participate in activities rooted in the foundation of play, recreation, and leisure. The programs, events, and opportunities are both structured and unstructured, and based on the interest and feedback of patrons and community members while incorporating the division's vision and goals. More importantly, the services provided by Mohave County Parks are designed to provide memorable experiences for every demographic and organization served. All program plans utilize these 5 CAPRA program and service determinants when developing programs: goals, objectives, implementation, responsibility, and evaluation.

## Conceptual Foundations of Play, Recreation and Leisure

In the planning process, the fundamentals of play, recreation, and leisure must be considered to determine how the program is evaluated and what patrons should expect from the experience. When planning or evaluating new programs, coordinators, planners, and superintendents first survey the interest and feedback of the community by attending various meetings, hosting visioning sessions, looking at historical data, visitor reports and distributing program evaluations to determine program satisfaction, success, and visibility. These measures allow the community to communicate specifically what, when, and how their recreation needs are best served by the agency.

### Foundations of Play

Examples of programs offered that meet the foundations of **“Play”** – NRPA defines play as spontaneous and creative activity or expression. In Mohave County, play is the heart and soul of not only the parks division, but in planning efforts around the county. Mohave County offers its residents and visitors opportunities to play in the following ways:

- Dog Parks
- Community Park Playgrounds
- Hiking, Equestrian, and OHV Trails
- Greenspaces

This is a small sample of activity areas and are places where the citizens and visitors to the county can go and play, use their imaginations, have freedom and choice of challenge, learn, grow, and obtain a natural appreciation for areas made available to them, and potentially want to protect and preserve these areas.

### Foundations of Recreation

Examples of programs that meet the foundations of **“Recreation”** – NRPA defines recreation as an activity in which a person engages for a positive purposeful end. Staff has also added that recreation in this format includes the departments **“Programs”** – all have a date, time, location, and a leader. Examples include trips, classes, tournaments, leagues, activities, etc. Mohave County Parks offers recreation through the following programs:

- Hike for the Health of It!
- Ranger Hikes
- Seasonal Special Events
- Community Clean-up Events
- ERACE Youth Outreach Programs

These programs have a date, time, and a location, and in Mohave County Parks programs are available to everyone whether they are a resident or a tourist. These programs are age and affiliation specific, and all have their own goals, objectives, and purpose.

### Foundations of Leisure

Examples of programs that meet the foundations of **“Leisure”** – NRPA defines leisure as activities that are considered free, unoccupied time during which a person may indulge in recreation. Like play and recreation, leisure opportunities are available to participate in recreational activities that are unstructured, on the community's time, at their own pace, at their own **“leisure”**. Mohave County Parks offers leisure opportunities in the following ways:

- Hiking, Equestrian, and OHV Trails
- Community Park Athletic Fields
- Special Events and Festivals

These are recreation activities that aren't programmed, as in there is no start and finish time, or a schedule to follow. They are free for the participant to use and play as they wish, and some fall into one or more categories. Special events, festivals, concerts, and others have a time and place, but people are free to participate on their own schedules and how they choose.

## Constituent Needs

Interests and needs are determined in several ways. Each program area has a variety of methods of receiving feedback, from surveys, forums, Board of Supervisors, community meetings, etc. To better serve constituents, Mohave County Parks must understand community interests, attitudes, behaviors, income, age, family composition, and educational needs. Constituent needs combined with historical demand and emerging trends are also used to determine program offerings.

Social media is used heavily in Mohave County, and through comments, surveys, and statistical analysis, needs and trends are evaluated and used in planning. These statistics are available in the Communications and Marketing Plan located in the parks and recreation administrative offices.

## Cooperative Programming

Mohave County Parks strives to make opportunities available to everyone within the community, however the Division can't be all things to all people. County services are part of a total parks system involving a complex group of interrelated groups; public, nonprofit, private, and commercial agencies that contribute to meeting the community's needs. As the planning process begins, the coordinators, planners, and superintendents look at programs offered by other entities and organizations to ensure there is no duplication of services. Researching the types of programs and events that currently exist, competing amenities, who is being served, times programs are offered, and the cost to constituents in proximity to Mohave County allows for greater efficiency, planning, and program success. As a result, Mohave County Parks will offer programs, events, and provide opportunities that are not available through other organizations. Duplication at times may take place due to popularity and demand for the program and/or activity.

In most cases, all programs and activities will be "unique" to Mohave County  
and will not completely duplicate any other entities services.

A program matrix is updated regularly with community offerings and is located in the parks and recreation administrative offices.



Recreation Program Matrix																							
	Agency Led	Cooperative	Other	Not Offered (Future Event)	Passive Recreation	Leader Directed	Play	Recreation	Leisure	Clinics, Workshops, Classes	Tournaments and Contests	Trips and Tours	Clubs	Performance	Special Events	All Ages	Ages 0-12	Ages 13-18	Ages 19-49	Ages 50-69	Ages 70+	Fees Charged	Free to Everyone
Programs																							
Davis Camp																							
Laughlin River Run			X		X			X							X			X	X	X			X
River Regatta		X			X			X							X			X	X	X		X	
Easter Egg hunt		X			X			X							X		X						X
Car Shows			X		X			X				X				X						X	
Hike for the Health of It!	X				X				X		X					X							X
Riverside Picnic			X		X			X							X	X							X
Republic Services Rodeo			X		X			X		X	X							X	X	X			X
Voodoo Bike Run			X		X			X							X	X						X	
O'Reilly Group			X		X			X		X								X	X	X			X
Bluegrass Festival			X		X			X							X	X						X	
Hualapai Mountain Park																							
Summer Craft Fair	X				X					X												X	
Winter Wonderland	X				X										X	X						X	
Bike Trial Events		X				X					X							X	X	X		X	
National Trail Day	X					X									X			X	X	X			X
Ranger Hikes	X					X				X						X						X	
Hike for the Health of It!	X					X						X				X							X
Sasquatch Run				X	X										X	X						X	
Community Parks																							
Easter Egg Hunts			X			X									X		X	X					X
Golden Valley Days		X				X									X	X							X
Fall Bazaar			X			X									X	X							X
Dolan Springs Days		X				X									X	X							X
Trails Day		X				X				X						X							X
Chloride St. Patricks Day			X			X									X	X							X
Miners Day			X			X									X	X							X
Christmas Tree Lighting			X			X									X	X							X
Little League - Baseball		X				X					X						X	X					X
Self-Directed Passive Recreation																							
Mountain Biking		X			X											X							X
Hiking	X	X			X	X										X						X	X
Trail Running		X			X											X						X	X
Walking	X		X		X	X										X							X
Disc Golf			X		X											X						X	
Playgrounds			X		X												X	X				X	X
River Fishing			X		X											X						X	
Picnics			X		X											X						X	X
Kayaking and Canoeing			X		X											X						X	
Swimming			X		X											X						X	
Volleyball			X		X											X							X
Basketball			X		X											X						X	X
Wildlife Viewing	X		X		X	X										X						X	X
Dog Parks			X		X											X						X	X
Geocaching	X		X		X											X						X	X
Boat Launching			X		X													X	X	X	X	X	
Camping			X		X											X						X	
Power Sports			X		X													X	X	X	X	X	
OHV Use			X		X											X						X	X
Rock Climbing	X		X		X	X										X						X	
Shuffleboard			X		X											X							X
Horseshoes			X		X											X						X	X
Cultural Historical Sites	X		X		X	X										X						X	



## Programming Partnerships

At times, opportunities also exist to work with external organizations to offer specialized unique programs that otherwise would not be provided. These partnerships help meet the needs of the community and bring together a variety of groups to work for a common cause. Collaborating with external organizations allow for shared costs and strengthens programs through specialized experience and motivated programming. Examples of this include:

- Bureau of Reclamation – Trails Planning and Special Events
- Bureau of Land Management – Park Planning, Special Events and Recreation Programs.
- Chloride Chamber of Commerce – Special Events and Marketing
- Neighborhood Associations and Groups – Special Events and Marketing
- Best Jetz – Personal Watercraft Rentals and Usage
- Dolan Springs Community Council – Special Events and Marketing
- Dolan Springs Trails – Trail Maintenance, Programs and Marketing
- City of Kingman – Programs and Events
- City of Bullhead City – Programs and Events
- City of Lake Havasu City – Programs and Events
- Rotary Clubs – Fundraising, Programs and Events
- Mohave County Animal Shelter – Programs, Events and Marketing

These are examples of providing residents and visitors enjoyable, memorable, and enriching experiences.

## Desired Experiences for Participants

Programs, events, facilities, and all opportunities are designed to promote desirable experiences for all.

Staff plan from the “Clients Perspective”, with the goal that their receipt of information, registration, and program participation will generate a customer for life.

Access and inclusion for all populations is a priority and efforts are made to accommodate everyone. Also, when planning, coordinators and managers emphasize the recreational benefits prior to implementation. Benefits are divided into the following categories:

### **Individual Benefits:**

The positive personal experiences the participant receives from the program. These include:

- |                            |                         |
|----------------------------|-------------------------|
| • Psychological Well-being | • Stress Reduction      |
| • Personal Development     | • Personal Appreciation |
| • Sense of Accomplishment  | • Increase in Health    |

The personal benefits of participation in recreation are endless, and more importantly participation outside in nature increases those benefits even more. Whether it be a senior citizen improving their health while participating in a Ranger Hike, a family simply walking a trail, or a mountain biker training their body and mind while getting great exercise and fresh air, recreation programs are very important to the health and wellness of individuals as well as communities.

### **Community Benefits**

The community benefits by building strong families, supporting youth and seniors, and displaying Mohave County pride. Parks and recreation programs and facilities connect neighborhoods and all citizens through trails, special events, and opportunities that everyone is welcome to. Involving the community and all the program partners creates a sense of ownership and pride in Mohave County. Citizens are more involved, healthy, and working together to accomplish great things.

### ***Environmental Benefits***

Opportunities provided involve citizens in keeping the community clean, protected, and programming promotes healthy, and active outdoor lifestyles. Focusing on outdoor recreation and environmental health is a factor when planning programs in Mohave County. Citizens are concerned about the health of the environment. Recreation programs can create greater knowledge, awareness, and value in protecting the environment and conserving parks, wilderness areas, and other areas of ecological importance as continued development and other environmental pressures grow.

These benefits are highlighted in the adopted CAPRA (Council for Accredited Parks and Recreation Agencies) documents, and as priorities for Mohave County when approving new developments and requiring the installation of trailheads, greenspaces, and trail connections. Mohave County is committed to preserving greenspace, sustainable practices, and connecting the cities through trails.

### ***Economic Benefits***

The County is devoted to providing opportunities to all citizens. In doing so, the parks division acknowledges the various economic impact levels in the County and strives to provide something for everyone. Most of the financial support is fee based and funded by participants. Most programs generate revenue, trails and parks improve land value, and along with events increases tourism. In addition, programs, events, and ongoing maintenance needs provide opportunities for full-time, temporary, seasonal, and part-time employment to support programs and facilities.



**Outdoor Recreation in Mohave County**

## Program Selection

Classifying activities is the first step in building a recreation program. This also pinpoints gaps and lack of service when it's discovered that certain categories of recreation programs aren't offered to the community. Recreation program areas range from performing arts, which give participants a creative outlet to express ideas and feelings, to volunteering, where serving and helping others is the recreation experience. When selecting programs, the following classifications are reviewed, and an effort is made to balance program offerings in as many program areas as possible.

Classification of Recreation Programs by Program Area		
Program Area	Description	Activity Examples
Performing Arts	Participation is the mode expression; performance before an audience.	Music, Dance, Drama, Puppetry
Arts	Creative work; making items for display, beauty, or unusual perception.	Painting, Sculpture, Drawing
Crafts	Items have decorative value as well as being useful.	Tie-dying, Knitting, Sewing, Pottery, Ceramics
Technology Arts	Employs technology, computers, digital cameras, mobile phones, GPS.	Photography, Computer Graphics, Sound Recordings
Literary Programs	Activities associated with Language, speech, literature, books, writing	Written Communication, Reading, Poetry, Short Stories, Public Speaking, storytelling, Debate
Self – Development Programs	Aimed at improvement of the individual; focused on changing one's behaviors or developing new skills.	Educational Classes, Auto Repair, Computer Training
Aquatics	Activities done in or on the water	Instructional Swim, Drop-In Swim, Competitive Swimming, Water Exercise, Boating Instruction
Outdoor Recreation	Activities in the outdoors; land, water, or air based; being in, enjoying, or interpreting the natural environment.	Climbing, Camping, Biking, Backpacking, Bird Watching, Canoeing, Fishing, Ice Skating, Skiing, Rafting, Scuba Diving, Archery, Environmental Education
Wellness	Focuses in a holistic way on the wellbeing of the individual; a process as well as an end directed toward achieving optimal health.	Physical Fitness, Nutrition, Weight Reduction, Smoking Cessation, Stress Management
Hobbies	Activities pursued with intense interest and longevity; types include collection, creative, educational, and performing.	Antique, Stamp and Coin, Collecting, Cooking, Chess
Social Recreation	Promotes opportunities for social interaction; key factor is to bring people together for socializing.	Parties, Picnics, Dances, Family Reunions, Festivals, Social Clubs, Exhibits, Contests
Adventure Programs	Activities that offer challenge and thrill	Snowboarding, Adventure Tourism, Skateboarding, Paintball, Kayaking, Rock Climbing, Windsurfing, BMX Biking, Mountain Biking, Laser Tag
Travel	Physically transplanting participants to another setting.	Trips, Vacations, Destination Attractions
Sports, Games, Athletics	Games require low level of skill, few rules and short duration. Sports require rules, vigorous exertion and high level of organization. Sports become athletics when organized for competition. Individual sports allow	Individual Sports: Bowling, Cross Country, Running, Golf, Gymnastics, Track & Field, Weightlifting

	people to direct their participation themselves. Dual sports allow two people to oppose each other in a game situation. Team sports are more structured.	Dual Sports: Badminton, Billiards, Bocce, Boxing, Fencing, Judo, Squash, Tennis, Wrestling  Team Sports: Baseball, Basketball, Football, Lacrosse, Rugby, Soccer, Volleyball
Volunteer Services	Services provided without pay, helping others as a community or civic service.	Administrative Volunteers, Program Volunteers, Coaches, Special Event Help

## Recreation Program Formats

In addition to classification categories, there are different formats for presenting a recreation experience. Recreation programs are designed in a variety of formats. Social Media is becoming a big part of programming for the parks division, as well as for the other organizations sponsored by Mohave County. Pop Up Challenges and many more fun and quick activities provide entertainment and community education about what is available to them in the area. This is one format, and the following list is the more traditional formats for offering programs and opportunities in the county.

### Clinics, Workshops and Classes

Educational activities to develop and refine skills. All details are taken care of and participants only need to show up, learn, and enjoy themselves.

- Republic Services Rodeo
- Mountain Biking Demos and Lessons
- Several Hiking and Homeschool Groups

### Tournaments, Contests and Leagues

Competitive experience for participants. Though not typically coordinated through Mohave County Parks, several organizations host tournaments, contests, and leagues in County parks.

### Camps

Camps, if offered, are often multiple days, specialized, and themed. Seniors and/or Youth.

Camps are offered with other organizations, but currently there are NO camps coordinated through the Mohave County Parks.

### Clubs

Provides opportunities for socialization and focus on specific topics. Clubs are sometimes independently operated but all “must” operate within the parks division’s mission, vision, goals, and objectives. There are several clubs that conduct some programs and events in the parks that relate directly to parks and recreation, however there are NO clubs that are directly sponsored by the parks and recreation department.

### Performance

This format allows for participants to show off their hard work and celebrate, and benefits both the participant and the spectator. Examples are recitals, art shows, concerts, etc. Performances are offered with other organizations, but currently there are NO performances coordinated through the Mohave County Parks.

### Special Events

Special events are a big deal with Mohave County Parks. These programs depart from the normal routine and require specialized planning. The County benefits from special events in the following ways:

- Foster community spirit
- Support community identity

- Develop community cohesiveness and involvement.
- Generate community pride in and celebration of historical and cultural heritage.
- Contribute toward community economic development.
- Provide opportunities for volunteerism.
- Generate revenue to support other recreation programs.

#### Mohave County Parks Hosted Special Events

- Spring Carnival
- Hualapai Mountain Run Series
- National Trails Day
- Summer Craft Fairs
- 4<sup>th</sup> of July Celebration
- Mohave County Fair
- Fear Fair

The following principles guide staff when planning special events:

- Plan for and with the total community in mind: Involve sponsors, volunteers, and other organizations. Staff do not shoulder the entire event alone.
- Encourage family recreation: Provide for family interaction and involvement.
- Try out fads and trends: Special events allow Mohave County Parks division to introduce fads on a temporary basis to test reactions and stimulate demand.
- Make sure there's no duplication or competition by other events: All community organizations work together to ensure efforts are shared and not duplicated.
- Plan traditional seasonal activities: Halloween, Christmas, Independence Day, these and other seasonal activities attract participants to special events.
- Use all available resources: The best-suited facility for a special event may not be a county owned facility.

## Program Design

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Quality programs are based upon one thing only, the perception of the user.

Since recreation experiences are based upon specific needs, desires, expectations, and the lifestyles of the individuals, it's essential to identify and meet those specifics. The more known about what people want, the better programs can be personalized to provide quality experiences. In addition, all programs, structured or unstructured provided by the parks and recreation department should align with the departments mission, vision, goals, and objectives. Once the proposed activity's purpose has been identified, the following steps are taken:

- |   |                                    |
|---|------------------------------------|
| 1. Assessment of Community Demands, Preferences, & Needs. | 4. Customer Ages and Demographics. |
| 2. Program Goals.   | 5. Operational Information.        |
| 3. Program Objectives.                                    | 6. Evaluation and Review.          |

### Assessment of Community Demands, Preferences, and Needs

Assessment is developed by the collection of responses received via participant reviews and program evaluations; recommendations from the Board of Supervisors, community meetings, direct observation of facilities and programs, assessment of community pattern, ongoing review of feedback from participants, and by networking with other agencies on the local, state, and national levels. With that, there is no specific method of assessment. There are many methods and staff are trained through staff meetings, workshops, conferences, and other resources to assess programs efficiently.



## Recreation Program Goals

Program goals are measurable, and they reflect the desired outcomes of a recreational experience. The goals for each program are updated annually as part of the Mohave County Parks Strategic Plan. Each program must be in line with the mission, vision, and goals of Mohave County Parks. As part of program evaluation, it is demonstrated how these goals are being met, and/or what is needed to meet them.

## Program Objectives

Objectives are unique to the program that is offered and measurable. They are included in participant program evaluations to document if the objectives were met during the program's implementation. Employees are responsible for identifying program objectives with input from contract instructors when working together. An example of this is from the half marathon program plan:

### Goals:

1. Create a new outdoor event which encourages all residents to become physically active.
2. Engage local businesses and vendors in this event.
3. Expose residents to the Hualapai Mountain Park and the amenities it has to offer.
4. Structure a revenue plan which meets Mohave County Parks' mission.
5. Raise funds for the purchase of trees/seeds for flag fire burn scar and to update/restore cabins.

### Objectives:

1. Develop an event that offers three races for all age groups.
2. Engage local businesses and vendors to promote local participation in Mohave County Events.
3. Give participants an opportunity to enjoy the outdoor atmosphere at Hualapai Mountain Park.
4. Manage the resource and safety plan to ensure event is well controlled and safe for all participants.
5. Implement sponsorships, vendor fees and entry/parking fees with the purpose of accomplishing at least 100% cost recovery for the event.

Objectives for programs help achieve the goals set by parks staff. They can change during a year if needed but are always re-evaluated before the next year's strategic plan is approved.

## Customer Ages and Demographics

Customer ages and demographics are reviewed when developing programs. The department is focused on serving all regardless of age, background, or financial status. Most of the opportunities in Mohave County are available to all ages, however there may be times when specific programming and park design features are age specific. When so, the following age characteristics are considered:

Youth	
Infant (Birth to 8 months) <ul style="list-style-type: none"><li>• Reaches towards interesting objects and grasps and releases them.</li><li>• Sits up alone, rolls over and crawls.</li><li>• Uses senses (hearing, sight, smell, taste, touch) and reflexes to learn.</li><li>• Enjoys picture books and singing.</li><li>• Likes brightly colored toys that vary in shape and texture.</li><li>• Looks at objects when named.</li></ul> Infant (8 - 18 months) <ul style="list-style-type: none"><li>• Pulls self to stand and walks when led, then alone.</li><li>• Learns to sit in a chair.</li><li>• Throws objects.</li><li>• Scribbles with crayons.</li></ul>	Early Childhood (6 – 9 years) <ul style="list-style-type: none"><li>• Period, physical, intellectual, and emotional growth.</li><li>• Enjoys group activities.</li><li>• Learns to share.</li><li>• Ability to role play and imitate others.</li><li>• Motor and language skills become more developed.</li><li>• Limited attention span (15-20 min.)</li><li>• Need for familiarity and security.</li><li>• Easily bored and frustrated.</li><li>• Need to repeat activities that are well known.</li><li>• Very noisy.</li><li>• Desire for leader's approval.</li><li>• Feels they know it all.</li></ul> Late Elementary (10 – 12 years) <ul style="list-style-type: none"><li>• Solid moves toward groups of friends.</li></ul>

<ul style="list-style-type: none"> <li>• Enjoys hide and seek games, peek a boo.</li> <li>• Interested in other children.</li> <li>• Listens closely to adult talk.</li> <li>• Uses gestures to communicate needs and wants.</li> <li>• Learns and uses words.</li> <li>• Likes to explore. Environment.</li> </ul> <p>Toddler (18 – 36 months)</p> <ul style="list-style-type: none"> <li>• Enjoys being read to.</li> <li>• Likes to play with musical instruments.</li> <li>• Wants to help with easy chores.</li> <li>• Imitates other's actions.</li> <li>• Demonstrates pride and pleasure when accomplishes something.</li> <li>• Recognizes own power – “no!”</li> <li>• Enjoys playing with other children.</li> <li>• Very short attention span (less than 5 min.)</li> <li>• Listens to stories.</li> </ul> <p>Preschool (3 - 5 years)</p> <ul style="list-style-type: none"> <li>• Side by side play.</li> <li>• Self-centered.</li> <li>• Depends on supervision for structured play.</li> <li>• Short attention span (5-10 min.)</li> <li>• Limited fine motor skills.</li> <li>• Has difficulty sharing.</li> <li>• Ultimate stage of learning and development.</li> <li>• Need for praise and immediate gratification.</li> <li>• Lacks verbal skills.</li> <li>• Vary curious and imaginative.</li> </ul>	<ul style="list-style-type: none"> <li>• Idolization of others, heron worship.</li> <li>• Play has become filled with rules and team cooperation.</li> <li>• Values and fair play beginning to emerge.</li> <li>• Competition among group members is important.</li> <li>• Begins to accept responsibility for self and others.</li> <li>• Lengthened attention span (30 – 40 min.)</li> <li>• High need for skill development.</li> <li>• Eager learners and quick understanding of ideas and concepts.</li> <li>• Willing to work for external rewards.</li> </ul> <p>Youth (13 – 15 years)</p> <ul style="list-style-type: none"> <li>• Seeks self-identity.</li> <li>• Enormous capacity to perform new tasks.</li> <li>• High ability to carry out responsibilities.</li> <li>• Testing of boy girl relationships.</li> <li>• Thinks about future.</li> <li>• Interested in individual and team activities of skill.</li> <li>• Greater need for independence from adults.</li> <li>• Group affiliation important.</li> <li>• Seeks risk and adventure.</li> </ul> <p>Teenage (16 – 18 years)</p> <ul style="list-style-type: none"> <li>• Strong aggressive drives.</li> <li>• Potential for high alienation from family, adults, and society.</li> <li>• Nervous and overactive.</li> <li>• Strong need for self-identity. Strong need to be alone, free from having to interact with others.</li> <li>• Revolts against parents.</li> <li>• Uncertainty about others – to trust, to understand.</li> </ul>
Adult	
<p>Young Adult (18 – 30 years)</p> <ul style="list-style-type: none"> <li>• Think of marriage and family.</li> <li>• Interested in vocation.</li> <li>• Strives for success.</li> <li>• Active and energetic.</li> <li>• Non-work activities become important.</li> <li>• Strong economic motivation for living.</li> <li>• Full physical and mental growth.</li> <li>• High need for adventure.</li> <li>• Wants everything to happen immediately.</li> <li>• The period of strongest aggressive drives.</li> </ul> <p>Early Adulthood (30 – 40 years)</p> <ul style="list-style-type: none"> <li>• Begins to set goals for a lifetime.</li> <li>• Awareness of own strengths and abilities.</li> <li>• Final phase in the development of values.</li> <li>• Security needs high.</li> <li>• Committed to being part of society.</li> <li>• Loss of individual independence where family is concerned.</li> <li>• Acceptance of obligations to community.</li> <li>• Novelty and variety are important.</li> </ul> <p>Maturity (40 – 50 years)</p>	<p>Later Middle Age (50 – 60 years)</p> <ul style="list-style-type: none"> <li>• Reduction in some drives to satisfy basic needs.</li> <li>• Lessening of aggressive behavior.</li> <li>• Fear of failing in many performance areas and activities.</li> <li>• Definite physical slowdown; energy needed to perform usual activities is harder to stimulate.</li> <li>• Experience oriented.</li> <li>• Caution is an important notion in all experiences.</li> <li>• Starts spending more time on a limited number of activities.</li> <li>• Interested in sustaining a good life for self and others.</li> <li>• Tendency toward passive living.</li> </ul> <p>Old Age (60 – 70 years)</p> <ul style="list-style-type: none"> <li>• Generally, a lessening of activity.</li> <li>• Danger of boredom.</li> <li>• Physical deterioration is impossible to escape.</li> <li>• Less interest in material things; cling to the abstract.</li> <li>• Being loved, having emotional and economic security are important.</li> <li>• The past is an important reference point.</li> </ul>

<ul style="list-style-type: none"> <li>• Has reached full potential in efforts to meet personal needs.</li> <li>• The threat of the permanent present – dull, boring.</li> <li>• The apex of life - security of position, occupation, associations.</li> <li>• Clear view of the past and a realistic future.</li> <li>• At the height of external respect and perceived contribution.</li> <li>• Enjoyment of life's comforts; no need to rough it.</li> <li>• Enjoys being a member of a group.</li> <li>• Group of friends is large and varied</li> </ul>	<ul style="list-style-type: none"> <li>• Health concerns are of paramount importance.</li> <li>• Progressive detachment and disengagement from outside activities.</li> <li>• Retirement from paid employment</li> </ul> <p>Senescence (70 years and up)</p> <ul style="list-style-type: none"> <li>• The negatives appear to outweigh the positives.</li> <li>• Life tends to be self-centered and self-serving.</li> <li>• Increasing physical infirmity.</li> <li>• Loneliness and a sense of isolation.</li> <li>• Large amounts of unobligated time available.</li> <li>• Well-established patterns of living.</li> </ul>
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**SOURCE:** *The Process of Recreation Programming – Theory and Technique. Municipal Recreation Programming: A Resource Guide for Recreation, Parks, and Conservation.*

## Operational Information

Many things are evaluated when programming regarding the operational information. Aside from the program content: What is the cost? Who is working? Is there a budget? What other coordination is needed? Among others?

At minimum, the following determinants are assessed when planning:

- Does the facility have adequate space and equipment?
- Does the current staff have the skill set to offer the program?
- Should a program partner be identified?
- Is adequate staffing available for implementation?
- What supply costs are associated with the program?
- What type of marketing is needed?
- If successful, is the program replicable?
- What is the revenue potential?

## Evaluation and Review

The parks division staff conduct surveys and evaluations on a regular basis; formal, visual, and in listening to participants. This is done to gain critical feedback to ensure program outcomes remain consistent with the program goals, objectives, and the overall mission of the division.

**Four main components are reviewed to determine program success:**

- Financial performance
- Attendance
- Participant satisfaction and impact
- Administrative impact & mission/vision/goals

**Program evaluation is completed for every program! The following outcomes should be identified:**

- Were the goals and objectives of the program met?
- Was quality instruction provided?
- What changes or improvements can be made to improve the quality of service?
- Was the location adequate to execute the program effectively?
- Was staff and volunteer performance satisfactory?
- Was it cost effective (cost vs revenue), if applicable?
- Is there potential for private partnership?
- Should the program continue to be offered in the future?
- More importantly, did people enjoy themselves?

Many of these evaluations are completed using a paper survey form and statistics are printed and utilized in future decision-making processes. The biggest thing Mohave County Parks does for program evaluation happens prior to implementing a program. Staff finds out what people want and what they expect up front. This method allows coordinators and

Superintendents the opportunity to tailor each program to meet the participants' needs and expectations. Why wait until the program is over if changes can be made before it begins? This is both formally with emails and surveys, as well as in-formally through conversation and observation.

There is no specific method adopted to guide staff in deciding when the right time is to terminate a program or to make changes. Through several resources in the parks and recreation offices, available online with the National Recreation and Park Association, and in attending conferences and workshops, many methods are available to assist staff in making these decisions.

There are general rules of thumb to keep in mind when evaluating programs, such as:

- 20% of programs each year should be new ones.
- 30%-50% cancellation rate for a first-time program is normal.
- If more than 4 people complain about an issue, then there is a problem.

These are examples, there is not an established standard for programming in Mohave County Parks. Also, most of the programs offered through Mohave County Parks are passive, such as disc golf, mountain biking, walking, and running on the trail system, and attending large scale concerts and special events. Examples of the evaluation methods chosen by staff are available annually in the division's strategic plan located in the parks administration office.

## Special Accommodations and Inclusion

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People with disabilities want to participate in recreation programs and activities alongside people who don't have disabilities. Mohave County Parks realizes this and makes every effort to be as inclusive as possible in coordinating all programs and in designing new facilities. The ADA states all programs are subject to inclusion. This means that every recreation program offered is open to participation on an inclusive basis by a person with a disability. The ADA mandates that municipal services be provided in the most integrated setting. It defines integration as the setting in which people with and without disabilities interact together. This simple definition is easy to measure. People with and without disabilities participating together is inclusion. This same inclusion philosophy applies to all people no matter religion, race, identified gender, age, disability, or anything else. All are wanted, and all are welcome!

A renewed commitment towards inclusion has resulted in improvements:

- ADA Accessible Playground: Neal Butler Park (2020)
- ADA Sidewalks at Veterans Park (2021)
- ADA Accessible Shower/Restroom Improvements (2023)
- Boat Ramp and ADA accessible Dock (2025)
- Chloride Park ADA Restroom and Sidewalk Improvements (2025)
- Mt. Tipton Park ADA Restroom and Sidewalk Improvements (2025)

## Setting Fees and Pricing

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A system of fees and charges is an efficient and equitable way to distribute the costs associated with providing services that exceed the ability of the revenue base to support the costs. With this in mind, Mohave County Parks has developed these goals and guidelines with the intention of uniformly defining the method used to determine pricing levels for fees and charges.

Mohave County Parks primarily provides parks and recreation services on three different levels. Those levels include services that benefit the entire community, Recreation and Corporate programs and services that mostly benefit the user but to some extent benefit the community, and Revenue Facilities programs and services that benefit only the user. The chart below explains the differences in these levels.

	<b>Community Programs and Services</b>	<b>Recreation Programs and Services</b>	<b>Revenue Programs and Services</b>
<b>Who Benefits?</b>	All people of the community	Mostly Participants, but community to some extent	Participant Only
<b>Who Pays?</b>	Sponsorships or Donations	Participants and Community Share	Participant pays full cost.
<b>Desirability or feasibility of Fees</b>	Not desirable or feasible	Desirable and Feasible	Desirable and Feasible
<b>Examples of Programs or Services</b>	Community Parks and Special Events at Community Park Locations	Winter Wonderland	Lodging and RV Stays
<b>Cost Recovery</b>	None or Very Little	Direct Costs and 50% of indirect costs	20 % above total direct and indirect costs

## Customer Service Expectations

Customers served are participants, elected officials, volunteers, coworkers, people who call, email, communicate through social media, walk in the office, and visitors to parks, playgrounds, families who play on the fields, bike on the trails, see a flyer, visits the website, and anything in between, when this contact is made it is customer service. Are facilities in great shape, clean, maintained, and attractive? Customer service isn't only actions, but also in the care of the facilities. It is the total experience!

## Customer Service Standards

Many customer service issues are resolved by first doing one thing. Listening! Mohave County Parks has adopted the following customer service standards, and these are available to the public and to all staff on the website, and in common employee areas.

You can expect the following standards of customer service when interacting with us:

Good Listeners. We will:

- Smile and greet you with, "Hello, may I help you?"
- Listen with patience in order to clearly identify your needs.
- Give you our full attention.
- Be accessible through many communication channels such as the internet, phone, and office.
- Ask for your input through surveys, comment cards, meetings, focus groups, and other techniques.

Respect and Courtesy. We will:

- Commit to serve you by providing accurate information in a timely and helpful manner.
- Always dedicate ourselves to treating you with respect and courtesy.
- Use your name when thanking you and finish conversations with "Have a great day!"

Quick Responses. We will:

- Make every effort to answer questions and address concerns immediately if possible.
- Respond to your phone calls by the end of the next business day.
- Respond to your email messages and written correspondence within three business days.
- Have current voicemail messages so you know when to expect a response or who to call for faster assistance.

Accessible Information. We will:

- Make information accessible to the public in a variety of formats – flyers, guides, website, social media, and more.
- Provide clear and accurate information in our publications.



Involvement. We will:

- Involve customers and use their ideas and input.
- Use a variety of techniques to find out what people are thinking about our services.
- Work collaboratively with partners to improve our programs and services.

Mohave County Parks Staff is expected to:

- Answer the phone promptly.
- Return calls quickly.
- Listen attentively.
- Be polite and professional.
- Be patient.
- Communicate to be understood, not just heard.
- Empathize and offer help.
- Ask questions until you are sure of what the customers wants, then restate their concern to them.
- Give the customer full attention.
- Work with customer to find solutions.
- Be creative, flexible, and cooperative.
- Give accurate answers and referrals.
- Give and get contact information to facilitate follow-up.

## Registration

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Registration takes place in several ways. Currently, CampLife is the online registration platform used. Information is posted on the Mohave County Parks website about registration for vendors, entries into special events, and forms that are created online that can be completed for the memorials and other programs offered. Release of Claims, Agreements, and other acknowledgements are all required as part of the online registration and checkout system thru CampLife.



## Conclusion: Recreation Program Plan Overview

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An excerpt from Municipal Recreation Programming: A Resource Guide for Recreation, Parks and Conservation is included as final thoughts for the planning guide. It sums up what recreation and Mohave County Parks is all about.

Recreation is an aspect of American Life rooted in the Declaration of Independence. As we work to protect life and liberty, we can't neglect the third right which is just as important a part of our heritage – the pursuit of happiness.

Recreation programming is an important municipal service. It isn't fun and games; it's serious business. Recreation programming provides the balance people need in their lives. Many people don't get satisfaction enrichment from work. They seek identity, self-esteem, personal growth and fulfillment in their leisure hours. Recreation experiences are essential for the healthy development of our children. Neighbors meet neighbors at recreation programs. Recreation programs get citizens involved in community life. It gets people off the couch, helping them be more physically active and healthy. It can be the catalyst that brings residents out to visit your parks for the first time. It positively impacts your community by improving your local economy, encouraging preservation and conservation of the environment and building community pride.

Recreation is a necessity, not a luxury. It should be supported by public funds in order that all citizens may participate in quality recreation experiences regardless of income or ability.

Good recreation programming doesn't just happen through hard work. The planning process begins months before the first participant ever arrives. Strong leadership is necessary during the activity itself and then, careful evaluation makes the program better the next time it's offered.

Your recreation department will be the most effective when it stays closely in touch with all the recreation providers in your community. Recreation is a field in which a municipal recreation department shouldn't operate independently. Municipal recreation programs will be more successful when the programs of all community agencies and groups that deal with the recreation interests of your citizens are interwoven with those of your public recreation department in a unified way.

Recreation programming is the most people-oriented service your municipality provides. Public support and program success are highest when citizens are involved in the planning and decision-making process. Find out what recreation programs your citizens would like you to offer. Then, in the words of the old Nike ad, just do it. Go for it and let your program successes energize you to do more. Don't be afraid to take risks. Be creative and innovative. Make your programs dynamic. You'll be helping your residents make special memories that will last a lifetime.

# Event Name: 2025 Hualapai Mountain Park Half Marathon

**Date:** Saturday, April 19, 2025

**Purpose:** To provide a new revenue-generating, outdoor recreation opportunity for the residents of Mohave County which utilizes culturally popular theme to encourage groups and individuals to engage in physical activities.

## Goals:

1. Create a new outdoor event which encourages all residents to become physically active.
2. Engage local businesses and vendors in this event.
3. Expose residents to the Hualapai Mountain Park and the amenities it has to offer.
4. Structure a revenue plan which meets Mohave County Parks' mission.
5. Raise funds for the purchase of trees/seeds for flag fire burn scar and to update/restore cabins.

## Objectives:

1. Develop an event that offers three races for all age groups.
2. Engage local businesses and vendors to promote local participation in Mohave County Events.
3. Give participants an opportunity to enjoy the outdoor atmosphere at Hualapai Mountain Park.
4. Manage the resource and safety plan to ensure event is well controlled and safe for all participants.
5. Implement sponsorships, vendor fees and entry/parking fees with the purpose of accomplishing at least 100% cost recovery for the event.

## Event Outline:

Hualapai Mountain Park will host the Hualapai Mountain Park Half Marathon on the winding roadways through Hualapai Mountain Park and Hualapai Mountain Road. The Half Marathon will encompass the whole developed park with the race running through Pine Basin, Rec Area #1, Rec Area #2, Summer Camp Loop, Pioneer RV Park and Hualapai Mountain Road to Atherton Acres, milepost 8. The event starts at 7:00 am vendor set up, 8:00 am participant sign in / registration, 7:45 am park entrance closed, 9:00 am race start, 1:00 pm race ends, 2:00 pm event ends.

## Resource Plan:

- **Facilities:**

- Hualapai Mountain Park
  - Pine Basin
  - Rec Area#1
  - Rec Area #2
  - Summer Camp Loop
  - Pioneer RV Park
  - Ranger Station (First Aid)
  - Hualapai Mountain Road (mile post 8-11, eastbound lane)

- **Supplies:**

- Event Shirt – All participants
- Runners Bibs – All participants
- Start/Finish Line
- Timer
- Mile Markers
- Water for participants
- Water bottles – All participants
- Swag bag – All participants
- Towel
- Event Banners (Entrance, Exit, etc.)
- Event Prizes
  - Award for top age group winner (9)
  - Award top -39 overall and 40+overall

- **Equipment:**

- PA System
- Traffic Control Devices
  - Course wayfinding/directional arrows
- Start/Finish Gate/Archway
- Timing Equipment (possible in lieu of sponsorship)
- Park Vehicles (marked) if possible
- Event / water tables
- Two-way radios (event staff)
- Off-Road Vehicles for quick access to Pine Basin
  - Mule
  - Quad
  - Polaris ranger

- **Staffing:**

- (2) Entry Booth
- (1) Station window
- (1) Pine Basin water / turn around

- (1) Pioneer RV Park water / turn around
- (4) Spotter / Road guides
- (1) Event coordinator
- (4) Parks / ERACE LE
- Medical AMR / Pine Lake FD
- S.A.R
- Traffic Control Department Staff
  - Flaggers
- **Partners:**
  - Marketing/Advertising – Broadcast Co.
- **Vendors:**
  - Food Vendors (3-5)

### Traffic Management Plan:

Normal traffic on Hualapai Mountain Road will be available until 9 am. At 9 am Traffic Control will close the Eastbound Lane and coordinate Westbound one-way traffic. All vehicle traffic inside the park will not be permitted day of event until the conclusion of the half marathon, approx. at 2 pm. Hualapai Mountain Road will open to both lanes after the last runner enters back into the Park.

Parking for food vendors will be in Rec 1, participant parking will be inside Elk Ridge RV Park, overflow parking will be on the Rec 1 parking lot. In an emergency marked 1<sup>st</sup> responder units would be used for transportation to 1<sup>st</sup> aid during event. Special event signs will be located on Hualapai Mountain Rd, roadblocks or barricades will be located throughout the event course. (see map)

### Promotion:

- **Media**
  - Social media- Facebook, Instagram, etc.
  - Radio- local radio stations
  - Mean green mobile advertisement truck
- **Print**
  - Flyers- posted in hi-traffic areas (grocery store, car dealers, etc.)
  - Newspaper- ads in local newspapers in Mohave County and surrounding areas.



## Revenue Plan:

- Fees per food vendor will be \$30 with a goal of 4 food vendors.
- Sponsorship levels will range from \$200.00 to \$2,500.00, with a goal of \$23,500.00 total sponsorship monies from local businesses.

Revenues			
Half Marathon	30	125	\$3,750
T5 Sponsor	10	\$250	\$2,500
T4 Sponsor	8	\$500	\$4,000
T3 Sponsor	6	\$1,250	\$7,500
T2 Sponsor	4	\$1,750	\$7,000
T1 Sponsor	1	\$2,500	\$2,500
Vendors	4	\$35	\$140
Revenue Total			\$27,390

Profit	\$14,140
Cost Recovery	208%

Expenses			
Staffing (Traffic)			\$1,800
LE			\$1,800
Advertising			\$2,500
Office Supplies			\$300
Awards			\$500
Shirts/Merch			\$2,500
Ice			\$150
Race Bibs			\$500
Race Mile Markers			\$250
Water Bottles			\$300
Bags			\$550
Towels			\$600
Banners			\$1500
Expense Total			\$13,250

## Sponsorship Plan/Guide:

### Ponderosa (T1) | \$2,500 | (1 Available)

The Ponderosa (T1) Sponsor is the official presenting sponsor of the run series (example: Replenish and Restore Run presented by: \_\_\_\_\_). The Presenting Sponsor will have prominent roles in our promotions including print, web, radio (when available), and our social media promotions, as well as acknowledgement on the Mohave County Parks website and event map. At the special event, the Sponsor's name and logo will be included on a provided banner to be hung near the entrance of the park. The Sponsor will have a large logo on the back of each participants shirt and bib. The sponsor's logo will be on banners at the starting/finish line. The sponsor will also receive a 3 day/2-night stay in cabin 16 during the event. This Ponderosa sponsorship will not only go to the purchase of trees, brush and cabin restoration, but also the purchase of the event shirts and advertising.

### Pinion (T2) | \$1,750 | (4 Available)

The Pinion (T2) Sponsors will be in our promotions including print, web, radio (when available), and our social media promotions, as well as acknowledgement on Mohave County Parks website. Sponsors will also receive two (2) 20 sq. ft. banner to be placed on the fence inside the park. Your organizations logo will also be prominently displayed on all the event banners and the event shirts. Your organizations logo will also be on participants water bottle, bag, towel or pedometer. This Pinion sponsorship will not only go to the purchase of trees, brush and cabin restoration, but also the purchase of swag bag items.

### Oak (T3) | \$1,250 | (6 Available)

The Oak (T3) Sponsor will be in our promotions including print, web, and our social media promotions, as well as acknowledgement on Mohave County Parks website. Sponsors will also receive two (2) 12 sq. ft. banner to be placed on the fence inside the park. Your logo will also be displayed on all the event banners and the event

shirts. Your organizations logo will also be on (1) of the 6-mile marker placards. This Oak sponsorship will not only go to the purchase of trees, brush and cabin restoration, but also the purchase of event banners and advertising.

#### Juniper (T4) | \$500 | (8 Available)

This sponsorship level (T4) receives a 12 sq. ft. banner placed on the fence inside the park. Your logo will also be displayed on all the event banners and named on the event shirts. This Juniper sponsorship will not only go to the purchase of trees, brush and cabin restoration, but also the purchase of advertising.

#### Aspen (T5) | \$250 | (10 Available)

This sponsorship level (T5) will have your logo displayed on all the event banners and named on the event shirts. This Aspen sponsorship will not only go to the purchase of trees, brush and cabin restoration, but also the purchase of advertising.

Tier Levels	T1	T2	T3	T4	T5
Social Media Blasts					
10x10 Vendor Booth					
Radio Shout Outs					
Event Shout Outs					
Large Logo on T-Shirt					
Large Logo on Event Banner					
Banner (20sqft)					
Start/Finish Line Banner					
Logo on Bib					
Naming Rights					
Logo on Mile Markers					
Logo on Water Bottle/Bag/Towel or Pedometer					
Small Logo on T-Shirt					
Small Logo on Event Banner					
Banner (12sqft)					
Name on T-Shirt					

- All sponsorships may be cash or in-kind trade, in lieu of service.

### Event Schedule:

- Vendor load in at 7 am- 8 am
- Runners' arrival and registration 8 am
- All roads closed 6 am
- Race start 9 am
- Race finish 1 pm (last runner through)
- Awards 1:30 pm
- Event ends/vendor load out 2 pm

### Event Site Plan:

Parking shall be accommodated in Elk Ridge RV Park, Rec Area #1 and its softball field. Dirt lot east of Ranger Station shall be utilized for Helipad.

- Rec 1
  - Food vendors and staging area
- Elk Ridge RV Park
  - Participant parking
- Rec 1 Softball Field
  - Overflow Parking
- Dirt lot east of Ranger Station
  - Helipad for emergency
- Ranger Station
  - First Aid Station
- See attached for site map