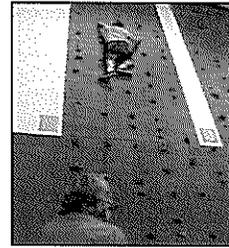


Parks and Recreation

Brief overview

"Man does not cease to play because he grows old - he grows old because he ceases to play." - *George Bernard Shaw*



Recreation, parks, and leisure services have become important social institutions in contemporary North America. Each year, hundreds of millions of people engage in a host of rewarding leisure experiences offered by government agencies, nonprofit organizations, commercial businesses and other programs sponsors. It is important to develop adequate mission statements, identify goals plan, organize, and carry out programs and develop and maintain facilities.



What is recreation?

Traditionally, the term *recreation* has been thought of as a process that “restores or recreates” the individual. It stems from the Latin word *recreatio*, which means “to refresh”. Public recreation includes activities that take place at a public park/facility - sports, physical activities, exposure to natural surroundings, arts and culture, to name a few. These activities may be passive or active and may be performed at will by the visitor or be organized by a public agency.

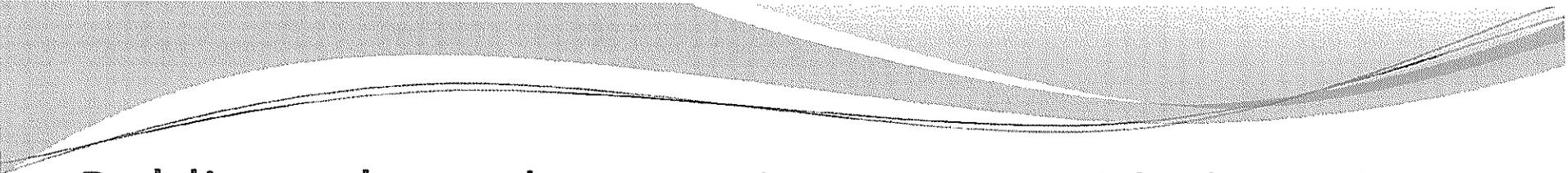
What is Parks?

A public park is any area or portions of areas dedicated or designated by any Federal, State or local agency primarily for public recreational use.

Activities can range from camping, organized sports, dog parks, trails, fishing, playgrounds etc.

Conservation efforts also play a significant role in the dedication and availability of natural parks and green space.





Public parks and recreation are provided at all levels of government: federal, state, and local.

- **Federal Agencies** - National Park Service, Forest Service, Bureau of Land Management, Army Corps of Engineers, Fish and Wildlife Service, Bureau of Reclamation and resources and services provided at military bases.
- **State Agencies** - Department of Natural Resources, State Parks, Fish and Game, State Historic Preservation Office
- **Local Agencies** - county/borough and municipal governments (city, town, township, village) governments, special park districts or authorities .

Tree of Parks & Recreation



Recreation Programming

Construction and
maintenance of parks

Aquatics

Commission/Board

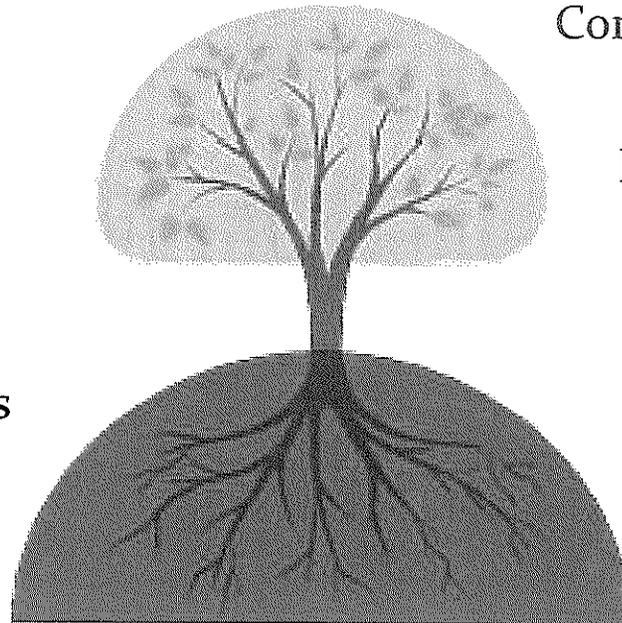
Business & Finance

Inclusive Recreation

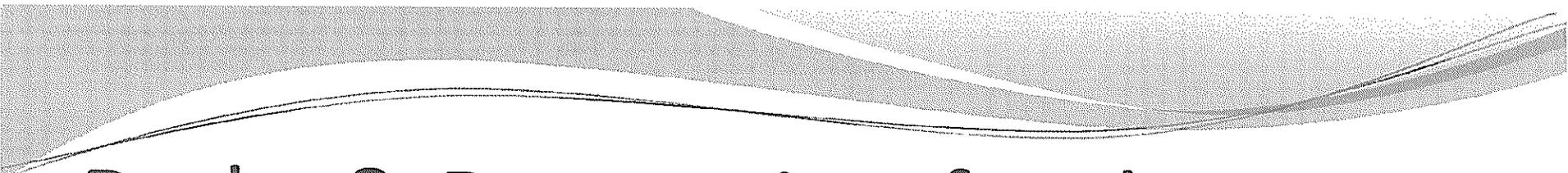
Administration

Facilities Management

Public Relations



Community members/participants/tax payers



Parks & Recreation funding

General Taxes: Basic General Fund from property/sales taxes

Special Taxes: Specific taxes to support Parks & Rec, ex. taxes on alcohol, bed tax, fuel tax, etc.

Millage tax: Specific tax leveled against assessed value of residential or commercial property.

Bonds: Used for major capital purchases such as land or facility. Allows deferred payments to be spread out over the years.

Government Grants: Federal and State grants such as Land & Water Conservation, Community Development Block Grants or state trails grants.

Foundation Grants: Grants from non-profit charitable foundations to support specific programs/goals/projects; ex. Rasmussen Foundation, Homer Foundation.

Fees & Charges: Provides an important source of income to support Parks & Rec. It includes: entrance fees, admission fees, rental fees, user fees, license/permit fees and special service fees.

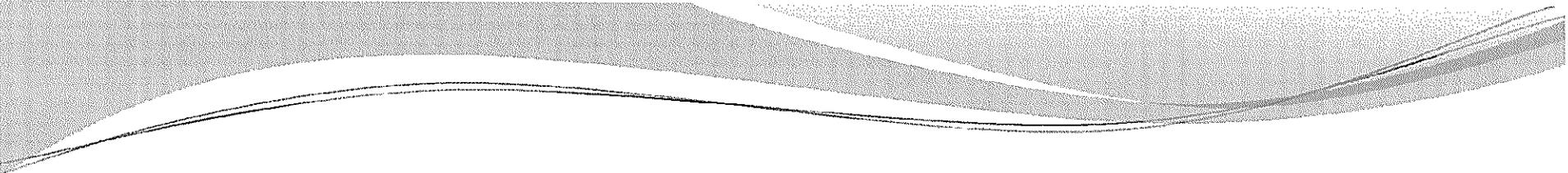


Needs Assessment

Needs assessment, as related to a recreation program planning, deals with the recreational needs and wants the local population. A needs assessment considers the physical or natural resources and the balance in supporting the criteria for passive and active recreation types an example of the recreation standard is one soccer field per 10,000 people. Needs assessment is a process of adopting a standard, take an inventory of areas and facilities, determining population and then looking at existing and future needs areas and facilities.

Briefly defined, needs represent the physical, emotional, social, intellectual, and other drives or other duties that individuals may have that can be met through leisure activities.

Needs assessment contribute to the efficient delivery of services to the people in the community or region by the organization. Organization personnel may have a good grasp of the needs and desires of resident. Every few years studies should be conducted to obtain demand data from client and potential clients.



Needs Assessment Tools

The planning and research needed to collect identification information and then interpreting the data and evaluating regarding the program. The use of various strategies and techniques include focus groups, citizen advisory boards, key communicators, forms, individual and household surveys, program/service evaluation by participants and participation patterns.

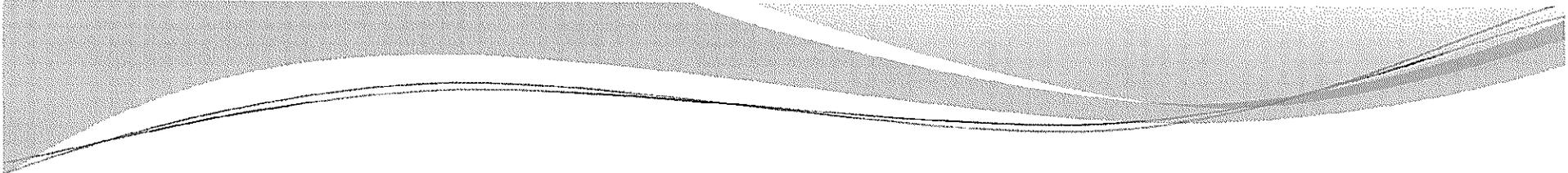
Assessment Planning Steps

Exhibit 9-3
Steps in the Planning Process

	Process Component	Who Does It?
Step 1	Strategy and work sessions	Staff/administration
Step 2	Identify and confirm goals, objectives and standards	Staff/boards
Step 3	Design of the planning study Staffing Selecting a consultant (bidding/documents) Calendar/Gantt chart	Staff/administration
Step 4	Agency approval for funding	Staff/administration
Step 5	Data collection Population demographics Participation patterns City/community data	Staff/boards/community/ Consultant
Step 6	Area and facility inventory Municipal/city jurisdiction Schools (K-12) University Public and private commercial Church affiliated resources County/regional/state areas and facilities	Staff/consultant
Step 7	Preparation of base maps Identification of use areas Classification of park and recreation system components	Consultant/staff
Step 8	Development of area and facility overlays	Consultant
Step 9	Preparation of a needs assessment	Consultant
Step 10	Prioritization of projected improvements Identification of funding alternatives Identification of time line	Consultant/staff
Step 11	The approval process	Consultant/staff
Step 12	Implementation & evaluation	Staff

■ Plan Adoption. (Omit from draft plans.)
Resolution of adoption by parks and

■ Basis for Action Program. Clear rationale
for each action included in action program



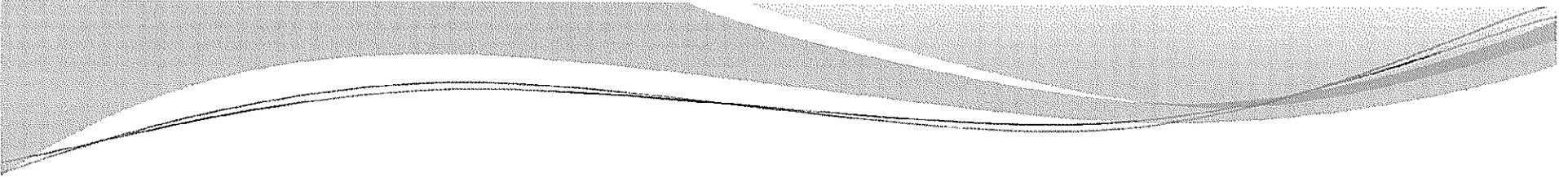
Recommendations

Implement a Parks & Recreation Needs Assessment.

Strategically consolidate Community Recreation and Park Maintenance to create a Parks & Recreation Division or Department to enhance product, communication, services, community ownership and participation.

Advocate for the use of the HERC building as a Community Use facility for indoor/outdoor recreation, learning, playground, cultural and horticultural opportunities.

Consider additional alternate and unique funding to support Parks & Recreation services and infrastructure.



Thanks for your time!