

Recreation Alliance

Key Highlights as of 2/11/08

Recreation Is:

- **Outdoor Activities, both passive and active, social and educational, including:**
 - Parks (e.g. skate, dog, playgrounds)
 - Recreation (e.g. recreation center in park and range of activities within, lakes/inland water, boating, fishing, camping, sailing, swimming, skiing, golfing)
 - Open Space (e.g. biking/walking/skating/running paths, community gardens, natural environments and habitats, being in open spaces)
- **Entertainment, including:**
 - Sports (professional, college, amateur, youth and adult)
 - Including auto racing
 - Nature-Related Entertainment (e.g. zoos, aquariums, botanical gardens and arboretums)

Preferred Future Vision (5/15/06)

- **10 year outcomes**
 - Be a destination location for recreation activities
 - Regularly measure and have made progress towards our clearly-defined measures of recreation
 - Have a means/structure where regional recreation decision-making authorities can work together
 - Think regionally and capitalize on collective opportunities
 - Determine what comparison cities are doing to identify our opportunities to grow/expand
 - Capitalize on natural resources regionally in scope
 - Be a place where people retire
 - Increase education and awareness
 - Have a number of acres set aside for the future clearly defined (for future growth)
 - Safety is emphasized
 - Will have enlarged concept of what recreation is (lower healthcare, booming economy, less crime, etc) among decision-makers
 - Recognize/identify recreation trends across U.S.
 - Benchmark: Increased support for education and funding – track capital expenditures on recreation
 - Have a variety of professional sports with sold out attendance while at the same time be a mecca for youth sporting tournaments/amateur sports
 - Have options that satisfy a large section of the regional population
 - Include the concept of a 'Great Place' and have a number of such places
 - Open for specialty activities (e.g. Scuba), with a mechanism for identifying them and a way to market those activities
 - Have a 1-stop information source on recreation options for whatever 'my day' brings
 - Increase satisfaction with recreation opportunities
 - Figure out where we are now and what all have now and then ask what citizens want
 - Achieve an economy of scale
 - Coordination is common
 - Influence at state level
 - Regional sharing of information and marketing
 - Add education to our parks and recreation
 - Decision makers no longer see parks and recreation as a 'necessary evil', but rather as a priority
 - People first identify the community as a place they want to live and secondly to find a job
 - Lifestyle change, especially for families – get people outdoors
 - No longer have to assume what 'people' want, as we need to ask and ask again
 - Transparency
- **Current barriers**
 - Getting participation
 - Not seeing our natural beauty/opportunities
 - Communication
 - Geographically-limited funding
 - Greed
 - Disconnections

- Lack of sustainability/vision
- Lack of aggressive approach to achieving and demonstrating long-term progress
- Inertia
- Public perception
- Image
- Leadership
- Political philosophy
- Breaking past traditional views of recreation (not narrow)
- Must make a profit to have but at the same time there is nothing wrong with making a profit
- Land and staying ahead of development
- Clean and cheap water
- Not having land near water available
- Lack of planning
- Quantifiable knowledge from public
- Inferiority complex
- **How to work together to overcome current barriers & achieve 10 year outcomes**
 - Plan together
 - Share plans with each other
 - Map our resources and assets
 - Common destiny and purpose – break down barriers and boundaries
 - Stop competitive thinking
 - Bring/involve unusual suspects to obtain innovative thinking
 - Involve industry and private sector in their vested interests
 - Create buzz – talk about the good things happening
 - Identify other stakeholders

Ten Collective ‘Public’ Benefits That May Accrue from Park & Recreation Services (*handout*)

- **Economic Development**
 - Attracting Tourists
 - Enhancing Real Estate Values
 - Attracting Businesses
 - Attracting Retirees
- **Alleviating Social Problems**
 - Preventing Youth Crime
 - Healthy Lifestyles
 - Environmental Stress
 - Unemployment and Underemployment
- **Environmental Stewardship**
 - Historical Preservation
 - The Natural Environment

How We Can Work Together (9/8/06 flipchart notes)

- **Work together as recreation planning departments**
 - Gain an understanding of how others do things (e.g. inter-local agreements)
 - Learn from other places to teach each other
 - Look for ‘low hanging’ fruit and small wins
 - Seek sponsors/supporters
 - Remember marketing & PR
 - Pulling together recreation info/options in central place is key
 - Describe/connect to quality of life as part of CIPs – make the connection to the essential nature of recreation
- **Work together with the public**
 - Community wants input and to participate
 - Need to compile information to gain informed input from the public and identify opportunities not already in place they want to see
 - Use alliance launch as a means to establish priorities and workgroups based on priorities made up of governmental representatives and public to advance identified priorities