

TRENDS

Overview

Parks and Recreation professionals are committed to improving their community's health, stability, beauty and quality of life. Planning for the leisure needs of a community is influenced not only by analyzing past participation levels and observing what leisure activities citizens currently participate in, but also by anticipating their future needs.

Recreation trends are influenced by a continuous change in marketing, demographics, technology, education and economics. Understanding influences that lead to future trends provides a gateway for embracing change and the opportunities presented.



Stephens Lake Park

The purpose of this chapter is to identify recreation and leisure trends that may impact programming and facility needs for Columbia's diverse population. Potential revenue resources, as well as enhanced services to citizens, could be overlooked if both national and local trends are not identified in a timely manner. More in-depth analysis is sometimes required when comparing national trends to those occurring locally. For example, national demographics identify a surge in the 50 and older population – indicating an increased need for recreation services for that age group, while Columbia's higher education-based demographics profile our young adult population as the largest and fastest-growing of our population, with ages 20 – 24 at 20% and ages 15 – 29 at 40% of the total population.



Photo Courtesy of wikipedia.org

Unfortunately, there are no identified algorithms for determining how or when recreational or leisure pursuits will become either a short-lived fad or a trend. From a management perspective, the Columbia Parks and Recreation Department (CPRD) approaches health and fitness trends that are popularized from media sensationalism with a cautious approach. For example, the nationwide broadcast of slacklining (a practice in balance that typically uses nylon webbing tensioned between two anchor points) during the 2012 Super Bowl may temporarily increase participation in the sport, but is likely not going to have a long-term effect on

recreation programming. In contrast, the reality TV genre introduced a dance-fitness craze with the 2005 premier of "Dancing with the Stars" that continues to thrive.

Legislative decisions can also affect future program and facility needs. In 2010, the Department of Justice made substantial revisions to the original 1991 Americans with Disabilities Act (ADA). The most recent revisions left facility managers facing a host of challenges in interpretation and implementation. The impact on this decision is that many park planners are fully embracing universal design concepts in their plans for future parks.

The methodology used to identify trends consisted of a review of leading industry journals and publications; consumer purchasing patterns; state and national recreational participation patterns; presentations at conferences, seminars and workshops; and review of online blogs and information obtained via Google Alerts. The National Recreation and Park Association, American Academy for Parks and Recreation Administration and Active Living Research publications, and internet listserves were instrumental in providing valuable information from recreational practitioners in other parts of the country. Publications from national trend resources, including the World Future Society and the Herman Group, were also consulted. Recreation trends were discussed during focus group meetings, as well as ongoing communication with Department staff.



Trend identification is divided into three sections:

- Section I reviews national trends that have an impact on the Department as a whole.
- Section II reviews municipal recreation policy and operating trends.
- Section III reviews facility and program trends directly related to the field of Parks and Recreation.

Also included in this chapter are national recreation participation data and five-year participation levels from CPRD's existing activities and facilities, reflecting local trends.



Men's Rugby at Cosmo Park

TRENDS

Analysis

Section I: National Trends

Following are national trends that have been identified as having an impact on the Parks and Recreation Department. While the Department is unable to control external factors that result in these trends, they can acknowledge the facts and create a strategic long-range plan to address them within the community.

Adult and Childhood Obesity

The evidence regarding a surge in childhood and adult obesity is compelling and the implications are troubling. Research indicates that poor eating habits and physical inactivity are the major culprits contributing to today's obesity rates and over-the-top presence of life threatening diseases. The most recent projections published in the American Journal of Preventive Medicine warn that 42% of Americans may end up obese by 2030 (up from 36% in 2010), and 11% could be severely obese, roughly 100 or more pounds over a healthy weight (vs. 6% in 2010). The Columbia/Boone County Department of Public Health and Human Services estimates that approximately 10 percent of the area's children are overweight or obese, and almost twice as many have a risk of becoming overweight or obese. Local government and non-profit agencies in Columbia are working to create a culture of health and wellness through policies, infrastructure, and education.

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Columbia/ Boone County
children are overweight
or obese.**

Recommendations:

- Construct playgrounds and provide fitness equipment at all park and sport facilities.
- Develop park and sport facilities in underserved neighborhoods.
- Continue to increase opportunities for trail access within close proximity to existing and future residential developments.
- Promote community gardens and edible landscaping on public lands.
- Advocate for public transportation and non-motorized transportation for easy access to park and trail facilities.
- Conduct "walking audits" to identify problems with connectivity, safety or traffic calming needs for safe access to neighborhood parks.
- Provide nutritious food and beverage options at concessions, vending machines and recreation programs.

Surge in Older Adult Demographics

The ever-changing complexion of the nation's population is creating a new future. U.S. Census Bureau projections indicate a much more aged population with increases in the numbers of "new-old" and the "old-old" as the "Silver Tsunami" of the baby boom generation hits. Older adults will become a larger segment of the population while enjoying better health and longer life expectancy. Recent Census studies estimate that by 2030, 20 percent of the U.S. population will have reached the age of 65 (72 million Americans). The average life expectancy in the United States is 78 (75.6 for men and 80.8 years of age for women). With breakthroughs in

medicine, technology, and improved standards of living, the life expectancy is still growing. Leisure service providers are now presented with the challenges of providing services for a group that is not only diverse in age, but also in economic status and physical and mental capabilities. Columbia is a highly-rated choice for Americans looking to buy retirement property. In 2011, *U.S. News and World Report* placed Columbia as number 8 on the “Top 10 List” for where retirees can plan to purchase property for less than \$600 a month in a smaller metropolitan community. An influx of retirees can have a significant economic impact. If 100 senior households (each earning \$40,000 in retirement income) relocate to Columbia, then the addition of \$4 million in household income could have as much of economic impact on the community as a new business. CPRD has much to gain by engaging this demographic with their newfound discretionary time for volunteering and potential program participation.

By 2030, 20% of the U.S. population will have reached the age of 65.

Recommendations:

- Expand opportunities to meet the desires of skilled baby boomers looking for professional and management volunteer positions.
- Program to include aging population needs, (aquatic therapy pools, pickleball courts, low-impact fitness classes, etc.) with more programs offered at mid-day.
- Expand facilities and programs that provide social interaction.
- Expand facilities that support healthy activities, such as golf, swimming, walking and bicycling, as well as passive-use areas, such as gardens, cultural and historic sites.
- Develop educational programs and opportunities, such as interpretative signs and programs.
- Establish medical emergency criteria geared toward senior participants (i.e. emergency procedures, medical/pharmaceutical history forms, adequate medical equipment in place, etc.) to ensure their safety and well-being.

Ethnic Diversity

Data from the 2010 U.S. Census Report provides insight to an ethnically diverse nation. According to the report, more than half of the growth in the total population of the United States between 2000 and 2010 was due to an increase in the Hispanic population. The Hispanic population experienced growth during that time in all 50 states, with the state of Missouri seeing a 79.2 percent increase. California, Texas and Florida had the highest percentage of Hispanic population growth. According to the same report, approximately one in every four youth in the United States is Latino (i.e., individuals from Latin American descent who are under 18 years of age). Research by the Pew Hispanic Center indicates that by 2035, one third of all American youth under 18 will be Latino. The rapid increase in the Hispanic population has prompted a desire among recreation service providers to better understand their cultural and recreational needs. The spring 2012 *Journal of Parks and Recreation Administration* cites a research study that found Latino youth differed greatly from non-Latino youth in a number of key areas, including inactivity, poverty, overweight, teen pregnancy, and education levels. The study also found that Latino families place a higher importance on using parks as a location for family and social gatherings.

By 2035, one third of all American youth under 18 will be Latino.

Recommendations:

- Foster better communication between various international stakeholder groups with Spanish-language public service advertising campaigns and program information.
- Train and hire as diverse a staff as possible at aquatic and recreational facilities and provide outreach efforts utilizing bicultural and bilingual staff.
- Partner with the Health Department on social marketing campaigns focused on drowning prevention for lessor served communities.
- Encourage Latino youth-specific research in the field of recreation and park services.
- Train staff to successfully communicate and deliver quality customer service for multicultural environments.
- More space for special events and non-programmed areas.

Economic Climate

Recreation and park agencies are not immune to the challenges of an economic downturn and high unemployment rates. Early in 2012, the State of California announced its preliminary plans to close 70 of its 276 state parks. Closer to home, St. Louis County recently struggled with threats to reduce a budget funding gap by selling park land to private investors. Poverty, another economic indicator, infiltrates every aspect of local government with burdens that are multiplied by decreasing federal and state support. In stark contrast to Columbia's unemployment rate (4.6 percent vs. 7.8 percent nationwide), the City's 22.9% poverty rate is higher than both the Missouri rate (14%) and the national rate (13.8%).

Columbia's 22.9% poverty rate is higher than both the state and national rate.

Fortunately, with every recession comes the prospect and importance of preparing for economic recovery. City financial reports show a minimal increase in sales tax revenue – estimated at 2% increase from FY 2012 over FY 2011 - indicating that family budgets are loosening, but discretionary spending is still limited. Parks and public spaces are well known as free places to play, rejuvenate, and meet and mingle. In addition to social and ecological functions, parks and trails also serve as catalysts for economic development, neighborhood and town center revitalization and increased property values. A case study on Ludlam Trail in Miami indicates the shared-use trail will increase property values from \$121 to \$282 million over a twenty-five year period realizing between \$2.47 million and \$5.74 million in additional property tax revenue. According to the Birmingham Business Journal, a weekend 2012 soccer tournament hosted 226 teams with over 6,000 visitors and generated a local economic impact of \$3.7 million. It is increasingly important for CPRD to be in a position to be an economic driving force in the community while also emerging from the recession.

Did You Know?

Outdoor recreation provides the nation with the following economic benefits:

- **6.1 million American jobs**
- **\$646 billion in outdoor recreation spending each year**
- **\$39.9 billion in federal tax revenue**
- **\$39.7 billion in state/local tax revenue**

Recommendations:

- Allocate resources to establish partnerships to fund park acquisition and development.
- Allocate financial resources for strategic land acquisition to preserve parks, trails, open space and green belts especially in underserved neighborhoods.
- Increase advocacy efforts with constituents regarding investments in facilities, parks and green space as beneficial to tourism, job creation and increased community health and wellness.
- Continue to evaluate fees and charges in order to retain customer base and remain competitive in the market.
- Leverage available financial resources with both private and public grant funding.
- Balance fee-based program and facility offerings with low-cost and no-cost opportunities for low-income citizens.
- Continue budgeting funds for recreation financial assistance and adapt the financial assistance budget to meet community needs, as funding allows.

Technology and Social Learning

Social learning, combined with the explosion of mobile devices such as smartphones and tablets, is having a huge impact on how governments think about communicating with the general public – especially the 76 million Generation Y or Millennials who are plugged-in 24/7. According to the White Hutchinson Group, approximately 50% of cell phone owners will soon utilize a smart phone with Internet access. Mobile apps are growing in popularity, as is the use of Quick Response (QR) codes. A trend in 2012 that further encourages the use of mobile devices is cloud computing. NASA's Linda Cureton, Chief Information Officer, speaks of the importance of cloud technology in 2012, "The thing everyone was looking at in 2012 was cloud computing." Government agencies, businesses, and local organizations are using cloud technology to provide access to software and relevant data from any desktop computer, tablet or smartphone. Additionally, the power of social media, defined as a "social instrument of two-way communication" is having a global effect that has never been seen before. Online media is effectively creating a global living room by allowing people nationwide to share an experience. Technology also creates customer expectation of instant services and communication. In order to meet these expectations, the Department will need to continually upgrade its technology and provide adequate training for staff.

Recommendations:

- Create a Department mobile application for access to programming and facility information.
- Increase access to online program and facility reservations.
- Provide Wi-Fi access at large gathering areas, such as park shelters, special event sites, and sport complexes.
- Increase utilization of social networks to promote programs, facilities and to assist with public input on park planning.
- Increase utilization of YouTube, blogging, podcasting for Department updates, programming and awareness campaigns.
- Provide "work friendly" places in parks with shade and access to power and Wi-Fi.

Children and Nature Movement

Increasingly, terms such as “natural playscapes” and “nature explorer classrooms” are finding their way into the lexicon of public parks and recreation agencies. This comes from a surge in encouraging families to reconnect with nature as suggested in Richard Louv’s book *Last Child in the Woods*. Louv coined the term “nature deficit disorder” and also popularized the notions that as children have become more sedentary and “plugged-in,” their subsequent disconnect with nature has resulted in serious consequences for their health, education and general well-being.

The need for a child-nature movement has created an increase in public ad campaigns and gateway activities - outdoor activities that are popular and accessible - to encourage families to reconnect with the outdoor environment. In an effort to motivate Hispanic families to reconnect with nature, the Ad Council and the U.S. Forest Service partnered in 2012 to launch the *Descubre el Bosque* public service advertising campaign - an extension of their popular English-language *Discover the Forest* campaign started in 2009. The ads reinforce the idea that forested destinations are ideal sites for family enjoyment and are often much closer than people perceive. Additionally, the Missouri Department of Natural Resources initiated the *Children in Nature* campaign, which is similar to other national programs aiming to provide outdoor education programs to children. The goal of both campaigns is to increase visits to state parks and our Nation’s forests and grasslands, as well as to help children develop a love of nature and an understanding of their role in protecting it.

Recommendations:

- Continue acquisition of land for community parks, greenbelts, trails, and natural area preservation.
- Create or incorporate smaller theme-based nature playgrounds or “pocket parks” along existing trail connections or greenbelts.
- Program environmental education programs within new or existing youth programs to encourage outdoor interactive play.
- Partner with other governmental agencies and public/private schools on nature education programs.
- Develop interpretative sign or smart phone applications that allow for self-guided tours along unique natural areas.

Bicycles and Non-Motorized Transportation

According to the World Future Society publication *Forecasts*, the future is full of bicycles with “bike use increasing around the world, as evidenced by the creation of bike trails, rising popularity of bike tours, and more doctors encouraging their elderly patients to bike for exercise.” A Rutgers University study found that the number of cycling trips rose 64% in the United States between the years of 1990 and 2009, with biking specifically for transportation (as opposed to recreation) comprising 54% of all trips. The Rutgers study indicates that the surge in bicycling can be attributed to a major increase in Transportation Enhancement funding aimed at improving cycling and pedestrian infrastructure. This increase in funding has led to a “cycling renaissance” nationwide with bicyclists increasingly becoming part of the daily landscape,

**Bicycling trips in
Columbia increased 26%
between 2007 and 2010.**

whether commuting or enjoying trails and parks for health, wellness, and/or recreation. Vibrant cities are going to great lengths to support residents' desires for more of a "bicycle culture" in terms of existing and planned infrastructure.

In 2006, Columbia and three other pilot communities were selected to participate in the federal Non-motorized Transportation Pilot Program under the SAFETEA-LU legislative act. The purpose of the program was to reduce motor vehicle trips and replace them with trips made by bicycling or walking. In Columbia, the original \$22 million in allocated funding focused on sidewalk, intersection and roadway improvements (sharrows, bike lanes and bike boulevards) and the development of pedways and trails. Funds were also allocated for encouragement and education programs. The U.S. Department of Transportation confirmed in its final report to Congress that positive results had been measured from Columbia's participation in the program. The report revealed that bicycling and walking trips increased 26 percent and 14 percent, respectively, between 2007 and 2010. This equates to 541,000 additional non-motorized trips in 2010 with a commensurate reduction in driving trips. Complementing this finding is a perception change, with surveys indicating that residents' impression of Columbia as a bicycle-friendly city increased from 66 percent in 2007 to 80 percent in 2010.

Recommendations:

- Continue strategic land acquisition for parks, greenbelts, green space and natural area preservation to create recreational trails that aid in the creation of a bicycling and pedestrian system.
- Develop a bike park to include the following: BMX track, cyclocross course, mountain bike skills course and traffic skills course.
- Provide programs and services to promote bicycling as a lifelong leisure activity.
- Incorporate infrastructure in greenways, and parks and trails that support and encourage pedestrian, wheeled recreation, and utilitarian bicycling to local places of interest.
- Advocate for lower speed limits and develop traffic calming infrastructure near neighborhood parks and greenways.

Section II: Policy and Management Trends

Municipal parks and recreation departments are guided by ordinances and policies that influence management decisions and subsequent procedures for how work is conducted. These policies may impact how parks are designed or lead to park renovations. For example, if it was decided that the new baseball fields are for games or tournament play only and not open for practices, perimeter fencing or other means to control or restrict access would have to be included in the design or renovation plans. Often these additions or changes to policies are driven by new mandates imposed by federal or state legislative regulations, consumer demand, or industry best practices. Federal mandates are not often accompanied by funds for implementation, resulting in a trickle down financial burden to states and local municipalities. The impetus for including the following policy and management trends is based on a need to plan for potential implementation, as well as keep up with industry trends.

Power-Driven Mobility Devices and Trail Accessibility

On September 15, 2010 the United States Department of Justice revised rules to the Americans with Disabilities Act (ADA) in regards to Other Power Driven Mobility Devices or OPDMDs. The new rule became effective March 15, 2011 recognizing OPDMDs and also allowing persons with mobility disabilities to operate a “mobility device of choice” in any indoor or outdoor areas open to pedestrian use. The new rule states that “other power-driven mobility device means any mobility device powered by batteries, fuel, or other engines—whether or not designed primarily for use by individuals with mobility disabilities—that is used by individuals with mobility disabilities for the purpose of locomotion, including golf cars, electronic personal assistance mobility devices, such as the Segway® PT, or any mobility device designed to operate in areas without defined pedestrian routes, but that is not a wheelchair.”

This two-tiered approach has public agencies scrambling to make “reasonable modifications” in policies, practices and procedures. Identified issues to be specified in established policies include: type of motor vehicle to allow or not allow (e.g., internal combustion engines), use of electric vehicles (e.g., Segways® or electric assisted bicycles), size and weight limits, speed limit and trail limitations (e.g., grade or trail surface). Agencies are recognizing the need to modify policies as they gain experience with visitor needs and new uses on trails. Interim policies - many requiring an operating permit - are being utilized to ensure both safety and legality of vehicle use.

Recommendations:

- Reevaluate trail surfaces to meet ADA regulations.
- Replicate regulations as adopted by the Missouri Department of Natural Resources for ADA accessibility specifically related to the KATY Trail.
- Monitor public use patterns and technology advances in order to modify the type of OPDMD allowed in specific facilities and on specific trails.
- Update signage, brochures, website, and other media to reflect rule modifications.

Tobacco-Free Park Zones

Creating designated tobacco-free zones in outdoor parks and recreation facilities is rapidly becoming standard practice in outdoor facility management. This initiative most often stems from resident concerns and desires for a clean and healthy environment throughout community park systems. The New York State Office of Parks, Recreation and Historic Preservation created smoke-free areas in outdoor settings where large numbers of people congregate (e.g. 100 ft. within historic sites), including around playgrounds and pools. The Young Lungs at Play initiative, funded by Penn State Extension, is a program to help Pennsylvania communities create smoke-free parks, playgrounds and recreational areas for children. Proponents of tobacco-free playground policies indicate they are an important health initiative that will greatly discourage smoking in areas that are used by children, as well as eliminate second-hand smoke. An added benefit is a visible reduction in litter from discarded cigarette butts. Active enforcement is cited as an issue, with most agencies expecting voluntary compliance from park patrons.

Recommendations:

- Install signage at all playgrounds indicating “smoke or tobacco free” facility.
- Work with youth athletic organizations regarding tobacco-free education.

Sustainable Design and Management Practices

Incorporating energy saving and sustainable practices in the design, maintenance, and construction of parks and facilities are now expected by the general public. Examples of “green” building concepts include geothermal heating and cooling, structural insulated panels (SIPS), high-efficiency windows, smart irrigation controllers and utilization of recycled-content materials. There is also a movement towards reducing landfill debris by incorporating “deconstruction” building techniques – diverting waste with re-use of building components from vacated structures. Studies have shown that only 25% to 30% of building material debris is recycled, but as much as 75% could be reused with a concentrated effort. The 2011 Columbia citizen survey found that 87% of respondents think it’s important for the City of Columbia to support sustainability programs that help reduce landfill waste and pollution, conserve energy and protect water resources.

Recommendations:

- Construct, remodel, maintain and operate facilities with sustainable and environmentally-conscious practices.
- Place greater emphasis on environmental choices and ecological services.
- Promote LEED certification and sustainable design of landscapes and park facilities, including waterway restoration and stormwater facility improvement.
- Increase tree canopy through preservation of open space and tree planting.
- Utilize synthetic turf at select outdoor facilities in order to reduce use of fertilizer and pesticides.
- Increase interpretive signage as a means of education and eliciting increased conservation practices citywide.
- Enhance recycling and composting at public facilities.

38% of Americans 16 years and older participated in wildlife-related recreation in 2011.

Urban Wildlife and Habitat Management

Being a good steward of conserved land sometimes means more than just leaving the land untouched.

Allocating resources to create habitat is a growing movement within municipal parks and recreation departments for wildlife management and wildlife viewing opportunities. Participation in wildlife-associated recreation has increased in 28 states since 2006, according to the findings of the 2011 report released by the U.S. Fish and Wildlife Service. Overall, the 2011 survey found that 38 percent of Americans 16 years of age and older participated in wildlife-related recreation in 2011, an increase of 2.6 million participants from the 2006 survey. Specifically, 11 percent more Americans fished and 9 percent more hunted in 2011 than in 2006. Habitat management involves manipulating the types, amount, or arrangement of food, water and cover for the purpose of making the habitat more suitable for a specific species or group or species.

Recommendations:

- Partner with land management agencies and research funding sources for development of an urban wildlife and habitat management plan to provide guidelines for integrating natural and human systems in Columbia’s parks and open spaces.
- Create educational and recreational programming opportunities regarding land use management and wildlife preservation.

- Continue to protect interconnected natural land and water networks. It is this network that provides habitat, clean air, clean water, and significant economic, environmental, and social benefits for people and nature.

Special Events

Park special events include sporting events, concerts, and festivals held at sports complexes, stadiums, fairgrounds, amphitheaters, and shelters. They also include events at temporary venues such as parades, fireworks displays, bicycle rides, sporting games, marathons, seasonal festivals, and milestone celebrations. In a 2009 Federal Highway Administration report, the number of planned special events held annually is growing, subsequently resulting in a strain on municipal budgets and infrastructure. The study also found that direct revenues are about \$40 billion annually in the U.S., but indirect spending and secondary economic effects raise the total economic impact of large special events to \$164 billion.

Municipal leaders are challenged with minimizing the financial impact special events have on public resources while retaining their many benefits. The *Portland Tribune* recently published an article noting that in 2006, the traffic division of the Portland Police Department spent \$363,000 in overtime expenses alone for special events, out of which the department recovered only \$48,000. The City of Phoenix has policies in place stating clear objectives of full cost recovery for public special events.

An increasing number of private individuals and for profit businesses recognize the financial benefit of hosting special events on government property. Event organizers often promote the economic benefit of increased sales tax as a means to negotiate reduced fees for municipal services. In Fiscal Year 2007 the Columbia Parks and Recreation Department processed 216 special event applications from private individuals, agencies and corporations. Applications grew to 290 in Fiscal Year 2011. As these events continue to grow in number and complexity, an ongoing concern is that the City is only recovering a small percentage of labor and financial resources required to host these events.

Nationwide, city leaders are considering the benefits of conducting and operating their own special events in order to at least minimally recover operating costs and at best, generate revenue. As part of effective cost recovery of programs and facilities, municipalities must evaluate the resources involved and the expected benefits. Once such an evaluation is completed, appropriate management policies can be selected and implemented to assist with cost recovery efforts.

Recommendations:

- Identify, acquire and develop parkland to include generic, open space to provide opportunities for large scale events (e.g. concerts, hot air balloon rallies, etc.). Plan for adequate infrastructure (e.g. restrooms, potable water, shade, parking) to accommodate special event use.
- Provide Wi-Fi access at large gathering areas, such as park shelters, special event sites, and sport complexes.

- In an effort to minimize solid waste, establish guidelines and policies requiring 25%-100% recycling of generated waste (e.g. food composting stations, recycling containers, etc.).
- Work with City Council and other departments to establish policies and standards regarding the City's support of special events as related to fee structure and in-kind services. Policies and standards should be established to support economic commerce without impacting the department's established cost recovery goals.
- Identify City resources to establish true cost tracking methods related to special event municipal services.
- Work with City Council to establish a planned special event contingency line item for events that are granted partial or full-fee waiver status. Contingency funds would not only create transparency in cost management, but also be available for distribution to appropriate City departments for cost recovery measures.
- Identify and establish City staff resources to organize and promote revenue generating special events to include concerts, sporting events and festivals.

Section III: Parks and Recreation Facility and Program Trends

Following are leisure service trends which require supporting park facilities and may eventually have some impact on CPRD. While the Department acknowledges that other trends exist, it has been determined that the following will have significant impact based on the public input process and best practices occurring within the field of parks and recreation.

Sports Tourism Facilities

Development of an indoor and/or outdoor sport complex is a concept many cities are considering for their long-term strategic plans in combination with promoting their community as a traveling sports market destination. Creating a sports tourism lure involves collaboration of multiple organizations to build tournament-quality facilities capable of hosting regional and national events while also servicing local recreational needs. Sports tourism is

being tried on for size in large cities, as well as communities with populations as low as 70,000. In Martinsville-Henry County, Virginia (population 68,000), the Smith River Sport Complex, a \$9 million, 90-acre multi-use sports facility has quickly become an economic driver. Early reports indicate that it more than doubled its estimated impact on the local economy between 2010 and 2012. Scheduled activities include sport tournaments (soccer, football, lacrosse, T-ball and ultimate Frisbee), as well as sport camps and special events. Small communities that are excelling in their sport tourism endeavors appear to be those with expanded reach into surrounding counties or those with significant natural or man-made tourist attractions (e.g. shopping, premier aquatic facilities, professional sporting events, etc.) already serving as a regional draw.



Photo Courtesy of smithriversportscomplex.com

Waterparks

When it comes to improving the attendance and cost recovery of commercial pools, the consensus is overwhelming in favor of adding more fun. Aging “cement hole” facilities – with exorbitant repair and maintenance costs - are increasingly being replaced with multi-service recreational facilities. Aquatic facilities with the best financial returns also have amenities that appeal to broader audiences with inclusion of aquatic therapy pools, vertical exercise areas (both shallow and deep water) and learn to swim amenities. In a 2009 Industry Report Survey conducted by *Recreation Management*, 10.5 percent of Parks and Recreation Department respondents indicated they have waterparks or foresee this as a trend within municipal agencies. Park departments were also more likely to plan for aquatic exercise programs, special needs and youth and adult swim teams. The top planned addition (10.2 percent) for all aquatic management agencies surveyed (including YMCA, municipal agencies and health clubs) were splash play areas due to their recreational appeal, low maintenance and minimal staffing costs. Nearly a third (28.5 percent) said they planned to add additional play features to their facilities in the next three years. The most commonly planned additions included:

1. Water play structures
2. UV disinfection systems
3. Waterslides
4. Zero-depth entry
5. Solar pool heating and pool lifts/accessibility equipment (tied)



Photo Courtesy of topxlists.com

Bike Parks and Mountain Bike Facilities

According to the Outdoor Foundation's 2010 Outdoor Recreation Participation Report, road biking, mountain biking and BMX biking are fourth in most popular outdoor activities by participation rate for Americans, ages 6 and older. Interest in bicycling of all types has led to an increase in development of bike parks. Bike parks are typically family-oriented facilities with a variety of amenities such as BMX tracks, bike skills courses, pump tracks (short loop course) and flow tracks (roller coaster for bikes). Cyclocross courses and mountain bike trails are also frequently utilized in bike park design, as well as amenities for spectators and non-cyclists. Bike parks range in size from 3 to 50 acres and typically service day to day recreation use, programming and as a venue for races. The Boulder Parks and Recreation Department recently developed Valmont Bike Park, a 42 acre natural-surface cycling facility with a “skill progression” design that services all ages, abilities and riding styles. This design allows riders to improve their skills as they work their way up to advanced-level single track, hard-packed dirt jumps and cyclocross elements throughout the park. Additionally, the National Interscholastic Cycling Association was recently created as a non-profit organization dedicated to establishing mountain-biking as a high school sport.



Photo Courtesy of bouldermountainbikes.com

Outdoor Adult Gyms

The outdoor adult gym – or multigenerational playground concept -originates in China where it was promoted as a national fitness campaign prior to the 2008 Summer Olympics. This concept is a progressive evolution of fitness trail par courses which gained popularity in the early 70's. Outdoor gyms incorporate low impact exercise-equipment (e.g. chin-up bars, cross trainers, stationary exercise bikes) designed to be used without the need to adjust weights, pins or cords and instead rely on balance or low resistance. Each apparatus is designed to be outside 24/7 with the initial purchase costs and in-house installation and maintenance being significantly less than similar fitness center machines. Outdoor adult gyms are increasing in number and are often found as clusters along trailheads, abandoned lots or adjacent to children's playgrounds – encouraging healthy multigenerational interaction between caregivers and children. Outdoor gyms located at trailheads have a wide appeal to walking or running groups serving as a social gathering location. Research indicates that cost and accessibility are the two main barriers for people wanting to exercise. The adult playground concept allows for a free, convenient workout location.



Outdoor Gym at MKT Stadium Access, Columbia

Nature Playgrounds/Nature Explorer Classrooms

In response to the epidemic of “nature deficit disorder,” park planners are taking part in a robust movement to design play areas with more natural elements in order to encourage traditional outdoor play, as opposed to “structure play.” “Undeveloped” sites with minimal alterations use the natural landscape and natural textures as a model to incorporate interactive structures, such as hollowed-out logs, tree forts, large boulders, climbing walls and natural water features. Developed or hybridized sites utilize a healthy mix of manufactured structures while still maintaining the natural integrity of the site. Commonalities include access to trees for climbing on or through, moving water, rocks, native plants and a place for quiet play. Learning tools for programming include natural amphitheaters, wood blocks, sundials, rain gauges and lots of other “loose” parts for creative play. Studies indicate that sustainable park design; and the use of more natural elements not only help the environment and are less expensive, they also improve a child's sense of well-being.



AP Photo/Natural Playgrounds Company

Community Gardens and Urban Farms

In an effort to encourage local and sustainable food production, municipalities are increasingly partnering with agricultural and health organizations by offering land for community gardening plots, orchards, edible landscaping, urban farms and green houses. Cities across the nation are also passing resolutions and offering financial and staff support to improve access to healthy foods for residents. The City of Kansas City partners with Kansas City Community Gardens (KCCG), a nonprofit organization,



Courtesy of bodinestreetgarden.org

and assists in managing over 90 garden plots at Swope Park, the City's premier 1,805-acre park. The KCCG organizes fundraisers to support gardening operations like tilling, garden site improvements and staff support. KCCG also operates the Beanstalk Children's Garden in Swope Park that serves as a fee-based instructional facility for more than 100 local elementary and middle schools.

Sensory Gardens

Sensory gardens allow nature to come to life for individuals with a variety of disabilities. Garden beds are designed to include plant species and hardscape elements intentionally selected to provide experiences for seeing, smelling, hearing, touching and tasting.

Interaction is a key objective with sensory garden design. Organic gardening practices are imperative to alleviate pesticide use and often lead to interpretive opportunities. Theme gardens are well received and might include culinary herbs, medicinal plants, sound gardens (e.g. waterfalls, fountain, bamboo gardens, and wind-chimes) or cultural gardens (e.g. Native American Garden). Sensory gardens are particularly popular at park facilities located near residential and health care facilities and schools. Gardens designed to engage all senses serve many functions and provide a venue for therapy, education, socializing and simple relaxation.



Photo Courtesy of wickhampark.org

Skate Spots

Midwest skate parks appeared in the late 90's with the City of Columbia being one of the first to get behind construction of the Columbia Skate Park. Much has changed with regard to overall demand, obstacle size limitation and skate park construction techniques. Due to an increase in demand, fueled by a growing number of participants in the sport, municipalities are finding a need to both expand existing parks and provide smaller venues known in the industry as "skate dots" or "skate spots."

Low maintenance skate spots are designed as single skate features (ramps, benches, rails or fun boxes) and "blend" with the surrounding environment. Skate spots are clearly labeled as a skate facility and are often located in an area that otherwise might not allow for such an amenity. These sites are often designed to allow for spectator viewing and serve as a lunchtime gathering spot for the business community in urban areas.



Photo Courtesy of spohnranch.com

Bocce Courts

Bocce is a traditional Italian game similar to lawn bowling. It can be played on almost any surface but is most often played in back yards or neighborhood parks. Bocce, until recently, was viewed as appealing only to those of European descent or retirement home residents. Bocce has more recently gone upscale with construction of clay or ag-lime courts designed for



Photo Courtesy of Designscape

tournament play, as well as social gathering spots at trendy eateries, sport facilities or golf courses. Bocce courts are being added to park facilities to allow for activities between games or après golf – often leading to increased concession revenue. White Hutchinson Leisure and Learning Group include bocce-restaurants as a hot “eatertainment” trend in their *Predictions for 2012 and Beyond* list.

Dog Parks

Off-leash dog parks, also mentioned as a trend in the *2002 Facility Needs Update*, continue to be a trend and are the fastest-growing segment of city parks according to a 2005 study by the non-profit Trust for Public Land. USA Today reported that in 2010 there were almost 600 off-leash dog parks in the 100 largest cities (Portland, Oregon has the highest per capita: 5.7 dog parks for every 100,000 residents), a 34% jump in five years. The increase in demand for dog parks reflects nationwide household demographics indicating that more households have dogs (43 million) than children (38 million). Dog park design is evolving to meet growing demand. Dog parks are typically three to five acres in size with some being as large as 15 acres. Park planners are now considering both small dogs and large dogs when planning facilities. Often the two sizes share a location with a fence separating the facility or in some cases designated hours based on canine size and weight. In addition to drinking water and waste disposal bags, dog park amenities such as washing stations, concrete wading pools and playground-like obstacle courses are commonly found. To alleviate muddy and overused dog runs, planners are also utilizing “pet turf” in their design plans. The Synthetic Turf Council reports that dog parks and doggie day camps are now installing synthetic grass to provide not only a better experience, but also one that benefits the environment.



Photo Courtesy of hooveral.org

**More American households
have dogs than children.**

Shade Structures

According to a 2009 *Recreation Management* report, shade structures are one of the most commonly planned additions in park facility planning. This increase stems from medical research indicating a growing risk and increased rates (currently estimated at one million cases of skin cancer per year) of melanoma - the most serious form of skin cancer. Outdoor areas become more user-friendly by incorporating man-made shade structures (e.g. canopies, shelters, table umbrellas, etc.) or natural shade options like trees or design techniques utilizing shade from existing buildings. Shade structures and park shelters can do more than protect citizen’s skin. A growing number of advocates emphasize that providing shade encourages park patrons to be more active by increasing the amount of time spent outdoors as opposed to indoors watching television or playing video games.



Bleacher Shade Structure at Antimi Sports Complex, Cosmo Park, Columbia

Artificial Turf Fields

There is a growing movement in Parks and Recreation to utilize synthetic turf at select sports facilities. There is a wide variation in field costs depending on type of use, regional climate and terrain and product options. A typical multi-use field can easily cost upwards of \$750,000. Departments choose to make the investment for a variety of reasons, including decreased maintenance needs, maximization of field use, injury prevention and water conservation. The Southern Nevada Water Authority estimates that every square foot of natural grass replaced saves 55 gallons of water per year.



Photo Courtesy of University of Missouri

Synthetic Playground Surface

Rubber tile or poured-in-place playground surfaces are becoming increasingly popular as a shock-absorbing, safety surface (falls to the surface account for nearly 70 percent of all playground injuries), as well as a material chosen to meet ADA standards. Rubber tiles are pre-made and shipped to the site while poured-in-place is constructed from rubber granules which are mixed on site with a binding agent and then installed by hand and trowelled smooth. The thickness of the rubber can be adjusted to match the fall height of playground equipment. For ADA purposes, synthetic surfaces are developed with the goal of creating a space where children or caregivers with disabilities can easily interact with others. The cost for rubber tile or poured-in-place surfaces, on average, is more than double the cost of standard, loose-fill material such as engineered wood fiber. The added expense is often offset with extreme durability and less ongoing maintenance.



Playground with Poured-in-Place Surface
at Smithton Park, Columbia

Archery

Bow hunting, bow fishing and field archery are gaining in popularity and there is a coordinated movement to grow grassroots archery programs nationwide. USA Archery and the National Field Archery Association initiated a “train the trainer” program in 2012 in collaboration with the National Recreation and Park Association to certify and train parks and recreation professionals on best practices in running archery programs. Cable television and Hollywood have helped boost the sport by introducing archery to reality television and the book “The Hunger Games” to the big screen. Archery is now being taught in the local school district. The Missouri National Archery in the Schools Program presented the Columbia Public School District with a \$21,000 grant for archery equipment. The seven schools participating are Hickman and Rock Bridge High Schools; Jefferson, Oakland and West Junior High Schools; and Lange and Gentry Middle Schools. Archery is considered an inclusive sport, accessible to people of all abilities, and requires facilities for target practice as well as for instructional programming and competition.



Archery at American Legion Park, Columbia

Lacrosse

Lacrosse has long been an anomaly anywhere but in northeast Ivy League territory. According to a 2011 Sporting Goods Manufacturing Association report, lacrosse experienced a 218 percent increase from 2000 – 2010 in the number of overall participants categorized as “casual” to “core” (people that participate on a regular and frequent basis).

Grassroots, volunteer youth lacrosse organizations are popping up around the nation hoping to develop community interests along with fundamental skills needed to provide feeder teams for local high school participation. The National Collegiate Athletic Association (NCAA) 2012 annual report shows the number of member institutions sponsoring lacrosse has experienced steady growth. Women’s lacrosse teams exist at 34.3% of NCAA colleges (up from 26.9% five years ago), and the number of men’s teams is at 26.9% (up from 21.2% five years ago). Major League Lacrosse is also having a cross-country resurgence with teams in cities like Denver setting league attendance records in 2011 with 27,000 attendees.



Lacrosse at Cosmo Park, Columbia

Parklets

A parklet is a small space designed to extend the grade of the sidewalk and create a park or patio-like setting where people can sit, relax and enjoy the city around them. Parklets are typically installed on two parking spaces and combine design elements including seating, tables, trees or flowers and often incorporate bike parking or public art. Parklets are most often funded and maintained by surrounding businesses or community organizations, while continuing to retain their status as publicly accessible open space.

Parklets were first introduced and installed in 2005 by a private design firm in San Francisco. These efforts have blossomed into Park(ing) Day, an annual worldwide event where artists, designers and citizens transform metered spaces into temporary public parks. San Francisco’s original simple design - green turf and seating - is now being emulated around the world and enhanced to include both whimsical and practical café and park-like design elements. The parking meters for the original parklet were continually fed by pedestrians momentarily lingering and enjoying a beautified streetscape.

Parklets provide a low-cost, easily implementable approach to adding urban “green” space to commercial corridors. They support local business communities by encouraging pedestrians to linger. Their presence also helps address the desire and need for beautification and development of urban public open space.



Parklet in Downtown Columbia

TRENDS

National Participation

For the purpose of this report, data from national surveys conducted by the National Sporting Goods Association (NSGA) will be used, as it appears to be the most current and non-biased approach.

Listed below is a table that highlights the NSGA survey results for the year 2011. It also compares the participation patterns of similar survey results from 2003 and 2007, as well as those sports with percent change greater than 15 percent from 2001 to 2011. This comparative data can be used to determine if the national participation in a particular sport or activity is increasing or decreasing.

Sport <i>(Ranked in order of highest participation)</i>	2011 Total (million)	Percent Change from 2010	2007 Total (million)	2003 Total (million)	2011 vs. 2001 Sports with over 15% change in participation
Exercise Walking	97.1	1.3%	89.8	79.5	36.3%
Exercising with Equipment	55.5	0.3%	52.9	48.6	28.9%
Swimming	46.0	-11.4%	52.3	47.0	-16.0%
Camping (vacation/overnight)	42.8	-4.3%	47.5	51.4	NA
Aerobic Exercise	42.0	8.9%	34.8	28.0	73.0%
Bicycle Riding	39.1	-1.6%	37.4	36.3	NA
Hiking	39.1	3.8%	28.6	25.0	49.9%
Running/Jogging	38.7	8.9%	30.4	22.9	57.6%
Bowling	34.9	-10.6%	43.5	39.4	NA
Workout at Club	34.5	-4.8%	36.8	29.5	30.5%
Weight Lifting	29.1	-7.4%	33.2	25.9	37.3%
Fishing (fresh water)	28.0	-6.4%	30.8	33.2	-28.3%
Basketball	26.1	-2.9%	24.1	27.9	NA
Yoga	21.6	6.9%	NA	NA	NA
Golf	20.9	-4.3%	22.7	25.7	-21.4%
Billiards/Pool	20.0	-16.9%	29.5	30.5	-39.0%
Target Shooting (net)	19.6	-1.2%	20.5	17.0	23.1%
Boating, Motor/Power	16.7	-17.0%	31.9	24.2	-26.3%

Sport <i>(Ranked in order of highest participation)</i>	2011 Total (million)	Percent Change from 2010	2007 Total (million)	2003 Total (million)	2011 vs. 2001 Sports with over 15% change in participation
Hunting with Firearms	16.4	0.6%	19.5	17.7	NA
Soccer	13.9	3.0%	13.8	11.1	NA
Tennis	13.1	7.0%	12.3	9.6	20.1%
Baseball	12.3	-1.9%	14.0	14.6	-17.3%
Backpack/Wilderness Camping	11.6	3.7%	13.0	13.7	-20.4%
Table Tennis/Ping Pong	10.9	-15.2%	NA	NA	29.7%
Softball	10.4	-4.2%	12.4	11.8	-21.4%
Volleyball	10.1	-5.1%	12.0	10.4	-16.2%
Fishing (Saltwater)	9.7	-0.7%	10.4	10.6	NA
Dart Throwing	9.3	-11.2%	12.1	NA	-44.8%
Football (tackle)	9.0	3.0%	9.2	8.7	NA
Kayaking	7.1	26.6%	5.9	4.7	99.7%
Skiing (alpine)	6.9	-7.1%	6.4	6.8	NA
Skateboarding	6.6	-14.3%	10.1	9.0	-31.4%
Archery (target)	6.3	-3.3%	6.6	3.9	34.0%
In-Line Roller Skating	6.1	-18.4%	10.7	16.0	-68.4%
Mountain Biking (off road)	6.0	-17.8%	9.3	8.2	NA
Paintball Games	5.3	-13.2%	7.4	7.4	NA
Target Shooting - Air gun	5.3	0.1%	6.6	3.8	NA
Hunting w/ Bow & Arrow	5.1	-0.2%	5.7	5.0	NA
Snowboarding	5.1	-16.1%	5.1	6.3	NA
Gymnastics	5.1	7.6%	NA	NA	NA
Water Skiing	4.3	-17.8%	5.3	5.5	-21.3%
Wrestling	3.2	9.4%	2.1	NA	NA
Muzzleloading	3.1	0.2%	3.6	3.1	NA
Hockey (ice)	3.0	-9.2%	2.1	1.8	36.6%
Lacrosse	2.7	3.5%	NA	NA	NA
Skiing (cross country)	2.3	11.5%	1.7	1.9	NA

TRENDS

Columbia Participation Levels - Sports

Table 2: Columbia Participation Levels - Sports						
Sports Programs	2008	2009	2010	2011	2012	5 Year Average
Youth Sports						
Basketball	8,361	8,740	9,120	6,770	9,160	8,430
Baseball/Softball	16,600	13,130	16,458	10,814	18,186	15,038
Football	2,852	5,924	4,134	6,607	6,340	5,171
Soccer	16,392	14,400	12,528	13,728	15,456	14,501
Lacrosse	n/a	n/a	520	336	108	321
Youth Volleyball	n/a	n/a	n/a	65	0	33
Total Youth Sports	44,205	42,194	42,760	38,320	49,250	43,346
Beginning FY08, CSC expanded program to offer youth soccer at a younger ages.						
Basketball participation in FY11 is down due to extreme winter weather and game cancelation (a total of 102 canceled games). Games are not rescheduled due to lack of indoor court facilities.						
FY12 outdoor sports experienced little to no rainouts based on hot/dry season.						
FY12 football participation slightly down due to games played at other communities - numbers only reflect games on CPRD fields.						
Women's Sports						
Volleyball	0	0	288	0	0	58
Softball	1,218	1,248	1,300	1,022	0	958
Soccer	864	552	216	48	120	360
Total Women's Sports	2,082	1,800	1,804	1,070	120	1,375
Men's Sports						
Softball	27,040	33,098	28,626	33,352	25,750	29,573
Basketball	2,401	2,744	2,220	2,320	1,700	2,277
Total Men's Sports	29,441	35,842	30,846	35,672	27,450	31,850
Coed Sports						
Noon Club	1,296	230	0	0	0	305
Volleyball	5,203	4,683	4,020	4,541	4,284	4,546
Softball	24,752	31,953	23,400	24,957	22,338	25,480
Kickball	208	2,808	1,950	2,440	2,250	1,931
Other - Archery	n/a	n/a	n/a	400	425	413
Total Coed Sports	31,459	39,674	29,370	32,338	29,297	32,428
Noon Club participation numbers are reported under Community Recreation as of FY10.						
All sports participation numbers include an average number of team players per game played on CPRD fields.						

TRENDS

Columbia Participation Levels - Hickman/Outdoor Aquatics and Golf

Table 3: Columbia Participation Levels - Aquatics and Golf						
Table 3: Aquatic Programs	2008	2009	2010	2011	2012	5 Year Average
Recreational Swim						
Douglass	5,626	4,729	5,693	6,301	4,542	5,378
Hickman	2,918	3,489	2,588	2,469	3,410	2,975
Lake of the Woods	3,616	2,512	3,047	3,371	4,085	3,326
Albert-Oakland	28,965	26,504	33,748	34,631	32,091	31,188
Little Mates Cove	15,535	8,079	9,520	7,846	8,009	9,798
Total Recreational Swim	56,660	45,313	54,596	54,618	52,137	52,665
<i>Participation numbers include recreation swim, exercise, rentals and special group.</i>						
Instructional Swim						
Hickman	5,277	6,624	6,256	5,444	6,927	6,106
Lake of the Woods	0	0	0	0	0	0
Albert-Oakland	0	127	248	1,288	384	409
Little Mates Cove	0	0	42	24	0	13
Total Instructional Swim	5,277	6,751	6,546	6,756	7,311	6,528
Columbia Swim Club						
Participants	16,347	17,584	19,084	17,203	16,602	17,364
<i>Douglass Pool entry fees were reduced to \$1 in the summer of 2008.</i>						
<i>Heavy rain and cooler weather was experienced during 2008 and 2009 swim seasons.</i>						
<i>Stephens Spraygrounds opened in FY08.</i>						
<i>The swimming lake at Pirates Landing/Twin Lakes Recreation Area closed in FY09 due to costs associated with guarding the lake.</i>						
Golf Program	2008	2009	2010	2011	2012	5 Year Average
*L.A. Nickell Golf Course	32,287	37,884	32,765	36,181	40,035	35,830
**Lake of the Woods Golf Course	27,146	30,324	23,760	22,900	26,824	26,191
Total	59,433	68,208	56,525	59,081	66,859	62,021
<i>*Includes participation in rounds of golf, LAN tournaments, lessons and driving range.</i>						
<i>**Includes participation in rounds and LOW tournaments.</i>						

TRENDS

Columbia Participation Levels - Community Recreation Programs, Douglass High School Gym Programs and Douglass Park Programs

Table 4: Community Recreation Programs and DHS Gym and Douglass Park Programs						
Community Recreation Programs	2008	2009	2010	2011	2012	5 Year Average
Classes	11,847	12,998	12,970	14,588	18,076	14,096
After-School Program	11,417	12,541	10,343	10,019	22,463	13,357
Groups	4,360	5,701	8,484	8,640	7,319	6,901
Camps	1,808	2,075	1,932	2,633	1,778	2,045
Special Events	359	1,806	1,630	1,841	1,724	1,472
Total	27,659	35,121	35,359	37,721	51,360	37,444
<i>Introduction of additional class and program offerings (Lil' Lady Bulldogs, Science Club, K.E.Y Lock-Ins, Blue Thunder Track, etc.) increased participation beginning in FY10/11.</i>						
DHS Gym and Douglass Park Programs	2008	2009	2010	2011	2012	5 Year Average
Douglass Gym Classes	15,272	8,431	6,442	4,675	3,064	7,577
Douglass Gym Special Events	61	404	419	563	513	392
Douglass Park Sports	3,511	6,238	2,928	2,820	1,397	3,379
Douglass Park Special Events	3,174	1,705	3,096	2,795	4,911	3,136
Total	22,018	16,778	12,885	10,853	9,885	14,484
<i>Gym hours at DPHS were significantly reduced in FY09.</i>						
<i>Saturday DJ programs at Douglass Park increased numbers in FY12.</i>						



Blue Thunder Track Club

TRENDS

Columbia Participation Levels - Classes, Programs, Events, Travel, and Adapted Recreation

Table 5: Columbia Participation Levels - Life Enrichment, Special Programs, Adaptive Community Recreation, Adaptive Recreation/Sports, Senior/Oak Tours						
Life Enrichment Program	2008	2009	2010	2011	2012	5 Year Average
Educational Classes	15,361	18,504	15,485	9,441	9,831	13,724
Maplewood Barn/Home	14,727	13,140	14,018	5,000	6,823	10,742
Total	30,088	31,644	29,503	14,441	16,654	24,466
<i>Participant numbers beginning in FY11 no longer include Riechmann and Rock Quarry rental attendees.</i>						
Special Events/Programs	2008	2009	2010	2011	2012	5 Year Average
Preschool/Intergenerational	1,550	1,520	769	1,171	1,101	1,222
Teen/Family	9,247	1,325	1,210	1,895	2,090	3,153
Special Events	47,855	50,687	43,843	38,158	52,063	46,521
Classes	375	198	158	274	n/a	251
SLP Amphitheater Events	n/a	n/a	n/a	265	1220	743
Total	59,027	53,730	45,980	41,763	56,474	51,395
<i>Twilight Festivals ended in FY08 and were replaced with Family Fun Fests.</i>						
<i>Stephens Lake Amphitheater construction was completed in June 2010.</i>						
<i>Classes include GetAbout Columbia bicycle education classes held through FY11.</i>						
Adapted Community Recreation	2008	2009	2010	2011	2012	5 Year Average
Crafts/Ceramics	4,542	4,759	7,663	6,358	7,307	6,126
Social Activities	20,865	21,331	14,876	3,480	9,254	13,961
Walking Trips	n/a	74	44	39	14	43
Educational	11,765	14,356	14,648	11,386	14,042	13,239
Total	37,172	40,520	37,231	21,263	30,617	33,361
<i>Increase in participation in FY12 is from partnership with Boone County Family Resources, as well as completion of building renovation.</i>						
<i>Paquin facilities closed in FY11 for an extended time period due to installation of geothermal HVAC system.</i>						
Adaptive Recreation/Sports	2008	2009	2010	2011	2012	5 Year Average
Adapted Sports	3,345	4,099	4,090	4,002	4,658	4,039
Adapted Recreation	1,385	1,650	1,497	1,124	801	1,291
Total	4,730	5,749	5,587	5,126	5,459	5,330
Senior Program/Oak Tours	2008	2009	2010	2011	2012	5 Year Average
Social Events	11,795	12,360	11,818	9,483	11,203	11,332
Crafts and Classes	638	814	2,446	6,368	7,688	3,591
Music and Bands	4,652	4,691	3,904	4,287	3,698	4,246
Oak Tours Trips/Social	14,618	8,933	7,559	6,504	6,434	8,810
Total	31,703	26,798	25,727	26,642	29,023	27,979
<i>Class participant increase in FY10 was due to addition of Osher Lifelong Learning Classes.</i>						

TRENDS

Columbia Participation Levels - ARC

Table 6: Columbia Participation Levels - Activity & Recreation Center						
ARC Participation	2008	2009	2010	2011	2012	5 Year Average
ARC Visits						
Members/Daily Admission	327,220	344,922	351,742	350,161	352,937	345,396
Special Admission/Coupons	1,162	733	647	793	505	768
Total Visits	328,382	345,655	352,389	350,954	353,442	346,164
<i>Daily attendance does not include meeting room attendees.</i>						
<i>Beginning in FY12, Silver Sneaker admissions are counted in ARC attendance - previously through an outside agency.</i>						
ARC Members						
Total ARC Members	10,315	15,443	17,429	17,426	16,799	15,482
Total ARC Memberships (households)	5,693	8,542	9,145	9,698	9,567	8,529
<i>An increase in member numbers in FY09 was due to the introduction of 30 day renewable passes.</i>						
ARC General Recreation Classes						
Basketball Camp	315	235	395	355	361	332
Outdoor Instruction	145	0	157	192	307	160
Home School P.E.	n/a	n/a	822	634	605	687
Recreation Classes	110	1,177	443	216	393	468
Bus/Van Reservations	492	388	344	353	331	382
Little Gymmers	2,003	1,579	1,589	n/a	n/a	1,666
Total General Rec Classes	3,065	3,379	3,750	1,750	1,997	2,788
<i>Day Camp participation numbers as of FY11 are included in Childcare Services.</i>						
<i>Little Gymmers participation numbers as of FY11 are included in ARC Visits.</i>						
ARC Fitness Classes						
Drop-In Exercise	n/a	n/a	n/a	25,989	37,969	31,979
Registration Classes	n/a	n/a	n/a	3,096	4,096	3,596
Specialty Classes	n/a	n/a	n/a	6,347	9,850	8,099
Total ARC Fitness	n/a	n/a	n/a	35,432	51,915	43,674
<i>Participation numbers do not include personal training sessions.</i>						
ARC Aquatics						
Instructional Swim	n/a	n/a	n/a	2,565	2,619	2,592
Registration Classes	n/a	n/a	n/a	270	22	146
Drop-In Classes	n/a	n/a	n/a	14,597	17,173	15,885
Birthday Party Packages	n/a	n/a	n/a	2,697	3,665	3,181
Birthday Room Rentals	n/a	n/a	n/a	615	1,091	853
Aquatic Private Rentals	n/a	n/a	n/a	885	260	573
Private Lessons	n/a	n/a	n/a	1,158	1,339	1,249
Total ARC Aquatics	n/a	n/a	n/a	22,787	26,169	24,478
ARC Childcare Services						
ARC Kid Zone	n/a	n/a	n/a	5,651	5,475	5,563
ARC School's Out Day Camp	439	222	405	287	245	320
ARC Holiday Day Camp	96	73	184	98	45	99
Camp Adventure - Summer Day Camp	3,139	2,902	3,283	3,530	3,499	3,271
Total Child Care Services	3,674	3,197	3,872	9,566	9,264	5,915
<i>Beginning FY11, ARC staff expanded participation tracking reports for multiple programs.</i>						

TRENDS

Columbia Participation Levels - Facility Rentals, Park Special Use Permits and Financial Assistance

Table 7: Columbia Participation Levels - Facility Rentals						
ARC Room Rentals	2008	2009	2010	2011	2012	5 Year Average
Patron Rentals	NA	NA	293	259	247	266
Parks and Recreation Use	NA	NA	342	469	411	407
Other City Department Use	NA	NA	15	22	22	20
Facility Lock-In	NA	NA	3	3	7	4
Total ARC Room Rentals	NA	NA	653	753	687	698
Indoor Facilities	2008	2009	2010	2011	2012	5 Year Average
Riechmann	111	109	103	113	110	109
Rock Quarry House	187	180	165	189	185	181
Outdoor Facilities	2008	2009	2010	2011	2012	5 Year Average
Shelters	1,488	1,562	1,119	1,452	1,662	1,457
Stephens Lake Amphitheater	NA	NA	NA	7	15	11
<i>Stephens Lake Amphitheater construction was completed in June 2010</i>						
Sport Facilities	2008	2009	2010	2011	2012	5 Year Average
Private Tournament Rentals	37	39	42	35	53	41
Fields used:						
Antimi	164	108	129	146	211	152
Rainbow	187	112	62	77	109	109
Legion	6	15	2	16	20	12
Oakland	12	25	29	31	20	23
Atkins	NA	38	25	30	62	39
Schools	12	0	0	0	0	2
Soccer	154	180	155	194	214	179
Football	0	0	0	15	28	9
Lacrosse	0	0	0	2	4	1
Gym (Armory)	9	6	9	2	0	5
Total Number of Fields Used	544	484	411	513	668	524
Special Use Permits	2008	2009	2010	2011	2012	5 Year Average
Applications Received	194	226	271	265	302	252
Applications Approved	190	221	268	255	277	242
Financial Assistance	2008	2009	2010	2011	2012	5 Year Average
YES Applicants Funded	492	593	595	694	699	615
AFA Applicants Funded	106	176	148	243	184	171
Total Applicants Funded	598	769	743	937	883	786

TRENDS

Columbia Participation Levels – Analysis

Adult Sports

Men's and women's participation in traditional sport leagues continues to remain flat or show a slight decrease. Women's leagues show the most significant decrease with overall registration indicating that players are opting for coed participation as a replacement. Coed adult kickball, introduced in 2004, has experienced a 98% increase since 2008. Adult kickball is a growing sport nationwide with individuals viewing league play as a way to meet people and socialize with friends. An overall decrease in local adult sport league participation stems from a speculation that young adults no longer want to commit to an extended sport season – often scheduled in 16-week increments. The Department will offer multiple reduced seasons to address these concerns.



Ultimate Frisbee at Cosmo Park

According to the National Sporting Goods Association (NSGA), individual sports have experienced dramatic increases in participation. Participation data comparing 2011 vs. 2001 indicates increases in the following individual sports: bicycling (73.0%), running/jogging (57.6%), hiking (49.9%), walking (36.3%) and exercising with equipment (28.9%). Archery experienced a 34.0% increase and is a program area the Department will be expanding in 2013.

Youth Sports

An increase in private youth sport organizations has significantly reduced the number of participants in city co-sponsored baseball, softball and soccer leagues. Fewer canceled games and field conditions for league play are a result of improved general maintenance practices and facility improvements - aerification, disease control, mowing height, ag-lime infield surface and irrigation. Youth basketball numbers continue on an upward trend despite a shortage of adequate facilities. Overall, Columbia has strong participation numbers in traditional youth sports. Public requests continue to be strong for winter sports (hockey and ice skating), as well as extreme sports that include BMX bicycling and skateboarding. Columbia's existing skate park is currently experiencing overcrowding and misuse by BMX riders. The need for additional facilities to accommodate these user groups is prevalent.



Girls Softball
at Antimi Sports Complex

Adapted Community Recreation/Adapted Sports

The Adapted Community Recreation (ACR) program housed at Paquin Tower (Columbia Housing Authority property) continues to have steady growth with expanded community outreach and promotional opportunities. In 2011, collaboration with Boone County Family

Resources (BCFR) led to increased marketing efforts targeting the thousands of Boone County residents living with development disabilities. BCFR helps by funding a portion of ACR programs yearly, and they review the program to make sure their clients' needs are being met. BCFR funding has allowed for the expansion of programs into the evening (after 4 pm) and weekend hours, which raises the participation levels for the program. Some of the expansions include evening and weekend craft/ceramic hours, dances at the ARC, additional workshops, and card and domino games during the evening hours. The ACR program plans to continue its partnership with BCFR and expand the program to other facility sites.



Adapted Sports

Adapted Sports Program serves over 200 individual athletes each year; many athletes compete in 6-7 different sports annually. In 2012, Special Olympics Missouri (SOMO) went from a four-state games system to a two-state games system, resulting in prolonged sport seasons and additional practices and competitions. This change along with registration of new athletes accounts for an increase in participation. As SOMO evaluates and modifies their competition structure, so will the Adapted Sports Program.

Community Recreation

Research studies clearly indicate that sedentary lifestyles contribute to an unhealthy population in terms of mental, physical and societal health. The Department has successfully reached out to policy makers, health care providers, public safety officers and educators to communicate the benefits that recreation facilities and programs play in addressing these concerns within Columbia's First Ward.



Community Recreation Program at the Armory

An increase in participation numbers is due to improvements to long-standing programs and creation of innovative activities/events. Blue Thunder Track was initiated by CPRD in the mid-90's, but did not see substantial growth until 2007 as a result of increased promotional efforts and membership with the Amateur Athletic Union (AAU) and USA Track and Field (USATF). Volunteer coaches subsequently filed for non-profit status and now operate as a City of Columbia co-sponsored youth organization. S.T.A.R.S. Summer Camp and K.E.Y. Lock-Ins (overnight experiences

focusing on character building and mentoring for youth) have recently been introduced to help combat problems faced by central-city youth. Additional support of business sponsors, as well as presence of Columbia Police Department for Moonlight Hoops, led to increased participation for this program in 2010. The After School Program participation more than doubled in 2012 due to the dedication of an activity room to the Xbox 360 video game and through word of mouth by participants. On the flip side, a decrease in league sponsorship for Douglass Athletic Association

Baseball and reduced availability of Douglass High School's gymnasium contributed to a decrease in overall sports participation numbers. Sunday "DJ in the Park" activities were expanded to both weekend days in 2012 and have been enthusiastically received.

Continued collaboration with central Columbia residents, the Columbia Police Department, civic organizations and private businesses will prove to be invaluable in improving central Columbia's social and economic conditions through innovative recreation programs and facility development.

Aquatics

Swimming ranked third in the NSGA report in terms of total outdoor aquatic participation in 2011, surpassed only by exercise walking and exercising with equipment. Swimming did experience a participation decrease of 16% from 2001. The National Swimming Pool Foundation recently initiated the Step Into Swim™ campaign. This campaign focuses on encouraging more people to swim as a means of addressing the national health crisis and water safety/drown proofing awareness. The 10-year campaign will initially team up with nine national organizations that teach adults and children how to swim, with a focus on minority populations.



Albert-Oakland Family Aquatic Center

Eliminating cool and rainy weather years (2008 and 2009) from the equation, outdoor pool participation in Columbia has remained relatively flat. The Douglass Family Aquatic Center experienced a 55% increase in participation in 2008 vs. 2007 as result of reduced admission fees - \$1 for all visitors. The Department is implementing reduced daily fees for Little Mates Cove and Lake of Wood pools in the summer of 2013 in hopes of increasing participation at these facilities. The popularity of free, local aquatic facilities with less restricted hours (spraygrounds and swimming lake at Stephens Lake Park) have contributed to a slightly downward trend in participation, in addition to an increase in development of private, fee-based facilities.

As mentioned in the Trends Analysis section, the national trend in aquatic facility development is that of adding play structures to existing "cement-hole" facilities. CPRD recently went through a master planning process for Twin Lakes Recreation Area. The new master plan for the park includes adding an aquatic facility (currently unfunded) to complement Little Mates Cove (a children's waterpark). The anticipated growth of residential areas near Battle High School will likely impact the future needs assessment of aquatic facilities at Lake of the Woods Recreation Area. The development of an indoor/outdoor water park at Philips Park is proposed in the area's master plan and unfunded at this time.

Golf

According to the National Golf Foundation (NGF), golf courses across the United States experienced a 10-20% decrease in the number of rounds of golf played. Additionally, the golf industry continues to experience ramifications from an era of overbuilding courses followed by an economic recession. Golf participation at L.A. Nickell (LAN) and Lake of the Woods (LOW)

saw a decrease in participation beginning in 2001 due to an increase in private course development, extreme weather conditions and discounted golf specials via coupon booklets. A review of the past five years indicates flat participation numbers at LOW and moderate growth at LAN. Participation numbers for both courses remain far below the levels experienced in the late 90's.

The NGF also states that between 2005 and 2008 the number of golfers age 6 to 17 dropped 24%; 3.8 million to 2.9 million. Speculation is that both organized youth sports and the economic climate are inhibiting factors for enticing the next generation. In addition to the factors identified by NGF, youth golf participation in Columbia was significantly affected by Columbia Public School's (CPS) free Summer School Program. CPS offered an "attendance bonus" to encourage participation in the program. In order to combat the declining participation numbers, the Columbia Golf Foundation was formed in 2009. The focus of the foundation is to introduce the game of golf to area youth.



Mill Creek Elementary Students
at LOW Golf Course

In the face of declining rounds, participation expectations are optimistic in regards to an increase in the number of retirees generated from the post-World War II baby boom. This influx of retirees, along with Columbia's reputation as an affordable and attractive place to retire, weighs heavily as a potential boon for future participation. Columbia was recently rated as 4th overall in the 2012 "Best Cities for Successful Aging" study generated by the Milken Institute. This has the potential to affect a number of program areas, including the Activity & Recreation Center (ARC).

Senior Programs

The "graying of America" is presenting both challenges and opportunities for CPRD in working with a group that is not only diverse in age but also economic status and physical and mental capabilities. Older seniors who have participated in group activities, such as bingo, music groups and potlucks are declining in numbers due to illness or death. OAK Tours participant numbers have been fluctuating since 2009 with the economy impacting the ability of seniors to pay for extended, overnight trips. Theatre and day trips continue to have steady participation. Numbers increased in 2010 when the senior program partnered with Osher @ Mizzou, to provide classroom space at Stephens Lake Activity Center. Osher, under the auspices of MU Extension and the Bernard Osher Foundation, focuses on programming designed to complement the interests, concerns and lifestyles of the over 50 adult. The partnership has been very positive and efficient use of the building space.



Osher French Dinner
at Stephens Lake Activity Center

Special Events/Programs & Life Enrichment Classes

Quality programs and special events often originate from community collaboration. In 2004, CPRD began coordinating children's activities for the Downtown District's summer Twilight Festivals. The District opted to cancel Twilight Festivals in 2008, resulting in recreation staff introducing the highly successful Family Fun Fests. CPRD and the MU Department of Parks, Recreation and Tourism began working together in 2009 to both educate and partner with students to develop and implement the Flashlight Easter Egg Hunt. The community event reached its maximum participation limit the first year and continues to be popular. The Missouri Parks and Recreation Association (MPRA) award winning program, Walk a Hound, Lose a Pound, is another collaborative effort involving several non-profit "pet friendly" organizations including the MU College of Veterinary Medicine Research Center for Human-Animal Interaction and the Central Missouri Humane Society. The annual citywide 4th of July Fire in the Sky event continues to thrive because of financial support from local business sponsors and cooperation from local downtown businesses, MU facility operations staff and several City departments.



4th of July Event in the Downtown District

Long standing citywide events, such as Movies in the Park, Tons of Trucks and Heritage Festival, continue to show consistent or steady growth in participation indicating continued special event appreciation by the various demographic segments of the community. Construction was completed on the Stephens Lake Amphitheater in June 2010, providing an additional venue for CPRD sponsored events and revenue generation through rentals. First-year sponsored performances were well received, although extreme heat was an issue for spectators in 2012. Installation of stage lights is planned for the facility and is anticipated to increase rentals, as well as attendee participation.

Tae Kwon Do and Fencing are long-standing Life Enrichment classes with steady participation. Adult martial arts classes were expanded in 2009, with the addition of Karate and Aikido. Youth Aikido was offered beginning in 2012. An increased variety of youth and adult dance classes and camps have been offered over the years successfully, expanding into toddler and preschool age groups, as well. Fourth Friday Kids' Nights, a program designed to offer kid-free time to parents, has been a popular addition. Technology-based classes are growing in popularity, resulting in the Department offering an increased number of adult computer workshops, along with computer camps, game programming and Lego engineering.



Fencing at Rock Quarry House

Activity & Recreation Center (ARC)

The pursuit for personal fitness has been immune from the economic downturn. The demand for gyms and fitness facilities continues to grow. The ARC opened its doors in December 2002 after passage of a 1999 ballot issue that raised about \$10.5 million for its construction. Private efforts generated funding to add 10,000 square feet to the design, making the completed building 73,000 square feet in size. Operating as an enterprise fund, the ARC has exceeded expectations in all facets of operations and membership/revenue projections. The breakdown in membership categories in 2012 was 57% family, 24% adults, 17% seniors and 2% youth. Membership percentages have remained relatively unchanged since the ARC opened. The option of a 30-day renewable pass was introduced in 2009 to address a downturn in the economy, as well as busy family schedules and the seasonal lure of an indoor facility.



Happy New U Event at the ARC

Membership and traditional fitness center program participation has experienced steady growth. National fitness-related trends continue to infiltrate the heartland from both the east and west coast. In the late 90's, step aerobics was the craze. Television programming, such as *Dancing with the Stars*, has influenced the aerobic dance fitness craze of Zumba®, a Latin inspired dance fitness program. This is clearly evident in the filled to capacity ARC Zumba® classes and the demand for more Zumba® classes to be offered. These high-energy, age

resistant classes are predominantly responsible for the 46% percent increase from 2011 to 2012 in drop-in exercise classes. Fitness staff will continue to adapt the Group Exercise schedule to stay fresh and current with local and national trends.

An aging American public is more attuned to health issues due to the rising cost of medical care, chronic disease epidemic, and a growing number of overweight Americans. From 2000 to 2010 Columbia's population grew by 23,969 which was a 28.4 percent increase. According to the *U.S. Census 2010*, Columbia's population was 108,500. Locally, the industry stands poised for significant growth based on the ARC's proven financial success paired with predicted population growth.

Facility Rentals and Park Special Use Permits

Indoor facility rentals have remained fairly consistent over the past five years. Riechmann Pavilion and Rock Quarry House are reserved most weekends of the year. Rock Quarry has a group size limit of 50 persons, and Riechmann has a group size limit of 150 persons. Patrons have expressed a desire for an affordable indoor facility that can accommodate a larger crowd, especially for wedding reception use.



Riechmann Pavilion

Outdoor picnic shelters are regularly rented during moderate weather months and often sell out during peak times of the year, especially around graduation time. Shelters at Stephens Lake Park are the most popular.



Private Event at Cosmo Park

Requests to use the parks for special events have increased 56% from 2008 to 2012. Although special events held at local parks can bring revenue to the city, they can also tax the Department through staff time spent processing applications, meeting with event coordinators, helping with set up, accommodating special requests, picking up trash, cleaning up, repairing turf, etc. The Department has developed a fee schedule for special events to help recoup expenses incurred. It is hoped that decision-makers will enforce collection of event fees, so that department resources do not get drained with the increasing public requests to hold special events at park facilities.

Sport Facility Rentals

The number of field rentals has increased with the addition of the baseball complex at Atkins Park and conversion of a practice field to a game field at American Legion Park. Privately developed baseball and soccer facilities have not impacted the number of rental requests for CPRD sports facilities, thus having no adverse impact on revenue. Field rentals are limited by field availability around league schedules. Public comments indicate a need for additional practice and tournament-quality game fields.



Atkins Park

Financial Assistance

The number of applicants benefitting from recreation financial assistance has increased 48% from 2008 to 2012. In the past few years, the amount of financial assistance requested has exceeded the amount budgeted in the Department's operating budget. However, donations through the City's Share the Light Program have added the needed revenue to fulfill the application requests. (Share the Light allows City of Columbia utility customers to contribute to specific city projects through their monthly utility bill.) The majority of the financial assistance given is used for admission to the ARC. If at some point the amount of funds available can no longer accommodate the requests for financial assistance, adjustments to the program will need to be made.

Did you know?

According to the World Health Organization, "...providing access to facilities, parks and activity programmes is positively associated with physical activity levels among children and adolescents."

TRENDS

Conclusion

The recommendations included in this report present an array of exciting opportunities for the Columbia Parks and Recreation Department. The expectation for parks, greenways and open space to contribute to healthy lifestyles, economic development, and to environmental sustainability is becoming increasingly widespread. Future trends, as discussed in this chapter, provide a challenge to the Department to identify which ones will have the most impact on the local community, prioritize them, and then find funding sources to build the recreation facilities needed to support the activity and satisfy citizen demands.

Industry trend information is not just a 10-year process, but one CPRD will continually monitor in order to build expertise and identify opportunities as they are presented. The Department will continue to have regular meetings with an expanded list of both internal and external stakeholder groups to foster better communication and to keep abreast of emerging citizen needs.

Capital improvement projects generated from the trends that are anticipated thus far to impact Columbia are included in Chapter 11 - Recommended Capital Improvements.



MKT Trail ~ Photo by Randy Hughes