

# The Fun to Come!:

## Trends impacting parks and recreation

### TRENDS RESULTS\*

Keyword/frequency mentioned

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\*Trends identified by Parks and Recreation Departments throughout North Carolina as part of [Recreation Resources Service's fall 2008 teleconference series](#).



**Keyword: Aquatics**

- Aquatics: spray grounds, non-traditional rectangle pools, more family oriented, several pools in one area

**Keyword: Athletics**

- More Adults want adult athletics (ie. kickball, dodge-ball etc).
- Decline in adult softball participation.
- Increase in AAU or travel teams without facilities to practice.
- Increase in social sports for adults (kickball, dodge-ball).
- Decreased participation in youth league sports due to increased participation in traveling team play.
- Move toward weekend youth play rather than recreation play (baseball, basketball).
- Increased demand for disc-golf.

**Keyword: Demographics**

- More diverse programming changing community demographics.
- Divergent interest between urban (newly relocated) population and exurban/ rural population.
- Increased awareness of culture and diversity as result an upsurge of festivals, events, language training, therapeutic recreation and behavior education training and a commission to examine this need.

**Keyword: Employees**

- Broad types of professional areas in the department...getting everyone integrated.
- More sophisticated employees requiring more sophisticated training.
- Awareness of safety codes and health regulations generates a need for training in all areas including programming, facility and site management.

**Keyword: Events**

- Increased demand for special events (concerts, movies, live arts performances).
- Increase demand for new special events and increased need for partnerships and collaboration to make this happen.
- Increased demand for movies in the park events.

**Keyword: Extreme sports**

- Increased interest in skate-parks.
- Increased demand for alternative outdoor recreation (mountain biking, trails, ect.).
- More extreme sports (mountain biking, hiking trails).

**Keyword: Funding**

- More patrons due to current economic situation: people not raveling out of wanting more local activities.
- Programming with a limited budget.
- Funding conflicted between renovating aging facilities and building new ones to accommodate growth.
- Emphasis on cost/benefit analysis- stress on validating programs by numbers served.
- Dogs of leash free vs. fee.
- Unemployment up/ cost of living up means less people able to participate in programs , get memberships ect.
- Economic impact to increase funding.

**Keyword: Gangs**

- Gang prevention programming and emphasis.

**Keyword: "Green"**

- Large demand for Nature Parks.
- Need for "Greener" operations/programming.
- Recycling efforts "going green."
- Water conservation and recycle and other "green" efforts.
- Developing of more nature/wildlife programs.
- Increased push to Go "green" (ex. Water conservation, reuse, create gardens for all populations).

**Keyword: Greenway**

- Beginning stages of the development of a countywide greenway system.
- More focus on Greenways then on Parks and Recreation athletics.
- Adding more greenways: identifying more walking friendly areas and including this aspect to any/all road design and reconstruction.
- Desire for a more walkable community.
- Increasing the amount of paved trails; making sure they are connected to neighborhoods, schools and parks.
- Increased demand for greenways.

**Keyword: Health**

- Fit community recognition; monthly calendar, listing opportunities.

**Keyword: Open-space**

- Reopening open lawns for a variety of open play.
- Increased demand for green-space.

**Keyword: Partnerships**

- More private groups wanting to partner with parks department to help provide facilities sooner.
- Partnerships with local agencies to offer programs.
- Increased need to establish new partnerships.
- Increased push to form regional partnerships.

**Keyword: School**

- Increase interest in preschool programs.
- Increase interest in home school recreation programs.
- Cooperation w/ schools taking programs to schools for introducing parks programs at schools.

**Keyword: Seniors**

- Physical outside activity for seniors.
- Involvement increase in senior games.
- Hiring part time senior programmer.
- Active seniors: wanting concerts, plays, music, traveling, volunteering and going out to eat.
- Senior population is more active: bingo is no longer the answer.
- More active senior adult programs.
- Grandparent involvement with preschool programs.
- Nintendo Wii at senior-centers.

**Keyword: Women**

- Developing women only running events (ie. Power of Pink).
- Increase in running community, especially in women.
- Increase of request for women's sports activities.

