







o What will be discussed with you today are trends that we see coming and challenges that we are facing in Mount Pleasant.

o First, however, let me share with you some information leading up to that discussion.

Important to know

- o No two park and recreation agencies are the same.
- o Each of us serve different residents with different needs, desires and challenges along with different access to funding.
- o Every park and recreation agency and the public it serves are unique.
- o Communities look different and so too will their park and recreation agency.

Important to know

- o You must know your community and the residents you serve.

Important to know

- o With that in mind, what do we know about Mount Pleasant, SC?



- o Fastest growing municipality east of the Mississippi.
- o 4th largest municipality in SC.
- o Gained 10,000 people in last 5 years.
- o 6 new people a day moves into Town.
- o Median age is 40.
- o Over 12% of population in 2010 was over 65 years of age.
- o Mean travel time to work is 21 minutes.
- o Largest high school in SC.

Trends & Challenges

- What are Trends?
- What are Challenges?

Definition

- Trend – Tendency, a general direction in which something tends to move. The popular taste at a given time. The general direction of evolutionary change.

What are some national trends?

- A recent national trend study indicated that more and more park and recreation agencies are being expected to be innovators for community solutions that involve conservation, health and wellness and social equity, among other imperatives. (NRPA Trendwatch, 2014, Hoffman & Dolesh)

What are some national trends?

- o Human capital.
- o Green infrastructure
- o Societal piece
- o Economic forecast
- o National health solutions
- o Increase bike and walk ways

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National Trends

- o It is important to understand that national trends may not be the same trends that we may see on the local level. Yet we cannot overlook these trends
- o When researching on national trends, one cannot overlook the fact that most information is obtained from municipalities and recreation departments that serve a much larger population that most if not all departments in SC.

Response to national trends

- o How a community responds to national trends is dependent on:
 - o Demographics
 - o Local economy
 - o Available resources
 - o The value of recreation in the community
 - o Resident involvement
 - o Internal trends within the program

Local Trends

- Non-traditional Sports
- Go To/Mobil Rec
- Tournament Revenue
- Multi-use Facilities
- Non-profit use of facilities
- Pickleball
- Technology
- Increase adult participants
- Professional Certification
- Background Checks
- Social Media
- Citizen feedback
- Feeding Programs
- Social Opportunities
- Middle School Sports

Challenges

- Challenge – Requires full use of your abilities/resources. A demanding or stimulating situation. A test of ones abilities.

National Challenges

- As cities and communities across the nation and South Carolina face numerous challenges to improving their quality of life, many park and recreation departments are challenged to take a significant role in improving the quality of a community.

National Challenges

- According to William Beckner, President of CEHP, Inc., in his report published in the 2016 NRPA Field Report, there will be enormous challenging waves facing communities and opportunities for recreation departments. The opportunities come in the form of -

National Challenges

- Social Equity/Environmental Justice
- Capital and Operating Finance
- Infrastructure Priorities
- Global Warming and Natural Disasters
- Operating Budgets
- Encouraging Safe Play
- Youth Community Engagement

National Challenges

- While the national trends do not necessarily reflect your local trends, the local challenges are very similar to those faced across the nation.

Local Challenges

- o Trans-gender
- o Travel Teams
- o Sport Specific Injuries increase
- o Traffic congestion
- o Parents/Adults
- o 3 year old athletics
- o Expenses/Revenue
- o Growth
- o Accreditation
- o Safety & Security
- o Customer Service
- o Aging Population
- o Risk Management
- o Teens
- o Club sports with private organizations.
- o House Bill H3767

Trends/Challenges

o How to lessen the impact and stay ahead as much as possible of the Trends & Challenges that your community will be faced with.

Trends/Challenges

- > Communication
- > Information
- > Management
- > Education/Training
- > Research
- > Patience
- > Clear vision of the future

COMMUNICATION

- ✓ Social Media
- ✓ Meet with the Public
- ✓ With comrades in arms
- ✓ Internal
- ✓ Regular Internal meetings
- ✓ Staff visibility at locations
- ✓ Listen
- ✓ Keep open mind

INFORMATION

- ✓ Social Media
- ✓ News sources - local/national
- ✓ Surveys with public
- ✓ Meetings with Public
- ✓ National forums (NRPA forums)
- ✓ National/State professional organizations (SCRPA)
- ✓ Regular meetings with other rec departments
- ✓ Demographic studies

MANAGEMENT

- ✓ Track pertinent information of programs to determine trend or not
- ✓ Evaluate programs from the feedback of both the parents of participants and the volunteers in the program
- ✓ Unsolicited feedback

EDUCATION/TRAINING

- ✓ Attend state and national professional conferences
- ✓ Become involved in professional development
- ✓ Work toward agency accreditation

RESEARCH

- ✓ Utilize professional resources such as SCRPS, NRPA and institutions of higher education

PATIENCE

- ✓ Allow new activities to develop and grow.
- ✓ Develop new programs with a solid foundation.
- ✓ Don't fall for the "flash in the pan".
- ✓ Make sure the trend is sustainable both participation and financially.

CLEAR VISION OF THE FUTURE

- ✓ Develop Mission Statement.
- ✓ Strategic Planning.
- ✓ Vision Statement.
- ✓ Core Values.
- ✓ Goals & Objectives.
- ✓ Strengths, Weaknesses, Opportunities, Threats

Trends/Challenges Discussion

- o Should we be in sync with the national trends and challenges?

- o So what can we learn from the previous information about Mount Pleasant?



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A Bright Future

- o Recreational activities continue to be a mainstay of the American lifestyle. Most components of the recreation industry reported significant gains in 2015 and the general outlook for the outdoor recreation industry in 2016 is optimistic.

A Bright Future

- o The conclusion in the comparable forecast last year was that recreation activities will increase as more people seek active, healthy, "high value" vacationing. Then, and even more now, we see America's great outdoors as a perfect fit for this desire.

*American Recreation Coalition
Outdoor Recreation Outlook 2016*

AVAILABLE RESOURCES

National Resources

- o National Recreation & Parks Association (NRPA)
 - o www.nrpa.org
 - o NRPA Trendwatch
 - o 2016 NRPA Field Report
- o Recreation Management
 - o www.recmanagement.com
 - o 2016 State of the Industry
- o American Recreation Coalition
 - o www.funoutdoors.com
 - o Outdoor Recreation Outlook 2016

State Resources

- o South Carolina Recreation and Parks Association (SCRPA)
 - o www.scrpa.org
- o South Carolina Parks Recreation and Tourism (SCPRT)
 - o www.scppt.com
 - o Tourism Development in SC June 2009
 - o Tourism Research Page
- o Clemson University Parks, Recreation and Tourism Department
 - o www.clemson.edu/cbshs/departments/prtm/

Local Resources

- o Chamber of Commerce.
- o Sports Commission.
- o School Districts.
- o Health providers.
- o Small Business Associations.

Resources

o Two final resources that you should utilize more so than any National, State or Local Resource

Resources

o Your Staff

o Your Citizens
