3	How to Maintain a Healthy Level of Insanity
	 At lunch time, sit in your car with sunglasses on and point a hair dryer at passing cars. See if they slow down.
	Page yourself over the intercom. Don't disguise your voice.
	 Every time someone asks you to do something, ask if they want fries with that.
	 Put decaf in the coffee maker for 3 weeks. Once everyone has gotten over their caffeine addictions, switch to expresso.
	In the memo field of all your checks, write "for marijuana".
	Finish all your sentences with "in accordance with the prophecy".
	7. Skip down the hall rather than walk and see how many looks you get.
	8. Order a diet water whenever you go out to eat, with a serious face.
	9. Specify that your drive-through order is "to go".
	10. Sing along at the opera.
	 Put mosquito netting around your work area and play tropical sounds all day.
	 Five days in advance, tell your friends you can't attend their party because you have a headache.
	13. When the money comes out of the ATM, scream "I won! I won!"
	14. When leaving the zoo, start running towards the parking lot yelling "Run for your lives! They're loose!"
	 Tell your children over dinner, "Due to the economy, we are going to have to let one of you go".
	16. And the final way to keep a healthy level of inanity, send this to someone to make them smile. It's called THERAPHY.

Trends & Challenges in Public Recreation

For public recreation to meet resident's needs, local leaders must offer programs that appeal to multiple generations, interests and abilities.
 We do this in part by determining trends and responding to challenges. The main question then is how do we determine what we are faced with?

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



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

Important to know
u must know your community and the sidents you serve.

Important to know With that in mind, what do we know about Mount Pleasant, SC?



Trends & Challenges
What are Trends?
<i>⋄</i> 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 Huma	an capital.
o Green	n infrastructure
Socie	etal piece
o Econo	omic forecast
Natio	nal health solutions
o Increa	ase bike and walk ways
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National Trends

- 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
- 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

- How a community responds to national trends is dependent on:
 - Demographics
 - Local economy
 - Available resources
 - The value of recreation in the community
 - 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 Cl	nallenges
 Trans-gender Travel Teams Sport Specific Injuries increase Traffic congestion Parents/Adults 3 year old athletics 	 Accreditation Safety & Security Customer Service Aging Population Risk Management Teens Club sports with
Expenses/RevenueGrowth	private organizations. House Bill H3767

Trends/Challenges 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

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

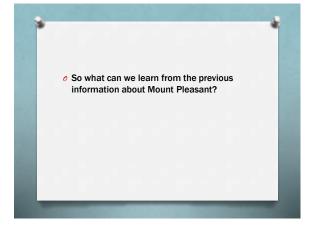
EDUCATION/TRAINING Attend state and national professional conferences Become involved in professional development Work toward agency accreditation

RESEARCH Vutilize 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	1E
✓ Develop Mission Statement.	
✓ Strategic Planning.	
✓ Vision Statement.	
✓ Core Values.	
✓ Goals & Objectives.	
✓ Strengths, Weaknesses, Opportuniti	es,

Trends/Challenges Discussion Should we be in sync with the national trends and challenges?



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

A Bright Future

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

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







Local Resources Chamber of Commerce. Sports Commission. School Districts. Health providers. Small Business Associations.

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

