

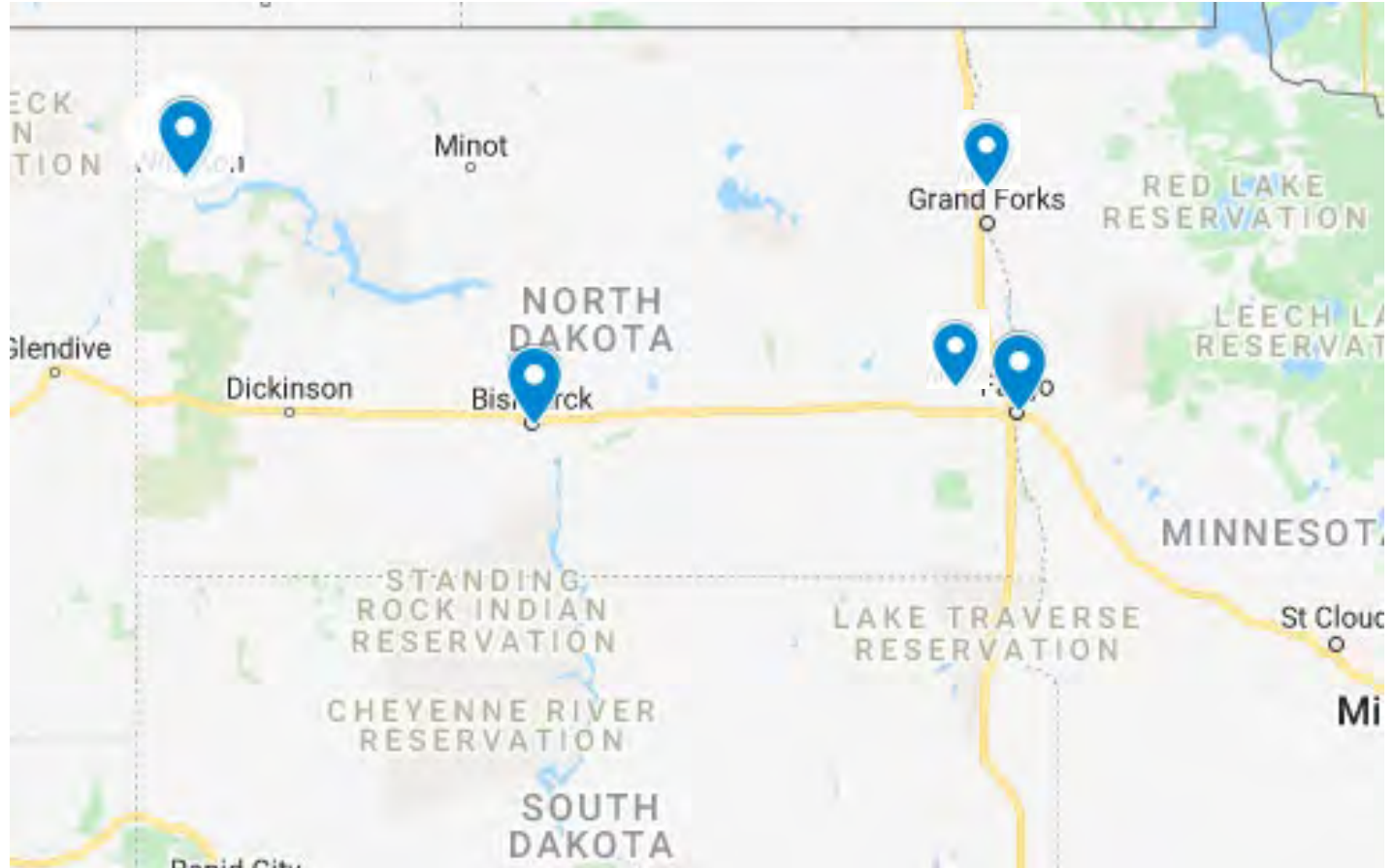
Future of Parks & Recreation

Speaker
Pat O'Toole



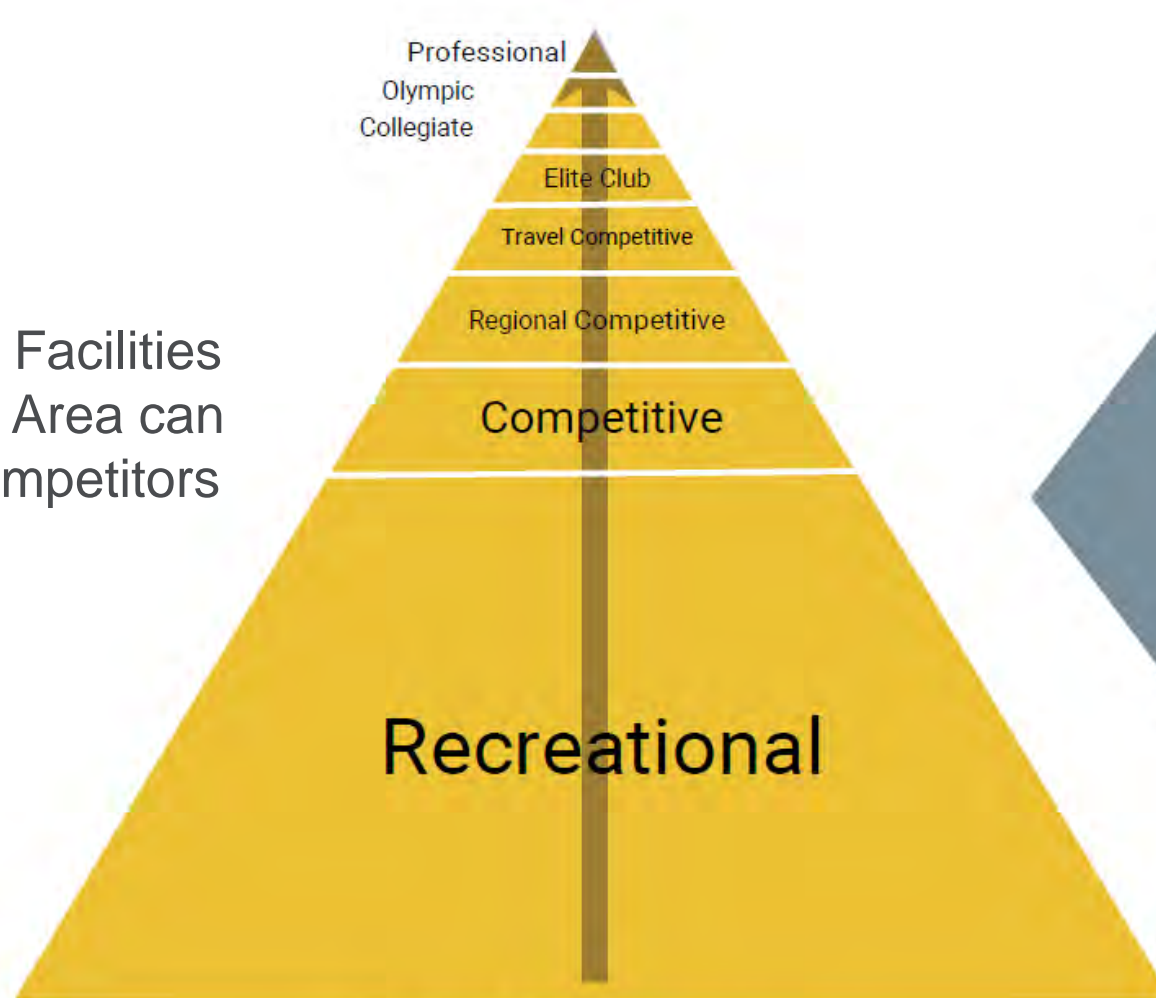
Feasibility Studies: North Dakota Regional Indoor Facilities

- ▶ **Grand Fork Park District**
 - Indoor Sports Facility
 - Indoor Aquatic Facility
- ▶ **Fargo Park District**
 - Fargo Parks Sports Complex
- ▶ **West Fargo**
 - Hulbert Aquatic Center
- ▶ **Bismarck Parks and Recreation District**
 - Indoor Recreation Center
- ▶ **Williston**
 - Indoor Recreation Center

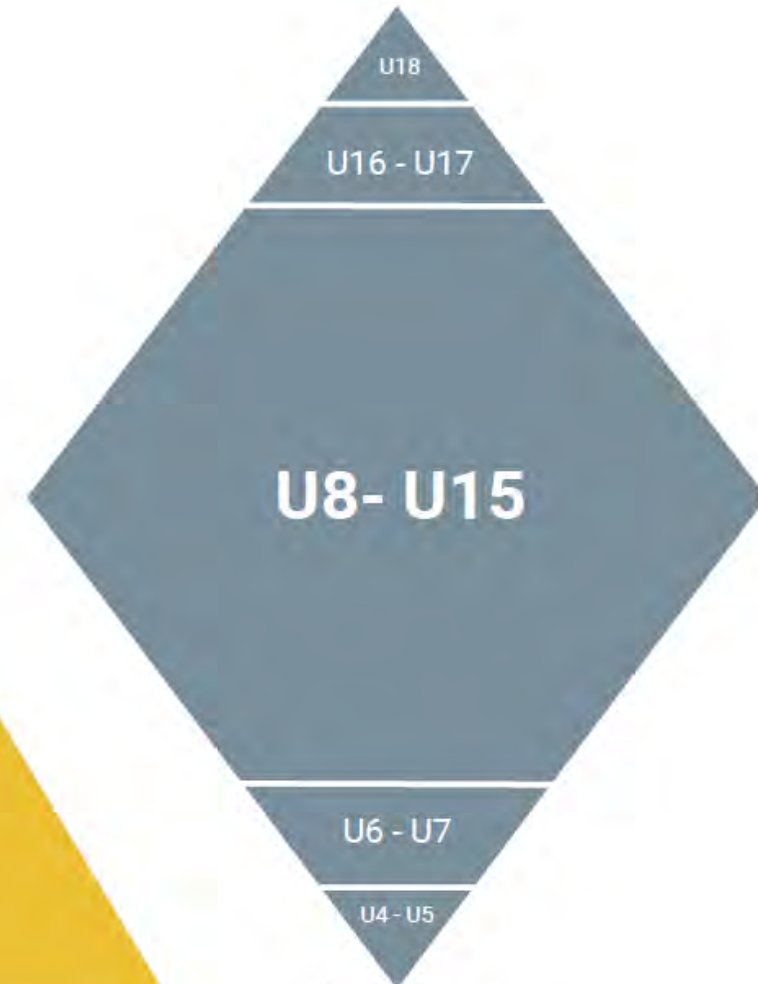


Sports Participation

- ▲ Multipurpose
- ▲ Multigenerational
- ▲ Large Recreational Facilities in the same Market Area can be Allies versus Competitors
- ▲ Economic Impact



Talent Progression



Athlete Segmentation



TRENDS

COMMUNITY ENGAGEMENT



Placer.ai



Microsoft Teams



Poll Everywhere



zoom



socialpinpoint

bangthetable





TRENDS

Placer.AI

- Foot traffic analysis
- Current and potential users
- Travel patterns
- High level mobile data

Point Defiance Zoo & Aquarium

5400 N Pearl St, Tacoma, WA 98407



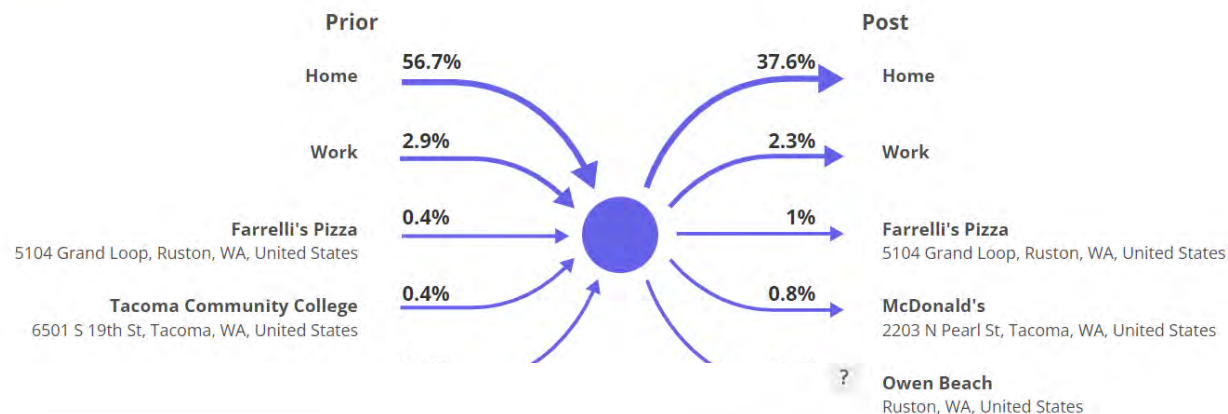
Placer.ai

Visitor Journey

Property:
Point Defiance Zoo & Aquariu...

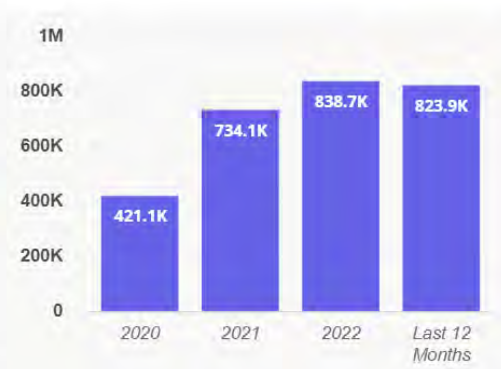
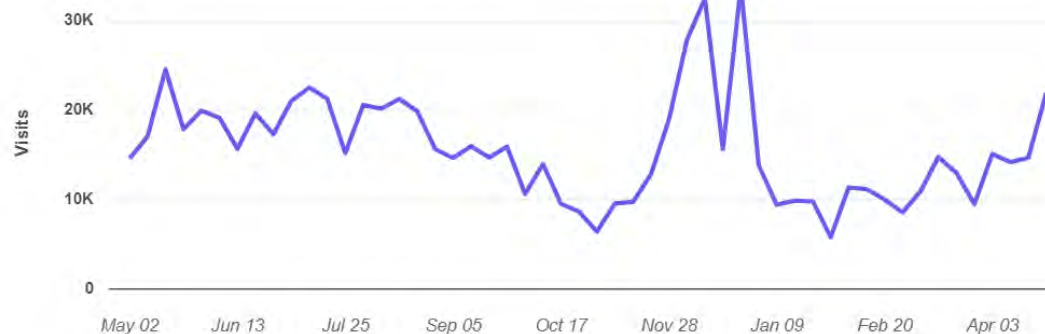
Show by:
Location Category Category Group

Show Home/Work:
 On



Visits Trend

Venues: Metric: Visits Aggregation: Weekly Annual Summary:



Ages Under 13 *Generation Alpha*

- **STEM Programs**
- **Summer & School Break Camps**
- **Nature-Related Programming**
- **Youth Fitness Trends**
 - *High Intensity Interval Training (HIIT)*
 - *Digital Fitness Media (VR Headsets)*
 - *Ninja Warrior Training*
 - *Family Fitness Classes & Obstacle Races*
 - *Youth Running Clubs*



TRENDS

Ages 13 - 24

Generation Z

- **Esports**
Competition using video games
- **Parkour**
Obstacle course training
- **Outdoor Lifetime Interest Sports**
Tennis, golf, biking, jogging/walking
- **Holistic Health**
Activities to practice mindfulness, authentic living, support mental health, & disconnection from electronic media



Ages 25 - 54 Millennials & Gen X

- **Aerobic Activities**
Swimming, Weight Training
- **Fun Fitness**
P90x, Insanity, & CrossFit
- **Yoga & Group Cycling**
Millennials prefer group programming
- **Cornhole (or Bags)**
Low-impact, low-cost social activity



Ages 55+ *Baby Boomers*

- **Lifelong Learning**
“Do-it-Yourself” & “How-to” Classes
- **Fitness and Wellness**
Yoga, Tai Chi, & Chair Exercises
- **Specialized Tours**
Group Day Trips or Guided Tours
- **Pickleball**
4.8 million players in U.S.



National, Regional & Local Panel of Your Peers



PANELISTS

Joe Barsh (Williston)

George Hellyer (Grand Forks)

Kevin Klipfel (Bismarck)

Benjamin Rae (Dickinson)

Amy Walters (Jamestown)

EMERGING TRENDS

**What are new recreation trends
you are seeing within your
community?**

**Could they be replicated in other
park districts across the state?**

CHALLENGES

**What challenges have you faced
in your new role and how have
you dealt with them?**

FEASIBILITY STUDY

What were the biggest benefits of the feasibility study process?

What recommendations would you have for park districts considering undertaking a feasibility study?

LIMITED BUDGETS

**How do you handle user requests
for facilities or amenities with
limited resources and budgets?**

COMMUNITY

**What is the most effective way
to engage with the community
and build meaningful
relationships?**

PERSPECTIVE

What are the major differences between parks and rec in ND and the state from which you came?

Anything you would like to see implemented in North Dakota?

Questions from the Audience?



Additional Questions

- What do you feel are the advantages to being a smaller organization?
- How do you measure the success of your recreation programs?
- What activities or events are most popular within your community?
- How do you support the popularity?
- How can Park Districts across the state be a resource for each other?
- What methods do you use to promote or market parks and recreation in your community?

An architectural rendering of a modern building complex with a pool area. The building has a dark grey roof and brick accents. The pool area includes a large rectangular pool, a smaller pool, and a slide. There are orange umbrellas and people in the pool area. The text "Thank you!" is overlaid in white on a dark blue diagonal background.

Thank you!

Pat O'Toole

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