

Chapter 8

Recreation Program Planning

Case Studies

Case Study #1: Community Study

Situation:

Mr. Fred Spalding, a highly respected member of the Titusville business community and long-time member of the city council, recently announced that he would not be running for re-election next year. Mr. Spalding, a hard working friend of parks and recreation, chaired the parks and recreation committee of city council for several years and was instrumental in developing many facilities, programs, and events. He was a strong proponent of long range planning that positioned Titusville as a recipient of several Land and Water Conservation Fund grants.

Upon Mr. Spalding's retirement announcement, several of his fellow elected officials announced plans to relocate a multi-purpose recreation center slated for construction in 18 months from a park in the northeast quadrant of the community to a similar park in Mr. Spalding's ward (southeast quadrant). There is also mounting support among his elected colleagues to name the building in his honor. Based on professionally acceptable planning criteria, the original site for the proposed community center is much more suitable.

Problem:

You are the director of parks and recreation for the City of Titusville (pop. 50,000). You and your supervisor, the mayor, agree that relocation of the proposed center is not in the best interest of the citizens of Titusville. Further, the mayor requested that you provide her with a concise (2-page, single spaced) position paper, supporting the original facility location, with documented support from Titusville constituents. Along with your position paper — due in her office within two weeks, she would like to see a concise one-page outline for development of an agency database that would aid in addressing future problems of this nature.

Case Study #2: Demographic Data

The chapter discusses the importance of demographics and their use in program planning. Every community is different. Select a community of your choice and using the Internet find the demographics data. What does the population look like in terms of age, education, income, race, etc.? Discuss how this would affect programming and facility development in that community.

Additional Discussion Items:

1. Randomly identify supplies, equipment, areas, and facilities that exist as part of a local recreation and park agency's inventory. Discuss the contribution of each relative to the transformation of "resources" to "programs and services." Discuss the importance of "cash on hand" and "human resources" as they contribute to the delivery of programs and services.
2. Discuss the planning principle of "form following function" as it relates to the development of a senior citizens center, gymnasium, and indoor pool.
3. Assume the role of a local government leisure services manager in a community of approximately 30,000 residents. What other organizations would you expect to find in the community that have goals similar to that of your organization? Why is it important to

understand the programs and services they provide, as well as the populations they serve? How would you formalize a method to enhance such understanding? (How would population size of agency jurisdiction alter responses to the foregoing questions?)

4. If research involves a systematic approach to identification and solving problems, provide a convincing argument for why research has a place in the leisure service agency. How does research relate to effective program planning?