

2024-2029

DICKINSON PARKS & RECREATION

# RECREATION PROGRAMMING PLAN



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# Introduction



## OUR MISSION

To enhance the quality of life for the community and its visitors by providing leisure opportunities.

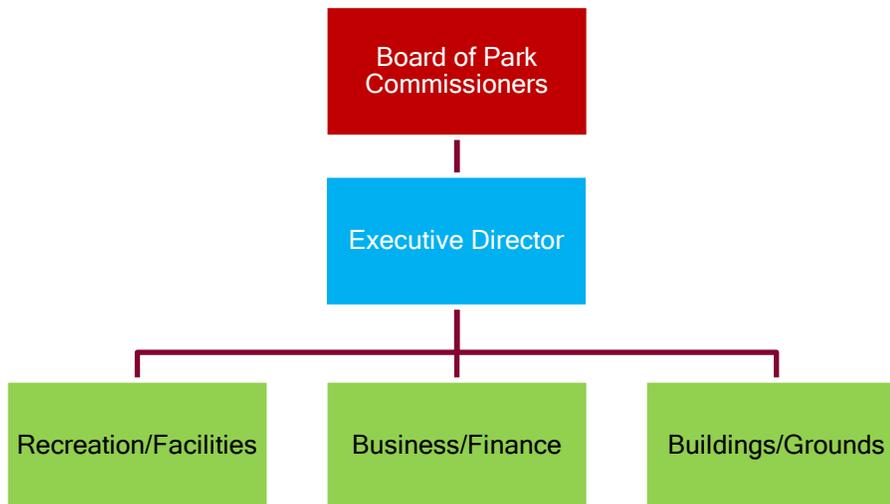
## OUR VISION

Our vision is for area residents to become aware and involved in making positive contributions to the well-being of themselves and others in the community.

## OUR CORE VALUES



## FULL-TIME STAFF OVERVIEW



## GLOSSARY OF TERMS FOR REFERENCE

**Activity.** A specific program instance regardless of program type. Activities may be classes, workshops, clinics, etc. An activity is typically programmed into the Department's registration system.

**Evaluation.** A systematic method for collecting, analyzing, and using information to answer questions about programs, particularly about their effectiveness and efficiency.

**Games.** Leisure is experienced with formal rules that define the interactional content, attempt to equalize the players, and define the role that skill and change will play in determining the outcome.

**Leisure.** An experience most likely to occur during freely chosen interactions characterized by a high degree of personal engagement that is motivated by the intrinsic satisfaction that is expected to result.

**Performance Measure.** Data point(s) that describe/represent outcomes and results.

**Play.** Leisure with the childlike characteristics of spontaneity, self-expression, and the creation of community service.

**Program Development.** The overall management process in which the programmer designs, stages, manages and delivers program services within the context of a specific agency.

**Programming.** Designing, staging, and delivering leisure opportunities by intervening in social interaction; that is, by manipulating and creating environments in a manner that maximizes the probability that those who enter them will have the leisure experiences they seek.

**Recreation.** Leisure that is engaged in for the attainment of personal and social benefits.

**Reservation.** The rental of a facility, field, public space, etc. for private use or other reserved function that removes the space from public consumption during a given time.

**Service.** A type of program designed to benefit the community and fulfill a government obligation.

**Special Event.** Specialized programming that is infrequently experienced by participants that provide experiences beyond a participant's normal range of choices.

**Sport.** Leisure involves institutionalized competitive physical activity.

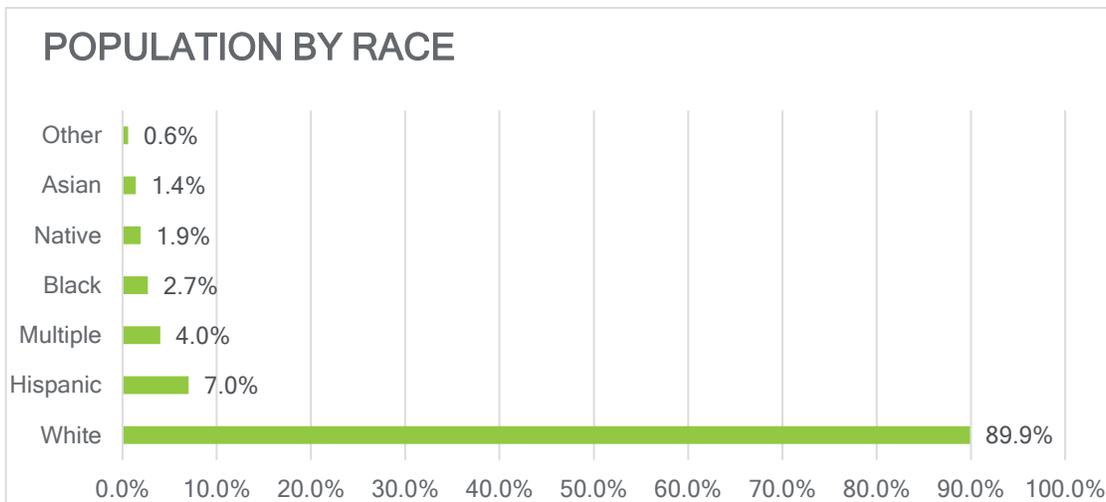
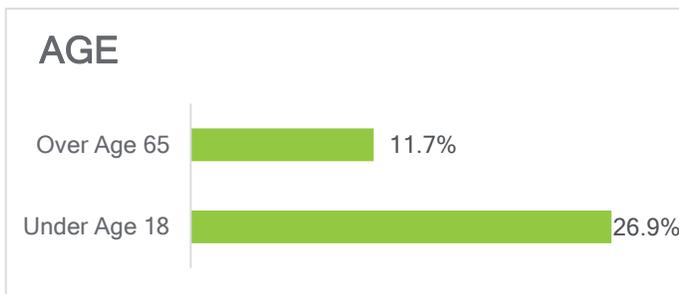
# Community Overview & Demographics

## CITY AND COUNTY STATISTICS

Population Projections	2020	2030	2040
Dickinson	25,167	30,681	37,403
Stark County	33,646	41,010	49,900

**Gender:** Female 48% | Male 52%

**Poverty Rate:** 12.3%



#### Sources

*US Census Bureau:*

<https://www.census.gov/quickfacts/fact/table/dickinsoncitynorthdakota,starkcountynorthdakota,ND/PST045221>

<https://www.census.gov/quickfacts/starkcountynorthdakota>

*City of Dickinson Comprehensive Plan:*

<https://dickinsongov.com/wp-content/uploads/sp-client-document-manager/1/Dickinson%20Comprehensive%20Plan%20Final.pdf>

*Stark County Comprehensive Plan:*

[https://www.starkcountynv.gov/vertical/sites/%7B32FA3A56-B3F6-4B8B-A428-F9C97B78EC24%7D/uploads/Stark\\_County\\_Comp\\_Plan\\_2010.pdf](https://www.starkcountynv.gov/vertical/sites/%7B32FA3A56-B3F6-4B8B-A428-F9C97B78EC24%7D/uploads/Stark_County_Comp_Plan_2010.pdf)

# Organization Background & Planning

## RECREATIONAL FACILITIES OVERVIEW

Facility Description	DPRD	Other	Other Entity
<b>Bandshell</b>	1	-	
<b>Ball Diamonds</b>			
Baseball Fields	4	-	
Softball Fields	9	4	Dickinson State University Sports Complex (4)
<b>Basketball Courts</b>			
Outdoor Full Court	5	10	Dickinson Public Schools (10)
Outdoor Hoop	4	3	Dickinson Public Schools (3)
Indoor Court	5	24	Dickinson Public Schools (12), Trinity Catholic Schools (5), Armory (1) & Dickinson State University (6)
<b>Boat Dock</b>	3	-	
<b>Kayak Launch</b>	3	-	
<b>Campground</b>	1	2	Camp on the Heart & North Park Campground
<b>Community Gardens</b>	-	2	St. John's Luthern Church & Kid's Academy
<b>Cross Country Skiing</b>	1	-	
<b>Disc Golf Courses</b>	3	-	
<b>Dog Park</b>	1	-	
<b>Fitness Center/Gym</b>	1	9	Anytime Fitness, Aspire Health Fitness, BodyLift Fitness, Crossfit Amicus, Elevate Health, New-Level Training, N.E.W Training, The Iron Chapel, The Pit Strength & Fitness
<b>Golf</b>			
18-Hole Course	1	-	
Driving Range	1	-	
Simulator	1	4	Neighbor's Golf Simulator, Paragon Golf Simulator, Just Golf & SIMS
<b>Horseshoe</b>	6	-	
<b>Ice Rinks</b>			
Indoor Sheet of Ice	2	-	
Outdoor Sheet of Ice	2	-	
<b>Lake</b>	1	-	
<b>Picnic Shelters</b>	22	-	
<b>Playgrounds</b>	27	13	Dickinson Public Schools (11), & Trinity Catholic Schools (2)
<b>Skate Park</b>	1	-	
<b>Soccer Fields</b>	6	5	Dickinson State University (5)
<b>Stadium (football/track)</b>	-	1	Dickinson State University
<b>Swimming Pools</b>			
Indoor	1	-	
Outdoor	1	-	
<b>Pickleball Courts</b>			
Indoor	4	-	
Outdoor	4	-	
<b>Tennis Courts</b>			
Indoor Court	2	-	
Outdoor Court	4	8	Dickinson State University (4) & Dickinson Public Schools (4)
<b>Volleyball Courts</b>			
Sand Courts	5	-	
Indoor Courts	4	18	Armory (2), Dickinson Public Schools (7), Dickinson State University (5), & Trinity Catholic Schools (4)
<b>Walking Trail</b>	6	2	Dickinson Public Schools (1) & NDSU Extension Center (1)

## STRATEGIC PLAN

**Strategic Priority #1: Dickinson Parks & Recreation will be a model organization in training, recruitment, retention, and well-being of employees.**

- A. STRATEGIC GOAL: Improve staff hiring and onboarding processes.
  - Establish consistent hiring principles.
  - Update job descriptions and job announcements to highlight the benefits of working for DPRD.
  - Develop onboarding processes for all positions.
- B. STRATEGIC GOAL: Improve Employee Culture and Retention
  - Implement monthly team building.
  - Review employee full and part-time benefits.
  - Evaluate part-time employee pay scale structure.
  - Develop full-time employee apparel plan.
  - Implement Employee of the Month and Employee of the Year Programs.
- C. STRATEGIC GOAL: Promote professional development and training
  - Plan for local/regional/national conferences best suited for each employee and position.
  - Promote staff involvement with outside agencies and key stakeholders.
  - Improve employee evaluations and goal setting.
  - Establish and train staff on key customer service principles.
- D. STRATEGIC GOAL: Improve DPRD Financial sustainability through tax revenue, user fees, and grants.
  - Adjust General & Capital Betterment Fund Mill Levy as needed to maintain the current level of service.
  - Consistently apply for available grants and develop the Dickinson Parks & Recreation Foundation.
  - Review user fees annually.

**Strategic Priority #2: Dickinson Parks & Recreation will maintain and develop athletic venues, destination parks, and Patterson Lake in an effort to be a premier tourist destination in western North Dakota.**

- A. STRATEGIC GOAL: Develop district master plan.
  - Develop a 5-year Capital Improvement Plan.
  - Develop and update all district standard operating procedures.
  - Conduct a community needs assessment with additional focus group sessions.
- B. STRATEGIC GOAL: Develop destination parks, facilities, and district identity.
  - Rebrand Dickinson Parks & Recreation and promote Gold Medal status.
  - Identify destination parks and facilities to prioritize future funding.
  - Invest in existing parks and facilities as opposed to developing new parks and facilities.
  - Develop an adopt-a-park program.
  - Designate specific undeveloped parks for tree planting program.
- C. STRATEGIC GOAL: Improve trail connectivity.
  - Have a representative on the Dickinson City Trails Committee.
  - Identify key gaps in trail connectivity.

**Strategic Priority #3: Dickinson Parks & Recreation will improve the reach of leisure services to all segments of our community including age, gender, disability, program interest, and income level.**

A. STRATEGIC GOAL: Increase special group programming (i.e., teen, senior, inclusive, adaptive)

- Work with City to create a safe space for teens.
- Offer programs for families, seniors, and adaptive population.
- Develop programming that encourages use of Patterson Lake.

B. STRATEGIC GOAL: Partner with public, private, and non-profit entities to improve community wellness.

- Create partnerships with community organizations such as: CHI St. Alexius Medical Center, Sanford Health, Southwestern District Health Unit, SW Art & Science Center Committee, Dickinson Library, Dickinson Youth Commission, Badlands Human Service Center, Regional After School Program, Best Friends Mentoring Program, ABLE, Inc., Community Action Partnership, Dickinson Convention & Visitors Bureau, City of Dickinson, Stark County, Dickinson Area Chamber of Commerce, etc.
- Offer regular community wellness classes and host AA/NA/EDA, AARP, etc.
- Promote community user groups as partners with DPRD.
- Compile list of community resources and contact information.

C. STRATEGIC GOAL: Increase fitness classes and fitness events offered by the WRCC.

- Provide no less than 35 fitness classes per month.
- Provide at least 6 fitness related events during the year.
- Develop a customer loyalty program.

D. STRATEGIC GOAL: Create and promote multi-use facilities as opposed to developing new facilities.

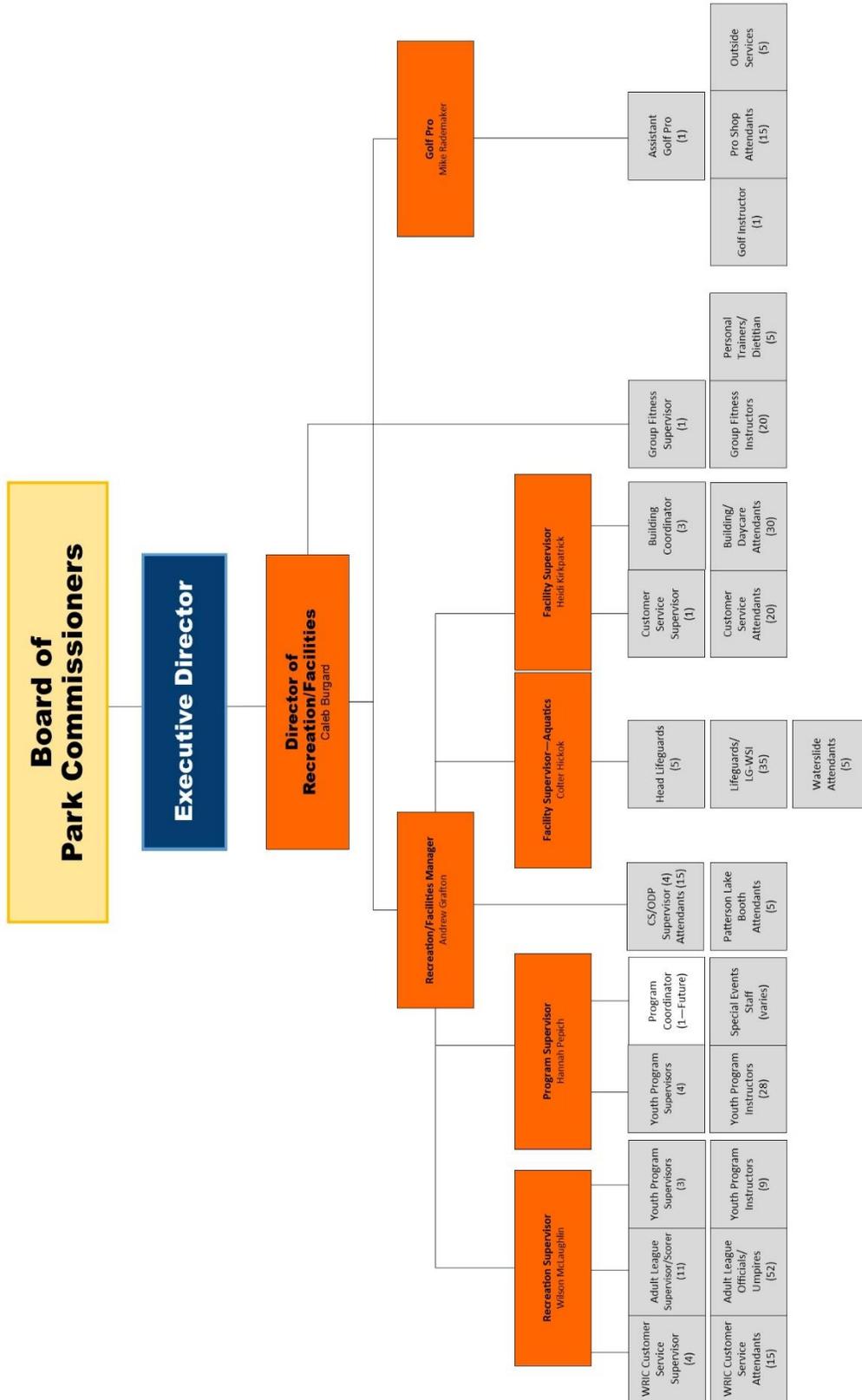
- Line tennis courts for pickleball.
- Adjust 2 North Complex fields for baseball/softball play.

## Dickinson 2035

### ITEMS ADDRESSED FROM THE DICKINSON 2035 COMPREHENSIVE PLAN:

- Policy 1.1.a-f - Prepare a comprehensive Parks Master Plan
- Policy 1.2 - Maintain the minimum level of service of 10 acres of parkland per 1,000 city residents.
- Policy 1.4 - The City and the Park Board should coordinate in planning for and developing downtown civic/recreational amenities.

# ORGANIZATIONAL CHART | RECREATION DEPARTMENT



# Program Planning & Framework

## PROGRAM AND SERVICE DETERMINANTS

Every year, DPR delivers over 80 unique recreational or leisure programs and services (Appendix A-Program Services Matrix) to support the needs and interests of all ages, skills, and experiences. These offerings fulfill the Department's vision and strategic mission while staff track successes and challenges using goals, measurable objectives, and systematic evaluation. This ensures staff can create outstanding recreational and leisure opportunities, outcome focused community services, and encourage stewardship of natural, cultural, and historical resources while promoting quality of life for Dickinson and the surrounding area. To provide these programs and services, staff should use the following determinants when deciding to offer a program:

### Determinant 1: Conceptual Foundations of Play, Recreation, & Leisure

Definitions of Conceptual Foundations of play, recreation, and leisure (see following table)

Concept	Definition
<i>Leisure as time</i>	Leisure is time free from the demands of work or duty, when one can rest, enjoy hobbies or sports, etc.
<i>Leisure as activity</i>	An activity chosen for pleasure, relaxation, or other emotional satisfaction, typically after work and other responsibilities are done.
<i>Leisure as state of mind</i>	Leisure as a state of mind is much more subjective in that it considers the individual's perception of an activity. Concepts such as perceived freedom, intrinsic motivation, perceived competence, and positive affect are critical to determining whether an experience is leisure or not leisure.
<i>Play</i>	Play is imaginative, non-serious, freely chosen, and actively engaging. Play is typically spontaneous, joyful, and without inhibition.
<i>Recreation</i>	<b>Recreation</b> is an activity of leisure, leisure being discretionary time. The "need to do something for <b>recreation</b> " is an essential element of human biology and psychology. <b>Recreational</b> activities are often done for enjoyment, amusement, or pleasure and are considered to be "fun."

### Determinant 2: Organizational Agency Philosophy, Mission & Vision, and Goals & Objectives

- Does the program meet an identified community need?
- Does the program include high quality, engaged staff?
- Is the program safe for all participants?
- Is the program cost effective for the community or participant?
- Is the program revenue earning?
  - If yes, could the revenue help with costs of other programs?
  - If no, does the program fulfill the Department's mission, core values, or bring specific value to participants, the community, or the facility/site?

### Determinant 3: Community Interests & Desired Needs

- Has the program been identified by the community as a need?
- Are participants or the community involved in planning, evaluating, or operating the program?
- Is the program or service unique or different to what is already being offered in the community?

#### Determinant 4: Does the program or service create a community centered culture?

- Does it meet the needs of the targeted community members?
- Does it reflect the differing characteristics of a community?
- Is it accessible for various ability levels?
- Is it operated fairly and ethically for all participants?
- Is it economically achievable for all community members?
  - If not, can the participant's costs be offset through scholarship, partnering with another organization, grant funding, or another resource?

#### Determinant 5: Are the created experiences desirable for participants?

- Do experiences promote a healthy lifestyle?
- Will it provide an opportunity for participants to meet a personal goal?
- Are program participants involved in planning, evaluating, or operating the program or service?

#### Determinant 6: Does the program or service provide community opportunities?

- Does it provide a unique opportunity for residents?
- Does it provide positive, meaningful, and relevant events/services that encourage a sense of belonging and unity within the community?
- Does it provide an opportunity for community members to come together for a common purpose?

## MASTER PROGRAM OBJECTIVES

### Youth Programs

#### Art

- Students will gain essential skills such as drawing techniques, three-dimensional art, painting and brush stroke techniques, using a wide range of mediums and supplies to create projects using their own creative expression each session. Based on each project, there will be a new skill learned.
  - Art Mazing
  - Art-Tastic
  - Summer Art
  - Little Artist & Mini Art Monday
    - Ages 2-5: To increase sensory and fine motor skills.

#### Early Out Day Camp

- To provide teamwork orientated and healthy activities on days the school district has early dismissals. Each month the camp will provide three different hour-long activities, which include art, team games (dodgeball, basketball, volleyball, soccer), and individual activities (swimming, yoga, rock wall, etc.)

#### Play Park/Pop Up Play

- To provide supervised activities for each class that participants can enjoy. Planned activities will include crafts, team games, individual activities, water games, and free play. Each class will work on improving collaboration, social, and listening skills.

#### Play for the Tots

- A program for toddlers aimed at improving their socialization and gross motor skills while being able to express themselves through a daily craft, playing on the playground and an organized activity/game each day.

#### Cooking

- Students will learn how to follow a recipe and directions, measure out proper ingredients and how to use and safely handle kitchen equipment.
  - Kid's Cooking
  - Little Cooks
    - Ages 2-5: To increase sensory and listening skills with each class.

#### Piece of Cake

- Participants will work together and individual to bake cupcakes, cakes and learn decorating techniques.

#### Got Games?

- Participants come together to play video games to socialize with old and new friends.

#### CSI Investigation

- To educate teens on different aspects of crime scene investigation such as collecting evidence and dusting for fingerprints in collaboration with the Dickinson Police Department.

#### Creative Connection

- Students will follow directions to build their very own race car and tank out of a stem kit.

#### Sports & Fitness Mixer

- Athletes will be introduced to a wide variety of activities, including both team sports and individual sports, as well as nutrition. Participants will learn basic skills, rules, strategy, teamwork, and

sportsmanship while in a structured environment. By the end of each class, students will have a better understanding of the activity and the daily nutrition topic.

### **Tiny Sports**

- To provide an introduction program to individual and team sports for toddlers while providing a space to promote teamwork, gross motor, and social skills.

### **Little Tykes**

- Students will learn how to kick a soccer ball and kickball, how to run the bases and participate in basic drills.

### **Safety City**

- To educate children in real life safety situations within the controlled environment of a miniature city. Through the use of guest speakers, students will learn a variety of topics including how to keep yourself safe in a fire, cross the street, stranger danger, poisonous items, water safety, call 911 and more. Each day a couple of topics are addressed.

### **Playzone**

- To provide young children (up to five years of age) an environment where they can improve both their gross motor and social skills. Available items to play with include building blocks, jumping animals, balance beams and more.

### **Kid's Zone**

- To provide a safe space to play organized games and socialize with others in a supervised environment.

### **Kids Fit**

- To encourage kids ages 2-5, to get physically active by providing structures activities such as walking on a balance beam, jumping, and crawling.

### **Climbing Wall Learn to Belay Course**

- To provide instructional training to anyone ages 16+ who want to become a certified belayer. Being a certified belayer allows individuals to climb the West River Community Center climbing wall during open climb hours.

### **Elementary Cross Country**

- To provide a fun, safe activity for the youth of Dickinson and to learn the sport of Cross Country. Participants will learn competition and respect for each other with the partnership of Dickinson State University Cross Country teams, striving to win a ribbon for their age group.

### **T-Ball**

- Athletes will focus on being introduced to basic skills of catching, throwing, and running bases along with developing their social skills in a new and fun environment.

### **YAP Volleyball**

- Introductory camp for kids to improve basic volleyball skills. After the five-week camp, participants should notice an improvement in their hand eye coordination, teamwork, and build self-confidence.
  - YAP K-2 graders
  - YAP 3-6 graders

### **Youth Racquet Sports**

- In this introductory tennis and racquetball program participants will focus on the basic fundamentals associated with each sport which include hand eye coordination, serving, body control and fun.

### **Junior Golf Academy**

- This program offers an affordable and accessible opportunity for children ages 6 to 18 to be exposed to and learn the fundamentals of golf. Instruction is directed by a qualified PGA golf professional and

is designed to introduce the game and facility to children from the community regardless of background or previous experience.

#### **WRCC Facility Orientation Course**

- To provide directions in safety, technique, and gym etiquette to youth members, along with anyone interested in learning more about fitness equipment. Participants will learn how to properly use our cardio and strength machines and equipment from a certified personal trainer.

### **Adult Programs**

#### **Walk with a Doc**

- An international non-profit organization where people of all ages, fitness levels, and backgrounds are welcome to these free, ongoing events. After a brief health discussion from a healthcare provider, participants will spend the rest of the time enjoying a healthy walk at their own pace. They are encouraged to ask health questions and socialize with others in a fun, relaxed setting.

#### **Potluck Club**

- To encourage seniors to partake in conversation, healthy food, and upcoming community events.

#### **Adult Golf Lessons**

- Golf instruction is offered to golfers and prospective golfers of all abilities, ages and experience. Lessons cover learning swing fundamentals, swing improvement, playing the game, rules and etiquette and virtually any question the student has. Players are encouraged to participate as individuals, groups, couples and families.

#### **Pickleball Lessons and Round Robin Nights**

- To provide pickleball players of all skill levels the ability to improve their game through Skills and Drills Lessons or how to start playing through Pickleball Lessons. For those that are looking to play, there is the ability to play against different players each night through Dinkers Round Robin Nights.

#### **WRCC Personal Training**

- Whether you're trying to maintain your overall health and fitness, training for a marathon, or anything in between the DPR staff has the expertise to help you on your journey. The trainers will motivate you, provide accountability, and help you to conquer your goals.

#### **WRCC Group Fitness Categories**

- To encourage individuals to get physically active and take part in our motivating group fitness classes.
  - Aqua
  - Resistance Training
  - Cycle
  - Kettlebells
  - Mommy & Me
  - Circuit Training
  - Dance Fitness
  - Pilates
  - SilverSneakers®
  - Martial Arts
  - Suspension Training
  - Cardio/HIIT
  - Outdoor Fitness Classes
  - Yoga
  - Youth Fitness

### **Fitness Challenges/Events**

- To encourage individuals to get physically active and engage in our group fitness community.
  - March Fitness Madness
  - No Excuse November
  - Wellness Near the Water
  - Dance Fitness Bash
  - Fitness on the Field
  - Summer Walking Bingo Challenge
  - Holiday themed classes & parties

### **Tournaments**

- Teams that participate in Dickinson Parks and Recreation tournaments will focus on teamwork, fair play, good sportsmanship through respecting teammates, other teams, tournament officials and staff while in a fast paced and competitive environment.
  - Adult tournaments are more competitive but place a high value on good sportsmanship and teamwork.
    - Miller Lite Softball Tournament
    - Last Chance Softball Tournament
    - Softball State Tournament (based on year)
    - Pat Fadden Racquetball Tournament
    - Rogina Cusic Doubles Tennis Tournament
    - Dakota Community Bank & Trust “It’s a Big Dill” Pickleball Tournament
  - In youth tournaments kids will focus on being respectful, playing as a team, fair play, and developing their game.
    - THS/DHS Booster Basketball
    - Blue Hawk/Coca-Cola Basketball Tournament
    - Optimist Basketball (Fall & Spring)
- **HRGC sponsored golf tournaments**
  - Currently 4 tournaments are held for players to measure their skills against other players in an organized competition with prizes awarded to winners. While some events are more serious, others are structured to encourage pure enjoyment of the game of golf.
    - Club Championship
    - Heart River Shootout
    - Junior Applebee’s Cup
    - Kevin Bergman Labor Day Classic
- **Outside sponsored golf tournaments**
  - Throughout the season the golf course and clubhouse are available to local charities, businesses, families, and other groups in order to provide a vehicle for fundraising, social interaction and team building (approximately 20/year).

## Leagues

Participants within our sporting leagues will take part in a controlled, safe, and organized league where we value teamwork, respect, fair play, and fun. Our goal is to provide a family friendly environment while participants will have an outlet for stress release, the ability to be physically active and being able to socialize with others.

- Softball
- Unified Softball
- Basketball
- 3x3 Basketball
- Volleyball
- 4x4 Volleyball
- Sand Volleyball
- Futsal
- Flag Football
- Kickball
- Golf
- Curling

### **PGA Junior League**

- For golfers ages 8-13 and consists of individual instruction, skills-based evaluation, competition, and social skills development. Using a scramble format, the focus is on playing, having fun, fair play, respect for others, introduction to rules and etiquette and making new friends.

### **Golf Simulator League**

- To provide a place to play competitive golf during the cold winter months. Participants will play a variety of courses against all participants in the league with a chance to play in championship flights for a prize to the winners.

### **Men's and Women's Golf Leagues**

- Scheduled weeknights to encourage golfers to come to the course for some friendly competition and an opportunity to enjoy 9 holes of golf playing as a team against other teams in a fun, social atmosphere. Emphasis is placed on social interaction and teamwork.

## Sport Related Events

### **DPR Track & Field Meet**

- To provide a wide variety of track and field events for children to participate in gives them the ability to try a new track and field event or for them to focus on an event that they excel in. Events include running (25 meters, 50 meters, 100 meters, 200 meters, 400 meters, and 800 meters), standing long jump, and softball throw. Participants will build self-confidence, sportsmanship, and fun.

### **MLB Pitch, Hit and Run**

- Partnering with Badlands Big Sticks to provide participants with a fun event with the possibility of progressing to the regional championships. Participants will focus on their strength, accuracy, and body control in three events: pitching, hitting, and baserunning.

**Volleyball with the Hawks**

- A camp for athletes in seventh and eighth grades where the focus is on improving volleyball fundamentals that were learned in the YAP Volleyball Camp to prepare athletes for the next level of competition.

**Punt, Pass & Kick**

- An event where athletes will get the opportunity to show off their punting, passing and kicking skills. The overall goal is to provide a fun competitive atmosphere focused on good sportsmanship.

**5K/Triathlons (WRCC Youth Triathlon, Jingle Bell Walk/Run, Self-Paced Triathlons)**

- To provide a 5k or triathlon that gives the opportunity for the community to accomplish a goal, to have fun, or to stay healthy.

**Free Community Events****Community Fun Day**

- To provide a community event, free to the public, where citizens can come to a facility or park and participate in a wide variety of activities including but not limited to pickleball, swimming, golf simulator, volleyball (sand volleyball), crafts, and inflatables.
  - Beat the Winter Blues
  - Lake Patterson Beach Party
  - July NRPA Month Activities including Selfie Scavenger Hunt

**Skating Events**

- To provide a free skating night for the community to interact with different agencies/companies in Dickinson, participate in a holiday dress for the upcoming holiday, and win door prizes while having food and skating with their friends and family.
  - Ice Scream Halloween Party
  - New Year's Eve Party
  - Marathon Refinery Skating Party
  - Skate with a Cop

**Public Skate**

- To provide a controlled and safe environment for the community to promote good health, provide a social environment, have fun, and skill development.

**Special Events****Easter Egg Pool Hunt**

- A community event prior to Easter for kids to swim and collect eggs in the pool. There is also the opportunity for children to participate in a photo with the Easter Bunny and to pet a bunny in our petting zoo.

**Bandshell Concert Series**

- To provide a family friendly concert for all generations throughout summer for the community to enjoy. While at the concert each week the community will be introduced to a wide variety of music genres.

**Parkside Movie**

- To provide a movie in the park for the whole family to enjoy.

**Crooked Crane 100**

- To encourage participants to be healthy by walking, running, or biking 100 miles this summer on the Crooked Crane Trail.

**Chalk Walk**

- To provide a free community event to advocate for and display local art and artists.

**Pooch Pool Party**

- A free event for the community where people can bring their dogs to go swimming in the outdoor pool. Through this event donations will be accepted to benefit the Dickinson Animal Shelter.

**Howl-ween (& Hoomans) Paw-ty**

- A community event for the dogs, and the kids too. Treats will be given to participants by playing games and walking through the area.

**Santa's Hotline**

- An opportunity for kids to receive a magical call from Santa to talk about what they'd like for Christmas that year.

**Pool Events**

- To provide a free community event for all ages/abilities/interests through community partners, music, cold snacks, and door prizes for a fun filled event.
  - Swimming Under the Stars
  - West River Pool Party
  - Swimming with the Big Sticks
  - Bravera Bank Splash Bash
  - Marathon Petroleum Pool Party

## PROGRAM AND SERVICE STATISTICS | ADULT

Adult Programs							
Program/Service	Participation			Revenue	Expenses	% of Cost Recovery	Analysis Notes
	2023	2022	2021	2023	2023		
3x3 Men's Basketball Teams	12	9	7	\$ 11,013.00	\$ 18,278.01	60%	holding steady
Men's Basketball Teams	10	12	13				
Women's Basketball Teams	0	4	4				
Old Pro Basketball Teams	4	5	5				
Mixed Fall Curling Teams	7	8	8	\$ 3,575.00	\$ 1,867.61	191%	holding steady
Mixed Winter Curling Teams	9	8	8				
Flag Football Teams	3	5	6	\$ 1,196.00	\$ 1,017.22	118%	decline in participants
Men's Futsal Teams	4	5	4	\$ 3,400.00	\$ 1,087.00	313%	holding steady
Women's Futsal Teams	4	4	0				
Men's Golf Teams	72	72	60	\$ 27,236.00	\$ 1,014.00	2686%	holding steady
Women's Golf Teams	26	26	26				
Golf Simulator Teams	6	6	-	\$ 770.00	\$ -	-	holding steady
Kickball Teams	12	9	5	\$ 7,879.00	\$ 1,064.00	741%	increase in participants
Pickleball: Beginner Lessons	-	-	-	-	-	-	new for 2024
Pickleball: Dinkers Round Robin	-	-	-	-	-	-	new for 2024
Pickleball: Skills and Drills	-	-	-	-	-	-	new for 2024
Men's Softball Teams	26	34	36	\$ 53,320.00	\$ 39,814.22	134%	holding steady
Women's Softball Teams	9	10	10				
Co-ed Softball Teams	18	19	18				
4x4 Volleyball	-	-	-	-	-	-	new for 2024
Women's Fall Volleyball Teams	38	38	40	\$ 29,595.00	\$ 14,670.74	202%	holding steady
Co-ed Fall Volleyball Teams	18	22	21				
Women's Sand Volleyball Teams	9	13	15	\$ 6,805.00	\$ 3,653.70	186%	holding steady
Co-ed Sand Volleyball Teams	8	6	6				
Women's Winter Volleyball Teams	39	37	30	\$ 34,337.00	\$ 13,557.28	253%	slight increase in participants
Co-ed Winter Volleyball Teams	26	20	22				
5Day 5k	11	16	38	\$ 127.50	\$ 272.00	47%	decline in participants
Athletic Training Club	4	-	-	\$ 662.50	\$ 981.25	68%	new for 2023
Climbing Wall Course	23	15	15	\$ 135.00	\$ -	-	increase in participants
Fall Badlands Self-Paced Triathlon	35	59	48	\$ 920.00	\$ 600.00	153%	decline in participants
Winter Badlands Self-Paced Triathlon	38	51	34	\$ 820.00	\$ 770.00	106%	decline in participants
Adult Tournaments							
Program/Service	Participation			Revenue	Expenses	% of Cost Recovery	Analysis
	2023	2022	2021	2023	2023		
Coca-Cola Blue Hawk Basketball	31	31	-	\$ 9,650.00	\$ 8,761.90	110%	remains the same
Heart River Club Championship	28	25	12	\$ 2,520.00	\$ 2,443.50	103%	increase in participants
Heart River Shootout	72	72	46	\$ 7,400.00	\$ 7,818.00	95%	holding steady
Kevin Bergman Labor Day Classic	127	102	95	\$ 24,782.50	\$ 20,399.06	121%	increase in participants
Last Chance Golf	92	85	85	\$ 2,300.00	\$ 2,260.00	102%	increase in participants
Dakota Community Bank & Trust Pickleball	61	-	-	\$ 2,980.00	\$ 2,948.70	101%	new for 2023
Last Chance Softball	15	17	17	\$ 2,803.00	\$ 803.90	349%	holding steady
Miller Lite Softball	45	43	48	\$ 12,124.00	\$ 8,550.43	142%	holding steady
Rogina Cusic Tennis	37	33	16	\$ 2,395.00	\$ 1,814.99	132%	increase in participants
Pat Fadden Raquetball	-	26	26	\$ -	\$ -	-	Cancelled in 2023
Adult Fitness Events							
Program/Service	Participation			Revenue	Expenses	% of Cost Recovery	Analysis
	2023	2022	2021	2023	2023		
Crooked Crane 100	5	-	-	\$ -	\$ -	-	cancel for 2024
March Fitness Madness Challenge	8	-	-	\$ 100.00	\$ 221.42	45%	new for 2023
No Excuse November Challenge	20	30	45	\$ 420.00	\$ 480.00	88%	decline in participants
Summer Bingo Walking Challenge	42	-	-	\$ -	\$ -	-	new for 2023

## PROGRAM AND SERVICE STATISTICS | YOUTH

Youth Programs							
Program/Service	Participation			Revenue	Expenses	% of Cost Recovery	Analysis
	2023	2022	2021	2023	2023		
Art-Mazing	-	-	-	\$ -	\$ -	-	new for 2024
Art-Tastic	150	-	-	\$ 1,584.00	\$ 784.25	202%	6-12 year olds
Creative Connection	-	-	-	\$ -	\$ -	-	new for 2024
CSI Investigation	-	-	-	\$ -	\$ -	-	new for 2024
Early Release Day Camp	-	12	-	\$ -	\$ -	-	Cancelled in 2023
Elementary Cross-County	461	575	520	-	\$ 540.11	-	decline in participants; bad weather
Got Games?	-	-	-	\$ -	\$ -	-	new for 2024
HRGC Golf Academy	92	87	78	\$ 3,250.00	\$ 1,310.00	248%	increase in participants
Kid's Cooking	124	180	180	\$ 915.00	\$ 517.01	177%	decline in participants
Kid's Zone	-	-	-	\$ -	\$ -	-	new for 2024
Little Artists	75	-	-	\$ 246.00	\$ 307.63	80%	new for 2023
Little Cooks	70	-	-	\$ 532.50	\$ 295.22	180%	new for 2023
Little Tykes	-	-	-	\$ -	\$ -	-	new for 2024
Make and Take	-	-	5	\$ -	\$ -	-	eliminate program
Mini Art Monday	59	62	44	\$ 282.00	\$ 390.26	72%	changed layout of program
Piece of Cake	-	-	-	\$ -	\$ -	-	new for 2024
Play for the Tots	-	-	-	\$ -	\$ -	-	new for 2024
Play Park	176	199	227	\$ 6,860.00	\$ 8,130.29	84%	decline in participants
Pop Up Play	34	Drop In	Drop In	\$ -	\$ 351.69	-	-
Racquetball	4	8	10	\$ 40.00	\$ -	-	decline in participants
Safety City	90	86	87	\$ 6,947.50	\$ 9,795.23	71%	holding steady
Santa's Hotline	39	20	39	\$ -	\$ -	-	increase in participants
Sports & Fitness Mixer	84	79	69	\$ 4,515.00	\$ 4,047.89	112%	increase in participants
Stay & Play with City of Dickinson	240	-	-	\$ -	\$ 342.38	-	new for 2023
Summer Art	140	170	147	\$ 5,380.00	\$ 6,421.25	84%	decline in participants
Swim Lessons	764	764	764	\$ 33,266.00	\$ 24,184.45	138%	holding steady
T-Ball	219	226	234	\$ 8,644.00	\$ 10,537.32	82%	holding steady
Tennis	57	64	68	\$ 1,885.00	\$ 2,019.25	93%	decline in participants
Tiny Sports	-	-	-	\$ -	\$ -	-	new for 2024
Volleyball with the Hawks	25	33	-	\$ 875.00	\$ 1,500.00	58%	eliminate program
YAP Volleyball	86	48	28	\$ 4,725.00	\$ 3,440.89	137%	added K-2 program
WRCC Date Night	-	15	15	\$ -	\$ -	-	eliminate program
Youth Tournaments							
Program/Service	Participation			Revenue	Expenses	% of Cost Recovery	Analysis
	2023	2022	2021	2023	2023		
Fall Optimist Basketball	59	63	54	\$ 11,800.00	\$ 10,150.00	116%	holding steady
Spring Optimist Basketball	74	110	67	\$ 15,000.00	\$ 14,000.00	107%	decline in participants
Trinity/ Dickinson High School	59	53	-	\$ 7,000.00	\$ 10,800.00	65%	holding steady
Youth Special Events							
Program/Service	Participation			Revenue	Expenses	% of Cost Recovery	Analysis
	2023	2022	2021	2023	2023		
DPR Youth Track Meet	95	110	48	\$ 400.00	\$ 528.00	76%	decline in participants
MLB Pitch, Hit & Run	50	45	46	\$ -	\$ -	-	increase in participants
Punt, Pass & Kick	77	47	63	\$ -	\$ 267.86	-	increase in participants

## PROGRAM AND SERVICE STATISTICS | COMMUNITY EVENTS

Community Events							
Program/Service	Participation			Revenue	Expenses	% of Cost Recovery	Analysis
	2023	2022	2021	2023	2023		
Bandshell Concert Series	3000	4000	3375	\$ 4,800.00	\$ 9,494.67	51%	7 nights with rain in the forecast, cancelled 1 night
Beat the Winter Blues	300	300	300	\$ 300.00	\$ 984.42	30%	holding steady
Beach Party	350	300	275	\$ 500.00	\$ 1,274.99	39%	participation increase
Bravera Bank Splash Bash	480	492	397	\$ 1,545.00	\$ -	-	holding steady
Chalk Walk	500	500	425	\$ 1,615.00	\$ 2,145.75	75%	bought supplies for 2024
Easter Egg Pool Hunt	230	385	-	\$ 400.00	\$ 766.32	52%	counted bodies in the water
Howl-ween (& Hoomans) Pawty	-	-	-	\$ -	\$ -	-	new for 2024
Ice Scream Halloween Party	400	738	600	\$ 1,400.00	\$ 1,675.17	84%	Cold & HS football playoffs in 2023
Jingle Bell 5K	111	46	67	\$ 3,372.50	\$ 3,932.56	86%	increase in participants
Marathon Pool Party	260	213	300	\$ 1,300.00	-	-	increase in participants
Marathon Ice Skating Party	108	-	-	\$ 515.00	-	-	new for 2023
NYE Ice Skating Party	924	667	326	\$ 3,500.00	\$ 6,804.35	51%	increase in participants
Parkside Movie	-	-	-	\$ -	\$ -	-	new for 2024
Pooch Pool Party (People/Dogs)	384/172	263/143	212/224	\$ 800.00	\$ 569.08	141%	need to add more hours to allow everyone in the gate in 2024
Selfie Scavenger Hunt	-	-	-	\$ -	\$ -	-	new for 2024
Swimming Under the Stars	1100	1200	1000	\$ 5,000.00	\$ 2,740.00	182%	holding steady
Swimming with the Big Sticks	637	114	374	\$ -	\$ -	-	2023 combined with Swim with the Big Sticks
West River Pool Party	637	400	400	\$ -	\$ -	-	
WRCC Youth Triathlon	-	31	-	\$ -	\$ -	-	Cancelled in 2023

# COMMUNITY INVENTORY | ADVOCACY/SUPPORT

 Recreation Provider	Adaptive Programs	Adult Group Fitness Classes	Adults Sport Programs	After School Programs	Art Programs	Athletic Fields	Birthday Parties	Camps	Educational	Entertainment	Fitness Programs and/or Equipment	Golf Course	Gymnastics	Gymnasiums	Ice Skating/Hockey	Indoor Pool	Indoor Tennis and/or Pickleball Courts	Martial Arts	Mental Health Services	Museum	Outdoor Pool	Outdoor Tennis and/or Pickleball Courts	Parks	Performing Art Programs (Dance, Music, Theatre, etc.)	Playgrounds	Preschool Programs	Skill Clinics/Classes	Swim Lessons	Teen Programs	Walking Paths/Track	Youth Group Fitness Classes	Youth Sports	Youth Programs		
	Advocacy/Support																																		
Able, Inc	X																																		
Badlands Art Association					X																														
Badlands Human Service Center																			X																
Best Friends Mentoring Program				X						X																									
CHI St. Alexius Medical Center																			X																
City of Dickinson																				X															
Community Action Head Start																										X									
Community Action Partnership									X										X																
Community Options	X																																		
Dickinson Area Chamber of Commerce											X																								
Dickinson Convention & Visitors Bureau											X																								
Dickinson Eagle's Club											X																								
Dickinson Fire Department									X																										X
Dickinson Museum Center																				X															
Dickinson Police Department										X																									
Dickinson Public Schools				X		X			X			X												X		X									
Dickinson Rural Fire Department									X																										
Dickinson State University									X			X	X					X					X	X						X					
Hope Christian Academy									X																	X									
NDSU Research Extension Center									X																										
North Dakota Amateur Hockey Association																																			X
North Dakota Game & Fish Depart.									X														X												X
North Dakota Golf Association				X																															X
North Dakota Parks and Recreation Department	X	X	X	X	X	X		X			X	X																							
Optimist Club of Dickinson											X																								X
Rough Rider Kiwanis Club											X																								X
Rotary Club									X																										
Sanford Health																			X																
Southwestern District Health Unit									X										X																
Stark County Fair Association										X																									
Stark County Rural Fire Department									X																										
Stark County Veterans Memorial Association									X	X									X																
Stark County Sheriff Department									X																										
Stark County Special Olympics	X																																		
SW Art Gallery & Science Center					X																														
Traveling Lantern Theatre Company									X	X																									
Trinity Catholic Schools						X			X				X											X	X	X									X
United States Tennis Association																																			X
United Way of Dickinson									X																										X
West Dakota Parent & Family Resource Center									X																										
Ukrainian Cultural Institute									X																										
Youthworks of North Dakota									X																										X

# COMMUNITY INVENTORY | FACILITIES & PROGRAMS

 <b>Facilities</b>	Adaptive Programs	Adult Group Fitness Classes	Adults Sport Programs	After School Programs	Art Programs	Athletic Fields	Birthday Parties	Camps	Educational	Entertainment	Fitness Programs and/or Equipment	Golf Course	Gymnastics	Gymnasiums	Ice Skating/Hockey	Indoor Pool	Indoor Tennis and/or Pickleball Courts	Martial Arts	Mental Health Services	Museum	Outdoor Pool	Outdoor Tennis and/or Pickleball Courts	Parks	Performing Art Programs (Dance, Music, Theatre, etc.)	Playgrounds	Preschool Programs	Skill Clinics/Classes	Swim Lessons	Teen Programs	Walking Paths/Track	Youth Group Fitness Classes	Youth Sports	Youth Programs		
	Facilities																																		
Anytime Fitness		X									X																								
Aspire Health Fitness		X									X																								
Biesiot Activities Center (BAC)						X																								X					
BodyLift Fitness		X																																	
Crossfit Amicus		X																																	
Elevate Health		X									X																					X			
Neighbor's Golf Simulator			X																																
Next-Level Training		X									X																								
N.E.W. Training		X									X																								
Paragon Golf Simulator			X																																
Sanford Sports Complex						X																													
Sports Lounge			X																															X	
The Iron Chapel										X																									
The Pit Strength & Fitness										X																									
Programs																																			
Academy of Dance		X																						X								X			
Artistic Exchange Dance Studio		X																					X									X			
Badlands Big Sticks										X																									
Badlands Ministries								X																											
BIO Girls									X										X																
Breakthrough Basketball																																		X	
Camp ReCreation								X																											
DACHE Homeschool Group									X																X				X					X	
Dickinson Adult Hockey League			X																																
Dickinson Baseball Club																																			
Dickinson Area Public Library									X																										
Dickinson Baseball Club																																		X	
Dickinson Dance+ Association																								X										X	
Dickinson Disc Golf Club			X																																
Dickinson Dolphins Swim Team																																		X	
Dickinson Dream Youth Basketball																																		X	
Dickinson Youth Football League																																		X	
Dickinson Hockey Club																																		X	
Dickinson Mini Cheer																																		X	
Dickinson Parks & Recreation	X	X	X	X	X	X	X	X			X	X		X	X	X	X	X			X	X	X		X		X	X	X	X	X	X	X	X	
Dickinson Running Club		X																																X	
Dickinson Soccer Club																																		X	
Dickinson Mini Cheer																																		X	
Dickinson Parks & Recreation	X	X	X	X	X	X	X	X			X	X		X	X	X	X	X			X	X	X		X		X	X	X	X	X	X	X	X	
Dickinson Running Club			X																																X
Dickinson Soccer Club																																		X	
Dickinson Tennis Club																																		X	
Dickinson Trap Club			X																															X	
Dickinson Wrestling Club																																		X	
Just for Kix Dance Studio																								X											
Mustang Baseball Club																																		X	
Roughrider Archery Club			X																															X	
Roughrider Judo																																			
Southwest Speedway											X																								
SWND Homeschool									X																	X				X				X	
Western Edge Gymnastics													X																						
Western Edge Volleyball Club																																		X	
Willett Martial Arts Academy																			X																
<b>TOTALS</b>	<b>3</b>	<b>11</b>	<b>12</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>1</b>	<b>4</b>	<b>25</b>	<b>11</b>	<b>10</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>7</b>	<b>2</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>23</b>	<b>9</b>		

## RECREATION & LEISURE TRENDS ANALYSIS ARTICLE

### TOP TRENDS IN PARKS AND RECREATION FOR 2024

December 21, 2023, Feature, by Richard J. Dolesh



For an enhanced digital experience, [read this story in the ezine](#).

#### [Artificial intelligence, four-day work weeks and cricket top the list](#)

It is that time of year again — the top trends in parks and recreation for 2024 and beyond are here. Feel free to nod knowingly, wonder, or scratch your head in puzzlement.

## TECHNOLOGY AND PARKS AND RECREATION

### [Artificial Intelligence](#)

How much of a disruptive innovation will artificial intelligence (AI) be for parks and recreation? That is a burning question for a lot of people in the park and recreation industry, and the answer is not clear yet. However, it can be said with certainty that AI will affect virtually everything we do from this point forward. Here are some of the ways: AI will enable us to answer phone calls, respond to the public more quickly, write speeches, summarize meetings, prepare reports, count visitors, monitor building systems, surveil parks, provide security, plan new parks and massively save energy. This is not a years-in-the-future blue-sky prediction about some far-off trend. It is already happening, and at breakneck speed.

AI chatbots are already improving the efficiency of local governments in responding to residents' inquiries. AI algorithms are helping to process information at rates much faster than humans can, allowing faster decision making and better services to the public. AI-assisted analytics are improving traffic flow, monitoring community health and improving public safety, freeing workers for other tasks and responsibilities. There is little doubt that AI will bring disruptive innovation to parks and recreation on a scale that we have never seen before.

### Privacy, What Privacy?

There are more than 1,000 location-aware apps tracking your mobile phone and providing a real-time location log no matter where you go. The average smartphone, likely a device similar to yours, has about 25 location-aware apps installed on it reporting your location. Some of these apps report your location hundreds or even thousands of times a day! This personally identifiable data is aggregated, matched with other data, like your spending habits, purchasing histories and other very personal data, and is sold on the open market by more than 4,000 data brokers to anyone who wants to buy it. It is a \$200 billion a year market, growing by leaps and bounds.

Park and recreation agencies might want to purchase such location-aware data about their customers to better identify who is using their parks, where people are coming from, and what they did before and after they visited their parks. However, there is a sharp downside to public agencies obtaining and using such personally identifiable information — the public strongly objects to such invasions of personal privacy.

But there may be a good solution at hand. Ian Ross, the director of Civic at Placer.ai, a location analytics company, says, "We are a privacy-first company. The data we obtain is totally anonymous and aggregated. Our partners that provide data to us only provide us device latitude and longitude, nothing else. We get a location, not who owns a device. Further, our 150 data scientists verify all data that we collect, and only then do we provide it to our customers after a three-day delay. It is our hard-and-fast rule that protects personal privacy."

Placer.ai's huge data set covers the entire United States and is accurate from a starting date of January 1, 2017. This six-year look-back window gives agencies, local governments, nonprofits and business customers an unparalleled ability to analyze geolocated devices in a variety of ways, such as how many people visited parks on a given day, for example, or the traffic flow along roadways into parks, or how much time people spent in parks.

"Public funds invested in parks are often unheralded," says Ross. "With our data, we can show that investments in parks directly correlate to benefits to the local economy." He cites the example of a unique creative event, called Flower Piano, that takes place at Golden Gate Park of San Francisco's Department of Recreation and Parks, in which a dozen pianos are spread throughout the 55-acre botanical garden for people to play scheduled and open performances. Local businesses vociferously complained about parking spots being taken away near their restaurants during the five weekends of the event. Using Placer.ai data, they were able to show a direct increase of 35 percent in visits to local restaurants because of the Flower Piano event, proving to surprised restaurant owners the direct economic impact of the park on nearby businesses.

## The Impacts of Climate Change

It is becoming increasingly apparent that we are approaching, if not already living in, a post-climate change world. Parks and recreation must collectively adapt to this existential challenge. Despite concerted efforts to keep global temperatures from rising more than 1.5 degrees Celsius (2.7 degrees Fahrenheit) to stave off irreversible, and even devastating, impacts from climate change, average temperatures will continue to rise for decades, even if we progressively reduce the conditions causing the temperature rise. This has many implications for public and worker safety from extreme heat, and long-term health conditions that will last a lifetime from heat stress.

Fortunately, how Americans view the threats from climate change is changing. A new survey by the Pew Research Center shows that most Americans believe that climate change is harming people and that conditions will likely get worse during their lifetimes. In addition, nearly three-quarters of Americans believe that climate change will cause significant environmental harm, including the extinction of some wildlife species. Six in 10 people think heat waves will cause people to die, and nearly 6 in 10 believe that rising seas will cause migration away from coastal areas. However, only about 40 percent of Americans think that it will make much difference in their communities — a major disconnect with the topline beliefs about how much climate change will impact our nation.

Surprisingly, however, there is also good news in the report: The rate of climate change is slowing despite 2023 being the hottest year ever recorded. Carbon emissions in the United States are down 12 percent between 2005 and 2019. The massive increase in ebike use globally is reducing oil consumption by 1 million barrels per day! Costs for renewable energy have plummeted. Solar energy costs have declined 70 percent and wind energy costs have decreased 90 percent. Eighty percent of new energy sources are from renewables. Bad news may abound from weather catastrophes and extreme heat, but for the first time, there are some promising climate-change signs as well.

One critical strategy for communities to adapt to and mitigate the effects of climate change is to enhance the means of self-protection, and one of the best ways to accomplish that is to become more resilient to both catastrophic spike events and long-term climate trends. Parks and recreation plays a vital role in helping communities achieve that goal through flood protection, retention of stormwater, green infrastructure parks, and protection against both long-term climate trends and single events.

This connection of parks to climate resiliency will increasingly become one of the most lasting proofs of just how essential parks are to all communities. Parks, from the smallest to the largest, will play an increasingly important role in 2024 and beyond in mitigating urban heat-island effects, preventing destructive effects of stormwater and flooding, measurably improving air quality in cities and densely populated urban areas, and improving community health, livability and sustainability.

Park and recreation agencies are already adapting to extreme heat. In Austin, Texas, for example, running clubs have shifted their training runs to take place in the dark, well before dawn. Phoenix Parks and Recreation is now leading night hikes to take advantage of lower temperatures. Running clubs in Tempe, Arizona, time their early morning runs to start at 5 a.m. Kids' daylight activities generally take place only under shade shelters or at shaded playgrounds. And some agencies are experimenting with earlier and later open hours to better address impacts of extreme heat.

## THE WORKPLACE

### Health and Wellness

Most of the focus of park and recreation agencies in improving health and well-being is directed toward the communities they serve. However, Allison Colman, NRPA's senior director of programs, says the park and recreation industry will see an equally heavy focus on both workforce development and staff well-being in 2024.

"The profession will look inward," Colman says, "and take steps to better prioritize the mental health and well-being of our own workforce." She points to the results of the American Psychological Association's [2023 Work in America Survey](#) that shows people want to work for an organization that values their psychological well-being, provides support for mental health and respects work/life boundaries.

Gallup's influential [State of the Global Workplace: 2023 Report](#) shows a definite uptick in employee engagement since the pandemic ended, but the engagement of remote workers to the mission and purpose of their organization has fallen to a record low.

### A Four-Day Work Week?

The idea of the four-day work week is gaining steam across America. According to Bankrate, a financial service and comparison company, 81 percent of the full-time workforce support a four-day work week and more than 90 percent of younger workers support more flexible work options. Oshan Jarow, a Future Perfect Fellow at Vox, writes in the November 9, 2023 issue that support from workers for a four-day work week has never been higher and that demonstration programs internationally have shown the benefits outweigh the negatives. "The word is good — [employees are happier](#), and [employers seem to exhibit the same amount of productivity they do with five-day \[work\] weeks.](#)"

Across these experiments, the results tell a similar story: Paying people the same amount for less time worked leaves them feeling happier and healthier and often boosts business, too. Studies have shown no declines in productivity or work program. But there can be unintended consequences. While the four-day work week could lower carbon emissions and reduce traffic congestion, it would have a negative effect on public transportation systems and the increased public use of local park and recreation services would affect agency work programs and budgets.

### There May Be a Four-Day Work Week in Your Future, But You Are Going Back to the Office

A four-day work week might sound great to workers, but 95 percent of companies with more than 100 employees plan to bring people back to the office in 2024, according to Jon Cooper, CEO and founder at Overalls, a concierge-like tech and financial benefit company. The pandemic may have led employers to tolerate and even encourage full-remote work, but that era is over. However, despite the firm employer conviction to bring employees back to the office, 65 percent of employees want to continue to work from home, a trend that points to a large disconnect between employee and employer preference of where people will work from.

## RECREATIONAL PROGRAM TRENDS

### Walking Trips Down 36 Percent Nationwide

The pandemic caused many people to spend more time in parks and walking on trails, but paradoxically, since the pandemic began, walking trips have declined precipitously nationwide.

A new report published by Streetlight Data, a transportation analytics firm, finds that walking activity nationwide declined an average of 36 percent since 2019. In some Midwest urban areas, walking trips have declined up to 50 percent, a shocking turn toward sedentary behavior.

One interesting correlation about the decline of walking, says Emily Adler, director of content for Streetlight, in Bloomberg's urban news site, City Lab, is that "If walking is declining less in warm weather metros, or coming back faster, it suggests that walking is becoming primarily a form of recreation." Adler speculates that more recreational walking is good for public health outcomes but less so for walking as a mode of transportation to destinations.

The implications for parks and recreation are significant. Recreation programmers, health staff and trail managers should have a ready audience to promote the much-needed health benefits of walking by offering more guided and self-guided walking activities in 2024. Other program trends, such as family engagement activities, outdoor youth programs and senior walks, are tailor-made for parks and recreation to lead the way through walking.

### More Pickleball – More, More, More

Like Godzilla rising from the sea, the recreation behemoth pickleball has still not slowed its seemingly unstoppable march through cities as the fastest-growing recreational sport in the nation.

Along with all the good that pickleball brings, the noise factor is drowning out even residents of communities who are most willing to accept the good about the sport: healthful active recreation, great for older adults, all ages can play — what's not to like? Unfortunately, conflicts over noise are growing. Neighbors are suing neighbors. Public hearings in some localities have become so heated that law enforcement has had to intervene.

As a result, park and recreation agencies have become much more careful when deciding where to site pickleball courts. Some agencies are now conducting sophisticated sound studies when planning new courts, and are looking at sound abatement measures that will reduce the incessant "thwack-thwack" noise that travels improbable distances from pickleball courts. Centennial, Colorado, a suburb of Denver, has just lifted a six-month moratorium on new courts and passed first-of-their-kind regulations that prohibit any courts within 250 feet of a nearby home's property line. Also, any new courts will require a city permit within 600 feet of a home and noise must be under a 47-decibel limit.

In one unusual twist, the conservation group Birds Connect Seattle has objected to the conversion of old unused tennis courts in Lincoln Park into pickleball courts by Seattle Parks and Recreation because they believe the noise will harm certain species of birds, including hawks, owls, ravens and eagles that nest and roost in nearby big trees in the park.

The group also objects to the potential prospect of installing lights on the courts at some future date, which they believe would be especially harmful to the birds. However, this hasn't deterred advocates for more pickleball courts, who feel they have been promised more public courts soon.

Seattle Parks and Recreation Director Anthony-Paul "AP" Diaz explains that existing nearby tennis courts in Lincoln Park have been very popular with older adults from a senior community that lives nearby. The only way to provide pickleball courts was to convert some of the tennis courts, which was not a good solution. A staff member suggested repurposing some unused and in disrepair tennis courts that were used for maintenance storage as new pickleball courts. "We thought it was a win-win," says Diaz. However, when the bird nesting and roosting issue came to light, that created a new problem. To begin to resolve the conflict, Diaz has committed the department to doing a sound study to see if the new noise would affect the birds. Where the new pickleball courts would be located, he explains, is already an active recreation area with daytime noise from athletic fields, an outdoor summer pool, and aircraft landing nearby. "We want to protect nature too," Diaz says. He notes newly approved sound-deadening equipment recently endorsed by USA Pickleball could reduce the noise factor by paddles and balls by up to 50 percent. He has called a community meeting for all to express their concerns.

## Cricket Explodes

In the North Texas city of Allen, assistant recreation supervisor Greg Dunn says they are trying to meet the needs of the community, especially the rapidly growing Southeast Asian population, which has nearly doubled in just a few years. The surging popularity of cricket has made cricket one of the most popular sports in the region and led nearby Grand Prairie, Texas, to approve a long-term lease with Major League Cricket to redevelop the former Airhogs baseball stadium into a 7,200-person capacity cricket-specific stadium that opened this year. "Youth cricket is taking off in the Dallas-Fort Worth area as well," says Dunn, citing the example of the Crown Cricket Academy. "We have made a huge push to be more inclusive in parks and recreation. I took the NRPA Equity in Practice course earlier this year, and I try to include the principles from that course in all that I do."

## Recreation Programs That Are Hot in 2024

Family engagement nights, seasonal festivals, fitness programming, holiday karaoke, "eldertainment," games and activities for "kidults," and partnerships with libraries are all hot program trends for 2024, according to observations from park and recreation staff around the country. The growth of new seasonal programming and festivals leading to the hiring of more part-time program staff is a strong trendline as well, said a group of park and recreation staff at a recent Virginia Park and Recreation Society trends discussion.

## Communities Going to the Dogs...Willingly

Dog ownership surged during the pandemic and now comprises 45 percent of all families. Eighty-five percent of dog-owning families consider their dogs to be members of the family, according to a Forbes Advisor survey, and dog owners make "professional, financial and lifestyle choices" for their dogs. Dog parks remain the fastest-growing type of park and off-leash dog parks are the fastest-growing type of dog park. Even so, says Beth Miller, CEO of Wagtown, a national group that advocates for responsible dog-friendly people and

communities, their survey of park and recreation leaders showed that “the top three barriers to great dog park experiences are available land, financial support and subject matter expertise.”

## QUICK TAKES

### Robot Dogs

Older adults, are you ready to take your robot dog for a walk in the park? This is not so far-fetched. A Hasbro-affiliated company, called Ageless Innovation, is doing a brisk business in selling animatronic dogs and cats to this consumer demographic who, from the company’s promo video, are agog over how cute they are. Get ready for older adults in their micro mobility motorized four-wheelers taking their robot dogs out for an excursion on your trails.

### A Talking, Self-Cleaning Public Restroom

Providing clean, safe and sanitary restrooms for the public has been a monumental challenge for public parks, especially in dense urban areas or in isolated urban parks without staff supervision. Self-cleaning toilets of various types have been used in Europe and Asia for decades, but they are now appearing in U.S. urban parks. An all-weather, self-cleaning toilet graced by public art was installed in Heartside Park in Grand Rapids, Michigan, this past spring. A voice message warns patrons when their time is up, and a sensor ensures that no lingerers will get a human car wash. Disinfectant spray washes all surfaces, and a self-locking door prevents entry during the periodic cleaning cycle.

Self-cleaning toilets are not inexpensive, however, costing from \$100,000 up to \$500,000 for a multiple unit, but in certain urban locations they may be a great choice for public restrooms. “The best thing about it is to have all the usage data,” says Karie Enriquez, professional engineer and project manager for this installation. “It has been a big learning curve for us, learning the programming of the unit, but overall, it has been a positive experience,” explains Enriquez.

### An Elegant Meal in the Park

Drone-delivered pizza and beer in parks? So passé. A study in the *Journal of Open Innovation, Technology, Market and Complexity* surveyed potential customers about drone delivery of higher-end restaurant fare. The food service industry is energized by the idea of much more rapid delivery of prepared meals delivered anywhere, and potential customers love the idea of on-time delivery of piping hot meals to remote locations. Are you ready for drone-delivered candlelight dinners at overlooks, beaches and Instagram-worthy locations in your parks? Prepare to capitalize on this trend. It won’t be long in coming.

**Richard J. Dolesh** is NRPA’s retired Vice President of Strategic Initiatives and Editor at Large for *Parks & Recreation magazine*.

Source: <https://www.nrpa.org/parks-recreation-magazine/2024/january/top-trends-in-parks-and-recreation-for-2024/>

## LOCAL TRENDS

**Increase in the Youth Population:** By the fall of 2026, Dickinson Public Schools are forecasting to increase enrollment by 600 kids, surpassing a total of 4,300 students within the district. With the increase of population, the childcare options will be stretched very thin. Parents will be looking to DPR to provide programs for their kids when not in school. This will put a strain on our existing programs. With the increase in population, the district is seeing a need to provide programming for 2–5-year-olds both during the summer and during the school year for the stay-at-home parents.

**Decline in Adult Sports:** As parents are busier and busier attending their kids' sporting events and other programs, this district has seen a slight decline in our programming over the past 10 years. DPR will work to revamp our programs and add new ones to better appeal to adults that are looking for sport leagues, programs, and tournaments.

**Increasing Access to Technology:** With the increase in users being technology efficient, DPR will need to expand the functions of the West River Community Center App and the function of the district's website.

**Increase in Senior Population:** The percentage of Dickinson's population over the age of 65 is 11.7% as of 2023. This percentage will continue to go up in the upcoming years as this demographic of the population is expected to increase 23% by 2030. DPR will need to continue adding programs for this age group.

**Increase of Outdoor Activities:** As indicated in our 2023 Community Survey, the community is looking for more trails, facilities, and programs to do outdoors. The top three things the community is looking for is a splash pad, additional to winter recreation options (more outdoor ice rinks, more cross-country ski trails, dedicated sledding areas), and additional trails.

**Decline in Number of Employees:** The district has found it hard to find staff to cover all the shifts needed, both facility and programming related. The biggest strain has been on finding aquatics and maintenance staff.

**Unpredictable Oil Boom and Cycles:** The population in Dickinson is based on how the oil industry is doing. If there were to be another boom that comes, that would greatly increase the number of people in the community and affect the number of people that are looking to the district for services. A population increase or decrease based on the oil industry is hard for the district to predict.

### What We're Doing

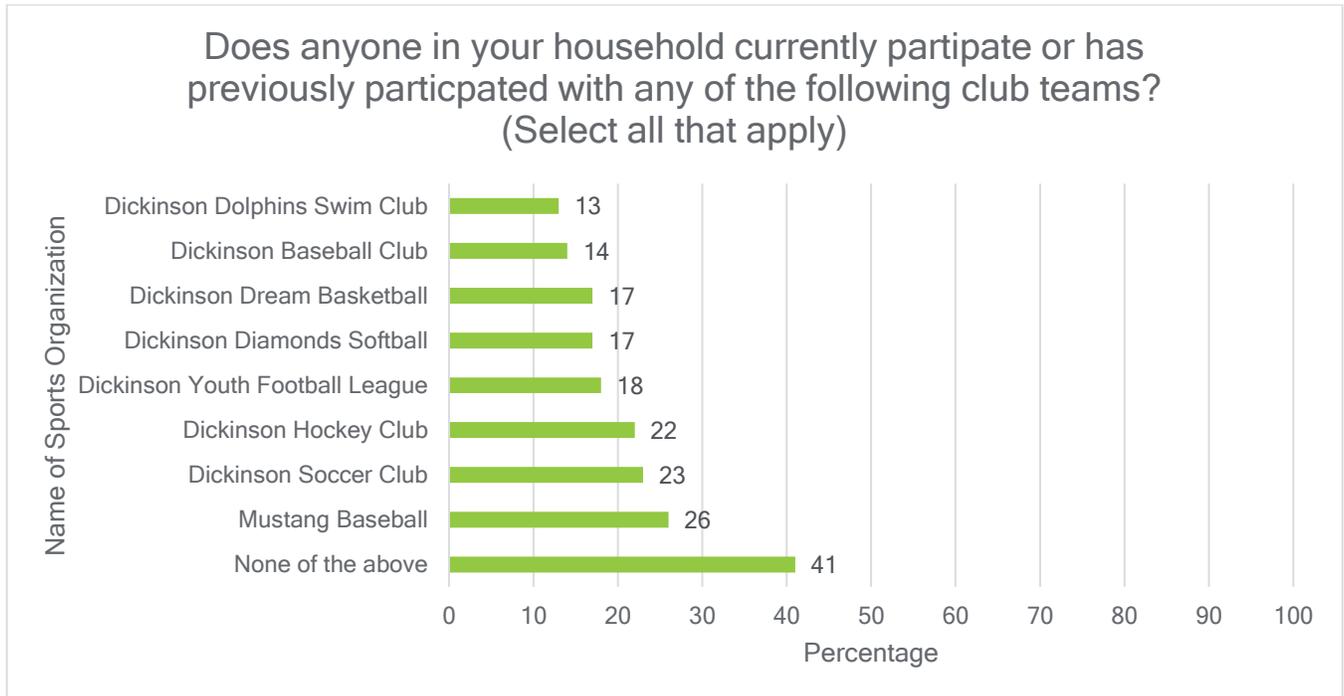
In the next five years, DPRD will look into evolving, expanding, analyzing, and/or adding programs in the following areas to meet the needs of the citizens:

- Expand youth programs to keep up with the growth of the youth population.
- Analyze and expand on non-traditional youth sports programs.
- Expand teen programming that includes the aspects of mental, social, and event-based offering.
- Analyze the need for adaptive sports.
- Expand senior program offerings outside of group fitness classes.
- Analyze and evolve adult program offerings.
- Expand awareness of the DPRD scholarship program.

## RECREATION AND LEISURE TRENDS

### SURVEY RESULTS | QUESTION 1

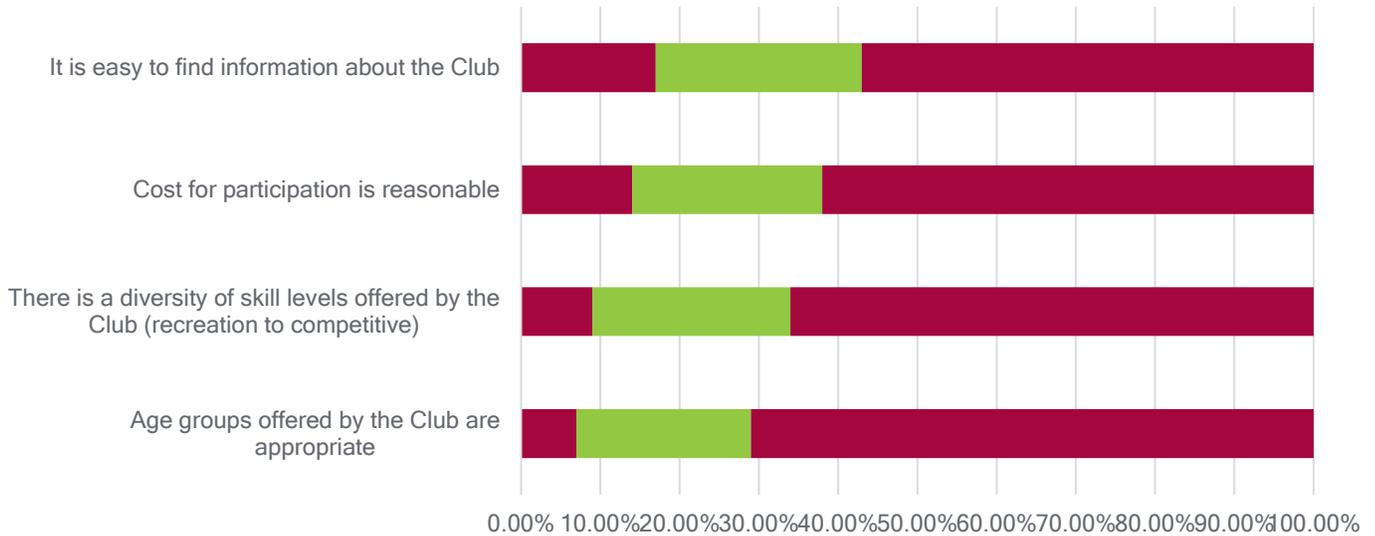
In 2023, DPR conducted a survey to gauge participation, interest, and facility use within the community. The results from the survey will be considered when discussing future program development.



The graph above shows that youth sports clubs have grown in prominence in Dickinson in recent decades, like it has in the United States. Dickinson Parks and Recreation partners with the organization listed above to provide specific programming through sports teams. However, over 40% of respondents had no current or previous affiliation with any of the youth sports teams listed.

## SURVEY RESULTS | QUESTION 2

Overall, do you feel that the Club(s) selected in the previous question are meeting the community's youth recreational sport needs in the following areas?

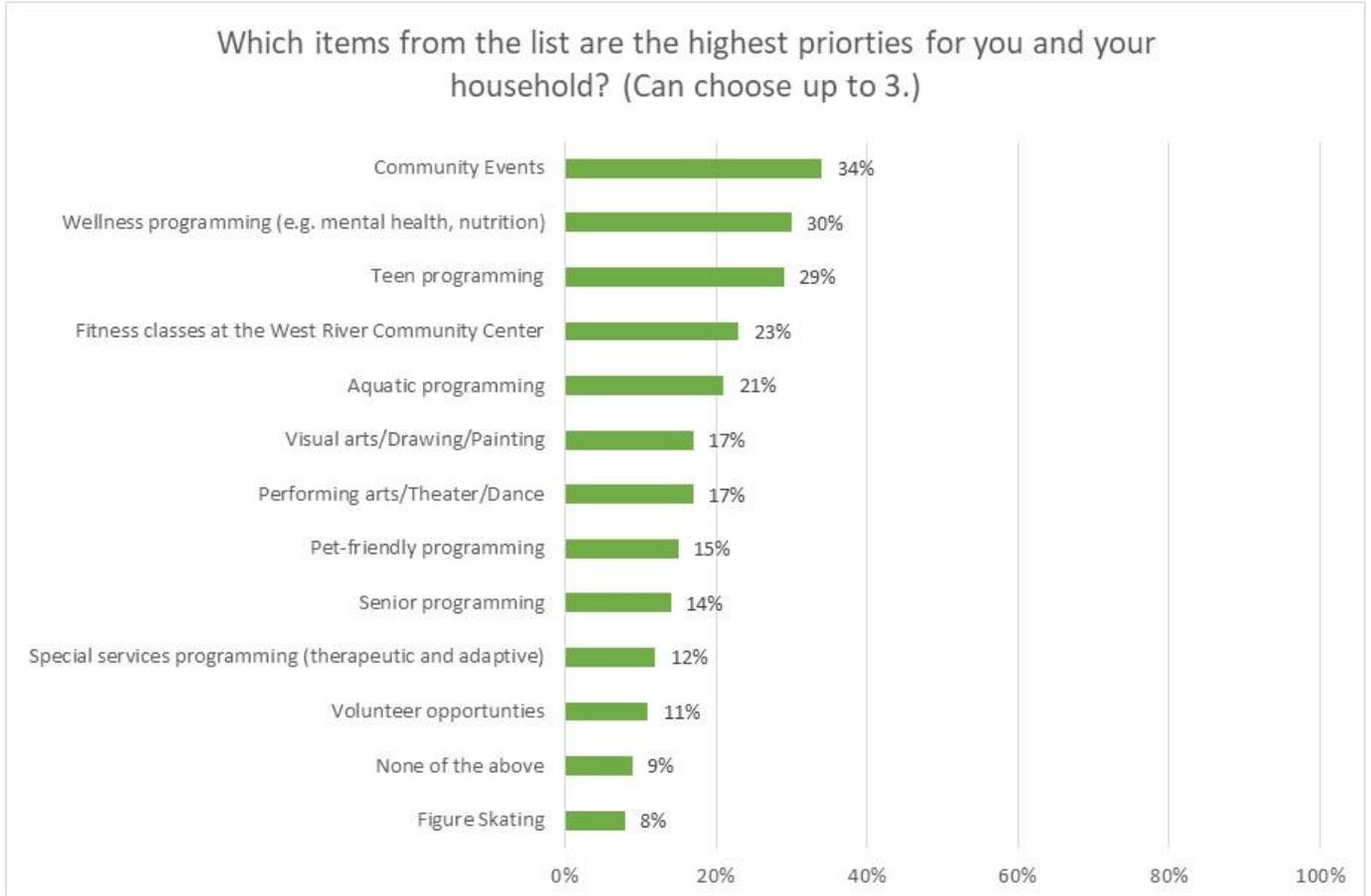


	Age groups offered by the Club are appropriate	There is a diversity of skill levels offered by the Club (recreation to competitive)	Cost for participation is reasonable	It is easy to find information about the Club
■ Disagree	7%	9%	14%	17%
■ Neither agree or disagree	22%	25%	24%	26%
■ Agree	71%	66%	62%	57%

■ Disagree ■ Neither agree or disagree ■ Agree

As shown in the graph above, most citizens say they're satisfied with the club sports regarding cost and skill level. However, 14% and 17% of participants disagree that the costs are reasonable, and that information is easy to find about the club, respectively.

## SURVEY RESULTS | QUESTION 3



The top four highest priority items participants are looking for the district to provide more of is community events, wellness programming including mental health and nutrition, teen programming, and fitness classes at the West River Community Center. Medium level priority items include Aquatic programming (21%), the programs regarding the arts including visual arts, drawing, painting, performing arts, theater, and dance (17%), pet-friendly programming (15%), and senior programming (14%). Low priority items include special services programming (12%), volunteer opportunities (11%) and figure skating (8%).

## REVENUE POLICY

Dickinson Parks and Recreation District's (DPRD) fees and charges are reviewed annually and approved by the Board of Park Commissioners as part of the annual budget process. Directors and Managers work with their staff to recommend fees and charges. These recommendations are reviewed by the Executive Director and Leadership Team. Final recommendations are presented to the Board of Park Commissioners for consideration. The Board formally approves the fees and charges in the final step of the budget adoption process.

Fees and charges are based on the following cost recovery guidelines:

1. Special Events = 60% of direct costs.
2. Facilities = 65% of direct costs.
3. Youth Programs = 90% of direct costs.
4. Adult Programs = 100% of direct costs.
5. Tournaments = 100% of direct costs.

Two Activity Guides are published and distributed annually around March 1<sup>st</sup> (Spring/Summer), and August 1<sup>st</sup> (Fall/Winter) of each year. The Activity Guides include registration information for youth and adult programs, facilities, parks, and special event offerings, and lists the corresponding fees and charges. Registration information and fees are available on the Dickinson Parks and Recreation District's website: [dickinsonparks.org](http://dickinsonparks.org) and is included in the monthly newsletters.

Dickinson Parks and Recreation District's core values are LEISURE (Leader, Excellence, Integrity, Service, Unity, Respect, and Ethical) and our mission is to enhance the quality of life for the community and it's visitors by providing leisure opportunities. This aligns with the DPRD financial aid discount program, that makes all programs, facilities, and services accessible to everyone regardless of a family's ability to pay.

## EVALUATION PROCESS

Programs/events shall be evaluated and measured through tracking and monitoring of data. This ensures all programs remain aligned with goals and objectives, as well as DPR's mission, vision, and core values. The parks and recreation department staff will conduct surveys and evaluations on a regular basis; formal, visual, and in listening to participants.

### **Four main components are reviewed to determine program success:**

- Financial performance
- Attendance (RecTrac activity enrollment reports)
- Participant satisfaction and community impact
- Administrative impact & mission, vision, and core values

Many of these evaluations are completed through an online survey form and are utilized in future decision-making processes. (See Appendix for Evaluation Article)

# Outreach

## DIVERSIFYING AND OUTREACH TO UNDERSERVED POPULATIONS

### Outreach to Diverse and Underserved Populations

Dickinson Parks and Recreation (DPR) prides itself in our effort to keep programs affordable through the community. In our 2023 Community Survey, the community showed that affordable fees are a priority to them. As for the future, participants indicated that they would like to see facility offering improvements (such as a splash pad, additional trails, and more outdoor winter offerings as their top priorities) as well as more community events, wellness programming and teen programming.

DPR is committed to providing equal access for all participants. All programs are open to individuals with disabilities. If special requirements are needed due to a disability, we ask them to include a written request with registration form.

Dickinson Parks and Recreation is a political subdivision of the State of North Dakota. It is the policy of DPR to ensure compliance with the Title VI of the Civil Rights Act of 1964 and all related statutes or regulations in all programs and activities.

DPR works to remove as many barriers as possible in our programming and events to promote participation and inclusion for all participants. The following is a list of common barriers and how DPR works to remove them:

- Accessibility of parks in neighborhoods
- DPRD scholarship
- Financial Aid process for reducing program fees
- Marketing of activity guide
- Youth programs skill development
- Limited English Proficiency (LEP) Plan

### Health and Wellness Promotion

DPR works to educate and promote health and wellness in the community. The Park District provides a wide variety of active programs in our activity guide. Within the guide, DPR offers various activities that encourage the community to be more active through sports, martial arts, and fitness. Programs include Kid's Fit, Facility Orientation Class, Taekwondo, Mommy & Me, Self-Paced Triathlon, Aqua Aerobics, Cycle, Yoga, Zumba, and monthly challenges such as No Excuse November and March Fitness Madness.

The district also promotes the use of self-guided physical fitness by our parks, trails, and facilities. DPR has approximately 30 miles of trails through the community for walking, running, and biking.

DPR works to educate the public with upcoming programs and special events through the use of community partner events. We attend Harvest Fest, Touch a Truck, Health and Wellness Fair, and other similar events each year.

### Program Promotion

The DPR Activity Guide provides a complete list of activities provided by the Park District for a six-month period as well as who our community partners are. The activity guides come out twice a year, one in March and another in August. DPR also promotes our programs, facilities, parks, and events through our websites, WRCC mobile app, and social media.









## APPENDIX B | PROGRAMS & DETERMINANTS EVALUATION FORM TOOL

<b>Determinants</b>	<b>Y/N</b>
<b><i>Conceptual foundations of play, recreation, and leisure</i></b>	
Does the program provide improvement in quality of life for participants?	
Is the program committed to achieving a goal?	
Does the program improve social, physical, and mental well-being?	
<b><i>Organizational agency philosophy, mission &amp; vision, and goals &amp; objectives</i></b>	
Does the program provide quality that meets community needs?	
Does the program include high quality engaged staff?	
Is the program safe for all participants?	
Is the program cost effective for the community/participant?	
Is the program revenue earning?	
If the program is revenue earning, could the revenue help with costs of other programs?	
<b><i>Community interests &amp; desired needs</i></b>	
Has the program been identified by the community as a need?	
Are the participants/community involved in planning, evaluating, or operating the program?	
Is the program/service unique or different to what is already being offered in the community?	
<b><i>Creation of a community centered culture</i></b>	
Does the program meet the needs of the targeted community members?	
Does the program reflect the differing characteristics of a community?	
Is this program/service accessible for various ability levels?	
Is this program/service operated fairly and ethically for all participants?	
<b><i>Experiences desirable for participants</i></b>	
Does this program/service promote a healthy lifestyle?	
Will this program provide an opportunity for participants to meet a personal goal?	
<b><i>Community opportunities</i></b>	
Does the program provide a positive, meaningful and relevant service that encourages a sense of belonging and unity within the community?	
Does the program provide an opportunity for community members to come together for a common purpose?	

## APPENDIX C | PARTICIPANT EVALUATION FORM

This survey will remain anonymous unless you choose to be contacted by a Dickinson Parks and Recreation Employee. You may also choose to be entered in a drawing to win a DPR Gift Card by completing this survey.

**Program or Event Participated In:** \_\_\_\_\_

Date & Time: \_\_\_\_\_ Location: \_\_\_\_\_

If applicable, Instructor or Supervisor Name: \_\_\_\_\_

Overall, how would you rate the program/event? (circle one)

- Excellent
- Very Good
- Good
- Fair
- Poor

How likely would you recommend the event or program to a friend? (Circle one)

1      2      3      4      5      6      7      8      9      10

(1 - Not at all likely | 10 – Extremely likely)

What did you like about the program/event?

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What did you dislike about the program/event?

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How did you hear about the program/event? (Circle one)

- Activity Guide
- Website
- Social Media
- Email
- Family or Friends
- Other: \_\_\_\_\_

How organized was the program/event? (Circle one)

- Extremely Organized
- Very Organized
- Somewhat Organized
- Very Unorganized
- Extremely Unorganized

How Friendly were the staff? (Circle one)

- Extremely Friendly
- Very Friendly
- Somewhat Friendly
- Not So Friendly
- Not At All Friendly

How helpful were the signs or staff in directing you where you needed to go? (Circle one)

- Extremely Helpful
- Very Helpful
- Somewhat Helpful
- Not So Helpful
- Not At All Helpful

Prior to the program/event, was the information listed on the website and social media helpful?  
(Circle one)

Yes

No

If no, what was not listed that would have been helpful to know prior to the program/event?

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Was the program/event length too long, too short, or about right? (Circle one)

- Much Too Long
- Too Long
- About Right
- Too Short
- Much Too Short

Was the program/event fee appropriate, too much, or too little? (Circle one)

- Much Too Expensive
- Too Expensive
- Appropriate
- Too Inexpensive
- Much Too Inexpensive

What time would you like this program to be?

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Is there anything else you'd like to share about the program/event?

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Would you like a Dickinson Parks and Recreation employee to contact you regarding your experience?  
If yes, please provide your name and phone number.

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To be entered in a drawing to win Dickinson Park and Recreation gift cards, please provide your name and phone number: \_\_\_\_\_

## APPENDIX D | SCHOLARSHIP APPLICATION



# SCHOLARSHIP APPLICATION

## Dickinson Parks & Recreation

Dickinson Parks and Recreation does not want to deny any participant access to activities due to their inability to pay. We have established a financial aid program to assist individuals to enable participation by all residents of our community.

Completed applications and verification letters should be returned to Dickinson Parks and Recreation, 2004 Fairway Street, Dickinson, ND.

### Requirements/Restrictions:

1. **Stark County Social Services Verification Letter OR**
2. **School Reduced Free Lunch Program Verification Letter OR**
3. **If you are receiving SSI, SSD, TANF, Food Stamps, WIC, SNAP, please submit verification.**
4. Only Dickinson Parks and Recreation programs/memberships qualify (*some exclusions apply*).
5. Final approval by review committee.
6. If approved, assistance will be available for one year.

Minimal Fee:

Qualifying families will pay 50% of the fee.

Head of Household: \_\_\_\_\_

Dependent Names and Ages:

_____	Age _____

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Comments or special needs: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### OFFICE USE ONLY:

Reviewed by Staff Initials: \_\_\_\_\_

Form of Verification: Social Services \_\_\_\_; School Reduced Lunch Program \_\_\_\_; Other \_\_\_\_

Activation Date: \_\_\_\_\_

Expiration Date: \_\_\_\_\_



## RECREATION PROGRAMMING PLAN 2024-2029

Dickinson Parks & Recreation  
2004 Fairway Street, Dickinson, ND 58601  
701.456.2074 | [dickinsonparks.org](http://dickinsonparks.org)