

Marketing & Branding Parks and Recreation as an Economic Engine

National Symposium
Scottsdale, Arizona

Presented by:

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Objectives

- Identify how parks and recreation is an economic engine:
 - Real Estate Values & Property Tax
 - Business Attraction & Retention
 - Tourism
 - Stimulating the Creative Economy
- Discuss strategies to brand, market & reposition parks & recreation around economic development

What Do Elected Officials Care About?



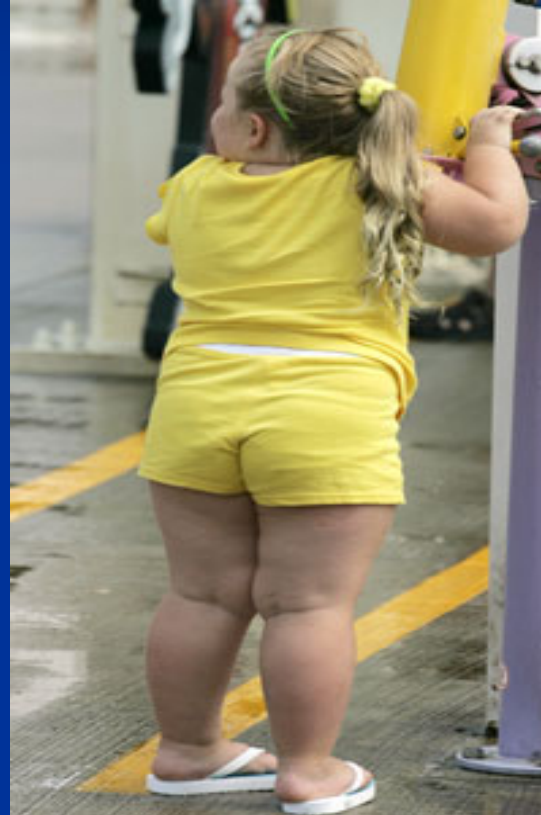
Gaining Community Support and Political Clout

- Reposition parks & recreation so that the outcomes we create are understood, appreciated, valued and protected
- Focus on ends not means



Gaining Community Support and Political Clout

Reposition parks & recreation so it is perceived as integral to addressing the prevailing needs and concerns of your community



Voter's Concerns

81% of California voters are more concerned about “safe neighborhood parks, playfields and places for children to play” than they are about taxes, pollution and drug abuse.



Year 2000 Bond Survey by Fairbank, Maslin,
Maullin & Associates

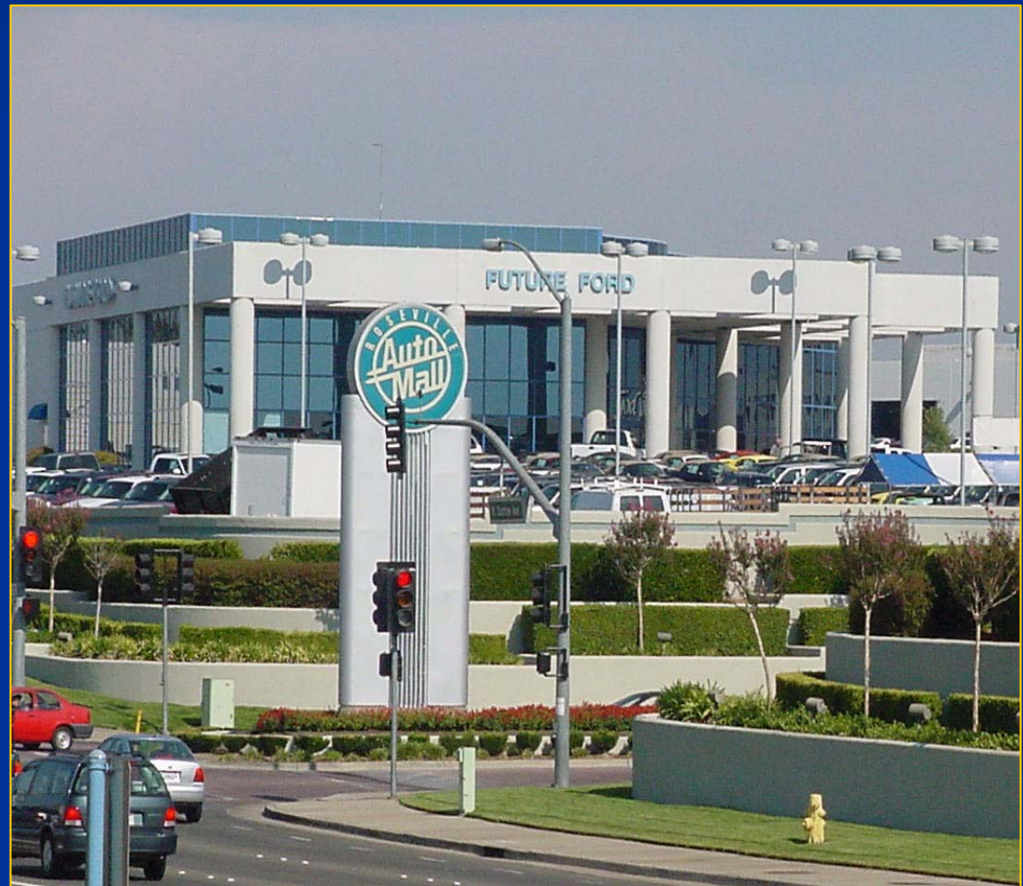
Gaining Community Support and Political Clout

Reposition parks & recreation so it is perceived as integral to growing the local economy and creating economic development opportunities



Economic Development

Activities which enlarge the tax base or stimulate the economy which then provides more tax revenue that the agency can use to enhance or expand infrastructure, facilities, programs and services



Economic Engines Fueled through Parks and Recreation

1. Business Attraction & Retention
2. Real Estate Values/Property Tax
3. Tourism Revenues
4. Stimulating the Creative Economy



Engine #1

Business Attraction & Retention

“A City’s quality of life is more important than purely business-related factors when it comes to attracting new businesses, particularly in the rapidly growing high-tech and service industries.”

Joint Economic Committee
United States Congress



Location Decision Factors by Rank

Large Business Development/Relocation

1. Living Costs
2. Education
3. Safety
4. Recreation
5. Culture
6. Health Care



Location Decision Factors by Rank

Small Business Development/Relocation

1. Recreation
2. Living Costs
3. Education
4. Safety
5. Culture
6. Health Care



Relationship of Business Development to Quality of Life

Quality Companies



Quality Employees



Quality of Life



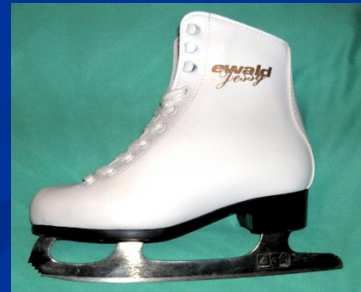
How Does Parks & Recreation Influence Business Development?

- Enhanced employee recruitment & retention
- Bigger & better labor pool
- Happier & healthier employees & families
- Positive business growth & economic development opportunities



Expanding Retail Sales

- Leisure expenditures account for \$1 of \$8 spent by American consumer
- Five million jobs in manufacturing, retailing and service industries depend on recreation
- Single most influential factor in determining demand for sports is availability and accessibility
- Park sports facilities stimulate retail sales



Economic Engine #2

Real Estate

According to the National Association of Homebuilders, “parks and recreation areas may enhance the values of nearby land up to 15-20 percent.”



Impact of Parks on Property Values & Sales

- Average value of property adjacent to a greenbelt = 32% more
- Homes facing parks sold for 20% more than those 1 block away
- Proximity of a park = 5% of the average selling price
- Greatest value is for parks 148+ acres



Using Property Tax Increment

- People are frequently willing to pay a larger amount of money for a house close to a open space or a quality park
- Enhanced value of this property, results in higher property taxes
- Aggregating tax increment is often sufficient to pay for either acquisition or development over time via a bond



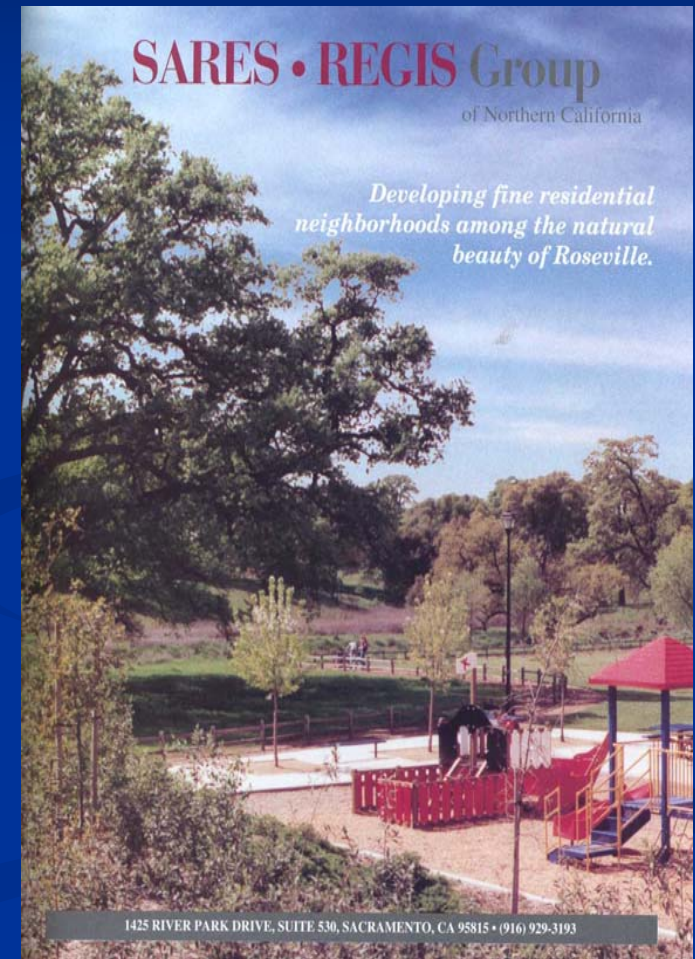
Impact of Golf Courses on Property Values & Sales Case Study – Woodcreek G.C.

- Homes values adjacent to golf courses increase an average of 21%
- Case Study
 - 210 acres donated
 - \$1,000,000 seed money
 - Homes sold faster @ higher price



Partnering with Developers

- Quality of Life is key to sales
- Desire to distinguish their project from others - location, amenities, parks, open space, recreation, etc.
- Motivation to sell property quickly at a premium price
- Smart developers view funding of parks & open space as an investment





CROCKER RANCH

WEST ROSEVILLE



Bells and Whistles

Within the the five minute sphere of Crocker Ranch there are new neighborhood parks - two of which are within walking distance. Golfers will enjoy Woodcreek Oaks and Diamond Oaks Municipal Golf Courses. The new [Roseville Sports Center](#) is nearby offering family activities, a full service gym, after-school programs, spaces for public meetings and gatherings, and an awesome climbing wall. The Roseville Aquatics Center next-door has water-slides, play pools, the Summer Sanders Olympic lap pool, and a large family lagoon. In addition to city recreation, Roseville also boasts over 25 screens at two major movie theater complexes, a sprawling new Golfland Sunsplash family fun center, and many other commercial entertainment ventures

At home with nature

Roseville's many natural features are preserved along creeks and parkways that will be completely accessible with a teeming network of bike and nature paths that virtually link the entire city. Meandering through our most precious resource, oak studded woodlands, these nature trails are a majestic setting for walks, jogging, or a bike ride. Preserved for eternity, woodlands throughout the city

Case Study - Roseville

How Is Park Land Dedicated and Built?

- General plan requires developer to dedicate 9 acres of park land per 1,000 population
 - 3 acres neighborhood
 - 3 acres city wide
 - 3 acres open space
- Developer pays for cost of new park construction through building permit fees
 - Neighborhood park fee or turnkey development
 - City wide park fee



West Roseville Specific Plan Parkland Dedication & Credit

- **Parks = 270 ac.**

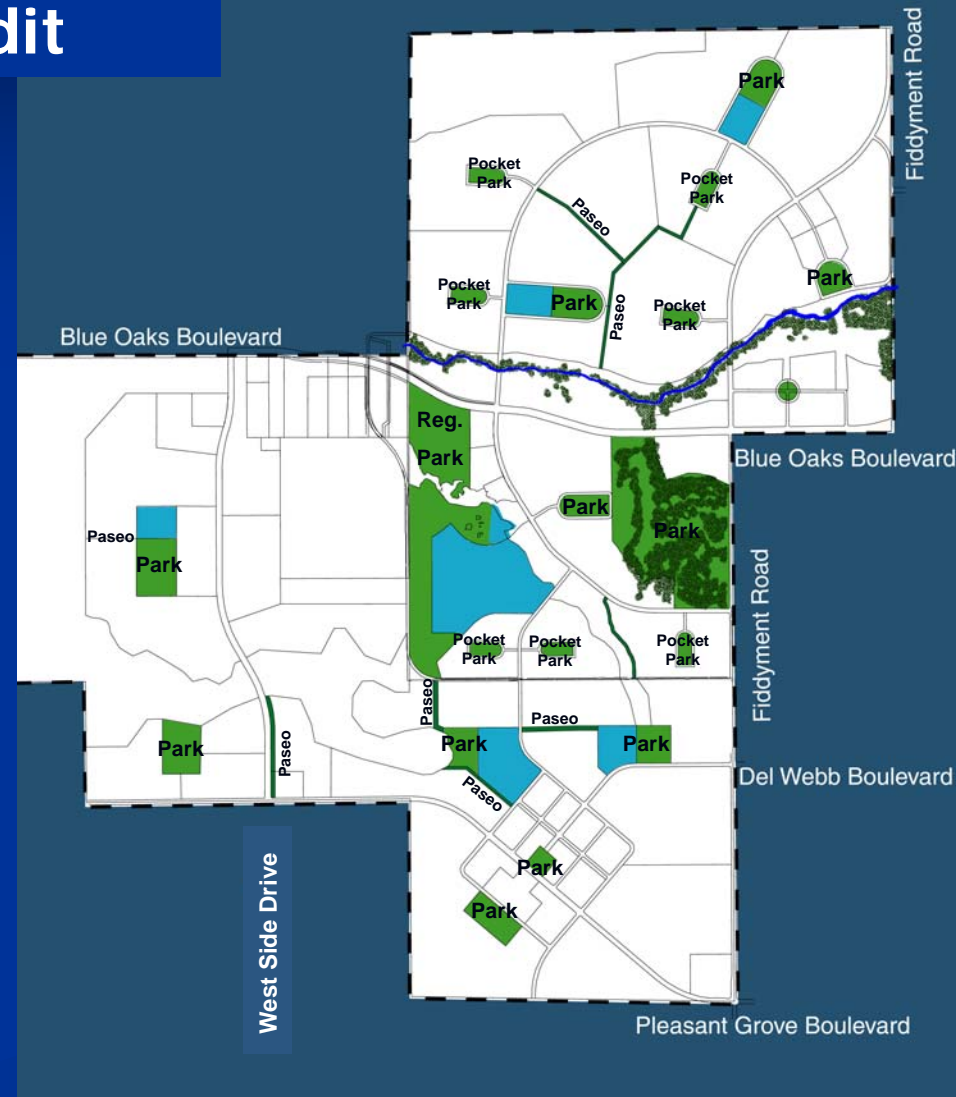
- 166.6 ac. Citywide
- 83.5 ac. Neighborhood
- 19.4 ac. Pocket Park

- **Park Credit Calculation= 320 ac.**

<u>Park/OS Type</u>	<u>Required</u>	<u>Provided</u>
Citywide	62.4 ac.	166.6 ac.
Neighborhood	62.4 ac.	83.5 ac.
<u>Open Space/Paseo</u>	62.4 ac.	69.91 ac.
Total:	187.2 ac.	320.01 ac.

- **Excess Park land = 132.81 ac.**

- **Pocket Parks - 19.4 ac.**



West Roseville Specific Plan

Open Space - Western Buffer / Bikeways

Open Space 699.1 ac

- Habitat preservation
- Passive Recreation
- Flood control
- Western edge
- Connectivity to Reasons Farm
- Bikeways
- Paseos (14.5 ac. not preserves)



Developer's Perspective

“Parks and trails, located close to where residents live will become part of their daily experience and will translate into high home values as people live more passionately in their neighborhood. People who do not live there will want to be part of this community. Parks will serve as the center of the community.”

John Tallman
VP Signature Properties



Engine #3

Tourism

Leisure travel is a public sector driven business, and parks and recreation agencies are central to that business



Travel and tourism is a high growth industry forecast to more than double in size over the next decade. Along with telecommunications and information technology, travel and tourism is poised to be one of the three key components of the service-led economy in the 21st century.



Comparing Private vs. Public Park Sector Tourism

- Disneyworld and Disneyland attract 40 million visitors
- Which represents 12% of visitor days at National Parks
- Which represents less than 3% of visitor days to all federal recreation areas
- Which represents less than 1% of visitors to local parks and recreation facilities



Tourism as an ED Strategy

- Sports & Cultural Tourism Key Economic Development Strategy
- Strategically develop sports & cultural venues
- City invests in supporting sports tourism events
- Events generate return on investment



Tourism Goals

- Provide residents with extraordinary facilities
 - Events & Venues
- Generate additional and sustainable revenue
 - Facility Use Fees
 - Sales Tax
 - Hotel/TOT Tax
- Strategically Partner w/ Business Community
- Showcase Roseville
- Have Fun!



Tourism Highlights

- Western Zone Swim Championships
- California Cup Soccer Tournament
- AAU National Invitational Basketball Championships
- USA Softball National Championships
- Iron Kids Triathlon National Championships
- U.S. Water Polo Masters Nationals
- Western Zone US Synchronized Swimming Champs
- Senior Softball National Championships



Case Study

ASA Girls 12U National Championships
July 30 – August 5, 2007 Roseville, CA

- 90 Softball Teams
 - 1,500 athletes & coaches
 - 2,250 parents & family
- 10,800 Room Nights
- \$2+ million economic impact
 - Hotel Tax & BID Revenues
 - Sales Tax
 - Employment



2007 City of Roseville Tourism Facts & Figures

- **Hosted 13 Events in 2007**
 - 11,042 athletes
 - 5,697 non-local athletes
- **Direct Revenue Impact**
 - **Hotel Tax - \$124,316**
 - **Sales Tax - \$ 34,785**
 - **Total - \$159,101**
- **Overall Economic Impact**
 - **Total - \$6,101,021**

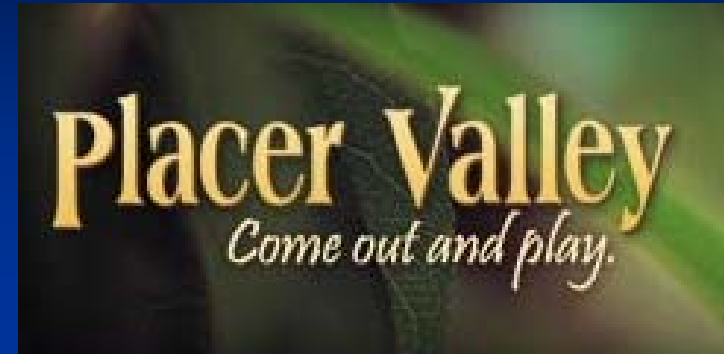


2007 Event	Total Impact	Percent
High School Swim Invitational	\$142,749	2%
Summer Sanders Swim Invite	\$115,105	2%
Gold Sector Soccer Tourney	\$1,063,476	17%
Cal Cup Soccer – Boys	\$423,870	7%
Cal Cup Soccer – Girls	\$409,054	7%
National Qualifier - Softball	\$247,113	4%
Regional Championships	\$330,106	5%
Hoopla – HS Basketball Invit.	\$337,122	6%
LC Junior Olympic Swim Meet	\$270,547	5%
Nationals “A” Girls Softball	\$2,136,498	35%
Cal. State Championships	\$437,101	7%
Spooktacular Swim Meet	\$105,000	2%
UOP Swim Meet	\$83,280	1%
Non-Local Factor (5,697)	\$6,101,021	100%



Tourism Partners

- Placer Valley Business Improvement District
- Chamber of Commerce
- City of Rocklin
- City of Lincoln
- Volunteers
- Sports Organizations
- Schools



- Represent Cities of Roseville, Rocklin, Lincoln
- Advocate & promote tourism through development of events and facilities
- \$1.00-\$1.50 per hotel room night surcharge
- \$500,000 annual budget
- Board of Directors

Engine #4

Attracting the Creative Class

Becoming a “Talent Magnet”



The Creative Class

- Choose place to live over jobs
- Lifestyle frequently trumps employment
- Highly value parks, open space, cultural arts
- Communities at thriving economically because creative people want to live there



Microsoft Corporation, 1978

Wages & Salaries for the Classes

<u>Category</u>	<u>Total Workers</u>	<u>Avg. Wage</u>	<u>Avg. Salary</u>
Creative Class	38,278,110	\$23.44	\$48,752
<i>Super Creative</i>	14,932,420	\$20.54	\$42,719
Working Class	33,238,810	\$13.36	\$27,799
Service Class	55,293,720	\$10.61	\$22,059
Agriculture	463,360	\$8.65	\$18,000
Entire US	127,274,000	\$15.18	\$31,571

Occupational Employment Statistics, Dept. of Labor 1999

The Creative

- Choose places to live over jobs
- Communities are thriving because creative people want to live there
- Look to live in communities that have:
 - high quality amenities and experiences
 - an openness to diversity of all kinds
 - the opportunity to validate their identities as creative people



Creative Class People

- Value active outdoor recreation
- Are into a variety of active sports
 - cycling, jogging, kayaking, skiing, snowboarding
- Seek to recharge and relieve stress through physical activity
- Want “front country experiences”



Creative Class People

- Fastest growing sports are less structured
- Prefer individual over team sports – jogging, aerobics, swimming and weight training
- Like continuous action team spectator sports – i.e.. basketball



Branding, Marketing & Repositioning

Importance of Brand & Image

Image is acutely important because it greatly influences public opinion about your company, and public opinion is the final judge of right/wrong, good/bad, and moral/immoral actions.

In our society, public opinion is one of the most formidable phenomena a company encounters because so many powerful people are beholden to it - people who can protect you and people who can bring you down.

Sauerhaft and Atkins, Image Wars



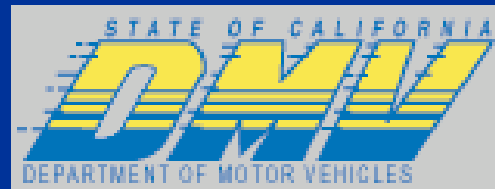
What's Your Brand?

*“Image is what people
conjure up when they
think of a company.”*

Sauerhaft and Atkins
Image Wars



Brand Identity



Empowering Your Message

- Simplify
- “Power of 3”
- Show ends, not means
- Use statistics sparingly
- Tell powerful stories
- Make It personal
- Make It matter



Create a Compelling Vision



Become a player in your City's economic development strategy

CELEBRATING OUR 150th ANNIVERSARY

The Sacramento

THURSDAY, JUNE 21, 2007

www.sacbee.com

BOWLING THEM OVER IN ROSEVILLE

New cricket field celebrates the city's South Asian diversity

By Bobby Calva Calvan
SAC STAFF WRITER

It is built. Now, will they come? There's no need to wait, really. They've already arrived — wielding bats, balls, wickets and a vernacular that is strangely familiar.

On a strip of artificial turf, laid out be-

tween two soccer fields in a Roseville park, balls clad in white are at play, their voices leading excitement to one of the region's fastest growing sports.

Their game is cricket.

In North Placer County, a growing population of South Asians — folks tracing their heritage to such places as India, Pakistan, Sri Lanka and Bangladesh — is bringing the sport to life.

Roseville is hoping to embrace of the game will give the city a competitive advantage in luring high-tech companies.

► CRICKET, back page, A20

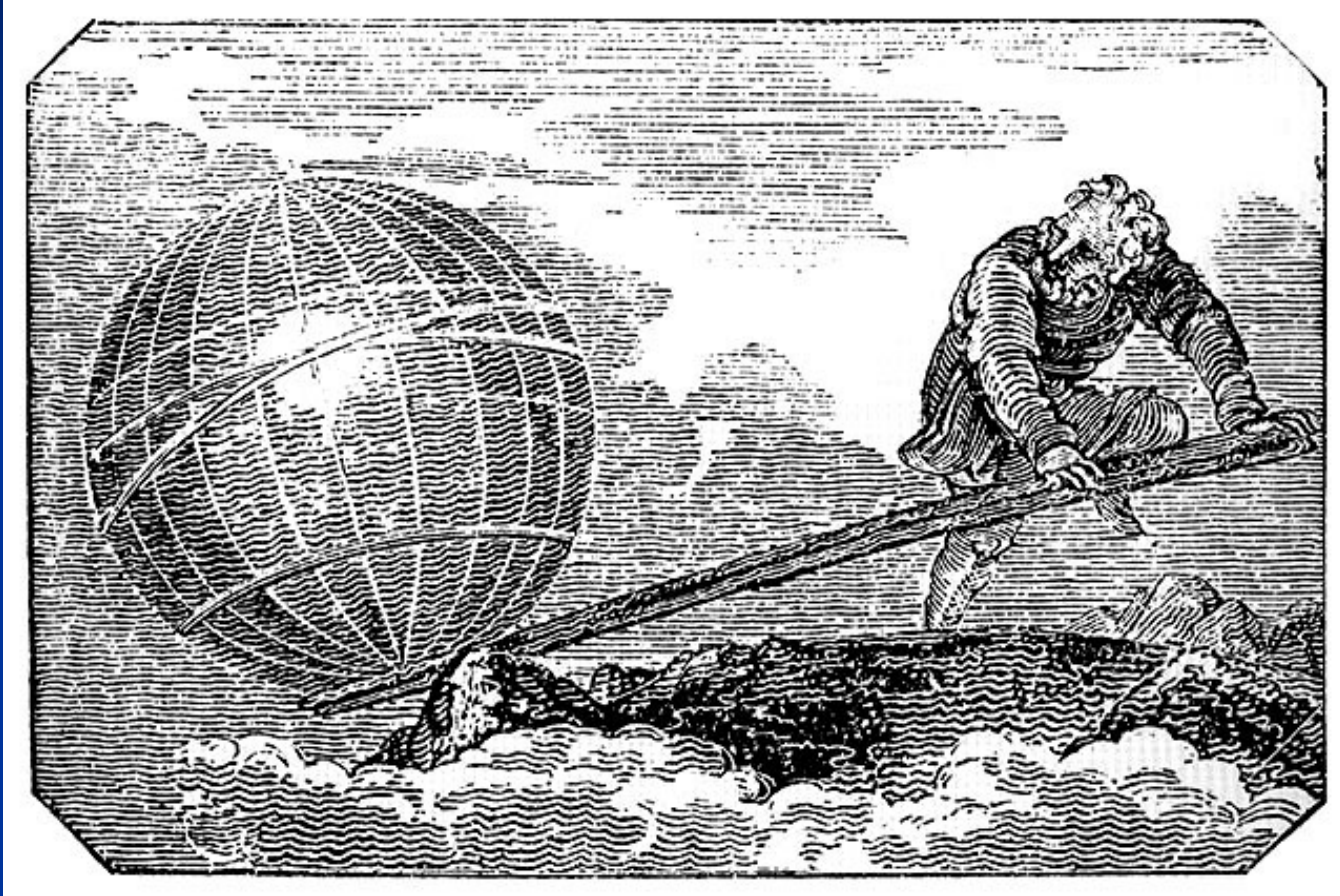


Sacramento Cricket Association President Chander Muhammed, center, bowls (photo) to a batsman Saturday at Florida Park.

Strategically Partner



Leverage Resources



Give me a lever long enough and a fulcrum on which to place it, and I shall move the world.

Archimedes

Be a Smart Investor



Keep Score



Communicate Return on Investment



Del Mar

NOW ACCEPTING RESERVATIONS



THE 2008 US OPEN AT
TORREY PINES GOLF COURSE

JUNE 8-16, 2008



Shamelessly Promote

Would you and your family join a club for \$1.74* a month that provided all these benefits and great facilities?

- 1400 acres of Parks & Open Space
- Three Swimming Pools
- Twelve Tennis Courts
- Lighted Driving Range
- One Community Center
- One Batting Cage
- 2 Junior High Teen Centers
- 6 Horseshoe Pits
- 7 Outdoor Basketball Courts
- 96 Cultural Activities
- 87 Preschool Programs
- 155 Adult Sports Leagues
- 24 Parks & 30 Playgrounds
- Two Golf Courses
- 24 Ball Diamonds
- 36 Soccer Fields
- One NHL size Hockey Rink
- One Skate Park
- 30 Neighborhood Parks
- 25 Picnic Areas
- 1 Outdoor Volleyball Court
- 157 Fitness Programs
- 142 Youth Camps & Classes
- Ten Child Care Centers



**P s s s s t . . . As a Roseville Resident,
You're Already A Member!**

**Property taxes contribute approximately \$585,000 each year to subsidize and support the maintenance and operations of the City's Parks and Recreation Department. \$585,000 divided by 28,000 households=\$20.80 per year divided by 12 months=\$1.74 per month per household.*

Celebrate Your Success



