



Parks, Recreation and Tourism as Placemaking

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Parks and Recreation



Transportation Multi-Use Markets Downtowns Civic Centers **Parks** Campuses Squares Waterfronts

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What is placemaking

- New “energy” and “attention” on public or shared places and spaces
- Adding “branding” to activities we currently do
- Enables creative thinking, forward-thinking initiatives
- Comes from all types of community members and visitors
- Engages people, organizations, businesses and government in repositioning Michigan’s assets into our society and marketplace

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What is placemaking in MI



- The Governor and several state agencies are pursuing placemaking
- Principle that sound place-based strategies improve quality of life through holistic planning approaches
- Where are we learning to be placemakers:
 - Land Policy Institute, MSU
 - Any community or regional conference
 - News and social networks about attractive places




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Forming attachment and use

- Facilities
- Range of things to see and do
- Safe
- Hours
- Convenient
- Staffing, volunteers, and Friends

Parks and Recreation

- **Place:** Traverse City State Park & Interlochen State Park
- **People:** Families, children, and adults
- **Program:** GO—Get Outdoors
- **Provider:** Michigan DNR
- **Place making Activity:** DNR staff provide free or inexpensive hands-on lessons with the goal of getting more people out into nature and providing them with knowledge to start a new activity.



Upcoming: Interlochen State Park—
Fishing 101 on June 10, 2012



Parks and Recreation

- **Place:** Grand Traverse and Leelanau counties
- **People:** A small staff and volunteer board work to encourage all citizens to use trails
- **Program:** Recreation and Transportation
- **Provider:** TART Trails, Inc.
- **Placemaking Activity:** TART is a non-profit that negotiates easements, hosts annual events, and defends cyclist and pedestrian interests in northwest MI. Trails such as the VASA pathway (pictured on right below) are also used in the winter for cross-county skiing.



Research

VASA "Winter" Trail



MSU Study Results – 2003 data

Distance Traveled

- More than two-thirds (68%) traveled ten miles or less from their home or lodging facility to reach the trail
- Average distance traveled per distinct trail user was 18 miles, with the most common user coming from 8 miles away.

Trail Involvement

- Two-thirds of the distinct trail users (67%) had contributed support to Traverse Area Recreation and Transportation Trails.
- Over half (58%) would like to become a Friend of TART or were already members of the organization.

Event Participation

- Three-fourths (76%) of the distinct trail users indicated that they had participated in the Subaru North America Vasa event.
- 23% percent of the distinct female trail users indicated that they had participated in the Subaru Women's Ski Tour.

Skill Levels

- Half (49%) of distinct Vasa users surveyed described their skill level as moderate.
- First-time/beginners (9%), novice (23%) and expert (19%).

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Beaches

- The Traverse City region has over 180 miles of Lake Michigan shoreline.
- 12% of visitors traveling to the Northwest region of Michigan spend time at the beach, which is a higher percentage than any other region in the lower peninsula.
- Activities like camping, swimming, walking and relaxing make beaches an attractive place and destination.



Parks and Recreation

- **Place:** Boardman River Nature Center located on the Natural Education Reserve 3 miles from downtown Traverse city
- **People:** Families, children, adults, schools and groups
- **Program:** Nature education for youth and adults
- **Provider:** Grand Traverse Conservation District
- **Placemaking Activity:** This area is set aside as a natural environment classroom. The nature center has a gallery, nature theatre and hiking trails and features regular programs for families, children, and adults on evenings and weekends. It helps children and families reconnect with nature and one another.



Parks and Recreation

TC Placemaking

- Cherry capital airport
 - Name!!!!
 - Could walk or bike on TART trail on Parsons Rd.



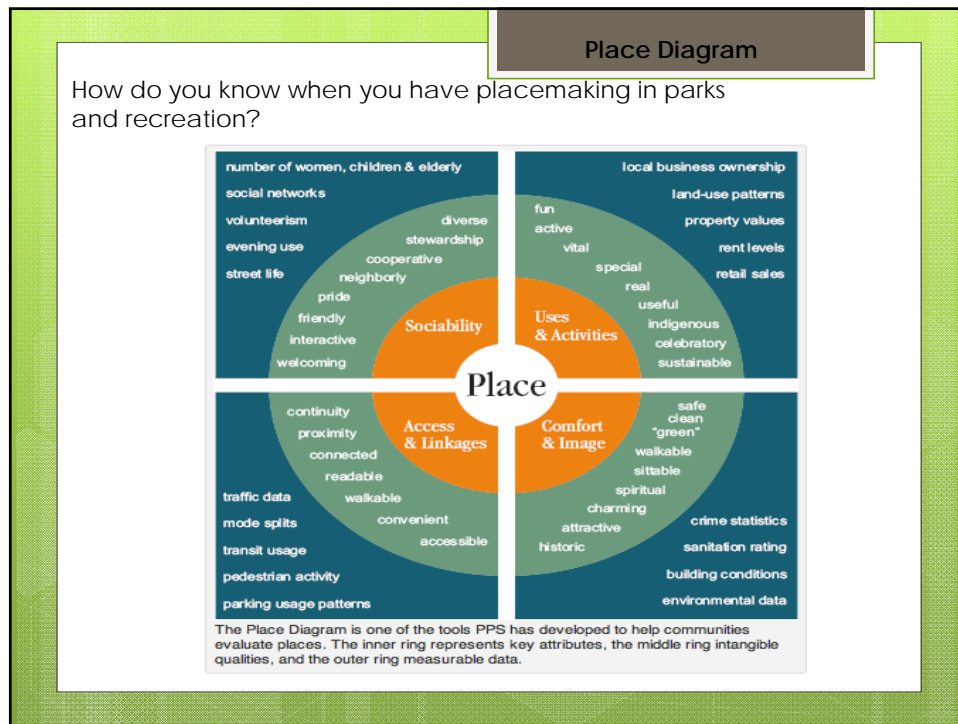


Research

In Emmet County MSU study of Residents- 2007 data

	n	Not Important	Slightly Important	Somewhat Important	Moderately Important	Very Important	Mean ¹
Natural landscapes/ views	314	0.4%	1.9%	5.4%	20.6%	71.7%	4.6
Opportunities for outdoor recreation	314	0.7	3.2	9.6	25.2	61.3	4.4
Presence of wildlife	310	1.3	3.8	13.6	27.9	53.4	4.3
Family ties	307	15.5	4.4	8.3	17.4	54.4	3.9
Friends close by	310	5.7	8.2	17.0	30.3	38.8	3.9
Local culture and traditions	313	2.1	8.9	24.1	33.5	31.4	3.8
Opportunities for economic growth	310	7.7	10.2	19.8	26.1	36.2	3.7
Opportunities to be involved in community or organizations	310	6.2	12.5	26.4	29.8	25.1	3.6

McCole, D. and Vogt, C. 2011. Informing Sustainability Decisions: The Role of Parks, Recreation and Tourism Scholars in Addressing Unsustainability. *Journal of Park and Recreation Administration*. Special Issue on Sustainability. 29(3). 27-43.



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Take-away of this presentation

- People focused
 - Raising kids to be connected to the outdoors, including parks as places, and recreation and tourism activities
 - Home and neighborhood
 - School – seeing community—Safe Routes to School
 - Civic groups
- All forms of community networks are important
 - Informal
 - Formal – countywide
 - Parks and Recreation Network



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Take-away of this presentation

- Everywhere has places and spaces
- Not everywhere has “placemaking”
- But Traverse City does!!! So how to make it larger and better?

Audience discussion

- Are we doing enough for our parks?
- How can we place more community focus on placemaking in parks?
- Who will facilitate locally?

Audience Discussion

How can we place more community focus on placemaking in parks?

- Your local P&R Department
 - Experts in Place & Re-creation
- Our local elected and appointed officials have myriad responsibilities, are there enough resources to focus on placemaking in parks?

9:55

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Keys to success...

- Local Input
- Community Led Process
- Community is the Expert
- Citizen Involvement/Plan & Procure/Vision
- Local Residents
 - Our residents don't care who owns the parks, as long as they are there for use.
- Ground Up Development

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Who is facilitating this locally?

- Parks & Recreation Network Members
 - Local Units of Government
 - TCAPS
 - Breakers
 - GTHA
 - I.C.E.
 - GT Ski Club
 - TC Roller Derby
 - Blues Rugby
 - Youth Rugby
 - GT Conservation District
 - TART Trails
 - TC Track Club
 - Cherry Capital Cycling Club
 - TBAYS
 - Traverse Area Comm. Sailing
 - TC Little League
 - N. MI Mountain Biking Assn.
 - GT Regional Land Conservancy
 - GT Hiking Club
 - Rotary Camps
 - YMCA
 - Old Town Playhouse

Parks & Recreation Network

- **Purpose Statement**

- Create an ongoing relationship among interested parties to regularly share information, engage in collective assessments, brainstorm potential opportunities, collectively discuss community need and formulate cross-sector solutions to realize a shared vision for Grand Traverse County that most efficiently, effectively and affordably meets identified community needs for recreation programming and facilities.

Parks & Recreation Network

- **Goal #1-Centralized Hub Website**

- The PRN is working to centralize all parks and recreation opportunities into one "Hub" website for one-stop shopping.

- **Goal #2-Advocate for a P&R Authority**

- The PRN brings together LUG's, Local Programs and Supporters, and creates a network of local citizens to promote a better system for P&R service delivery.

Who is facilitating this locally? – Next Steps

- Government Leadership need to come together to discuss the potential details for an Authority
- Parks & Recreation Network supports development of a Parks & Recreation Authority
 - Buy in from Local Unit Partners
 - TART, GTRLC, GTCD, TCAPS, LIAA, Rotary Camps
 - Buy in from Community Programs and Professionals
 - Creates supporters from the local residents

Moving Ahead...

- Alone we can do so little; together we can do so much. – Helen Keller
- Jason Jones, CPRP, AFO, CYSA
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