

# Trends Analysis Plan 2020

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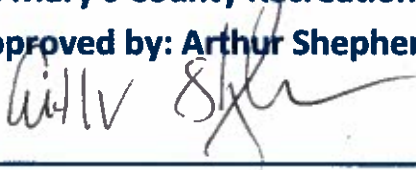
**Vision**  
"A leader in cultivating exceptional  
experiences in the Community"

**Mission**  
"To provide an enriched quality of life for the  
community through the preservation of  
natural and cultural resources, enhancement  
of parks and outdoor spaces, and promotion  
of a variety of leisure experiences."

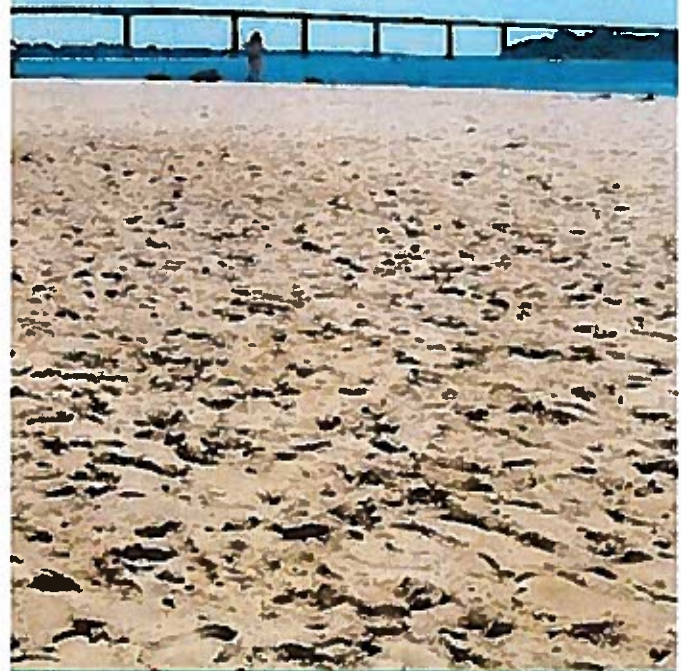
March 17 2020

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St. Mary's County Recreation and Parks  
Approved by: Arthur Shepherd, Director



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# St. Mary's County Recreation and Parks

St. Mary's County Department of Recreation and Parks is dedicated to providing the citizens of St. Mary's County with relevant and desired recreation and leisure opportunities.



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- **TRENDS ANALYSIS**

- The Department utilizes several avenues to identify and address current and emerging trends within the recreation and parks industry and uses them to establish department goals and objectives. Once goals and objectives are created a systematic process of execution is developed and implemented by Division Managers. Capital projects and Enterprise Fund programs and services are outlined and then approved by the Commissioners of St. Mary's County in the Annual Budget Process.

- **PROFESSIONAL ASSOCIATION MEMBERSHIPS**

- **National and State Recreation and Parks Associations-** Through the abundance of educational opportunities, association publications and networking events staff gain insight on national and statewide trends.
- **National Golf Association-** National trends are tracked through the association including: monthly rounds played report and an annual participation report that tracks number of players and demographics of players. The Association offers an abundance of information, current research and insights on the industry.
- **Mid-Atlantic Recreation and Parks Sports Alliance-** A consortium of Recreation and Parks departments that develops and communicates a consistent message that organizations and their members are held accountable to a code of conduct across youth sports.
- **Maryland Tourism Collation-** Members from all segments of the industry work together to promote business, participate in professional development activities, and enhance our economic impact for the benefit of all Marylanders. Together...as a tourism coalition, we can strengthen our industry and positively affect our economy, which benefits all Marylanders.
- **American Alliance of Museums -** AAM sets the gold-standard for how museums should operate. Their members benefit from exclusive networking opportunities, products, and services that help them set and achieve goals both individually and as institutions. National accreditation is granted by this organization to museums that meet and maintain the highest standards in the field.

- **Small Museum Association:** SMA has developed a peer network among people who work for small museums in the Mid-Atlantic region, giving them opportunities to learn, share knowledge and support one another, so that they, in turn, can better serve their institutions, communities, and profession.
- **American Association of State & Local History:** AASLH meets the needs of history practitioners (leaders, volunteers, experienced, and novice) in museums that focus on local and community history, providing leadership and support for its members who preserve and interpret state and local history to make the past more meaningful, through courses, printed resources, and other training and networking opportunities.
- **US Lighthouse Society:** The USLS is an historical and educational organization dedicated to saving and sharing the rich maritime legacy of American lighthouses and supporting lighthouse preservation throughout the nation.



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- **COMMUNICATION**

- **SMC Recreation and Parks Advisory Boards-** St. Mary's County Department of Recreation and Parks operates under the guidance of three advisory boards; the Recreation and Parks Advisory Board, Wicomico Shores Golf Course Advisory Board and the Museum Board of Trustees. It is part of the function of each of the advisory board to identify the needs and best interests of the citizens and provide this information to the Commissioners of St. Mary's County.
- **Executive Management Team-** The Director of Recreation and Parks attends and participates in a monthly meeting of county government leaders and officials. Major projects, policies and procedures, government committee reports, and other current topics and trends are discussed.
- **County Government Managers Meetings –** All Division manager attend monthly managers meetings at which time current topics and trends within County Government operations are discussed and shared.
- **SMCR&P staff meetings-**New trends are discussed in monthly division and hourly staff level staff meetings to determine local needs, priorities and new initiatives.
- **Parent Ad Hoc Groups-** Various programs establish parent groups to seek valuable user input in order to plan and develop priorities and to address needs to improve service delivery.
- **Surveys, needs assessments, community input-** Each division conducts ongoing programmatic and facility use surveys, needs assessments and/or reviews community input through social media and website analytics. Examination of changes from the past enables Department leaders to forecast the desires of the community. The Department refers to the extensive needs assessment conducted in the creation of the current LPPRP to update and advocate for the approved 5 year Capital Projects budget.

- **OTHER RESOURCES**

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- **Americans with Disabilities Act-** The Therapeutic Recreation Specialist maintains and ADA Coordinator certification and tracks all trends, changes and regulations of the Americans with Disabilities Act to ensure equal opportunities to all programs, services and facilities of the Department.
  - **Land Preservation, Parks and Recreation Plan (LPPRP)-** Based on information gathered in a comprehensive review of existing resources and community needs assessment, this Plan provides current information and establishes goals and recommendations to guide St. Mary's County in providing, improving, and best leveraging its system of public parks, recreation services, and open space amenities to meet the growing needs and desires of residents and visitors. Upon adoption by the Commissioners of St. Mary's County, this updated Land Preservation, Parks, and Recreation Plan becomes part of the County's Comprehensive Plan by reference.
  - **HTE Software-** All Divisions track financial and budgetary trends and conduct multi year comparisons through the use of the county's financial management software.
  - **Rec Trac Reports-** The Recreation and Golf Divisions tracks trends in activity and program enrollment numerous reports are run through Rec Trac Recreation Management Software.
  - **Relevant Publications-** Subscriptions to numerous periodicals such as Parks and Recreation Business, NRPA Parks and Recreation magazine, The American Association of State and Local History's National Visitation Report and Inclusive Historian's Handbook and the MRPA newsletter offer insight on trends surrounding model programs, new products and equipment, research, management and conservation topics.
  - **Other Plans and Trends Analysis-** Other plans such as St. Mary's County Tourism & Hospitality Plan, SOMD Heritage Area's Heritage Tourism Management Plan, St. Mary's County Tourism and Chamber of Commerce situational Analysis Document, MD State Tourism Annual Report & Trends Analysis, and the National Park Service Plan for National Trails on the Tidal Potomac River are used as guides in order to link goals and objectives to partner agencies.



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## **STRATEGIC PLAN WORKGROUP**

### **Administration**

- **Arthur Shepherd, Director**
- **Kathy Bailey, CAPRA Project Manager**
- **Lori Tyer-Ellis, Project Manager**

### **Parks Manager**

- **David Guyther, Parks Division Manager**
- **Tyrone Harris, Facilities Coordinator**
- **William Sparshot, Parks Foreman**
- **Stacey McCarson, Administrative Coordinator**
- **Michelle Cogar, Administrative Coordinator**

### **Recreation Division**

- **Jessica Hale, Recreation Division Manager**
- **Christina Bishop, Therapeutic Recreation Specialist**
- **Ken Guyer, Registrar**

### **Wicomico Golf Course Division**

- **Nick Isom, Golf Course Manager**
- **Suzanne Watts, Food & Beverage Specialist**

### **Museum Division**

- **Karen Stone, Museum Division Manager**
- **Andrew Ponti, Marketing Coordinator**

