



2017 Adult Recreation Report

Adult Programming and Recreational Opportunities

Mike Lushniak: Director of Recreation and Facilities

Paul Goedjen: Takiff Center Manager

Liz Visteen: Special Events & Active Adults Program Manager

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Introduction

The Glencoe Park District works to fulfil its mission of enriching lives and creating memorable experiences by providing recreational opportunities to people of all ages. While some people might think of the Park District as only serving younger age demographics, agency staff also takes great pride in its continued effort to meet the needs of adults. The recreational landscape is quickly evolving when it comes to services and opportunities that recreational agencies are offering to adults. Terms like “senior programming” have been replaced with “active adult programming”, and active adult programming is giving way to the very general term of simply “adult programming”.

Gone are the days of park districts offering classes like bingo and basket weaving to meet the needs of aging populations within communities. Current industry trends necessitate a wider variety of adult programming that focuses on working adults, adults with families, active older adults entering retirement, and the more traditional senior programming. The challenge is to change the way people think about, and the way the Glencoe Park District offers adult recreation. This report will highlight not only traditional active adult programs, but delve into other recreational opportunities that are available to adults, but may not be what people think of when they hear the words “adult programming”.

For the purpose of this report, an adult will be considered anyone age 21 or older, youth programs will include anyone age 18 and below, and active adults or seniors will be considered anyone over the age of 55. While some of the Glencoe Park District adult programs target adults of any age, some specifically target older adults age 55 and above.

Promotion

Marketing for adult recreation programs is done primarily through the seasonal brochures, which are sent out three times per year in fall, winter, and spring. Over 87% of residents cite the Park District brochure as their primary way to learn about upcoming programs and events. The seasonal brochure is displayed as a flipbook and downloadable PDF on our website, and each program category has its own webpage with details on the season’s offerings. Over 50% of residents attribute the website to the source of their Park District information. Articles about programming are regularly included in the Glencoe Quarterly with details about new programs and trips geared towards active adults.

Marketing staff also uses flash sales to promote adult programs. These short-sales offer a limited time 20% discount and are promoted on email and social media as a benefit to our subscribers. The email/social media links are trackable, with a clear correlation from email/social media posts to program enrollment.

In addition, TV screens at Watts and Takiff display advertising messages for new or low-enrollment programs. Staff also uses boosted social media posts on Twitter, Instagram, and Facebook to advertise low-enrollment and new programs. Programs are also cross-marketed to patrons using email blasts; for example, an ELC parent may receive email notifications about adult ceramics or parent night out programs.

42% of residents find out about programs from word of mouth. Knowing this, our customer support and recreation teams take extra care in providing excellent customer service to our participants. In addition to

in-person customer service, staff is expected to respond to email and social media messages promptly in relation to specific programs.

Marketing staff is also working on a flyer/poster program to promote upcoming adult programs in area businesses. We have developed a series of templates for the Adult Programming Manager to update and are working on identifying business contacts to display the flyers.

Adult Programming

Classes

The park district offers a variety of adult classes to the community including Ceramics, Ballroom Dance, Dog Obedience, and Improvisation. Class enrollment and popularity have fluctuated over the last few years. Some programs have decreased in enrollment while others have increased. Fluctuation can result from many reasons such as a change in instructors, recreational trends, and variations in local competition.

The Adult Ceramics program has been slowly building in enrollment and is now the most popular adult program. The park district offers four adult ceramics classes per week, all of which are open to beginners through intermediate students. The biggest contributor to the success of this program is the lead instructor, Natalie Steinmetz. Since Natalie was hired in 2011, the program has built a reputation of excellence. She has developed relationships with her adult students, several of which have been taking classes with her since she started at the district. Staff continues to look for ways to continue to improve the ceramics program by adding new pieces of equipment, new clay bodies and glazes, and keeping materials, equipment, and the studio in good working condition. The majority of the adults who have enrolled in a ceramics class continue taking classes with the park district. Another reason for the success of the program is the open studio hours offered to adult students. Also included in class enrollment, the park district allows adult students to utilize the studio when there are no classes taking place. Many students take advantage of this added bonus and find the studio a relaxing and calming place to work on their pieces. In addition to their class time, students have access to over thirty hours a week of open studio time.

One limitation to expanding the adult ceramics program is lack of space. Classes can accommodate more students; however, the studio is very full in regards to storing students' ceramic pieces. Staff plans to investigate expanding the ceramics program into the Art Room across the hall in order to accommodate more students and their artwork. In the short term, staff is looking into reorganizing and maximizing the current



space. Trying things like build shelving in the Ceramics Studio in order to store more student work might alleviate space issues in the short term. Several other park districts and organizations in the neighboring communities offer ceramics classes; however, Highland Park Art Center is the biggest competitor. The Art Center offers several adult ceramic classes a week and has the ability to accommodate more students and storage. This location also has a gas kiln, which is a big draw for their facility and program.

Dog Obedience was once a very popular adult program; however, participation has declined since 2014. Previously, the park district offered beginner and intermediate level obedience classes. A potential reason for the decline in enrollment may be due to the health of the previous instructor. The previous dog obedience instructor was well known and highly regarded within the community, however there were some sessions in which she could not teach for personal health reasons. With last minute class cancellations and an unreliable instructor, the reputation of the Glencoe Park District dog obedience class lost prominence. Another reason for the decline may be the increased number of dog training options in the community offered by pet stores, private companies, and even dog trainers who come to people's homes to train. This past February, the park district successfully ran a Beginner Dog Obedience class with eleven participants under the direction of a new instructor.



Ballroom Dance is one of the newest park district classes offered for adults. First offered in fall 2016 this class now has a steady group of committed participants. It is currently offered as a beginner and continuing class but if interest continues, the park district may offer an intermediate level or additional types of dance classes. This program has helped to grow the recreational programming portfolio for adults beyond mainly art-focused classes.

Painting on Canvas is another adult program that has seen ebbs and flows of enrollment in recent years. Like many of the art programs offered for adults at the Glencoe Park District, this class has competition from both private companies, such as Signature of Art in downtown Glencoe, and neighboring senior centers and park districts. Another reason for Painting on Canvas's varying success could be the space used for this class. The program is currently offered in the art room at the Takiff Center; however, staff frequently received feedback about the lack of natural light in this space. In an effort to expand the adult art program the park district is offering Drawing and Water Colors classes this fall.

Mah Jongg is another adult program which has had mixed success. The park district started offering this program in fall of 2014; however, since the initial offering it has had limited enrollment. Staff will be eliminating this program from its portfolio beginning this fall. The Women's Library Club offers this program as a free drop-in program for its members, so park district staff will be working with the WLC to cross promote programs such as this when offered by other partners in the community.

A consistent challenge for all adult Park District programs is changing the perception that the park district only offers programs for youth and families. This reduces the probability that adults will look through the brochure

for their own recreational needs. In order to combat this, staff is looking to create a flyer template that can be updated on a monthly or seasonal basis. This flyer can be posted at local businesses, the Glencoe Public Library, and possibly mailed directly to older adults in the community.

Staff is always looking to offer new programs for adults in an effort to develop a consistent following and bring people into the Takiff Center. Several new classes are being offered this fall including The Plays The Thing, which is an play reading class for adults, Sewing, Drawing, and Water Colors. Staff is hoping that by continually offering new classes more adults will be drawn to the park district and expose them to other opportunities already offered.

Trips

The park district began offering one-day trips during the spring of 2016 in an effort to reach active adults who might have limitations getting to destinations outside the community or those looking for social interaction. Unfortunately, thus far day trips have had minimal interest and are frequently cancelled due to low enrollment. Staff continues to offer day trips to new and different locations in hopes of finding destinations that pique the interest of residents. Staff has moved from more expensive day trips to more open trip destinations such as the Chicago River Walk. Through conversations with adults, staff has found that active adults simply take the ability to go on day trips into their own hands by planning and transporting themselves. According to the Lyric group sales representative, many Glencoe residents have regular subscriptions to the Lyric Opera House, however when the trip was planned to this destination, it was unsuccessful.

Competition and ease of access will continue to make offering day trips a challenge. With community access to the Metra, active adults may plan their own trips, or be taking advantage of local cultural arts opportunities such as Writers Theatre. There are also a number of senior centers that already have an established following that offer similar trips. The Highland Park Senior Center, the North Shore Senior Center in Northfield, and the Northbrook Park District Senior Center are open to all and offer a variety of programs including day trips. Staff is looking into partnering with other organizations such as the Women's Library Club and Family Service of Glencoe to generate interest in these programs and engage Glencoe residents to raise awareness of offerings within the community.

New this fall, the park district is now offering extended travel trips through American Classic Tours. In partnering with a travel agency/touring company, staff is hoping to create a new offering that may provide yet another opportunity to expose residents to other Glencoe Park District adult program offerings. Fall 2017 trips include Cape Cod in September, Door County in October, and Nashville in November. All travel, hotel, and meals are included in the fee. Trips planned for winter 2018 include Florida Keys & Miami in February, Savannah, Charleston, Hilton Head and Jekyll Island in March, and North Carolina in April.



Workshops and One Day Offerings

Based on their success, the park district continues to offer more one-day programs and workshops including Paint & Sip, Sculpt & Sip, and CPR/AED classes. Many multi-week classes have resulted in inconsistent registration possibly due to busier schedules for adults; however, one-day classes have grown in popularity.

Some one-day programs require a registration fee while others are free of charge such as the monthly drop-in Breakfast Club program, which started in fall 2016. The Glencoe Breakfast Club was initiated as an opportunity for staff to meet adults from the community, find out what programs would be welcome additions, and expose adults to the variety of programming the Park District currently offers. While this monthly gathering event had a slow start, attendance has been increasing. Starting this fall, a presentation component will be added to the monthly Breakfast Club program that will provide an educational opportunity for adults about a variety of topics such as Medicare or taking care of an elderly parent.

The park district also partners with community groups such as Glencoe Community Garden and Friends of the Green Bay Trail to provide and promote free presentations to the community. Some programs offered this year included How to Build a Vertical Garden, Food Mood Connection, Grow-Your-Own Garden, Made for the Shade: Native Plants to Brighten Up Your Landscape, and Pollinator Plant Sale. Staff has found success in working with partner organizations to offer these classes. Using community groups allows them to use their relationships within the community to spread word of mouth about these program offerings.

Several other organizations in the community offer workshops and one-day presentations including the Glencoe Public Library, Women's Library Club, and North Shore Senior Center. Park district staff has started communicating with these organizations to eliminate duplication and competition. The hope is through these efforts the park district will establish partnerships with these organizations to serve the residents of Glencoe.

Fitness Programming

Fitness classes

The Glencoe Park District offers a variety of fitness class opportunities for adult recreation to Glencoe residents. Classes currently offered at the Takiff Center include Moving with Weights, Werq, Hatha Yoga, Adult Jazz Dance, Row & Go Circuit, Rowing Fundamentals, and Beginner Yoga. During the summer, fitness programming also takes place at the Glencoe Beach and in the parks. Classes offered at the beach include Paddle Board Fitness, Paddle Board Yoga, and Beach Bootcamp. Staff is also attempting to utilize the new fitness pod at Shelton Park by offering a Fitness in the Park circuit exercise class.

The most popular classes the park district currently offers are Hatha Yoga, Moving with Weights, Adult Jazz Dance, and the rowing programs. These classes all are led by instructors that have a strong following in the area. A strong selling point for the fitness classes moving forward will be the addition of the Takiff Center Fitness Area.



Staff offers new fitness classes with the release of the brochure three times a year; however, it has been difficult to introduce new classes to the adult fitness portfolio with strong enrollment. Participation in new fitness classes has been low, as current students tend to remain on a consistent schedule with classes they are currently taking. Unless an instructor is able to offer a new class with an established following, minimums are seldom met. Staff is hopeful that the addition of the Takiff Center Fitness area will help to increase attendance at classes and draw adults who are looking for a local, unintimidating fitness opportunity.

The instructors for the park district's fitness classes are a mix of independent contractors and part-time employees. Notable instructors that have been teaching classes at the park district for many years are Alison Faith who teaches Hatha Yoga, Marianne Nicolosi who teaches Moving with Weights, and Julie Kaplan who teaches Adult Jazz Dance. Staff will be working with these instructors, as well as new staff members, to develop classes that are offered at attractive times and serve as a compliment to the new Glencoe Fitness Area.

A main challenge for the park district's fitness programming is the competition from other private and public fitness agencies. There are endless options for adults looking for fitness opportunities such as larger neighboring park districts and other not for profit fitness centers, large corporate fitness centers, and personal training opportunities within Glencoe such as Bora Fitness. To combat the competition, the park district will continue to work and develop its niche within the community. Staff will focus on integrating fitness classes and marketing them to the new Glencoe Fitness Area members and continuing to add unique and innovative classes to stay abreast of current fitness trends.

Personal Training Rentals

In addition to the adult fitness classes the Glencoe Park District offers, instructors also rent the fitness studios to hold private and small group trainings. These private rentals offer additional fitness opportunities for patrons in a smaller more private type of atmosphere. Allowing instructors to offer private and small group trainings helps to bring people into the Takiff Center and expose them to other Glencoe Park District offerings. These small private group classes also fill the fitness studios during "non-peak" hours of the day. As the new fitness area opens, staff will be working to offer its own small group classes and personal training to capture this demographic that is currently using the facility.

The Future of Glencoe Park District Fitness

Beginning in August 2017, the park district will begin renovating the Aiken Activity Room into a new fitness area. This area will house cardio, strength, and stretching equipment for residents of Glencoe as well as non-residents. When the Glencoe Fitness Area is completed, staff anticipates that it will aid in the growth of attendance of fitness classes.

In addition to the new fitness area, the park district will work to grow and expand on its current class offerings. New and innovative classes will be added and staff will continue to develop its current offerings. A focus will be placed to grow unique class offerings such as rowing, paddle board classes, beach fitness, and outdoor fitness classes. By making the Takiff Center a “one stop shop” for fitness, featuring free weights, cardio machines, strength machines, group classes, and personal training, staff is hoping to reach a new section of the Glencoe adult community.

Partnerships & Collaboration

Family Service of Glencoe

Family Service of Glencoe’s mission is to promote a stronger community by meeting individual and family needs through services that identify, prevent, and resolve social and emotional problems. They provide counseling services, parent consultations, youth and family outreach, crisis intervention, scholarship assessment for the park district and district 35 schools, assistance to seniors through the Committee for Senior Housing Aid, and provide information and referral services.

The park district partners with Family Service of Glencoe to offer an annual event called Family Fun Fest. The event has been an annual staple for several years. The event includes a variety of family activities such as games, crafts, program presentations, face painting, balloon artist, and refreshments. This event also welcomes other organizations such as Women’s Library Club and Glencoe Community Garden to assist with activities and showcase what they do in the community.

The park district and Family Service of Glencoe have recently collaborated to explore new ideas and opportunities to engage the active adult population in the community. Both agencies initiated a project in 2016 to gather information about the older adults living in the community and what types of services and offerings they were interested in through one-on-one interviews and focus groups. In order to launch this project and introduce our organizations to the community, the park district and Family Service of Glencoe co-sponsored a Spaghetti Dinner in February 2017. Approximately fifteen adults attended the free event which included a brief presentation introducing each agency and the services each organization provides. During the dinner, staff from both organizations was able to meet with attendees and hear their feedback. Staff is hopeful that both organizations will continue collaborative efforts to engage the adult population allowing them to participate in more events and activities.

Women’s Library Club

The Women’s Library Club of Glencoe, now headquartered within the Writers Theatre building, began in 1872 as a small group of friends who gathered to read and discuss classical and contemporary literature. As their collection of books grew, they made them available to the public, operating out of their first clubhouse on 654 Greenwood. This community service continued until 1908 when the club donated the entire collection to be the nucleus of the new Glencoe Public Library. The club carries on its tradition of service by supporting numerous philanthropic causes and partnering with many organizations within Glencoe to form a stronger community. This organization organizes luncheons, book club, Bridge, Mah Jongg, dining out trips, lectures/presentations, and many other programs for its members.

The park district's partnership with the Women's Library Club is used to promote and jointly offer adult programs and trips. Initial conversations began in 2016 and staff continues to be an active member of Women's Library Club by attending the annual Women's Library Club meeting and attending other events sponsored by this organization.

Glencoe Public Library

The Glencoe Public Library's mission is to enrich the lives of Glencoe residents by providing the library materials and services needed to meet their informational and recreational interests; to act as a responsive resource for independent, lifelong learning; to encourage use of the library by patrons of all ages as a vital center of community life; and to support the principles of intellectual freedom.

The park district and the public library recently formed a partnership to coordinate and promote youth and adult programs. Discussions began in February to discover what programs are offered, if duplication can be eliminated, and the potential of working together on future adult events or programs. As a result of these meetings, the park district and library have partnered on branding and marketing the summer Tots-N-Tunes concerts together. In addition, the library will be providing a Story Walk element to the park district's Park-N-Play program. Both organizations are now beginning to coordinate adult programs and will share speakers for fall presentations. The park district will continue to foster this relationship in order to offer more programs together and eliminate duplication within the community.

Other Groups & Partners

The park district also partners with Glencoe Community Garden and Friends of the Green Bay Trail to offer programs to the residents of Glencoe. Many of these organizations offer programs on park district property including Shelton Park, Greenhouse, or Takiff Center. The park district markets these programs in the seasonal brochure and promotes these programs via social media. In return, the park district increases its exposure to these residents and is able to provide services to them outside of traditional programming.

The park district also works with a variety of other adult based groups such as Reach Yoga of Glencoe to offer collaborate fitness classes, the Glencoe/Glenview League of Women Voters, and the North Shore New Horizon Band which uses space weekly in the Takiff Center. Partnerships are also formed with other park districts in the area to benefit adults. Reciprocal agreements with the Winnetka Park District for paddle tennis, the Park District of Highland Park for indoor tennis, and the Northbrook Park District for aquatic facilities provide three additional ways for adults to recreate.



Adult Recreational Opportunities

Glencoe Boating & Swimming Beach



The Glencoe Beach and Pearlman Boating Beach are two Glencoe Park District facilities that provide another means for adults to recreate within the community. These facilities offer drop-in opportunities, programs, pass options, and rentals that serve adults of all ages.

In the summer of 2017, 42% of beach passes sold were to adults age 21 and older and 33 senior passes were sold to participants age 55 and older. The average age of a beach pass holder is 30 years old. These statistics show

that the Glencoe Beach is a place that adults visit and use to recreate. In addition to these passes, the beach accepts hundreds of adult daily admissions each week, making it a very popular recreational opportunity to both adults and active adults.

In addition to just visiting the beach, adults take advantage of the amenities at this facility. Both youth and adults alike are seen renting paddleboards, kayaks, and sailboats. Additionally, groups of adults are seen playing beach volleyball both during the early morning hours and when the beach is open. Adults also use the sun shelters to host family gatherings, parties, or simply barbeque with friends. Similarly, the Trellis is reserved for rent almost every weekend of the summer for events like graduation parties, special events, and even weddings.

The Pearlman Boating Beach is another facility that provides the opportunity to recreate for adults. The boat house allows people to store kayaks, paddleboards, and sailboats at the beach. The owners of these vessels are adults of all ages. These customers find more than a storage space at this facility that allows them to use their watercraft in a safe environment with the help of park district staff. They also have the option to register for adult sailing lessons, take part in regattas, or join in boat club social outings that take place throughout the summer.

Watts Ice Center

The Watts Ice Center provides outdoor winter recreation to all ages. Adults have the ability to get involved in hockey and skating based recreation in a number of ways.

Rink passes for drop-in hockey and open skating times are one way that the Glencoe Park District serves the adult population. The park district offers Adult Scrub Hockey (pick-up games) on Sunday mornings, adult open hockey times throughout the week, and public skate for all ages seven days a week during the season. In 2017, of the 175 rink passes sold for open skate or drop-in hockey, 109 (62%) were sold to individuals who were age 21 or older. Of those 109 passes, 20 were sold to active adults who were over the age of 55, showing that even the active adult population takes advantage of this community facility to recreate. Similar to the beach, the ice rink also takes dozens of admissions per week for adults who come to use open hockey and open skate times through the Watts season.



In addition to drop-in hockey and skating times, adult rental groups make up a portion of ice usage at this facility. Each week there are eight adult hockey rentals that serve adult hockey players. The ice is rented to an individual who

organizes pick-up hockey games for other adults. These groups often have players of varying skills and ages, with younger adults recreating side by side with older ones. Other rentals allow youth to recreate with adults and parents to recreate with their children. Private ice rentals for birthday parties or parent/child hockey games are popular and commonplace at this facility.

Watts Ice Center has also offered adult hockey lessons and skating lessons for a number of years, however these programs have struggled to gain enrollments or meet minimums to run in recent history. Staff continues to alter program times, days, and content to meet the needs of the residents.

Facility Rentals and User Groups

The Glencoe Park District offers many rental opportunities to the adult population of Glencoe and the surrounding area. Patrons currently have the opportunity to rent multiple spaces within Takiff Center including the gym, community rooms, activity room, multipurpose room, lobby, and community hall. Each year, Takiff Center houses birthday parties, weddings, mitzvahs, anniversaries, business meetings, in addition to many other types of events. Allowing the adults of the Glencoe area to rent space allows the park district to reach this population with a more passive approach.

The most notable active adult facility rental that uses Takiff Center weekly is the New Horizons Band. The New Horizons Band is a non-profit organization dedicated to providing seniors an exciting and educational opportunity to make music, regardless of ability or experience. They welcome those who have not played for years, as well as those who never found the time to begin learning how to play musical instruments. Members hail from Winnetka, Wilmette, Evanston, Skokie, Northbrook, Highland Park, Glencoe, Deerfield, Glenview, Riverwoods, Morton Grove, Chicago, Vernon Hills and Lake Bluff. By providing a space for this group to practice, it allows residents and nonresidents alike to use Takiff Center and once again exposes them to other offerings within the park district.

Takiff Center also serves other adults by providing space for businesses such as @Properties, a weekly Glencoe Rotary Club meeting space, and a place for social gatherings. A common misconception is that facility rentals for events and parties are youth based events. Instead, Takiff Center has been host to 50th birthday parties, adult social club events, and themed parties for Glencoe residents.

Adult Athletics

The Glencoe Park District works to provide recreational opportunities to adults through athletic programs. Currently, the park district offers an Adult Softball League, Adult Tennis Classes, and Adult Karate Classes.

The Men's Adult Softball program plays at Reinsdorf Field on Thursday nights in the spring and summer. Teams play with a 12" ball and play a ten game regular season followed by playoffs. Participation has been consistent in recent history, with the number of teams each season ranging from 5 to 7. The industry trend has seen a decrease in the popularity of adult men's softball, so staff is pleased to continue to offer this program given the small population of Glencoe and the competition of softball leagues in almost every community.



With approximately 15 people per team this program serves 75 to 80 players, with about two thirds of the participants being residents of Glencoe. This program is another unique opportunity for adults of all ages to recreate with one another with young adults playing side by side with active adults.

Adult Tennis Lessons are another athletic offering for adults through the Glencoe Park District. Adult tennis lessons are offered in co-ed classes for beginner, intermediate, and advanced players. While this program has a strong participation base, it has seen a decline in participation over the past 3 years. For the summer of 2017, staff will be offering new classes, times, and a new program structure in an attempt to revive the program and reverse the trending decline. In the summer of 2017, staff has also introduced private tennis lessons that are run through the Glencoe Park District. Interested participants can register for private tennis lessons through the RecTrac registration program used by the district and can be connected to an instructor who will work to find a date and time to provide the private lesson. In addition to park district run tennis lessons, the Glencoe Park District works to reserve court time with a community tennis club who arranges matches against surrounding communities. Similar to softball, a high level of neighboring tennis competition exists with indoor facilities located in Winnetka, Northbrook, and Highland Park that can offer year round lessons.

Another area of adult athletics that has been a new program offering is Adult Karate. The youth karate program has been strong at the park district for a number of years, however recently adult classes have been added and seen strong enrollments. Currently 9 people between the ages of 18 and 55 are participating in karate classes that take place on Mondays, Tuesdays, and Saturdays at Takiff Center.

Special Events and Family Programs

The family aspect of adult recreation is not one that can be overlooked. The Glencoe Park District prides itself on serving adults through family based recreational opportunities. The Park District offers many special events each year that are intended for families. Some of the bigger family events include Watts Below Zero, the Spring Egg Hunt, the Fourth of July Celebration, Beach Camp Out, and the Boo Bash. Each of these events offer valuable time for parents to spend with their children and often times join in the fun. Parent & child events are also offered annually by the Glencoe Park District. These events include the Daddy Daughter Dance, Mother Son Date Night, and Mommy & Me Tea. These events serve adults with children and allow them unique experiences to spend time with one another. Parents are often seen having more fun than their children do at these popular events by participating in activities and dancing or socializing with other parents.

In 2016, the park district started offering more adult only BYO (bring your own) special events including Paint & Sip and Sculpt & Sip. These events are well received with strong enrollment.

Passive Park Use

Throughout the 100 acres that make up the Glencoe Park District park system, there is significant adult park use. The park system offers many amenities heavily used by adults, including tennis at one of the district's many courts, or outdoor basketball at Watts Park and Kalk Park.

Often walkers can be seen in Shelton Park, Lakefront Park, and Kalk Park. The bluff at Lakefront Park is a favorite location for walkers and joggers to exercise. The site receives significant use often numbering in the hundreds each week. While Friends Park is primarily a playground for children, the site provides the perfect atmosphere to enjoy a cup of coffee and catch up with friends while supervising children on the playground. This park site is used by hundreds of adults and children every week.

The park district's section of the Green Bay Trail in Shelton Park is used by hundreds of adults on a daily basis enjoying fitness activities and enjoying nature. From the most intense workouts to a leisurely pace, this section of the trail is very popular for adults of all ages. The district has a bike repair station and a water bottle filling station at this location in an effort to enhance the experience for the user. While just a small portion of the trail, the park district has partnered with the Village of Glencoe and the Friends of Green Bay Trail to keep it in optimal condition for bikers, runners, joggers, and walkers. While the park district does not own the trail, staff frequently assists the village and volunteers in maintaining it. From growing plant material in the greenhouses at Takiff, to a monthly mowing of the trail, the park district is strong municipal partner in managing this community asset.



Frisbee golf at Watts Park is also an outdoor activity regularly frequented by adults and teenagers. The course offers a picturesque location and nearby parking to anyone interested in playing a round of Frisbee Golf regardless of age.

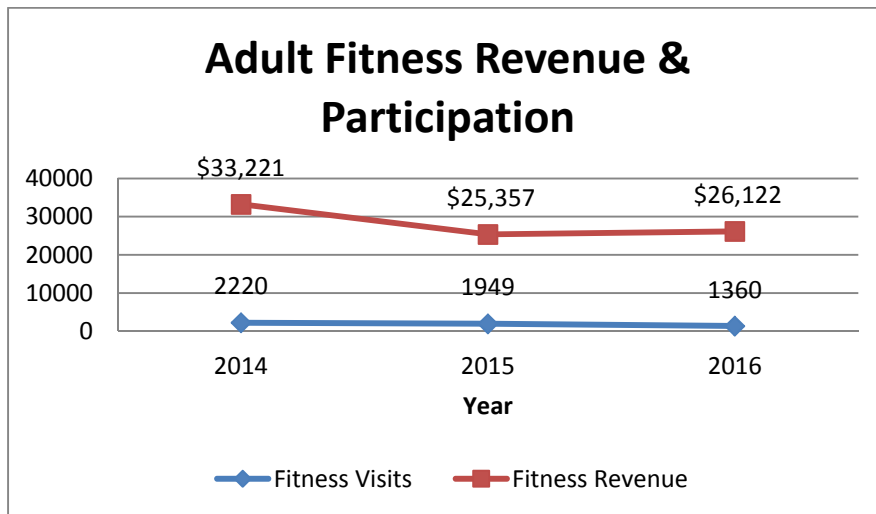
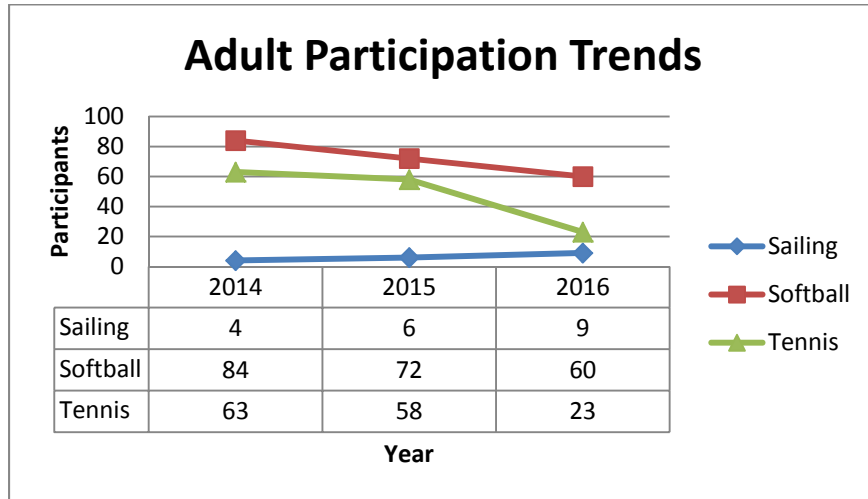
The park system in Glencoe offers a multitude of amenities to provide recreation to adults of varying intensity from the most intense workouts to a shaded place to read a book or enjoy the outdoors.

Conclusion

The Glencoe Park District is a place for adults to recreate. Staff is constantly evaluating traditional adult program offerings to adjust times, program logistics, or content to meet the needs of adult residents. While programs work to directly engage adults by teaching them a new skill, introducing them to a new experience, or offering social interaction in a recreation setting, passive adult recreation is an important part of what is also offered. The Glencoe Park District is fortunate to offer a beach, boathouse, tennis courts, trails, open space, and other amenities that allow adults in Glencoe to interact with one another and utilize park district services.

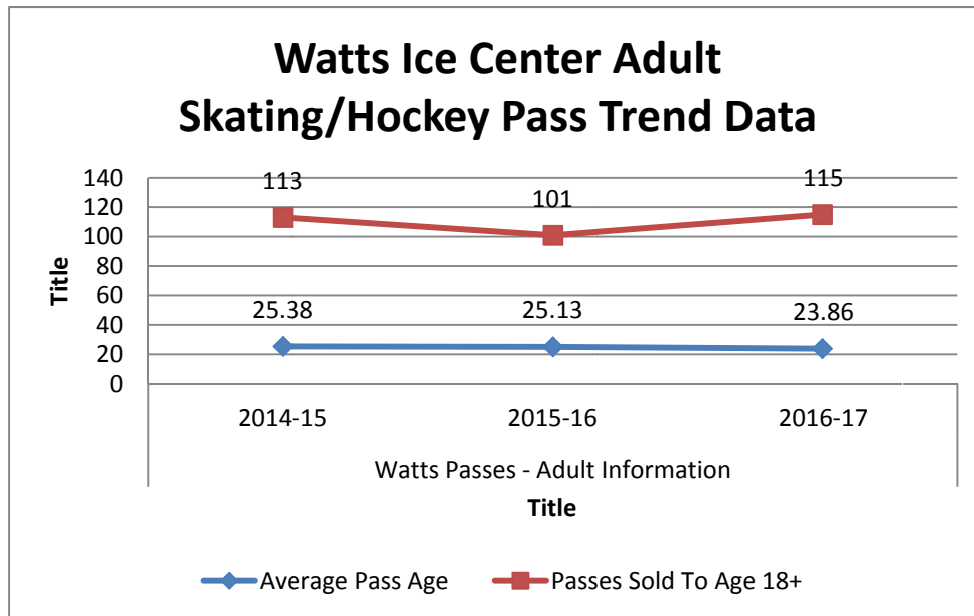
Staff will continue to engage the adult residents of Glencoe to ensure that desired recreational opportunities are being met. In 2016, the Glencoe Park District officially began a volunteer program, which encourages adults to get involved by supporting current program offerings. That program has expanded into a service trip for youth and adults that will be offered in the fall of 2017. Adults are also able to get involved in the park district and community through numerous citizen committees including the Lakefront Advisory Group, the Watts Ice Center Advisory Group, the Early Childhood Committee, and other task forces.

Appendix A - Trends and Data



5 Year History of Active Adult Program Offerings

	2017	2016	2015	2014	2013
Ceramics	37	66	56	33	23
Dog Obedience	11	cancelled	14	20	66
Painting on Canvas	cancelled	3	8	2	
Mah Jongg	cancelled	cancelled	4	4	
Ballroom Dance (reg as couples)	12	4			
Breakfast Club (Meet & Greet)	7	0			
Improvisation	8				
Spring Bulbs Workshop	cancelled				
Art Institute trip	cancelled				
CPR/AED Cert.	5			16	
Photography Workshop	cancelled	cancelled	cancelled	cancelled	
Yoga & Wine	cancelled				
Magnificent Mile trip	cancelled				
Herb Gardens Workshop	pending				
Chicago Riverwalk trip	pending				
Intro to Flower Design	cancelled				
Paint & Sip	7	cancelled			
Sculpt & Sip	10				
Snowshoeing Workshop	cancelled				
Emergency Preparedness	cancelled				
Beginner Knitting		4	cancelled		
Succulent Gardens Workshop		9			
From Field to Table Workshop		cancelled			
Art & Wellness		cancelled			
The Artist's Way / Art of Play			cancelled	cancelled	
Spring Awakenings wksp.		cancelled			
Farmer's Market Bouquets		cancelled			
Field Museum trip		cancelled			
The King & I trip		cancelled			
Long Grove - Chocolate Fest		cancelled			
Chicago River Cruise		cancelled			
Hand Tied Bouquets		cancelled			
Handmade Journal		cancelled	cancelled		
Book Page Wreath		cancelled			
Crochet Wire Necklace			cancelled		
Field to Table Centerpiece			cancelled		
Terrarium Workshop			cancelled		
Essential Oils workshop			1	2	
Painting Partners			cancelled		
Visual Journaling			cancelled		
Language of Color (floral)			cancelled	cancelled	
Winter Whites (floral)			cancelled		
Food & Film: Today's Special			cancelled		
Food & Film: Big Night			cancelled		
Fall Harvesting				2	
Crawl Into Plays				cancelled	
Private Cooking Parties				cancelled	cancelled
A Taste of Italy				cancelled	
Foreign Film Series					cancelled
Flower Arranging					cancelled
Adult Pickleball					cancelled
Alicia, My Story (lecture)					cancelled
A Night at the Oscars (lecture)					cancelled
Love is a Rose (floral)					cancelled
Winter Elegance (floral)					cancelled
Super "Bowl" Sunday (ceramic)					cancelled
Ceramic Night Out					6
Sunset Painting Workshop					cancelled
Parents Night Out					cancelled
Mother/Daughter Self-Defence					cancelled
	97	86	83	79	95



2017 Beach Pass Sale Information

The average age of a beach pass holder is 29.

Over 850 passes were sold to adults age 18-64

93 passes were sold to active adults age 65+

58% of all beach passes were sold to adults age 18 and over.

Appendix B - Related Research

Play Is Important For Adults Too

Pittsburg Post-Gazette

By: Jennifer Wallace

May 22, 2017

Soccer icon David Beckham has said that he plays with Lego pieces to control stress. Comedian Ellen DeGeneres playfully pranks her television guests. While serving as Britain's prime minister, David Cameron was known to decompress at the end of a long day with the video game "Angry Birds." The importance of play for children is well documented. Now researchers are turning their attention to its benefits for adults. What they're finding is that play isn't just about goofing off; it can also reduce stress and contribute to overall well-being.

Play is easy to recognize in children and animals — such as, say, an impromptu game of tag or chase — but what does it look like in adults? How we play is "as unique to an individual as a fingerprint" and could mean collecting stamps, tossing a football, reading a book or climbing Mount Everest, says psychiatrist Stuart Brown, founder of the National Institute for Play in Carmel Valley, Calif. "What all play has in common," Dr. Brown says, "is that it offers a sense of engagement and pleasure, takes the player out of a sense of time and place, and the experience of doing it is more important than the outcome." Although some people may appear more playful than others, researchers say that we are all wired by evolution to play.

Peter Gray, a research professor of psychology at Boston College, says, "Play primarily evolved to teach children all kinds of skills, and its extension into adulthood may have helped to build cooperation and sharing among hunter-gathers beyond the level that would naturally exist in a dominance-seeking species." In other words, for our earliest ancestors, play wasn't just about adding fun to their lives, it may have been a way of keeping the peace, which was critical for survival. There's a reason adult play exists in modern society, says Lynn Barnett, a professor of recreation, sports and tourism at the University of Illinois at Urbana-Champaign. One theory is that we play because it's therapeutic — and there's research to back that up, she says. "At work, play has been found to speed up learning, enhance productivity and increase job satisfaction; and at home, playing together, like going to a movie or a concert, can enhance bonding and communication."

Playful adults have the ability to transform everyday situations, even stressful ones, into something entertaining, Ms. Barnett says. She co-authored a study that found highly playful young adults — those who rated themselves high on personality characteristics such as being spontaneous or energetic, or open to "clowning around" — reported less stress in their lives and possessed better coping skills. Perhaps they have these attributes because they are better able to keep stress in perspective, Ms. Barnett theorizes. "Highly playful adults feel the same stressors as anyone else, but they appear to experience and react to them differently, allowing stressors to roll off more easily than those who are less playful," she says.

Being a playful adult may also make us more attractive to the opposite sex, according to a study from Penn State University. Researchers there asked 250 students to rate 16 characteristics that they might look for in a long-term mate. "Sense of humor" came in first among the males and second among the females, "fun-loving" came in third for both, and being "playful" placed fourth for women and fifth for men.

*Lead researcher Garry Chick speculates that the attraction to playfulness may be rooted in evolution and what we value in a mate. “In men, playfulness signals nonaggressiveness, meaning they’d be less likely to harm a mate or an offspring,” he said, “and in women, it signals youth and fertility.” Not all adults play alike, of course. In a study published in April in the journal *Personality and Individual Differences*, researchers examined the complexities of adult playfulness in an effort to tease out patterns of behavior.*

The researchers identified four types of playful adults: those who outwardly enjoy fooling around with friends, colleagues, relatives and acquaintances; those who are generally lighthearted and not preoccupied by the future consequences of their behavior; those who play with thoughts and ideas; and those who are whimsical, exhibiting interest in strange and unusual things and are amused by small everyday observations.

Lead researcher Rene Proyer, a professor of psychology at the Martin Luther University Halle-Wittenberg in Germany, says that by showing how varied playfulness can be, he hopes that people will be encouraged to become more playfully engaged with others. “A less playful person can learn to be more playful, much like an introvert can learn to be a better speaker by observing the techniques extroverts use,” he says. “Play is a basic human need as essential to our well-being as sleep, so when we’re low on play, our minds and bodies notice,” Dr. Brown says. Over time, he says, play deprivation can reveal itself in certain patterns of behavior: We might get cranky, rigid, feel stuck in a rut or feel victimized by life. To benefit most from the rejuvenating benefits of play, he says, we need to incorporate it into our everyday lives, “not just wait for that two-week vacation every year.”

To identify the kind of play that would be most meaningful to you, Dr. Brown suggests thinking back to the play you enjoyed as a child and trying to connect that to your life now. For example, a person who was very active as a child may be wise to engage in recreational sports as an adult. “Play has the power to deeply enrich your adult life, if you pay attention to it,” Dr. Brown says.

Brittany Rouille, a 28-year-old travel blogger in Hood River, Ore., says she made a point of incorporating more play into her life a few years ago after her then stressful and rigid lifestyle left her depressed. “It wasn’t until I re-introduced play into my life that I started to feel like myself again,” she says. “Now I play every day, whether it’s roller blading, painting or playing my harmonica, even if it’s only for an hour, because I know how important it is for me to let go and not think about anything except for the fun thing I’m doing in that moment,” Ms. Rouille says. “I find play so crucial to my well-being that I have built my life around playing outside.”

Older Adults: Exploring Their Changing Demographics and Health Outlook

National Recreation and Parks Association Magazine

By: M. Jean Keller

December 30, 2016,

Senior centers have been operating in the United States for nearly 75 years. The first center was introduced in New York City in 1943 to help older adults remain in their community by offering educational and recreational programs along with case management services. The Older Americans Act (OAA) of 1965, which was reauthorized in 2016, funded early senior centers and, today, centers are recognized by the Administration on Aging (AoA) as one of the most widely used services among older Americans.

The National Council on Aging (NCOA) estimates 11,400 senior centers serve more than 1 million older adults every day. While there are many ways to define senior centers, for purposes of this article they will be defined as a community focal point, under the direction of municipal parks and recreation departments, where older adults gather to fulfill many of their social, physical, emotional and intellectual needs and interests. Much like senior centers, older adults can be defined in numerous ways. For our purposes, they will be defined as Americans 60 years or older, unless specifically noted.

In coming years, with the older population increasing annually and with 69 percent of working Americans retiring before age 65, communities where park and recreation agencies host senior centers and programs will see increased participation in municipal recreation, fitness and wellness programs. Are your senior adult facilities and services ready to meet the needs of this ever-expanding and changing older population? Let's explore the demographics along with the health and wellness needs of this segment of the U.S. population.

Older Adults by the Numbers

Research shows that the older adult segment of the population is diverse and very interested in health and wellness. Community recreation leaders need to be aware of the diversity among older adults in their communities to effectively serve them. The following statistics demonstrate that diversity with regard to income, education, employment status as well as race and ethnicity.

According to the AoA, since 2004, the number of Americans 65 and older has increased by 10 million and, as of 2015, stands at 46 million. In that same period, the number of Americans 60 years and older increased 33 percent, from 49 to 65 million, respectively, and is projected to reach 98 million by 2040. This older population is itself increasingly older. In 2014, the 65–74 age group (26 million) was more than 12 times larger than it was in 1900, the 75–84 group (14 million) was more than 17 times larger and the 85+ group (6 million) was 50 times larger. Racial and ethnic minority older adult populations have also increased — from 6.5 million in 2004 to 10 million in 2014 (a 22 percent increase) — and are projected to reach 21 million by 2030. Between 2014 and 2030, the white (non-Hispanic) population 65 and over is projected to increase by 46 percent compared with 110 percent for older racial and ethnic minority populations, including Hispanics (137 percent), African-Americans (non-Hispanic) (90 percent), American Indian and Native Alaskans (non-Hispanic) (93 percent) and Asians (non-Hispanic) (104 percent).

Marital Status — *In general, older men are much more likely to be married than older women (70 percent of men compared to 45 percent of women). In 2014, there were 26 million older women and 20 million older men, or a male to female ratio of 127 women for every 100 men. There are more than three times as many widows (9 million) as widowers (2 million), and in 2015, 15 percent of all older adults indicated they were divorced or separated. This percentage has increased since 1980, when approximately 5 percent of the older population was divorced or separated. Single older adults often have different recreation, health, and wellness needs and interests than those who are coupled. For example, on overnight trips, individuals may need help with roommates to keep rates reasonable if pricing is based on*

double occupancy. Today, the primary users of senior centers are single, well-educated, Caucasian females in their mid-70s.

Retirement — *More than 50 percent of Americans ages 61 to 69 years have fully retired and about 15 percent is now finished with work. Among this group, according to the LIMRA Secure Retirement Institute, the presence of a traditional pension or retirement plan is often what separates those considered income-rich from those who are not. Retired Americans receive \$1.3 trillion in income, the vast majority of which comes from Social Security (42 percent) and traditional pension and retirement plans (30 percent). Traditional pensions remain fairly common for those over 75 years, according to LIMRA.*

Education — *Along with their numbers, the educational level of the older population is increasing. Between 1970 and 2015, the percentage of older persons who had completed high school rose from 28 percent to 84 percent, but this percentage varied considerably by race and ethnic origin. In 2015, about 27 percent held a bachelor's degree or higher, and education and income are positively correlated. In 2014, households containing families headed by persons 65 and over reported a median income of \$54,838 and 35 percent of those households had incomes of \$75,000 or higher. However, that same year, more than 4.5 million people in this age range (10 percent) were reported to be living below the poverty level.*

Health Outlook — *According to AoA, between 2012 and 2014, 44 percent of community-dwelling older adults assessed their health as excellent or very good, with slightly more than 43 percent of 65–74 year olds and 27 percent of those 75-year-olds and older reporting that they engaged in regular leisure-time physical activity. Most have at least one chronic condition and many have multiple conditions. Among the most frequently occurring conditions mentioned were diagnosed arthritis (49 percent), all types of heart disease (30 percent), and cancer (24 percent), diagnosed diabetes (roughly 21 percent), and hypertension (high blood pressure or taking antihypertensive medication) (roughly 71 percent). In addition, about 30 percent of older adults reported height/weight combinations that placed them among the obese.*

For older adults, the average life expectancy is an additional 19 years (21 years for females and 18 years for males). A child born in 2014 could expect to live to be 79 years of age, about 30 years longer than a child born in 1900. Concerns have been raised about future increases in life expectancy in the United States compared to other high-income countries, primarily because of past smoking habits and current obesity levels, especially for women age 50 and over.

Older Adults' Needs and Interests

According to research conducted by the NCOA in 2015, older adults who participate in senior centers learn to manage and delay the onset of chronic disease and experience measureable improvement in their physical, social, spiritual, emotional and economic well-being. The majority of them also report receiving helpful information, lifelong learning, and acquiring new skills that contribute to their continued independence. A survey of 734 senior center participants from six states illustrated the important roles senior centers play in the physical and mental health of older adults. Twenty-five percent of those surveyed indicated they regularly felt down or depressed. Yet, when engaged at a senior center, nearly half (46 percent) reported feeling less lonely, laughing more often (49 percent), having reduced levels of stress (48 percent), feeling more satisfied with life (43 percent) and having increased or started regularly exercising (40 percent). Research also indicates social support is a key determinant of successful aging. In this same study, more than 90 percent of the respondents indicated they developed close friendships at their senior centers and engaged in social activities both inside and outside of the centers. Single females in the study indicated that the senior centers offered opportunities for social interactions, friendships and the emotional support they lacked and that senior center participation successfully countered social isolation and loneliness.

Three key components of successful aging as identified by authors J.W. Rowe and R. L. Kahn are (1) low risk of disease and disease-related disability, (2) maintaining a high level of mental and physical functioning, and (3) active engagement with life. These overarching areas for successful aging are sound starting places to determine the needs and interests of community-dwelling older adults and today's senior

centers are challenged with designing recreation, wellness and fitness programs and services to meet their needs.

Four Service and Programming Models

There are four models for senior center service and programming that should be considered to meet the needs of this highly diverse and growing population: *café, technology, lifelong learning and fitness/wellness.*

The **café model** is an updated, multipurpose center that has an inviting storefront. This concept is designed to welcome younger-older adults (age 50 and older) by starting with a cup of coffee or tea and once they're in the door, offering them a menu of adventures that include entertainment, educational programs and wellness-related activities. This model has been shown to result in a 65 percent increase in community engagement and outreach and a 57 percent increase in participant involvement. It offers great opportunities for partnerships with community gardens and culinary and other academic programs at secondary or postsecondary educational institutions, libraries, businesses and intergenerational groups.

Some of the challenges in getting older adults to avail themselves of the services and programs that are offered include lack of time and transportation and health barriers. In that case, the **technology model** may be the solution. Some centers offer telephone topics — daily calls where older adults listen to conversations and learn and share pertinent and beneficial information. Other centers have created virtual programs where interactive experiences can be shared just about anywhere. Senior centers often offer courses to expose older adults to new technology and software, as well as how to use them. It is likely this model will grow in the future.

The **lifelong-learning model** supports computer literacy, second career training, hobby development or expansion, travel, study groups, and volunteering and mentoring. Senior centers are responding to newly retired older adults' needs with high-profile re-employment and civic engagement offices to support career transition and retirement-alternative lifestyles. Various art studios are being developed along with partnerships for volunteering and mentoring.

The **fitness/wellness model** in senior centers is expanding and focuses on six dimensions of wellness: emotional, spiritual, intellectual, social, physical and occupational. To every extent possible, senior centers are encouraged to use evidence-based programs to ensure that measurable outcomes are achieved in the various areas of health and wellness. For example, *EnhanceFitness*, developed by the University of Washington's Health Promotion Research Center, is a physical activity program for older adults that has served more than 60,000 older adults in 39 states and has been shown to improve health among participants. This program was supported by the Centers for Disease Control and Prevention. The NCOA shares evidence-based programs to prevent falls. Multiple evidence-based programs that have been proven to help older adults reduce their risks of falling, such as *A Matter of Balance*, *FallsTalk*, *FallScape*, and *Stepping On*, are available for implementation in senior centers. Recreation agencies have established innovative partnerships with physical therapy clinics, hospitals and corporate wellness programs to expand their health and fitness programs and facilities to older adults.

Senior centers remain a community focal point for older adults. The challenge is how they will serve a changing and growing population with changing and growing needs and interests. Senior center leaders need to work to remain relevant to this changing population and provide meaningful, innovative and needed programs and services that are evidence-based and that will attract not only public and private partners but also older adults to their facilities.