

Is the Covid Threat Really Over?
The Stuff Dr. Fauci isn't Talking About

- A. What has happened in the US economy since Covid?
 - 1. Workforce Changes
 - 2. Inflation!!!!!!
 - 3. Shopping Habits changing
 - 4. Housing Prices Skyrocketing
 - 5. Interest Rates Climbing

- B. Local Economy Impacts
 - 1. City Revenue Sources
 - a. Property Taxes
 - b. Sales Taxes
 - c. HOT tax
 - d. 4A & 4B Taxes
 - e. Fees & Charges

 - 2. Local Municipalities Challenges
 - a. Aging Infrastructure
 - b. Conservative Leadership - Fiscal Conservatives
 - c. Narrowing Scope of Essential Government Services
 - d. Increased demand for Public Safety
 - e. Elected official's priorities
 - f. City Manager priorities
 - g. TML and the State Leg

- C. P & R Department Impacts
 - 1. Fitness
 - a. Private gym sales since covid are up 170% since covid.
 - b. Private fitnesses clubs reported that industry lost \$15 billion cut 480,000 jobs
 - c. Virtual workout are soaring
 - d. Meditation/ Yoga growing since Covid
 - 2. Sports
 - a. Virtual Training
 - b. 28% decrease in youth sport participation
 - c. Expected increase youth sports spending
 - d. Private Sports facilities have closed down
 - e. Lacrosse and hockey continue to grow
 - f. Travel Teams
 - 3. Pickleball Trends - Did you miss it?

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4. Slow pitch softball
 - a. 2018: 7.39 million participants
 - b. 2020: 6.35 million participants

D. Is Parks and Recreation bound to become the Xerox or Eastman Kodak of City Services?

1. Look for every opportunity to distinguish your department
2. Be the Best you can Be!
3. Do it yourself, take your programs back in-house and save your job!
4. Report Successes
5. Take on additional opportunities
6. Apply for Awards and share them with your elected officials
7. Make your department the prize department of the City
8. Look for opportunities to make other departments successful
 - a. Don't operate in a silo
 - b. Partner with other department for events and programs
9. Present and Speak to Service groups
10. Make you and your department ESSENTIAL