

Market Research and Analytical Services

Statistically Valid
Community Opinion Surveys

Voter Opinion Polls

Needs Assessment
Surveys

Focus Groups

User Group Surveys

Youth Surveys

Benchmarking Studies
and Trending Analysis

Stakeholder Interviews

Public Forums

Economic Impact and
Feasibility Research

Customer Satisfaction
Research

Performance Measurements

Consensus Building
Workshops

Public/Private Partnerships

Marketing and
Communications
Assessments

Master Plans

Strategic Plans

Leisure Vision

*...helping parks and recreation organizations
make better decisions*

Our Clients

Aberdeen, SD
Albemarle County, VA
Arlington County, VA
Aurora, CO
Aurora, OH
Battle Creek, MI
Billings, MT
Bloomington, IN
Boonville, MO
*Blue Valley Recreation
Commission, Kansas*
Brentwood, MO
Brunswick, ME
Canon City, CO
Carmel, IN
Casper, WY
*Castle Pines North Metro
District, CO*
Cedar Rapids, IA
Champaign Park District, IL
Chandler, AZ
Chanute, KS
Chesterfield, MO
Claremont, NH
Clay County, MO
Clayton, MO
Clive, IA
Columbia, MO
Columbus, OH
Creve Couer, MO
*Department of Environmental
Management, State of RI*
Deerfield Park District, IL
DeKalb County, GA
Denver, CO
Derby, KS
Des Moines, IA
*Eastern Rio Blanco Park
District, Meeker, CO*
Elk Grove Park District, IL
Emporia, KS
Flagstaff, AZ
Florence, AL
Fort Morgan, CO

Who We Are

Leisure Vision is a division of ETC Institute that specializes in conducting market research and analysis for the parks and recreation industry. Since 1992, we have **conducted more than 200 citizen surveys** for parks and recreation organizations and other leisure providers in 41 states. The senior professionals at Leisure Vision include a former parks and recreation director, a former city manager, a park board member, and a former planning commissioner with degrees in mathematics, business, quantitative research, statistics, and economics. Their academic background combined with their professional experience make them ideally suited to help parks and recreation professionals use market research as a powerful tool for decision-making.

Our ability to **Effectively Listen & Involve Citizens and Clients in Building “Needs Based Consensus Solutions”** has given Leisure Vision a reputation as one of the nation’s premier public involvement market research and consulting firms. Leisure Vision’s services focus on involving citizens, users, and stakeholders in the decision making process and developing creative and sustainable funding strategies.



...building support for parks and recreation funding begins with a comprehensive understanding of the needs of your community.

During the past five years, Leisure Vision has helped **secure funding for new facilities valued at more than \$700 million**, including numerous interconnected trail systems, open space and greenway acquisition, multipurpose community centers, family aquatic centers, golf courses, sports complexes, museums, cultural attractions, family entertainment centers, regional and neighborhood parks, and other high quality industry attractions. In each case, communities used surveys and focus groups to objectively assess the needs of their community, identify the highest priorities, and build support for increased funding.

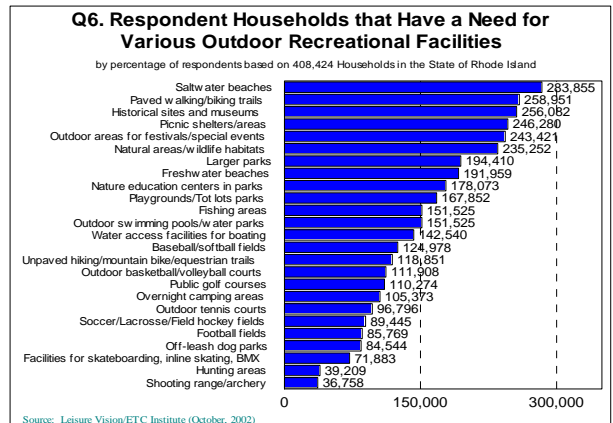
Our Clients

Fort Wayne, IN
 Fort Worth, TX
 Fulton County, GA
 Gardner, KS
 Gladstone, MO
 Glendale, AZ
 Grandview, MO
 Greenville County, SC
 Harrisionville, MO
 Hazelwood, MO
 Henderson, NV
 Hernando, MS
 Huron, OH
 Idaho Falls, ID
 Independence, MO
 Jackson County, MO
 Jefferson City, MO
 Johnson County, KS
 Kalamzaoo, MI
 Kansas City, MO
 Key Biscayne, FL
 Kirkwood, MO
 Lawrence, KS
 Lee's Summit, MO
 Lemont Park District, IL
 Lenexa, KS
 Liberty, MO
 Lindenhurst Park District, IL
 Long Beach, CA
 Lucas County, OH
 Macomb Park District, IL
 Macomb Township, MI
 Mainheim Township, PA
 Manhattan, KS
 Marshalltown, IA
 Martha's Vineyard, MA
 Mesa, AZ
 Metro East Park and
 Recreation District, IL
 Missouri State Fair
 Moon Township, PA
 Morris County, NJ
 Mount Dora, FL
 Mundelein Park and
 Recreation District, IL

Types of Projects We Typically Support

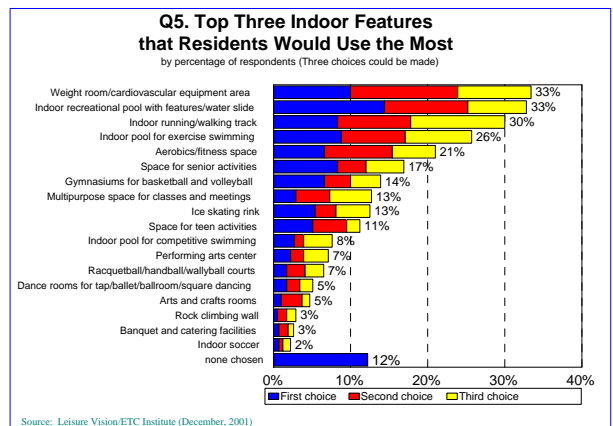
Strategic Plans/Master Plans

Leisure Vision has conducted more than 100 needs assessment surveys and related consulting assignments for parks and recreation master planning and strategic planning projects. Our surveys allow you to accurately assess a wide range of issues impacting your long range plan, including the need for a full-range of outdoor and indoor programming spaces, priority support for the programming spaces, customer satisfaction with current offerings, and support for fee and tax based revenue sources.



Feasibility Studies

Leisure Vision has worked with communities ranging in size from a few thousand citizens to more than one million citizens on feasibility studies for multi-purpose community recreation centers, family aquatic centers, trail systems, cultural facilities, ice skating facilities, outdoor athletic complexes, and other facilities. Our surveys allow you to objectively evaluate your community's need for programming spaces that are being considered, the amount residents would be willing to pay for usage fees, the desirability of partnerships, location issues, and voter support for potential election issues.



Benchmarking and Trending Analysis

Parks and recreation agencies and other industry providers need accurate and timely information to stay on top of today's ever changing trends. Leisure Vision has an unparalleled research base of benchmarking information from communities across the country to help you track community trends, establish level of service standards, develop performance measurements, and support strategic decision making.

“Leisure Vision has an extensive data base of survey results regarding usage and priority needs for outdoor recreation facilities, parks, trails and indoor programming spaces. We found their national data base to be extremely unique and valuable to our work.”

-Michael J. Hood, CPRP, Director of PR, Columbia, Missouri

Our Clients

Naperville Park District, IL
National Intramural Recreation & Sports Assoc.
New Haven, CT
Norfolk, VA
Northville, MI
Olathe, KS
Owensboro, KY
Park District of Oak Park, IL
Peoria, AZ
Platte County, MO
Polk County, IA
Portland, OR
Provo, UT
Radnor, PA
Ramsey, MN
Recreation and Park Commission, Parish of East Baton Rouge, LA
Richmond, VA
Richmond, CA
Rock Island, IL
Roeland Park, KS
Rolla, MO
Rutland, VT
Shawnee, KS
Shoreline, WA
South Burlington, VT
Springdale, AR
St. Charles, MO
St. Louis County, MO
St. Peters, MO
Tempe, AZ
Tulsa, OK
The Woodlands, TX
Tucson, AZ
University of Missouri, MO
US National Park Service
Victor, NY
Warrensburg, MO
Waukesha, WI
West Des Moines, IA
Westland, MI
Wyandotte County, KS

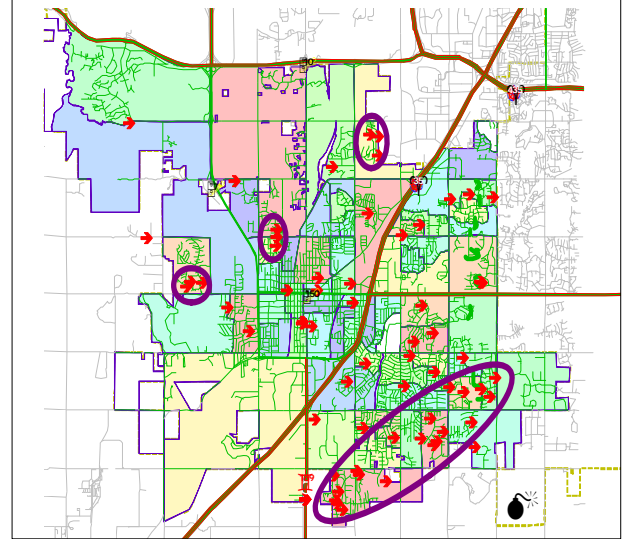
In-House Capabilities

Leisure Vision's parent company, ETC Institute, has a new research center equipped with a high-speed 32 station call center, state-of-the-art focus group facilities, and a mail processing center capable of processing more than 30,000 pieces of mail per day. ETC Institute also has extensive capabilities for the administration of surveys by both phone and mail in Spanish and other languages.

Geocoding Services

Leisure Vision can geocode survey results to the latitude and longitude coordinates of a respondent's home. This technique integrates survey data with most geographic information systems (GIS), which allows your community to "map" survey responses. In addition to enhancing the quality of presentations, these maps can be used to support strategic analysis and decision making. Geocoding can help identify where gaps exist in service delivery to help your community direct resources to those areas where improved recreation programs and/or facilities are needed most.

Dissatisfaction with the Walking and Biking Trails



Our Newest Service – *DirectionFinderPR®*

On January 1, 2004 Leisure Vision will be introducing DirectionFinderPR®, an exciting new market research tool for the parks and recreation industry. DirectionFinderPR® is a benchmarking survey that has been developed with the assistance of an advisory committee of senior managers from 21 parks and recreation organizations across the United States.

DirectionFinderPR® is being developed for the parks and recreation professional who wants a powerful and highly affordable research tool to measure their community's usage, satisfaction and unmet needs for parks and recreation programs, facilities and services. DirectionFinderPR® will contain a core set of questions that have been tested in more than 200 communities. DirectionFinderPR® will provide your organization with unparalleled benchmarking and trending information to help you and your agency exceed your community's expectations for parks and recreation services.

***If you and your community are looking for a market research tool that can help you stay on the right course-
DirectionFinderPR® is for you.***

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