

A SPECIAL INVITATION TO NEVADA RECREATION AND PARK SOCIETY

As a part of the Northern Nevada Economic Development Conference, the Conference Planning Committee will present an Institute:

INVESTING IN PARKS AND RECREATION

The Proven Economic Development Tool to Attract Businesses and Create Jobs

A park and recreation agency's equity capital is accumulated from taxes, and taxpayers require evidence they're receiving a return on their equity investment. It is insufficient for an agency to demonstrate that it delivers services well. It has to demonstrate these services contribute to the community's economic welfare, and they perform a valuable service to the public at large beyond responding to the demands of particular interest groups. In the political arena, it is almost always advantageous to frame an issue in economic terms when presenting a case to a legislative body. The costs of park and recreation services are easy to calculate. Thus, if the economic benefits accruing from them are not presented, there is an inherent imbalance in the information used by elected officials and taxpayers to make decisions.

The Institute will address the economic contributions a park and recreation agency can potentially deliver:

- Attracting tourists, businesses, and affluent retirees
- Enhancing real estate values
- Reducing taxes
- Stimulating the recreation equipment industries
- Reducing health care costs from both stress and obesity

Strategies for using these economic benefits to reposition an agency will be discussed.

Featuring
Dr. John L. Compton
Thursday, May 21
9:15am - 12pm


University of Nevada, Reno
The Joe Crowley Student Union



Dr. John L. Compton holds the rank of Distinguished Professor of Recreation, Park and Tourism Sciences at Texas

A & M University. Dr. Compton's primary interests are in the areas of marketing and financing public leisure and tourism services. In addition to teaching and writing, Dr. Compton has conducted workshops in the U.S. and in a number of foreign countries. He has delivered keynote addresses at the World Leisure Congress and at annual National Park and Recreation Conferences in Great Britain, Canada, Australia, South Africa, New Zealand and Japan.

NEVADA ECONOMIC DEVELOPMENT CONFERENCE
Stronger Economies Together
MAY 19 - 21, 2015
University of Nevada, Reno • The Joe Crowley Student Union



Register by April 30 for Special Discount

The institute is \$35 and registration may be completed by submitting the form on reverse side. If registrants are interested in lunch, an additional \$20 is required and must be received before April 30. After April 30, the fee is \$75.

For more information regarding the conference visit: www.wndd.org.

SEE REVERSE SIDE FOR INSTITUTE REGISTRATION INFORMATION

REGISTRATION INFORMATION

EVENT OPTIONS

THURSDAY INSTITUTE ONLY	THURSDAY INSTITUTE, LUNCH & AFTERNOON SESSION
<input type="checkbox"/> \$35 before April 30	<input type="checkbox"/> \$55 before April 30
<input type="checkbox"/> \$50 after April 30	<input type="checkbox"/> \$75 after April 30

Name: _____ Title: _____

Organization: _____

City: _____ State: _____ Zip: _____ Email: _____

Phone number (in case we have questions about your registration): _____

How did you hear about Nevada Economic Development conference? _____

Role(s) at the conference (circle all that apply): Participant Presenter Exhibitor Sponsor Volunteer

PAYMENT

Please select method of payment.

CASH \$ _____ CHECK # _____ PAYABLE TO "THE BOARD OF REGENTS"

CREDIT CARD *Your Credit Card will not be billed until the week of the conference*

___ VISA ___ DISCOVER ___ MasterCard ___ AMERICAN EXPRESS

Name on Card: _____

Card Number: _____

Exp: _____ CVC Number: _____ Amount Authorized to Charge: _____

Authorized Signature: _____

YOU MAY REGISTER BY MAIL, EMAIL, FAX OR PHONE

MAIL

Attn: Nevada Leadership Institute
University Center for Economic Development Attn: UCED
University of Nevada, Reno
Mail Stop 204
Reno, NV 89557

EMAIL

fred@unr.edu

FAX

(775) 784-1773

CALL

(775) 883-7333 x2000

INFORMATION

For more information, please call (775) 883-7333 X2000