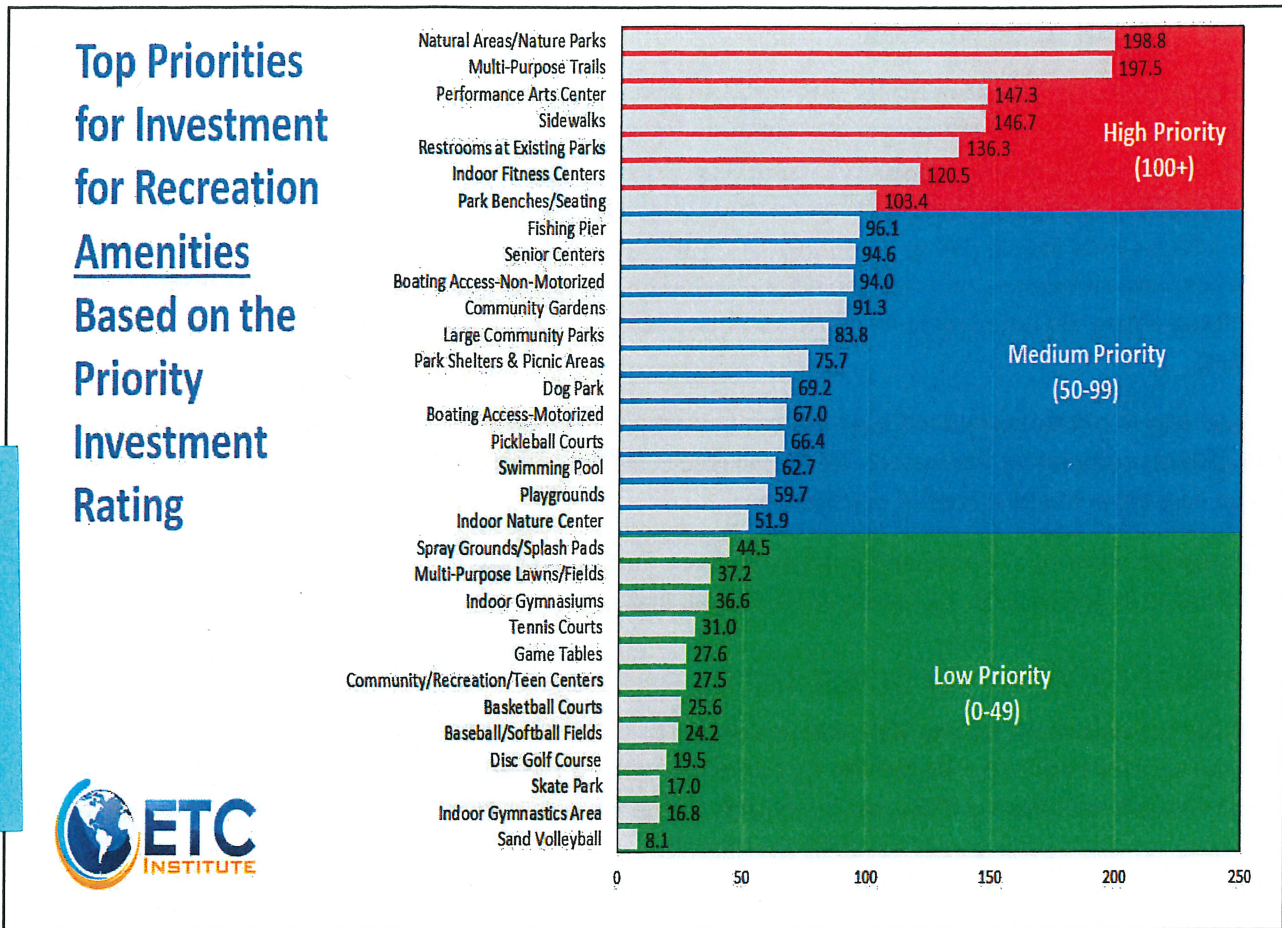


FIGURE 2.3 - TOP PRIORITIES FOR INVESTMENT FOR RECREATION AMENITIES BASED ON THE PIR



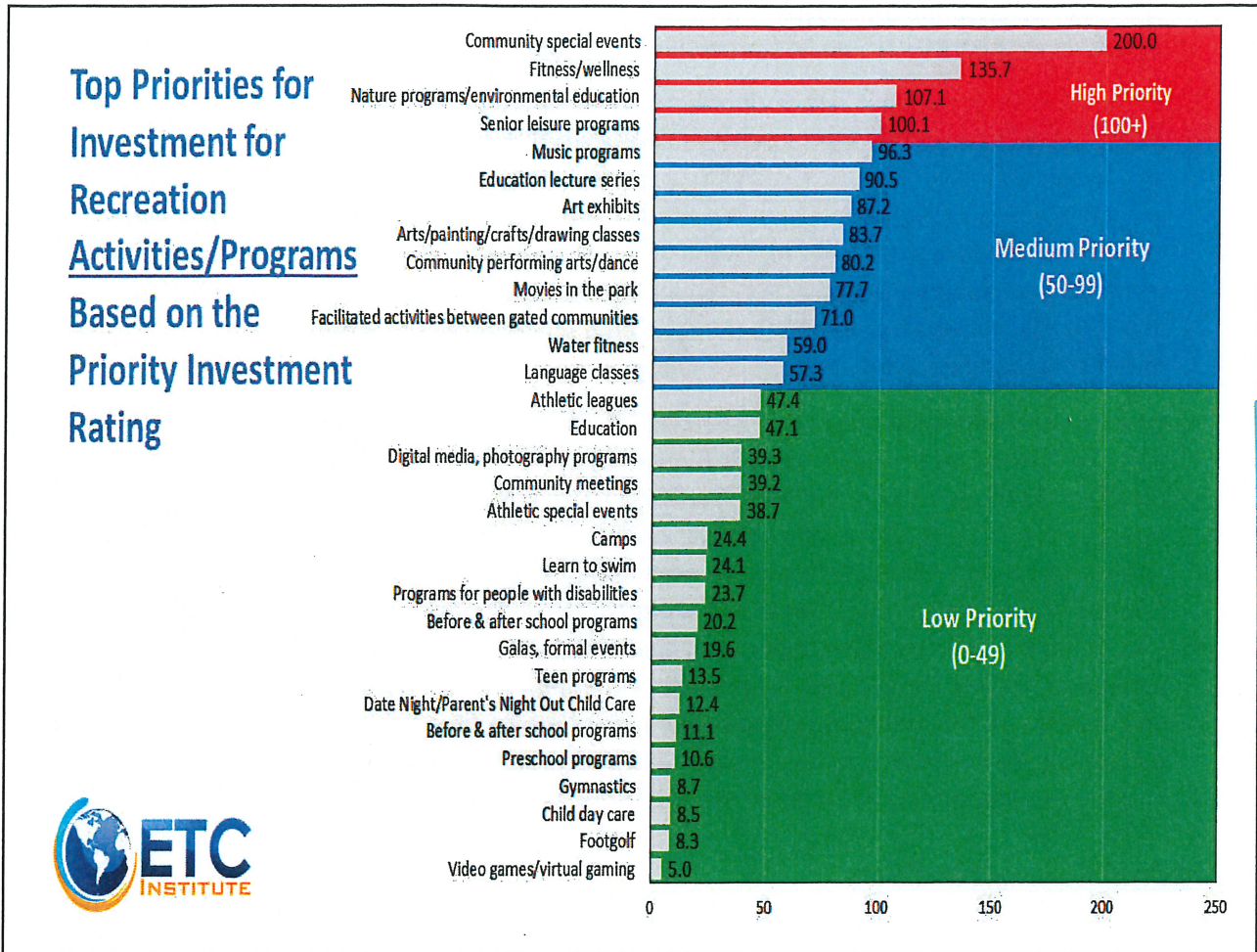
Priorities for Activity/Program Investments

Based on the **Priority Investment Rating (PIR)**, the following four activities/programs were rated as “high priorities” for investment:

- Community special events (PIR=200.0)
- Nature programs/environmental education (PIR=107.1)
- Fitness/wellness (PIR=135.7)
- Senior leisure programs (PIR=100.1)

The chart on the next page (Figure 2.4) shows the **Priority Investment Rating (PIR)** for each of the 31 activities/programs that were rated.

FIGURE 2.4 - TOP PRIORITIES FOR INVESTMENT FOR RECREATION ACTIVITIES/PROGRAMS BASED ON THE PIR



Additional Findings

National Benchmarking Findings

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country. The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to "National Averages." Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

Results from household responses for Estero were compared to National Benchmarks to gain further strategic information. Highlights from this exercise include: