

More Than ChatGPT

How Can AI Help Park & Rec Districts
Deliver Exceptional Experiences?

CARPD 2026

Courtney Sung
Rec Technologies
recreation.ai

01

Introductions & Why Now

02

AI Foundations for Recreation

03

Beyond ChatGPT: AI for Recreation

04

How to Intro AI to Your District

About Me



Courtney Sung
Head of Partnerships
Rec Technologies

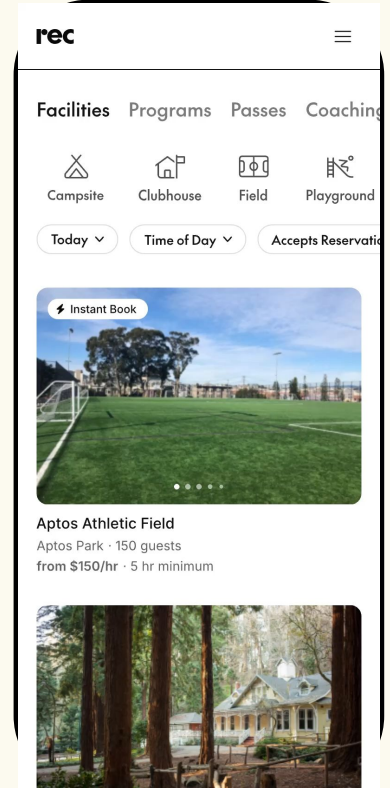
MEET REC

We believe in technology that increases access to recreation and empowers communities to thrive

OUR TEAM HAS BUILT APPS FOR
BILLIONS OF USERS

Uber Google
STRAVA HIPCAMP

TRUSTED BY 85 DEPARTMENTS
ACROSS 28 STATES



WHY NOW

Recreation is not a nice to have: it plays a critical role in joy, health, and inclusion



WHY NOW

But we're facing
more challenges
than ever

Agencies discuss what to cut as state deals with \$35B deficit
By Madeline Shannon | The Center Square | Apr 27, 2026
Date created: November 6, 2023

APA poll reveals a nation suffering from stress of societal division, loneliness
Stress Mental Health
Most LI...
f more emotional support

Young Wisconsinites report they're too lonely to go outside. Are recreation groups the answer?
Loneliness prevents people in their twenties and thirties from enjoying the state's natural wonders, according to Wisconsin's environmentalists. Outdoor clubs may pose a solution.
DESTINY DEVOOGHT / November 27, 2024

Sacramento's New Strategy to Fight Loneliness Starts Outdoors
One in three Americans feel lonely. Sacramento is building free community spaces to bring people together.
BACK LOWREADE MAR 23, 2024 By Melissa Leitch

from existential budget cuts to a loneliness epidemic

WHY NOW

What if the
constraint isn't just
budget or
headcount...

01 / FINANCE TEAM

Taking information from a sales system, putting it into spreadsheets, then into Workday, then into *fiscal spreadsheets*.

— FINANCE TEAM · ARLINGTON PARKS & REC

02 / FACILITIES TEAM

"Running reports: 2 hrs. Answering emails: 10 hrs. Running facility software: 6 hrs. We will never catch up in some of these areas."

— FACILITIES TEAM · ARLINGTON PARKS & REC

ARLINGTON PARKS, RECREATION & CULTURE · AI READINESS SURVEY · 2026 REC TECHNOLOGIES

but how we're
spending our time?

ARLINGTON SURVEY · SELECT UP TO 3

Where do staff most want AI support?

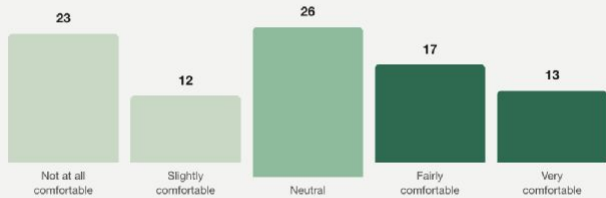
The top three answers are all resident-facing — the work that suffers most when staff are buried in admin.



ARLINGTON SURVEY · 92 RESPONDENTS

How comfortable is your team with AI?

Average score: **2.84 / 5** — the median employee is sitting squarely in the middle.



38%

rated themselves 1-2.
Skeptical or unfamiliar.

29%

rated themselves 4-5.
Ready to go.

29%

neutral — the
persuadable middle.

Let's do something about it

QUICK POLL

**On a scale of 1–5, how comfortable are
you using AI today?**

QUICK POLL

What AI tools is your district currently using?

QUICK POLL

What do you think would help your district use AI more?

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How to Intro AI to Your District

Three Levels of AI Use in Rec Districts

1

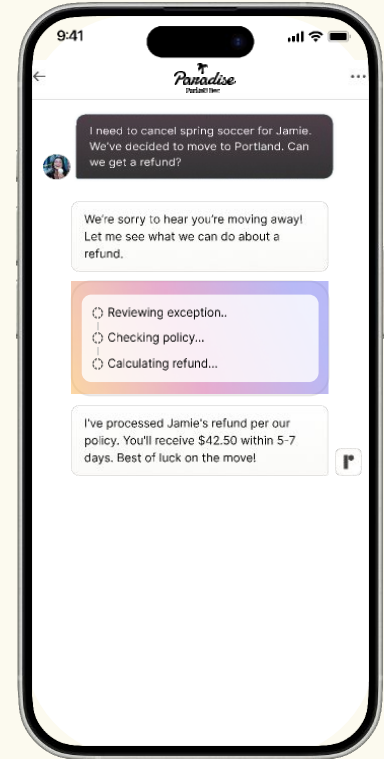
BASIC: CHATGPT

2

INTERMEDIATE: SPECIALIZED AI TOOLS

3

ADVANCED: INTEGRATED PLATFORM AI



Three Levels of AI Use in Rec Districts

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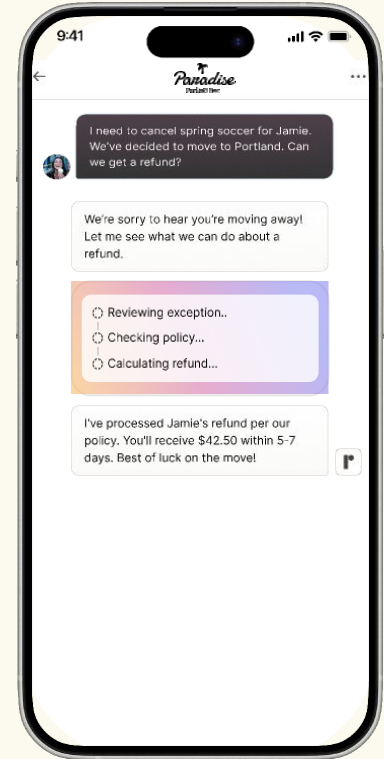
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Prompting: Getting the Most from ChatGPT

Persona: Who are you? (e.g. "I am a parks and rec director...")

Goal: What outcome do you need?

Task: What specifically should the AI do?

Context: Provide key info the model needs to do the task well

Elements of a Good Prompt

Act as a helpful tutor who breaks down complex subjects into easy explanations.

I want you to explain the process of photosynthesis to a

14 year old student, to assist with biology exam preparations.

Your answer should be 300 words, written in a tone that's friendly and educational.

Persona: Ask the tool to take a role

Objective: What do you want the AI to do

Audience: Specify who it's for

Context: What does the tool need to know

Boundaries: Set your own direction & limitation

Tip 1
Give Clear Instructions

Use commands that instruct the AI tool on what you want to generate, such as 'explain', 'translate', 'summarize' or 'compare'.

Tip 2
Provide Context

Adding context and background information can help the tool to understand the task better. For example, mention the project type such as 'short story', 'report' or 'outline'

Tip 3
Iterate & Experiment

Try different instructions and techniques if you don't get the results you want. Prompting can be like an experiment that may require several rounds of iterations!

 LEVEL 1

How to Elevate Your Prompt

 > ChatGPT 5.2

 Share ...

Draft an announcement about summer camp signups.

Option 1: Short and energetic

Summer camp signups are officially open. Get ready for a season packed with fun, friends, and unforgettable experiences. Spots fill quickly, so register soon to secure your camper's place. We cannot wait for another amazing summer.

 > ChatGPT 5.2

 Share ...

I'm a rec coordinator at the City of Pawnee in charge of our youth summer programming. I want to maximize the number of parents who complete Fast Track pre-registration so that registration day is smooth. Draft me a 150 word social media post that is friendly and upbeat targeted at parents. The specific program is listed here: <https://www.rec.us/sections/bab13973-ee86-466f-9a28-52c1bfbf6a9f>

Parents of Pawnee, summer fun is almost here and we need your help to make registration day easy and stress free for everyone. This year, we are offering Fast Track pre registration for our youth summer programs, and it is the best way to get a head start. By completing Fast Track ahead of time, you can save your household information, emergency contacts, and important details before registration opens. That means less typing, fewer lines, and a much smoother experience when it is time to enroll your child.

Fast Track is quick, secure, and can be done anytime from home. Taking a few minutes now helps us open programs on time, reduce wait times, and focus on what matters most, creating an amazing summer for your kids.

We are so excited to offer another season full of activities, friends, and memories. Complete your Fast Track pre registration today and be ready when registration day arrives. Your future self will thank you.

    ...

Take Your Prompting to the Next Level

Prompt: *I am the project manager for an upcoming capital project at Fuller Park. Please review the park plan, capital project budget information and MPRB comprehensive plan and the recent community feedback summary to provide recommendations on what should be included in the capital project. Explain why, prioritize the recommendations and tell me what information is missing.*

Park and Trail Plans

+ Above the Falls Regional Park Plan

+ Bde Maka Ska–Harriet Vision Plan & Improvements

+ Bossen Field Park Plan

+ Brownie Lake Plan

+ MPRB Plan for Cedar Lake and Lake of the Isles

+ Central Mississippi Riverfront Regional Park Plan

+ Hiawatha Golf Course Property Plan

+ Midtown Greenway Regional Trail Plan

+ Minnehaha Parkway Regional Trail Plan

Park Planning 101

[Neighborhood Park Planning](#) [PDF]

Service Area Parks Plans

+ Downtown Service Area Parks Plan

+ East of the River Parks Plan

+ North Service Area Parks Plan

+ South Service Area Parks Plan

+ Southwest Service Area Parks Plan

System-Wide Plans

+ Ecological System Plan

+ RecQuest

+ Skate Park Activity Plan

+ Urban Agriculture Activity Plan

Three Levels of AI Use in Rec Districts

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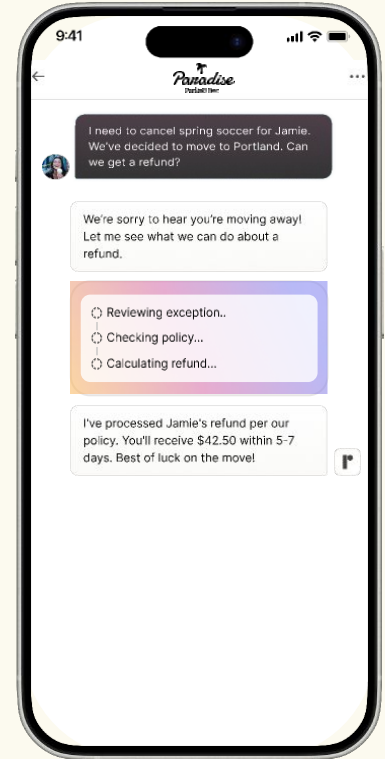
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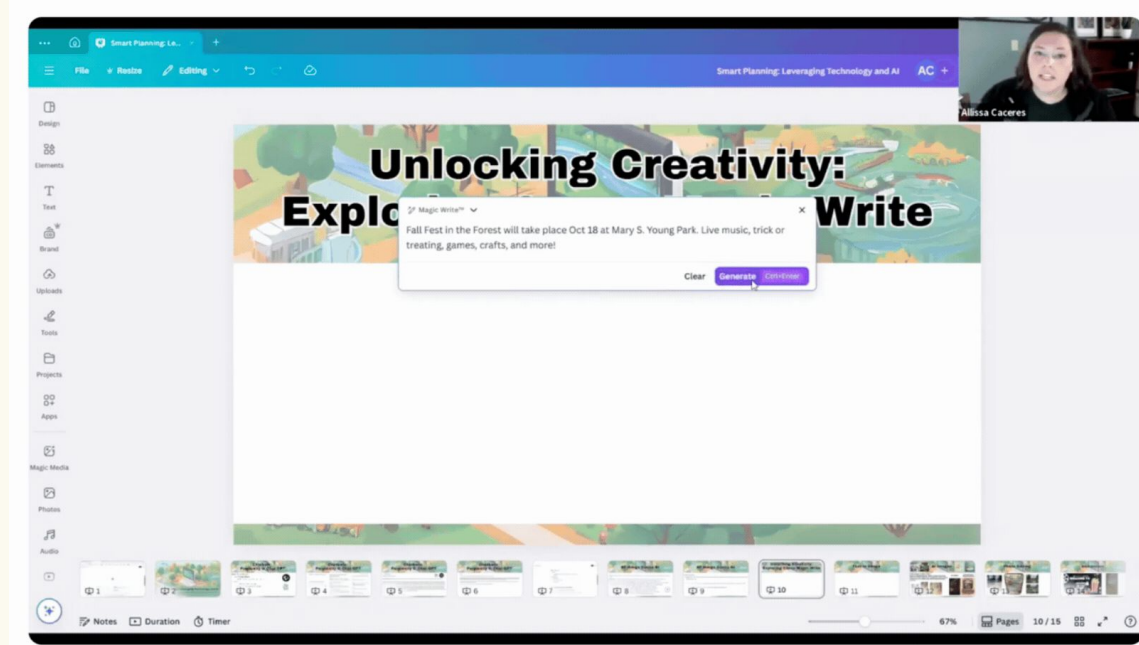
ADVANCED: INTEGRATED PLATFORM AI



Canva AI for Content Creation

West Linn, OR

- Generate social media captions
- Prompt-based photo editing
- Utilize design templates



✂️ LEVEL 2

ElevenLabs for Realistic Voiceovers

Glenview Park District, IL

- Create grant / award submission video voiceovers from text at a fraction of the cost
- Dub content into multiple languages

Other similar tools: Murf AI, OpusClip, Synthesia



Welcome to the Glenview Park District



Glenview Park District
285 subscribers

Subscribe



437 views 2 years ago GLENVIEW

The Glenview Park District is one of the largest, most unique and inviting park districts in Illinois. Our property covers over 861 acres which includes 12 major facilities, 26 parks, 13 fieldhouses and 12.6 miles of walking trails. At the Glenview Park District, we manage and preserve our community's most precious lands that possess both natural and cultural significance. Enjoy time outdoors by hiking, biking, picnicking, and golfing, or learn about our rich history through any of our educational programs. ...more

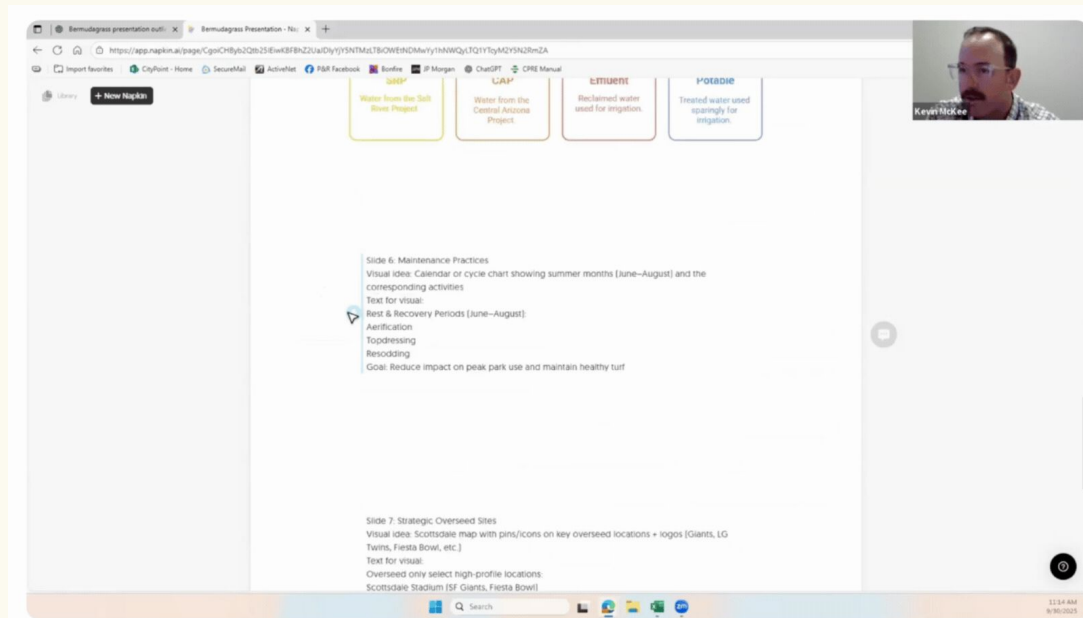
Napkin for Board Ready Graphics

Scottsdale, AZ

- Use text to create compelling visuals for high stakes presentations and meetings
- Edit output directly using provided options

Other similar tools for slides:

Gamma, Alai



Specialized AI Tools for Recreation

Content Creation

✍️ **ChatGPT, Jasper, Canva AI** → Write newsletters, program blurbs, flyers

🎤 **ElevenLabs, Synthesia, Murf, OpusClip** → Voiceovers and podcasts

🎨 **Napkin, Gamma, Alai** → Generate visuals, design templates, and slides

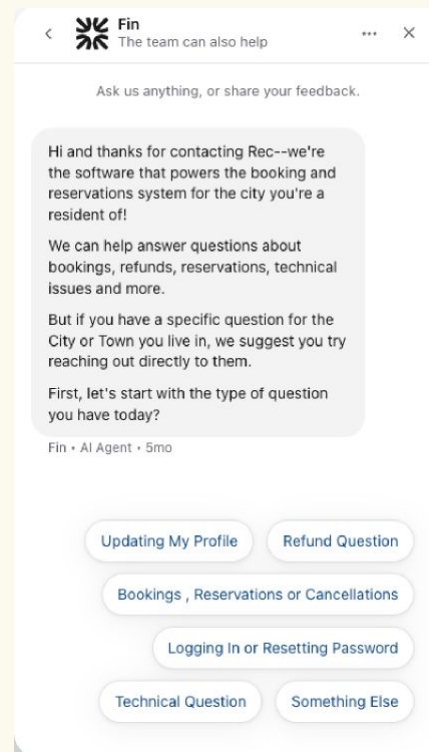
🎬 **Runway, Pika Labs** → Create short videos or event promos

Recreation Specific

💬 **HeyGov, Intercom Fin, Google Cloud** → Chatbots to answer FAQs, automate customer support, and enable better discovery

✍️ **GrantedAI, Vee, Grantboost** → Draft winning grants more effectively

📊 **Placer.ai, Replica** → Measure traffic and visitation trends, create graphics



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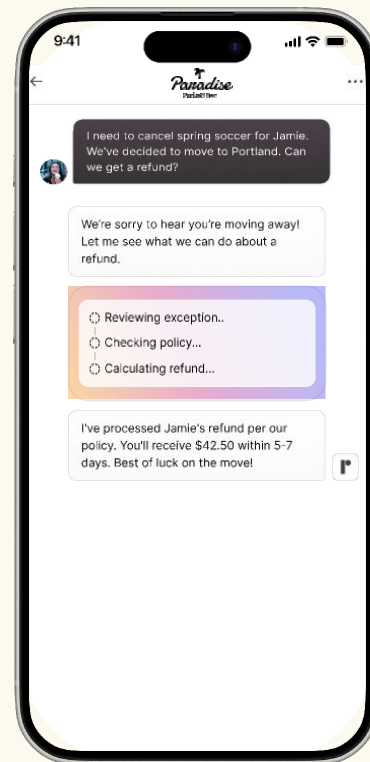
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Not Just Saving Time, But Serve Customers Better

Enhanced Customer Service

Instant, 24/7 support for residents, from automated refunds to multi-lingual support

Bulk Editing with Cowork

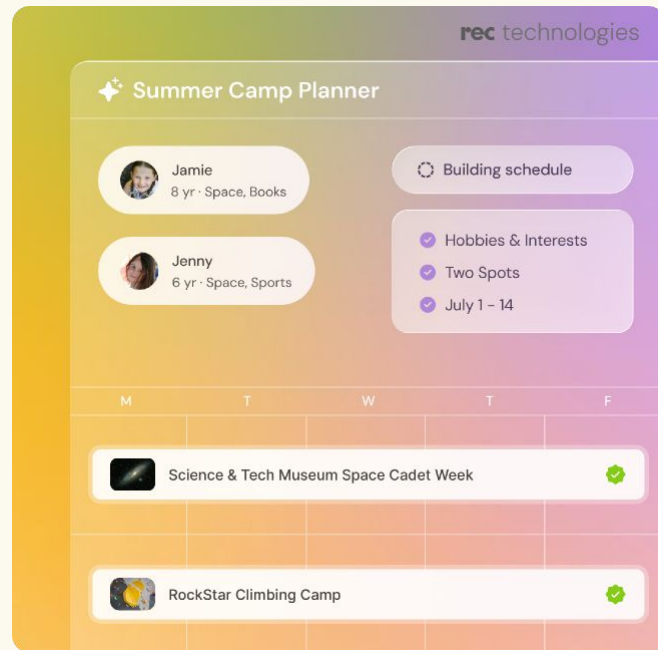
Leverage AI in your existing tools to work more effectively

On-The-Fly Insights

Understand how your district is performing in seconds

Predictive Maintenance

Flag facility issues before they become costly problems



 CUSTOMER SERVICE

Customer Support

Rec handles up to 50% of inquiries, from availability questions to registration support, without staff intervention.

Multilingual

24/7

Accessibility

The Old Way

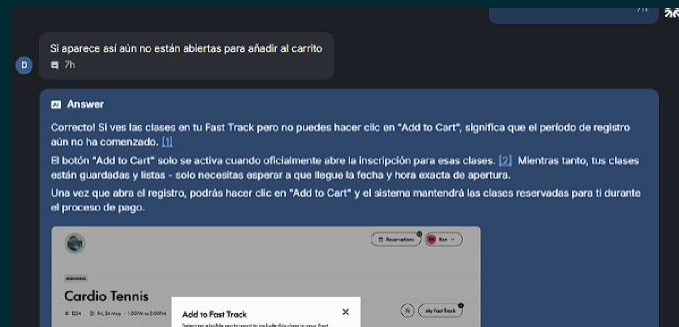
Overwhelming your front desk with resident calls, emails, and long lines...



New!

The AI Way

Rec handles up to 50% of inquiries without staff intervention, even in other languages



Customer Support

I'd like to get my son registered
for his next swim lessons.

CUSTOMER SERVICE

Intelligent Refunds

Cancellations ~~are~~ *used to be* one of the biggest headaches in recreation.

Written City Policy +
AI Refund Agent +
Refund Capability +
Human Review

The Old Way

Manually trying to decipher the correct refund policy...

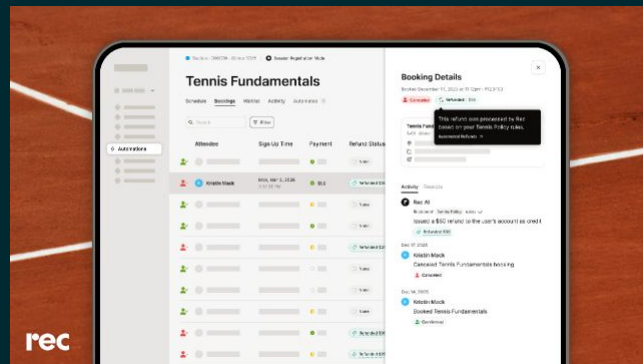
Service Type	Withdrawal Time Frame	Withdrawal Reason & Method	Refund Amount
Camps, Classes, Leagues, and Trips & Tours	At least 14 (fourteen) calendar days before start date	Any reason, ONLINE, EMAIL or IN PERSON	Full refund
	Less than 14 (fourteen) calendar days before start date	Any reason, EMAIL or IN PERSON	Refund less 50% of the total fee
	On activity start date or later; After league schedule is posted	N/A	No refund will be issued
Rentals	At least 30 (thirty) calendar days before start date	Any reason, ONLINE, EMAIL or IN PERSON	Full refund
	Less than 30 (thirty) calendar days before start date	Any reason, EMAIL or IN PERSON	Refund less 50% of the total fee
	On rental date	N/A	No refund will be issued

For classes/leagues/tours/missed For more information visit

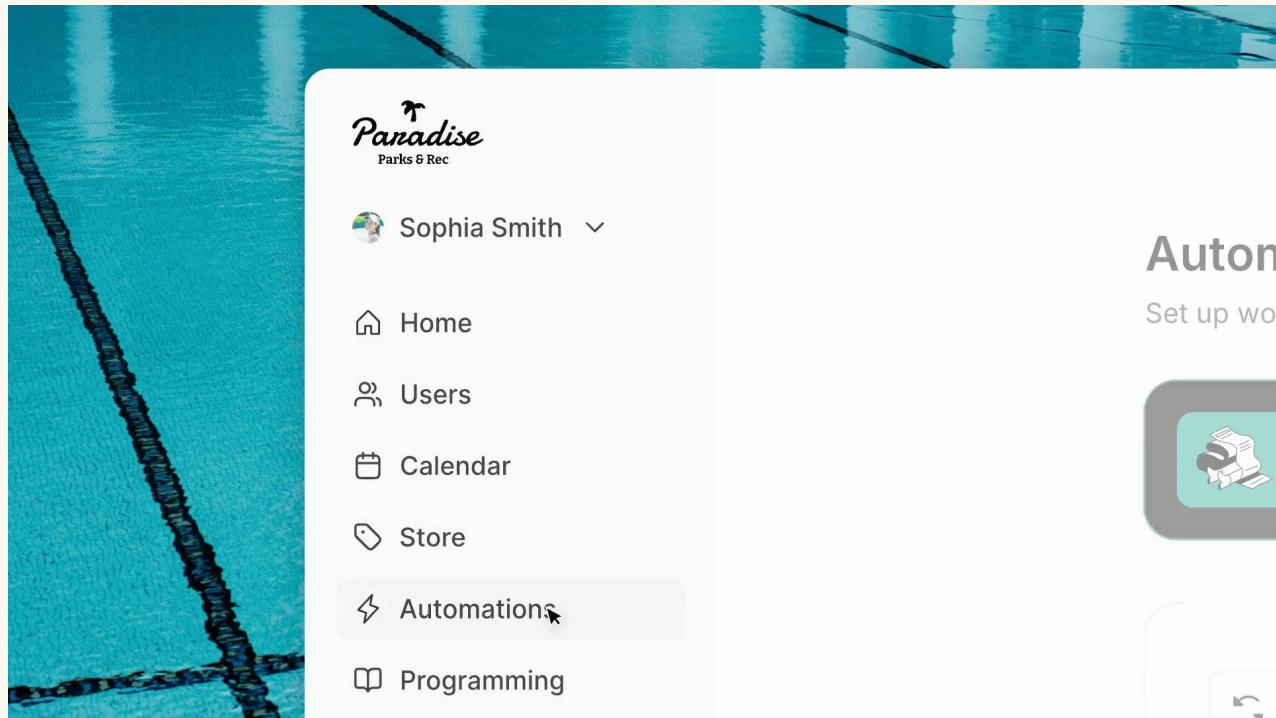
New!

The AI Way

Refunds that run themselves



Intelligent Refunds



ON THE FLY INSIGHTS

Data & Insights

Make better decisions with faster reporting and smarter insights.

The Old Way

Combing your way through a million spreadsheet rows...

Client Name	Description	Date	Amount
John Doe	John Doe - Transaction Class	2023-01-01	10.00
Jane Smith	Jane Smith - Transaction Class	2023-01-02	20.00
...
John Doe	John Doe - Transaction Class	2023-01-01	10.00
Jane Smith	Jane Smith - Transaction Class	2023-01-02	20.00
...

New!

The AI Way

Build a custom report in seconds and turn insights into impact



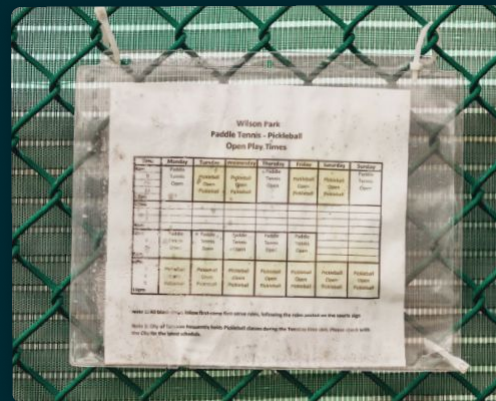
 BULK EDITING

Bulk Edit via Prompts

When your system can interface with powerful AI tools like Claude Cowork, you don't even need to click anymore.

The Old Way

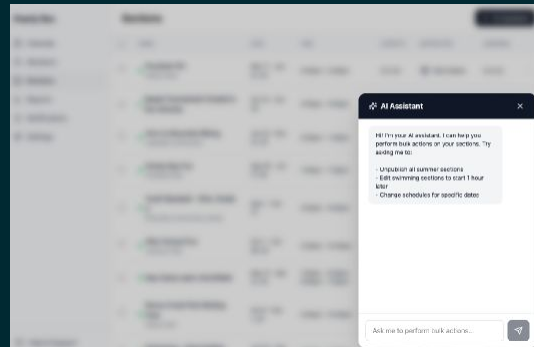
Manually editing individual sections, printing it out...



New!

The AI Way

Prompt your software to do the tasks you want, instead of needing a workaround



 BULK EDITING

Bulk Edit via Prompts

Find picnic sites for kids birthday party ▾

I'm a rec coordinator. In the City of Niagara Falls org (a976a11a-5303-4785-838a-1b281ca77678), find picnic-table sites available Saturday May 23 through Monday May 25, 2026, that fit a birthday party of around 25 kids.

Loaded tools, used Rec Staff MCP integration >

I found the picnic-table sites. Filtering out test entries (El Nido Park "TEST LOCATION", "John- payment test", "Maddie Test Picnic Table", "Test Site 4", and "Picnic Table - Columbia Park" which has capacity 1), there are 6 real candidates with capacity ≥25. Let me check availability for each over May 23-25, 2026.

Used Rec Staff MCP integration >

Let me check the Rose Garden availability for the specific dates from the saved file.

Here are

 Writing...

Reply...

+

Opus 4.7 ▾



Queue

Progress ▾



See task progress for longer tasks.

Working folder >

Context ▾

Connectors



Rec Staff MCP

 PREDICTIVE MAINTENANCE

Leverage Multimodal AI

How can we use AI to detect when maintenance is needed or a security deposit should not be returned?

The Old Way

Deploying staff to inspect facilities across your entire district...



New!


The AI Way

Require users to upload a photo for review, AI auto-detects next steps



Sophia submitted photo for review

 AI Agent **charged \$50 security deposit**

 AI Agent **requested maintenance (site A34)**

Imagine a world where AI agents help supercharge your team to provide even more recreation

 Intelligent Refunds

 Waitlist Manager

 Residency Verification

 Daily Report Generator

 Rental Manager

 Age/Grade Verification

 Document Scanner

 Roster Manager

 Membership Auto-Renewal

 Bulk Scheduler

 Utilization Manager

 Weather Handler

 Permit Manager

 Class Recommendations

 Accessibility Checker

 Overdue Balance Collector

 Duplicate Account Handling

 Health Form/Waivers Manager

 Court/Facility Recommender

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How to Intro AI to Your District

Data Security & Privacy

Public Tools

ChatGPT Free, Gemini, Claude
Convenient but NEVER enter resident PII, SSNs, or financial data. Assume data may be used for AI training.

Enterprise Plans

ChatGPT Team, CoPilot M365, Claude Enterprise
Your data is NOT used for AI training. Better choice for sensitive internal work.

Integrated Platform AI

Built into existing software and tooling
Governed by your data agreements and city contracts.

Do You Have an AI Policy?

San Francisco GenAI Guidelines

- Use secure tools, avoid public tools for sensitive data
- Check the output & fact check
- Disclose when AI has been used

Top 5 Guidelines for Exploring with Generative AI

1. **You're responsible**

Whether created by AI or a human, you are accountable for anything you use or share.

2. **Use secure tools**

Copilot Chat is approved for City use and available to all staff. Avoid public or consumer AI tools unless formally vetted — never enter sensitive or City data into them.

3. **Always check the output**

AI isn't always right. Review, edit, fact-check, and test everything it generates.

4. **Be transparent**

Disclose AI use in public-facing or sensitive work. Record tools in the City's [22J inventory](#) and notify anyone directly impacted.

5. **No deepfakes**

Do not use AI to create fake images, audio, video or other content that could be mistakenly interpreted by someone to be real.

Typical AI Risk Classification

Low Risk

Start Here

- Drafting activity descriptions
- Summarizing documents
- Brainstorming program ideas
- Writing social media posts

Medium Risk

Review Required

- Public-facing chatbots
- AI-generated policy summaries
- Translated resident communications

High Risk

Prohibited or Restricted

- Making hiring decisions
- Creating official legal documents
- Impersonating staff
- Unreviewed financial decisions

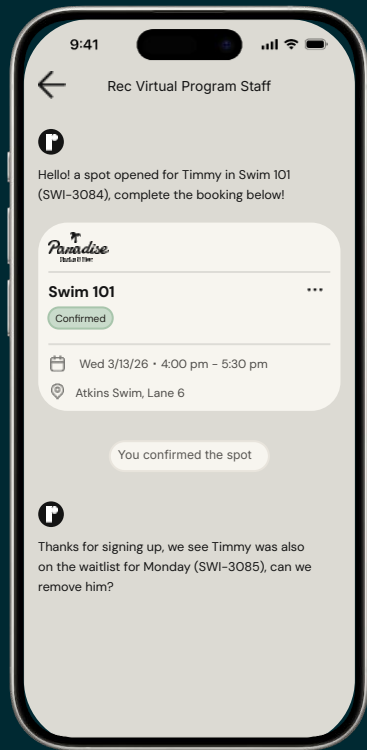
Getting Started: 3 Practical Steps

1 Review Your Policy Environment

2 Evaluate Your Staff Comfort with AI

3 Pilot a Low-Risk Use Case This Month





 IN SUMMARY

More than ChatGPT

How to take your District to the next level using AI

- ☑ Get great at prompting (use existing resources!)
- ☑ Encourage use of specialized AI tools
- ☑ Look for ways to leverage AI *inside* existing software
 - not just bolted-on chatbots

Thank you!

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recreation.ai