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10 Ways Park and Recreation Professionals Are Using AI

As reported by practitioners and observed by our team.

1 Social media posts

AI is being used by park departments to draft social media posts, especially when dedicated marketing staff are unavailable. Some departments also generate AI-created images to accompany posts when needed.

2 Program descriptions

Recreation staff are leveraging AI to create clear and engaging program descriptions. By inputting basic details, AI can generate customized descriptions tailored to specific audiences without needing a copywriter.

3 Meeting transcriptions

AI is utilized to record, transcribe, and summarize in-person and virtual meetings, saving staff time and enhancing accuracy.

4 Policy creation

AI is used to assist in drafting policies by researching and compiling information, providing a framework for decision-making.

5 Room monitoring and alerts

AI-powered systems can monitor changing rooms and send alerts if no movement is detected over a set period, helping staff identify potential emergencies or inappropriate activity.

6 Facility investment mapping

AI helps map park usage and highlight areas for future facility investment, enabling better resource allocation and planning.

7 Community sentiment analysis

AI scans social media and feedback platforms to gauge public sentiment on park services, providing real-time insights into community preferences and concerns.

8 Creative recreation programming

AI is being used to suggest innovative recreation programs by analyzing national trends and local data, allowing parks to offer fresh, relevant activities.

9 Grant writing assistance

AI assists park professionals by drafting grant applications more efficiently, using successful past submissions as templates for new proposals.

10 Survey data analysis

AI tools are increasingly relied upon to analyze community feedback and survey data, helping departments better understand trends, preferences, and areas for improvement.

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With offices and employees located in 40+ states—wherever you are based, we look forward to working together.

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Check out our article at **berrydunn.com/parks-ai** to learn more about AI best practices.

Listen to the latest Let's Talk Parks Podcast at **berrydunn.com/letstalkparks** to hear your colleagues discuss the AI tools they use on a regular basis.