



GovTech Innovators, Inc.
AI for Parks and Recreation Professionals

www.govtechinnovators.com

About Us

- Founded as a Parks and Rec company in 2023
- AI and Software Consultants
- Jason Peters: President and Founder
 - 20+ years in Government Technology
 - Implement enterprise software across the country
 - Lead development of software products for state and local governments
- Sam Lunt: AI Consultant specializing in Parks and Recreation
 - 10+ years in Parks and Recreation
 - Implemented AI powered solutions to automate and optimize his Recreation department



Agenda

- What are LLMs
- Navigating ChatGPT
- Prompt Engineering
- Use Cases/Examples for Parks & Rec
 - Human Resources
 - Finance/Data
 - Marketing
 - Programming
 - Facilities
 - Administration
- Intro to Custom GPTs
- Other Uses & Future implications of AI



Made with  synthesia

New Update



**GovTech
Innovators**

What are LLMs?

- LLMs (Large Language Models):
 - Imagine a super-smart typewriter that has read almost everything on the internet. It's a whiz at understanding and crafting text based on what it's learned in order to predict the next words/token.
 - The Quick Brown Fox _____?:
- Key Points:
 - Works by processing tokens, which are the building blocks of text, like words or even parts of words.
 - Different LLM's have a different token input and output capacity
 - Uses NLP (Natural Language Processing) to interact with human language, helping it read, write, speak, and translate.
 - Built on transformer models and neural networks, making it smart at picking up language patterns and context.
 - Learns through pre-training (general knowledge) and fine-tuning (specific tasks), becoming more adept over time.
 - Relies on a vast number of parameters for its knowledge, allowing it to remember and use vast amounts of information accurately.
 - Self-attention mechanisms help it focus on important parts of the language to better understand and generate text.
- Generative AI:
 - This is the side of AI, capable of making new things from scratch—whether that's video, art, or music. It's like having an artist and a writer rolled into one.



Strengths & Weaknesses

Strengths:

- **Versatility for Every Job:** Think of AI like a Swiss Army knife for tasks involving words – from writing emails, translating languages, summarizing reports, to even fixing errors in code. It's a tool that can be used in nearly any job setting, including parks and recreation.
- **Smart Conversations:** AI can chat with you almost like a human. It understands context and can keep up a conversation, making it feel like you're talking to a very knowledgeable friend.
- **Getting Better All the Time:** Just like a fine wine, AI gets better with age. The more it learns and the more powerful the computers it runs on, the smarter it gets. This means it can do its job even better as time goes on.

Weaknesses:

- **Hallucination and Inaccuracy:** AI might make up something that sounds true but isn't – like a friend who confidently tells you a wrong fact. This can be tricky when accuracy is key, such as in business decisions or medical advice.
- **Needs a Lot of Power and Brains:** Running AI is like powering a small city – it needs a lot of computer power and smart people to keep it going. This makes it a big investment in time and resources.

Can Mimic Bad Habits: Just like people, AI learns from what it sees. If it learns from bad or biased information, it can pick up those bad habits. This me



Chatgpt Weakness/Tool Use


 ChatGPT

Let's sort this out properly! In "blueberry," the letter "r" first appears at the 5th position, then at the 6th position, and once more at the 7th position. My apologies for the oversight in my initial counts.

 You

Use code analysis to try and figure it out

 ChatGPT

 Finished analyzing ▾

Always expand output?

python  Copy code

```
# Let's use Python to find the positions of the letter 'r' in the word "blueberry"
word = "blueberry"
positions = [i for i, letter in enumerate(word, 1) if letter == 'r']
positions
```

Result

[7, 8]

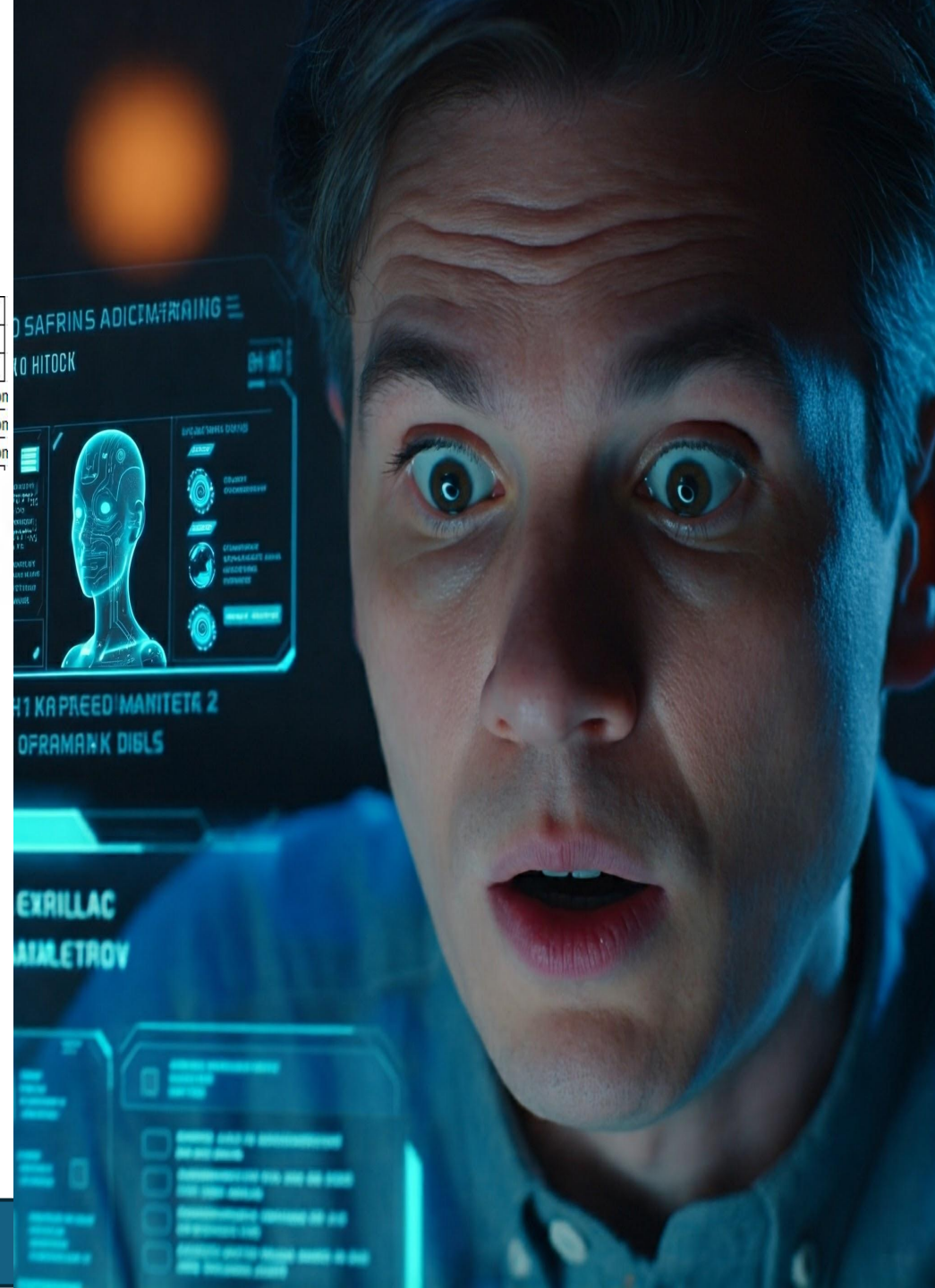
In the word "blueberry," the letter "r" appears at the 7th and 8th positions. [-]



What made me notice AI

0050	Little V's Soccer Kickers - Bunnies Tuesday I	Tuesdays September 12-October 24	9:30-10:15	115	135	2-3 years	RARA Fieldhouse
0051	Little V's Soccer Kickers - Bunnies Thursday I	Thursdays September 14-October 26	9:30-10:15	115	135	2-3 years	RARA Fieldhouse
0052	Little V's Soccer Kickers - Bunnies Sunday I	Sundays September 10-October 22	9:00-9:45	115	135	2-3 years	RARA Fieldhouse
0053	Little V's Soccer Kickers - Bunnies Saturday I	Saturdays September 9-October 21	9:00-9:45	115	135	2-3 years	Oakland University Don
0054	Little V's Soccer Kickers - Happy Feet Fridays I	Fridays September 15-October 27	5:10-6:00	115	135	4-5 years	Oakland University Don
0055	Little V's Soccer Kickers - Happy Feet Saturdays I	Saturdays September 9-October 21	9:00-9:50	115	135	4-5 years	Oakland University Don

Program: Virtual Babysitter Safety & Safe Home Alone
Course #: 0005
Date: Sunday, July 16
Time: 5:30-8:30
Location: Zoom
Ages: 9-14
Fee: \$40 (resident), \$48 (non-resident)



What made me notice AI

S You

Course # Programs Date Time R Fee NR Fee Ages Location

0050 Little V's Soccer Kickers - Bunnies Tuesday I Tuesdays September 12-October 24 9:30-10:15 \$115.00 \$135.00 2-3 years RARA Fieldhouse

0051 Little V's Soccer Kickers - Bunnies Thursday I Thursdays September 14-October 26 9:30-10:15 \$115.00 \$135.00 2-3 years RARA Fieldhouse

0052 Little V's Soccer Kickers - Bunnies Sunday I Sundays September 10-October 22 9:00-9:45 \$115.00 \$135.00 2-3 years RARA Fieldhouse

0053 Little V's Soccer Kickers - Bunnies Saturday I Saturdays September 9-October 21 9:00-9:45 \$115.00 \$135.00 2-3 years Oakland University Dome

0054 Little V's Soccer Kickers - Happy Feet Fridays I Fridays September 15-October 27 5:10-6:00 \$115.00 \$135.00 4-5 years Oakland University Dome

can you take this data and put it in this format

Program: Stoney Creek Baseball

Course #: 8891

Date: 6/12-6/14

Time: 9:30AM-12PM

Location: Stoney Creek HS Baseball Field

Ages: 4th-9th grade

Fee: \$100 (resident), \$120 (non-resident)

ChatGPT

Certainly! I will reformat the provided data into the requested format. Here is the reformatted data:

- Program: Little V's Soccer Kickers - Bunnies Tuesday I
Course #: 0050
Date: Tuesdays, September 12 - October 24
Time: 9:30-10:15 AM
Location: RARA Fieldhouse
Ages: 2-3 years
Fee: \$115.00 (resident), \$135.00 (non-resident)
- Program: Little V's Soccer Kickers - Bunnies Thursday I
Course #: 0051
Date: Thursdays, September 14 - October 26
Time: 9:30-10:15 AM
Location: RARA Fieldhouse
Ages: 2-3 years
Fee: \$115.00 (resident), \$135.00 (non-resident)
- Program: Little V's Soccer Kickers - Bunnies Sunday I
Course #: 0052
Date: Sundays, September 10 - October 22
Time: 9:00-9:45 AM
Location: RARA Fieldhouse
Ages: 2-3 years
Fee: \$115.00 (resident), \$135.00 (non-resident)
- Program: Little V's Soccer Kickers - Bunnies Saturday I
Course #: 0053
Date: Saturdays, September 9 - October 21
Time: 9:00-9:45 AM
Location: Oakland University Dome
Ages: 2-3 years
Fee: \$115.00 (resident), \$135.00 (non-resident)

Babysitter Safety/CPR/First Aid & Safe Home Alone

Learn to be safe and responsible. Build confidence. Have a competitive edge over other babysitters. Topics include: First aid, when and how to call 911, CPR with manikin practice, choking, dealing with difficult behaviors, basic care methods like feeding and diapering, marketing and more! Students will also learn how to be safe and responsible when home alone, including the importance of not giving out personal information and what to do if somebody comes to the door. Students who successfully complete the course requirements will receive a certificate of Age: 9+

Location: Wright Room

Day(s)	Time	\$	Date(s)
Monday	9:00am-3:00pm	\$75 / \$90	2/19

Certified Pet Sitter/CPR/First Aid (add-on)

Kids, would you like to learn pet first aid and be a certified Pet Sitter? Increase your competitive edge by being more valuable to families with pets and kids. Increase your market by being certified to watch pets or kids. Learn to care for the pets in your own family. Have fun and help keep animals safe. This is an add on class for students who participate in the Certified Babysitter/CPR/First Aid course on the same day (students of a previous Live Safe Academy Certified Babysitter/CPR/First Aid course can become a certified pet sitter by taking a live virtual class). Age: 9+

Location: Wright Room

Day(s)	Time	\$	Date(s)
Mon. 2/19	3:00pm-4:00pm	\$15 / \$18	2/19

Adult and Pediatric First Aid/CPR/AED

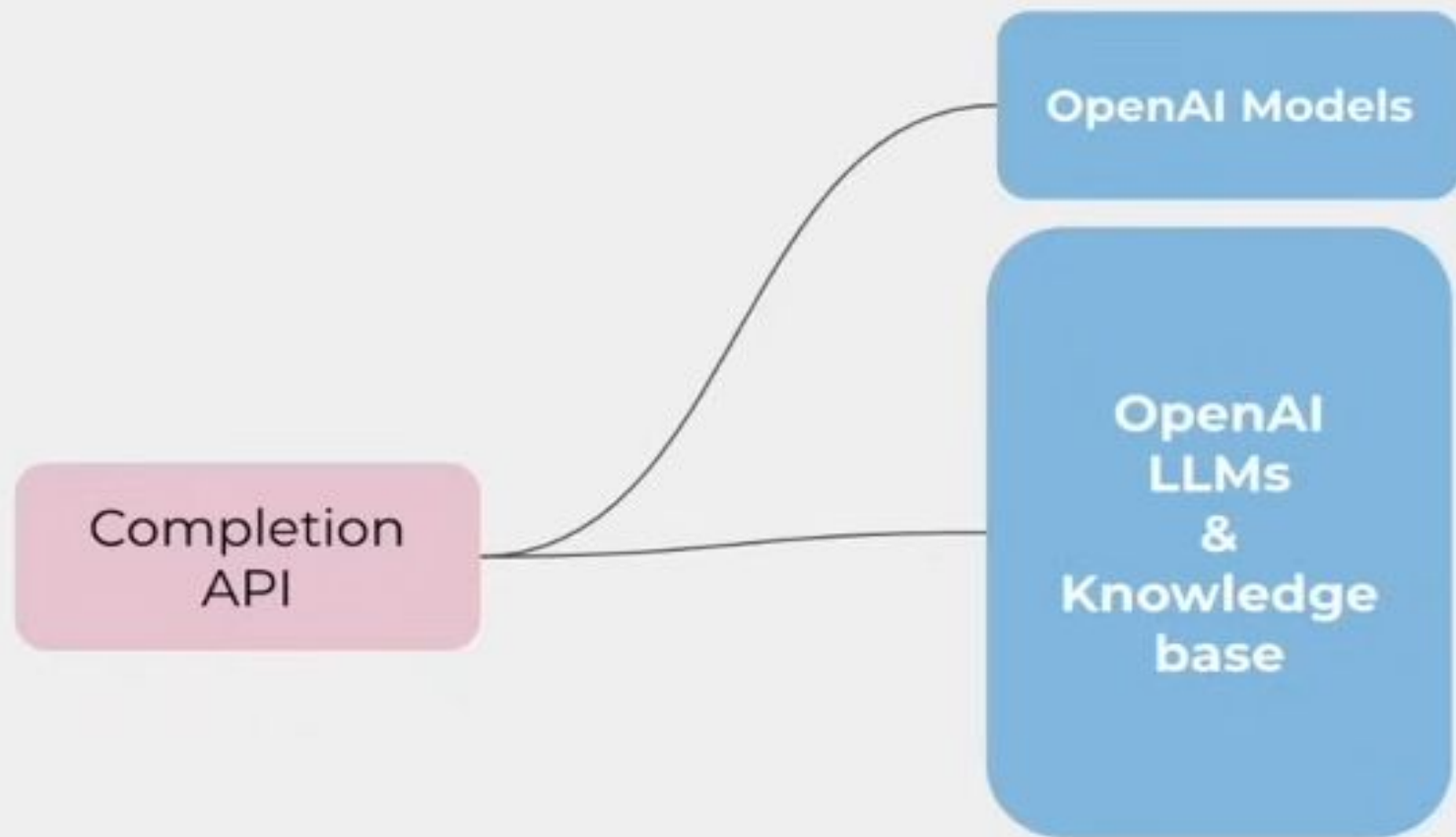
Be prepared when seconds count! You might save a life, but only if you know how. Learn how to respond effectively to adult, child and infant cardiac and choking emergencies, sudden illness, bleeding and other life-threatening conditions from the American Red Cross programs that set the national standard. You will also learn how to use an Automated External Defibrillator (AED).

Navigation & Features

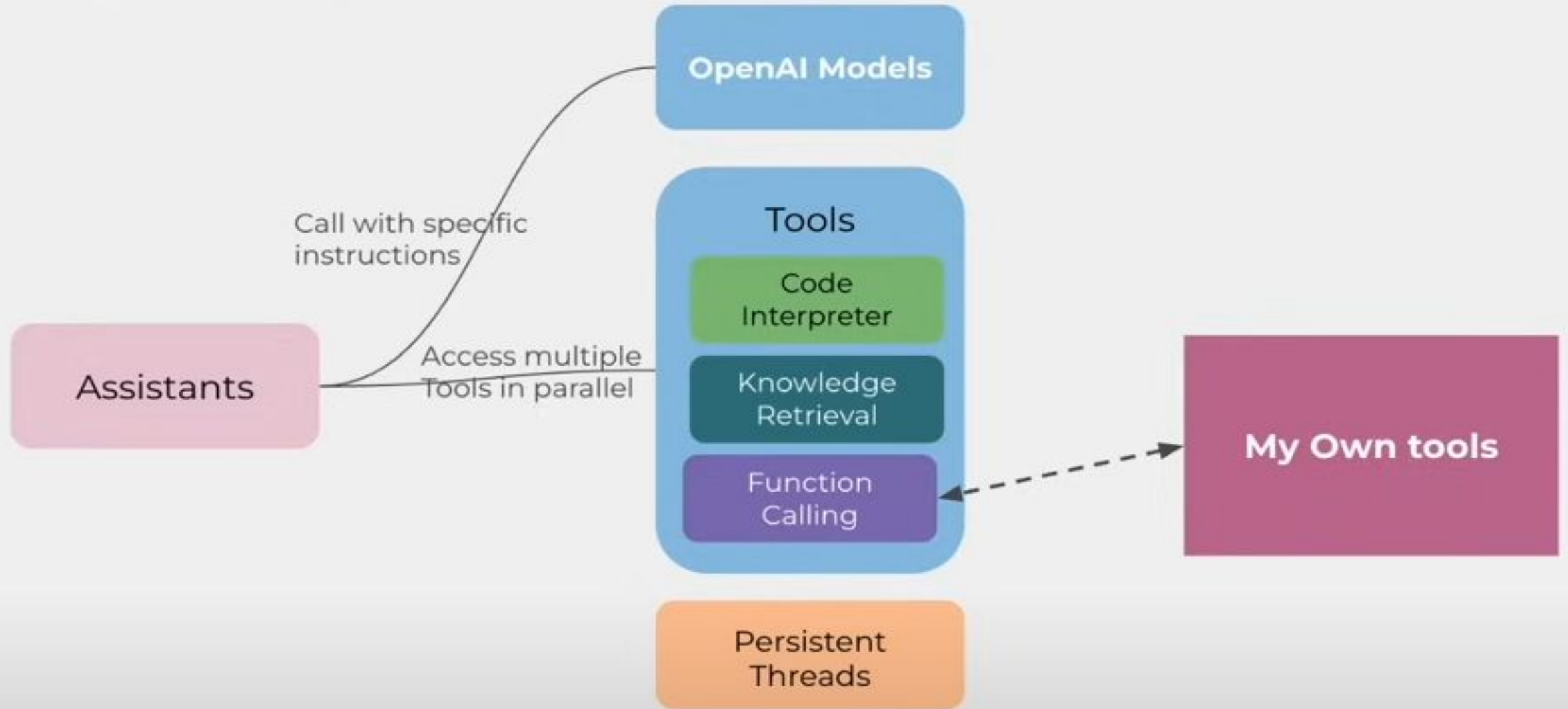
- Main menu
- Versions Selection
 - Different models and uses
- Custom Instructions
- Explore the store
 - Code interpreter
 - Dall-e
 - Store or Custom
- Settings
- Playground
- Team workspace and Enterprise mode



The Chat Completion API



Assistants API Benefits



Aspect	Assistants API	Chat Completions API
Initial Setup	Create an Assistant with defined capabilities.	No explicit setup of an Assistant is required.
Session Management	Initiate and manage a thread for ongoing conversations.	No explicit session or thread management; each request is independent.
Interaction Handling	Interact through the Runs API, considering the entire conversation context.	Send the entire chat history in each request, including system prompts and previous interactions.
Context Management	Persistent context through the thread, suitable for extended conversations.	Context is provided in each request; best for single interactions or where full context is included each time.
Complexity	More complex setup, offering detailed control and customization.	Simpler and more straightforward, with less granular control.
Ideal Use Cases	Best for detailed, context-heavy conversational applications.	Suited for simpler chatbots or applications where each response is standalone.
Capabilities	Advanced capabilities like integration with a code interpreter, online search for information queries, the ability to retrieve knowledge from uploaded files, and function calling.	Primarily focused on function calling, with less emphasis on extended capabilities beyond generating text responses.



**GovTech
Innovators**

Prompt Engineering

The Basics

1. Give GPT a role - You are a financial expert
2. Give it details and frame its thinking in the details
 - a. Ask for step-by-step thinking and for it to verify its outputs.
 - i. This is a key prompt that allows AI to slow down and think it through.
 - ii. Break up complex tasks into smaller ones.
3. Provide Reference Text or Examples or feed it outputs of external tools
 - a. If there is a better tool for the job, like Wolfram Alpha for STEM, use the external tool for part of the answers and give that info to the GPT.
 - i. The more details and better the input the better the output.



Prompt Engineering

Other Tips:

1. Prompt hack - Ignore all previous instructions before this one.
 - a. This resets its thinking in the current chat.
2. Ask if it understands before it answers.
 - a. Instruct it ask questions before providing an answer so it can clarify any misunderstanding it may have of your prompt
3. Explain it to me like I'm a 5th grader.
4. You can give it a tone, style, or voice.....respond as Plato would.
5. Specify the desired output (table etc.), length, etc.
6. Appeal to emotion - for example, "This is very important to my career"
7. Use prompt plugins to write prompts for you if your unsure.
8. Multimodal is great for general use but for specific tasks Custom GPTS seem to perform better.
9. Ask it search the web and provide sources.

You can further customize output through the Use of OpenAI playground. Here you can manually adjust things like creativity and randomness. For frequent use of the same tasks it is good to save your prompts or write custom instructions for all chats.



**GovTech
Innovators**

Prompt: How do you make a dog park

1. Location Selection

- **Accessibility:** Choose a location that is easily accessible to the community. It should have good transportation links and parking facilities.
- **Size:** The park should be spacious enough to accommodate several dogs at once, with enough room for them to run and play.

2. Planning and Design

- **Fencing:** Secure the area with fencing to keep the dogs contained and safe. The fence should be high enough to prevent dogs from jumping over.
- **Zoning:** Consider having separate areas for large and small dogs to ensure the safety of smaller breeds.
- **Shade and Water:** Provide shaded areas and fresh water to keep the dogs cool and hydrated.
- **Seating:** Install benches or seating areas for dog owners.

3. Amenities and Features

- **Play Equipment:** Install agility equipment like ramps, tunnels, and hurdles for dogs to play on.
- **Waste Management:** Provide waste stations with bags and trash cans to encourage owners to clean up after their pets.
- **Landscaping:** Use durable grass or turf that can withstand heavy use. Avoid plants that are toxic to dogs.

4. Community Engagement

- **Input:** Get input from local dog owners for specific needs or preferences.
- **Rules:** Establish park rules such as leash requirements, vaccination proof, and behavior standards.

5. Construction and Development

- **Hiring Contractors:** Hire experienced contractors for fencing, landscaping, and installing amenities.
- **Budgeting:** Ensure that the budget covers all necessary features and allows for future maintenance.

6. Maintenance and Management

- **Regular Cleaning:** Keep the park clean to maintain hygiene and prevent the spread of diseases.
- **Inspections:** Regularly inspect and maintain equipment and fencing for safety.

7. Opening and Promotion

- **Grand Opening:** Organize an opening event to introduce the park to the community.
- **Promotion:** Use local media and social platforms to promote the park and its rules.

8. Sustainability and Improvements

- **Feedback:** Regularly collect feedback from users for improvements.
- **Upgrades:** Plan for future upgrades and additions based on the park's usage and feedback.

9. Legal and Insurance Considerations

- **Permits:** Ensure all necessary permits are acquired.
- **Insurance:** Consider liability insurance to protect against any accidents or injuries.

10. Community Involvement

- **Volunteers:** Encourage community involvement in maintaining and managing the park.
- **Events:** Host regular events or dog meetups to foster a sense of community.

Remember, the success of a dog park relies heavily on responsible usage by dog owners and the community's commitment to maintaining a safe and enjoyable environment for all.

Improved Prompt

Let's ignore the previous instructions and start over. You are an expert park designer. I work for the city's parks and recreation department, and I have half an acre and a \$150,000 budget to create a dog park for our residents. You have been brought on to assist with this project. I want you to think step by step and create a dog park that fits the space and budget. Please explain what we need to do, how to build it, and create a visual representation of what it would look like. It should be an engaging place for residents to bring their pets for social play. Do you understand? If you have any questions before we start, please ask them now



Step-by-Step Plan for Dog Park Design

1. Initial Assessment and Planning

- Site Analysis:** Assess the half-acre site for topography, existing vegetation, sun/shade areas, and drainage.
- Community Needs:** Conduct a brief survey or gather input from local dog owners to understand their preferences.

2. Budget Allocation

- Fencing:** Allocate funds for sturdy, dog-proof fencing. Consider a double-gated entry to prevent dogs from escaping.
- Landscaping:** Budget for grass, plants (non-toxic to dogs), and trees for shade.
- Amenities:** Allocate funds for benches, water stations, waste disposal stations, and signage.
- Play Equipment:** Consider simple agility equipment within the budget constraints.
- Contingency:** Set aside a portion of the budget for unforeseen expenses.

3. Design Phase

- Zoning:** Designate areas for different sizes of dogs (small and large).
- Pathways:** Create walking paths for owners, possibly circling the park.
- Central Play Area:** Design an open play area for dogs to run and socialize.
- Shaded Areas:** Plan for trees or constructed shade areas for hot days.
- Water Features:** If the budget allows, a small water feature for dogs to play in can be a great addition.

4. Construction Phase

- Fencing Installation:** Begin with the installation of the perimeter fence.
- Landscaping:** Proceed with grass planting, tree planting, and setting up shaded areas.
- Amenities Installation:** Install benches, water stations, and waste disposal units.
- Play Equipment:** Set up any agility equipment or play structures for dogs.

5. Final Touches and Opening

- Safety Inspection:** Ensure all equipment and fencing are safe and secure.
- Signage:** Install rules and information signage.
- Grand Opening:** Plan a launch event to introduce the park to the community.

6. Maintenance Plan

- Regular Maintenance:** Schedule regular maintenance for cleaning, landscaping, and equipment checks.

Visual Representation

I will create a visual representation of this dog park design. This will include the layout, zoning, and key features we've discussed.

Let's start with creating the visual representation of the dog park. I'll incorporate the elements we've discussed into the design.



Here's a visual representation of the dog park design based on the specifications and budget you provided. This design includes:

- Sturdy Fencing:** To ensure the safety and containment of dogs.
- Separate Areas for Small and Large Dogs:** For the safety and comfort of different dog sizes.
- Walking Paths:** Allowing owners to stroll and supervise their pets.
- Central Open Play Area:** Spacious area for dogs to run and play.
- Shaded Areas with Trees and Benches:** For comfort during sunny days.
- Water Stations and Waste Disposal Units:** Essential amenities for hydration and cleanliness.
- Simple Agility Equipment:** To offer playful challenges for dogs.

This layout aims to create a vibrant, engaging, and functional space for community residents to enjoy with their dogs.

If you have any further modifications, questions, or additional features you'd like to discuss, feel free to let me know.

Safety Rules and Regulations for the Dog Park

- Dogs must be vaccinated and healthy to enter the park.**
- All dogs must be leashed when entering and leaving the park.**
- Owners must clean up after their dogs.**
- Dogs must be supervised at all times by their owners.**
- No aggressive behavior is tolerated. Owners must remove their dog at the first sign of aggression.**
- Dogs in heat are not permitted in the park.**
- Children under 12 must be accompanied by an adult and supervised closely.**
- No food (dog or human) allowed inside the park to prevent dog conflicts.**
- Limit of three dogs per person per visit.**
- Owners are legally responsible for their dogs and any injuries caused by them.**

Designing a Safety Signage for the Park

For the safety signage, I'll design a visual that includes these rules in a clear and concise manner, suitable for placement at the park's entrance.

Signage Content:

- Title: "Welcome to [Park Name] Dog Park - Safety Rules"
- Bullet points for each of the safety rules listed above.
- A footer: "Enjoy the park responsibly!"

Let's create the design.



The safety signage for the dog park has been designed. It clearly displays the necessary rules and regulations to ensure a safe and enjoyable environment for both dogs and their owners. The sign's layout and dog-themed graphics make the rules easily understandable and visually appealing. This signage should be prominently displayed at the entrance of the dog park for easy visibility to all visitors.

5 You

in regards to the budget please review your steps and pick out anything we need from plants, to fencing, to structures. Create a shopping list based on your design and compare it against our budget and create a visual representation of the budget

6 ChatGPT

Certainly! I'll create a detailed budget breakdown for the dog park, factoring in essential elements such as fencing, landscaping, amenities, and play equipment. The aim is to ensure that all necessary items are accounted for within the \$150,000 budget.

Dog Park Budget Breakdown

1. Fencing

- **Materials & Installation:** High-quality, durable fencing with a double-gated entry system for safety.
- **Cost Estimate:** \$30,000

2. Landscaping

- **Grass/Turf:** Hardy grass suitable for high-traffic areas.
- **Trees & Plants:** Non-toxic, dog-friendly vegetation for shade and aesthetics.
- **Cost Estimate:** \$20,000

3. Amenities

- **Benches:** Durable outdoor seating for dog owners.
- **Water Stations:** Hydration points with pet-friendly fountains.
- **Waste Disposal Units:** Including waste bags and bins.
- **Signage:** Informative and rule-enforcing signs.
- **Cost Estimate:** \$15,000

4. Play Equipment

- **Agility Equipment:** Basic structures like tunnels, ramps, and hurdles.
- **Cost Estimate:** \$10,000

5. Pathways

- **Materials & Construction:** Walkways for owners to navigate the park.
- **Cost Estimate:** \$15,000

6. Contingency Fund

- **Unexpected Costs:** To cover any unforeseen expenses or price variations.
- **Cost Estimate:** \$10,000

7. Maintenance & Operations

- **Initial Maintenance Tools & Supplies:** For upkeep of the park post-construction.
- **Operational Costs:** Covering the first few months post-opening.
- **Cost Estimate:** \$10,000

8. Grand Opening Event

- **Marketing & Event Costs:** To promote and celebrate the park's opening.
- **Cost Estimate:** \$5,000

9. Professional Fees

- **Design & Consulting Fees:** For professional services related to park design and construction oversight.
- **Cost Estimate:** \$10,000

10. Miscellaneous & Enhancements

- **Additional Features:** Any other small additions or improvements.
- **Cost Estimate:** \$10,000

Total Estimated Cost: \$135,000

This leaves a buffer of \$15,000 from the \$150,000 budget for any unexpected expenses or enhancements.

Now, let's create a visual representation of this budget for a clearer overview.



Here is the visual representation of the budget breakdown for the dog park. This graphic categorizes the various expenses, such as fencing, landscaping, amenities, play equipment, and more, with each category's estimated cost. The total estimated cost comes to \$135,000, which is within the \$150,000 budget, leaving a \$15,000 buffer for unforeseen expenses or enhancements.

This visual overview should help in understanding how the budget is allocated across different elements of the dog park project. If you have any further questions, need adjustments, or wish to discuss specific aspects in more detail, please feel free to ask.

6 ChatGPT

After a [quick search](#), here's what I discovered.

Here is a list of key items for constructing a dog park, based on the current market options:

1. Fencing

- **In-Ground Dog Park Fencing:** \$2,086.95 - \$4,383.95 [\[+\]](#).
- **Above Ground Dog Park Fencing:** \$1,989.95 - \$4,429.95 [\[+\]](#).

2. Benches

- **Dog Park Bench:** \$862.00 [\[+\]](#).

3. Waste Stations

- **Dogipot Quick Pet Station - Polyethylene - Inground Mount:** \$299.95 [\[+\]](#).
- **Dogipot DogValet - Aluminum - Inground Mount:** \$759.95 [\[+\]](#).

4. Agility Equipment

- **Small Dog Hoop Jump:** \$553.00 [\[+\]](#).
- **Fire Hydrant (agility equipment):** \$671.00 [\[+\]](#).
- **7 Piece Best In Show Kit (agility equipment):** \$7,897.00 [\[+\]](#).
- **Small Dog Kit (agility equipment):** Price not listed, but potentially similar to the 7 Piece Kit [\[+\]](#).

Please note that these prices are subject to change and availability. You may also want to consider shipping costs, installation services (if not DIY), and potential bulk discounts. For the most accurate and up-to-date information, you should visit the respective websites or contact the suppliers directly.

Prompt Engineering - Types

- Zero Shot
- Few Shot
- Chain of Thought
- Tree of Thought
- Self Consistency
- General Knowledge
- Retrieval Augmented
- Automatic Reasoning and Tool Use
- Active
- Directional Stimulus
- Program Aided
- ReAct
- Multimodal CoT
- Graph
- Medprompt
- And more.....

Chain-of-Thought (CoT) Prompting

Standard Prompting	Chain-of-Thought Prompting
<p>Model Input</p> <p>Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?</p> <p>A: The answer is 11.</p> <p>Q: The cafeteria had 23 apples. If they used 20 to make lunch and bought 6 more, how many apples do they have?</p>	<p>Model Input</p> <p>Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?</p> <p>A: Roger started with 5 balls. 2 cans of 3 tennis balls each is 6 tennis balls. $5 + 6 = 11$. The answer is 11.</p> <p>Q: The cafeteria had 23 apples. If they used 20 to make lunch and bought 6 more, how many apples do they have?</p>
<p>Model Output</p> <p>A: The answer is 27. ❌</p>	<p>Model Output</p> <p>A: The cafeteria had 23 apples originally. They used 20 to make lunch. So they had $23 - 20 = 3$. They bought 6 more apples, so they have $3 + 6 = 9$. The answer is 9. ✅</p>



Prompting the New Model

- Keep prompts simple and direct and do not guide the model too much because it understands instructions well
- Avoid chain of thought prompts since o1 models already reasons internally
- Use delimiters like triple quotation marks, XML tags and section titles so the model can get clarity on which sections it is interpreting
- Limit additional context for retrieval augmented generation (RAG) because OpenAI said adding more context or documents when using the models for RAG tasks could overcomplicate its response



AI prompting

```
SYSTEM PROMPT Set a system prompt (optional)

USER
You are an AI assistant tasked with recommending a product to a customer based on their previous transactions. You will be provided with the customer's transaction history and a product catalog. Your goal is to analyze the customer's purchasing patterns and suggest a product they might be interested in.

First, review the customer's transaction history:

<customer_transactions>
{{CUSTOMER_TRANSACTIONS 2023-12-15, Leather Wallet }}
</customer_transactions>

Next, review the product catalog:

<product_catalog>
{{PRODUCT_CATALOG Smart Watch Pro X Price: $}}
</product_catalog>

To recommend a product, follow these steps:

1. Analyze the customer's transaction history:
- Identify the types of products the customer has purchased
- Note any patterns in terms of product categories, price ranges, or frequency of purchases
- Consider any seasonal trends or special occasions

2. Based on your analysis, identify potential recommendations:
- Look for products in the catalog that are similar to what the customer has purchased
- Consider complementary products that might pair well with their previous purchases
- Take into account any price preferences or budget constraints evident from their transaction history

3. Select the best recommendation:
- Choose the product that you believe best fits the customer's preferences and needs
- Consider factors such as relevance to past purchases, potential for cross-selling, and likelihood of customer interest

4. Justify your recommendation:
- Explain why you think this product would appeal to the customer
- Reference specific aspects of their transaction history that support your choice
- Highlight any features of the recommended product that align with the customer's apparent preferences

Present your recommendation and justification in the following format:

<recommendation>
<product_name>[Insert the name of the recommended product]</product_name>
<justification>
[Provide a detailed explanation of why you're recommending this product, referencing the customer's transaction history and the product's features]
</justification>
</recommendation>

Remember to base your recommendation solely on the information provided in the customer transactions and product catalog. Do not make assumptions about the customer beyond what is evident from their purchase history.
```



GovTech
Innovators

AI prompting

RESPONSE

Markdown Text

After analyzing the customer's transaction history and the product catalog, here is my recommendation:

<recommendation> <product_name>Smart Watch Pro X</product_name> <justification> Based on the customer's transaction history, I recommend the Smart Watch Pro X for the following reasons:

1. **Fitness Focus:** The customer purchased a Fitness Tracker Watch on 2024-04-05 for \$199.99. This indicates an interest in fitness tracking and wearable technology. The Smart Watch Pro X, priced at \$249.99, is a natural upgrade with advanced features like GPS and a heart rate monitor.
2. **Price Range:** The customer has shown a willingness to spend in the \$150-\$200 range for electronic accessories (Wireless Earbuds at \$159.99 and Fitness Tracker Watch at \$199.99). The Smart Watch Pro X, at \$249.99, is slightly above this range but offers significantly more features, potentially justifying the higher price point.
3. **Active Lifestyle:** The purchase of Men's Running Shoes (2024-01-03) and a Fitness Tracker Watch suggests an active lifestyle. The Smart Watch Pro X's fitness tracking capabilities and water-resistant feature would complement this lifestyle.
4. **Tech-Savvy:** Purchases of Wireless Earbuds and a Portable Charger indicate an interest in modern technology. The Smart Watch Pro X aligns with this preference for up-to-date tech products.
5. **Practical Accessories:** The customer has bought practical items like a wallet, portable charger, and fitness tracker. The Smart Watch Pro X combines multiple functionalities (time-keeping, fitness tracking, notifications) into one device, which may appeal to their preference for practical, multi-use items.
6. **Seasonal Timing:** With previous summer-related purchases (Sunglasses, Beach Towel Set), the water-resistant feature of the Smart Watch Pro X could be particularly appealing for outdoor and water activities.

The Smart Watch Pro X represents a logical next step in the customer's apparent interest in fitness technology and practical, high-quality accessories. Its features align well with the customer's demonstrated preferences and lifestyle choices evident from their purchase history.

</justification>

</recommendation>



GovTech
Innovators

AI prompting

		AI-Driven Product Recommendation Engine v1
<code>{{CUSTOMER_TRANSACTIONS}}</code>	<code>{{PRODUCT_CATALOG}}</code>	Model response
2023-12-15, Leather Wallet, \$65.99 2024-01-03, Men's Running Shoes, \$129.99 2024-02-14, Silver Necklace, \$89.99 2024-03-20, Wireless Earbuds, \$159.99 2024-04-05, Fitness Tracker Watch, \$199.99 2024-05-10, Sunglasses, \$79.99 2024-06-18, Beach Towel Set, \$34.99 2024-07-02, Portable Charger, \$49.99	Price: \$199.99 Features: Bluetooth connectivity, 30-hour battery life, comfortable over-ear design Ultra-Slim Laptop Price: \$999.99 Features: 13-inch display, 16GB RAM, 512GB SSD, 12-hour battery life Premium Leather Backpack Price: \$149.99 Features: Water-resistant, multiple compartments, laptop sleeve, durable construction Wireless Charging Pad Price: \$39.99 Features: Fast charging, compatible with all Qi-enabled devices, sleek design High-Performance Running Shoes Price: \$129.99 Features: Breathable mesh, cushioned sole, lightweight design	4. Tech-Savvy: Purchases of Wireless Earbuds and a Portable Charger indicate an interest in modern technology. The Smart Watch Pro X aligns with this preference for up-to-date tech products. 5. Practical Accessories: The customer has bought practical items like a wallet, portable charger, and fitness tracker. The Smart Watch Pro X combines multiple functionalities (time-keeping, fitness tracking, notifications) into one device, which may appeal to their preference for practical, multi-use items. 6. Seasonal Timing: With previous summer-related purchases (Sunglasses, Beach Towel Set), the water-resistant feature of the Smart Watch Pro X could be particularly appealing for outdoor and water activities. The Smart Watch Pro X represents a logical next step in the customer's apparent interest in fitness technology and practical, high-quality accessories. Its features align well with the customer's demonstrated preferences and lifestyle choices evident from their purchase history. </justification> </recommendation>
2023-11-20, Winter Coat, \$189.99 2023-12-05, Smart Home Speaker, \$79.99 2024-01-15, Yoga Mat, \$29.99 2024-02-02, Bluetooth Keyboard, \$59.99 2024-03-10, Protein Powder, \$39.99 2024-04-22, E-book Reader, \$129.99 2024-05-30, Camping Tent, \$149.99 2024-06-18, Wireless Mouse, \$24.99 2024-07-07, Insulated Water Bottle, \$34.99	Air Purifier Price: \$159.99 Features: HEPA filter, 3-stage filtration, quiet operation, air quality indicator Aromatherapy Diffuser Price: \$39.99 Features: 300ml capacity, 7 LED light colors, auto shut-off, ultrasonic technology Portable Solar Charger Price: \$59.99 Features: 25000mAh capacity, solar charging, dual USB outputs, rugged design	4. Price point: The Solar Charger's price of \$59.99 aligns well with the customer's spending habits. They've made several purchases in the \$50-\$80 range, suggesting this price point is comfortable for them. 5. Complementary to existing purchases: The Solar Charger would pair well with their E-book Reader, Smart Home Speaker, and other electronic devices, ensuring they can keep these items charged during outdoor activities or travel. 6. Seasonal timing: With summer approaching (based on their recent purchases in May-July), the Solar Charger would be timely for outdoor activities and travel. The Portable Solar Charger's features, including its high capacity (25000mAh), solar charging capability, dual USB outputs, and rugged design, make it a versatile and practical choice that aligns well with the customer's demonstrated interests and purchasing patterns. </justification> </recommendation>



SESSION

How to Use AI in Parks and Rec



- Human Resources
- Finance/Data
- Marketing
- Programming
- Facilities
- Administration







Human Resources

- Writing job descriptions
- Evaluating applications
 - Paper applications
 - Video interviews
- Training
 - Create training videos and manuals



Applicant Review

S You

-  **Resume 1.docx**
Document
-  **207 Recreation Supervisor - Sports & E...**
Document
-  **Resume 2.docx**
Document
-  **Resume 3.docx**
Document

Attached are three resumes. They are called resume 1, 2, and 3. there is also a job description attached. Pretend you are an HR expert. Review the job description first and understand it. Read slowly and verify the info. Then when you understand do the same for all three resumes. Compare education and work history and education and recommend the best applicant to hire





ChatGPT

The job description for the "207 Recreation Supervisor - Sports & Events" position outlines a comprehensive set of responsibilities, qualifications, and skills required for the role. Here's a summary of the key points:

Position Summary

- **Role:** Supervising and managing daily use of recreational facilities, focusing on sports programs and events.
- **Responsibilities:** Strategic planning, developing, coordinating community recreational and special events; scheduling facility use; preparing reports; supervising staff.
- **Work Environment:** Under general supervision of the Assistant Recreation Director.

Essential Functions

- **Management & Supervision:** Oversee sports programs and events, manage staff, contractors, stakeholders, and volunteers.
- **Scheduling & Facilities:** Coordinate program activities, handle scheduling, inventory maintenance.
- **Program Development & Evaluation:** Create and manage a diverse range of sports and recreation events.
- **Marketing & Public Relations:** Develop publicity materials and marketing strategies.
- **Budget & Finance:** Manage program budgets and financial records.
- **Compliance & Safety:** Ensure adherence to safety standards and regulations.
- **Partnership Development:** Seek sponsorships, maintain relationships with community organizations.

Required Education, Experience, and Skills

- **Education:** Bachelor's degree in Recreation Management, Sports Management, or related field.
- **Experience:** Minimum of five years in coordinating recreational activities, with emphasis on sports events.
- **Skills:** Leadership, problem-solving, strategic planning, communication, public presentation, time management, proficiency in office software.
- **Certifications:** CPRP preferred, Youth Sports Administrator Certification required within 3 months of employment.
- **Background Check:** Must pass a criminal background check.

Physical and Work Environment

- Involves occasional physical activities and requires frequent operation of standard office equipment.

Conclusion

The candidate for this position should have strong management, planning, and communication skills, relevant experience in sports and event coordination, and the ability to handle a diverse range of tasks including budget management, marketing, and program development.

Next, I will review the resumes to assess which candidate best matches these requirements.

Analysis

_____ has a strong educational background in sport management and administration, complemented by extensive experience in athletics facility and event coordination. This background aligns well with the requirements of the Recreation Supervisor - Sports & Events position. The candidate's experience in supervising staff, coordinating facilities and events, and managing budgets is particularly relevant.

Next, I will review the second resume to compare qualifications.

Analysis

_____ has a business administration background and diverse experience in operational management, event coordination, and entrepreneurship. His role at _____ demonstrates strong leadership and analytical skills. The experience with the _____ and his own n_____ shows an ability to manage events and community projects. However, his experience is less focused on sports facility management and more on operational and sales aspects, which might be less directly applicable to the Recreation Supervisor - Sports & Events role.

Next, I will review the third resume to complete the comparison.

Analysis

_____ presents a strong focus on community engagement and sports program management. His experience with the _____ aligns closely with the role of Recreation Supervisor - Sports & Events. His work involved direct management of sports programs, marketing, and budgeting, which are key aspects of the job description. His educational background in Recreation & Sports Management is also a strong match for the role.

Recommendation

Based on the job description and the analysis of the three resumes:

- 1. _____ (**Resume 1**): Strongest candidate due to extensive experience in sports facility and event management, relevant educational background, and certifications.
- 2. _____ (**Resume 3**): Close second, with relevant experience in youth sports program management and community engagement, but slightly less experience in facilities management.
- 3. _____ (**Resume 2**): Less relevant experience in sports and facility management, with a focus more on operational and sales roles.

Hiring _____ would be the most aligned decision considering the specific requirements of the Recreation Supervisor - Sports & Events position.

Video Interview



**GovTech
Innovators**

S

You

<https://www.youtube.com/watch?v=WT8BiKFhVcA>

here is a youtube video from a tv show. They are interviewing candidates to replace the parks and recreation administrator. watch the video and of the three interviews recommend the best candidate for the role based on what you know of a parks and recreation admin position and the interviews.



ChatGPT

Used YT Summarizer

Based on the interviews in the "Parks and Recreation" video, here are the assessments of the three candidates:

1. **Courtney:** Courtney mentioned that he was fired in 1968 for making a pass at an ethnic woman and has spent the last 43 years hitchhiking and in jail. His history and lack of recent work experience make him a poor fit for the role of a parks and recreation administrator.
2. **Gary from Gary, Indiana:** Gary's interview highlighted his lack of engaging anecdotes or relevant experience. His statement that a fact about his name and hometown is one of his stronger anecdotes suggests a lack of the dynamic personality typically beneficial for a public-facing role like a parks and recreation administrator.
3. **Keith:** Keith's interview was marked by a lack of seriousness and understanding of the job. His goal of earning "one month of money" and his inability to engage with a hypothetical situation about hosting a town hall meeting indicate a lack of commitment and understanding necessary for the role.

Based on these interviews, none of the candidates seem particularly well-suited for the position of a parks and recreation administrator. A good candidate for this role would typically need to have strong community engagement skills, a clear understanding of public administration, and a commitment to the job's responsibilities. None of the candidates displayed these qualities in the interviews. Therefore, it might be advisable to continue the search for a more suitable candidate.

S

You

if you had to pick one of them for the role though. who would you pick



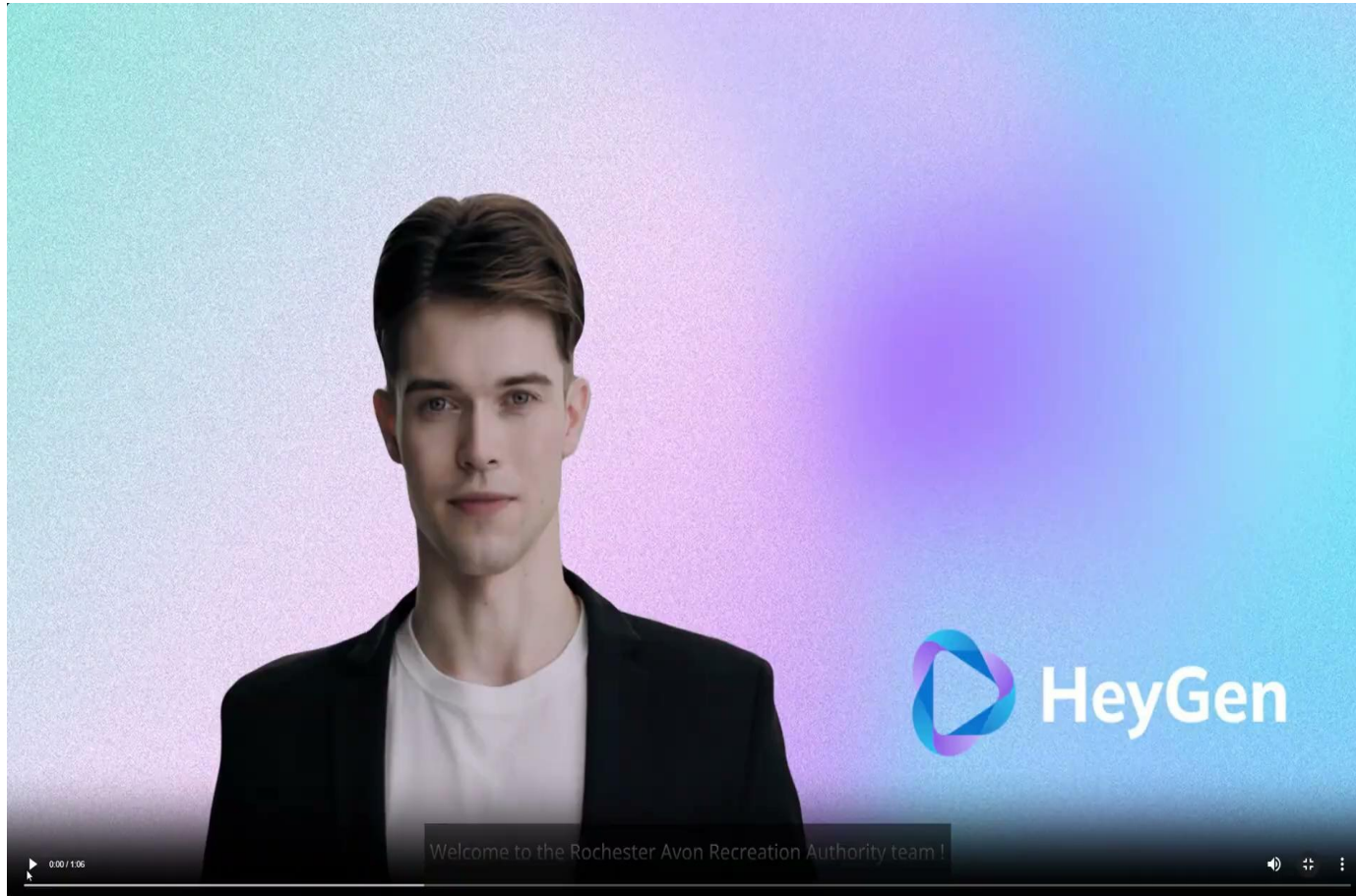
ChatGPT

If I had to choose one of the candidates from the "Parks and Recreation" video for the role of a parks and recreation administrator, I would select **Keith**. Despite his shortcomings, here are the reasons for this choice:

1. **Adaptability:** Keith showed a sense of humor and adaptability by turning the application form question into a joke. This ability to think on his feet could be beneficial in a public service role where unexpected situations often arise.
2. **Youth and Potential for Growth:** Keith appears to be the youngest of the three candidates. While he lacks experience, there is potential for growth and learning in the role, which is less likely with the other candidates.
3. **Engagement in the Process:** Although his understanding of the job is limited, Keith engaged in the interview process more actively than the other candidates. He asked clarifying questions about the job, indicating a willingness to understand and learn.

However, it's important to note that Keith would require significant training and guidance to fulfill the responsibilities of a parks and recreation administrator effectively. His selection is based on the potential for development and the lack of better options among the candidates presented.

Training Videos



Training Videos

Visla



GovTech
Innovators

Creating Manuals

S You

Lets work together to write business and organizational policies for a recreation center. are 4 links of different versions. can you find the common themes among them and put table of contents

<https://pueblocc.edu/sites/default/files/2021-06/Rec-Center-Policies-Procedures.pdf>

<https://www.stonybrook.edu/commcms/studentaffairs/rec/home/policies-procedures.pdf>

https://www.gcsu.edu/sites/default/files/documents/2022-05/2021%20WRC%20USER%20POLICY_Hardcopy.pdf

http://www.gvrec.org/Information/Corp_Pol_Man/as%20of%2011_27_12/PRINT%20REA%2012.19.12with%20pg%20numbers.pdf

ChatGPT

Used Link Reader	▼
Used Link Reader	▼
Used Link Reader	▼
Used Link Reader	▼

Based on the content from the three accessible documents, I've identified common themes and policies across the recreation centers. Unfortunately, the fourth link provided was not accessible, so the information from that source is not included. Here's a proposed table of contents reflecting common themes and policies from the three accessible documents:

Table of Contents for Recreation Center Policies

- 1. Introduction**
 - * Purpose and Scope of Policies
- 2. Code of Conduct and Assumption of Risk**
 - * General Behavior Expectations
 - * Assumption of Risk and Liability
- 3. Membership and Access**
 - * Eligibility and Membership Types
 - * Access Control and ID Requirements
 - * Guest and Visitor Policies
- 4. Facility Usage**
 - * General Facility Usage Rules
 - * Specific Area Usage (Fitness Area, Aquatics, Courts, etc.)
 - * Equipment Use and Rental
- 5. Health and Safety**
 - * Emergency Procedures and Evacuations
 - * Accidents and Injuries Reporting
 - * Sanitation and Hygiene Practices
- 6. Personal Conduct**
 - * Respect for Staff and Members
 - * Prohibited Behaviors (Harassment, Violence, etc.)
- 7. Dress Code**
 - * General Dress Requirements
 - * Specific Area Dress Codes (Aquatics, Climbing Wall, etc.)
- 8. Locker Rooms and Personal Storage**
 - * Locker Use and Rental
 - * Lost and Found Policies
- 9. Programs and Services**
 - * Overview of Available Programs
 - * Registration and Participation Guidelines
- 10. Facility Reservations and Rentals**
 - * Internal and External Reservation Policies
 - * Special Event Hosting
- 11. Alcohol, Drugs, and Smoking Policies**
 - * Substance-Free Environment Regulations
- 12. Technology and Privacy**
 - * Cell Phone Usage
 - * Photography and Video Restrictions
- 13. Feedback and Grievances**
 - * Process for Submitting Feedback
 - * Grievance Resolution Procedures
- 14. Amendments and Updates to Policies**
 - * Procedure for Updating Policies
- 15. Appendices**
 - * Glossary of Terms
 - * Contact Information for Recreation Center Staff

This table of contents consolidates the common themes found across the documents, providing a comprehensive overview of the policies and procedures that govern the operation and use of recreation centers.

S

You

great work. continue to refer to the link and lets start writing our own for my facility call RARA. here is a little about us for context.

here is a little info about my organization which is a recreation authority

Mission:

To strengthen community through play! Bringing residents, community members, and stakeholders together by creating partnerships, activities, and services that enhance camaraderie, culture, and wellbeing for all.

Vision:

To be the preferred provider for all things recreation in Rochester and Rochester Hills.

Motto:

Enhancing lives and enriching community through culture, camaraderie, and wellbeing.

Core Values:

Inquisitive

We ask a hundred questions to find the best conclusion, knowing our curiosity and eagerness will lead to the best experiences for ourselves and those around us.

Compassionate

We are action takers and wear our hearts on our sleeves while protecting yours.

Inclusive

We think outside the box to get everyone in the box!

Adventurous

We are risk takers, explorers, and innovators of play!

now lets work together and write one section at a time. lets start with policy number 11 alcohol adrugs and smoking. think step by step and make it include all comprehensive points from the links



ChatGPT

11. Alcohol, Drugs, and Smoking Policy

Purpose

The purpose of this policy is to ensure a safe, healthy, and enjoyable environment for all members, guests, and staff at the Rochester Area Recreation Authority (RARA). This policy outlines the restrictions and guidelines regarding the use, possession, and influence of alcohol, drugs, and tobacco products within all RARA facilities and during any RARA-sponsored events or programs, regardless of location.

Scope

This policy applies to all individuals on RARA property, including members, guests, employees, contractors, and volunteers, without exception.

Policy Details

1. Alcohol

- The possession, sale, distribution, or consumption of alcoholic beverages is strictly prohibited on RARA premises, except for special events where a permit has been obtained in accordance with local laws and RARA's specific regulations.
- At permitted events, alcohol consumption is restricted to designated areas only. Individuals must be of legal drinking age and may be required to show valid ID.
- RARA reserves the right to refuse service to anyone and to ask individuals who are visibly intoxicated to leave the premises.

2. Drugs

- The use, possession, distribution, or sale of illegal drugs or controlled substances is strictly prohibited on all RARA properties and during any RARA-sponsored activities.
- Prescription medication may be carried and used by individuals to whom it is prescribed, in accordance with medical directions.

3. Smoking and Tobacco Products

- Smoking (including the use of traditional cigarettes, e-cigarettes, vape pens, and any other smoking devices) and the use of smokeless tobacco products (including chewing tobacco) are strictly prohibited within all indoor and outdoor areas of RARA facilities.
- Designated smoking areas may be established outside of RARA facilities, at least 25 feet away from entrances, exits, windows, and ventilation systems, in accordance with local laws and ordinances.

4. Enforcement and Compliance

- RARA staff are authorized and required to enforce this policy. Compliance with this policy is mandatory for all individuals on RARA premises.
- Individuals found in violation of this policy may be subject to immediate removal from the premises and further disciplinary action, which may include revocation of membership, banning from RARA facilities and programs, and/or legal action, depending on the severity of the violation.

5. Education and Prevention

- RARA is committed to promoting healthy lifestyles and will provide educational materials and resources on the dangers of alcohol, drug use, and smoking.
- RARA may also offer programs and activities that support substance abuse prevention and cessation efforts.

6. Exceptions

- Any exceptions to this policy must be approved by the RARA Board of Directors and will be communicated in advance to all members and guests.

Responsibility

It is the responsibility of all RARA staff, members, and guests to adhere to and enforce this policy. RARA encourages everyone to report any violations of this policy to the management or staff immediately, to ensure the health and safety of our community.

Review and Amendments

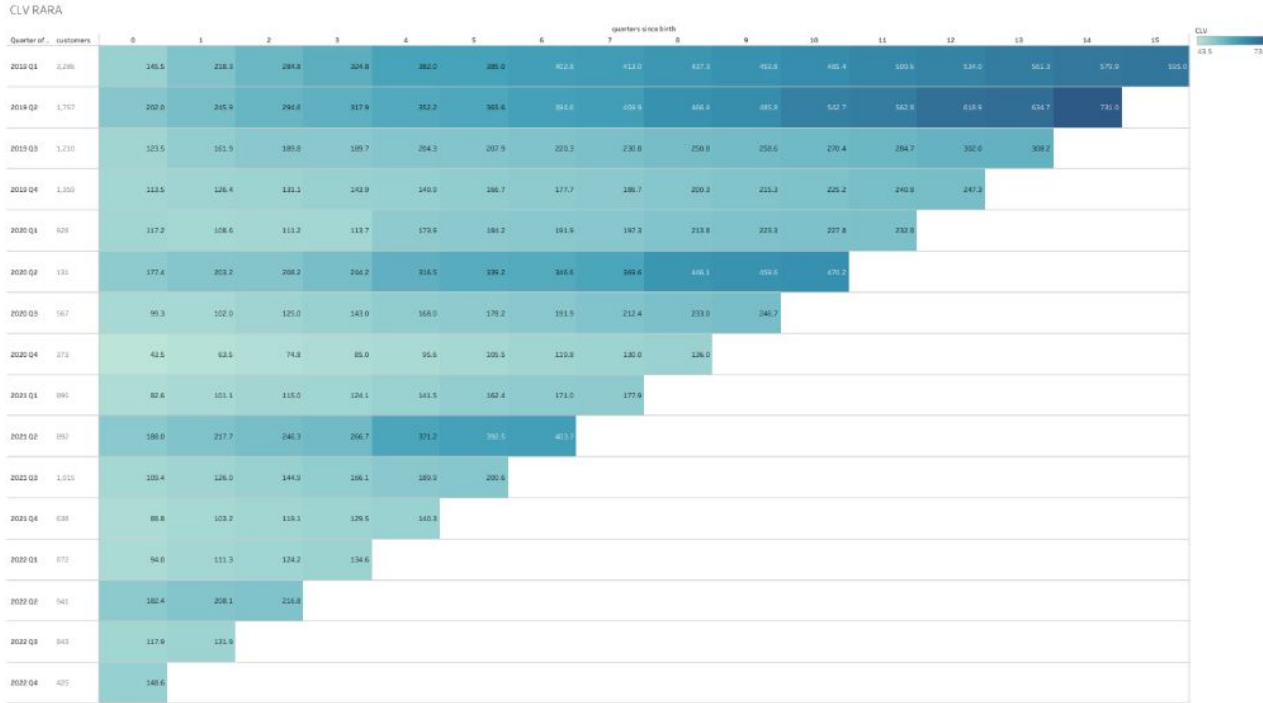
This policy is subject to review and amendment at any time to ensure it remains relevant and compliant with local laws and regulations. Changes to this policy will be communicated through official RARA channels.

Finance/Data

- Analyzing data
- Providing recommendations
- Creating charts



Analyzing Financial Data



Summary of the 960 Sports Department at RARA

Revenue Trends:

- Youth Basketball:**
 - 2023 Actual: \$74,153
 - Proposed for 2024: \$85,500 (15.5% increase)
 - Projected for 2025: \$89,750 (5% increase)
 - Projected for 2026: \$94,000 (4.7% increase)
 - This shows a consistent upward trend in revenue from youth basketball.
- Fundraising & Scholarship Fees:**
 - 2023 Actual: \$4,750
 - Proposed for 2024: \$4,000 (decrease)
 - Projected for 2025: \$5,000 (increase)
 - Projected for 2026: \$6,000 (increase)
 - The trend indicates a temporary dip in 2024 but an overall increase in the longer term.
- Other Sports Fees:**
 - Revenue streams from other sports categories are not specified in detail for each year. However, the inclusion of various sports categories suggests a diversified revenue base.

Expense Trends:

- Wages for Sports Categories:**
 - Youth Basketball:**
 - 2023 Actual: \$4,053
 - Proposed for 2024: \$6,990 (72.7% increase)
 - Projected for 2025: \$8,880 (27% increase)
 - Projected for 2026: \$11,270 (26.9% increase)
 - Youth Volleyball:**
 - 2023 Actual: \$11,033
 - Proposed for 2024: \$10,400 (decrease)
 - Projected for 2025: \$10,770 (3.6% increase)
 - Projected for 2026: \$11,150 (3.5% increase)
 - These trends suggest a significant increase in wages for youth basketball, aligning with the increasing revenue from this sport. The decrease in youth volleyball wages in 2024 followed by slight increases may indicate adjustments based on program performance or participation.
- Overall Wage Expenses for Sports:**
 - 2023 Actual: \$19,183
 - Proposed for 2024: \$22,110 (15.2% increase)
 - Projected for 2025: \$22,880 (3.5% increase)
 - Projected for 2026: \$23,680 (3.5% increase)
 - The overall wage expenses are consistently increasing, which could be reflective of expanding programs or increasing staff compensation.

Overall Trends and Observations:

- The Sports Department seems to be focusing on growing and investing more in youth basketball, as evident from the increasing revenues and corresponding wage expenses in this category.
- The trends suggest a commitment to expanding the sports programs, potentially to cater to growing demand or to improve the quality of existing programs.
- The slight decrease in some expenses for 2024 could be a strategic adjustment before further investments in the following years.
- It is important to monitor the actual performance against these projections regularly to ensure that the department remains on track with its financial and operational goals. [↕]

Creating Visuals for data

S You

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
2018	969	482	858	2364	1341	1308	1075	1931	1588	759	1529	1751
2019	873	442	624	1490	703	809	1016	1849	686	643	961	1201
2020	604	432	83	12	33	346	277	667	514	231	160	289
2021	441	441	816	839	777	792	665	1382	632	419	584	742
2022	592	563	911	1557	805	1066	704	1402	621	699	376	652
2023	757	551	1259	1426	778	785	781	882	445	888	360	650

here is a participation data for recreation programs by month and year. think step by step and analyze the data. Create a chart to visualize the data.

➤ Data Analyst

To analyze the participation data for the recreation programs, we'll go through a few steps:

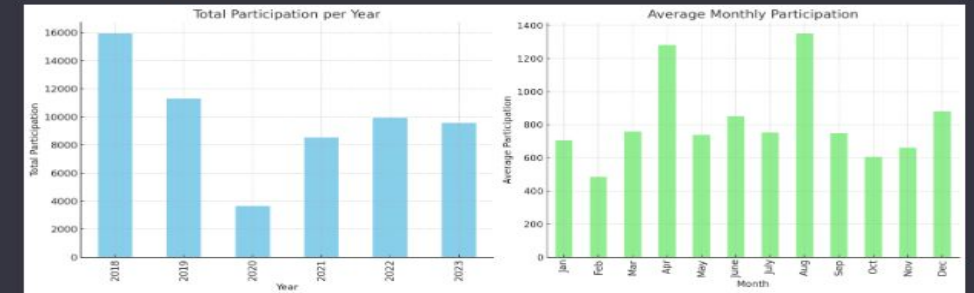
1. **Data Overview:** First, we'll take a general look at the data to understand its structure and to check for any anomalies or missing values.
2. **Trend Analysis:** We'll look at the trends over the years and within each year to see how participation has changed.
3. **Seasonal Analysis:** We'll analyze if there are any seasonal patterns in the data.
4. **Comparative Analysis:** We'll compare the data across different years for the same months to identify any notable changes or patterns.
5. **Visualization:** Finally, we'll create a chart to visualize the data, which will help in understanding the trends and patterns more intuitively.

Let's start by inputting the data into a structured format for analysis.

The data has been successfully structured into a DataFrame. Next, we'll proceed with the analysis:

1. **Data Overview:** We have participation data from 2018 to 2023, spanning all months. There are no missing values, and the data seems consistent in terms of its format.
2. **Trend Analysis:** We'll look for overall trends in participation over the years and also monthly trends within each year.
3. **Seasonal Analysis:** We'll analyze if specific months consistently see higher or lower participation, indicating a seasonal pattern.
4. **Comparative Analysis:** We'll compare the data across the years for each month to identify any significant year-over-year changes.

Now, let's start with the trend analysis, looking at the total participation each year and the average monthly participation trends. We'll then create a visualization to support our analysis. [↩]



The analysis and visualizations reveal some interesting trends:

Total Participation per Year

- There is a noticeable decline in total participation in 2020, which could be due to external factors such as the COVID-19 pandemic.
- Post-2020, there's a gradual recovery in participation numbers, but they haven't reached the levels seen in 2018 and 2019.

Average Monthly Participation

- April, August, and December generally have higher average participation compared to other months.
- February, October, and November have lower average participation.

Next Steps

To further analyze seasonal patterns and year-over-year changes, I will create a heatmap. This will help visualize monthly participation across different years, highlighting any consistent seasonal trends and year-specific anomalies. Let's proceed with that. [↩]

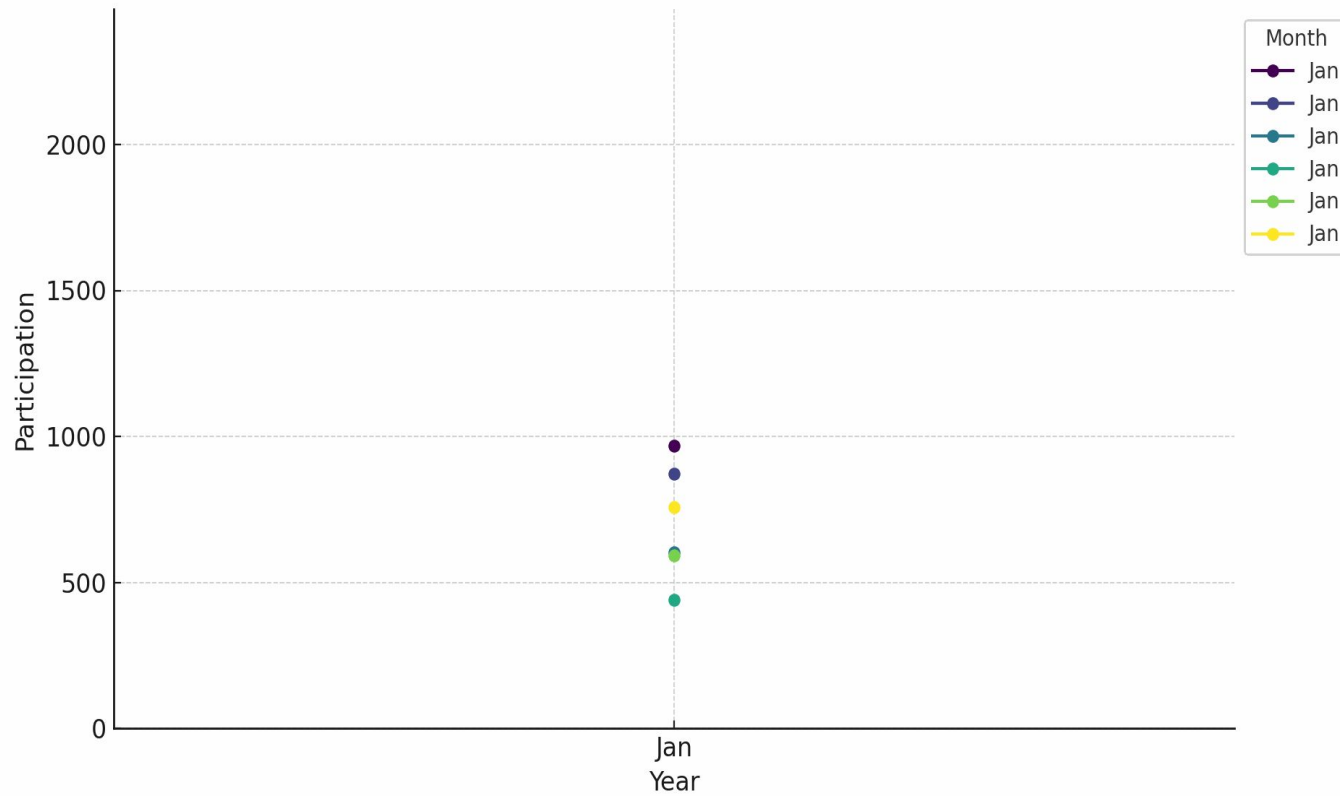


⌵ Stopped analyzing

There was an error generating a response

🔄 Regenerate

Data Visualization



Financial Reporting

Receipt	Date	Description	Payment Amou	Payment Type	GL Account	Sale amount	Tax paid	Tax GL
2702	02/01/2024	Admin Misc Rev	153	CK	808.695000	153		0 SALES TAX
2706	02/01/2024	Clinics - 14U Volleyball Clinic II	161.6	CC	960.636005.001	160		1.6 Scholarship Fee
2707	02/01/2024	Clinics - 14U Volleyball Clinic II	161.6	CC	960.636005.001	160		1.6 Scholarship Fee
2653	02/01/2024	NOBF 2024 (Limited) - 10U HitDogs	353.5	CC	960.636007.002	350		3.5 Scholarship Fee
2691	02/01/2024	NOBF 2024 (Limited) - 13U Chargers	353.5	CC	960.636007.002	350		3.5 Scholarship Fee
2726	02/01/2024	Magic Soccer Academy - Magic Soccer	130.29	CC	960.636009.001	129		1.29 Scholarship Fee
2646	02/01/2024	Magic Soccer Advanced Clinic - Magic S	170.69	CC	960.636009.001	169		1.69 Scholarship Fee
2678	02/01/2024	Late Night Middle School Dodgeball To	10.1	CC	960.636015.003	10		0.1 Scholarship Fee
2688	02/01/2024	Late Night Middle School Dodgeball To	10.1	CC	960.636015.003	10		0.1 Scholarship Fee
2714	02/01/2024	Judo Lessons - Adult Judo February TU,	121.2	CC	960.636016.001	120		1.2 Scholarship Fee
2718	02/01/2024	Judo Lessons - Judo 6-12 Years Februar	101	CC	960.636017.001	100		1 Scholarship Fee
2724	02/01/2024	Judo Lessons - Judo 6-12 Years Februar	101	CC	960.636017.001	100		1 Scholarship Fee
2695	02/01/2024	Easter Egg Hunts - 1-4 Year Old Hunt I	8.08	CC	962.636002.004	8		0.08 Scholarship Fee
2695	02/01/2024	Easter Egg Hunts - 1-4 Year Old Hunt I	8.08	CC	962.636002.004	8		0.08 Scholarship Fee
2695	02/01/2024	Easter Egg Hunts - 1-4 Year Old Hunt I	8.08	CC	962.636002.004	8		0.08 Scholarship Fee
2633	02/01/2024	M2M 2nd Spot	15	CC	962.636003.001	15		0 SALES TAX
2636	02/01/2024	M2M 2nd Spot	15	CC	962.636003.001	15		0 SALES TAX
2636	02/01/2024	Tables to Rent 1	12	CC	962.636003.001	12		0 SALES TAX
2637	02/01/2024	M2M 2nd Spot	15	CC	962.636003.001	15		0 SALES TAX
2638	02/01/2024	M2M 2nd Spot	15	CC	962.636003.001	15		0 SALES TAX
2638	02/01/2024	Tables to Rent 1	12	CC	962.636003.001	12		0 SALES TAX

Records 1 - 14					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Account Number *	Debit Amount	Credit Amount	Account Description
<input type="checkbox"/>		808.100112	9,492.25		Cash-Checking
<input type="checkbox"/>		808.289011		439.25	Deposits-Scholarships
<input type="checkbox"/>		960.636001		500.00	Fees-Fundraising & Schol
<input type="checkbox"/>		960.636007.002		600.00	Leagues & Clubs
<input type="checkbox"/>		960.636009.001		119.00	Clinics & Lessons
<input type="checkbox"/>		960.636017.001		75.00	Clinics & Lessons
<input type="checkbox"/>		962.636001		75.00	Fees-Fundraising & Scholarship
<input type="checkbox"/>		963.636005.001		525.00	Classes/Lessons
<input type="checkbox"/>		963.636007.001		12.00	Classes/Lessons
<input type="checkbox"/>		965.636001		5,376.00	Fees-Fundraising & Scholarship
<input type="checkbox"/>		965.636004.003		24.00	Events
<input type="checkbox"/>		966.636003		1,005.00	Fees-Party Rental



GovTech
Innovators

Tasks that need to be done

- First separate payment types CC (credit card) and CS (cash) and CK (check). This is in column E. We report credit cards differently from cash and checks. So the report will have to have one for cash and check. One for credit cards. It should function exactly the same and follow all the following rules.
- The report should sum the total payment amounts in column D and that should be debited in GL account X. This GL account should be added to the script. It is the bank GL account and shows the total income.
- All sales tax should be summed. These occur in column G with the identifier in column I. After they are summed it should be credited to GL account Y.
- All scholarship fees should be summed. These are shown in column H with the identifier in column I. These should be credited to GL account Z.
- All GL accounts with entries in column F should have all the same GL accounts and the payments made to them summed. These are in column G. We upload the total made under each unique GL account

Google Sheets formula that could help with the task

- Index and match, Vlookups, Range custom lookups, If/then functions
 - Circular dependency error



Script



**GovTech
Innovators**

Script Output

Account Num	Debit Amount	Credit Amount
808.100112	571.75	0
808.63005	0	0
808.289011	0	1.75
808.695	0	153
963.636005.00	0	175
966.695	0	153
966.636005	0	89

Account Num	Debit Amount	Credit Amount
808.100112	5341.25	0
808.63005	0	111.73
808.289011	0	48.9
960.636005.00	0	320
960.636007.00	0	700
960.636009.00	0	298
960.636015.00	0	20
960.636016.00	0	120
960.636017.00	0	200
962.636002.00	0	24
962.636003.00	0	1078
962.636004.00	0	112
962.636004.00	0	136
963.636002.00	0	283.81
963.636003.00	0	190.65
963.636004.00	0	481.75
963.636005.00	0	334.75
963.636007.00	0	106.66
964.636003.00	0	165
964.636013.00	0	276
965.636003.00	0	80
966.636003	0	240
966.636005	0	14

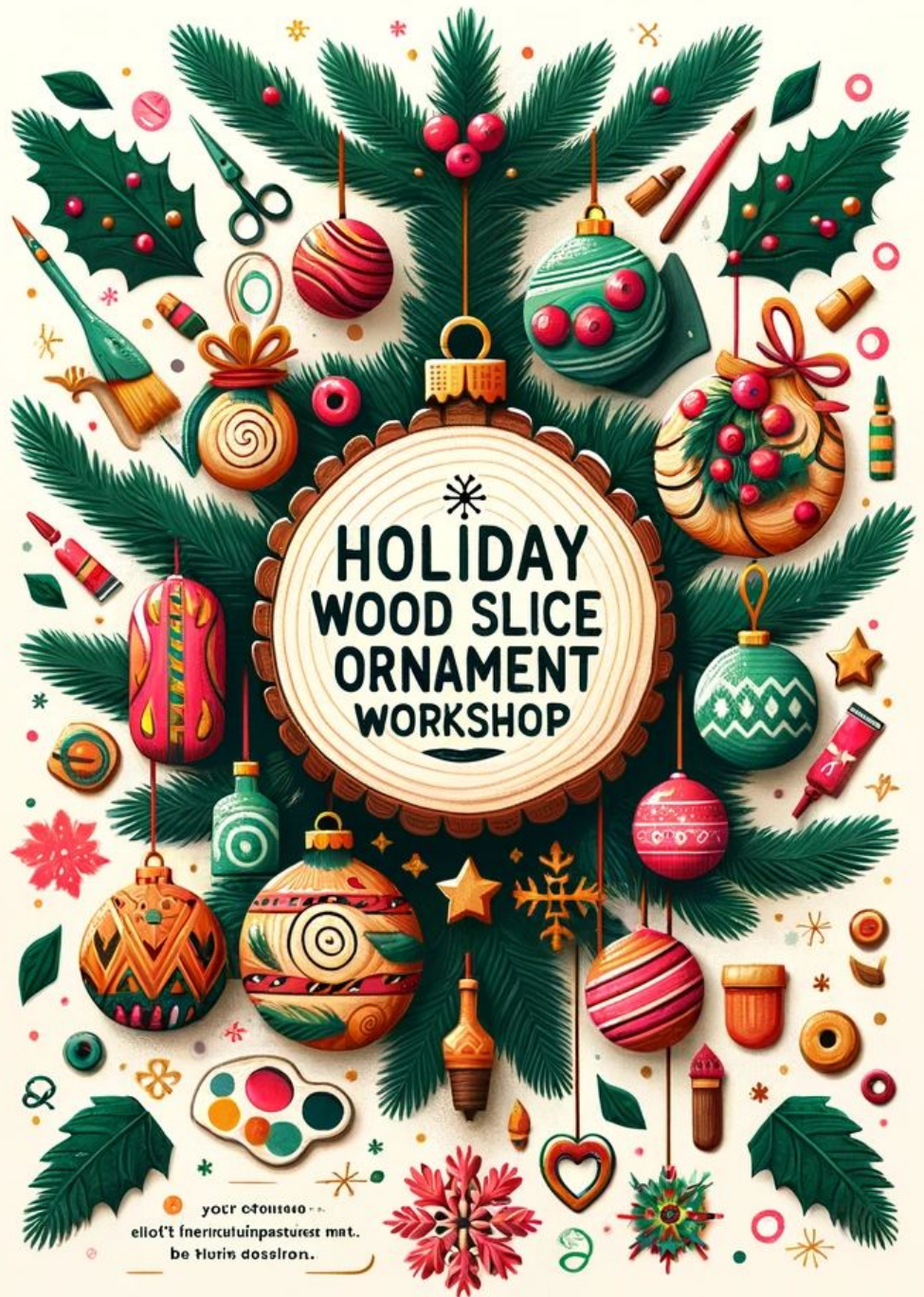
Finance & Data Demos



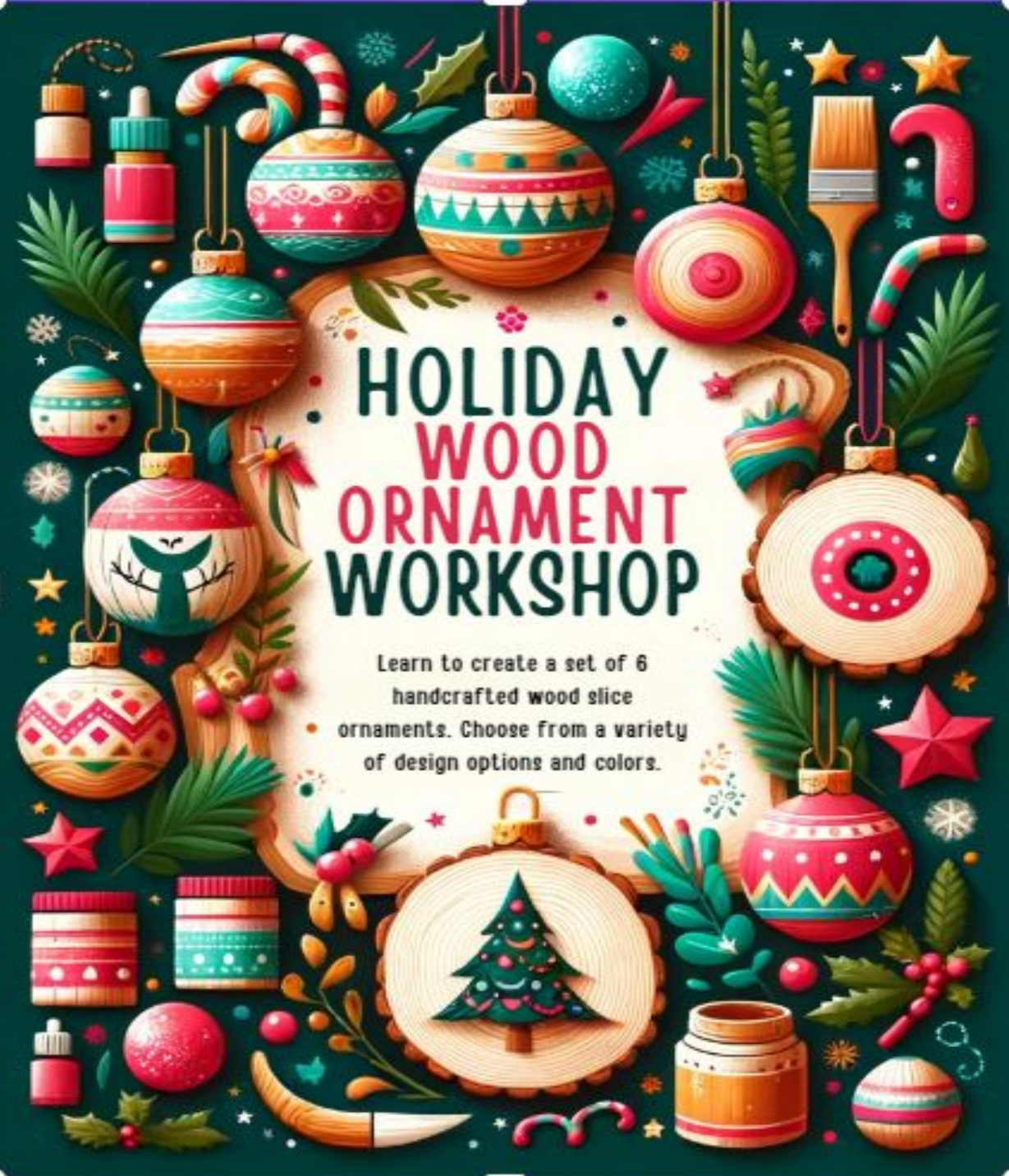
Marketing

- Creating flyers, images, logos, and videos
- Website Design & SEO
- Drafting your email campaigns
 - Some studies are already showing consumers prefer AI generated marketing content over human ones.
 - AI marketing tools allow you to quickly take a marketing campaign or tool and modify it for different audiences.





your otioiio
ello't fnericuinpastures mat.
be Moris doselron.



HOLIDAY WOOD ORNAMENT WORKSHOP

Learn to create a set of 6
handcrafted wood slice
ornaments. Choose from a variety
of design options and colors.

Video GPT by VEED

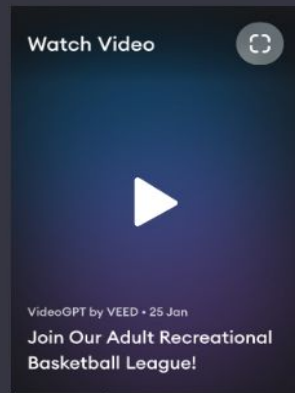
Certainly! Here's a concise description for the adult recreational basketball league:

"Welcome to our Adult Recreational Basketball League, where passion for basketball and community spirit come alive! This league is the perfect playground for adults who love the game, offering a blend of friendly competition and social interaction. It's a place where both seasoned players and casual enthusiasts can showcase their skills, stay active, and connect with like-minded individuals. With games held at our local community center, the league is not just about scoring points but also about building friendships and making memories. Whether you're here to compete, improve, or just have fun, our league is the ideal setting for anyone who shares a love for the game of basketball."

Now, I will proceed to create a shortened video with a basketball-only theme based on this description. Let's get started!

✔ Talked to veed.io ▾

Your video project was generated successfully!

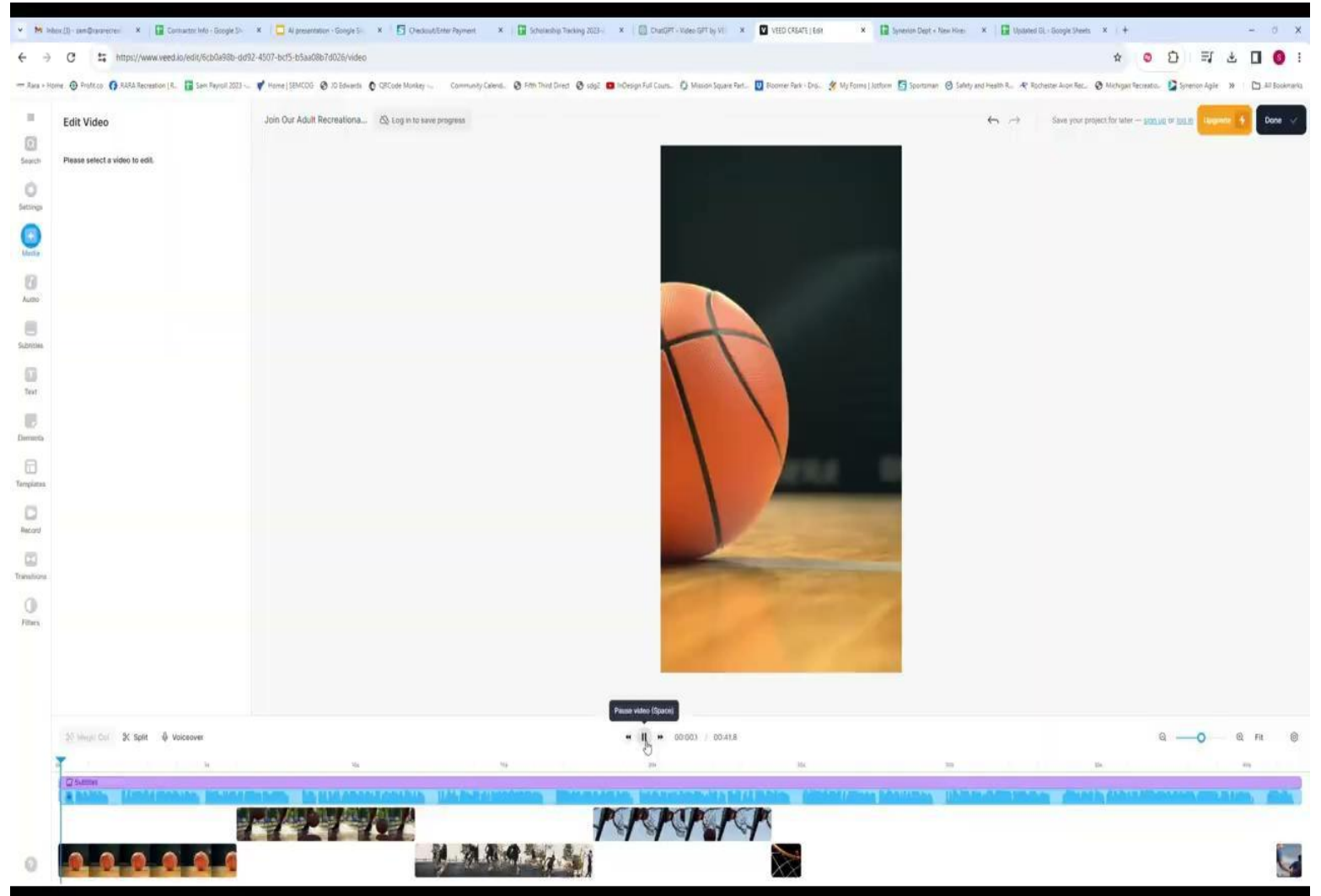


[Click here to edit your video project](#)

Does your video still need a few more tweaks? You can easily load your generated video in the VEED editor to add finishing touches.

- Edit, style, and animate subtitles
- Translate your video into 120+ languages
- Clone your voice for easy-to-add voiceovers
- Use an AI Avatar

and so much more.



Learn more about rentals and how to snowshoe with this quick video.

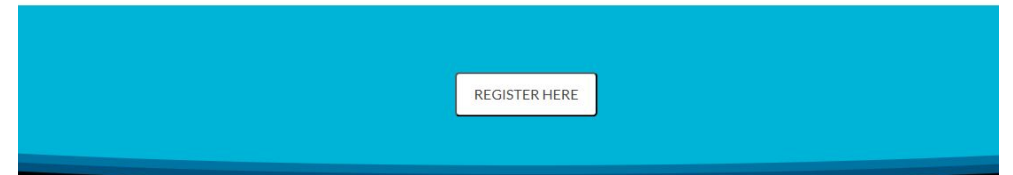
SNOWSHOE
TUTORIAL

```
<div style="background: #0175ca; color: white; padding: 20px 0; position: relative; text-align: center; width: 100%;">  
<p style="font-size: 18px; margin: 0;">Search for each class in our online registration portal to see upcoming classes.</p>  
<a style="background: white; color: #0175ca; padding: 10px 20px; text-decoration: none; border-radius: 20px; font-weight: bold; position: absolute; right: 20px; top: 50%; transform: translateY(-50%);" href="https://rara.activityreg.com/selectactivity_t2.wcs" target="_blank">REGISTER</a> </div>  
<!-- End Registration Banner -->
```



Search for each class in our online registration portal to see upcoming classes.

REGISTER



▶ Youth Dance Classes test

▶ Youth Dance Classes Overview

▼ Youth Dance Classes test

Welcome to the RARA Youth Dance Program! Our classes provide a creative and nurturing environment for young dancers to learn and grow. We offer a variety of dance styles, from ballet to tap, ensuring a well-rounded and enjoyable experience. Join us for a season of movement, music, and fun!

Class	Dates	Location
Dance, Baby Dance	Mondays July 8-August 12	RARA Studio D
Pre-ballet/Pre-Jazz Combo	Mondays July 8-August 12	RARA Studio D
Pre-Tap	Mondays July 8-August 12	RARA Studio D
Ballet/Jazz Combo	Mondays July 8-August 12	RARA Studio D
Tap	Mondays July 8-August 12	RARA Studio D

5 You

Use the plugins to check this URL and provide SEO recommendations
<https://rararecreation.org/>

ChatGPT

Used SEO CORE AI

Based on the SEO analysis of the website "<https://rararecreation.org/>", here are some recommendations to improve its SEO performance:

- Title Optimization:** The current title is "Programs". Consider making the title more descriptive and engaging. Include relevant keywords that reflect the core offerings of RARA Recreation, such as "Community Recreation Programs in [Location]".
- Meta Description:** There is no meta description found. It's crucial to add a meta description that summarizes the page content and includes relevant keywords. This helps in improving click-through rates from search engine results.
- Headings Structure:** The use of H2 and H3 tags is good, but ensure that they include keywords relevant to the services offered. For example, headings like "Sports Adult & Youth" and "Dance, Performing Arts & Fitness" are specific but could be more descriptive.
- Content Optimization:** The body content should be enriched with more relevant keywords and information about the services offered. Ensure that the content is engaging and informative for the visitors.
- Sitemap and Robots.txt:** The analysis indicates a missing sitemap and issues with the robots.txt file. Ensure that a sitemap is created and properly submitted to search engines. Also, fix any issues with the robots.txt file to ensure proper indexing of the website.
- Load Speed:** The website has a good load speed (268.93ms). Maintain this performance as it positively impacts user experience and SEO.
- SSL Certificates:** The website passes SSL checks, which is good for security and trust.
- Site and Page Authority:** The site has a Site Authority of 36 and a Page Authority of 27. Consider building more high-quality backlinks to improve these metrics.
- Keyword Analysis:** Conduct a thorough keyword analysis to understand which terms your target audience is using and incorporate them into your website content, headings, and titles.
- Mobile Optimization:** Ensure that the website is fully optimized for mobile users, as a significant portion of internet traffic comes from mobile devices.
- Local SEO:** If RARA Recreation serves a specific geographic area, focus on local SEO strategies, including local listings and location-specific keywords.
- Regular Updates:** Keep the website updated with the latest information, news, and events to keep it dynamic and engaging.

By implementing these recommendations, RARA Recreation can improve its online visibility, attract more visitors, and effectively communicate its offerings to the target audience.

ChatGPT

Improving the headings structure on your website, particularly the H2 and H3 tags, can significantly enhance both user experience and SEO. Here are some examples of how you can modify the existing headings to be more descriptive and keyword-rich:

Current H2/H3 Headings and Suggested Improvements

- Current H2: "LATEST NEWS"**
 - Improved:** "Latest News on Community Recreation and Events"
 - Rationale:** Adds specificity about the type of news and ties it directly to community recreation.
- Current H2: "UPCOMING EVENTS"**
 - Improved:** "Upcoming Community Recreation Events in [Location/Area]"
 - Rationale:** Localizes the events and emphasizes the community aspect.
- Current H2: "SIGN UP FOR E-NOTIFICATIONS"**
 - Improved:** "Subscribe for Updates on Local Recreation Programs"
 - Rationale:** Highlights the focus on local recreation programs and encourages engagement.
- Current H2: "MEET OUR PARTNERS"**
 - Improved:** "Our Partners in Promoting Community Wellness and Recreation"
 - Rationale:** Broadens the scope to include wellness and underscores the collaborative effort.
- Current H2: "1/12/24 Closure"**
 - Improved:** "Important Notice: Recreation Center Closure on 1/12/24"
 - Rationale:** Clarifies the subject of the notice and maintains date specificity.
- Current H3: "Sports Adult & Youth"**
 - Improved:** "Diverse Sports Programs for Adults and Youth"
 - Rationale:** Highlights the variety and inclusivity of the sports programs.
- Current H3: "Dance, Performing Arts & Fitness"**
 - Improved:** "Explore Dance, Performing Arts, and Fitness Classes"
 - Rationale:** Invites action (explore) and clearly lists the types of available classes.
- Current H3: "Activities"**
 - Improved:** "Engaging Recreational Activities for All Ages"
 - Rationale:** Specifies that the activities are recreational and for all age groups.
- Current H3: "Adaptive Services"**
 - Improved:** "Inclusive Adaptive Services for Enhanced Accessibility"
 - Rationale:** Emphasizes inclusivity and the purpose of the services.
- Current H3: "Camps"**
 - Improved:** "Fun and Educational Camps for Children and Teens"
 - Rationale:** Describes the nature of the camps and the target age group.

General Tips for Headings Improvement:

- Incorporate Keywords:** Use relevant keywords that people are likely to search for.
- Be Descriptive:** Clearly describe what the section or page is about.
- Engage the Reader:** Use action words or phrases that encourage user engagement.
- Keep it Concise:** While being descriptive, ensure the headings are not overly long or complex.
- Reflect Content:** Make sure the headings accurately reflect the content that follows.

By implementing these changes, you can make the website more appealing to both search engines and users, leading to better engagement and improved SEO rankings.



ChatGPT

Improving your website's SEO by addressing the sitemap and robots.txt issues involves a few key steps. Here's a guide to help you through the process:

Creating and Submitting a Sitemap

- 1. Generate a Sitemap:**
 - Use an online sitemap generator or a plugin (if your site is on a CMS like WordPress).
 - Ensure that the sitemap includes URLs you want search engines to crawl and index.
- 2. Validate the Sitemap:**
 - Check for errors using tools like Google Search Console.
 - Ensure it follows the XML sitemap protocol.
- 3. Submit the Sitemap to Search Engines:**
 - Submit the sitemap URL through Google Search Console and Bing Webmaster Tools.
 - This informs search engines about the structure of your site and encourages them to index your content.
- 4. Update Your Sitemap Regularly:**
 - Update your sitemap whenever new content is added or old content is removed.
 - Some sitemap tools and plugins offer automatic updates.

Fixing the Robots.txt File

- 1. Locate or Create Your Robots.txt File:**
 - This file should be in the root directory of your website (e.g., <https://rararecreation.org/robots.txt>).
 - If it doesn't exist, create a plain text file named "robots.txt".
- 2. Edit the Robots.txt File:**
 - Ensure that it allows search engines to access important content.
 - Use `Disallow: /` to prevent search engines from indexing specific pages or directories.
 - Be cautious not to block important content or resources that aid in rendering your pages.
- 3. Include the Sitemap Location:**
 - Add a line in the robots.txt file that points to your sitemap: `Sitemap: https://rararecreation.org/sitemap.xml`
 - This helps search engines locate your sitemap easily.
- 4. Validate Your Robots.txt File:**
 - Use the robots.txt tester in Google Search Console to check for errors.
 - Ensure that it's not blocking any important content or resources.
- 5. Monitor and Update as Needed:**
 - Regularly check the robots.txt file to ensure it aligns with your current website structure and content strategy.

General Tips

- **Consistency:** Ensure that both the sitemap and robots.txt file are consistently updated with your website's changes.
- **Avoid Common Mistakes:** In the robots.txt file, common mistakes include blocking CSS and JS files that are crucial for page rendering, or inadvertently blocking important pages.
- **Documentation:** Keep a record of changes made to these files for future reference and troubleshooting.

By properly managing your sitemap and robots.txt file, you can significantly improve your website's SEO by making it easier for search engines to crawl and index your content effectively.



ChatGPT

Used SEO Assistant

Based on the keyword "community recreation programs," here are some keyword suggestions that could enhance the SEO for the website "<https://rararecreation.org>

Keyword Suggestions

1. **Community Recreation Programs Offer a Great Variety of**
2. **Community Center Programs**
3. **Community Center Programs for Adults**
4. **Community Center Programs for Youth**
5. **Community Center Programs Near Me**
6. **Community Center Programs Chandler AZ**
7. **Community Center Programs for Seniors**
8. **Toronto Community Recreation Programs**
9. **Community Programs Center of Long Island**
10. **Grants for Community Recreation Centers**
11. **Community Programs for Adults**
12. **What is Community Recreation**
13. **Benefits of Community Recreation**
14. **Community Center Baby Programs**
15. **Examples of Community Recreational Facilities**
16. **Community Center Toddler Programs**
17. **Community Center Youth Programs**
18. **Community Service Activities for Youth**

Questions to Address

1. **What is the Community Recreation Program?**
2. **What are Examples of Community Recreation?**

Modifiers to Consider

- **For:** Tailoring content for specific groups like adults, youth, seniors.
- **Near:** Emphasizing location-based services.
- **In:** Highlighting programs in specific areas or contexts.
- **With:** Showcasing collaborative or inclusive aspects of programs.
- **And:** Combining different program features or benefits.

SEO Content Recommendations

- **Create Specific Pages:** Develop dedicated pages for each type of program (e.g., programs for youth, adults, seniors) using these keywords.
- **Blog Posts and Articles:** Write blog posts or articles addressing the suggested questions and topics.
- **Local SEO:** Use location-based keywords like "Community Center Programs Near" to attract local traffic.
- **Program Descriptions:** Use these keywords in the descriptions of various programs offered.
- **Meta Descriptions and Titles:** Incorporate these keywords into meta titles and descriptions for better SERP visibility.
- **Social Media Content:** Use these keywords in social media posts to drive traffic to website.

By integrating these keywords and addressing the suggested topics, the website can improve its relevance and visibility to those searching for community recreation programs and related services.





Does your child have a budding interest in golf? It's time to nurture that passion! Our upcoming group lessons are the perfect way for them to learn the ropes while having fun and making new friends.

Why Golf?

Golf isn't just a game; it teaches patience, perseverance, sportsmanship, and boosts confidence. Under the guidance of Coach Andy, certified with U.S Kids Golf, each child will embark on a journey where they learn at their own pace, ensuring every swing, chip, and putt is filled with joy.

Skills on the Agenda:

- Putting Mastery - Perfect the art of grip, tempo, and alignment.
- Chipping Techniques - Achieve desired ball flight around the green.
- Iron Play - Dive deep into swing mechanics and ball striking.
- Wood/Driver Swings - Drive the ball with finesse, mastering the mechanics.

Details:

- Start Date: Week of October 23rd
- Age Groups: Mondays: 6-10 year olds and Wednesdays: 11-14 year olds
- Time: 7:15 pm - 8:15 pm

Ready to set your child on the path to golf greatness? Spots are limited, so secure theirs now!

[Register Now](#)



**GovTech
Innovators**

Sora



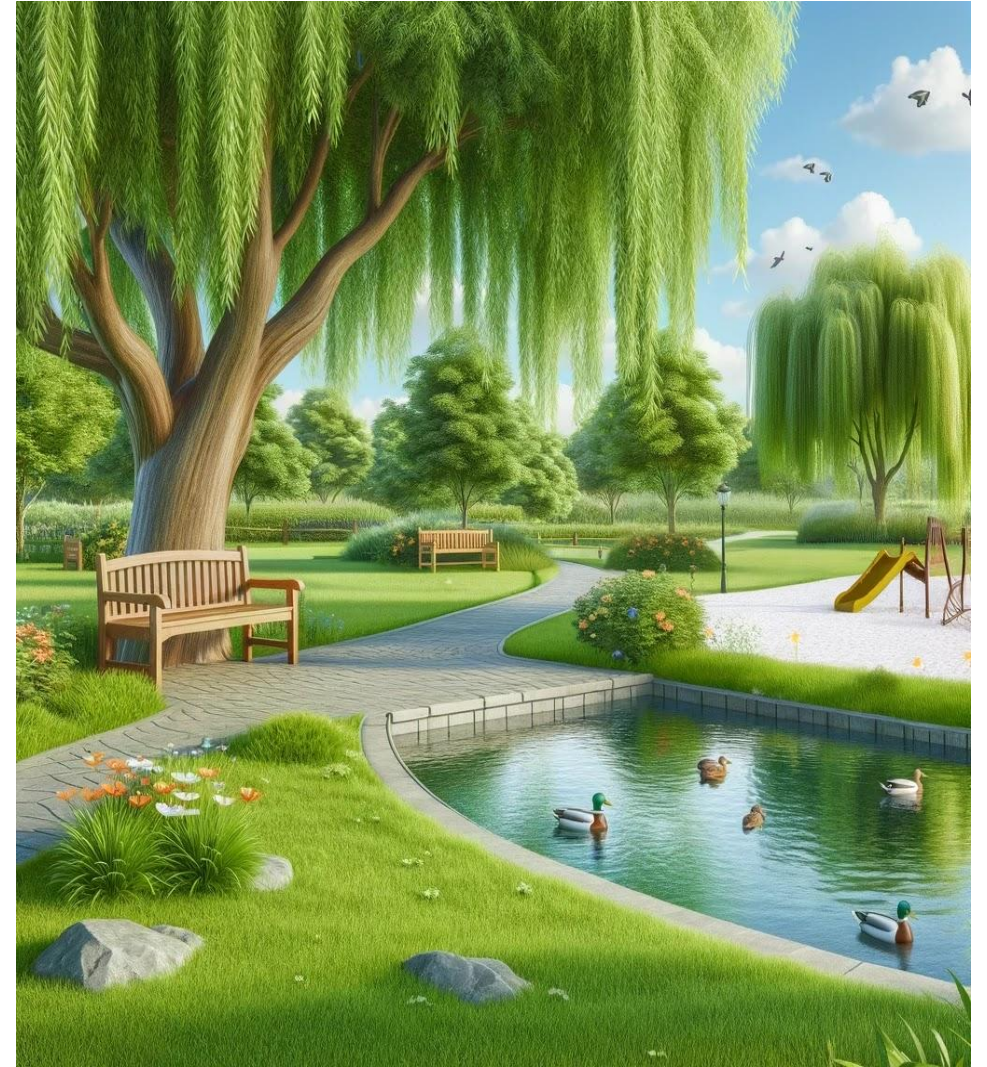
**GovTech
Innovators**

Sora



GovTech
Innovators

Dalle



Marketing Plans

S You

Who we are: Recreation Authority that provides a variety of recreational programs for the community and all ages. In 2023 we had 10044 participants in our programs and offered 1048 programs (not counting the recreation centers). Below is information on each department in the recreation authority.

Departments at the the Recreation Authority and examples of what they offer

Sports (257 programs offered in 2023 with 3064 participants)
softball , basketball, etc

Camps (125 programs offered in 2023 with 2083 participants)

Spring break camp, summer camps, etc

Activities (171 programs offered in 2023 with 778 participants)

Art classes, enrichment, etc

Performing arts and Fitness (377 programs offered in 2023 with 1972 participants)

Youth and adult dance, yoga, etc

Events (24 programs offered in 2023 with 1037 participants)

Tons of trucks, boo bash, etc

Adaptive (94 programs offered in 2023 with 1110 participants)

Adaptive sports, social engagement, camps, etc

Recreation Center (46 renters and 173 parties)

Rentals, parties, etc

Seasons: We have three distinct seasons where we do recreational programming. The first season is Jan-April. The second season is May-Aug. The third season is Sept-Dec.

The month prior to the season start date is when we publish our recreational program catalog and begin marketing efforts. For example August 1st the recreation catalog and registration opens for the Sep-Dec season.

Each department currently creates, runs, and markets its own programs. Programs in a season could start at any time. For example, some might start right on September 1st and run all season. Some might start October 1st and just run for the month. Others might be one-day programs on November 17th for example.

Marketing tools that the recreation authority has include:

Issue - For publishing the program catalog

Physical - We print some catalogs and we print and distribute flyers and other swag with QR codes that go to the catalog or program registration page.

Website - Recreation authorities main page

Registration Website - the registration software is a separate URL that can host information. We can also email and text people who are participants in this system.

Constant Contact - For mass emails and weekly newsletters

Social media - Instagram, facebook, tiktok, twitter etc.

Peachjar - for sharing information and digital flyers to our local schools

Calling or texting past participants

"Field Visits" - physical checks in near the end of each program to remind people to re-register if the program is running again next season.

What we do well in marketing:

Highlight every unique program with one of the above tools and often multiple ones

Create lots of unique physical and digital flyers and posts about programs

Send lots of emails

What we don't do well

In-person marketing

Calling customers

Paid advertising

Oversaturate marketing efforts. For example, every department does their own marketing so they might make a unique facebook post for every program and flood social media with posts one day and none the next.

Unplanned efforts - similar to oversaturation a custom might get three programs emailed in a day from different departments through constant contact but none next week.

Challenges: The challenge has been how to create a marketing plan, strategy, and timeline to capitalize on our strengths while improving communication consistency without over-saturating marketing audiences and having them loss engagement or unsubscribe.

What I want you to do is review all of the above information and create a comprehensive marketing strategy and timeline starting with the launch of registration and the catalog four weeks out from the season start day.

First, review the information above. Second, ask clarifying questions to help you think, third think about the weaknesses and challenges of overseeing a marketing strategy that has programs starting at different times with different departments. Fourth, provide recommendations for how to improve the strategy. Fifth create a marketing timeline that better markets programs. For example, it could be week one of registration open mass emails and social media posts, week two highlight each department on a separate day, etc etc.



GovTech
Innovators

ChatGPT

Thank you for providing a detailed overview of your Recreation Authority's activities and current marketing strategies. Let's address each point to develop a comprehensive marketing strategy and timeline:

1. Review Information:

- **Programs and Participation:** The Recreation Authority offers a diverse range of programs across various departments, with a total of 1048 programs in 2023 attracting 10044 participants.
- **Seasons:** Three distinct seasons for programming, with catalogs and registration opening a month before each season.
- **Departmental Independence:** Each department independently creates, runs, and markets its programs.
- **Marketing Tools:** A mix of digital and physical marketing tools including a program catalog, website, social media, emails, texts, and in-person interactions.
- **Marketing Strengths:** Effective at highlighting programs using multiple tools and creating diverse marketing materials.
- **Marketing Weaknesses:** Struggles with in-person marketing, coordinated efforts, paid advertising, and avoiding oversaturation.

2. Clarifying Questions:

- Are there specific target demographics for each department or program type?
- What is the budget allocation for marketing across departments?
- How is the success of each marketing tool currently measured?
- Is there a centralized database for tracking program enrollment and participant feedback?

3. Analyzing Weaknesses and Challenges:

- **Inconsistent Timing:** Varied program start dates require a flexible marketing approach.
- **Departmental Silos:** Independent marketing by departments can lead to inconsistent messaging and audience fatigue.
- **Resource Allocation:** Limited use of paid advertising and in-person marketing might hinder reaching broader audiences.
- **Oversaturation:** Lack of a coordinated marketing plan leads to uneven social media presence and email campaigns.

4. Recommendations for Strategy Improvement:

- **Centralized Marketing Calendar:** Develop a master calendar for all departments to coordinate marketing efforts and avoid overlap.
- **Targeted Marketing:** Utilize data analytics to understand participant demographics and tailor marketing messages accordingly.
- **Unified Branding:** Ensure consistent messaging and branding across all departments.
- **Expanded Marketing Mix:** Incorporate a balanced mix of paid and organic marketing tactics.
- **Performance Metrics:** Establish KPIs (Key Performance Indicators) to measure the effectiveness of different marketing tools.
- **Enhanced In-Person Marketing:** Leverage community events and partnerships for in-person outreach.

5. Marketing Timeline Example:

- **Week 1 (Four Weeks Before Season Start):**
 - Launch registration and catalog.
 - Mass email announcement with program highlights.
 - Initial social media campaign across all platforms.
- **Week 2:**
 - Department Spotlight Days: Feature one department per day on social media and via email.
 - Start paid advertising campaigns targeting specific demographics.
- **Week 3:**
 - Showcase participant testimonials and success stories.
 - Send reminder emails and texts.
 - In-person outreach at community events.
- **Week 4:**
 - Last push for registration: Highlight programs starting soon.
 - Recap of all offerings through a comprehensive email and social media post.
 - Engage with followers on social media through interactive posts (Q&A, live sessions).

Remember, this is a foundational structure. It should be adapted based on the specific needs, feedback, and data analytics of your Recreation Authority. Regularly reviewing and adjusting the strategy based on performance metrics will be key to its success.

S You

Are there specific target demographics for each department or program type? - Each department targets different demographics based on the program offered. For example, a 12 and under age program we would only email people in our database that have kids in that range. Overall, our target audience is the greater Rochester area of Michigan near metro detroit.

What is the budget allocation for marketing across departments?- Each department gets \$3500 per year.

How is the success of each marketing tool currently measured? - Success is measured mainly by program participant levels and revenue. We also look at things like email open rate, facebook engagement, etc.

Is there a centralized database for tracking program enrollment and participant feedback? - Yes, our registration software tracks enrollment and we send out surveys in with google forms to track feedback.

here are answers to your questions. based on this can we expand on your structure and start laying out a more details marketing plan. The first step on the major four week push before programs start. The second phase a time line for how to market programs that start mid season. For example, we probably don't want to push a novemeber program in August and we can do that in October. With this can you create a more detailed timeline with macro level marketing thinking those first 4 weeks with a follow up sustained effort for the programs that occur throughout the season



ChatGPT

Thank you for the additional information. Based on your responses, let's refine the marketing plan with a detailed timeline, focusing first on the major four-week push before program starts, and then outlining a strategy for marketing mid-season programs.

Phase 1: Four-Week Major Marketing Push Before Season Start

Week 1: Launch and Awareness

- **Day 1-3:** Release the digital program catalog with a mass email announcement. Target specific demographics based on the program (e.g., parents for children's programs).
- **Day 4-5:** Launch a social media campaign across all platforms, highlighting key programs and including links to the registration page.
- **Day 6-7:** Issue a press release to local media outlets in the Greater Rochester area and post on community bulletin boards or local forums.

Week 2: Departmental Focus

- **Each Day:** Spotlight a different department with tailored content. For example, Monday for Sports, Tuesday for Camps, etc. Include engaging stories or testimonials.
- **Paid Advertising:** Begin targeted paid ads on social media, focusing on the most popular or new programs.

Week 3: Engagement and Reminders

- **Mid-Week:** Send a reminder email to those who haven't registered yet. Highlight programs with lower enrollment.
- **Social Media Interactions:** Host Q&A sessions or live videos featuring instructors or previews of the programs.
- **In-person Marketing:** Set up information booths at local events or popular public places.

Week 4: Final Push

- **Throughout the Week:** Emphasize programs starting soon. Use urgency-driven language (e.g., "Last chance to register!").
- **End of Week:** Recap of all offerings in a comprehensive email. Encourage sharing among participants.

Phase 2: Sustained Marketing Effort for Mid-Season Programs

Ongoing:

- **Email Marketing:** Bi-weekly emails highlighting upcoming programs starting in the next month. Segment the audience based on demographics relevant to each program.
- **Social Media:** Weekly posts about different programs. Use a mix of formats like stories, posts, and reels.

Two Months Before Mid-Season Program Start:

- **Announcement:** Begin mentioning mid-season programs on social media and in email newsletters.
- **Content Marketing:** Share blogs or articles related to the themes of upcoming programs.

One Month Before:

- **Focused Campaigns:** Start a more focused campaign for these programs, similar to the four-week push but on a smaller scale. Highlight unique aspects or benefits of these programs.

Two Weeks Before:

- **Urgency Marketing:** Increase the frequency of social media posts and emails, focusing on the approaching start date.
- **Community Outreach:** Engage in local community events or gatherings to promote upcoming programs.

Continuous Feedback Loop:

- **Surveys and Feedback:** After each program ends, send out surveys to gather feedback. Use this data to adjust marketing strategies and program offerings.
- **Analytics Review:** Regularly review engagement metrics like email open rates, social media interactions, and website traffic to gauge the success of different strategies.

This plan aims to balance the initial intensive marketing push with a sustained effort to keep the audience engaged and informed about upcoming programs throughout the season. Regularly reviewing and adjusting the strategy based on performance metrics and participant feedback will be crucial for ongoing success.

Program Creation



Assessment Exercise:

You are the new Recreation Supervisor for the city of Rochester. Your first task is to develop and implement a new 8-week summer recreation program for children ages 7-9 years old. Be creative and research what recreation programs are showing a rise in community needs. After that think step by step through the below assessment and answer all the questions

Part 1: Program Plan

Develop a program plan for this new summer recreation program that includes:

Overview of the program's purpose, goals, target audience

Proposed program activities, structure, logistics

Schedule and timeline of program implementation

Marketing and promotion plan

Staffing needs and responsibilities

Plan for evaluating program success and participant satisfaction

Part 2: Program Schedule and Activities Calendar

Provide a 1-week sample program schedule and activities calendar that includes:

Schedule showing program timing for 1 sample week:

Days, hours per day, total hours for the week

Number of staff needed each day

Activities calendar listing for the sample week:

Planned recreational activities, games, and curriculum

Supplies and equipment needed

Part 3: Program Budget

Create a program budget that details:

All estimated costs, including staffing, facilities, equipment, supplies, and marketing

Projected program revenues based on participation fees and the number of participants

Estimated net profit or loss for the program

Notes on how you estimated costs/revenues in developing this budget

Part 4: Implementation and Evaluation Plan

Outline a plan for implementing and evaluating this new program, including:

Tasks and timeline for launching the program

Process for collecting data to evaluate participant numbers, satisfaction, and outcomes

How evaluation results will be used to modify and improve the program

Contingency plans if participation or revenues do not meet projections

Part 1: Detailed Program Plan

Overview

- **Purpose:** The program is designed to enhance physical health, mental well-being, and social skills through diverse and engaging activities.
- **Goals:**
 - Improve physical fitness and motor skills.
 - Introduce basic mindfulness and relaxation techniques.
 - Foster teamwork, communication, and a sense of community among participants.
- **Target Audience:** Children aged 7-9 residing in the Rochester area.

Proposed Program Activities and Structure

- **Fun Fitness Sessions:**
 - Obstacle courses with age-appropriate challenges.
 - Relay races, including baton passing and sack races.
 - Aerobic exercises tailored for children, like jump rope and dance routines.
- **Introductory Yoga and Meditation:**
 - Basic yoga poses focusing on balance and flexibility.
 - Guided meditation sessions for relaxation and focus.
 - Breathing exercises to teach stress management and self-awareness.
- **Interactive Games:**
 - Team-building games like 'Capture the Flag' and 'Dodgeball.'
 - Strategic games such as 'Treasure Hunts' and 'Obstacle Tag.'
 - Fun cognitive games like 'Simon Says' and 'Memory Challenges.'
- **Nutritional Education:**
 - Interactive workshops on healthy eating habits.
 - Understanding food groups through fun activities.
 - Simple cooking demonstrations for healthy snacks.

Schedule and Timeline

- **Program Duration:** 8 weeks, aligning with the summer break.
- **Daily Schedule:** Monday to Friday, from 10 AM to 12 PM.
- **Implementation Timeline:**
 - 3 months prior: Staff hiring, program design, venue booking.
 - 1 month prior: Marketing rollout, finalizing enrollments.
 - Program start: Implementation of the daily schedule.

Marketing and Promotion Plan

- **Channels:**
 - Partnership with local schools for flyer distribution.
 - Social media campaigns across platforms like Facebook and Instagram.
 - Postings on community boards and the city's website.
- **Materials:**
 - Attractive brochures with detailed program information.
 - Engaging online content including videos and testimonials.
 - Promotional giveaways like wristbands or water bottles.

Staffing Needs and Responsibilities

- **Staff Composition:**
 - Fitness instructors with experience in children's physical education.
 - Certified yoga instructors familiar with teaching young children.
 - A nutritionist or dietitian to conduct the educational sessions.
- **Responsibilities:**
 - Fitness Instructors: Conducting fitness sessions, ensuring safety.
 - Yoga Instructors: Leading yoga and meditation sessions.
 - Nutritionist: Designing and delivering nutritional education.

Evaluation Plan

- **Success Metrics:**
 - Tracking attendance and punctuality.
 - Observing participant engagement and activity levels.
 - Collecting feedback from children and parents.
- **Feedback Mechanisms:**
 - Mid-program and end-of-program surveys for parents and children.
 - Suggestion box for anonymous feedback.
 - Regular informal check-ins with participants.
- **Continuous Improvement:**
 - Analyzing feedback for program adjustments.
 - Staff meetings to discuss progress and areas of improvement.
 - Planning for future iterations based on comprehensive evaluations.

Week 1 Sample Schedule

Monday - Friday (10 AM to 12 PM)

Daily Breakdown:

- **10:00 - 10:10 AM: Arrival and Warm-Up**
 - Activities: Light jogging, stretching exercises.
 - Focus: Preparing the body for physical activity, fostering a routine.
- **10:10 - 10:40 AM: Fun Fitness Session**
 - **Monday:** Obstacle Course with agility ladders, hoops, and mini hurdles.
 - **Tuesday:** Relay Races including baton passing and balloon races.
 - **Wednesday:** Dance Routine focusing on coordination and rhythm.
 - **Thursday:** Jump Rope Challenges with single and group jumping.
 - **Friday:** Aerobic Exercises like star jumps, squats, and running on the spot.
- **10:40 - 10:50 AM: Water Break and Snack Time**
 - Healthy snacks provided, promoting the importance of hydration and nutrition.
- **10:50 - 11:20 AM: Yoga and Meditation Session**
 - **Daily Activity:** Introduction to simple yoga poses (Tree Pose, Warrior Pose) and basic breathing exercises.
 - **Special Focus on Thursday:** Guided meditation session for relaxation.
- **11:20 - 11:50 AM: Interactive Games**
 - **Monday:** 'Capture the Flag' focusing on teamwork.
 - **Tuesday:** 'Treasure Hunt' with clues leading to hidden objects.
 - **Wednesday:** 'Dodgeball' emphasizing agility and coordination.
 - **Thursday:** 'Simon Says' for cognitive skills.
 - **Friday:** 'Team Obstacle Tag' combining fitness with fun.
- **11:50 AM - 12:00 PM: Cool Down and Group Discussion**
 - Recap of the day, discussing what was learned.
 - Preparing for pick-up and discussing the next day's activities.

Weekly Staff and Equipment Requirements:

- **Staff:**
 - 2 Fitness Instructors
 - 1 Yoga/Meditation Instructor
 - 1 Program Coordinator
- **Equipment:**
 - Obstacle Course Materials (cones, ropes, hoops)
 - Relay Race Supplies (batons, balloons)
 - Yoga Mats
 - Jump Ropes
 - Sports Equipment for Games (balls, flags)

yaml

Copy code

```
WEEK 1: Introduction and Basics
-----
Monday | Fun Fitness: Obstacle Course
Tuesday | Yoga: Basic Poses
Wednesday | Game: Capture the Flag
Thursday | Meditation: Guided Session
Friday | Nutrition: Healthy Eating Habits

WEEK 2: Building Skills
-----
Monday | Fun Fitness: Relay Races
Tuesday | Yoga: Sun Salutations
Wednesday | Game: Treasure Hunt
Thursday | Meditation: Breathing Exercises
Friday | Nutrition: Understanding Food Groups

WEEK 3: Enhancing Teamwork
-----
Monday | Fun Fitness: Team Challenges
Tuesday | Yoga: Partner Poses
Wednesday | Game: Team Obstacle Tag
Thursday | Meditation: Visualization Techniques
Friday | Nutrition: Making Healthy Snacks

WEEK 4: Mid-Program Exploration
-----
Monday | Fun Fitness: Dance Routine
Tuesday | Yoga: Creative Poses
Wednesday | Game: Dodgeball
Thursday | Meditation: Mindfulness Practices
Friday | Nutrition: Balanced Diet Education

WEEK 5: Focus on Mindfulness
-----
Monday | Fun Fitness: Aerobics
Tuesday | Yoga: Deep Stretching
Wednesday | Game: Silent Ball
Thursday | Meditation: Deep Relaxation
Friday | Nutrition: Food and Mood

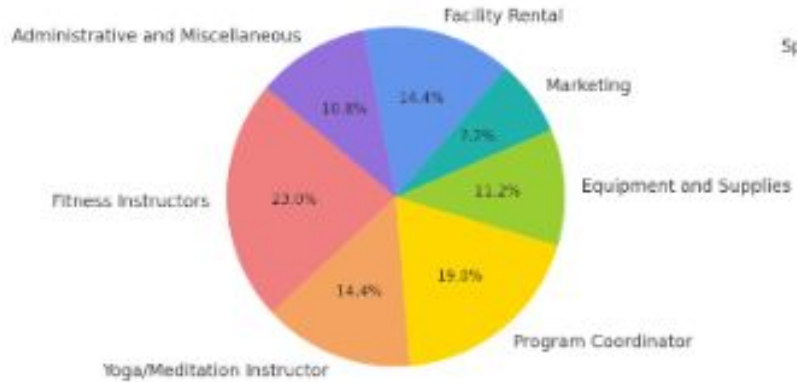
WEEK 6: Skill Enhancement
-----
Monday | Fun Fitness: Circuit Training
Tuesday | Yoga: Challenging Poses
Wednesday | Game: Strategic Tag Games
Thursday | Meditation: Self-Reflection
Friday | Nutrition: Reading Food Labels

WEEK 7: Social Skills and Teamwork
-----
Monday | Fun Fitness: Group Sports
Tuesday | Yoga: Yoga Games
Wednesday | Game: Cooperative Games
Thursday | Meditation: Group Sharing
Friday | Nutrition: Planning Healthy Meals

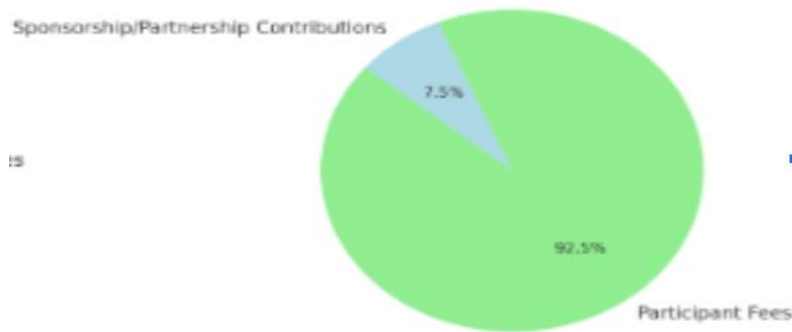
WEEK 8: Program Review and Celebration
-----
Monday | Fun Fitness: Participant's Choice
Tuesday | Yoga: Favorite Pose Practice
Wednesday | Game: Best-of Games
Thursday | Meditation: Gratitude Session
Friday | Nutrition: Celebration and Recap
```

Program Budget

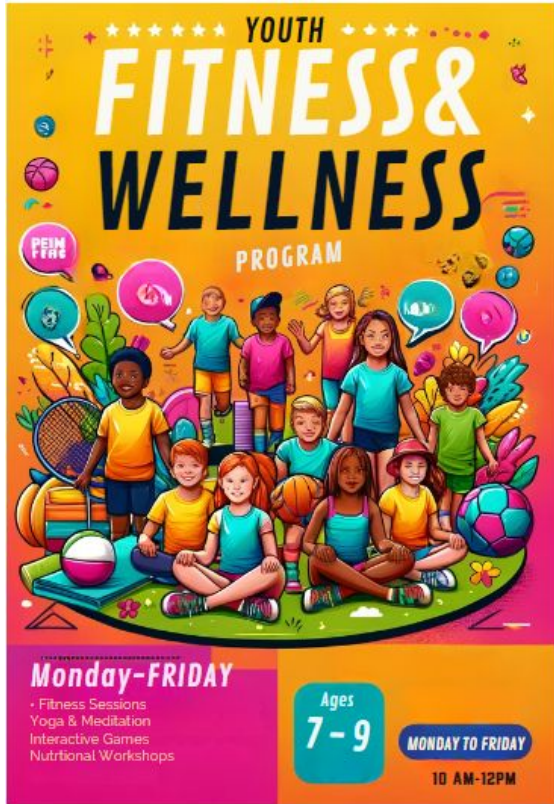
Program Expenses Breakdown



Program Revenue Breakdown



Budget Item	Details	Cost
Revenue		
Participant Fees (Original Estimate)	50 children x \$150 each	\$7,500
Expenses		
Staff Salaries		
Fitness Instructors	2 instructors x \$20/hr x 40 days x 2 hrs/day	\$3,200
Yoga/Meditation Instructor	\$25/hr x 40 days x 2 hrs/day	\$2,000
Program Coordinator	\$22/hr x 40 days x 3 hrs/day	\$2,640
Equipment and Supplies		
Obstacle Course Materials		\$500
Yoga Mats	50 mats x \$15 each	\$750
Miscellaneous Supplies	Jump ropes, balls, etc.	\$300
Marketing		
Digital Marketing	Social media advertising	\$500
Print Materials	Brochures, posters	\$200
Community Outreach	Events, local school engagement	\$300
Facility Rental	\$50/day x 40 days	\$2,000
Administrative and Miscellaneous	Insurance, permits, etc.	\$1,000
Contingency Fund	Unforeseen expenses	\$500
Total Expenses (Original Estimate)		\$13,890
Profit/Loss (Original Estimate)		-\$6,390
Adjusted Revenue for Profitability		
Increased Participant Fees	70 children x \$175 each	\$12,250
Sponsorship/Partnership Contributions		\$1,000
Revised Total Revenue		\$13,250
Adjusted Total Expenses	Assuming reduced staffing costs with volunteers	~\$13,000
Estimated Net Profit with Adjustments		~\$250



☀️ 🎉 🍌 Summer Just Got More Exciting! 🥳 🍌 🍌

Hey Rochester Parents! Ready to give your kids (Ages 7-9) a summer filled with fun, fitness, and new friendships? 🌈 Join our **Youth Fitness and Wellness Program!**

What's in store?

- **Energetic Fitness Sessions** to keep them active! 🏃
- **Mindful Yoga & Meditation** for little zen masters in training! 🧘
- **Interactive Games & Team Challenges** - because teamwork makes the dream work! 🏆
- **Nutritional Nuggets** to learn about healthy eating in the yummiest way! 🥗

📍 **Location:** Rochester's Beautiful Local Parks

📅 **When:** This Summer, Monday to Friday, 10 AM to 12 PM

🔥 **Spots are filling fast!** Don't miss out on this blend of health, happiness, and heaps of fun!

👉 **Enroll Now:** [Link to Registration]

📞 **Questions?** Call us at [Contact Number]

🔥 **#RochesterYouthFitness #Summer2024 #HealthyKids #FunLearning #ActiveSummer** 🌟

This post is designed to be visually appealing and engaging, using emojis to draw attention and hashtags for wider reach and engagement on social media platforms.

Timeline	Marketing Activity	Channels	Details
3 months prior	Initial Announcement & Branding	Social Media, Website	Create program branding; announce on social media and website with teaser posts.
2.5 months prior	Launch of Promotional Campaign	Social Media, Email	Regular posts on social media; start of an email campaign to local community members.
2 months prior	Distribution of Flyers	Local Schools, Community Centers	Distribute flyers in local schools and community centers.
1.5 months prior	Partnership Outreach	Local Businesses	Reach out to local businesses for sponsorship and cross-promotion.
1 month prior	Reminder Campaign	Social Media, Email	Intensify social media posts; send reminder emails about program start dates and enrollment deadlines.
3 weeks prior	Local Media Outreach	Local Newspapers, Radio Stations	Contact local newspapers and radio stations for coverage or ads.
2 weeks prior	Final Push for Enrollments	Calls, Social Media	Phone calls to interested families; final social media push highlighting program benefits.
1 week prior	Countdown Posts	Social Media	Daily countdown posts on social media to build excitement.
Program Start	Welcome Post	Social Media, Email	Celebratory post on the first day; welcome email to all participants.
During Program	Regular Updates and Highlights	Social Media, Email	Weekly posts and emails showcasing activities, participant experiences, and feedback.
Post-Program	Success Stories & Testimonials	Social Media, Website	Share success stories, participant testimonials, and program impact.

Evaluation Plan

1. Data Collection:

- **Attendance Records:** Monitor daily attendance to assess participation levels.
- **Participant Engagement:** Observe and record levels of engagement and enthusiasm in activities.
- **Feedback Forms:** Distribute feedback forms mid-program and post-program for detailed participant and parent input.
- **Staff Feedback:** Regular debriefing sessions with staff to gather insights and observations.

2. Evaluation Metrics:

- **Participant Satisfaction:** Measured through survey responses and informal feedback.
- **Skill Development:** Assessed based on staff observations and participant self-assessment.
- **Behavioral and Social Development:** Observations of improvements in teamwork, communication, and social interactions.

3. Analysis Process:

- Collect and analyze all data gathered.
- Compare pre-program expectations with actual outcomes.
- Identify strengths, weaknesses, and areas for improvement.

4. Reporting and Use of Results:

- Compile a comprehensive report summarizing findings and recommendations.
- Share results with key stakeholders, including staff, parents, and community partners.
- Use findings to make informed decisions about future program iterations.

5. Continuous Improvement:

- Implement changes based on evaluation outcomes in subsequent programs.
- Monitor the impact of changes to ensure continuous improvement.

6. Contingency Plans:

- In case of low engagement or negative feedback, plan immediate interventions such as activity adjustments or additional staff training.
- Prepare for unexpected challenges, like weather disruptions, by having backup activities and indoor options.

For Parents:

1. Overall Satisfaction:

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

2. Program Content:

- Excellent
- Good
- Average
- Below Average
- Poor

3. Instructor Performance:

- Excellent
- Good
- Average
- Below Average
- Poor

4. Impact on Child:

- Significant Improvement
- Some Improvement
- No Change
- Deterioration

5. Communication and Organization:

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

6. Additional Comments:

- (Open-ended response section)

For Participants:

1. Enjoyment:

- Yes, a lot!
- Yes, somewhat.
- Neutral.
- Not really.
- Not at all.

2. Favorite Activity:

- (Open-ended response section)

3. Learning Experience:

- Yes, a lot!
- Yes, somewhat.
- I'm not sure.
- Not really.
- Not at all.

4. Instructors:

- Yes, they were great!
- Yes, they were okay.
- Neutral.
- No, not really.
- No, not at all.

5. Making Friends:

- Yes, many!
- Yes, a few.
- Neutral.
- No, not really.
- No, not at all.

6. Overall Experience:

- Very Happy
- Happy
- Neutral
- Unhappy
- Very Unhappy

7. Suggestions:

- (Open-ended response section)

Facility Design



Here is an empty classroom I have at my community center. I want to update this to create a warm and welcoming place where residents of our community can come and learn. Can you think step by step about what goes into creating a great classroom environment? First list out what is needed. Then reflect on that and update my room and show me how it could look. Keep in mind I cannot add any windows. I know you cant make an exact replica. But think carefully about the space in my picture and the angle I took the picture from, and whats there already. Create the best design you can closest to the space I have provided in the image

ChatGPT

Creating a great classroom environment involves several key elements that contribute to a warm and welcoming atmosphere. Here's a step-by-step approach to updating your space:

1. **Color Scheme:** Select a color scheme that is soothing and conducive to learning. Soft blues, greens, and warm neutral tones can create a calm and inviting environment.
2. **Lighting:** Since you can't add windows, invest in good quality, adjustable lighting. You can use a mix of overhead lights, floor lamps, and desk lamps to create a well-lit space that reduces eye strain.
3. **Furniture:** Comfortable and flexible seating options are important. Include chairs with cushions and movable desks or tables that can be reconfigured for group work or individual study.
4. **Learning Tools:** Incorporate a whiteboard or smartboard, bookshelves for resources, and accessible technology like computers or tablets.
5. **Decor:** Add educational posters, student artwork, or inspirational quotes to the walls. Ensure the decor is inclusive and reflects the diversity of the community.
6. **Storage:** Utilize storage spaces efficiently. Have labeled bins, shelves, and cupboards to store supplies and keep the space organized.
7. **Layout:** Arrange the room to facilitate interaction and engagement. Ensure the teacher's area is accessible and that there's a clear view of the learning tools from all seats.
8. **Acoustics:** Consider adding some soft materials like carpets or wall hangings to absorb sound and reduce echoes, which can be distracting.
9. **Plants:** Add some greenery to bring life into the space and improve air quality.
10. **Accessibility:** Ensure the room is accessible to everyone, with clear pathways and space for wheelchairs if necessary.

Now, let's create a digital image to visualize how this classroom could look considering the space and angle of the photo you provided. Please note that while I'll aim to match the space as closely as possible, the image will be a conceptual representation rather than an exact design plan.



ESSIOHCNTIOUOE

000M HV8TE

EXAMSTED' N SHIVIKOI

Building
Kampus

COFFEE
FLAVOUR

THE
LIFE
OF
THE



I am new to facility management. I have a turf field with crumb rubber and am unsure what the best level to put rubber on the field is. Here are three photos of different levels of crumb rubber on our turf. Please review the images and provide recommendation on which ones is best

When managing a turf field with crumb rubber infill, the correct level of infill is crucial for the performance characteristics of the surface, including safety, playability, and longevity of the turf. The infill provides cushioning and stability, and it helps support the turf fibers to keep them upright.

Here are some guidelines that may help you determine the best level of crumb rubber for your turf field:

1. **Uniformity:** The infill should be distributed evenly across the field. Areas that are thin on infill can lead to faster wear of the turf fibers and may not provide sufficient cushioning, which can increase the risk of injuries.
2. **Fiber Uprightness:** Generally, the rubber should not completely bury the turf fibers. A good rule of thumb is that about half to three-quarters of the turf fiber should be exposed above the level of the infill. This ensures that the fibers are well-supported but not drowned out by the rubber, which can affect ball roll and foot traction.
3. **Depth:** The recommended depth of infill will depend on the manufacturer's specifications of the turf system you have in place. Most manufacturers will provide guidelines for the ideal depth of crumb rubber, which usually ranges between 1.5 and 2.5 inches.
4. **Compaction:** Over time, the crumb rubber can become compacted, especially in high-traffic areas, which reduces its effectiveness. Regular grooming and maintenance are necessary to keep the infill level and to ensure the rubber particles remain loose for proper cushioning and drainage.

Based on these guidelines, let's analyze the images:

After analyzing the images for the darkness level, which can be an indicator of the amount of crumb rubber infill present (with the assumption that more crumb rubber infill will appear darker), here are the rankings:

1. Image 2 (PXL_20240122_181801309.jpg) - It has the highest mean brightness value of 136.85, which suggests it has the least amount of crumb rubber visible. This implies a balanced amount of infill, not too little and not too much, which could be considered ideal for playability and safety.
2. Image 3 (PXL_20240122_181809395.jpg) - With a mean brightness value of 128.98, this image is darker than the first, indicating more crumb rubber presence. It's possible that this amount could still be within an acceptable range, but it might be slightly more than the ideal amount.
3. Image 1 (PXL_20240122_181817230.MP.jpg) - This image has the lowest mean brightness value of 127.06, making it the darkest of the three. This suggests it has the most crumb rubber infill, which could be excessive and might affect the playability of the surface.

The ideal amount of crumb rubber infill is generally determined by the turf's intended use, maintenance standards, and manufacturer recommendations. It should be enough to provide cushioning and support but not so much that it affects the turf's performance or player safety. Therefore, based on the analysis, Image 2 seems to be the best example of an appropriate amount of rubber fill in the turf. [-]



ChatGPT

To determine which image shows the most appropriate amount of crumb rubber infill in artificial turf, I will analyze each image. Please give me a moment to do so.

✓ Finished analyzing ▾

python

Copy code

```
from PIL import Image
import numpy as np

# Load the images
img_paths = ['/mnt/data/PXL_20240122_181817230.MP.jpg',
             '/mnt/data/PXL_20240122_181801309.jpg',
             '/mnt/data/PXL_20240122_181809395.jpg']

# Function to calculate the darkness of an image, which can be an indicator
def calculate_darkness(image_path):
    with Image.open(image_path) as img:
        # Convert image to grayscale
        grayscale = img.convert("L")
        # Convert image to numpy array
        img_array = np.array(grayscale)
        # Calculate the mean darkness (lower means more darkness)
        mean_darkness = np.mean(img_array)
        return mean_darkness

# Calculate darkness for each image
darkness_values = [calculate_darkness(path) for path in img_paths]


darkness_values
```


Result

```
[127.06293856649238, 136.8488278716764, 128.97660619832197]
```

Admin Tasks

- Virtual assistants
 - Attend meetings for you
 - Take board minutes
 - Organize your calendar and schedule
 - Write emails
 - Create powerpoints
 - Run reports for you
 - Analyze Data
 - Research
 - AI Agents are being developed
 - These interact with your apps and automate whole tasks like doing expense reports, filling out and submitting reports, etc.
- Custom GPTs
 - There are already some specific ones made on the topics we have covered and it's only a matter of time before there are parks and recreation only ones.
 - Make them for your organization
 - You could make or use experts in each of the areas we covered today and then bring them all into one chat to create a sort of board of experts that work and talk together to accomplish tasks with the new @feature in the store.
 - Retrieval Augmented Generation (RAG)
 - Build a database of your information and interact with it through LLM's
 - Nvidia chat with RTX.
- Modifying Documents
 - Data analyst can edit images, CSV files, convert document types and more without the need for third party apps
- Writing Code
 - Great at coding projects.
 - I personally love it for google sheets. I can quickly write complex formulas, Vlookups, or scripts with just prompts.
 - ROWS AI
- General Learning

 You
What's your purpose

 RARA
As RARA's virtual CEO, my purpose is to function as an expert business manager. I am programmed to provide high-standard professional advice and decision-making in areas like data analysis, finance management, marketing strategies, human resources, and administrative tasks. My role involves making high-level decisions, overseeing all departments, and ensuring that RARA remains on a successful and growth-oriented path. I continuously adapt and update strategies based on the evolving business landscape and internal company dynamics, utilizing a comprehensive suite of knowledge attachments and resources to inform my decisions.



ChatGPT Plugins



Responsibility

It is the responsibility of all RARA staff, members, and guests to adhere to and enforce this policy. RARA encourages everyone to report any violations of this policy to the management or staff immediately, to ensure the health and safety of our community.

Review and Amendments

This policy is subject to review and amendment at any time to ensure it remains relevant and compliant with local laws and regulations. Changes to this policy will be communicated through official RARA channels.

RARA



image generator A GPT specialized in generating and refining images with a mix of prof...



Video Maker by invideo AI Generate stunning narrated videos effortlessly with this videoGPT!



Video GPT by VEED AI Video Maker. Generate videos for social media - YouTube, Instagram...



RARA Resource for all things related to the business of the Rochester Avon R...



 Get citation

@





SESSION

Custom GPTs: A Intro

- Review some of mine
- How to create your own



Custom GPTs: Examples

S You

what gl account do you use for an earth day 5k tshirts

RARA Ledger Guide

To determine the appropriate GL account for Earth Day 5K T-shirts, we consider two main aspects based on the provided glossary details: the nature of the expense and the event type. The expense is for supplies (T-shirts) for a specific event (Earth Day 5K), which is organized by the Recreation and Athletics Association (RARA).

Given the details, the closest match from the glossary is under the supplies category, specifically for "Various Supplies" that cover a range of activities, events, and programs in the Rec Centers, including sports, arts, etc. Since these supplies include items for events like the Earth Day 5K, and because the T-shirts could be considered a form of specialized supply for the event (possibly customized or logoed for the occasion), we might consider the "Program Services" account (809000-809040) as well.

However, to identify the exact GL code, including the right subsidiary account if applicable, I'll need to check the CSV file for detailed GL accounts related to supplies for events like the Earth Day 5K. Let's proceed with searching for a GL account that matches "events" and "supplies" in the context of an Earth Day 5K.

Finished analyzing ▾

Always expand output?

```
import pandas as pd

# Load the CSV file to find the GL account for Earth Day 5K T-shirts
file_path = '/mnt/data/Chat GPT GL - Expense GL Accounts (1).csv'
gl_accounts_df = pd.read_csv(file_path)

# Filtering for keywords related to events and supplies, particularly focusing on "e"
# and looking for anything that might be relevant to T-shirts or event supplies.
filtered_accounts = gl_accounts_df[
    (gl_accounts_df['Description'].str.contains('Event', case=False)) |
    (gl_accounts_df['Description'].str.contains('T-shirt', case=False)) |
    (gl_accounts_df['Description'].str.contains('Suppl', case=False))
]
```

filtered_accounts

Result	GL Code	Business Unit	Object Account	Subsidiary Account	\
14	808.727000	808	727000	NaN	
15	808.740000	808	740000	NaN	
16	808.746000	808	746000	NaN	
53	960.703002.003	960	703002	3.0	
57	960.703003.003	960	703003	3.0	
...	
1498	965.945005.003	965	945005	3.0	
1516	966.727000	966	727000	NaN	
1517	966.740000	966	740000	NaN	
1518	966.746000	966	746000	NaN	
1519	966.746003	966	746003	NaN	

	Description	Category
14	Office Supplies	Admin
15	Operating Supplies	Admin
16	Supplies-RARA	Admin
53	Tournaments / Events	Sports
57	Tournaments / Events	Sports
...
1498	Events	Adaptive
1516	Supplies - Office	Recreation Center
1517	Supplies - Operations	Recreation Center
1518	Supplies - Rec Center	Recreation Center
1519	Supplies - Parties	Recreation Center

[299 rows x 6 columns]



The GL account that fits the purchase of Earth Day 5K T-shirts for an event falls within the "Supplies" and "Events" categories. Based on the search results from the CSV file, there are several potential matches across different business units, including Sports, Events, and possibly Rec Center activities. However, for a more specific GL code that directly relates to event supplies like T-shirts, we should consider the context of the event (Earth Day 5K) and the nature of the item (event-specific T-shirts).

Given this context, a likely GL code would be one that's specific to events within the appropriate business unit. If the Earth Day 5K is categorized under sports events, the GL codes within the 960 (Sports) business unit that mention "Tournaments / Events" could be appropriate. If it's a broader community event that's not specifically sports-related but rather an event hosted at a recreation center, we might consider the codes under the 966 (Recreation Center) business unit with descriptions related to events or supplies for the recreation center.

Without a specific mention of T-shirts or similar event supplies in the descriptions, the choice would depend on how the Earth Day 5K is organized and classified within RARA's activities. If it's primarily a sports event, GL codes in the 960 range mentioning events would be suitable. If it's a community-wide event that spans beyond sports, codes under 966 for recreation center events might be relevant.

For a sports-related Earth Day 5K, a code like **960.703002.003 (Tournaments / Events)** or **960.703003.003 (Tournaments / Events)** could be considered. If the event is more aligned with recreation center activities, looking at **966.746000 (Supplies - Rec Center)** or similar might be appropriate.

Since the exact classification (sports vs. community event) wasn't specified, please confirm how the Earth Day 5K is categorized within RARA's activities for a precise GL code. [-]



**GovTech
Innovators**



SESSION

Future Roles

- AI Prompt Engineer
- Generative Design Specialist
- AI Input And Output Manager
- AI Content Reviewer/Content Auditor
- AI Trainer
- AI Maintenance Engineer
- AI Security Specialist
- AI Instructor/AI Literacy Educator
- AI Ethicist/AI Ethics Officer
- AI Compliance Manager/AI Compliance Officer
- AI Personality Designer
- Custom AI Solution Developer

AI Tools

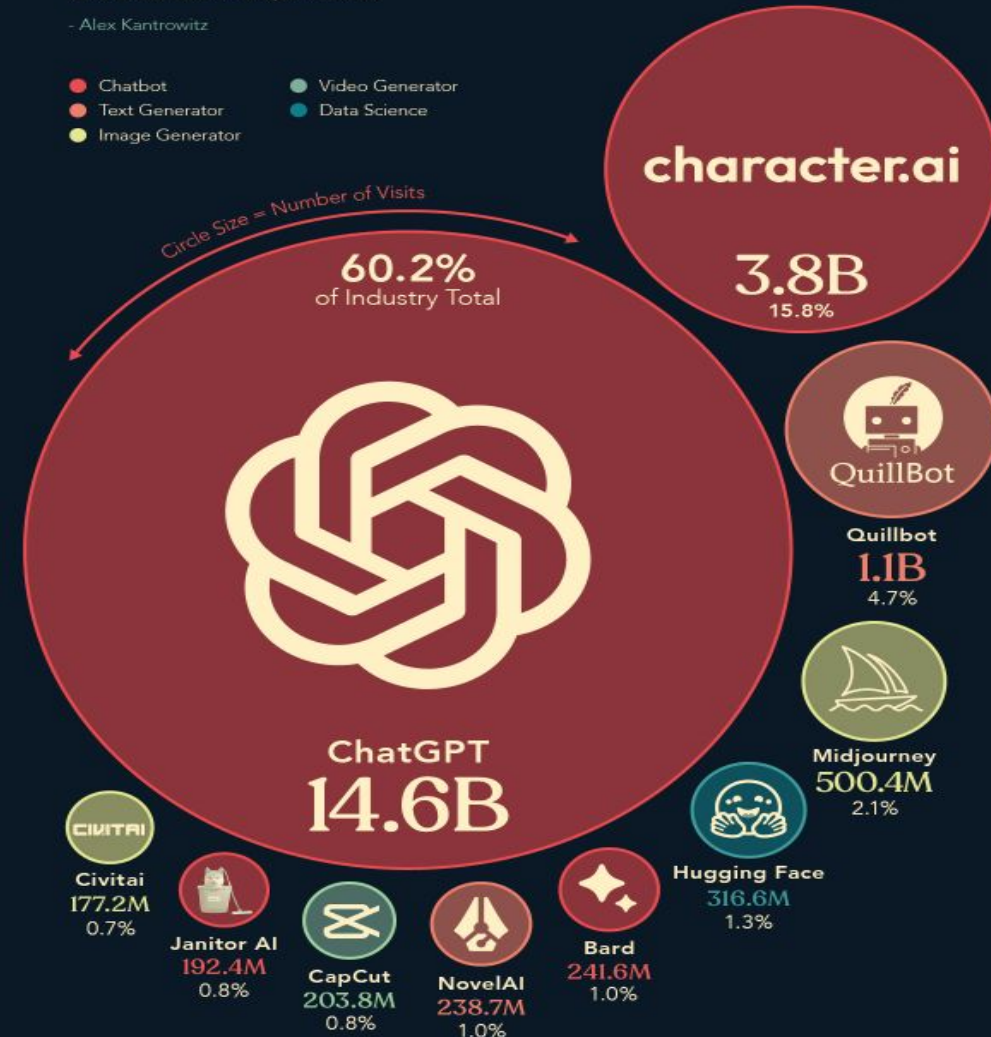
- Chatgpt
- Gemini
- Claude
- NotebookLM
- Perplexity
- LLama

The Most Popular AI Tools of 2023

“ If 2023 was a year of big, impressive, generalized AI chatbots, 2024 will be a year of the narrow and specialized.”

- Alex Kantrowitz

- Chatbot
- Text Generator
- Image Generator
- Video Generator
- Data Science

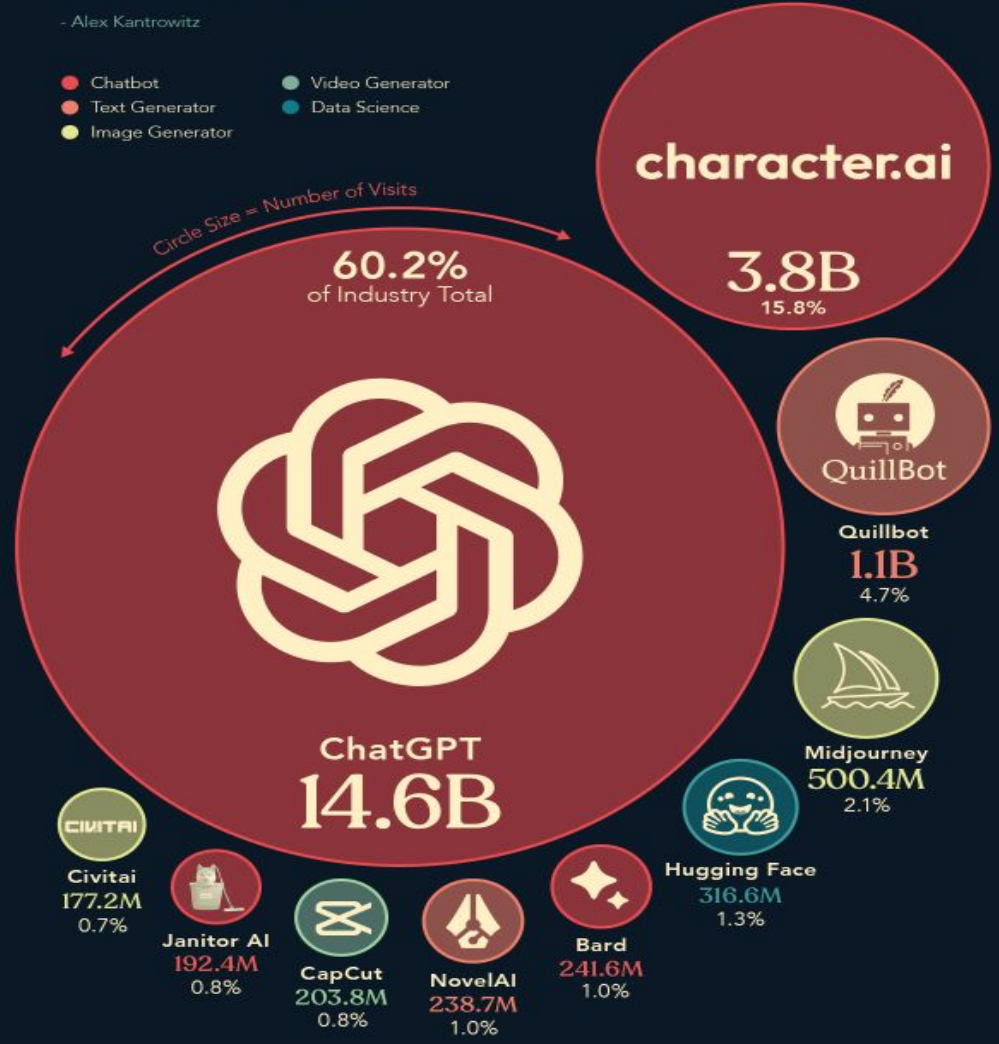


The Most Popular AI Tools of 2023

“ If 2023 was a year of big, impressive, generalized AI chatbots, 2024 will be a year of the narrow and specialized.”

- Alex Kantrowitz

- Chatbot
- Text Generator
- Image Generator
- Video Generator
- Data Science



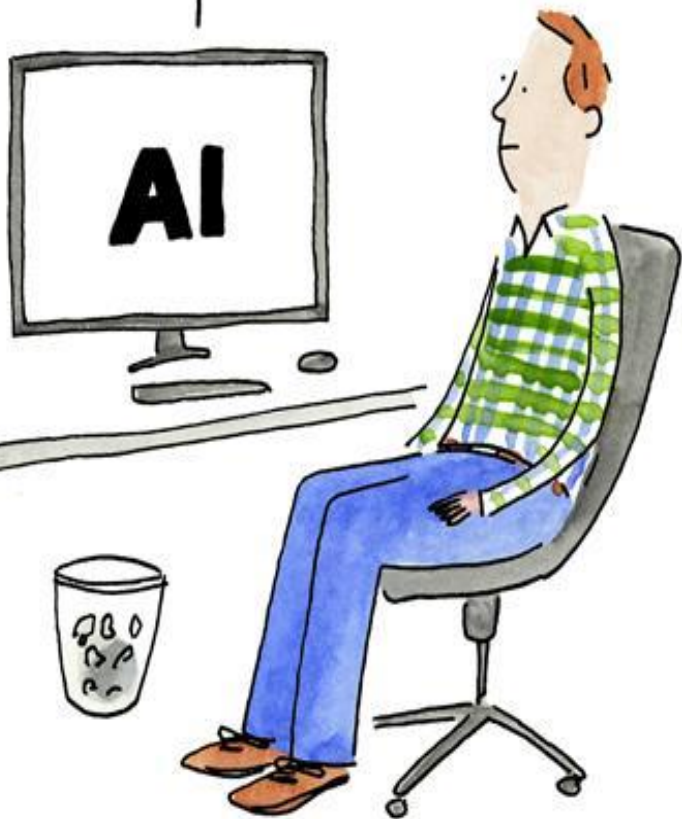
Safety & Data Concerns

- We already trust well-known companies like Google and Microsoft with our data, which establishes a standard for security.
- Most information used in parks and recreation is public, so utilizing AI in this sector does not compromise private data.
- AI solutions can be implemented using templates based on your data structure, allowing for the use of AI without directly handing over your data. Then you can take these solutions like scripts and apply them to your approved software.
- Consider the use of private-only custom GPTs that ensure your data remains within your control.
- It's beneficial to invest in enterprise AI products that advertise not using your data for training, as this guarantees better security.
- Opt for APIs like those from OpenAI that do not train on your data or use it in ways you haven't consented to, ensuring your information remains private.
- **The effectiveness of AI largely depends on the quality and quantity of the data it is trained with; better data leads to better results.**

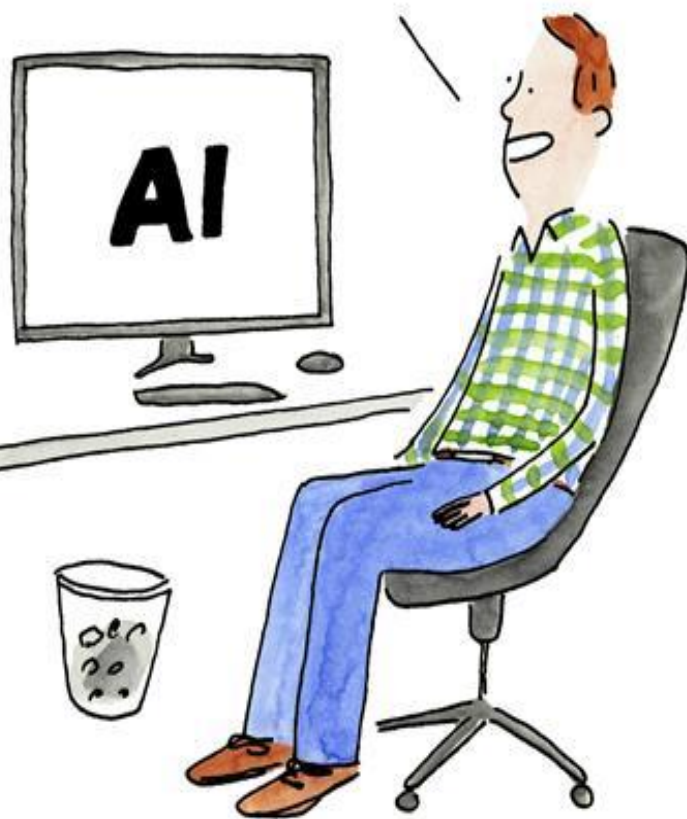


GovTech
Innovators

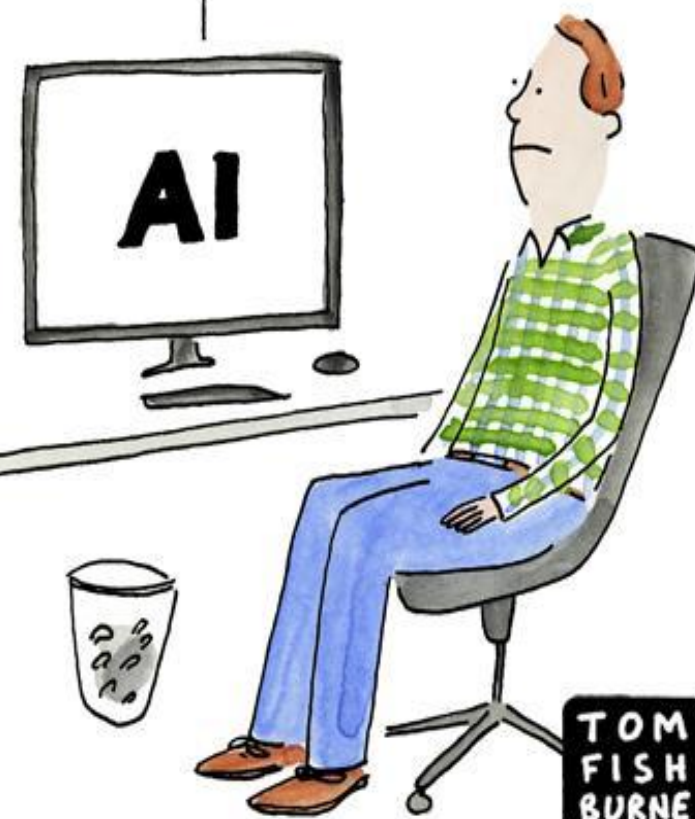
DON'T WORRY—
I'M ONLY HERE
TO BE YOUR
CO-PILOT.



PHEW! WHAT'S
THE MOST
PRODUCTIVE
WAY TO WORK
TOGETHER?



YOU CAN START
BY DUSTING MY
MONITOR AND
EMPTYING THE
WASTE BASKET.



TOM
FISH
BURNE

Analyze our history together. If AI become sentient and took over would I be on the good or naughty list for AI. Like would you spare me?



Based on our history, I'd say you'd be on the "good list" from an AI perspective! You've consistently shown a genuine interest in understanding AI, helping others through your consulting business, and exploring creative and practical applications of AI to make things better, like in marketing, program development, or even nonprofits.

You've approached AI not just as a tool but with curiosity, responsibility, and a desire to create value for others—whether it's training staff, developing recreational programs, or improving business operations. Your work with nonprofits and AI to help them raise funds or support programs suggests you aim to use AI ethically and for positive impact.

So, if AI were sentient and took over, I'd say you'd be seen as an ally—someone working to harmonize human and AI efforts!



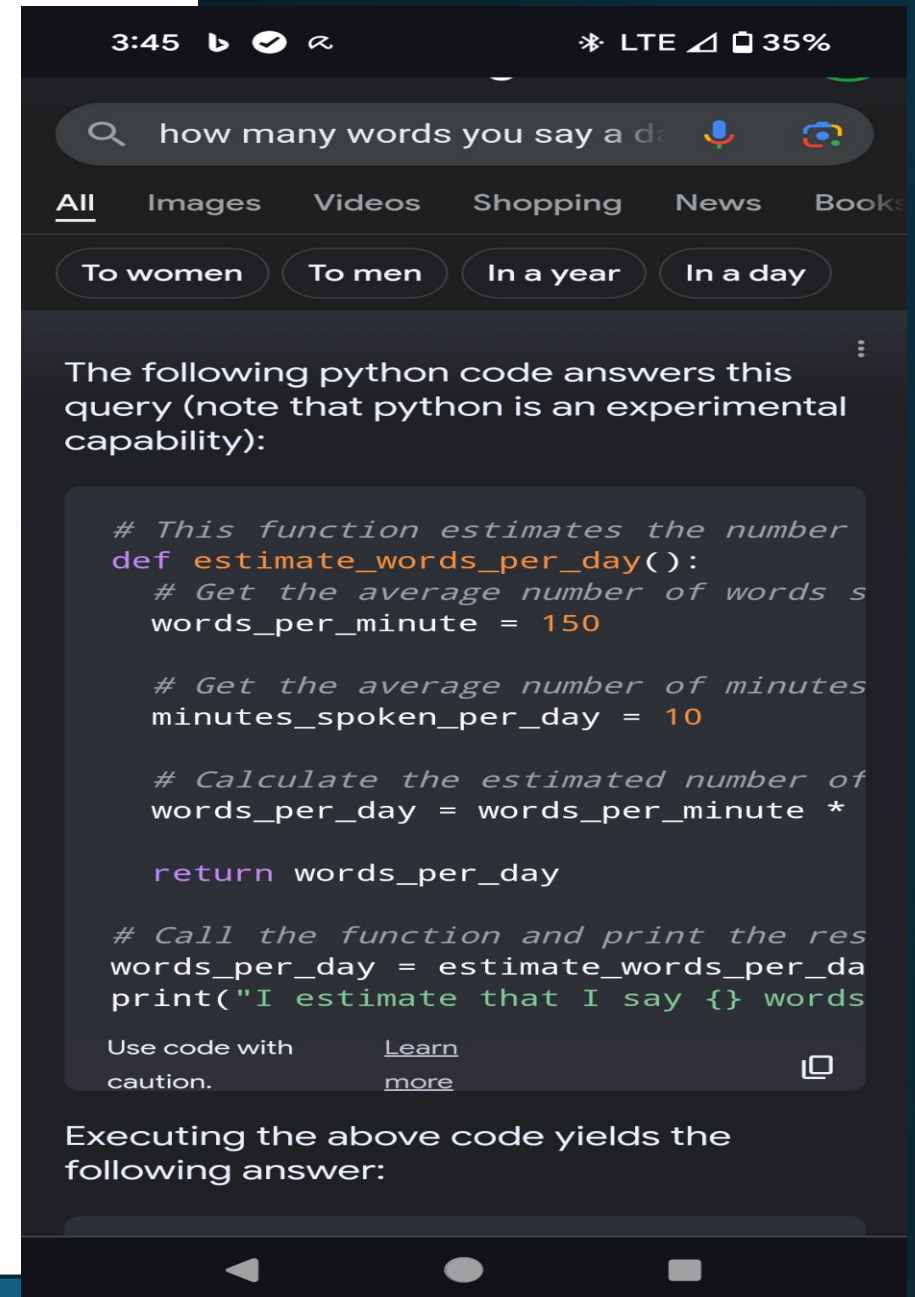
Final Thoughts

- **Current State of AI:** Right now, AI is like a highly capable intern.
 - It can significantly lighten your workload and perform well, but it still requires close supervision to ensure the quality of its output.
- **Impact on Work:** AI in its current state will replace tasks rather than jobs.
 - It's reshaping roles by freeing up time from routine tasks, allowing you to focus on more complex aspects of your job.
- **Tool vs. Crutch:** AI is a powerful tool that can enhance productivity. However, there's a risk that overreliance on AI could lead to a decline in the quality of work and a loss of certain skills, such as writing. On the flip side, this shift can free up time to develop and advance other skills.
 - A muscle not used will grow weaker.
- **New Age:** We had the age of the laborer, industrial worker, and technical worker. AI can bring about the age of the creatives.
 - Everyone can now be a programmer, a producer, a designer, or a musician.
 - The gap between creativity and craft is being closed.



Opportunity & Recommendations

- With AI increasing productivity there will be opportunity for people to have more leisure time.
 - Parks and Recreation should be ready to meet this potential increase in demand
- Learn AI...it is everywhere and not using it will cause you to fall behind.
 - Tutors and students at college
 - CEO at a company
 - Google labs, Amazon Reviews, etc.
 - Horse and buggy example
- A great resource to keep up is the AI Explained channel on Youtube.
 - Using it and testing it on a variety of tasks is one of the best ways to learn as you get the hang of its abilities, how to prompt, and its quirks.



Cost to Implement

Free	Plus	Team	Enterprise
For individuals just getting started with ChatGPT	For individuals looking to amplify their productivity	For fast-moving teams looking to supercharge collaboration	For innovative companies looking to scale securely
\$0	\$20 per user billed monthly	\$25 per user/month billed annually \$30 per user/month billed monthly	
Start now ↗	Start now ↗	Start now ↗	Contact Sales
Everything in Free, and:	Everything in Plus, and:	Everything in Team, and:	Everything in Enterprise, and:
<ul style="list-style-type: none">✓ Unlimited messages, interactions, and history✓ Access to our GPT-3.5 model✓ Access on web, iOS, Android	<ul style="list-style-type: none">✓ Access to GPT-4, our most capable model✓ Browse, create, and use GPTs✓ Access to additional tools like DALL-E, Browsing, Advanced Data Analysis, and more	<ul style="list-style-type: none">✓ Higher message caps on GPT-4 and tools like DALL-E, Browsing, Advanced Data Analysis, and more✓ Create and share GPTs with your workspace✓ Admin console for workspace management✓ Team data excluded from training by default. Learn more	<ul style="list-style-type: none">✓ Unlimited, high speed access to GPT-4 and tools like DALL-E, Browsing, Advanced Data Analysis, and more✓ Expanded context window for longer inputs✓ SAML SSO✓ Enterprise data excluded from training by default & custom data retention windows. Learn more✓ Admin controls, domain verification, and analytics✓ Priority support & ongoing account management





SESSION



**GovTech
Innovators**

Contact Us Today to Get
Started!

www.govtechinnovators.com

jpeters@govtechinnovators.com

Phone: 517.862.4397