



ROOTED IN fun
WHEAT RIDGE PARKS & RECREATION



APPENDIX F

Trends Analysis





Table of Contents

Recreation Trends	4
Local Program Participation	4
Recreation Expenditures	8
Sports and Fitness Industry Association (SFIA) Trends.....	9
Inactive Americans' Aspirational Activities	13
American College of Sports Medicine (ACSM) Trends	14
National Recreation and Parks Association (NRPA) Trends.....	15

Recreation Trends

Recreation trends data provides important context for understanding how Wheat Ridge residents participate in fitness, sports, and outdoor activities, and how those patterns align with broader statewide and national shifts. Together, local and national insights highlight current demand, emerging preferences, and the types of programs and spaces that will be most relevant for Wheat Ridge in the years ahead.

Local Program Participation

The following data specific to Wheat Ridge is sourced from Esri Business Analyst. Figures 1, 2, and 3 compare the estimated level of adult participation in fitness, sport, and outdoor activities for Wheat Ridge residents and the state of Colorado.

Figure 1: Local Participation in Fitness Activities, 2024

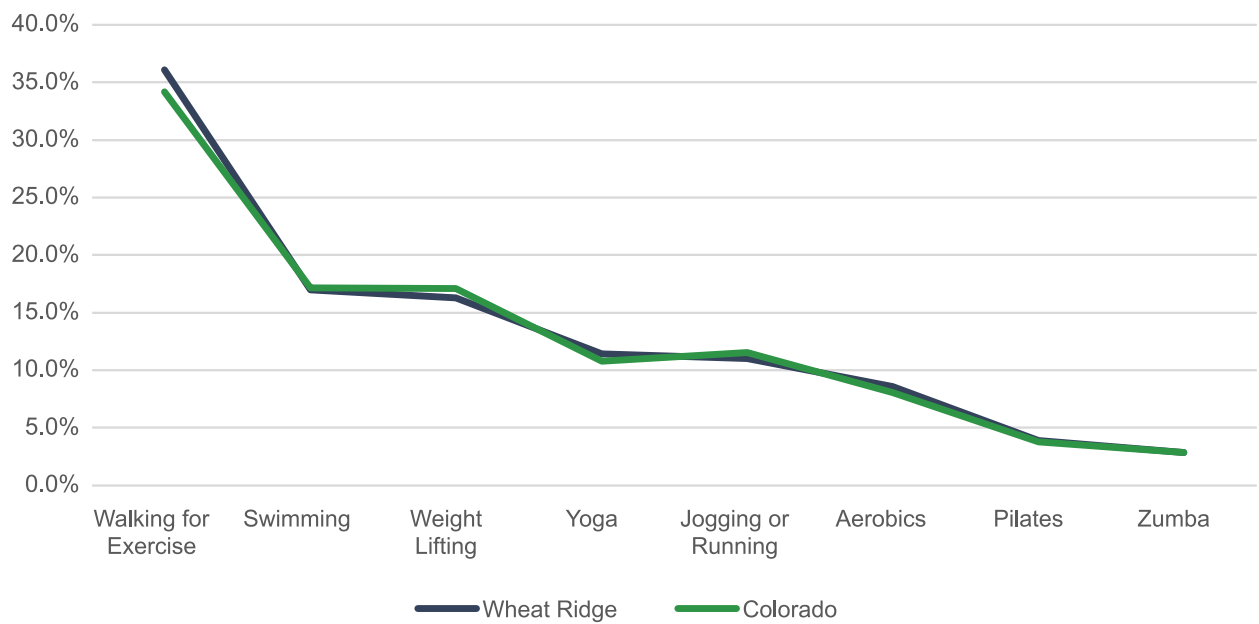


Table 1: Local Participation in Fitness Activities, 2024

Fitness Activity	Wheat Ridge	Colorado
Walking for Exercise	36.1%	34.2%
Swimming	17.0%	17.1%
Weight Lifting	16.3%	17.1%
Yoga	11.4%	10.8%
Jogging or Running	11.0%	11.6%
Aerobics	8.6%	8.1%
Pilates	3.9%	3.8%
Zumba	2.9%	2.8%

Figure 2: Local Participation in Sport Activities, 2024

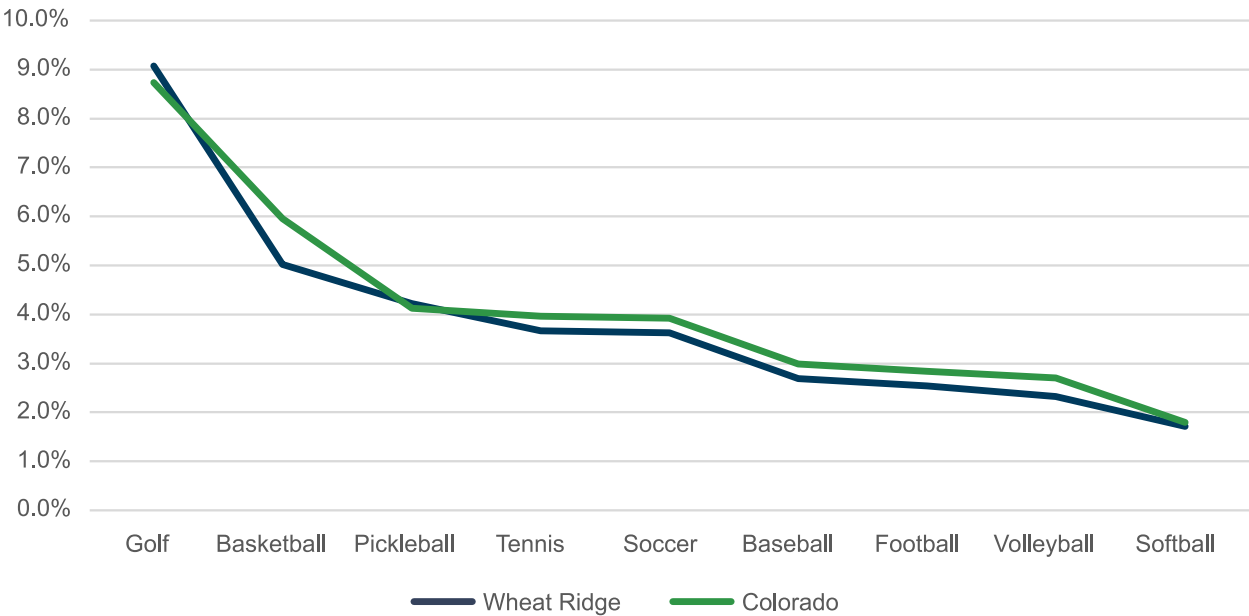


Table 2: Local Participation in Sport Activities, 2024

Sports	Wheat Ridge	Colorado
Golf	9.1%	8.7%
Basketball	5.0%	6.0%
Pickleball	4.2%	4.1%
Tennis	3.7%	4.0%
Soccer	3.6%	3.9%
Baseball	2.7%	3.0%
Football	2.5%	2.8%
Volleyball	2.3%	2.7%
Softball	1.7%	1.8%

Figure 3: Local Participation in Outdoor Recreation, 2024

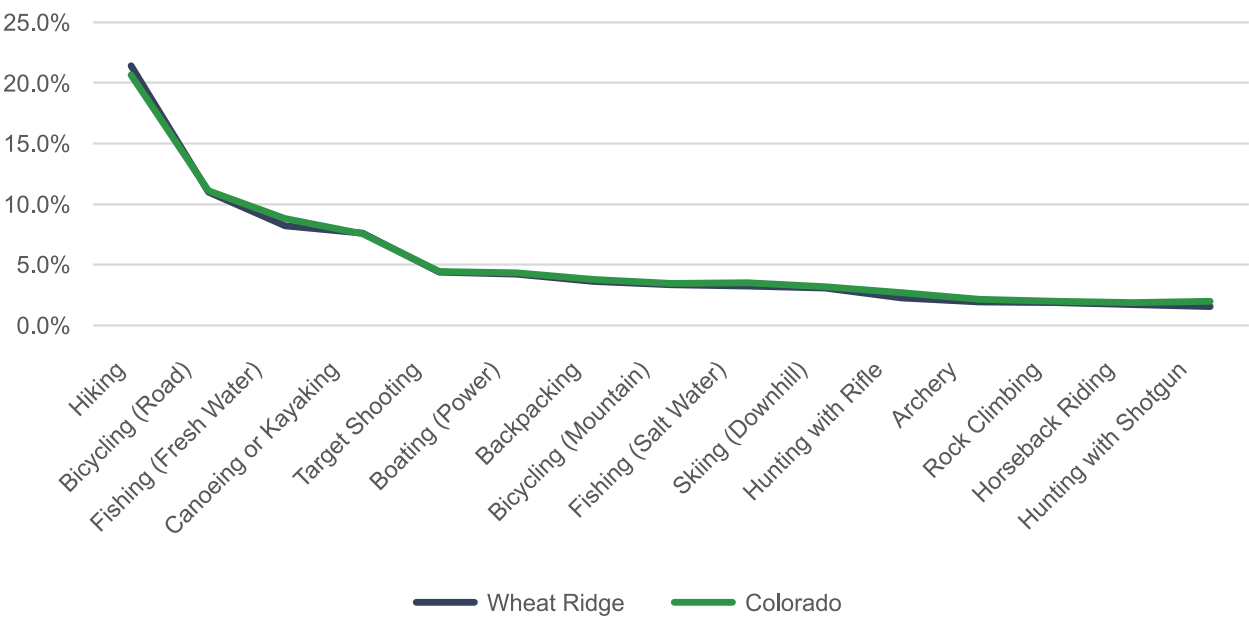


Table 3: Local Participation in Outdoor Recreation, 2024

Outdoor Recreation	Wheat Ridge	Colorado
Hiking	21.4%	20.6%
Bicycling (Road)	11.0%	11.1%
Fishing (Fresh Water)	8.2%	8.8%
Canoeing or Kayaking	7.6%	7.5%
Target Shooting	4.4%	4.5%
Boating (Power)	4.2%	4.3%
Backpacking	3.6%	3.8%
Bicycling (Mountain)	3.3%	3.5%
Fishing (Salt Water)	3.3%	3.5%
Skiing (Downhill)	3.1%	3.2%
Hunting with Rifle	2.3%	2.7%
Archery	1.9%	2.1%
Rock Climbing	1.9%	2.0%
Horseback Riding	1.7%	1.9%
Hunting with Shotgun	1.5%	2.0%

Recreation Expenditures

The following data specific to Wheat Ridge is sourced from Esri Business Analyst. In 2024, the average expenditure by each Wheat Ridge resident on membership fees for social, recreation, and/or health clubs was an estimated \$347.75. Sports, recreation, and exercise equipment expenditures averaged \$266.13. Additional information regarding average and total recreational expenditures is shown in Tables 4 and 5.

Table 4: Estimated Average Recreational Expenditures Per Resident, 2024

Average Expenditures	Wheat Ridge	Colorado
Admission to Sports Events Excluding Trips	\$94.41	\$103.08
Bicycles	\$79.69	\$86.82
Camping Equipment	\$21.34	\$24.81
Fees for Participant Sports Excluding Trips	\$179.21	\$191.54
Fees for Recreational Lessons	\$183.85	\$198.17
Hunting & Fishing Equipment	\$42.36	\$50.11
Membership Fees for Social/Recreation/Health Clubs	\$347.75	\$361.22
Other Sports Equipment	\$8.09	\$9.08
Sports/Rec/Exercise Equipment	\$266.13	\$295.50
Tickets to Parks or Museums	\$45.15	\$49.75

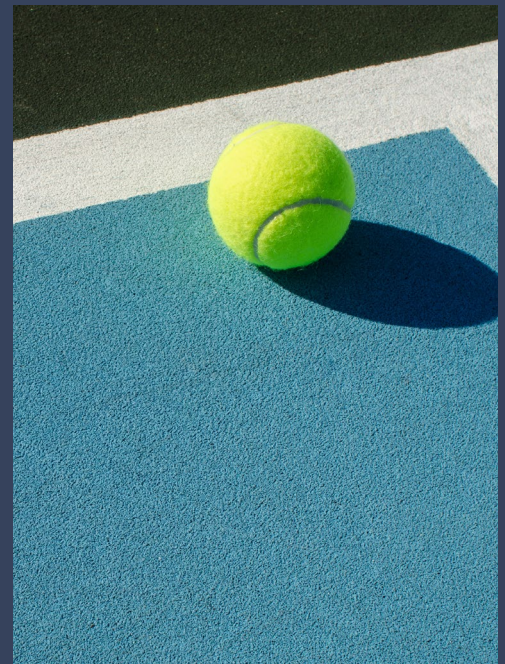
Table 5: Estimated Total Recreational Expenditures, 2024

Total Expenditures	Wheat Ridge	Colorado
Admission to Sports Events Excluding Trips	\$1,499,103	\$247,624,693
Bicycles	\$1,265,439	\$208,567,229
Camping Equipment	\$338,913	\$59,591,049
Fees for Participant Sports Excluding Trips	\$2,845,738	\$460,106,430
Fees for Recreational Lessons	\$2,919,360	\$476,032,424
Hunting & Fishing Equipment	\$672,662	\$120,369,825
Membership Fees for Social/Recreation/Health Clubs	\$5,521,861	\$867,730,977
Other Sports Equipment	\$128,440	\$21,804,091
Sports/Rec/Exercise Equipment	\$4,225,861	\$709,850,438
Tickets to Parks or Museums	\$716,934	\$119,517,446

Sports and Fitness Industry Association (SFIA) Trends

This section identifies and analyzes current participation trends in sports and recreation from the Sports and Fitness Industry Association Report for 2025. Understanding these trends is crucial for Wheat Ridge to effectively plan and develop programs and use space in a way that reflects participation data.¹

- Pickleball remained the fastest-growing sport in the U.S. for the fourth year, with nearly 20 million participants in 2024 which is a 46% jump from 2023 and over triple the number from three years ago.
- Racquet sports overall saw strong momentum, with five of seven showing gains; pickleball and tennis ranked among the top 10 for annual growth.



¹ Sports & Fitness Industry Association. 2025. "Topline Participation Report Sports, Fitness, and Leisure Activities." Sports & Fitness Industry Association. Accessed May 5, 2025.

RECREATION TRENDS

- Team sports participation expanded across the board, with 20 out of 24 sports seeing increases and wrestling posting the highest gain at 8.6%.
- Sports highlighted in the 2024 Paris Olympics, such as basketball, gymnastics, track & field, and wrestling, experienced notable growth in participation.
- Group fitness classes rebounded significantly, including yoga, Pilates, boot camps and dance-based workouts, reporting increased engagement.
- Activities like running, hiking, and trail running surged, with running surpassing 50 million participants and treadmill usage returning to pre-COVID levels.
- Strength training activities all posted growth in 2024, marking the first across-the-board increase since the onset of the pandemic.
- Participation in water and winter sports rose, led by snowboarding (up 9.3%) and stand-up paddleboarding (up 6.6%).



Figure 4: U.S. Sports Participation by Type (2015, 2020, 2024)

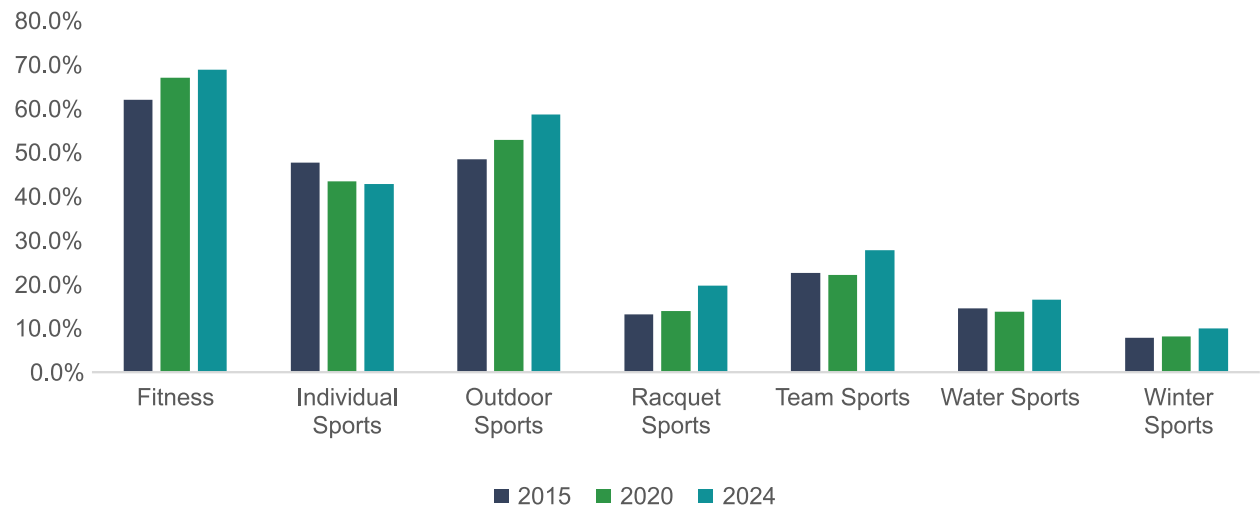


Table 6 shows the top activities by participation and growth rate over the past five years (2019 – 2024) from the latest SFIA report.

Table 6: National Participation by Activity

Team Sports	2024 Participation (Millions)	Five-Year Growth (2019 - 2024)
Basketball	31.9 M	5.2%
Baseball	17.2 M	1.9%
Soccer (Outdoor)	14.4 M	4.0%
Football (Flag)	7.8 M	2.9%
Volleyball (Court)	7.3 M	3.1%
Softball (Slow-Pitch)	6.7 M	-0.8%
Football (Tackle)	6.0 M	3.5%
Soccer (Indoor)	5.9 M	2.3%
Football (Touch)	5.1 M	0.1%
Gymnastics	5.1 M	2.3%
Raquet Sports	2024 Participation (Millions)	Five-Year Growth (2019 - 2024)
Tennis	25.7 M	8.0%
Pickleball	19.8 M	43.9%
Table Tennis	15.8 M	1.4%
Strength and Conditioning	2024 Participation (Millions)	Five-Year Growth (2019 - 2024)
Free Weights (Dumbbells/Hand Weights)	56.2 M	1.8%
Yoga	37.6 M	4.40%
Weight/Resistance Machines	30.8 M	-2.9%
Bodyweight Exercise & Accessory-Assisted Training (Calisthenics)	21.9 M	-1.30%

RECREATION TRENDS

Aerobic Exercise	2024 Participation (Millions)	Five-Year Growth (2019 - 2024)
Walking for Fitness	115.2 M	0.7%
Treadmill	56.8 M	0.2%
Running/Jogging	51.0 M	0.4%
Stationary Cycling (Recumbent/Upright)	33.6 M	-1.6%
Swimming for Fitness	29.4 M	1.0%
Individual Activities	2024 Participation (Millions)	Five-Year Growth (2019 - 2024)
Bowling	50.3 M	2.4%
Golf (on- or off-course)	47.2 M	6.7%
Golf on a 9 or 18-hole golf course	28.0 M	3.0%
Golf (off-course ONLY: driving range, golf entertainment venue)	19.1 M	14.5%
Trail Running	16.1 M	8.0%
Water Activities	2024 Participation (Millions)	Five-Year Growth (2019 - 2024)
Kayaking (Recreational)	15.1 M	6.0%
Canoeing	10.1 M	2.4%
Stand Up Paddling	4.4 M	4.4%
Rafting	4.2 M	4.4%
Kayaking (White Water)	3.0 M	3.6%
Kayaking (Sea/Touring)	2.8 M	1.7%
Outdoor Recreation	2024 Participation (Millions)	Five-Year Growth (2019 - 2024)
Hiking (Day)	63.4 M	5.1%
Fishing (Freshwater/Other)	43.1 M	2.0%
Bicycling (Road/Paved Surface)	42.7 M	1.7%
Camping	40.2 M	7.8%

Inactive Americans' Aspirational Activities

The SFIA report² provides data related to what inactive Americans were most interested in participating in by age. Wheat Ridge had a median age of 41.7 years in 2024. By comparing the SFIA inactive aspirational activities by age, the top activities for most residents (falling in the category of 35 – 44 years) might include activities such as camping, fishing, running/jogging, cardio fitness, working out with free weights or using machines, yoga, hiking, and swimming.

Figure 5: SFIA Inactive Americans' Aspirational Activities by Age

6 – 12 Years	13 – 17 Years	18 – 24 Years	25 – 34 Years
1. Camping 2. Fishing 3. Running/Jogging 4. Soccer 5. Swimming for Fitness 6. Basketball 7. Hiking 8. Cheerleading 9. Bicycling 10. Baseball	1. Camping 2. Working out with free weights 3. Swimming for fitness 4. Working out using machines 5. Hiking 6. Fishing 7. Bicycling 8. Cardio fitness 9. Running/Jogging 10. Basketball	1. Running/Jogging 2. Working out with free weights 3. Cardio fitness 4. Treadmill 5. Camping 6. Working out using machines 7. Yoga 8. Swimming for fitness 9. Basketball 10. Hiking	1. Running/Jogging 2. Cardio fitness 3. Working out with free weights 4. Treadmill 5. Yoga 6. Working out using machines 7. Camping 8. Swimming for fitness 9. Fishing 10. Basketball
35 – 44 Years	45 – 54 Years	55 – 64 Years	65+ Years
1. Camping 2. Fishing 3. Running/Jogging 4. Cardio fitness 5. Working out with free weights 6. Treadmill 7. Yoga 8. Hiking 9. Swimming for fitness 10. Working out using machines	1. Camping 2. Fishing 3. Cardio fitness 4. Treadmill 5. Working out with free weights 6. Hiking 7. Working out using weight resistance machines 8. Yoga 9. Running/Jogging 10. Swimming for fitness	1. Camping 2. Fishing 3. Treadmill 4. Cardio fitness 5. Swimming for fitness 6. Working out with free weights 7. Hiking 8. Yoga 9. Shooting 10. Working out using machines	1. Fishing 2. Cardio fitness 3. Treadmill 4. Camping 5. Working out with free weights 6. Swimming for fitness 7. Yoga 8. Hiking 9. Working out using machines 10. Shooting

² Sports & Fitness Industry Association. 2025. "Topline Participation Report Sports, Fitness, and Leisure Activities." Sports & Fitness Industry Association. Accessed May 5, 2025

American College of Sports Medicine (ACSM) Trends

Each year, the ACSM electronically surveys thousands of fitness professionals around the world to determine health and fitness trends. The following list outlines 2025's top 10 fitness trends³:

1. Wearable Technology

Wearable technology remains the top trend in 2025, continuing its dominance since 2016, as advancements enable real-time self-monitoring and feedback to support healthy lifestyle changes.

2. Mobile Exercise Apps

Mobile exercise apps are rising in popularity, ranking #7 in 2024, driven by their compatibility with wearable technology and increasing user adoption, with 850 million downloads by 370 million users in 2023.

3. Fitness Programs for Older Adults

Fitness programs for older adults remain the #3 trend, emphasizing regular physical activity to enhance health, prevent chronic diseases, and support independent living.

4. Exercise for Weight Loss

Exercise for weight loss remains the #4 trend, as global obesity rates continue to rise, highlighting the need for regular exercise as part of a long-term weight management strategy.

5. Traditional Strength Training

Traditional strength training rises to #5 in 2025, emphasizing proper technique with equipment like barbells and dumbbells to maintain muscular fitness, aligning with guidelines recommending at least two sessions per week.

6. High-Intensity Interval Training

HIIT rises to #6 in 2025, maintaining a top 10 spot since 2018 due to its effectiveness across demographics and health conditions, utilizing short bursts of high-intensity effort with recovery periods.

7. Data-Driven Training Technology

Data-driven training technology ranks #7 in 2025, enabling real-time physiological feedback, individualized coaching, and biofeedback insights to optimize exercise and recovery.

8. Exercise for Mental Health

Exercise for mental health holds the #8 trend in 2025, emphasizing programs that help reduce anxiety, stress, and depression.

9. Functional Fitness Training

Functional training focuses on strength, balance, coordination, and endurance to enhance daily activities, especially benefiting older adults and clinical populations for improved lifelong quality of life.

10. Health/Wellness Coaching

Health and wellness coaching rises to #10 in 2025, using behavioral science principles and evidence-based tools to support lifestyle changes and promote overall well-being.

³ Newsome, A. M. et al. 2024. "2025 ACSM Worldwide Fitness Trends: Future Directions of the Health and Fitness Industry." ACSM's Health & Fitness Journal 28(6):p 11-25. Accessed February 2025. DOI: 10.1249/FIT.0000000000001017

National Recreation and Parks Association (NRPA) Trends

In addition to these trends, NRPA publishes top trends to look out for each year. For 2025, NRPA highlighted the following program trends⁴:

Extreme Weather Preparedness

Park and recreation agencies must plan and budget for increasing climate-related disasters, from hurricanes to wildfires, to ensure resilience and adaptation.

Combating the Loneliness Epidemic

Parks play a crucial role in fostering social connections and addressing the growing crisis of social isolation and loneliness.

Expanding Public Swimming Access

Urban heat islands and underserved communities are driving significant investments in public pools and water-based recreation.

Emerging Senior-Friendly Sports

Activities like short mat bowling and walking soccer are gaining popularity as older adults seek new, low-impact ways to stay active.

Growth of Adaptive Recreation

More agencies are launching therapeutic and inclusive recreation programs, ensuring accessibility for individuals with disabilities.

Rise of Community-Based Arts Programs

Parks are becoming key venues for public arts initiatives, fostering creativity and cultural engagement.

AI-Powered Marketing for Parks

Advancements in AI video editing tools will accelerate the shift from traditional print media to mobile-based program promotion.

Joro Spider Invasion

The spread of large, airborne Joro spiders across the U.S. is expected to impact parks, urging adaptation to new ecological challenges.

CyberDogs for Invasive Species Control

AI-driven robotic dogs are being developed to detect and manage destructive species like fire ants more efficiently than human observers.

Nature as a Climate Solution

Parks are increasingly recognized as essential to climate-change mitigation, offering natural floodplains, forests, and green spaces for community resilience.

⁴ Dolesh, R. November 21, 2024. "Top Trends in Parks and Recreation for 2025." National Recreation and Park Association. Accessed February 20, 2025. <https://www.nrpa.org/parks-recreation-magazine/2024/december/top-trends-in-parks-and-recreation-2025/>

"BerryDunn" is the brand name under which Berry, Dunn, McNeil & Parker, LLC and BDMP Assurance, LLP, independently owned entities, provide professional services in an alternative practice structure in accordance with the AICPA Code of Professional Conduct. BDMP Assurance, LLP is a licensed CPA firm that provides attest services, and Berry, Dunn, McNeil & Parker, LLC, and its subsidiary entities provide tax, advisory, and consulting services.

Berry, Dunn, McNeil & Parker, LLC leases professional and administrative staff to BDMP Assurance, LLP. These individuals work under the direct control and supervision of BDMP Assurance LLP, which is solely responsible for their performance.

The entities falling under the BerryDunn brand are independently owned and neither entity is liable for the services provided by the other entity. Our use of the terms "our Firm" and "we" and "us" and terms of similar import denote the alternative practice structure of Berry, Dunn, McNeil & Parker, LLC and BDMP Assurance, LLP.

©2025 BerryDunn | All rights reserved.



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

berrydunn.com