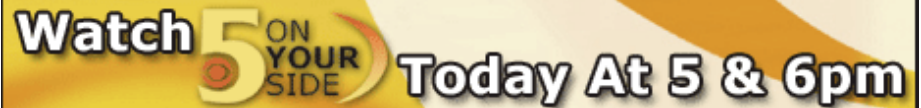




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Editorials

Promoting parks could spark greater use

April 13, 2004

Promoting Syracuse's beautiful and plentiful parks is a good thing.

That's especially true when a draft report by the State University College of Environmental Science and Forestry says a promotional campaign could increase use of the parks and attract tourists as well.

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If you think about the fact that Syracuse has 172 parks covering 896 acres within the city limits, it's not hard to imagine the city receiving a wider reputation for being a great place to visit. You can't go too far without running into another beautiful park attraction featuring hiking and biking trails, picnic spots and places suited for viewing birds and plants.

And with the parks being underused by residents, a campaign could be a good re- minder to take care of what we already have.

Parks Commissioner Pat Driscoll said many ideas from the group of 11 ESF students who made the study can be implemented. The students recommend producing a series of guidebooks touting the uses for city parks and green spaces. Students also recommended the parks host a series of neighborhood festivals since the neighborhoods are connected

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in large ways to the parks.

Diane Kuehn, an ESF professor whose tourism planning class has helped other areas, says it makes sense to produce a park tourism plan for the college's hometown.

Now, maybe Syracuse can reap more benefits from such a campaign and an already impressive offering of resources.

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