

FOCUS ON FOSTERING A SENSE OF COMMUNITY AND GROWING OUTDOOR ENTHUSIAST

Liquid
DESIGN

Integrating a sense of community through the design and operation of restaurants & meeting environments within outdoor recreational projects like the US National Whitewater Center, Montgomery Whitewater, and Richmond's Surf Park & Lifestyle Center called "The Lake" is crucial for several reasons. It enhances the overall experience for visitors, fosters a sense of belonging, promotes local culture, and supports the sustainability and long-term success of the recreational facility. Here's a breakdown of why we feel this integration is so important:



“We focus on these unique project types not only to support the active participant but also to be a place to come and experience, as an observer, a place for community to foster and grow.”

1 CREATING GATHERING SPACES

Food & Beverage environments serve as central gathering places where visitors can relax, socialize, and share their experiences. This communal aspect enhances the sense of belonging and community within the recreational facility.

2 LOCAL CULTURE AND IDENTITY

Designing restaurants that incorporate local design elements, traditional cuisine, or historical narratives helps to celebrate the local culture and identity of the community. This creates a strong connection between the facility and its surrounding community.



3 COMMUNITY EVENTS AND ACTIVITIES

These multi-use facilities can serve as venues for community events, workshops, or live performances. Hosting such activities within the recreational facility fosters a sense of community engagement and encourages regular visits.

4 EMPLOYMENT OPPORTUNITIES

Hiring staff from the local community to work in the restaurants provides employment opportunities and strengthens the bond between the facility and the local residents. It demonstrates a commitment to supporting the community's growth and development.

5 PROMOTING HEALTHY LIFESTYLES

Designing restaurants with menus that emphasize healthy, locally sourced ingredients aligns with



the active and outdoor-oriented focus of the recreational facility. It encourages visitors to maintain a healthy lifestyle, contributing to the overall well-being of the community.

6 EDUCATIONAL OPPORTUNITIES

Integrating educational elements throughout the facility, such as displays or workshops on various activities, sustainability, or inspirational messaging, provides an opportunity to educate visitors about outdoor recreation and its values not only to the individual but to the whole community at large.

7 ENHANCING VISITOR EXPERIENCE

Well-designed facilities with comfortable seating, opportunities for engagement, and great food enhance the overall visitor experience. This positive experience encourages repeat visits and word-of-mouth recommendations, attracting more people to the facility and the surrounding community.



In summary, integrating a community feel through the design, operation, and offerings of various community focused spaces within outdoor recreational projects is instrumental in creating a vibrant and engaging environment. It connects the recreational facility with the local community, enriches visitor experiences, and contributes to the sustainable growth and success of the entire venture.