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MULTICOLLINEARITY EFFECTS OF LEISURE AND BUSINESS
A CASE STUDY OF FAMILY CITY USA

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ABSTRACT

Family City USA is a place for families to learn how to improve relationships in a leisure setting. This concept was sponsored by the Shar Cultural, Education and Recreation Association (SCERA). This event grew out of a need to help families develop physically, educationally, financially, culturally, spiritually and civically.

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The construction of an entire city is taking place in SCERA's 30-acre theme park in Orem, Utah--it's FAMILY CITY USA. This is a unique dimension in expositions. It is based on the assumption that "families are great and are getting better." Similar to truly exciting places such as Brigadoon, Narnia, and Oz, FAMILY CITY USA isn't a place that can be visited any time! Your chance to visit this mystic city is only during the week of the 24th of July; then it will disappear as suddenly and magically as it arose, not to return until next year. Thus, FAMILY CITY USA is not just a place--it becomes an annual tribute. It's an annual tribute to the quality of families from everywhere.

"There are many places where an individual can go to learn how to become a doctor, a teacher, a farmer, a secretary, a theme park manager

or some other professional. But where do you go to learn how to become a family member, and have fun doing it? This is the solitary goal of FAMILY CITY USA," announced Norm Nielsen, founder of the concept and President of SCERA Corporation. FAMILY CITY USA, in the tradition of this countries finest expositions, features exhibits, displays, workshops, symposiums and entertainment to build families of all kinds, sizes and dimensions. The heart of the celebration is organized into six theme parks or villages. These theme parks or villages offer a multitude of family-based experiences that build families physically, educationally, financially, culturally, spiritually (values) and civically (see Figure 1). These six villages or family development themes were incorporated into the FAMILY CITY USA logo under the heading "FAMILIES ARE GREAT AND GETTING BETTER AT FAMILY CITY USA (see Figure 2)." Thus, these six themes or villages martialed the educational resources of over 200 community-based agencies, businesses, churches, entertainment groups and other organizations to utilize "hands-on, teaching-based" booths and presentations at FAMILY CITY USA for the purpose of highlighting, fortifying, developing and entertaining families! Admittance is free and open to anyone desiring to learn more about family and family-based concerns within the community. Direct financial sponsorship of this mystical city is provided by The Coca-Cola Bottling Company, The Army National Guard, Meadow Gold Dairies, Universal Travel, KDOT Radio Station, Dominos Pizza, SCERA, Orem City Recreation and Parks and Orem City.

Particular care was taken to make FAMILY CITY USA meaningful to families of all kinds, sizes and dimensions. Special programs and workshops were recruited and developed to meet the needs of dad, mom and the kids; single parent families; senior singles; grandparents; etc. In addition, great care was taken in arranging the week long family-centered events so that all participants felt a part of the family-based celebration regardless of their family's social or economic status, religious persuasion, ethnic background, or citizenship. There are obvious ethnic, economic, social as well as religious differences within our community, but one concern we all have in common is "familyness!" With the support of over 200 community agencies, businesses, churches, entertainment groups, etc. providing hands on help for families, the 1985 FAMILY CITY USA celebration became the largest family gathering of its kind within the United States. It is estimated that 250,000+ participants/citizens enjoyed this celebration. The 4-day event began with a Salute to Families on July 21st which featured a fireside "State of the Family" address from Utah Governor, Norman Bangarter. Governor Bangarter outlined the current state and trends of the family on a national, state and local level. He keynoted the vital need to improve the quality of community living by improving the quality of family life within our community. The grand finale of FAMILY CITY USA featured the Mormon Youth Symphony and 300-voice chorus performing Peter Iljitch Tschaikevskyowski's 1812 Overture, illustrated by 40 live blasting (miniature) cannons and colorful fireworks.

The celebration featured six themes or villages. These were represented by the following types of family-based programs. (1) The Physical village developed a special FAMILY CITY USA obstacle course under the direction of Orem City Recreation Department's Family Fitness

Center. The purpose of this event was to promote the physical fitness of each family member through the spirit of achievement and fun. The focus was upon involving as many families as possible in fun, physical activities that focus on the element of teamwork and family member cooperation! "Let's Play to Grow" was demonstrated by Utah Special Olympics, Incorporated. This concept gives support to families with handicapped children/members as they learn to interact and enjoy fun, cultural, recreational and sport-types of activities.

(2) Family relations workshops and guest lectures were organized to educate and instruct family participants. Family relations counselors conducted open panel discussion sessions with interested families. The Monte L. Bean Museum brought live reptiles and other animals to FAMILY CITY USA, along with mounted mammals and birds. The museum hosted field trips for interested parents and children to teach families the importance of a healthy natural environment.

(3) Utah Legal Services in cooperation with local community financial institutions provided free assistance and information regarding wills, consumer assistance, social security, investments, etc. Qualified resource professionals were scheduled to be on hand to answer specific questions and/or provide help or resources for specific family concerns.

(4) The Mormon Youth Symphony and 300-voice Choir were joined by other FAMILY CITY USA cultural and entertainment groups. A partial list would include: The Overton Family, Country Rhythm Cloggers, Mountain View High School String Quintet, the Del Moody Family, The Hughes Brothers, The S. Harold Smith Family, The Orem Community Jazz Ensemble, Sunshine Generation, Young America Singers, Children's Dance Theatre, Senior Citizens Harmonica Band, The Nielsen Brothers, Papa's Parlor Pickers, The Rainbow Conservatory, V.I.P. Strings, Utah Performing Art Guild, Bill Bob, Rainbow Rhythms, Mark and Lynette Seiter, Melville Studios, The Osmonds, Valley Center Theater, Abegg Studios, Small Scale Productions, Music Express, Sky Divers, Adams Dance and Baton Corps, The Boyter Sisters, and many others.

(5) Religious organizations from throughout Utah played an important role at Family City USA. Family-based principles of christian education were stressed by Elder High W. Pinnock of The Church of Jesus Christ of Latter-day Saints. The Sunday Fireside featured several speakers from various church denominations on the common theme of improving our lives and relationship with our Father in Heaven by improving our earthly family relationships. Many church sponsored value-based educational booths and presentations were available in the spiritual (values) village.

(6) The Orem City Department of Public Safety presented a series of lectures, movies, filmstrips, and a puppet show on topics that included--Stranger Danger, Traffic Safety, Emergency Response, Drug Abuse, Fire Safety, Emergency Medical Skills. FAMILY CITY USA civic village featured a free health screening clinic for interested family members. The American Cancer Society conducted a free lecture series on how a family can learn together the value of healthy lungs and life.

The Orem City Beautification Commission presented six home beautification awards to encourage families to work together in making their homes and businesses more appealing and beautiful. Homes and businesses were judged on the amount of effort to maintain the overall appearance, the design and how well the landscape fits the house. The awards were given to single family dwellings, multiple family dwellings (condominiums), businesses, and commercial premises.

The six theme parks or villages of FAMILY CITY USA were organized by a unique community-based organization with a special cultural, educational and recreational legacy. Over 50 years ago the Utah orchard community of Sharon organized itself to provide community projects that would enhance the quality of life. This organization became "Sharon's Cultural Educational and Recreational Association" or SCERA. The stated objective or aim was "to provide the individual citizen with the best in family culture, entertainment and recreation." The unique 21st Century challenges that threaten the future of existing family life/values, leisure and business within the City of Orem (Sharon) have become the targets or focus of FAMILY CITY USA. The multicollinearity effects of physical, educational, financial, cultural, spiritual (values) and civic issues upon the family have become translated into the major themes of the villages. These all support the major idea that Families are Great and Getting Better at FAMILY CITY USA. The 250,000 inhabitants of FAMILY CITY USA, based on the 1985 census, realize that they must cope on their own until the week of July 24th, 1986 when this mystic city will next reappear. Thus, in the tradition of Brigadoon, Narnia, and Oz, FAMILY CITY USA isn't a place that can be visited anytime--it is a tribute. It is a tribute to the goodness within families everywhere!

In the family, the individual can find the ultimate in peace, safety and security. Surrounded by loved ones, the individual can fully enjoy and make contributions to all of the finest things life has to offer.

Information about FAMILY CITY USA may be obtained from:

FAMILY CITY USA
PRESS KIT
745 FAMILY CITY USA BLVD.
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Note:

Figures 1 and 2 may be obtained upon request from the authors.