

# RECREATION PROFESSIONAL BOOT CAMP

This **RECREATION PROFESSIONAL BOOT CAMP** will provide you with the foundation you need to **THRIVE** as a Recreation Professional. We will explore the theories of recreation, and give you hundreds of tangible “take-home” ideas to put those theories into practice. This Coaching Series will **ACTIVATE YOU**, so you can **ACTIVATE YOUR COMMUNITY**. We will be investigating program areas that you might not be engaged in yet, thus **LAUNCHING** the next phase of your career.

## Bring Boot Camp To You

### FORMAT (HOW IT WORKS)

- Live & In-Person, At Your Place
- 2 Day Format: (2 Full Days, Typically = 9a-4p)
- 4 Day Format: (4 Half Days, Typically = 9a-1p)
- 8 Sessions: 1.5 hours each (or so)
- Includes: Team Building Activities
- Includes: Lunch (Provided by You) (half hour)
- Easily customized to fit your specific needs
- Your Staff will Thrive as Recreation Professionals
- Super Fun & Engaging

### PRICING (WHAT IT COSTS)

- Covers: Accommodations, Meals, & Travel: flights/cars/parking. (Day Prior, During, & Day After)
- Days/Cost: Call For Quote For 1, 2, 3, or 4 Days

### BENEFITS (THE RETURN ON INVESTMENT)

- Perfect for new Young Recreation Professionals
- Insight into the Profession's Principles & Practices
- Build a foundation for launching your Rec Career
- Invest in Yourself & Build Expertise (\$400 Value)
- 100's of Take-Aways to Implement (\$900 Value)
- Face to Face Recreation Coaching (\$500 Value)
- Plus, get free access to “Rec Quest” (\$300 Value)
- Mentor for Life (“Just a call away”) (Priceless)

### FIND OUT MORE

928-278-8035

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### GET REC'D: GETTING RECREATION TO OUR COMMUNITY

SESSION 1



This introductory session provides a quick overview of the Recreation Profession, showing both the “Principles” and the “Practice” of providing recreation to your community. We will look at the WHY of recreation being essential. We will take a short tour of the history of Parks and Recreation in the United States. We will learn the WHAT of assessing our community needs, to then align our services to best meet those needs by determining our Core Services. We will discover what our message is and learn how to best put that message in front of our community by creating Agency Ambassadors.

### A STRATEGIC APPROACH TO CONTRACT INSTRUCTORS

SESSION 2



Here we introduce the concept of being strategic in our profession. Then, with that framework in mind we explore the best practices for implementing Contract Instructors on a wide scale. As a program area, Contract Instructors can reach all ages, all demographics, all cultures. This program area can significantly impact your Agency's fiscal outlook, by increasing Cost Recoveries and decreasing General Fund Subsidies, while accomplishing your Agency's Mission to meet your community. We will explore the best methods and practices for taking your Contract Instructor Program to the next level.

### THE HEALTHY HABITS MOTIF, & HEALTHY HABITS CAMPAIGNS

SESSION 3



The motif of “Healthy Habits” should run through all recreation programs. We will explore what Healthy Habits are (it's much more than you might think) and why they are so vital. Then, we do a deep dive into the 3 different types of creative HEALTHY HABITS CAMPAIGNS, aimed at a thriving community.

### WOW FACTOR: UNLEASHING CREATIVITY IN RECREATION

SESSION 4



JUST WOW: We will dig into *What is Wow* and also how to accomplish this *Wow* without straying from our mission. HOW TO WOW: We will investigate how to create an Agency that values Innovation and Incubates creative ideas. BE A WOW FACTOR(Y): Discover how to keep churning out *Wow-Ness* as we explore of real-life examples for adding *Wow on a Budget*. Then, we will practice *Activating Our Personal Creativity*.

### EXCELLENT FACILITY RENTAL MANAGEMENT

SESSION 5



Even if you do not currently manage your Agency's Facility Rental Program, there are two good reasons to invest the time to understand this service: (1) You may find yourself in charge of facilities in the future, (2) Every program you run will be utilizing a facility, so it is vital to understand what goes into

managing it. We will explore the best practice methods for organizing the rental process. We will create a defensible rental fee structure based on square footage and “price-points”. We will examine dozens effective policy considerations. At the end, we will investigate ways to connect with the maintenance staff.

### PARTNERING WITH COMMUNITY GROUBS & BRANDING YOUR AGENCY

SESSION 6



Partnering with Community Groups is a “Best Practice” that can result in new programs, new facilities, new volunteers, and increased community safety. We will investigate how to negotiate with community groups. We will look at how to set up Partnership Agreements that exchange “equal value” between the two parties. Then, we will look at the pros and cons of dozens of real-life partnership examples. At the end, we will discover the steps for Branding your agency

### PERFORMANCE MEASURES, BUDGET PROJECTIONS, & BENEFITS PYRAMIDS

SESSION 7



Tracking Performance Measures allows us to turn basic data into vital information that tells our Agency's Story, and highlights our Agency as an “Essential Service” to both our Elected Policy Makers and the community. We will discover the difference between outputs and outcomes. Then, we will cover some unique ideas for accomplishing Budget Projections. We will dive into the *Recreation Program Planning Worksheet*, that captures data from each single program, so we can build up to an Agency-Wide Budget. At the end, we will use the Benefits Pyramid to establish a defensible pricing strategy for setting programs fees.

### REVENUE GENERATION IN PARKS AND RECREATION

SESSION 8



It is vital that Recreation Agencies press forward in their efforts to generate additional Revenue, instead of just passively “hoping” for more participants to register for the recreation programs. We will dive into 50 to 60 ideas for generating revenue to help your agency THRIVE! Some of these, you are likely already doing, but may need to think about them in new ways. Others will be new ideas that you can put into practice starting tomorrow. By increasing revenues, we allow our agency to have more resources available for other programs and we help our agency to reach its mission.

### RAISING THE BAR IN PARKS AND RECREATION

SESSION 9



We all want to get better, right? That's what “RAISING THE BAR” is all about. It means taking our performance as Recreation Professionals to the next level; & finding ways to improve our “business.” After looking at dozens of ways to *Grow Your Rec Programs*, we will explore how to *Grow Yourself* as a professional, through: (1) writing your own Personal Leadership Statement & (2) utilizing the Recreation Professional Job Competencies List.

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