

the solutions guidebook



REMARKABLE
RECREATION SOLUTIONS

remarkablerecreationsolutions.com

WELCOME TO

REMARKABLE
RECREATION SOLUTIONS



At *Remarkable Recreation Solutions*, we focus on providing your agency with the answers it needs in order to THRIVE! Every organization has areas of improvement, and we can help you take you to the next level. The solutions in this guide are crafted to be immediately effective & cost-affordable. So, take a look at these “Awesome Answers for your Agency,” and see which ones your agency could benefit from. Then give me a call to discuss. We will find Remarkable Recreation Solutions together. - - Mark Honberger, Director



ABOUT MARK

Mark Honberger has over 30 years' experience in the Parks and Recreation Profession, most recently as the General Manager for the “Coalinga-Huron Recreation and Park District” in CA. He brings a wide breadth of experience including: Non-Profit Recreation, Commercial Recreation, Faith-Based Recreation, and of course Municipal Recreation; both with Cities & Special Districts. At the end of 2016, Mark moved to Arizona with his family, where they enjoy working on their 10-Acre Homestead. Mark loves giving back to the Recreation Profession and now, in addition to speaking and giving workshops, he works with Recreation Agencies on a consulting basis through his company, REMARKABLE RECREATION SOLUTIONS.

(928) 278-8035 marknrec@gmail.com
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THRIVE! ASSESSMENT: You will receive a thorough and effective Organizational Assessment & Analysis of your organization. **IT'S LIKE GETTING A DOCTOR'S CHECKUP.** At conclusion of the THRIVE! Assessment process, your Recreation Operation will receive written recommendations, that you can put into practice right away. These recommendations will show you how to **Increase Revenues, Reduce Expenditures, & THRIVE!**

- **ORGANIZATIONAL EFFICIENCIES ANALYSIS**
- **REVENUE GENERATION SOLUTIONS & RECOMMENDATIONS**
- **PROGRAM FEE ANALYSIS** (*with comparisons to Market Values*)
- **BUDGET TRACKING & REPORTING METHODS**
- **PERFORMANCE MEASURES ASSESSMENT**
- **MARKETING & BRANDING ASSESSMENT**
- **TECHNOLOGY ASSESSMENT** (*usage, needs, solutions*)
- **FACILITY MANAGEMENT ASSESSMENT** (*usage, defensible fees*)
- **STRATEGIC RECREATION PROGRAM PLANNING ASSESSMENT**
- **GAPS IN COMMUNITY SERVICES ASSESSMENT**
- **COST VS BENEFIT ANALYSIS FOR ALL RECREATION SERVICES**
- **AGENCY VISION & MISSION, GOALS & OBJECTIVES ASSESSMENT**
- **CREATIVE PROBLEM SOLVING & EFFICACIOUS SOLUTIONS**

Service includes: A Start-Up Conversation, The Collection of Agency Materials, Staff Interviews (as needed), Follow up calls (as needed), and a beautifully crafted Written Recommendation Report (Draft, Edits, Final). Additionally, we can also provide In-Person Presentation to your Stakeholders.

02

TEAM BUILDING SESSIONS / STAFF TRAINING: Your staff will love it. Mark brings creative Half-day or Full-day training sessions that result in increased employee engagement and improved staff morale. Your staff will come away energized to engage your customers and perform at a higher level.

03

INTERIM LEADERSHIP: Should the event arise that you find your organization in a crucial transition time, Mark Honberger can be your strategic solution. As your Interim, he provides Stable Leadership, Team Building sessions, and will conduct the THRIVE! assessments listed above. Additionally, he will launch into all the other services listed in this brochure, in order of your chosen priority.

04

GRAPHIC DESIGN / MARKETING / BRANDING: From graphic design for special event flyers/posters, to publishing a complete multi-page Activity Guide, to managing your website and social media presence, we can affordably take your agency to the next level in reaching out and getting your message to the community. We can manage your online presence with consistent creative posts that regularly draw the engagement of your residents. We can also develop an agency-wide branding & marketing plan, that highlights your agency as “Essential” to your community.

05

AWARD SUBMITTALS: If you've always wanted to highlight your agency's accomplishments by winning state-wide awards, but can't seem to find time to write it up, then let us do it for you!



06

GRANT WRITING & GRANT MANAGEMENT: All agencies desire grant funds, but often struggle to find the time that grants take. We can help you find grant opportunities, and help you to determine which grants fit best with your organization. We can also write the grant proposal for you, and even manage monthly reports once grants are received.

07

MEDIATION SERVICES & INDEPENDENT ARBITRATOR: Occasionally, there are disagreements between two parties that could benefit from third party mediation. Sometimes they are employees, other times they are organizations. Either way, Mark has experience in these matters, and will guide them towards a solution based on a logical examination of the facts in the situation. End result: Written Decision/Conclusion



RECREATION SOFTWARE IMPLEMENTATION & TRAINING: If your agency is looking to bring in recreation software to manage participant registration, facility rentals, and product purchases, we can be a strategic solution. We have experience in bringing on multiple recreation software for different agencies, and we can assist your staff with software review and final selection. We will drive the process for you, including presentations to elected stakeholders, if needed. We can also implement effective software training for staff, both full-time staff as well as all of the part-time staff who will be using it. Where needed, we can develop training manuals to meet the needs of different types of staff. Additionally, you can even let us to do all of the data entry into the software, if needed.



RECREATION NEEDS ASSESSMENT – COMMUNITY ENGAGEMENT: It is important to have recreation programs that are truly meeting the needs of the community. Through carefully crafted community surveys, public outreach events, analysis of community demographics, knowledge of national programming trends, an understanding of services provided by other local organizations, and vital internal staff brainstorming sessions, we can lead a process that implements the above items and results in a written document showing the results to present to the community and agency stakeholders. This process involves meetings with staff, presentations to public stakeholders (such as parks commission, board, or council), and multiple meetings with the public and community members.



RECREATION PROGRAMMING EXCELLENCE: Armed with many years of recreation programming experience, we can provide your agency with customized solutions to take your programming to the next level. The desire for these “Programming Excellence” Solutions, are usually kicked off through engaging workshops or training sessions (*See Solution #16 for Workshop Descriptions*). Then after the workshop sessions are completed, some agencies find that they are excited to put what they have learned into practice, but lack the staff and the time to get it done. At that point, these customized solutions become a huge help for those agencies:

- **CONTRACT INSTRUCTORS HANDBOOK (Page 8):** The workshop attendees learn why ALL agencies need a written Contract Instructor Handbook, and we have two ways for to obtain your own: 1) We can customize the document for you to make it specific for your agency, or 2) you can just order a sample copy (in an editable format) for you to customize on your own. Of course, you could always have Mark come out to your agency to deliver the workshop for your staff.
- **FACILITY RENTAL MANAGEMENT (Page 9):** The workshop attendees learn: 1) how to give their rental program brochures a great look; 2) how to combine multiple rental applications into a single “one-stop-shop” form; and 3) how to set-up “defensible fees” based on price-points and facility square footage. If you need help with this, we can accomplish each of these items for you, customizing the documents to your agency. We can even give a presentation to your elected stakeholders, if you so desire.
- **BRANDING & MARKETING PLAN (Page 9):** The workshop attendees learn what branding is, and why their agency needs do both the branding AND marketing of their agencies. They also learn why it is vital to have an agency-wide plan. If you need help with this, we can develop a customized agency-wide Branding and Marketing Plan, that highlights your agency as “Essential” to your community, by creating a consistent agency message that is carried by everything your agency does.
- **SETTING UP PERFORMANCE MEASURES (page 10):** The workshop attendees learn the importance of performance measures and how to set them up the proper excel forms to track ‘em. Attendees also learn how to set up spreadsheets for proper budgeting techniques starting from the individual program all the way up to the entire department. If you need help with this, we can implement your agency’s performance measures program for you. We can also do all of the initial data entry, and even the ongoing data entry, if needed.
- **ALIGNING REC SERVICES WITH ORG VALUES (page 10):** The workshop attendees learn: 1) how to determine their core services; 2) how to establish a marketing strategy for each program; 3) how to set fees based on level of community benefit; and 4) how to establish defensible Cost Recovery levels for each and every program. If you need help with this, we can facilitate your agency’s process. In fact, using a 3rd party for this endeavor is highly recommended and is the industry standard.



ALIGNMENT OF RECREATION SERVICES WITH ORGANIZATIONAL VALUES:

This is a vital exercise for your agency to conduct. We will facilitate an agency-wide process that will allow your organization to complete this program alignment. It is important to utilize a 3rd party facilitator who is not vested in any particular program. This allows staff to see their programs from a more objective point-of-view. This Facilitation Service includes: multiple workshops with agency staff and invited community members, Written summaries & details of the work accomplished, and presentations to elected commission/council.

- **DETERMINE CORE SERVICES (WHY DO WE DO WHAT WE DO?):** *The first step is to look at all agency services, and **put them through strategic "evaluative criteria"** in order to determine if your organization is the best one to offer each particular service, or if perhaps you should consider partnering with other community organizations. If your organization is asking "what should we be doing?" or "What should I be cutting?" then this is the place to start. Let's take the time to do this vital work. The process that we will facilitate with staff involves a **Group Consensus Effort** to put all recreation programs through the evaluative criteria. This evaluation will look at how well each program meets the agency's Mission and Target Markets. Then it will examine who else is offering the service in the community. Finally, this evaluation will assess the organization's ability or capacity to offer the program. In the end, the result of this evaluation work will be a **Designated Marketing Strategy for each service**. You will know which programs to press forward on, and which programs may need to be moved out (or perhaps let a partner organization do it). You will have a **Defensible Service Philosophy** behind which services are being pursued by your agency.*
- **DETERMINE COST RECOVERY FOR EACH SPECIFIC PROGRAM:** *The next step is to determine the appropriate cost recovery (and the subsidy allocation) for each program or service, **based on its level of benefit to the community**. We will be using the "pyramid model" developed by Chris Dropinsky. This model shows a five-step scale with programs that have a large community benefit on one side, compared with those who have strictly an individual benefit on the other. With staff and key community members involved, we will guide your agency through this process to establish where each program fits on the benefit scale. Then using those five levels, we will establish the appropriate amount of cost recovery, looking at both direct and indirect costs, for each program. At the conclusion, your agency will have established **Defensible Cost Recovery Strategies & Pricing Strategies** for all of your agency's programs.*



PERFORMANCE MEASURES (SHOW AGENCY AS “ESSENTIAL”): It is vital for you to understand the Full Scope of your agency’s operation, and how well each area is performing. The way to do that is to track and report on your agency’s “Performance Measures,” which is best accomplished through the reports listed below. These reports will show the character of your agency. It is not just about participant numbers (although important), but it is more about showing your agency’s measurable impacts on the community. These reports will show your agency as an “Essential Service” to your Elected Policy Makers and to your community. If you do not have this kind of reporting on your agency’s programs and services, let us help take you to the next level. By capturing this information monthly, you can see in “real-time” how & what your organization is doing. You will also have a Quarterly look, and of course the Annual look, at the end of the year. We will dig in, and gain a thorough understanding of how your program categories are set up. We will then go the next step and CUSTOMIZE THESE REPORTS TO YOUR AGENCY. After that, we will come to your agency for a training session where we will highlight to staff why measuring program performance is important, and then show staff how to go about collecting the data and entering it into the report. Should staff struggle with using the spreadsheet, we will be available anytime for questions. Additionally, we can also be used as your data-entry service, should you need that solution.

- **“KEY-INDICATORS” PERFORMANCE REPORT:** Track the **Performance Outputs** of your organization, such as: programs offered, programs held, cancellation percentage, participants attended, and program revenue. We can also track the **Performance Outcomes**, such as: facility drop-in hours (rec swims, senior ctr, etc.), participant health, facility rental hours, volunteer hours, free lunches, agency mission items met, and everything your agency is doing.
- **“COST-PER-PARTICIPANT” PERFORMANCE REPORT:** With the Key Indicators Report in place, we can add to it the expenses for each budget category, and provide a very helpful measurement, the Net “Cost-Per-Participant.” This report will show for each budget category (& sub-category, & as a total for agency as a whole), the expense, revenue, cost recovery, general fund subsidy, and the net “cost-per-participant.”
- **RECREATION PROGRAM PLANNING WORKSHEET:** This planning worksheet is specific to one recreation program. Staff must take the time to complete a planning worksheet prior to each program (PROJECTED), and after (ACTUAL). This worksheet covers: Expenses and Revenue for each Budget Line Item, the Net Program Cost, the Participation Count and Net Cost-Per-Participant, the Part-Time staff hours/costs. This worksheet will also show that program’s specific goals and measurable outcomes, plus a Participant Evaluation tool. This worksheet is where it all starts.





"PHOTO INVENTORY" OF AGENCY AMENITIES: Includes:

- (1) Photos taken of all amenities at all park and facility locations,
 - (2) An attractive Spreadsheet showing all Amenity Counts with totals and subtotals.
- You can then utilize the agency-wide amenity totals to help in planning for the maintenance, and/or replacement, of your amenities. Also, these photos will be very useful in marketing your facilities. The types of amenities that are counted and photographed are ALL INCLUSIVE and cover the following categories (at a minimum):

Swing Seats, Slides, Climbing Areas, Playgrounds (ages 0-5), Playgrounds (ages 5-12), Open turf areas, Ballfields, Soccer Fields, Walking Paths, Drinking Fountains, Basketball Courts, Tennis Courts, Disc Golf Courses, Benches, Public Art, & Anything else that can be considered an amenity.



COACHING FOR YOUR STAFF:

If you have staff that could benefit from a Mentor or Coach, then this solution is for you. Bring Mark on as your staff's Recreation Coach, and they'll receive regular (Weekly or Monthly) 1.5 hour long Sessions. Minimum Sessions is 12, but we can do as many as 15 or so (as needed). Plus they'll receive a "MENTOR FOR LIFE," as they can call as often as needed when questions, concerns, or difficult situations arise (free of charge). These mentoring sessions represent an overview of trends & best practices, but your staff will really be getting into the "nuts-and-bolts" and "how-to's" of being a great recreation coordinator/supervisor. By having their own personal 1-on-1 Parks and Recreation Coach, they will grow with enthusiasm for the Profession. Although it is helpful to meet face-to-face at least once, sometimes it's not logistically feasible. Not a problem, though, as these sessions can be conducted via the phone, or on zoom.

Mentorship Themes include:

- Leadership Philosophy & Visioning
- Recreation Competency Assessment
- What I wished I learned in college
- Putting the "Super" back into Supervising
- Balancing Park Usage With Park Maintenance
- Performance Measures
(Showing your agency as "Essential")
- Revenue Generation for Parks & Recreation
- Developing your Agency's Brand
- Aligning Rec Services with Org Values
- Partnering with Community Groups
- A Strategic Approach to Contract Instructors
- Excellent Facility Rental Management
- Conducting a "Healthy Habits" Campaign
- How to Interview (with live Interview Practice)
- Engaging in the profession



PUBLIC POLICY CREATION: This solution is for those who are responsible to bring written Policy Items before their elected or appointed Board/Council/Commission. Sometimes, it would just be nice to get a little help in crafting an item, or perhaps even a series of items. You may just want an extra pair of eyes on what you have created; or you may want someone to "take the ball and run with it," relieving you to put your time and efforts elsewhere for the benefit of your organization. We can handle this for you. We have many years of crafting these kinds of items, and know how to effectively set the stage, in writing, so that your elected officials have a clear understanding of the decision that is before them. In reading the item, they'll readily see the reasons behind staff's recommendations. We are even available to come provide a presentation at the meeting, if so desired. Options for this solution:

"SIMPLE" ITEM REVIEW: Includes: 20-Min discussion, Review of pre-crafted item, Suggested edits (if applicable), Recommended policy points (if applicable). **1st two = free.**

"TAKE THE BALL" ITEM CREATION: Creation of an item to cover a specific policy point. Includes: 40-Minute discussion, Research as needed, Draft of general policy direction intended for the item, Draft of written item provided, with updates as needed.

PRESENTATION TO ELECTED OFFICIALS: Includes: creation of presentation to match the item, updated as needed after review, and delivery of the presentation to EFFECTIVELY ENGAGE your elected officials on the matter.

DEVELOPMENT OF TEMPLATE FOR STAFF ITEMS: To assist staff with their agenda items, by setting the look and order for all future items. With a template, staff just needs to open it and fill in the blanks. Includes: 20-Min discussion, Draft templates, Updated as needed.

WORKSHOPS, TRAINING SESSIONS & INSTITUTES: These workshops (listed below) provide a “Nuts-And-Bolts,” “Rubber-Meets-The-Road,” type of session full of practical “Get-It-Done-Now” types of solutions for your agency. Browse through the topics listed and pick out the ones that make sense for your agency. Then contact our presenter, Mark Honberger, to discuss financial options for having him come conduct workshops on those topics. Your staff will learn a ton and be engaged & energized to make it happen. Also, to save costs, often times several agencies will get together for the same set of workshops and split the costs. The more agencies involved, the cheaper it is for everyone (No limit to the number of attendees). These workshops are based on 1.25 Hour (75 min) Sessions, but can also be put together as a Full-Day Institute on “**Best Practices in Parks & Recreation**”. (*Session Outlines are available*)

Huge
Discounts for P&R
Associations

FREE SINGLE WORKSHOP (Bring Mark in for another “Solution”, & Add a Workshop for free, same day)

SINGLE WORKSHOP SESSION

(To bring Mark in for just one session)

1-DAY BLOCK OF WORKSHOPS

(2-5 sessions, 1 full day)

2-DAY BLOCK OF WORKSHOPS

(4-10 sessions, 2 days back-to-back)

3-DAY BLOCK OF WORKSHOPS

(6-15 sessions, 3 days back-to-back-to-back)

WORKSHOP TOPICS

Session 01 (Programming) (Best Practices) **STRATEGIC CONTRACT INSTRUCTORS:**



Taking a Strategic Approach to Contract Instructor Classes will significantly impact your Agency's fiscal outlook, by increasing COST RECOVERIES and decreasing GENERAL FUND SUBSIDIES, while accomplishing your AGENCY'S MISSION to meet the needs of your community and your participants. Attendees will be energized to create their own robust Contract Instructor Classes program, as we'll provide dozens of READY-TO-USE TAKE-HOME IDEAS. Plus, they will be able to develop their own customized CONTRACT INSTRUCTOR HANDBOOK (We'll show an example, to get you started). In addition, we will discuss the IRS 20-POINT CHARACTERISTIC TEST, used by the IRS (and many states) to determine whether an instructor is to be considered an employee or a contractor. Don't miss this vital information. If done right, your Contract Instructor Program can be paying for itself, and even offset the costs of other recreation programs.

Session 02 (Staff Development) **RECREATION PROFESSIONAL COMPETENCIES:**



It is vital for your recreation staff to be competent in their job in order to be a “professional”. They should be able to demonstrate a certain level of skills, relative to their position in your organization. This is called “competencies”: a list of skills that are either required or desirable for that person to be successful. In this workshop, we will look at how to go about setting up this list of competencies for your specific agency, and more importantly: how to correctly implement the Recreation Professional Competencies process. Attendees will see an example of a list of 55 Competencies that some agencies have been using for years. They will also learn how to determine the best place for staff to go learn each one of the listed skills, should they need to improve in that area. Armed with a competency list specific to your organization, and a thorough self evaluation, staff will have a better understanding of what skills or competencies they need to work on, and what goals to set for their annual evaluations. This process will also go a long ways towards setting the agenda for your next staff retreat trainings. If you are serious about growing and developing your agency's staff, then this workshop is for you.

Session 03 (Programming) (Best Practices) **YOUR “HEALTHY HABITS” CAMPAIGN:**



Many agencies would love to do more to instill “Healthy Habits” in their community & among their participants. This workshop will show you how to develop a full community-wide campaign for Healthy Habits. First, we will define what Healthy Habits are (*the full scope, it's bigger than you may think*), then we will look at the goals of such a campaign. We will look at the potential community partners in the campaign (*there are many more than you may think*), and discuss agency policies that can be put into place by the elected board or commission. Explore 3 different options: (1) Progressive Marathon is (i.e. A Do-it-yourself Marathon); (2) “Lose Big” weight loss program; (3) “Make Life Better” Challenge that encourages the community to engage in the full spectrum of Healthy Habits. Learn how to engage your agency in the campaign, from staff's personal habits to vending machines.

Session 04 (Facilities) (Best Practices) **EXCELLENT FACILITY RENTAL MANAGEMENT:**



It is vital to be Strategic about your Facility Rental Management. For our purposes “Facilities” refer to both buildings and sports fields. This workshop will show you excellent ways to ORGANIZE YOUR RESERVATION PROCESS. We will discuss how to develop quality rental FACILITY BROCHURES & rental DETAIL PAGES, which will highlight your offerings to your community. Plus, we will discuss ideas for making your APPLICATION FORM do what you need it to do (and how to make it a “One-Stop-Shop” form). We will examine excellent ways to look at your RENTAL FEE STRUCTURE, making your fees defensible by (1) basing them on BUILDING SQUARE FOOTAGE and by (2) using PRICE-POINTS to show a proper increase from non-profit rates to private rates to commercial rates (or even to differentiate weekday from weekend rates). We will also discuss dozens of different rental POLICY CONSIDERATIONS, some that you may not have considered yet.

DETAILED SESSION OUTLINES AVAILABLE FOR ALL SESSIONS LISTED HERE



WORKSHOP TOPICS (Continued)

Session 05 (Best Practices) **REVENUE GENERATION FOR PARKS & RECREATION:**

Learn how to increase revenues, and meet Cost-Recovery goals, by taking a creative deep-dive into dozens of "Revenue Generating" ideas designed to help Parks and Recreation agencies THRIVE! It is vital that Park and Recreation Agencies press forward in their efforts to generate additional revenue, instead of being passive and just "hoping" that more participants register for their recreation programs. This workshop will dive into 50-60 exciting ideas for generating revenue for your agency. By the end of the session, attendees will have determined which creative revenue generating ideas they can take home and get started with, right away. This workshop will also look at how to instill an Entrepreneurial Attitude amongst your staff and your agency.

Session 06 (Best Practices) **BE "ESSENTIAL" BY TRACKING PERFORMANCE MEASURES:**

Excel with Microsoft Excel, to properly track your agency's **PERFORMANCE MEASURES**, and effectively highlight your agency as an **"ESSENTIAL SERVICE"** to your Elected Policy Makers and the community. Learn how to harness the Power of Excel by turning basic data into vital information, and presenting it in a beautiful report,

This workshop will look in detail at two reports. The first is the **"KEY INDICATORS" REPORT**, which tracks your **PERFORMANCE OUTPUTS** such as: programs offered, programs held, cancellation percentage, participants attended, program revenue. Plus, it will track **PERFORMANCE OUTCOMES** like: facility drop-in hours (rec swims, senior centers, etc.), participant health, facility rental hours, volunteer hours, free lunches, agency mission items met, and everything else your agency is doing. The second report is the **"COST-PER-PARTICIPANT" REPORT** which shows your overall expenses, revenues, cost recovery, general fund subsidy, & the net cost-per-participant.

This workshop will also cover what it means to "project" a budget, why projections are important, and how to do them. We will look at an amazing tool, called the **"RECREATION PROGRAM PLANNING WORKSHEET,"** which is specific to one single recreation program, and will show it's Projected & Actual: expenses, revenues, net program cost, participant count, net cost-per-participant, and the part time staff hours/costs. This worksheet will also outline that program's specific goals and measurable outcomes, plus it has a participant evaluation tool. We know your agency is "Essential," attending this workshop will help you prove it!

Session 07 (Best Practices) **ALIGNING SERVICES WITH ORGANIZATIONAL VALUES:**

It is vital to conduct an agency-wide process that will allow your organization to complete this alignment of its services. This workshop will show you how to **DETERMINE YOUR CORE SERVICES**, and also how to **DETERMINE THE PROPER COST RECOVERY (OR PRICING STRATEGY)** for each specific program and service. Attendees will learn how to look at all agency services, and put them through strategic "Evaluative Criteria" (i.e. A handful of important questions) in order to determine if your organization is the best one to offer a particular service, or if perhaps you should consider partnering with other community organizations. In the end, the result of this evaluation work will be a **DESIGNATED MARKETING STRATEGY FOR EACH SERVICE**. You will know which programs to press forward on, and which programs may need to be moved out. Attendees will also learn how to determine the proper cost recovery (and the subsidy allocation) for each program or service, based on its level of benefit to the community. Using a five-step benefit scale, with programs that have a large community benefit on one side compared with those who have strictly an individual benefit on the other, we will establish a consensus process to determine where each program fits on the benefit scale. From there, we will show how to establish the correct amount of cost recovery, looking at both direct & indirect costs, for each program. At the conclusion, attendees will know how to create a **DEFENSIBLE PROGRAMMING PHILOSOPHY** (to justify which programs are pursued), and also how to establish a **DEFENSIBLE PRICING STRATEGY** for all agency services.

DETAILED SESSION OUTLINES AVAILABLE FOR ALL SESSIONS LISTED HERE

Session 08 (Best Practices) PARTNERING WITH COMMUNITY GROUPS: Working with Community Groups is a Best Practice resulting in ADDITIONAL AGENCY RESOURCES, such as: new programs, new facilities, new volunteers, and increased community safety. They are youth sports orgs, business clubs, arts groups, churches, prisons, libraries, scouts, commercial entities, and adult fraternal orgs like elks, moose, etc. Attendees will learn how to communicate with community groups by: (1) being the face of your agency, (2) establishing a positive relationship, (3) finding reasons to visit them regularly, (3) setting the vision of what "could be", and (4) finding a way to "yes". We will examine how to set up official Facility Use Agreements (*approved by the elected governing body*) that takes the value of what the group wants from the agency, and exchanges it for the in-kind ADDITIONAL AGENCY RESOURCES. You will also learn how to add "value," to make the exchange even richer. Interestingly, not all partnerships need to be official Agreements, but rather they can just be an exchange of resources. We will analyze a dozen Real-Life examples, with some obvious and some not-so-obvious partners. Attendees will be energized to engage their local community groups, and bring in those "ADDITIONAL RESOURCES" to help their agency thrive.

Session 09 (Best Practices) DEVELOPING YOUR BRAND: It is important to market your programs, and to market your agency, but it is more important to develop your brand. This workshop will discuss the difference between marketing and branding. Attendees will learn how to develop their agency as a brand; and create a clear and consistent look (and message) that highlights your agency through all of its publications, media contacts, programs, facilities, staff, and all conversations. We will look at proper uses for graphic design and logos. We will discuss ways to best utilize Facebook, Twitter, and all social media; plus, how to improve your website, generate additional views, and coordinate it with other marketing avenues. Attendees will learn how to find out what their customers are saying about them; and more importantly, what their non-customers are saying about them. We will discuss how to best utilize an Activity Guide, and whether or not there is a cost-effective ROI (Return on investment) to mail it to all community addresses. Attendees will learn about the 80/20 rule, and how to apply it to your agency's processes and procedures. Plus, we will discuss Relationship Marketing, and how to install loyalty programs for your agency. Attendees will learn about a concept we call "Perpetual Recreation Marketing," and how to apply it to your brand. If you are unsure what your brand is, then this workshop is for you.

Session 10 (Leadership) BALANCING PARK MAINTENANCE VS. PARK USAGE: So often park maintenance staff and recreation programming staff are at odds in how they look at their agency's parks and recreational facilities. Maintenance wants to keep people off the grass (to keep it healthy), and recreation wants to put people on the grass (to make use of the park). This workshop will cover how to get both sides on the same page, through coordination, communication, teamwork, and accountability. We will discuss ways to engage all staff in a "Big Picture Understanding" of the agency's purpose, combined with a "Close Up look" at the details needed make it happen. Attendees will learn how to create parks and facilities to be COMMUNITY GATHERING PLACES, and how that can REDUCE VANDALISM and the costs that go with it. We will examine the pros and cons of the idea of MULTI-USE SPACES, and how to create an advantageous PARTICIPANT FLOW throughout the agency's parks and recreational facilities. Attendees will also learn how to adopt an engaging CUSTOMER SERVICE ATTITUDE (which applies to both maintenance staff and programming staff) that will provide the community with a much more satisfying experience at your agencies parks and facilities.

Session 21 (Young Professionals) PUTTING THE "SUPER" BACK IN SUPERVISING: Some folks are seasoned professionals, others are fresh to the world of supervision, and many others are somewhere in between. This workshop will discuss the DIFFERENCE BETWEEN A LEADER & A MANAGER. We will look at how to set GOALS AND OBJECTIVES for (and with) your staff, and what it means to *allow* your staff to strive to achieve them. Attendees will learn: how to "INSPECT WHAT YOU EXPECT", how to set up SOP's (STANDARD OPERATING PROCEDURES), how to PROPERLY COACH & EVALUATE those that work for you, and how to apply the principles of SITUATIONAL SUPERVISION. They will also learn about the CONTINUAL IMPROVEMENT MODEL, and how it will change your approach to your work environment. We will discuss the importance of establishing your own personal LEADERSHIP PHILOSOPHY, plus attendees will learn about a concept we call the "NINE NODES OF LEADERSHIP," and how to apply them. We will examine the idea of 360-Degree leadership, plus look at how to conduct a 360-Degree Professional Assessment. In the end, attendees will be energized to go back and energize their own team for extraordinary results.

Session 22 (Best Practices) 8 STEPS TO GREAT CUSTOMER SERVICE: Customer experience is more than just a buzzword. It refers to the real, everyday interactions between agencies and their constituencies. Agencies that deliver a superior customer experience are fulfilling a key aspect of their mission; agencies that deliver a substandard customer experience are not. The experience is important whether the customer is a citizen, an employee, a veteran, a business, or another agency. We will look at the wide range of challenges that face all agencies seeking to deliver a consistently excellent customer experience. We will also look at how to implement the 8 steps that lead to great customer service: 1) Establish a knowledge base, 2) Empower your customers, 3) Empower your frontline workers, 4) Offer multichannel choice, 5) Listen to your customers, 6) Design seamless experiences, 7) Engage Customers proactively, and 8) Measure the results and continuously improve. If your agency is struggling to provide excellent customer service, then this workshop is for you.

PROFESSIONALISM SERIES: These Sessions are design for New Staff & Young Professionals

Session 31 MEASURE WHAT YOU TREASURE: We cannot just rely on "Feeling" like we are we are on the right track. Rather, we need to identify the "Facts" that show we are truly heading in the right direction. We will do this by measuring those elements of success that apply directly to our annual goals: for ourselves, for our staff, and for our organizations. Too often we are measuring and tracking the wrong things. Come learn how to Measure what you Treasure!

WORKSHOP TOPICS (Continued)

Session 32 **BE GRUNTLED: FINDING PROFESSIONAL HAPPINESS:** Yes, Gruntled is a word. It is the opposite of Disgruntled, and it refers to being pleased, satisfied, and contented. In short, it means to "be happy." Philosophers since ancient times have been searching for this happiness. As we look at our profession, we need to know how to be happy with our career choices. Ultimately, we want to Find Our Forever Job; that space where these three vital things collide: our "Gift," our "Credibility," and our "Real Currency" (that which pays our soul, and it is not money). Let's explore these three areas, and learn how to be Gruntled together.

Session 33 **LEADERS ARE LOSERS:** We do not normally think about the value of losing when we think about leadership. While it does feel contrary to what we are taught, it is still true. Ultimately, the more the leader LOSES, the more the people they LEAD will gain. That's a good enough reason to lose. This session will look at the "Five Crucial Things" we need to lose in order to lead well. Great Leaders are Losers!

Session 34 **CONTROLLING NEGATIVE EMOTIONS:** Effective Self-Leadership requires us to be aware when our emotions are Negatively Impacting how we: (1) Perceive situations, (2) Make decisions, (3) Solve problems, and (4) Collaborate with others. The goal is to develop our ability to effectively manage our emotions, so that our Negative Emotions serve to INFORM US, and not DEFINE US! We will dive into the 4 steps for Developing Emotional Competence both at work and at home.

KEYNOTE SESSIONS: These make great Keynote Experiences, & also work great as a regular Session

Session K1 (Leadership) **RAISING THE BAR IN RECREATION:** We all want to be better at what we do, 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 how we go about our "business." Ultimately, it means turning those "Big Ideas" into practical "Action Steps" that you can start accomplishing tomorrow, so we can be "RAISING THE BAR" for our agencies.

Session K2 (Leadership) **LET'S GET SQUIRRELLY:** Do you ever sit and watch Squirrels? We sure could learn a lot from the squirrel... lessons that readily apply to our everyday work routines. By being "Squirrelly," we can improve our performance, and even fly. This Session Experience is chalk full of humor and inspiring Leadership Lessons from the great Coach John Wooden. Come be energized to Go Get "Squirrelly"!

Session K3 (Leadership) **GET REC'D:** Getting "Rec'd" is much better than Getting "Wrecked," right? As Park and Rec Professionals, we all intrinsically understand the benefits of Recreation; BUT all too often we don't take the habit-forming steps needed to Get Recreation into our own lives. Really though, it is our communities that need to "Get Rec'd;" as Recreation is "Essential" to every thriving Community. We will turn these "Big Ideas" into practical "Action Steps" that you can start accomplishing tomorrow. Learn how to have your community Get REC'D!

Session K4 (Leadership) **WOW FACTOR:** Why are some recreation programs set apart from others? Why do some recreation facilities have the ability to always draw the community in? The answer we're looking for is: "Wow Factor!"; that ability to stand out from the crowd with something unique or unexpected... But can we have that Wow Factor without sacrificing our original mission? Yes! We! Can! Come learn "How To Wow"

REMARKABLE
RECREATION SOLUTIONS



KEYNOTE ADDRESS: The Keynote Address sets the tone for your conference. Our presenter, Mark Honberger, will provide a memorable and inspiring keynote. He is skilled at weaving in humor with inspiring anecdotes, bringing your event's theme to life with a message that energizes attendees for the rest of the conference. Topics he can tailor to your theme, include: Leadership, Perspective, Entrepreneurial, and more. (Note: All of the "K" Sessions listed above, make for an amazing Keynote Address)



MASTER OF CEREMONIES (The MC): Does your agency's annual awards ceremony, or other event, still need an MC? Then this solution is for you! Our workshop presenter Mark Honberger, is also an affable Master of Ceremonies. He will: (1) Work with staff to set the outline of event's program, (2) Design the graphic layout of the printed program (if needed), (3) Develop the PowerPoint presentation (if needed), and (4) provide professional and congenial emceeing of the event. Mark knows how to keep the focus on the award recipients, and the audience entertained. Save travel costs, by having Mark come to your agency for other Remarkable Solutions.



AGENCY ANNUAL REPORT: We know that your agency is ESSENTIAL! But we want your community and your stakeholders to know it for themselves. An Annual Report is one of the best ways to show them what you are about, and what you have accomplished in the last year. Our process for your Annual Report will gather all of your pertinent data and turn it into a story about your agency. We will then add high quality photos to enhance the message, making the document more appealing. We will also take the most important information and display them in terms of a couple of bar graphs or pie graphs. In the end you will have an 8-Page (or more) document that highlights all that you have accomplished over the last year.

We want your elected officials, your city administrators, your participants, and your community at large to see this fabulous looking Annual Report, which can be printed out as a hard-copy, and also set digitally on your website and social media platforms. This report will be clearly written, beautiful to look at, and easy to understand. It will grab everyone's attention. We can also put it into a video format as well. Also, we are available to come provide a presentation your elected officials at their meeting, if desired.

ANNUAL REPORT: *Includes: 45-Minute Discussion of Agency Goals and Accomplishments, Time to work with staff to collect the data, Creation of Draft Report, Edits, and the final product.*

PRESENTATION TO STAKEHOLDERS: *Includes: creating a presentation to match the Annual Report, updated as needed after review, travel to your location, and delivery of the presentation to EFFECTIVELY ENGAGE your elected officials on what it is that makes your agency essential!*

VIDEO REPRESENTATION OF THE ANNUAL REPORT: *Often, people would rather just watch a video of the information, instead of reading a written report. We will take your Annual Report and put it into an eye-catching video format, to be placed on media platforms.*



BRING MARK "ON-LOCATION": After reviewing the Solution Guidebook, many agencies wish that they could have ALL of these solutions provided for their agency. Well, now you can! By bringing Mark to your location for several consecutive days (either weekly, monthly, or quarterly), your agency can "start-in" on multiple solutions at once, and do so at a significantly budgeted rate. Mark will be available for 10-12 hours each day (including evenings if desired), and will be able launch into these solutions according to your agency's priorities. (minimum of 12 days booked)

ONE DAY AT YOUR AGENCY: *One day at a time, not consecutive*

TWO DAYS AT YOUR AGENCY (Consecutive Days): *Saves travel costs*

THREE DAYS AT YOUR AGENCY (Consecutive Days): *Really saves travel costs*

COVID EXCEPTION = "ON-LOCATION REMOTELY": *Accomplished remotely*

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(928) 278-8035
marknrec@gmail.com
remarkablerecreationsolutions.com