

# RECREATION PROFESSIONAL BOOT CAMP

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ESSENTIAL TRAINING FOR NEW  
YOUNG RECREATION PROFESSIONALS

REMARKBLERECREATIONSOLUTIONS.COM

REMARKABLE  
RECREATION SOLUTIONS



# 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.

## FORMAT

Online Group Webinar— LIVE!

8 Sessions / Once a week / 1.5 hours per session

Same day and time each week / Total of 12 hours

## INVESTMENT

A Single Webinar Session is typically \$40.

This 8 Session Series = **\$240** (8 for the price of 6)

(Equal to \$30/session or \$20/hour)

## DISCOUNTED FOR LIMITED TIME

Super Discount = **60% OFF** = **NOW \$96**

(Equal to \$12/session or \$8/hour)



## 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 and Build Expertise (\$380 Value)
- 100’s of Take-Aways to Implement (\$900 Value)
- 8 Sess (12 hrs) of Recreation Coaching (\$480 Value)
- Plus, receive a Resume Review & Input (\$200 Value)
- Plus, receive Certificate of Completion (\$100 Value)
- After series, you get free access to 6 of the once-a-month Check-Ins (“Rec Quest Cohort”) (\$240 Value)
- Mentor for Life (“Just a call away”) (Priceless)

## SERIES DATES

3/21–5/9 (2024)

THU’s @ 1pm (EST)

8 Sessions / Online

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RECREATION SOLUTIONS



#RPBC24001

## GETTING STARTED: GETTING RECREATION INTO OUR COMMUNITY

WEEK 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 niche is and learn how to best put that message in front of our community by creating Agency Ambassadors.

## A STRATEGIC APPROACH TO CONTRACT INSTRUCTORS

WEEK 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, & THE CONNECTIONS CONCEPT

WEEK 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 dive into the 3 different types of creative HEALTHY HABITS CAMPAIGNS, aimed at a thriving community. We will explore the concept of “CONNECTIONS”: (1) Helping our community connect with one another, (2) How to connect with our elected officials, & (3) Connecting with our profession. At the end, we will activate our own *Personal Leadership Philosophy* and Check-In with the *Recreation Professional Job Competencies*.

## WOW FACTOR: UNLEASHING CREATIVITY IN THE RECREATION PROFESSION

WEEK 4

JUST WOW: We will dig into what makes a Wow Factor and we will learn how to accomplish that Wow without losing our foundational mission. HOW TO WOW: We will investigate how Wow can be *Factored* into programs and facilities, by creating 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 dozens of creative real-life examples for adding *Wow on a Budget*. Then, we will practice *Activating Our Creativity*. At the end, we will investigate how to implement the Continuous Improvement Model.

## EXCELLENT FACILITY RENTAL MANAGEMENT

WEEK 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 know 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 a dozen effective policy considerations. We will investigate better ways to work with, and connect with, the maintenance staff.

## PARTNERING WITH COMMUNITY GROUPS, & BRANDING YOUR AGENCY

WEEK 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. After that, we will discover the steps for determining your agency’s Brand, knowing that Branding is a vital first step before Marketing your programs.

## PERFORMANCE MEASURES, & BUDGET PROJECTIONS

WEEK 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. After that, we will use the Benefits Pyramid to establish a defensible pricing strategy for setting programs fees.

## REVENUE GENERATION IN PARKS AND RECREATION

WEEK 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.

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WEEK 1

WELCOME!

TO BOOT CAMP

# YOU'VE MADE THE RIGHT CHOICE!

## BENEFITS OF RECREATION PROFESSIONAL BOOT CAMP. YOU WILL:

- GAIN INSIGHTS INTO PROFESSION'S PRINCIPLES & PRACTICES
- BUILD A FOUNDATION FOR LAUNCHING YOUR REC CAREER
- BE INVESTING IN YOURSELF BY BUILDING EXPERTISE
- OBTAIN 100'S OF TANGIBLE TAKE-AWAYS TO IMPLEMENT
- RECEIVE 8 SESSIONS (W/12 HRS) OF COACHING IN REC PROG
- RECEIVE A CERTIFICATE OF COMPLETION & A RESUME REVIEW
- GAIN ACCESS TO "REC QUEST", THE ONCE-A-MONTH CHECK-IN'S
- RECEIVE A MENTOR FOR LIFE, JUST A CALL AWAY

**GOAL = TO ACTIVATE YOU, SO YOU CAN ACTIVATE YOUR COMMUNITY**

WEEK 1

# GET REC'D: GETTING RECREATION TO OUR COMMUNITIES

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PRESENTER = MARK HONBERGER



Getting "Rec'd" is much better than Getting "Wrecked," right?

DEFINITION OF "GET REC'D"



*New Brunswick*  
**NEW ENGLAND STYLE**  
**PALE ALE**

# DEFINITION OF “GET REC'D”



Getting “Rec’d” is much better  
than Getting “Wrecked,” right?

As Park and Recreation Professionals, we  
all intrinsically understand the benefits of  
Recreation **FOR** our Communities

***RECREATION IS ESSENTIAL!***

How do we go about getting  
Recreation **TO** our Communities

ACTION STEPS:

You must know Your...

To Determine Your...

**AFFIRM:**

Know your **WHY**

Confidence

**APPRECIATE:**

Know your **HISTORY**

Common Ground

**ASSESS:**

Know Your **COMMUNITY**

Community Needs

**ALIGN:**

Know Your **SERVICES**

Core Services

**ANNOUNCE:**

Know Your **MESSAGE**

Communications

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# GETTING RECREATION TO OUR COMMUNITIES



MAKING OUR MISSION MATTER = THE FIVE ACTION STEPS



ACTION STEPS:

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# GETTING RECREATION TO OUR COMMUNITIES



# **AFFIRM**

## WHY IS RECREATION ESSENTIAL?



### **PHYSICAL HEALTH BENEFITS**

Fitness, Healthy Habits,  
Cognitive Sharpening, Skill Learning

### **SOCIAL BENEFITS**

Connections, Belonging, Participate Together

### **COMMUNITY BENEFITS**

Sense of Community, Good Neighbors,  
Public Safety, Become Contributing Adults

### **ECONOMIC BENEFITS**

Increased Property Values, Visitor Dollars

# AFFIRM

WHY IS  
RECREATION  
ESSENTIAL?



ULTIMATELY, RECREATION PROVIDES  
US WITH THE OPPORTUNITY TO GROW

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**NO GROWTH IN THE COMFORT ZONE**

**NO COMFORT IN THE GROWTH ZONE**

A diverse group of young people, including a woman with dark hair, a man with a beard, a woman with long dark hair, a man with glasses, and a woman with short dark hair, are laughing and talking together outdoors. The background is bright and slightly blurred, suggesting a sunny day in a park or similar setting.

**AFFIRM YOUR WHY**

**I AM VITAL  
FOR GROWTH IN  
MY COMMUNITY!**

ACTION STEPS:    You must know Your...    To Determine Your...

**AFFIRM:**    Know your **WHY**    Confidence

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# GETTING RECREATION TO OUR COMMUNITIES



MAKING OUR MISSION MATTER = THE FIVE ACTION STEPS

# APPRECIATE

## HISTORY OF PUBLIC RECREATION



## ORIGINS OF PARKS (US): 1600s – 1800s

First Recorded Park was?

### Boston Commons

- ❖ Created in 1634
- ❖ Became First Official a Park in 1830
- ❖ Shared Pasture & Civic Gatherings

### Town Squares (Formed as Cities Grew)

- ❖ Evolved into a park or plaza, usually in front of the County Courthouse or Town Hall

# APPRECIATE

## HISTORY OF PUBLIC RECREATION



## PLEASURE GROUNDS: 1840 – 1900

### Large Parks / Rural Country Parks

(Groves of Trees, Rolling Meadows, Lakes, Pathways, Zoos, Gardens, Music Pavilions, Museums)

## ANDREW JACKSON DOWNING

- ❖ **Theory and Practice of Landscape Gardening (1841)** [other major works]
- ❖ **Designed the grounds: Capitol, White House, Smithsonian (1851)**

# APPRECIATE

## HISTORY OF PUBLIC RECREATION



## PLEASURE GROUNDS: 1840 – 1900

### Large Parks / Rural Country Parks

(Groves of Trees, Rolling Meadows, Lakes, Pathways, Zoos, Gardens, Music Pavilions, Museums)

### FREDERICK OLMSTED

- ❖ Central Park In New York City (1859)
- ❖ Prospect Park, Brooklyn (1867)
- ❖ Washington Park, Chicago (1870)
- ❖ Jackson Park, Chicago (1871)



HX

# APPRECIATE

## HISTORY OF PUBLIC RECREATION



## PLEASURE GROUNDS: 1840 – 1900

### Large Parks / Rural Country Parks

(Groves of Trees, Rolling Meadows, Lakes, Pathways, Zoos, Gardens, Music Pavilions, Museums)

## NATIONAL PARKS

- ❖ First was Yellow Stone (1872)
- ❖ National Park Service (1916)
- ❖ Now 419 Parks (84 Million Acres)

# APPRECIATE

## HISTORY OF PUBLIC RECREATION



## PLEASURE GROUNDS: 1840 – 1900

### Large Parks / Rural Country Parks

(Groves of Trees, Rolling Meadows, Lakes, Pathways, Zoos, Gardens, Music Pavilions, Museums)

### PROS & CONS

- ❖ Designed to simulate Nature, but not as wild/dangerous as “real” nature
- ❖ Both Active & Passive (Contemplative)
- ❖ Built on edge of Cities (Poor Access)

# APPRECIATE

## HISTORY OF PUBLIC RECREATION



## Small Park Movement: 1900 - 1930

A reform towards smaller parks that are located where more people live (inside cities, near apartment areas)

### Elements:

- ❖ Safe place for kids to play, off streets
- ❖ Place for people to gather
- ❖ Introducing: The Field House
- ❖ 4 blocks or less (often only 1 block)
- ❖ Symmetrical site planning (organized)

# APPRECIATE

## HISTORY OF PUBLIC RECREATION



## Recreation Facility Era: 1930 - 1965

Focused on Facility, not Grass or Land

### Elements:

- ❖ **Robert Moses (NYC Commissioner)**
- ❖ **All about the recreation activity**
- ❖ **Exp: Stadium w/Parking = Park**
- ❖ **Emphasis on multiplying/extending into suburbs, to any place that did not have a field house or other park**
- ❖ **Low Artistic Vision (low social vision)**

# APPRECIATE

## HISTORY OF PUBLIC RECREATION



## Open Space System: 1965 - Current

Take all of the elements of past park theory and integrate into a “Network”

### Elements:

- ❖ **Recreation is potentially everywhere:**
- ❖ **Street, Rooftop, Waterfront, Abandoned Railway, Plaza or Park**
- ❖ **All Open Space has Potential Recreational Value, depending on what twist you give it.**

**APPRECIATE YOUR HISTORY**

A diverse group of young people, including a woman with dark hair and a red top, a man with short brown hair in a grey shirt, a woman with long dark hair in a white shirt, a man with short dark hair in a grey shirt, and a woman with short dark hair in a grey shirt, are laughing and talking together outdoors. The background is slightly blurred, showing greenery and a building.

**I AM A PART OF  
SOMETHING  
BIGGER!**

# APPRECIATE

## HISTORY OF PLAYGROUNDS IN USA





# APPRECIATE

## HISTORY OF PLAYGROUNDS IN USA



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# APPRECIATE

## HISTORY OF PLAYGROUNDS IN USA



# APPRECIATE

## HISTORY OF PLAYGROUNDS IN USA



# Whirl-Over Swings

ARE MADE IN CHICKASHA, OKLA.

and in use all over the United States and in England. Wherever the Whirl-Over Swing is installed in the playground, that's the most popular spot in the playground. Safety is one of its best features, no chance for a child to fall from the seat.

The use of the Whirl-Over Swing is very healthful and invigorating for children.

Write for further information and list of users. A wonderful opportunity for salesmen and the season is now on.

**Whirl-Over Swing Co.**  
INCORPORATED  
**CHICKASHA, OKLA.**



# APPRECIATE

## HISTORY OF PLAYGROUNDS IN USA



## Modern Playground: Surface, Fall Zones, Shade, Age Appr, Special Hardware



**APPRECIATE YOUR HISTORY**

A diverse group of young people, including a woman with dark hair and a red top, a man with short brown hair in a grey shirt, a woman with long dark hair in a white shirt, a man with short dark hair in a grey shirt, and a woman with dark hair in a grey top, are laughing and smiling together outdoors. The background is slightly blurred, showing greenery and a building.

**I AM A PART OF  
SOMETHING  
BIGGER!**

ACTION STEPS:    You must know Your...    To Determine Your...

**AFFIRM:**    Know your **WHY**    Confidence

**APPRECIATE:**    Know your **HISTORY**    Common Ground

**ASSESS:**    Know Your **COMMUNITY**    Community Needs

**ALIGN:**    Know Your **SERVICES**    Core Services

**ANNOUNCE:**    Know Your **MESSAGE**    Communications

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# GETTING RECREATION TO OUR COMMUNITIES



# ASSESS

## KNOWING YOUR COMMUNITY NEEDS



## RECREATION NEEDS ASSESSMENT

Understand current uses, future needs,  
and desires for recreation services

### Part 1: Researched-Based Info

- ❖ Community Profile (Demographics)
- ❖ Inventory of rec assets/facilities
- ❖ Inventory of rec program/services
- ❖ Comparative Analysis (city to city)
- ❖ Review of Recreation Service Delivery & Existing Partnerships

# ASSESS

## KNOWING YOUR COMMUNITY NEEDS



## RECREATION NEEDS ASSESSMENT

Understand current uses, future needs,  
and desires for recreation services

### Part 2: Consultation-Based Info

- ❖ Public Engagement (This is Vital)
- ❖ Resident Recreational Survey
- ❖ Community Group Recreation Survey
- ❖ Public Open Houses
- ❖ Stakeholder and Community Group Discussions (Focus Groups)

# ASSESS

## KNOWING YOUR COMMUNITY NEEDS



## RECREATION NEEDS ASSESSMENT

Understand current uses, future needs,  
and desires for recreation services

### Part 3: Study Analysis

- ❖ Summary of findings from Part 1 & 2
- ❖ Summary of current Trends and Leading Practices in Community Recreation
- ❖ Provide recommendations for recreation in the community, based on all the compiled information



# ASSESS YOUR COMMUNITY

A diverse group of young people, including men and women of various ethnicities, are shown laughing and talking together outdoors. The scene is bright and cheerful, with a focus on community and connection.

**I AM  
CONNECTED TO  
MY COMMUNITY!**

ACTION STEPS:

You must know Your...

To Determine Your...

**AFFIRM:**

Know your **WHY**

Confidence

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**GETTING RECREATION  
TO OUR COMMUNITIES**



MAKING OUR MISSION MATTER = THE FIVE ACTION STEPS

# ALIGN

## KNOWING YOUR SERVICES



## FINDING YOUR CORE SERVICES

### #1: Put all services “through the wash”

#### The Evaluative Criteria

- ❖ Does the program support our Agency Mission & Target Market? [Agency Fit]
- ❖ Does the community seek our agency for this type of program? [Market Position]
- ❖ Does our agency have the capacity to provide the program? [Economic Viability]
- ❖ Does the program fill a gap in existing community services? [Alternative Coverage]

# ALIGN

## KNOWING YOUR SERVICES



## FINDING YOUR CORE SERVICES

### #2: Align services to better meet criteria

#### Options for Aligning

- ❖ Add new Programs

[Growing]

- ❖ Re-Align Existing Programs

[Guiding]

- ❖ Cutting of Programs

[Pruning]



# ALIGN

## KNOWING YOUR SERVICES



## FINDING YOUR CORE SERVICES

### #3: Apply a Marketing Strategy to each Program (Two Options)

#### Strategy 1

❖ PRESS FORWARD

#### Strategy 2

❖ SHIP 'EM OUT

# ALIGN

## KNOWING YOUR SERVICES



## FINDING YOUR CORE SERVICES

#4: Put the previous steps together so we can identify the service category

### Categories

- ❖ POOR FIT
- ❖ LET THEM HAVE IT
- ❖ OPPORTUNITY
- ❖ CORE SERVICE

LET'S TRY SOME EXAMPLES

# ALIGN

## KNOWING YOUR SERVICES



## FINDING YOUR CORE SERVICES

#4: Put the previous steps together so we can identify the service category

Agency Fit = POOR  
Market Position = n/a  
Economic Viability = n/a  
Alternative Coverage = n/a

Strategy = Ship 'Em Out

POOR FIT

# ALIGN

## KNOWING YOUR SERVICES



## FINDING YOUR CORE SERVICES

#4: Put the previous steps together so we can identify the service category

Agency Fit = GOOD

Market Position = POOR

Economic Viability = GOOD

Alternative Coverage = HIGH

Strategy = Ship 'Em Out

LET THEM HAVE IT



# ALIGN

## KNOWING YOUR SERVICES



## FINDING YOUR CORE SERVICES

#4: Put the previous steps together so we can identify the service category

Agency Fit = GOOD

Market Position = POOR

Economic Viability = GOOD

Alternative Coverage = LOW

Strategy = Press Forward

OPPORTUNITY

# ALIGN

## KNOWING YOUR SERVICES



## FINDING YOUR CORE SERVICES

#4: Put the previous steps together so we can identify the service category

Agency Fit = GOOD

Market Position = GOOD

Economic Viability = GOOD

Alternative Coverage = LOW

Strategy = Press Forward

CORE SERVICE

# ALIGN

## KNOWING YOUR SERVICES



## FINDING YOUR CORE SERVICES

#4: Put the previous steps together so we can identify the service category

Agency Fit = GOOD

Market Position = GOOD

Economic Viability = POOR

Alternative Coverage = LOW

Strategy = Press Forward

CORE SERVICE

A diverse group of young people, including a woman with dark hair, a man with a beard, a woman with long dark hair, a man with glasses, and a man with short dark hair, are laughing and talking together outdoors. The background is slightly blurred, showing greenery and a bright sky.

# ALIGN YOUR SERVICES

**I AM MEETING  
THE NEEDS OF  
MY COMMUNITY!**

ACTION STEPS:

You must know Your...

To Determine Your...

**AFFIRM:**

Know your **WHY**

Confidence

**APPRECIATE:**

Know your **HISTORY**

Common Ground

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Know Your **MESSAGE**

Communications

# GETTING RECREATION TO OUR COMMUNITIES



MAKING OUR MISSION MATTER = THE FIVE ACTION STEPS

# ANNOUNCE

KNOWING  
YOUR  
MESSAGE



**THE MESSAGE REFLECTS THE MISSION**

**A SHORT CATCHY AND MEMORABLE  
PHRASE TO ENERGIZE YOUR  
COMMUNITY MEMBERS**

## **Some Samples**

- ❖ Creating Community Through People Parks and Programs
- ❖ Parks Make Life Better!

**Then market that message!**

# ANNOUNCE

KNOWING  
YOUR  
MESSAGE



## REINFORCE THE MESSAGE

USE EVERY EXPERIENCE THE CUSTOMER HAS WITH YOUR AGENCY (*with Staff, Instructors, Maintenance Crews*)

### Reinforcement Ideas:

- ❖ Staff-Client Interactions (*Mix in, Upsell*)
- ❖ Receipt/Email Footers (*Valuable Space*)
- ❖ Staff Shirts / Website / Social Media
- ❖ Walls of the Lobby and Recreation Room (*Perpetual Marketing*)

# ANNOUNCE

KNOWING  
YOUR  
MESSAGE



## CREATE AMBASSADORS

WHO WILL HELP CARRY THE MESSAGE  
TO THE COMMUNITY

### Ambassador Creation Ideas:

- ❖ Find those who love your agency (and its services) and incentivize their sharing
- ❖ Gamify your events... “players” who are most enthusiastic, are likely Ambassadors
- ❖ Loyalty Programs (**Relationship Marketing**)
- ❖ Acknowledge those who are using your programs the most (special dinner, etc.)



A diverse group of young people, including men and women of various ethnicities, are shown in a close-up, smiling and laughing together outdoors. The background is slightly blurred, suggesting a natural setting like a park or campus.

**ANNOUNCE YOUR MESSAGE**

**I AM  
REACHING  
MY COMMUNITY**

ACTION STEPS: You must know Your...

To Determine Your...

**AFFIRM:** Know Your **WHY**

**APPRECIATE:** Know your **HISTORY**

**ASSESS:** Know Your **COMMUNITY**

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**ANNOUNCE:** Know Your **MESSAGE**

Confidence

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**WHY**

**WHAT**

# GETTING RECREATION TO OUR COMMUNITIES

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MAKING OUR MISSION MATTER = THE FIVE ACTION STEPS

ACTION STEPS:

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# GETTING RECREATION TO OUR COMMUNITIES



MAKING OUR MISSION MATTER = THE FIVE ACTION STEPS

AQUATICS  
ADULT SPORTS  
YOUTH SPORTS  
AFTERSCHOOL PROGRAMS  
TEEN CENTERS  
SENIOR CENTERS  
COMMUNITY REC CENTERS  
MULTI-GENERATIONAL

CONTRACT INSTRUCTORS  
ENRICHMENT / GENERAL REC  
SPECIAL EVENTS  
FITNESS CENTERS  
MOBILE REC  
CAMPS (SUMMER/KIDS/SPORTS/AWAY)  
FACILITY RENTALS  
PRE-SCHOOL

MARKETING

VOLUNTEERS

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# RECREATION PROGRAM AREAS

# DECLARATIONS

KNOW YOUR WHY

*I AM VITAL FOR GROWTH IN MY COMMUNITY!*

KNOW YOUR HISTORY

*I AM A PART OF SOMETHING BIGGER!*

KNOW YOUR COMMUNITY

*I AM CONNECTED TO MY COMMUNITY!*

KNOW YOUR SERVICES

*I AM MEETING THE NEEDS OF MY COMMUNITY!*

KNOW YOUR MESSAGE

*I AM REACHING MY COMMUNITY!*

**THIS IS YOUR HOMEMENORK**

WEEK 1

# GET REC'D

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MARK HONBERGER - - REMARKABLE RECREATION SOLUTIONS

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

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COMMENTS  
or FEEDBACK  
or QUESTIONS

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SEE YOU NEXT WEEK!

WEEK #2 = MAR 28, 2024

THU 1PM EST

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REMARKABLE  
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#RPBC24001

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

WEEK 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 community needs and learn how to best put that into practice in front of our community by creating Agency Ambassadors.

## A STRATEGIC APPROACH TO CONTRACT INSTRUCTORS

WEEK 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.

## HEALTHY HABITS MOTIF, & CONNECTIONS CONCEPT

WEEK 3



The motif of Healthy Habits and Connections are vital to 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 dive into the 3 different types of creative HEALTHY HABITS CAMPAIGNS, aimed at a thriving community. We will explore the concept of “CONNECTIONS”: (1) Helping our community connect with one another, (2) How to connect with our elected officials, & (3) Connecting with our profession. At the end, we will activate our own *Personal Leadership Philosophy* and Check-In with the *Recreation Professional Job Competencies*.

## WOW FACTOR: UNLEASHING CREATIVITY IN THE RECREATION PROFESSION

WEEK 4



JUST WOW: We will dig into what makes a Wow Factor and we will learn how to accomplish that Wow without losing our foundational mission. HOW TO WOW: We will investigate how Wow can be Factored into programs and facilities, by creating 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 dozens of creative real-life examples for adding Wow on a Budget. Then, we will practice *Activating Our Creativity*. At the end, we will investigate how to implement the Continuous Improvement Model.

## EXCELLENT FACILITY RENTAL MANAGEMENT

WEEK 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 know 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 a dozen effective policy considerations. We will investigate better ways to work with, and connect with, the maintenance staff.

## PARTNERING WITH COMMUNITY GROUPS, & BRANDING YOUR AGENCY

WEEK 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. After that, we will discover the steps for determining your agency's Brand, knowing that Branding is a vital first step before Marketing your programs.

## PERFORMANCE MEASURES, & BUDGET PROJECTIONS

WEEK 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. After that, we will use the Benefits Pyramid to establish a defensible pricing strategy for setting program fees.

## REVENUE GENERATION IN PARKS AND RECREATION

WEEK 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.

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WEEK 2

SEE YOU NEXT WEEK!

WEEK #2 = 3/28 THU, 1PM EST

A Strategic Approach  
to Contract Instructors

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