

CONFERENCE HALF-DAY INSTITUTE OUTLINE

Session Title:

GO “NEXT LEVEL”: A BUSINESS APPROACH TO PUBLIC RECREATION

BRANDING, MARKETING, REVENUE GENERATION, CORE SERVICE IDENTIFICATION, & COST RECOVERY

SESSION DESCRIPTION (Full Text):

We all want to be better at what we do, right? That’s what “NEXT LEVEL” is all about. It means taking our performance as Recreation Professionals, Up A Notch. It means seeking efficiencies and finding ways to improve the way we go about our business. It means turning those “Big Ideas” into really practical steps that you can start accomplishing tomorrow.

This workshop will be a “Nuts-And-Bolts,” “Rubber-Meets-The-Road,” type of experience that will provide the practical “Get-It-Done-Now” solutions that your agency needs in its recreation programming. We will look at whole host of creative methods for getting to that “Next Level.” Some of these ideas you may not have thought of before, and some you may now see in a new light. We will also discuss the steps that will turn these ideas into a reality. The topics covered in this workshop include: How to Brand your agency, How to be creative in Generating Revenue, and How to go about marketing your programs. We will also look at how to determine your agency’s Core Services and then set up appropriate Cost Recovery Level and Marketing Strategy for each recreation program.

Attendees should come ready to be energized to go back and re-energize their own agencies. Attendees will go home with dozens of new ideas that they can put into practice right away. We will have a good time, while we jump up to the “Next Level” for your Recreation Agency. We look forward to seeing you there.



SESSION TARGET MARKET: Recreation Programmers, Agency Directors, Supervisors

Speaker's Name: Mark Honberger

Total Length: HALF-DAY WORKSHOP (240 Minutes - - 4 Hours)

WORKSHOP LEARNING OBJECTIVES: After attending, participants will be adept at:

1) GENERATING REVENUE FOR PARKS AND RECREATION

- A) Explore how to have an Entrepreneurial Attitude and Demonstrate how to apply a Strategic Approach to your agency.
- B) Investigate the Power of being Purposeful in their efforts for Revenue Generation, instead of just passively “hoping” that more participants register for recreation programs.
- C) Analyze 50-60 Revenue Generation ideas, determining which creative ideas to take-home and get started with next week.

2) DEVELOPING YOUR AGENCY'S BRAND

- D) Identify what Branding is, why it is important, and learn how to Brand your agency.
- E) Dig into some a dozen awesome concepts for branding & marketing, such as learning how to talk to your non-customers.
- F) Identify how to determine their agency's Core Services using strategic “Evaluative Criteria.”

3) ALIGNING RECREATIONAL SERVICES WITH ORGANIZATIONAL VALUES

- G) Identify how to determine your agency's Core Services using strategic “Evaluative Criteria”
- H) Define the “5-level Benefit Scale”, and learn how to apply it to your agency services
- I) Analyze how to set proper Cost Recovery expectations and Marketing Strategies for each program or service.

WORKSHOP NEEDS IDENTIFICATION: Every organization has areas where they could use some improvements, but sometimes Parks and Recreation Professionals get so caught up in their everyday activities that they do not take the time to stop and step-back to take a look at how their agency is operating. It is important to plan for this kind of “pause,” in order to have time to do an operational assessment. Additionally, it is vital for professionals to hear how other professionals have improved upon the same programming areas that they are striving to succeed at. This workshop will allow attendees to take that “pause” and do a deep dive into how they can get to the “Next Level” with their recreation agencies.



MARK'S EXPERIENCE PRESENTING EDUCATION SESSIONS: Throughout his 30+ years in the Parks and Recreation Profession, Mark Honberger has annually provided Staff Development Trainings for his staff, as well as for other agency's staff. Mark loves speaking with Park and Recreation Associations and sharing what he has learned from over 30 years as an entrepreneur in the profession. In the past 5 years, he has delivered over 30 Educational Sessions (plus several Keynote Addresses) for Recreation Conferences in: Arizona, New Mexico, Nevada, Rhode Island, Connecticut, & Nebraska.

MARK'S EXPERIENCE WITH THIS SUBJECT MATTER: Throughout his 30+ years in the Parks and Recreation Profession, Mark Honberger has had a passion for "continually improving" his recreation programming areas. He has always strived to take his agencies to the "Next Level." Each year, he continually explored ways to increase the income side of a Recreation Program Budget, while also working to find organizational efficiencies (i.e. better ways of doing things) to reduce the expenditure side. Additionally, Mark is always looking for better ways to communicate with his coworkers, directors, elected officials, contract instructors, community members, and his community groups. The result of this lifetime passion is a full "professional toolbox" loaded with creative methods and how-to's that have been tried and tested to be successful in creating a Thriving Parks and Recreation Agency.

SESSION OUTLINE

Introduction of Speaker (2 Minutes)

Introduction of Topic (20 Minutes)

- A) **ATTENTION GRABBER:** Discuss what "Next Level" means. Discuss what "Raise the Bar" means, and where the phrase came from. Show short video on High Jumping and the Fosbury flop, which highlights Dick Fosbury who literally, "raised the bar" by finding a better way to take it to the next level. This is what we want to do with our recreation agencies.

- B) **NEEDS IDENTIFICATION:** Discuss the need for this topic and this session. (from above)

- C) **ATTENDEE EXERCISE:** Discuss what it means to take a Strategic Approach to recreation programming. Reward those who answer with a sweet treat. Attendees will go through an exercise demonstrating a how to take a basic "STRATEGIC APPROACH."
 - a. KNOWING WHERE YOU WANT TO GO
 - i. Mission, Vision, Target Markets
 - ii. Strategic Plans, Recreation Needs Assessment
 - b. KNOWING WHERE YOU ARE AT CURRENTLY
 - i. Utilizing the "Evaluative Criteria"
 - 1. Does it support the position/mission of the Agency?



2. If so, does it serve a Target Market?
 3. If so, does it fill a gap in existing services in our community?
 4. If so, is their agency the best service provider for this program?
 5. If so, does their agency have the organizational capacity and/or resources to provide the program?
- ii. Performance Measures / Key Indicators
- c. TAKING STRATEGIC STEPS TO GET TO WHERE YOU WANT TO GO
 - i. Align Programs to the “Evaluative Criteria”
 1. Some recreation programs can be Added (GROWING)
 2. Some recreation programs can be Re-Aligned (GUIDING)
 3. Some recreation programs will need to be Cut (PRUNING)

Cover Learning Objectives (3 Minutes)

PRESENTATION OF TOPIC SPECIFICS
--

WORKSHOP SEGMENT ONE (50 Minutes)

(LEARNING OBJECTIVE #2 – D/E/F)

DEVELOPING YOUR AGENCY’S BRAND

(For complete creative multi-page outline, please see Attached Document for this session)

- A) Identify what Branding is
 - a. Why is it important
 - b. How to determine your Brand. Going through the proper process
 - c. Creating your agency’s message
 - d. Reinforcing that message through every experience your participants have
- B) Identify what Marketing is
 - a. Why it is important
 - b. How it can change while your Brand will stay the same
- C) Awesome Marketing and Branding Concepts to consider
 - a. “Perpetual Marketing”
 - b. “Relationship Marketing”
 - c. “ROI” - - Return on Investment
 - d. The “80/20 Rule”
 - e. Talking to Non-Customers, How to do it, Where to find them, What to do with the info
- D) Questions/Answers

AUDIENCE PARTICIPATION EXERCISE (15 Minutes)

Attendees will get up and moving around as they participate in a team building activity to engage their Leadership skills.



WORKSHOP SEGMENT TWO (70 Minutes)

(LEARNING OBJECTIVES #1 – A/B/C)

REVENUE GENERATION FOR PARKS AND RECREATION

(For complete creative multi-page outline, please see Attached Document for this session)

- A) Importance of Revenue Generation
 - a. Cost Recovery
 - b. Mission of Parks and Recreation
 - c. Revenues and Expenditures and Cost Recovery Discussion
 - d. Providing additional Resources to use on other programs
- B) Learn how to have an Entrepreneurial Attitude
 - a. Marketing Mindset
 - b. Be Open Minded
 - c. Don't be too quick to dismiss an idea or opportunity
 - d. Compare "Commercial Recreation" with "Public Recreation"
- C) Analyze Dozens of Revenue Generating Ideas
 - a. Tax Related Agency Revenues
 - b. Facility Related Revenues
 - c. Advertising & Sponsorship Revenues
 - d. Recreation Programming Revenues
 - e. Value-Added Revenues
 - f. Concession & Leasing Revenues
 - g. Donation Revenues
- D) Questions/Answers

AUDIENCE PARTICIPATION EXERCISE (15 Minutes)

Attendees will get up and moving around as they participate in a team building activity to engage their problem-solving skills.

WORKSHOP SEGMENT THREE (A) (50 Minutes)

(LEARNING OBJECTIVE #3 – G/H/I)

ALIGNING RECREATIONAL SERVICES WITH ORGANIZATIONAL VALUES

(For complete creative multi-page outline, please see Attached Document for this session)

- A) Importance of Aligning Services
 - a. Without it, we might be pursuing programs we shouldn't
 - b. To obtain a Defensible Programming Strategy (*choosing programs based on benefit*)
 - c. To understand our agency's pricing strategy for each service
 - d. To apply a Marketing Strategy for each service
- B) Determining your "Core Services"
 - a. Putting programs through the "Evaluative Criteria"
 - b. Aligning programs to better fit the "Evaluative Criteria"

- c. Applying a Marketing Strategy to each program or service
 - i. To “Press Forward” (and to what degree)
 - ii. To “Ship ‘em out” (and how soon)
- C) Examining the 5-Level Benefit Scale, and how to use it to align programs
 - a. Discover which types of programs belong on which level
 - i. Level 1 = Program provides “Mostly Community Benefit” (base of Pyramid)
 - ii. Level 2 = Program provides “Considerable Community Benefit”
 - iii. Level 3 = Program equally provides “Community Benefit & Individual Benefit”
 - iv. Level 4 = Program provides “Considerable Individual Benefit”
 - v. Level 5 = Program provides “Mostly Individual Benefit” (Top of Pyramid)
 - b. Establishing Cost Recovery (or Subsidy) Goals for each level of the scale
 - c. Consensus Process
- D) At end of the Aligning Process, your agency will have:
 - a. Defensible Programming Philosophy (*Why we do what we do*)
 - b. Designated Cost Recovery / Subsidy Goals for each program category
 - c. Defensible Pricing Philosophy (*Why programs are priced a certain way*)
 - d. Designated Marketing Strategy (*To press forward, or to ship ‘em out*)
- E) Questions/Answers

WRAP-UP DISCUSSION (15 Minutes)

Attendees will participate in a wrap-up discussion and exercise. Attendees will view a couple of short motivational video clips to wrap up the workshop.