

RECREATION PROFESSIONAL BOOT CAMP

WEEK
6

ESSENTIAL TRAINING FOR NEW
YOUNG RECREATION PROFESSIONALS

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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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#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 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

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 sound business principles. We will examine a dozen different 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 and Budget Projections are 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 6

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

WHAT

GETTING RECREATION TO OUR COMMUNITIES



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Partnering With Community Groups

-- Mark Honberger

PARTNERING WITH COMMUNITY GROUPS

REASON FOR THIS SESSION

Community Group Partnerships are a **Best Practice** that results in additional agency resources, such as:

new programs,
new facilities,
new volunteers, and
increased community safety

PARTNERING WITH COMMUNITY GROUPS

TODAY'S SESSION OBJECTIVES

- 1) Investigate how to properly Communicate, Engage, and Negotiate with community groups to benefit your agency.
- 2) Be able to set up official Partnership Agreements that exchange an "Equal Value" of in-kind resources.
- 3) Analyze a dozen Real-Life examples, seeing the pros and cons, and be Energized to go Engage your local Community Groups.

WHO ARE THE COMMUNITY GROUPS FOR POTENTIAL PARTNERSHIPS?

- 1) YOUTH SPORTS ORGs** (Little League, Babe Ruth, Pop Warner Football, AYSO, Cheer Leading Groups, Etc.)
- 2) YOUTH ACTIVITY ORGs** (Boy/Girl Scouts, Science Clubs, School Clubs, Youth Commission)
- 3) ADULT FRATERNAL ORGs** (Elks Lodge, Moose Lodge, Kiwanis, KofC, Odd Fellows, Etc.)
- 4) ADULT ACTIVITY ORGs** (Art Assoc, Dog Park & Disc Golf Groups, Historical Societies, Car Clubs, Toast Masters, M.O.P.S.)
- 5) BUSINESS CLUBS** (Rotary Club, Chamber of Commerce, Business Networking International (BNI), Etc.)
- 6) CHURCHES** (Youth Groups, Food Pantry Efforts, Etc.)
- 7) OTHER MUNICIPAL ORGANIZATIONS** (Libraries, Elementary Middle & High Schools, Prisons, Sheriffs, Etc.)
- 8) COMMERCIAL ENTITIES** (Grocery Stores, Fitness Centers, Other)



COMMUNICATING, ENGAGING, & NEGOTIATING WITH COMMUNITY GROUPS

PARTNERING
TAKES A
LOT OF
EFFORT

We are seeking ways to
gain those precious
additional resources

The effort pays
dividends 10-Fold

**You don't build a house
in a day, We are playing for
the long haul**

COMMUNICATING, ENGAGING, & NEGOTIATING WITH COMMUNITY GROUPS

BEING THE “FACE” OF YOUR AGENCY

YOU represent your agency
Everything you are (Personality,
Integrity, Etc.) tells them
whether or not they can work
with your agency

**The personal is indicative
of the organization**

COMMUNICATING, ENGAGING, & NEGOTIATING WITH COMMUNITY GROUPS

ESTABLISHING A POSITIVE RELATIONSHIP

If they have concerns, Listen,
and Address it the best you can
(*Listen to Learn*)

They will appreciate your
forthrightness with them

**With your “Let’s Work Together”
attitude, they’ll be interested
in working with you**

COMMUNICATING, ENGAGING, & NEGOTIATING WITH COMMUNITY GROUPS

FIND
REASONS
TO VISIT THEM
REGULARLY

Get invited to their meetings (or invite yourself) to share new activity guide, or new happenings

It is always more impactful to be with them in person

Communicate Regularly. If you can't go to them, find other ways to communicate

COMMUNICATING, ENGAGING, & NEGOTIATING WITH COMMUNITY GROUPS

SET THE
VISION
OF WHAT
COULD-BE

Share the Positives

Share the Win-Win Possibilities

Put it in a story

COMMUNICATING, ENGAGING, & NEGOTIATING WITH COMMUNITY GROUPS

FIND
A
WAY TO
YES

THIS AN IMPORTANT PART OF NEGOTIATING

Peel the Onion

Sometimes people say “NO” thinking
“it will never work”

**If you can discover their hurdle to a “YES”,
you can usually find a creative solution to
get over (or around, or under) that hurdle.**

COMMUNICATING, ENGAGING, & NEGOTIATING WITH COMMUNITY GROUPS

DON'T
WANT IT
TOO
BADLY

Let's assume that one party
doesn't want it too badly,
otherwise they'd just pay for it

**Even if you do (*want it badly*),
it is beneficial to start
as though you don't**

COMMUNICATING, ENGAGING, & NEGOTIATING WITH COMMUNITY GROUPS

KNOW
YOUR
MUST
HAVES

*“Must Haves” are your
“Walk-Away Points”*

**If you are not able to get your
“Must Haves”, then you will have
to be willing to end the
conversation without an
established partnership
(doesn't mean ending relationship)**

THE ESSENCE OF PARTNERING WITH COMMUNITY GROUPS

**FIND AN
EQUAL
VALUE
EXCHANGE**

This is where the
“negotiating” happens

Your **GOOD-FAITH** in building up
a **POSITIVE RELATIONSHIP** will
now add the element of **TRUST**
that the community group will
need to have in your agency

Be Creative!

THE ESSENCE OF PARTNERING WITH COMMUNITY GROUPS

FIND AN EQUAL VALUE EXCHANGE

To exchange “**Equal-Value**” we must establish an agreed upon **Dollar Amount** for each item

This is the most defensible way to show an equal partnership

THE ESSENCE OF PARTNERING WITH COMMUNITY GROUPS

FIND AN EQUAL VALUE EXCHANGE

- 1) Determine Dollar-Value of what your **AGENCY IS OFFERING**
- 2) Determine the Dollar-Value of what the **GROUP IS OFFERING**
- 3) Make the two things **EQUAL** (or at least close)
- 4) Find ways to **ADD VALUE** to the Exchange

THE ESSENCE OF PARTNERING WITH COMMUNITY GROUPS

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WHAT DO COMMUNITY GROUPS TYPICALLY WANT FROM YOUR AGENCY?

FACILITY RENTALS

FACILITY RENTAL:

- Single Event in the Community Center or Park
- Monthly Board Meetings

OTHER THINGS:

- Maybe, but facility usage seems to be what motivates them most

FIND THE DOLLAR VALUE:

Established Rental Rates

WHAT CAN YOUR AGENCY OFFER TO THE COMMUNITY GROUPS? (THAT YOU MIGHT NOT HAVE THOUGHT OF)

ADVERTISE IN GUIDE

The Group receives the opportunity to place an Ad in the Agency's Activity Guide or even on the Agency's Website (or Social Media)

FIND THE DOLLAR VALUE:

Established Advertising Rates

WHAT CAN YOUR AGENCY OFFER TO THE COMMUNITY GROUPS? (THAT YOU MIGHT NOT HAVE THOUGHT OF)

SWIM PASSES

The Group receives a quantity of swim passes to the agency's pool during the summer

FIND THE DOLLAR VALUE:

Established Swim Pass Rates

WHAT CAN YOUR AGENCY OFFER TO THE COMMUNITY GROUPS? (THAT YOU MIGHT NOT HAVE THOUGHT OF)

FITNESS CTR MEMBERSHIP

The Group receives a quantity of Memberships to the agency's Fitness Center (or other similar facility operated by the agency)

FIND THE DOLLAR VALUE:

Established Membership Rates

WHAT CAN YOUR AGENCY OFFER TO THE COMMUNITY GROUPS? (THAT YOU MIGHT NOT HAVE THOUGHT OF)

TICKETS TO EVENTS

The Group receives a quantity of Tickets to the agency's Special Event (or Registration to other staffed programs offered by the agency)

FIND THE DOLLAR VALUE:

Established Fee for the Special Event or Program

WHAT CAN YOUR AGENCY OFFER TO THE COMMUNITY GROUPS? (SUMMARY)

- 1) Facility Rentals
- 2) Advertisement
- 3) Swim/Fitness Passes
- 4) Registration for Event/Prog

THE ESSENCE OF PARTNERING WITH COMMUNITY GROUPS

FIND AN EQUAL VALUE EXCHANGE

- 1) Determine Dollar-Value of what your **AGENCY IS OFFERING**
- 2) **Determine the Dollar-Value of what the GROUP IS OFFERING**
- 3) Make the two things **EQUAL** (or at least close)
- 4) Find ways to **ADD VALUE** to the Exchange

WHAT CAN COMMUNITY GROUPS DO FOR YOUR AGENCY ?

(THAT THEY MIGHT NOT THINK OF ON THEIR OWN)

VOLUNTEER HOURS

At Existing Facilities or Programs that Need (or could benefit from) some new Volunteers

FIND THE DOLLAR VALUE:

Track Hours of Volunteers & Then apply an appropriate \$\$ per hour (*perhaps a similar PT wage*)

WHAT CAN COMMUNITY GROUPS DO FOR YOUR AGENCY ?

(THAT THEY MIGHT NOT THINK OF ON THEIR OWN)

PROGRAM OR CLASS

Typically, something that fits with the group's established mission

FIND THE DOLLAR VALUE:

FEE CLASS = Apply your agency's standard percentage rate that instructors would receive

FREE CLASS = Find a comparable fee class percentage to apply

WHAT CAN COMMUNITY GROUPS DO FOR YOUR AGENCY ?

(THAT THEY MIGHT NOT THINK OF ON THEIR OWN)

PROVIDE A SERVICE

Provide a Community Service that the agency desires to see in their community (Increase Safety)

Typically, this would be related to their mission

FIND THE DOLLAR VALUE: Agreed between parties, typically based on hours that service is provided for

WHAT CAN COMMUNITY GROUPS DO FOR YOUR AGENCY ?

(THAT THEY MIGHT NOT THINK OF ON THEIR OWN)

ADD AN AMENITY

Put in a new amenity (improvement) at the park or in a Community Center
Typically, this would be related to their mission

FIND THE DOLLAR VALUE: What it would have cost your agency to install the same amenity or improvement

WHAT CAN COMMUNITY GROUPS DO FOR YOUR AGENCY ? (SUMMARY)

- 1) Volunteer Hours
- 2) Program or Class
- 3) Provide a Service (Safety)
- 4) Add An Amenity

THE ESSENCE OF PARTNERING WITH COMMUNITY GROUPS

FIND AN EQUAL VALUE EXCHANGE

- 1) Determine Dollar-Value of what your **AGENCY IS OFFERING**
- 2) Determine the Dollar-Value of what the **GROUP IS OFFERING**
- 3) **Make the two things EQUAL (or at least close)**
- 4) **Find ways to ADD VALUE to the Exchange**

“ADD VALUE” TO THE EXCHANGE!

>>> WHY? <<<

Put To bring one side up (equal) to the other

These added things will make it richer for both parties.

**The more you can add to the exchange,
the better it is for both parties**

“ADD VALUE” TO THE EXCHANGE!

>>> HOW? <<<

YOUR AGENCY

- 1) Facility Rentals
- 2) Advertisement
- 3) Swim/Fitness Passes
- 4) Registration for Event/Prog

COMMUNITY GROUPS

- 1) Volunteer Hours
- 2) Program or Class
- 3) Provide a Service
- 4) Add an Amenity (Improvement)

MAKING THESE PARTNERSHIPS AN OFFICIAL “PARTNERSHIP AGREEMENT”

THE BASIC IDEA

In the end, this will be Approved by your elected governing officials (Council/Board)
Starts with request from Community Group for free (or low cost) services. **Most typically, the request is for facility usage. You can also create a written form for these requests.**

The process can also start with you, “the face of the agency,” and actually approaching the Community Group

MAKING THESE PARTNERSHIPS AN OFFICIAL “PARTNERSHIP AGREEMENT”

THE ADDED BENEFITS

Gives you a **Defensible Response** for when other groups come asking for free facilities

Point out that the groups getting free facilities do indeed have a Partnership Agreement

If your group doesn't want to go that route; Be satisfied paying established rental rates

This is a great way to sort out your community's groups, and give benefits to the really awesome ones

MAKING THESE PARTNERSHIPS AN OFFICIAL “PARTNERSHIP AGREEMENT”

OR
JUST
KEEP IT
SIMPLE

Sometimes, you can make an exchange that is beneficial, yet not an Official Partnership:

SITUATION #1 - - Sometimes, the agency can take on the event as their own, but then have the Community Group run the event.

SITUATION #2 - - Sometimes, the agency can stop doing a duplicate event, by letting the Community Group do the event at one of the agency’s facilities.

The agency resources can now go elsewhere.

MAKING THESE PARTNERSHIPS AN OFFICIAL “PARTNERSHIP AGREEMENT”

REMEMBER
THE GOAL OF
PARTNERSHIPS

Through **WIN-WIN PARTNERSHIPS**,
the following **Additional Resources**
are available, at no or low costs:

- **New Volunteers (or more hours)**
- **New Programs**
- **New Facilities (or Improved)**
- **New Services**
- **Increased Safety & Security**

LET'S LOOK AT SOME REAL-LIFE EXAMPLES

PUTTING IT INTO ACTION

Examples will show some obvious,
and some not-so-obvious, partners



LET'S LOOK AT SOME REAL-LIFE EXAMPLES

LOCAL SMALL TOWN CAR CLUB

GAINED: NEW PROGRAM



LET'S LOOK AT SOME REAL-LIFE EXAMPLES

TRUNK OR TREAT EVENT FROM LOCAL CHURCH

GAINED: STAFF TIME/EFFORT TO PUT ELSEWHERE



LET'S LOOK AT SOME REAL-LIFE EXAMPLES

DISC GOLF CLUB – ADDING 9 MORE HOLES

GAINED: IMPROVED FACILITY
INCREASED SAFETY
REDUCED VANDALISM



LET'S LOOK AT SOME REAL-LIFE EXAMPLES

OLD SCHOOL HOUSE – HISTORICAL SOCIETY

GAINED: NEW AMENITY

NEW VOLUNTEERS FOR DOCENT PROGRAM



LET'S LOOK AT SOME REAL-LIFE EXAMPLES

PIANO DONATION – “STRINGS” ATTACHED

GAINED: NEW AMENITY

NEW VOLUNTEERS TO PLAY OCCASIONALLY

NEW HEADACHE



LET'S LOOK AT SOME REAL-LIFE EXAMPLES

INTERFAITH ASSOCIATION – LIGHTS FOR ADS

GAINED: INCREASED SAFETY
REDUCED VANDALISM
PARK PATROLS



LET'S LOOK AT SOME REAL-LIFE EXAMPLES

LOCAL SMALL GROCERY STORE

GAINED: NEW EVENT
AT A UNIQUE LOCATION



LET'S LOOK AT SOME REAL-LIFE EXAMPLES

LOCAL PRISON

GAINED: IMPROVED AMENITIES
INCREASED \$\$\$ DONATIONS



LET'S LOOK AT SOME REAL-LIFE EXAMPLES

ART LEAGUE – MONTHLY MEETINGS

GAINED: NEW CLASS
NEW VOLUNTEERS



LET'S LOOK AT SOME REAL-LIFE EXAMPLES

PARK WATCH PROGRAM

GAINED: INCREASED SAFETY
MORE EYES ON THE PARK
STRONGER RELATIONSHIP WITH PD



PARTNERING WITH COMMUNITY GROUPS

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- 3) Analyze a dozen Real-Life examples, seeing the pros and cons, and be Energized to Engage your local Community Groups.



BONUS

BRANDING YOUR ORGANIZATION

-- Mark Honberger

DEVELOPING YOUR AGENCY'S BRAND

Why have a session on branding?

- ❖ Many agencies jump right into promoting their services, without first considering what their brand is (or core values are)



DEVELOPING YOUR AGENCY'S BRAND

Let's
JUMP
RIGHT
IN



Thought Exercise:

Pick one of the brands you like the most.

What comes to mind when thinking about that brand? What draws you to it?

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DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

WHAT
IS branding



DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

WHAT IS branding

- ❖ It sets you apart from your competitors
- ❖ Products/Services are concrete (tangible), whereas a Brand is abstract.
- ❖ Your Agency's Brand is conceptual

- - **Dr Charles Kenny (Right Brain People)**

"A brand is built upon the connection between the attributes of the Product/Service and the experience the consumer has buying and using the product."

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DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

WHAT IS branding

- ❖ It sets you apart from your competitors
- ❖ Products/Services are concrete (tangible), whereas a Brand is abstract.
- ❖ Your Agency's Brand is conceptual

- - **Dr Charles Kenny (Right Brain People)**

“It is based on the difference between the literal product/service and what people are actually buying in terms of emotional benefits.”

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DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

WHAT IS branding

Your Brand is what your customers say it is

- ❖ It cultivates what your customers can expect of you, and what they will experience when they utilize your services.
- ❖ It is who you are as an agency.
- ❖ *Let's look at an example*

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DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

WHAT
IS branding

Example #1: Business



What does the word “FedEx” mean?

What business are they in?

What business are they *really* in?

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DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

WHAT IS branding

Example #2 : Parks & Recreation Profession



What business are we in?

What business are we *really* in?

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DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

WHAT
IS branding

Example #2: Parks & Recreation Profession

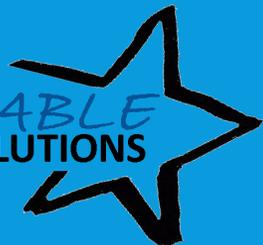


98% of Households visit a park at least once each year

50% of Households participate in a rec program at least once each year

“Parks” represents all that we do

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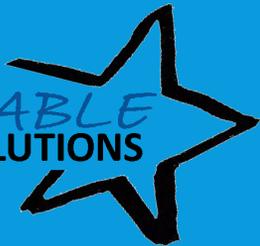
DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

WHAT IS branding

summary

- ❖ It is who you are as an agency
- ❖ It what sets you apart from your competitors *(or other similar agencies)*
 - ❖ Youth Sports Groups
 - ❖ Boys & Girls Clubs / YMCA / Scouts
 - ❖ Libraries / School Prog
 - ❖ Art Assoc / Disc Golf Clubs / Hist Soc
 - ❖ Chambers of Commerce
 - ❖ Fitness Centers / Commercial Entities
 - ❖ Church Programs



DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

WHAT
IS branding

summary

- ❖ It's your customer's experience with you
- ❖ You must be engaged in your agency brand -- daily
- ❖ It is what keeps customers coming back, generation after generation.
- ❖ It is the foundation of customer loyalty
- ❖ **YOU ARE WHO YOUR CUSTOMERS SAY THAT YOU ARE!**

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DEVELOPING YOUR AGENCY'S BRAND

HOW TO DETERMINE YOUR BRAND

- ❖ You need to know who your agency is!
- ❖ How do you go about finding this out?
- ❖ ASK QUESTIONS
 - ❖ First, we need to ask questions of OURSELVES (of our agency staff)
 - ❖ Second, we need to ask questions of our CUSTOMERS (*patrons/citizens*)
 - ❖ Third, we need to ask questions of our NON-CUSTOMERS (*"window shoppers"* compared to *"passers by"*)



DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

HOW
TO
DETERMINE
YOUR BRAND

THE PROCESS 01: INTERNAL STAFF

- ❖ Ask the following questions of your staff

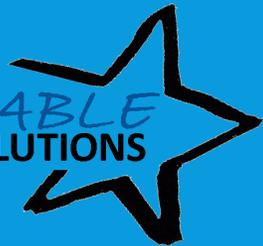
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DEVELOPING YOUR AGENCY'S BRAND

HOW TO DETERMINE YOUR BRAND

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QUESTIONS FOR YOUR AGENCY (“ourselves”)

- 1) What are your core principals and values?
- 2) What is your Mission / Vision statement?
- 3) What inspired the creation of your agency?
- 4) What inspired you to get into the Parks and Recreation Profession?
- 5) What makes you unique? In your community?
In your profession?
- 6) What do you want to “come to mind” when someone hears your agency name?
- 7) What do you want people to “feel” when they think of your agency?
- 8) How do you want your customers to “describe you” as an agency?

DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

HOW TO DETERMINE YOUR BRAND

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THE PROCESS 01: INTERNAL STAFF

- ❖ Have staff answer questions individually
- ❖ Have staff take all the time needed to provide elaborate answers
- ❖ Bounce these answers off each other, to arrive at a common answer that represents your agency as a whole
- ❖ **Be ready for end-result “Collaborative Answer” that is different than what you thought it would be**

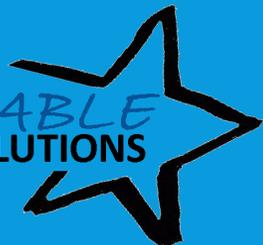


DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

HOW TO DETERMINE YOUR BRAND

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THE PROCESS 02: YOUR CUSTOMERS

- ❖ Find ways to ask these questions of your patrons (*people we know, who know us*)
 - ❖ Surveys at program or event
 - ❖ Surveys at registration
 - ❖ Strike up conversations (be present)
 - ❖ Focus Groups
 - ❖ Talk to Your “Ambassadors”
 - ❖ Visit local fraternal organizations
- ❖ **Always Be Ask Questions (ABAQ)**

DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

HOW TO DETERMINE YOUR BRAND

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QUESTIONS FOR YOUR CUSTOMERS

- ~~1) What are your core principals and values?~~
- ~~2) What is your Mission / Vision statement?~~
- ~~3) What inspired the creation of your agency?~~
- ~~4) What inspired you to get into the Parks and Recreation Profession?~~
- 5) What makes *us* unique? In our community?
- 6) What “comes to mind” when you hear our agency name?
- 7) What do you “feel” when they think of our agency?
- 8) How would you “describe” our agency?

DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

HOW
TO
DETERMINE
YOUR BRAND

THE PROCESS 03: YOUR NON-CUSTOMERS

❖ “Window Shoppers” / “Passers by”



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DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

HOW TO DETERMINE YOUR BRAND

THE PROCESS 03: YOUR NON-CUSTOMERS

- ❖ Learn who your competitors are (*even if you do not think of them as competitors*)
- ❖ Learn where your “*Future Customers*” are already engaged
 - ❖ Online Forums (for competitors)
 - ❖ Social Media Groups (for competitors)
 - ❖ Offline Activities (go to their location)
- ❖ Learn to Converse & Listen & Retain Info

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DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

HOW TO DETERMINE YOUR BRAND

WHY IS IT IMPORTANT TO TALK TO YOUR NON-CUSTOMERS?

- ❖ To pre-empt the competition
- ❖ To improve marketing communication
- ❖ To innovate for immediate results
- ❖ To cope with change
- ❖ **To always be on the top-of-the-mind,
the first alternative**

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DEVELOPING YOUR AGENCY'S BRAND

UNDERSTANDING BRANDING

HOW TO DETERMINE YOUR BRAND

WHAT TO DO WITH THE INFORMATION GAINED FROM NON-CUSTOMERS

- ❖ Modify your program offering as needed
- ❖ Modify your marketing strategy as needed
- ❖ Put your agency Brand in front of them
- ❖ **Remember to consider both
the ROI and the 80/20 Rule**

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PARTNERING WITH
COMMUNITY
GROUPS

BRANDING
YOUR
AGENCY

Mark Honberger, Director

REMARKABLE RECREATION SOLUTIONS

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remarkablerecreationsolutions.com



EXCELLENT FACILITY RENTAL MANAGEMENT



HOW DID IT GO WITH LAST WEEK'S ASSIGNMENT

REACH OUT TO YOUR MAINTENANCE CREW

Strive to improve the
lines of communication.

Show interest in their work.

Report back on the
results of your efforts.

PARTNERING WITH COMMUNITY GROUPS



ASSIGNMENT FOR WEEK 6

Make a list Potential Partners that would fit with your organization.

Be specific. List Names of Groups specific to your Community

Schedule a visit to those Groups

BOOT CAMP ATTENDEE PAGE

- Sent the Link via email
- <https://remarkablerecreationsolutions.com/bcxca0321>

Here you will find:

- Copy of the PowerPoint
- Other vital info from that week's Boot Camp class

The screenshot shows a webpage for the "RECREATION PROFESSIONAL BOOT CAMP 2024-03-21 [BCXCA0321]". The main heading is "BOOT CAMP ATTENDEE PAGE". Below this, there is a section for "WEEK ONE" with the sub-heading "GET REC'D: GETTING RECREATION TO YOUR COMMUNITY". A "Week 1 Power Point" is available for download, with a button labeled "Get the Power Point Presentation". Below the main content, there are three columns of text: "ACTION STEPS: You must know...", "AFFIRM: Know your WHY...", "APPRECIATE: Know your HISTO...", "ASSESS: Know Your COM...", "ALIGN: Know Your SERV...", "ANNOUNCE: Know Your MESS...", "GETTING RECREATION TO YOUR COMMUNITY", "DECLARATION: KNOW YOUR WHY... FOR GROWTH IN MY COM... KNOW YOUR HISTORY... A PART OF SOMETHING BIG... KNOW YOUR COMMUNITY... CONNECTED TO MY COMMUN...", "FINDING YOUR CORE SERV... #1: Put all services 'throug... The Evaluative Criteria: Does the program support Mission & Target Market? Does the community seek this type of program? Does our agency have the provide the program? Does the program fill a gap community services? (After...". At the bottom, there are three buttons: "Get Rec'd Action Steps", "Declarations (Homework)", and "Evaluative Criteria".

SEE YOU NEXT WEEK!

WEEK #7 = MAY 2, 2024

THU 1PM EST

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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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#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 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

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 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 FACILITY RENTAL MANAGEMENT

WEEK 8



It is vital that Recreation Professionals invest 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 7

SEE YOU NEXT WEEK!

WEEK #7 = 5/2 THU, 1PM EST
TRACKING PERFORMANCE MEASURES
& BUILDING BUDGET PROJECTIONS

