

# Mark Honberger

2065 KC Ranch Road • Show Low, AZ 85901 • (928) 278-8035  
remarkablerecreationsolutions.com

## Objective

*Seeking to create a Thriving Community through my leadership in developing people, parks, and programs; by applying my strengths in budgeting, marketing, collaboration, team building, programming, and facility management. It is my desire to develop and lead a highly effective team.*

## Experience

### Public Speaker / Staff Trainer

Team Building, Conference Education Sessions, M/C, Keynote Address April 2017 to Current

### Director / Consultant

Remarkable Recreation Solutions, Show Low, AZ April 2017 to Current

### General Manager [Special District Recreation]

Coalinga-Huron Recreation and Park District, Coalinga, CA March 2012 to August 2016

### Recreation Services Supervisor [Municipal Recreation]

Parks and Community Services Department, Tracy, CA April 2001 to February 2012

### Operations Manager [Commercial Recreation]

California Family Fitness, Sacramento, CA March 2000 to April 2001

### Operations Analyst

The Money Store, Sacramento, CA September 1997 to May 2000

### Teen Program Coordinator [Faith-Based Recreation]

East Valley Church, Orangevale, CA August 1995 to August 1997

### Volunteer Coordinator / Tournaments Director [Non-Profit Recreation]

Yolo County Special Olympics, Woodland, CA September 1992 to August 1995

## Education

### B.S. Recreation Administration

California State University at Sacramento (CSUS) Summer 2000

## Professional Development

### Certifications

CPO ~ Certified Pool Operator

CYSA ~ Certified Youth Sports Administrator

### Professional Leadership

CPRS District 5 ~ Board Member, President

CPRS District 7 ~ Board Member

CPRS Supervisor Section ~ Board Member, President

CPRS Legislative Committee ~ Member

Yolo County Special Olympics ~ Board Member

### Memberships

NRPA ~ National Recreation and Park Association

AAHPERD ~ American Alliance for Health, Physical Education, Recreation and Dance

PPOA ~ Public Pool Operators Association

LERN ~ Learning Resource Network

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## Areas of Effectiveness & Selected Achievements

### People Development

- 27 Years Supervisory Experience – Full Time Staff, Hourly Staff, Contracted Staff, and Volunteers
- 25 Years Administrative Experience – Overseeing agency of 12 Full-Time Employees, and 90+ Part-Time Staff
- Created, and Instituted annually, an agency-wide training event that brought all part-time staff together for skill development, team building, and to learn how they “create community” through their specific program areas
- Created and instituted a training series, called “Timely Topics,” for Recreation Professionals in CPRS District 5
- Assumed leadership of an agency that had extremely low morale; then, within less than a year, I was able to establish a thriving environment where staff is energized, efficient, quick to respond to problems, fully skilled, and able to communicate effectively with each other and the community

### Park & Facility Development

- 25 Years Managing Multi-use Recreational Facilities.
- Managed 30,000 square foot private Fitness Facility that handled 2,000 members per day.
- Designed Interior of 12,000 sq ft Municipal Recreation Facility, and Managed program with 5,000 annual registrants
- Led a multi-agency effort to establish Community Facilities as “Cooling-Off Centers” during extreme temperatures
- Managed facility rental program for meeting rooms, park picnic areas, sport fields, tournaments, and street festivals
- Administered 6 State Grants (CA) for Park Development, and Replacement of aging playgrounds & facilities
- Established an annual Park Maintenance plan for strategic Turf Management Procedures

### Program Development

- 30 years Recreation Programming Experience – Enrichment Classes; Contract Instructors; Aquatics; Athletics; After School Programs; Preschool Programs; Gymnastics; Teen Programs; Special Needs Programs; and Special Events
- Created agency-wide initiative called “Healthy Habits” which sets the goal for all programs to encourage and assist participants in developing healthy habits through nutrition, physical activity, and connecting with neighbors
- Implemented a Farmers Market, as a recreational event, meeting demand where there was a gap in services
- Technologically Savvy: Recreation Software, Word, Excel, Access, PowerPoint, Databases, and Graphic Design

### Fund & Resource Development

- 25 years Municipal Budgeting Experience – Currently overseeing \$2.3 million in annual expenditures. At Tracy, administered \$1.3 million in annual expenditures, and \$950k in annual revenue, for a total cost recovery of 73%
- Negotiated long-term Service-Contracts to increase resources while reducing costs through “economies of scale”
- Conducts periodic Market Value Analysis of Recreation Fees; seeking situations to increase revenue without stifling participation; keeping in mind “political realities” that may require some services to be offered below market value
- Collaborated with community groups to increase access to resources, funds, facilities, services, and volunteers

### Community Needs Assessment

- Coordinated all phases of Agency’s Park and Recreation Master Plan effort, including all Community Outreach
- Conducted a mini Needs Assessment of the community’s Special Needs Population, at Council Member’s request
- Worked closely with neighborhood groups to address their needs through Community Input Forums (Focus Groups)
- Guided Elected Board of Directors, and Appointed Parks Commissioners, through the establishment of policies

### Marketing & Communication Strategies

- Developed Marketing Guidelines to promote agency-wide “Branding” by creating a consistent “look” for all published materials, activity guides, uniforms, and facilities, thus increasing community recognition and participation
- Established the concept of “Perpetual Marketing” in which facilities must visually and audibly promote all programs so that an initial participation “perpetuates” a second, and increases the agency’s “relationship” with its customers
- Developed “Key Indicator” reports that graphically demonstrates to community leaders – such as City Council, Parks Commission, Community/Neighborhood Groups – the value of agency programs as an “essential service”