

RECREATION PROFESSIONAL BOOT CAMP

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ESSENTIAL TRAINING FOR NEW
YOUNG RECREATION PROFESSIONALS

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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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#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

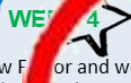
WEEK 3



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 creating 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 for our Agency's Budget. After that, we will use the *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 8

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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REVENUE GENERATION IN PARKS & RECREATION

-- Mark Honberger

REVENUE GENERATION IN PARKS AND RECREATION

REASON FOR THIS SESSION

It is important for 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 the recreation programs

WHY IT IS VITAL FOR AGENCIES TO PURSUE REVENUE GENERATION?

BENEFITS OF INCREASED REVENUE

- **Increasing Cost Recovery**
- **Providing Additional Resources (\$\$\$) to use on other recreation programs**

Both of which help us to:

BETTER MEET OUR AGENCY'S MISSION !

HOW TO BE ENTREPRENEURIAL

HAVE A MARKETING MINDSET

Agency info must get
in front of your citizen's eyes

Seek ways to encourage
additional registrations

Incentivize the purchase
by adding value

Be creative

HOW TO BE ENTREPRENEURIAL

BE
OPEN
MINDED

Don't have an attitude that says:
"it will never work"

Yes, not all ideas are
for every agency...

...but do not be so quick to dismiss
ideas that, with a little creativity &
effort, could pay off big time

HOW TO BE ENTREPRENEURIAL

BRING BUSINESS MINDSET TO MUNICIPAL RECREATION

Colleges with Recreation Degrees, often have this as a concentration
Fitness Centers, Travel Agencies, Wilderness Guides, etc

How to bring this focus into a municipal recreation agency?

REVENUE GENERATION IN PARKS AND RECREATION



TODAY'S OBJECTIVE:

Analyze dozens of creative and exciting **revenue generating ideas** (*& determine which ones to start doing next week*)



LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

REVENUE CATEGORIES

- A) Tax Related Revenue
- B) Facility Related Revenue
- C) Recreation Program Revenue
- D) Advertising & Sponsorship Revenue
- E) Value Added Revenue
- F) Concession & Leasing Revenue
- G) Donation Revenue





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

TAX RELATED REVENUE

Property Tax Revenue
(Cities/Counties/Districts)

Park Impact Fees

Landscape Lighting District

Community Facility District





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

TAX RELATED REVENUE

Bond Measure for Recreation

Rec vs School District

Cities vs Special District





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

FACILITY RELATED REVENUE

FACILITY RENTALS (The Obvious)

Buildings, Rooms
Sports Fields, Picnic Areas

REASSES FEE STRUCTURE

Compare Market Value
Make Fees Defensible





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

FACILITY RELATED REVENUE

OTHER TYPES OF FACILITY RENTALS (The Not So Obvious)

Parking Lots

Streets

Sport Courts

Banners across Streets





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

FACILITY RELATED REVENUE

EQUIPMENT RENTALS

SPORTS GEAR - - Basketballs, Tennis Racquets (Be Creative)

THE "PICNIC PACKAGE" - - Volleyball Net, Ball, Rope Lines, Horseshoes





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

FACILITY
RELATED
REVENUE

JUMP HOUSE COMPANY REGISTRY

Abide by certain rules,
or not allowed in park

Pay small registration fee,
Sign the Agreement, & are
Put on list of “usable” vendors





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

FACILITY RELATED REVENUE

BIRTHDAY PARTY RENTALS

Not just in a building =
“Create that space”

At Older Pools
(where this doesn't already exist)

At any unique park or
trail area or theme area





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

FACILITY RELATED REVENUE

"BE THE PARTY" SERVICE

BIRTHDAY PACKAGE

Includes: Staff, Decorations, Theme, Cake, Activities, Etc.

Offered at an Agency-Owned facility/park





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

FACILITY
RELATED
REVENUE

"BE THE PARTY" SERVICE

MOVIES AT YOUR PLACE

We owned the screen,
projector, and equipment

Their place had to be
scouted ahead of time





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

FACILITY
RELATED
REVENUE

"BE THE PARTY" SERVICE

HOW PRICING WORKS

Cost Covers: staff, usage of equip (setup by staff), supplies, plus a Healthy Markup (perhaps 100% or more over costs)





LET'S CHECK OUT SOME
REVENUE GENERATING IDEAS

RECREATION PROGRAM REVENUE

PARTICIPANT REGISTRATIONS

More Participants = More Revenue

**FIND OPPORTUNITIES
FOR REVENUE WITHIN
RECREATION PROGRAMS**





LET'S CHECK OUT SOME
REVENUE GENERATING IDEAS

RECREATION PROGRAM REVENUE

CONTRACT INSTRUCTOR CLASSES

Market Value of Fees

Often not set correctly

Look at Instructor %

Set at 60% (up to 70%)





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

RECREATION PROGRAM REVENUE

AQUATIC PROGRAMMING

Often there is a mis-alignment,
between rec swim hours &
swim lessons

Especially if swim lessons
are in high demand





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

RECREATION PROGRAM REVENUE

SPECIAL EVENT SHIRTS

Program Sponsors get their name on the shirts

Higher Dollars = bigger logo, placed at top

**Fun Runs, Youth Sports,
Athletics, Spec Events**





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

RECREATION PROGRAM REVENUE

MOVIES IN THE PARK

Pre & Post movie slides
on screen (repeated)

Fee for Event Sponsors to get their
name/logo/message placed
on screen in front of
a large audience





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

RECREATION PROGRAM REVENUE

IN-EVENT ANNOUNCEMENTS

Announcements made
during event (Intervals)

Event Sponsors get their
name/message called out
to large audience





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

RECREATION PROGRAM REVENUE

FOOD BOOTHS AT EVENTS

Charge for commercial entities
to be at event

We removed the headache
of concessions

Participants received hot food.
We received revenue





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

RECREATION PROGRAM REVENUE

PARTNERING WITH COMMUNITY GROUPS TO FREE UP RESOURCES

Example: Halloween Event

We saved resources & staff to put
elsewhere, received rental revenue





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

ADVERTISING SPONSORSHIP REVENUE

ACTIVITY GUIDE ADVERTISING

Determine cost of
producing the guide

Determine fee for ads

Back - - Full Page

Inside: ¼, ½, Full Page

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LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

ADVERTISING SPONSORSHIP REVENUE

NAMING OPPORTUNITIES

These can be very controversial

Recreational Buildings

Individual Rooms INSIDE
the Community/Recreation Center

Tennis Courts





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

ADVERTISING SPONSORSHIP REVENUE

ONLINE OPPORTUNITIES

Website

Home Page vs Interior Pages

Social Media

**Can include these in a
sponsorship package**





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

ADVERTISING
SPONSORSHIP
REVENUE

FOLLOW THE INFO SEEKERS

On Registration Software

Front Page / Receipts

TV Screens, Monitors

On walls, Counters

In lobbies, Registration Desks

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LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

ADVERTISING SPONSORSHIP REVENUE

FOLLOW THE INFO SEEKERS

Bulletin Boards

Digital Info Sign at street

Directional Signs inside of the
Community Center

Park Sign (on, next to)





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

ADVERTISING SPONSORSHIP REVENUE

AGENCY VEHICLE WRAPS

Wraps are done to
promote the agency

Could be a spot in the
design for a sponsor

Perhaps back bumper





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

ADVERTISING SPONSORSHIP REVENUE

SELLING SPONSORSHIPS

Determine how many eyes
will be on the Ad

Put info into a nice-looking brochure

Pursue "customers" - -

Non-Profits, Businesses,
Individuals, Etc.





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

ISSUES TO CONSIDER

Getting Buy-In from
the elected officials

Takes staff time to put
the items together

Managing the Process

Once an entity agrees
to the sponsorship

ADVERTISING
SPONSORSHIP
REVENUE





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

VALUE
ADDED
REVENUE

PUNCH CARDS / SEASON PASSES

They get more, for less \$\$

On a per-event basis

\$4/Entry, \$100/pass

**Agency Benefit = Patron pays more
for pass, but may not use it as much**





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

VALUE
ADDED
REVENUE

MEMBERSHIPS

Similar to Passes, but
typically an annual thing

Fitness Center model

**Agency Benefit = Patron feels
Like they're saving \$, but may
not use it much**





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

VALUE
ADDED
REVENUE

GIFT CARDS

Purchased as a gift for others =
"Give the gift of recreation"

Promote heavily

**Agency Benefit =
additional registrations**





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

VALUE
ADDED
REVENUE

LOYALTY PROGRAMS

For Products

Buy 10 get one free

For Classes

Buy a \$\$, get \$10 off

Agency Benefit =
happy patrons, additional reg





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

VALUE
ADDED
REVENUE

FIND CREATIVE WAYS TO ADD VALUE

Patrons get more than
they expect = happier

Agency gets additional
registrations & revenue

Example = Pool vs Fit Ctr

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LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

CONCESSION & LEASING REVENUE

CONCESSIONS (NON-FOOD) IN THE REGISTRATION OFFICE

Sold by Agency Staff

Discs for Disc Golf Course

For office near course

Tennis Balls

For office near courts

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LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

CONCESSION & LEASING REVENUE

CONCESSIONAIRE (FOOD ITEMS) AT AGENCY FACILITY

Commercial Entity

Pays flat rate, plus a
% of monthly sales

Non-Profit Entity

Pays % of sales





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

CONCESSION & LEASING REVENUE

LEASE OUT AN AGENCY OWNED FACILITY/BUILDING

Unused or Low-Used

Receive revenue, on year lease
(or longer), for an agency-owned
building that is sitting
there **underutilized**





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

CONCESSION & LEASING REVENUE

LEASE OUT A ROOM (SPACE) INSIDE OF AN AGENCY FACILITY

Example: Senior Center leased small separate office (facing the lobby) to a small travel agency





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

DONATION REVENUE

FROM UNUSUAL SOURCES

Look for unique opportunities:

Example: Prison Wood Shop

Example: Prison Inmate's Fundraiser





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

DONATION REVENUE

MEMORIAL PURCHASES

People often want an “in memory of” plaques for loved ones who passed

Fee covers maintenance cost
(& replacement)

Typically: Benches/Trees





LET'S CHECK OUT SOME REVENUE GENERATING IDEAS

DONATION REVENUE

IN-KIND DONATIONS

Partnering with Community Groups
Seek an “Equal-Value Exchange”

**Doesn't gain revenue, but does gain
additional resources your agency**





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REVENUE GENERATION IN PARKS & RECREATION

-- Mark Honberger

Mark Honberger marknrec@gmail.com

928-278-8035 remarkablerecreationsolutions.com

Tracking Performance Measures & Building Budget Projections



HOW DID IT GO WITH LAST WEEK'S ASSIGNMENT

Take one single program through the "Recreation Program Worksheet"

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 titled "RECREATION PROFESSIONAL BOOT CAMP 2024-03-21 [BCXCA0321] BOOT CAMP ATTENDEE PAGE". The main heading is "WEEK ONE" with the sub-heading "GET REC'D: GETTING RECREATION TO YOUR COMMUNITY". Below this is a "Week 1 Power Point" section with a "Get the Power Point Presentation" button. The page also features a "RECREATION PROFESSIONAL BOOT CAMP WEEK 1" graphic and a table of contents at the bottom with three columns: "ACTION STEPS", "DECLARATION", and "EVALUATIVE CRITERIA".

ACTION STEPS	DECLARATION	EVALUATIVE CRITERIA
AFFIRM: Know your WHY APPRECIATE: Know your HISTORY ASSESS: Know Your COMMUNITY ALIGN: Know Your SERVICES ANNOUNCE: Know Your MESSAGE	KNOW YOUR WHY DECLARATION FOR GROWTH IN MY COMMUNITY KNOW YOUR HISTORY A PART OF SOMETHING BIGGER KNOW YOUR COMMUNITY CONNECTED TO MY COMMUNITY KNOW YOUR SERVICES MEETING THE NEEDS OF MY COMMUNITY KNOW YOUR MESSAGE HOW REACHING MY COMMUNITY	#1: Put all services "through the Evaluative Criteria" The Evaluative Criteria ❖ Does the program support Mission & Target Market? ❖ Does the community seek this type of program? ❖ Does our agency have the resources to provide the program? ❖ Does the program fill a gap in community services? (After
Get Rec'd Action Steps	Declarations (Homework)	Evaluative Criteria

CONGRATULATIONS

On Completing the

RECREATION
PROFESSIONAL
BOOT CAMP

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YOU 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

ACTION STEPS:

You must know Your...

To Determine Your...

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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

GETTING RECREATION TO OUR COMMUNITIES

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MAKING OUR MISSION MATTER = THE FIVE ACTION STEPS

YOU MAKE LIVES BETTER



YOU MAKE LIVES BETTER

Reckless

SHANE
MIZE

JAY
TRYON

TOM
VENNIRO



**Parks
Make
Life
Better!**

GO BE AWESOME!

CONGRATULATIONS

On Completing the

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PROFESSIONAL
BOOT CAMP

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