

REMARKABLE TIP SHEETS



SOLUTIONS FOR GOVERNMENT AGENCIES & SPECIAL DISTRICTS

These **REMARKABLE MUNICIPAL SOLUTIONS** are designed specifically for Government Agencies, Municipalities, & Special Districts so they can be amazing at creating Thriving Communities.

This topic makes for great Staff Trainings and as an Educational Session at your annual Conference. Plus, we can assist you with: *Graphic Design, Staff Mentoring, Interim Leadership, Agency Check-Ups, Board Training & Strategic Planning.*¹

RECREATION PROFESSIONAL

PARTNER WITH LOCAL GROUPS

STOP GIVING AWAY FREE FACILITY-USE

Yes, most Groups think they are entitled to use our Facilities for free. However, when we establish the “Best-Practice” Standard of “Equal Value Exchange”, we can gain the benefits that come with Partnering.

The Goal of Partnering = Helping Local Community Groups, while adding: New Programs, New Facilities, New Volunteers, & Increased Community Safety.

An “Equal-Value” Partnership with one group, gives us a defensible response for when another group comes asking for free facilities. The answer is “No”, “But if you want to partner with us, we can start that process.” This weeds out those un-serious inquiries.

¹ Let us handle it. We can help you Thrive!

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REMARKABLE
RECREATION SOLUTIONS



KNOW YOUR POTENTIAL PARTNERS (RECOGNIZING THE POSSIBILITIES)

SOLUTION 1



By understanding the Goal of Partnering (*See Lower Left*), we begin to see a wide range of Potential Partners. This list of *Community Groups* is much bigger than we first realized:

YOUTH SPORTS ORG's -- Little League, Babe Ruth, Pop Warner Football, AYSO, Cheer Leading Groups, Etc.

YOUTH ACTIVITY ORG's -- Scouts, Science Clubs, School Clubs, Youth Commissions, YMCA, Boys & Girls Clubs, Etc.

ADULT FRATERNAL ORG's -- Elks Lodge, Moose Lodge, Knights of Columbus, Kiwanis, Odd Fellows, Rotary Club, Etc.

ADULT ACTIVITY ORG's -- Art Associations, Dog Park Groups, Disc Golf Groups, Historical Societies, Car Clubs, Toast Masters, M.O.P.S. (Mothers Of Preschoolers). Etc.

BUSINESS CLUBS -- Chamber of Commerce Org's, Business Networking International (BNI), Etc.

CHURCHES -- Church Groups, Church Special Events, Youth Groups, Food Pantry Efforts, Etc.

COMMERCIAL ENTITIES -- Grocery Stores, Fitness Centers, Doctors Offices, Health Food Stores, Etc.

OTHER MUNICIPAL ORG's -- Libraries, Schools (Elementary, Middle, High), Prisons, Police Activity Leagues, Neighborhood Watch Groups (Sheriff's Association), Park Watch Groups, Etc.

ENGAGE POTENTIAL PARTNERS (STRIVING FOR “YES”)

SOLUTION 2



We need to be engaging with our local Community Groups. These tips will help you build relationships with local groups.

TAKES EFFORT -- The Partnering Effort pays dividends 10-Fold. A house is not built in a day. We are playing for the long haul.

BE THE FACE -- *YOU* represent your agency. Your Attitude & Integrity will tell them if they can work with your agency.

BUILD A POSITIVE RELATIONSHIP -- Address any concerns (*Listen to Learn*). Have a “Let's Work Together” attitude.

VISIT THEM REGULARLY -- Get invited (or invite yourself) to meetings to share new happenings. Communicate Regularly.

SET VISION OF WHAT COULD BE -- Share the Positives. Share the *Win-Win* Possibilities. Put it in a story.

OVERCOME HURDLES -- Peel the Onion. Sometimes they 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.

NEGOTIATING TIPS -- Know your “Must-Haves”.

FOLLOW THESE PARTNERSHIP STEPS (FINDING “EQUAL VALUE”)

SOLUTION 3



An “Equal-Value” Exchange involves a similar “Dollar Value” on both sides of the Partnership. To do this, we must determine, and agree upon, the “Perceived Dollar Value” for each item. This does not mean (*necessarily*) that any actual money is exchanged.

(1) Determine Dollar-Value of **AGENCY OFFERING**. (*See #4*)

(2) Determine Dollar-Value of **GROUP OFFERING**. (*See #5*)

(3) Make the two things **EQUAL VALUE**. (*or at least close*).

(4) Find ways to **ADD VALUE** to Exchange. (*both sides equally*)

DETERMINE AGENCY OFFERING (CREDITING THE ACCOUNT)

SOLUTION 4



We know they really want facilities, but there are other options.

FACILITIES -- For their Single Event, or Monthly Board Meetings. Determine Dollar Value = Established Rental Rates.

ADVERTISEMENT -- In Activity Guide, Etc. (*See Revenue Tip Sheet*). Determine Dollar Value = Established Advertising Rates.

SEASON PASSES -- Swim Passes, Fitness Memberships, Etc. Determine Dollar Value = Established Fee: Pass or Membership.

EVENT TICKETS -- To Agency Special Event, or Other Programs. Determine Dollar Value = Established Fee: Event or Program.

DETERMINE GROUP OFFERING (DEBITING THE ACCOUNT)

SOLUTION 5



These are possibilities that the Group might not think of.

VOLUNTEER HOURS -- At Existing Facility/Program needing help. Determine Dollar Value = Choose appropriate \$\$/hr, Track Hours.

ADD A REC CLASS -- I.e.: Art Group did an Art Class. Determine Dollar Value = Standard Instructor Percentage.

PROVIDE A SERVICE -- I.e.: Park Patrols, Take Over Event. Determine Dollar Value = Agreed Upon between both parties.

ADD AN AMENITY -- I.e.: Lights on old Parking lot, Disc Golf. Determine Dollar Value = Project Cost (*As If Agency installed it*).

GET THE FULL SESSION¹ (DIGGING INTO PARTNERSHIPS)

SOLUTION 6



These Partnering Ideas are just a glimpse of what we dig into during the Full Session, where we explore dozens of real-life partnership examples, covering the pros/cons. Learn how to put partnerships into action by getting the Full Session: (1) Bring session to your conference, (2) Attend the On-Demand Webinar: <https://remarkablewebinars.thinkific.com/courses/partnering>

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