



Welcome to the 2017 FRPA
Conference!

Learning Objectives

- Understand challenges that communities face with at-risk youth and what your role maybe in the community.
- Discuss and understand how a shared strategy can enhance long-term success and community impact.
- Identify curriculum which will contribute to actively supporting a sustainable teen program.
- Learn the value of integrating social media with other marketing strategies.





Parks & Recreation
CITY OF TAMPA

Curbing Teen Violence

Tampa's

STAY & PLAY

Program

Jason Mackenzie

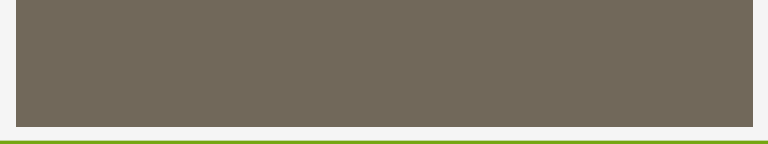
Projects and Services Coordinator

Gary Williams

Site Supervisor II



Parks & Recreation
CITY OF TAMPA



Quick Facts

- FOCUS IS ON TEENS, AGES 13 – 19 YEARS OLD
- 9 COMMUNITY CENTERS
- 5 POOLS
- **OPEN 6PM TO 12PM, SEVEN DAYS A WEEK**
 - *Extended Hours during school year and on holiday breaks*
- OPERATING BUDGET OF \$150,000
 - FOOD, LIFEGUARDS, RECREATION LEADERS
- TO DATE, WE'VE HAD **68,000** VISITS IN THE PROGRAM (2015-2017)
- AWARDS:
 - **NATIONAL RECREATION AND PARKS ASSOCIATION**, EXCELLENCE IN INNOVATIVE PROGRAMMING 2016
 - **LETTER OF CONGRESSIONAL RECORD**
 - 114TH CONGRESS, HOUSE OF REPRESENTATIVES

IMPORTANT THINGS TO COVER

- CHALLENGES
- SHARED STRATEGIES
 - EXTERNAL AND INTERNAL PARTNERSHIPS
- MARKETING
- QUESTIONS AND ANSWERS

CHALLENGES



STAY & PLAY
**EXTENDED HOURS COMING
TO SELECT PARKS & POOLS**
PLUS: FREE REC CARDS FOR AGES 13-19

LIGHTED • SAFE • FUN • FREE
With Tampa REC Card

Parks & Recreation
CITY OF TAMPA





















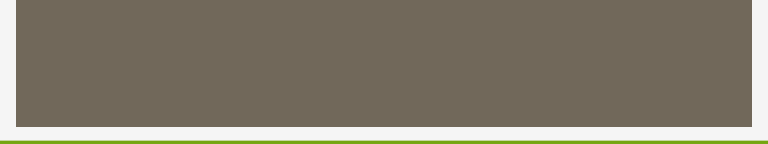










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- ❑ STAFFING
 - ❑ BUDGET
 - ❑ ACTUALLY PROVIDING A SAFE
ENVIRONMENT
 - ❑ PROGRAMMING
 - ❑ FACILITIES MANAGEMENT

STAFFING



- TRAINING
- STAFFING COVERAGE
- YOUTH STAFF
- RECRUITMENT
- EXTRA LIFEGUARDS
- LOGISTICS
- POLICE
- SECURITY
- SUPERVISORS WORKING 80+ HOURS



BUDGET

- YEAR ONE
 - STAFFING
 - OVERTIME PAY
- INCREASE IN YEAR TWO
 - YOUTH STAFFING
- AQUATICS
MAINTENANCE
- FLEET
- FACILITIES/CUSTODIAL
- HOT MEALS
- SUPPLIES

FLEET – TRANSPORTING THE TEENS HOME EVERY NIGHT.





PROGRAMMING

- Special Activities
- Field Trips
- Guest Speakers
- Swimming
- Athletic Sports Leagues
- Sports clinics
- Fashion shows
- Dance class
- Tutors
- Fitness
- Education
- Production
 - Music
 - Television

FACILITIES MANAGEMENT





CUSTODIAL EFFORTS

- HOW DO YOU CLEAN A BUILDING THAT'S OPEN 17 HOURS A DAY?
- FACILITY REPAIRS
 - *RESPONSIBILITIES*
- CONTRACTED SERVICES



SHARED STRATEGIES









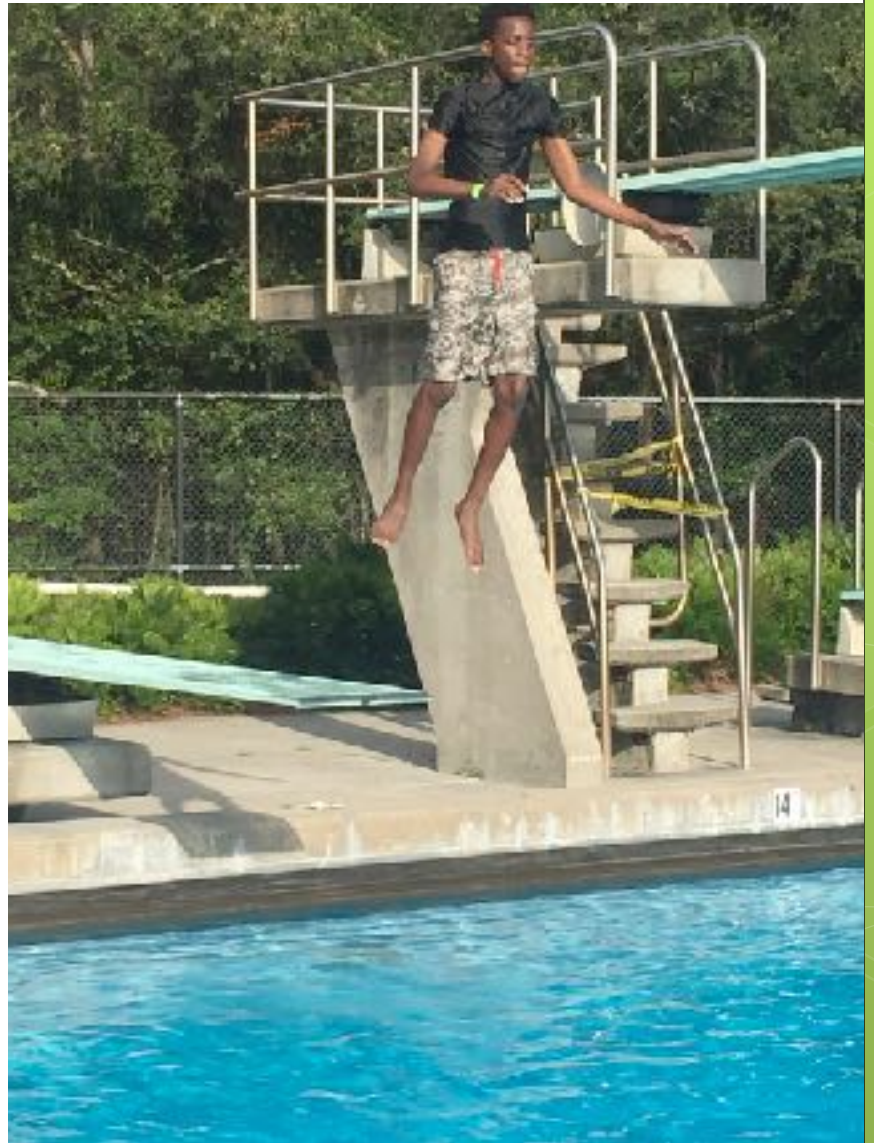






















“It takes a village to raise a child”
- African proverb



External Partnerships

- DERRICK BROOKS CHARITIES
- UNITED SKATES OF AMERICA
- FOOD VENDOR
 - WESTSHORE PIZZA, CASPERS COMPANY, ETC..
- WELLS FARGO
- SKILLS CENTER
- SAFE AND SOUND
- HILLSBOROUGH COUNTY CLERKS OFFICE
- LET'S MAKE IT OFFICIAL – STATE FARM
- CHAMPIONS OF CHARACTER – UNITED WAY
- ATHLETES FOR CHARITY
- F E LYKES FOUNDATION
- PUBLIC UNIVERSITIES

Communities Coming together for the benefit of our Youth



Giving Back



Providing a “Hot Meal”



Providing Training and Job Opportunities



**LET'S MAKE IT
OFFICIAL**


COSTS \$475
TO TRAIN & EQUIP
EACH STUDENT


**CAPACITY OF
20 STUDENTS**
PER SESSION


**LMO REFEREES
PAID \$15 TO \$25**
PER GAME



Development Training

- MONEY MATTERS 101
 - FINANCIAL PLANNING
- TRAIN UP PROGRAM
 - POSITIVE SOCIAL SKILLS THROUGH SPORTS
- LEADERS IN TRAINING (LIT) PROGRAM

**WELLS
FARGO**





ART PROGRAMS



**NORMA GENE LYKES AND THE
F E LYKES FOUNDATION** DONATED
\$30,000 TO PROVIDE ART PROGRAMS
IN UNDER SERVED AREAS OF TAMPA.



Motown the Musical

For many of our teens,
this was their first time
seeing a Broadway show.





Internal Partnerships

- TAMPA POLICE DEPARTMENT
- TAMPA FIRE RESCUE
- NEIGHBORHOOD EMPOWERMENT DIVISION
- PUBLIC AFFAIRS DIVISION
- TAMPA CITY COUNCIL
- LOGISTICS AND ASSETS MANAGEMENT
- TECHNOLOGY & INNOVATION



Security and improved Relations: Tampa Police Department

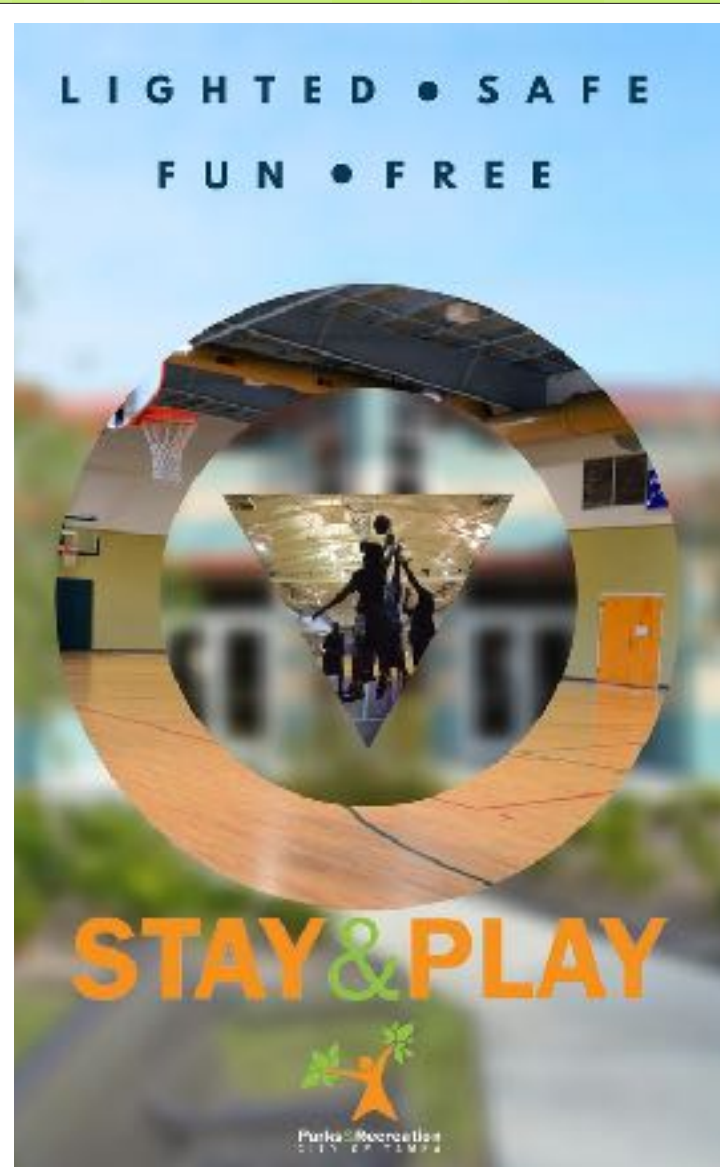
- NIGHTLY SECURITY AT COMMUNITY CENTERS
- INTERACTION WITH TEENS
- **PUTTING A FACE TO THE EACH BADGE**
- HUMANIZING THE TERM POLICE FORCE.



Education and Safety:

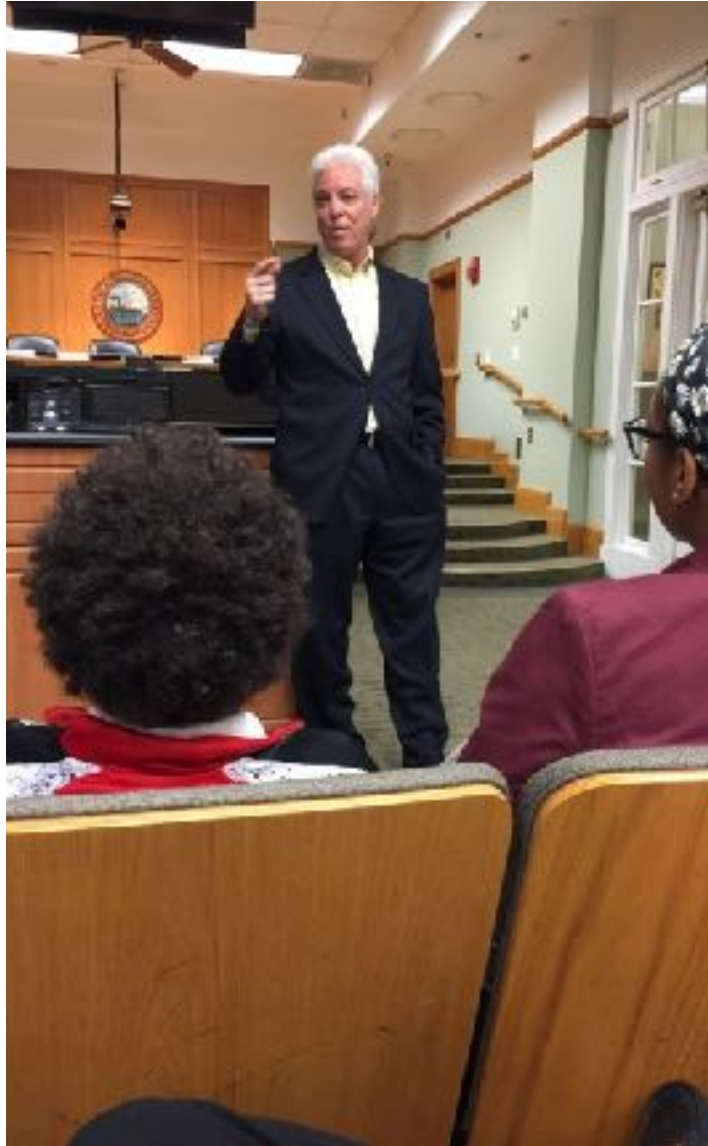
Tampa Fire Rescue

- EDUCATING TEENS ON A CAREER IN FIRE RESCUE
- PROVIDED FREE CPR SEMINARS
- PROVIDED ONSITE SAFETY TIPS
- **PUTTING A FACE TO THE BADGE**



PUBLIC AFFAIRS AND CTTV

- SOCIAL MEDIA
- MARKETING CAMPAIGN
- HIGH QUALITY VIDEO AND PHOTOGRAPHY
- MEDIA RELATIONS AND PRESS RELEASES



Tampa City Council

- CITY COUNCIL
 - GOVERNMENT 101

Neighborhood Empowerment Division

- MOCK TRAIL
 - HILLSBOROUGH COUNTY CLERKS OFFICE
 - SAFE AND SOUND PROGRAM
- GUEST SPEAKERS

Logistics and Assets Management Division



15 PASSENGER VANS
(8)

- 5 PASSENGER TRANSIT VANS

FORD RANGERS
(SECURITY)

- FORD TRANSITS (CUSTODIAL)

F150 (PARKS
IMPROVEMENTS)

- POLICE CRUISERS

Technology & Innovation



- COMPUTER LABS

- iPhones

- T&I

- SECURITY CAMERAS

- LAPTOPS

SNAP YOUR SUMMER!



Having a blast in our parks this summer?
Wondering what could make it even better?
SHARING IT WITH YOUR FRIENDS!

Take a pic with Snapchat and share it with your friends
to invite them to **STAY&PLAY** at your local rec center.

THURSDAY IS SNAP DAY!

Be on the lookout for a special Snapchat filter
every Thursday during **STAY&PLAY!**



Follow along with City of Tampa to see if you
make it into our summer Snapchat stories!



MARKETING

- FACEBOOK
 - LIVE
- TWITTER
- SNAPCHAT
- INSTAGRAM
 - STORIES & LIVE
- FLYERS & POSTERS
- VIDEOS
- PRESS RELEASES

Facebook Statistics – Overview 2016

2

Billion users
worldwide

1.09

Billion users log
onto Facebook
daily

1.5

Billion active
mobile users

Who spend an
average of 3hrs/
day on mobile
devices

29.7%

of users are
ages 25-34

4.5 Billion likes/reactions daily

1 – 3 pm mid-week = highest traffic

18% higher engagement on Thursday & Friday

21% of users unfollow brands that post repetitive or boring content

19% of users would unfollow a brand if it posted more than six times a day

At **2 billion** users,
Facebook has
more monthly
active users than:



WhatsApp
(500M)



Twitter
(284M)



Instagram
(200M)

COMBINED

FACEBOOK



COMMUNITY CENTERS



Aquatics





SNAPCHAT

- GEO-FILTERS
 - PERRY HARVEY PARK
 - JACKSON HEIGHTS NFL YET
 - CUSCADEN POOL

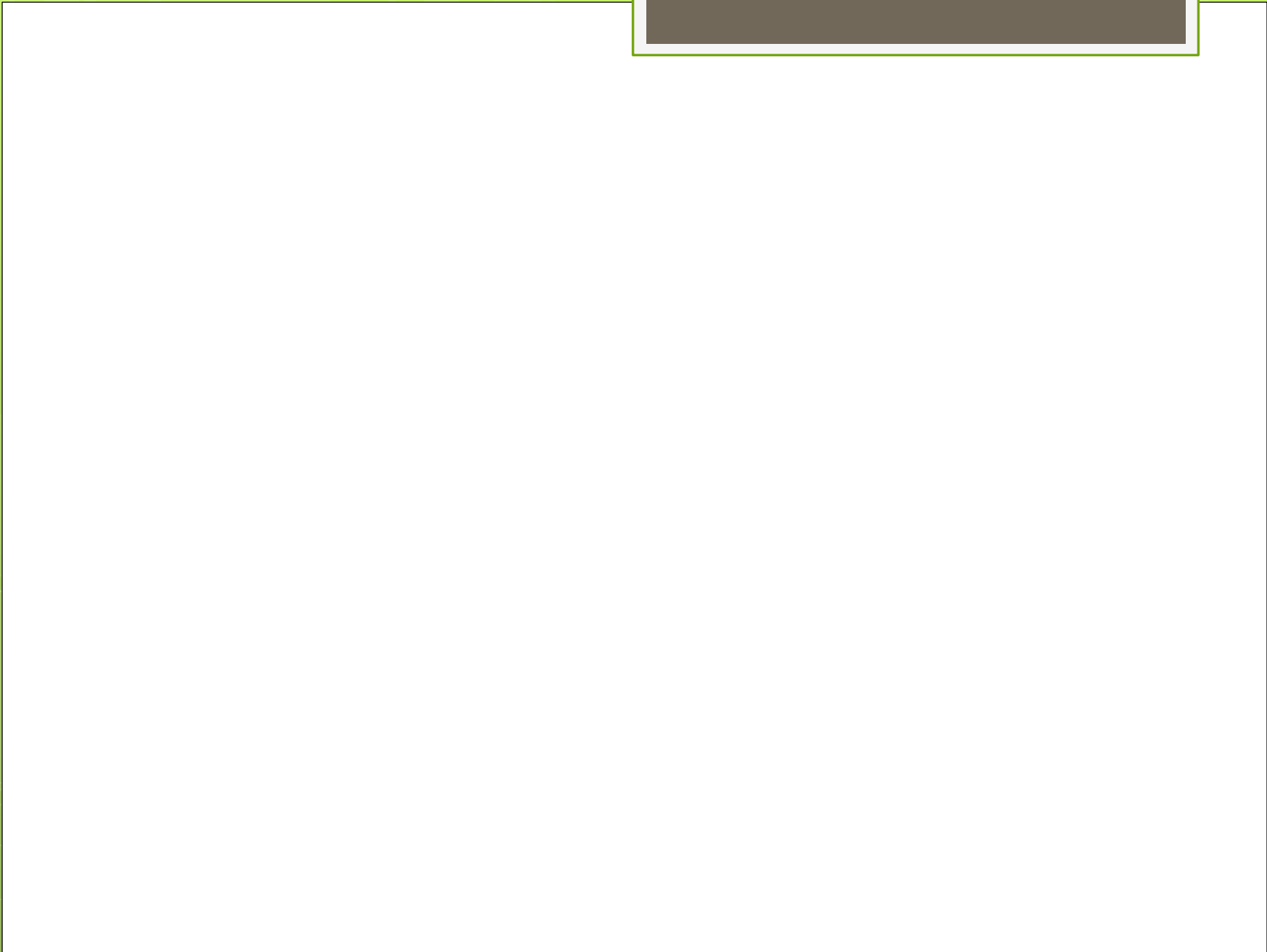




INSTAGRAM

- STORIES
- LIVE VIDEO
- BOOMERANG
- GIFS







QUESTIONS



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For more information about the Florida Recreation and Park Association visit www.frpa.org.