

# OPTIMIZING EXTERNAL RESOURCES

February 7, 2019 | 8:30 am - 3:00 pm

Wellington Community Center | 2150 Forest Hill Blvd. | Wellington, FL 33414

Use the resources around to you expand your programs, add sponsorship dollars, create a volunteer base and more. This class will explore the ways you can connect with the businesses and organizations in your community to maximize your reach.

(.5 CEUs)

**FRPA**  
FLORIDA RECREATION  
& PARK ASSOCIATION

## SCHEDULE AND PROGRAM

# OPTIMIZING EXTERNAL RESOURCES

**8:30 am**                      **Check In**

**9:00 am**                      **Welcome Remarks**

**9:00 am-10:00am**        **One Plus One Equals Three: Leveraging Partnerships to Provide Regional Excellence in Stewardship and Customer Service**

*John Pipoly, Program/Project Coordinator, STEAM/Environmental Education Program, Public Communications and Outreach Group*

*Teri Goldsmith, Chair, Parks Foundation of Broward County*

*Dan West, Director, Broward County Parks and Recreation*

Stretching budgets for effective recreational amenities and optimal natural resource stewardship is difficult. By orchestrating multiple partnerships for major events and projects, we achieve a community approach that overcomes any gaps in our respective coverages. Each partner serves its constituents and forms an integral part of an enlarged community patronage.

### **Learning Outcomes**

- Participants will learn and recognize the four essential principles of sustainable and resilient partnerships among government and non-government entities.
- Participants will brainstorm to summarize regionally specific lists of likely GOs, NGO groups, professional associations, businesses, civic or faith-based groups, academia and others suitable for recruitment into a collaborative team.
- Participants will identify a Logical Framework Matrix that lists goals, objectives, critical assumptions and verifiable indicators for programs or events.

**10:15 am - 11:15 am**    **Building Relationships and Managing Community Based Organizations**

*Don Decker, Director of Parks and Recreation, City of Weston*

Learn about the power of partnering with community based organizations to produce successful programs that reduce costs, meet needs, and have long term sustainability, all while maintaining accountability to the agency.

### **Learning Outcomes**

- Participants will recognize the value of partnerships.
- Participants will identify successful partnerships by case study and collaboration.
- Participants will develop strategies for seeking and building partnerships in their own community.

**11:30 am - 12:30 pm**    **How to Facilitate Volunteer Opportunities for Corporate Groups**

*Diana Young, Community Outreach & Resource Manager, Miami-Dade Parks, Recreation & Open Spaces Department*

Strategic financial planning, user fees and efficient and effective operational management are essential to cost recovery in our parks and recreation facilities and programs. Participants will gain knowledge of key components to budget planning, controlling costs, and conducting financial analysis of programs. A case study of a community waterpark will be used as an example.

### **Learning Outcomes**

- Participants will learn how to engage corporate groups in volunteer service at facilities.
- Participants will create memorable volunteer events that cater to corporate groups looking to give back to parks.
- Participants will discuss examples of successful corporate volunteer events at Miami-Dade Parks.

**12:30 pm - 1:15 pm Lunch**

**1:15 pm - 2:15 pm Produce Events that Inspire UNITY in Your COMMUNITY!**

*Mary Pinak, Community Events Manager, City of West Palm Beach*

Using City of West Palm Beach creative event programming examples, this session will provide tips for municipalities to build community, grow audiences and help support local nonprofit agencies and artists.

**Learning Outcomes**

- Participants will learn techniques on how to engage local nonprofit agencies and artists.
- Participants will identify new audiences which will grow attendance at their events.
- Participants will be provided with lessons learned for awareness of potential challenges and provided recommended solutions.

**2:30 pm - 3:30 pm How to Facilitate Volunteer Opportunities for Corporate Groups**

*Fanny Navarro, Special Projects Administrator, Miami-Dade Parks, Recreation and Open Spaces Department*

Strategic financial planning, user fees and efficient and effective operational management are essential to cost recovery in our parks and recreation facilities and programs. Participants will gain knowledge of key components to budget planning, controlling costs, and conducting financial analysis of programs. A case study of a community waterpark will be used as an example.

**Learning Outcomes**

- Participants will recognize Community Building as an FRPA strategic initiative and its importance as Park Professionals.
- Participants will discuss examples of Community Engagement programs at Miami-Dade Parks (meet me At The Parks & Community Blitz).
- Participants will define three community engagement opportunities to consider for their agency.



<b>Name</b>	<b>Title</b>
<b>Agency</b>	<b>Email</b>
<b>Address</b>	<b>City/State/Zip</b>
<b>Phone</b>	<b>Fax</b>

Gold and Silver Agency members may register non-member individuals at the member rate. To take advantage of this agency benefit please fill out a form for each registrant and mark your Agency Membership level at the top of the form.

	Early Rate—Received by January 31	Regular Rate—Received on or after February 1
<b>Member</b>	\$30	\$40
<b>Non-Member</b>	\$45	\$55
<b>Student</b>	\$20	\$30
<b>Non-Member Transcript Fee</b> <small>ONLY PAY IF YOU NEED TRANSCRIPT</small>		\$10
<b>TOTAL :</b>		

<b>Method of Payment:</b>			
Visa	MasterCard	Discover	<b>Register Today</b> <b>Florida Recreation and Park Association</b> 411 Office Plaza Drive Tallahassee, FL 32301 Online Registration: <a href="http://www.frpa.org">www.frpa.org</a> Fax (850) 942-0712
Check #			
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Name as appears on Card			
Signature			

Registration Policy

A Registration form must be completed for each individual registrant. A Meeting Receipt will be emailed to each individual registrant. Please print the receipt for your records and return to your finance department if required to do so. You can also log onto [www.frpa.org](http://www.frpa.org) and generate receipts under your profile. We are unable to generate receipts after the meeting has occurred.

Cancellation Policy

All refund requests must be made in writing. Full refunds will be made for Requests received prior to the early rate cutoff date. Requests received between the regular rate date and one week prior to the workshop date will be eligible for a 50% refund . No refunds will be available for requests made within one week of the workshop or after the workshop occurs. Refunds will not be available for weather related cancellation.

Other Policies

The Florida Recreation and Park Association recognizes the diversity that exists within our profession, our membership, and those attending FRPA events. As a participant, we want you to enjoy your time at this event. We ask that you join us in encouraging and maintaining the highest professional standards possible at all functions within this event. Offensive language or behavior that may be seen as harassing is not condoned at this event. Unwelcomed physical contact or aggressive behavior is not acceptable and will require us to address that with you individually and/or with your employer. While we do not anticipate these challenges, we do want to be transparent regarding our commitment to assuring a safe and enjoyable environment for all event participants.

By registering for this event/activity/workshop, I give permission and consent to allow photographs and video to be taken during activities sponsored by the Florida Recreation and Park Association (FRPA). I further give permission and consent that any such media may be published and used by FRPA and its agents, to illustrate and promote the association and its programs. I understand that it is my responsibility to communicate with FRPA if I do not wish to be photographed or videoed.