



Welcome to the 2018 FRPA
Conference!

Learning Objectives

- *Recall tangible ways of integrating health, wellness & fitness into your park programs.*
- *Discuss ways to target public/private partnerships that can expand your mission and impact within the community.*
- *Recognize the unlimited potential of providing innovative leadership, partnerships and programming within your organization and community.*



FIT in the Parks A Case Study of Green Bay, Wisconsin

FIT in the parks!

James Andersen, CPRP

Green Bay Parks, Recreation & Forestry

Green Bay, Wisconsin

- Population: 104,891
- Metro area growth
- Young Professionals meets Traditional Green Bay
- Packers, Beer, Brats, Cheese – More to us!
- Community health and wellness events



Re-Shaping Our Focus



Traditional Fitness Classes were no longer working.

- New classes
- New locations
- New instructors
- New Formats



Yoga on the Deck is a SUCCESS.

Build on our successes
Instead of fixing failures



Why Yoga on the Deck Worked



Free

Sense of Community

Environment

Unique Location/Facility



Where Did YOTD Lead Us?

*REDEFINING
OUR ROLE
IN HEALTH &
WELLNESS*

- Purposefully, we broke down our role in health and wellness in our community
- Re-shaped our focus and built a new program back up to respond to the community's needs



FITin the
parks!

What is FIT in the Parks?





What is FIT in the Parks?



Wellness Initiative



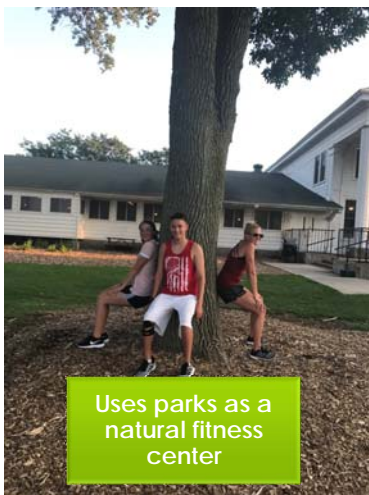
What is FIT in the Parks?

Provide affordable (and free) health and wellness programs





What is FIT in the Parks?



Uses parks as a natural fitness center



What is FIT in the Parks?

6-8 week fitness series & seasonal special events



FIT in the parks!



Take advantage of Green Bay's beautiful parks by participating in this Award Winning 6-week series.

July 17 - August 26

	Class	Park	Time
MONDAY	Cardio Sculpt	Red Smith	5:30pm
	Power Yoga	Whitney	6:00pm
	Aqua Fitness	Colburn Pool	6:30pm
	Bootcamp	Bay Beach	7:00pm
TUESDAY	WOD Squad <i>(without the Bay)</i>	Fritch	6:00pm
	Yoga on the Deck	CityDeck	6:30pm - Aug. 1 & 8 pm
	Cardio Kickboxing	Jackson Square	7:00pm
WEDNESDAY	Bootcamp	Triangle Hill	6:00pm
	Trail Fitness Walk	Woodside Sanctuary	6:00pm
	Zumba	Astor	6:30pm
	FIT Kids	Astor	6:30pm
THURSDAY	Tai Chi	St. James	6:00pm
	Dance Fitness	Wilder	6:30pm
	Pop-Up Class	CityDeck	7:00pm

www.greenbaywi.gov/parks/gb-fit
@FITintheParks
#ILoveGBParks

FIT kids! GB ParksRx

- Free fitness class for kids at 6:30pm
- Kids will engage in a fun workout class and enjoy a healthy snack!
- Track your workout on your Parks Rx Activity Log for a chance to win prizes!

Tour of Parks Bootcamp Class - Saturdays at 7:30am

July 22 - Preble
 July 29 - Fremont
 August 5 - Admiral Walcott
 August 12 - McAuliffe
 August 19 - Perkins
 August 26 - Lincoln Park

Pop-Up Class - Thursdays at 7:00pm
 Try a different class each week on the CityDeck!

Green Bay Parks & Recreation FIT in the Parks, Presented by Meijer and other community sponsors:
















"Group fitness activities like this not only provide an opportunity to get necessary exercise, but they also provide an opportunity to build community amongst groups of individuals that you might not otherwise come into contact with throughout your typical day. I hope that the city of Green Bay and other cities continue to provide this quality of life value add to the members of their communities!"

Rashad J. Cobb
Community Engagement Program Officer



Why FIT in the Parks?



Redefine Park and Rec's role in fitness



Re-introduce our citizens to some of our great resources and parks the city has to offer.



High quality fitness classes



By-product of community collaborations



Essential component to the community's overall health and wellness initiative.







Sponsorship

meijer










FIT in the parks!

Sponsorship Proposal

The goal of FIT in the Parks is to provide affordable health and wellness programs and events to connect and engage thousands of community members by utilizing the great parks in the City of Green Bay. Sponsorships support the FIT in the Parks initiative in terms of fitness instructors, equipment, marketing, and expansion of the program.

FIT in the Parks.....\$400

- Business logo on schedule cards, posters and t-shirts*
- Business logo in all FIT in the Parks press releases
- Brand recognition through social media and webpage
- Opportunity to promote business at one FIT in the Parks class. Can set up booth, provide handouts, giveaways or special offers to class participants
- Opportunity to have a booth space at FIT Fest (\$55 value)
- Opportunity to provide "Try-it" class at FIT Fest.
- We will work with your employee wellness program to offer tracking for participation

*Deadline March 31 for logo to appear on all print materials

FIT Pop-Up Class.....\$100

- Brand recognition through social media and webpage
- Opportunity to promote business at one FIT in the Parks class. Can set up booth, provide handouts, giveaways or special offers to class participants





Legal

Instructors Contractual vs. Employee

FIT in the Parks AGREEMENT

This agreement is made between the CITY OF GREEN BAY, a municipal corporation (hereinafter referred to as "CITY"), and ERIC PETERS, instructor for Tai Chi (hereinafter referred to as "INSTRUCTOR").

WHEREAS, the CITY's Parks, Recreation & Forestry Department wishes to provide Tai Chi for the City of Green Bay Fit in the Parks, WHEREAS, INSTRUCTOR has consented to co-sponsor this event by providing professional instructional services for Tai Chi.

NOW, THEREFORE, in consideration of the mutual promises and other good and valuable consideration exchanged herein, IT IS HEREBY AGREED AS FOLLOWS:

- INSTRUCTOR consents to provide Tai Chi at St. James Park Wednesday, July 12-August 19 at 6:00pm for a total of six classes at a rate of \$15.00 per class. INSTRUCTOR will provide City with invoice at the completion of FIT in the Parks.
- It is agreed and understood between the parties that INSTRUCTOR is not an employee of the CITY but is an independent contractor for purposes of the session.
- INSTRUCTOR must be insured.

Dated at Green Bay, Wisconsin, this ____ day of July, 2015.

meijer

MASTER SPONSORSHIP AGREEMENT

This Master Sponsorship Agreement (this "Agreement") between Meijer Great Lakes Limited Partnership, 2929 Walker Ave., NW, Grand Rapids, Michigan 49544-0428 ("Meijer"), and City of Green Bay, 100 N. JEFFERSON STREET, ROOM 510, GREEN BAY, WI 54301, a Wisconsin Municipal Corporation ("City"), is dated and of June 20, 2017 ("Effective Date").

City organizes and sponsors FIT Fest, which will be held in its Leitch Memorial Park on Saturday, July 15, 2017 (the "Event"). Meijer desires to sponsor the Event, and City desires to accept and recognize Meijer's sponsorship of the Event under the terms and conditions of this Agreement ("Sponsorship").

AGREEMENT

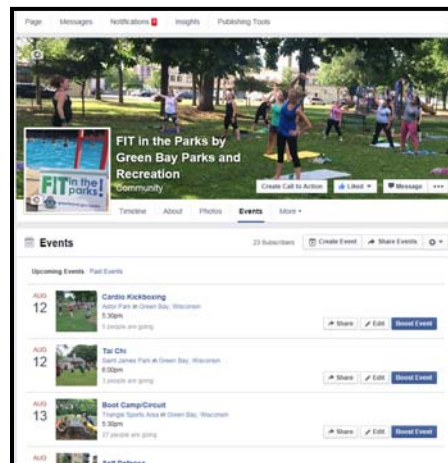
In consideration of the foregoing facts and the mutual covenants contained herein, Meijer and City agree:

- Sponsorship.** City will furnish Meijer the sponsorship elements set forth in **Exhibit A**, attached hereto and incorporated herein by reference (collectively, the "Sponsorship Elements").
- Promoter's Obligations.** City has the following obligations in connection with the Sponsorship:
 - Payment Terms.** Meijer shall pay to the City a sponsorship fee payment in the amount of \$5,000.00 (the "Sponsorship Fee") for the initial term of this Agreement. The sponsorship fee payment for any Renewal Terms of this Agreement shall be agreed to in writing by the parties.
 - Event Responsibilities.** City has the sole responsibility and authority to organize and conduct the Event(s), including but not limited to the scheduling, layout, staffing, security and public protection, obtaining permits, and supervision of Event staff, participants, and spectators.



Marketing

Facebook



- Most marketing done through social media
- Event Pages
- Videos/Pictures



Facebook Videos



Meet our FIT in the Parks Bootcamp Instructor, Megan!...

[Bay Beach Bootcamp](#)



Meet our FIT in the Parks instructor, Jen! She will be...
1.2K views · July 20

[JenStar Yoga](#)



Giveaways



- Branded giveaways
- Social Media Campaigns
- At classes





Growth

- Over the course of 3 years
- Through partnerships, networking and community engagement;
- Elevated Parks and Recreation's role in our community in terms of Public Health
 - GB Parks Rx
 - Partnerships
 - Local Businesses
 - Healthcare Providers

↓

SEAT AT THE TABLE





activity log

What is GB Parks Rx?
 To encourage healthy lifestyles and physical activity, Prevea Health, Live54218, The City of Green Bay and the Wisconsin Beverage Association partnered to create a local parks prescription program.

We're asking families to get more active. Use this activity log to record your activity each day* and turn in your completed activity log for a chance to win prizes.

First Name _____ Last Name _____ Guardian Initials _____

Phone number (____) _____

Date	Activity	Time
Sept. 19	Walk/bike ride with family	30 minutes
Sept. 19	Played tag	10 minutes
Sept. 20	Football practice/Dance class	1 hour

Trends & Traction

Success

- FIT in the Parks
- GB Parks Rx (Branded in Playgrounds)

Failure

- Fall FIT in the Parks programming

Special Events


- Additional Staff
- Revenue & Sponsorships



Special Events





CITY OF GREEN BAY PARKS, RECREATION AND FORESTRY DEPARTMENT PRESENTS





SPONSORED BY PREVEA


JANUARY 13, 2017
 5K RUN/WALK START 7:00 PM
 10K BIKE START 8:00 PM
 CITYDECK DOWNTOWN GREEN BAY
 WWW.GREENBAYWI.GOV/PARKS/FRENZY













AUG. 26th

5 MILE NIGHT RIDE TO BAY BEACH!

\$10 RIDE ENTRY INCLUDES
 • GLOW TUBE (BIKE)
 • GLOW BRICK
 • 1 DRINK TICKET

START 7 PM FROM BROKEN SPOKE BIKES SOUND
FINISH AFTERPARTY AT HAGENMEISTER PARK


REGISTRATION
 ONLINE - BROKENPOKEBIKES.COM
 IN STORE - 700 PINE ST. SUITE 101 GREEN BAY, WI 54901
 QUESTIONS? CALL - 768-4200

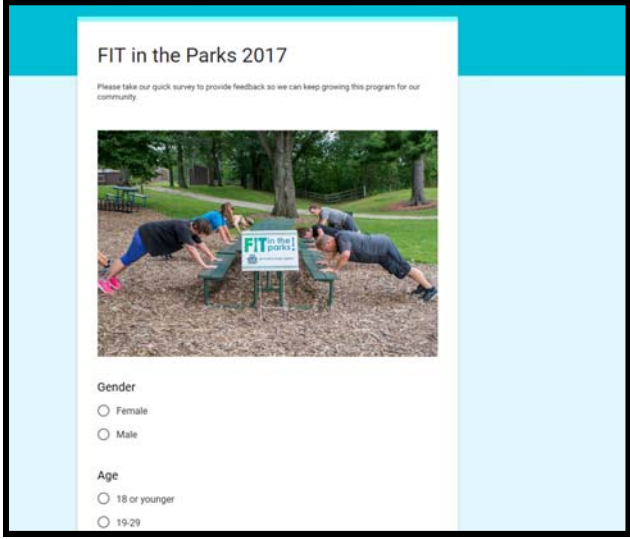











- Surveys
- Community Input
- Trial and Error





Accomplishments

- Silver Star Award for Outstanding Programming and Special Events
- Recognized as Top 5 Department in the nation for Health and Wellness Initiatives
- Published Article
- Discover Wisconsin
- \$0 - \$30,000
- Free - Revenue producing

https://www.dropbox.com/s/gcm5ojrrj8lz4as/ABA1702_proRes.mov?dl=0

https://www.dropbox.com/s/r1t88srz1012w2o/ABA1702_web.mp4?dl=0



The Classes

Yoga on the Deck

FITin the
parks!



Avg. Class Size: 325



Aqua Fitness

FITin the
parks!



Avg. Class Size: 60





Crossfit &
Bootcamp







Using Park
Equipment







Power Yoga & Cardio Kickboxing









FIT Kids







Tai Chi

FIT in the
parks!



James D. Andersen

CPRP, AFO

Director of Green Bay Parks, Recreation &
Forestry

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