

**Best Practices**

The Florida Recreation and Park Association adopted a comprehensive Strategic Plan in 2015. That Plan is based on four foundational pillars – Health, Community Building, Environmental Sustainability and Resiliency, and Economic Impact/Development.

The Association is in search of Best Practices in each of these four areas, which can serve as a resource for parks and recreation professionals. We realize that “Best Practice” can be broadly applied and the meaning varies depending on the environment and industry one works within.

For the purposes of the FRPA Strategic Plan, the Association’s Board of Directors has adopted and will apply the following definition:

FRPA Strategic Best Practices – Methods, professional guidance, benchmarks and technical expertise centered around a FRPA strategic pillar (Health, Environment, Community Building, Economic Impact) that are evidence-based or proven through experience to support positive results and may be replicated or utilized by other parks and recreation agencies toward achieving a similar desired outcome.

“Evidence-based or proven through experience” indicates that the best practice has had some research, or long term monitoring conducted to show that the practice is having a positive outcome when applied. For example: When applying the best practice of mowing and over-seeding in this manner, for a period of one year, we have been able to extend the life of our turf by 6 months thus reducing expenses $X; OR When integrating physical activity and nutrition education in our after school programming, we partnered with the University of XYZ to measure increased health of participants, and have shown a 24% reduction in BMI of participants.

We realize that there may be a plethora of “success stories” that are not evidence based, but have produced positive results for an agency, and may also have value as a shared resource.

Submissions will be evaluated by the Best Practice Workgroup to determine if the submission meets the criteria of “Best Practice” as we have defined, or if it should be catalogued as a “success story”.



**Best Practice Submission**

Agency: City of Hialeah Parks and Recreation Department

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**Area of Best Practice:** ECONOMIC IMPACT PILLAR: Marketing your parks for large tournaments and events (ex: attracting organizations to local parks via questionnaires, presentations, etc.)

**Summary of Best Practice:** (include description of the practice, reason for adopting/implementing best practice, measurement of effectiveness of the practice, what is your evidence that the practice is working, etc.) With the help of the Blue Foundation the City of Hialeah Parks and Recreation Department was able to develop an extensive marketing campaign. Funds were used to establish and develop a web based campaign using Google, Yelp and Park305 to disseminate information unilaterally throughout our community. All 15 community centers and 7 community pools were inputted onto Google, Yelp and Park305, pictures were uploaded and information on open hours and facility amenities, descriptions and programs were inputted.

**Frequency Best Practice is Applied:** (daily, weekly, monthly, quarterly, bi-annually, annually)

We update our listing weekly to keep content fresh

**Who Performs the Best Practice Function within your Agency:** (contracted, in-house parks staff, in-house

As a department we do not have marketing funds outside of a few thousand for fliers, all of this work is done by parks and Recreation Staff.

**Positive Outcome of the Best Practice** (please summarize the evidence based benefit that has been derived by the agency from the best practice)**:**

The online web campaign was so effective that within 90 days, views on many of our facility programs went from 0 to over 80 thousand views with 14,000 of those views yielding in a click onto our webpage in 90 days. To end our campaign we are in the middle of producing a 3 minute video, to include onto our City’s TV station Channel 77 and our social media outlets (YouTube and Facebook), continuing to build content to promote health and well-being in our community

**Awards/Recognitions/Designations Received as a Result of the Best Practice** (please share any awards or designations received, or publications that have featured this best practice)**:**

**Grants or Funding Received (if any):** $10,000 from the Florida Blue Foundation to Market Parks and Recreation and Healthy living

**What other Best Practices would you suggest we collect?**

**Submit this Form electronically to** [**charla@frpa.org**](mailto:charla@frpa.org)

Type directly onto this document, and submit as a Word Document. Please DO NOT pdf the form.