



## Welcome to the 2018 FRPA Conference!

### Learning Objectives

- Be able to recognize why partnerships are essential to any organizations mission and future vision.
- Discuss Impactful positive (and not so positive) partnerships/sponsorships and the results they can have on an organization and a community.
- Describe how building relationships is synonymous with building partnerships and how identifying positive organizations with the same missions can significantly impact your departments role in the community.





Creating Impactful  
Partnerships within  
your Community!



*James Andersen*

*Green Bay Parks, Recreation & Forestry*

## Green Bay, Wisconsin

- Population: 104,891
- 3<sup>rd</sup> largest City in Wisconsin
- Economic Growth
- Packers, Beer, Brats, Cheese – More to us!
- Community health and wellness events



## Tourist View vs. Living in...

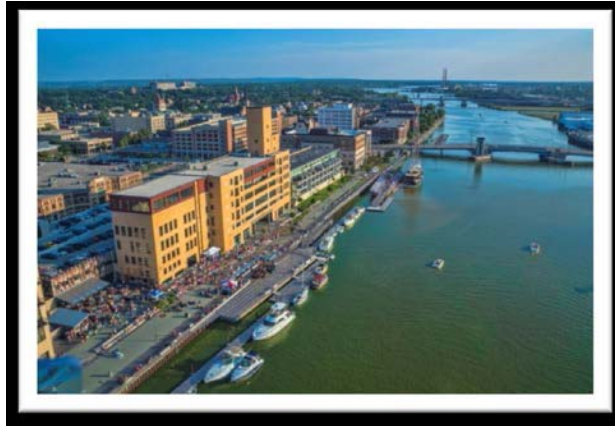
- 186 special events
- Nationally Recognized H & W Partner
- 5 state awards in last 3 years for programming
- Community supported initiatives – citizens, council, business
- What is the “Soul” of your community

## How!

- Creative Impactful Partnerships
- We must talk, act and be-Vital, a Priority, Necessary
- Constantly change
- Be Creative



Build on a proven model!



Why partner with us?



Build a product and brand you believe in

HAVE TO HAVE and  
CAN'T SAY NO!

- Unique
- Wanted – how do you know
- Aligned Vision
- HEALTH AND WELLNESS



## Yoga on the Deck



**Free**

*Sense of Community*

**Environment-Social Capital**

*Unique Location/Facility*

## Where Did Yoga on the Deck Lead Us?

*REDEFINING  
OUR ROLE IN  
THE  
COMMUNITY*

- Purposefully, we broke down our role in our community
- Re-shaped our focus and built a new programs/initiatives to respond to the community's needs

## What are we selling?

Know your audience-Relatable – Build RELATIONSHIPS



Wellness – Preventative  
Now  
& Future

Provide affordable (and  
free) health and  
wellness programs



Use parks as a natural  
fitness center

Ex. 8 week fitness series



## You are what you do!

- RELATIONSHIPS-relate to:
- Dating
- Marriage
- Kids
- Friends-I mean the real ones
- Target group-Custom Tailored program.





**Green Bay Parks & Rec are the perfect "FIT" for you and your family with these FREE classes for all levels!**

Class	Location	Time	Dates	# of Weeks
Class: Corenergy	Whitney Park	5:30pm	July 13 - Aug. 31	8
Aqua Fitness	Colburn Pool	6:15pm	July 13 - Aug. 17	6
Family Games!	Marquette Park	6:15pm	Aug. 10 - Aug. 31	4
Class	Location	Time	Dates	# of Weeks
Yoga on the Deck by Jenstar	CityDeck	6:30pm	July 14 - Sept. 1	8
Intro to CrossFit	Fritsch	5:45pm	July 14 - Aug. 18	6
Pedretti SUP Yoga *pre-req req'd*	Colburn Pool	6:00pm	July 14 - Aug. 18	6
Class	Location	Time	Dates	# of Weeks
Cardio Kickboxing	Astor Park	5:30pm	July 15 - Sept. 2	8
Tai Chi	St. James Park	6:00pm	July 15 - Aug. 10	6
Class	Location	Time	Dates	# of Weeks
Boot Camp/Circuit	Triangle Hill	5:30pm	July 16 - Sept. 3	8
Self Defense	CityDeck	6:00pm	July 16 - Aug. 6	4
Yoga for Everybody	Red Smith Park	6:00pm	Aug. 13 - Sept. 3	4
Yoga for Everybody	Fisk Park	6:15pm	July 16 - July 30	3
Yoga for Everybody	Mather Heights Parks	6:15pm	Aug. 13 - Sept. 3	4



**GREEN BAY 100**  
TIGERW, USA



**Fittopia**  
FITNESS • NUTRITION • LIFESTYLE



**Dental Associates**  
2018-2019

Schedule Post Cards



## 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.



Social Capital



By-product of community collaborations



Essential component to the community.



**GREEN BAY 100**  
TIGERW, USA

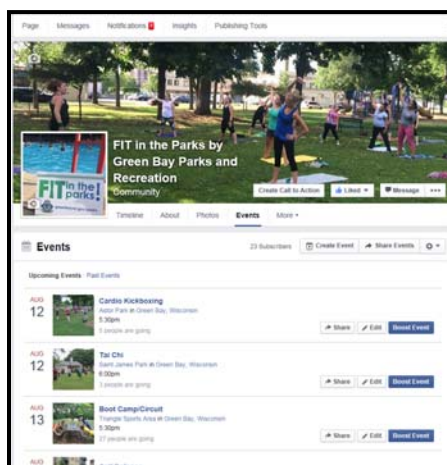


## Success! . . . kept building/growing/creating

- 75 Free Classes
- Over 3,000 participants
- Silver Star award for programming
- Created a sense of community
- Re-engaged our citizens with the Park and Rec system
- Launched multi-dimensional health & wellness opportunities within our community.



## Facebook



**Yard Signs**  
**Giveaways**  
 Water Bottles  
 Cinch Bags  
**FIT Fest**





## Who?...The "Right" Partners

### Partnerships

- Started with Local Fitness Instructors that we had relationships with
- FIT Fest- met more
- Keep Grass Roots

### Sponsorships

- Local Businesses
- In-Kind Donations (Instructors, Giveaways)

### Education

- Use neighborhood parks to stay healthy
- Re-Introduce our citizens to our facilities



Took it to the Parks!



## Social Media Team

Pictures  
from the  
field



- Newly Formed committee that includes clerical staff, forestry and park maintenance staff

## Parks are Essential for Strong Communities

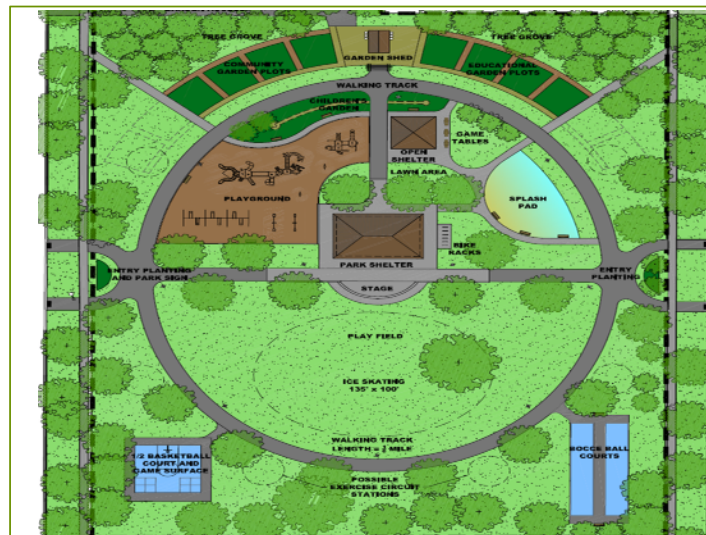




## GIVE AND TAKE



## Partner with Neighborhoods



## Growth

- Through partnerships, networking and community engagement;
- Constantly changing, evaluating, **exploring**(Creative Flow!)
- Elevated Parks and Recreation's role in our community in terms of Public Health
  - Local Health & Wellness Coalition
  - Public School District
  - Local Businesses
  - Healthcare Providers



**Partnerships**

*Relationships, Sponsorships, Opportunities!*



## James D. Andersen

CPRP, AFO

Director of Green Bay Parks, Recreation & Forestry

[Jamesan@greenbaywi.gov](mailto:Jamesan@greenbaywi.gov)

920-448-3384





