



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**

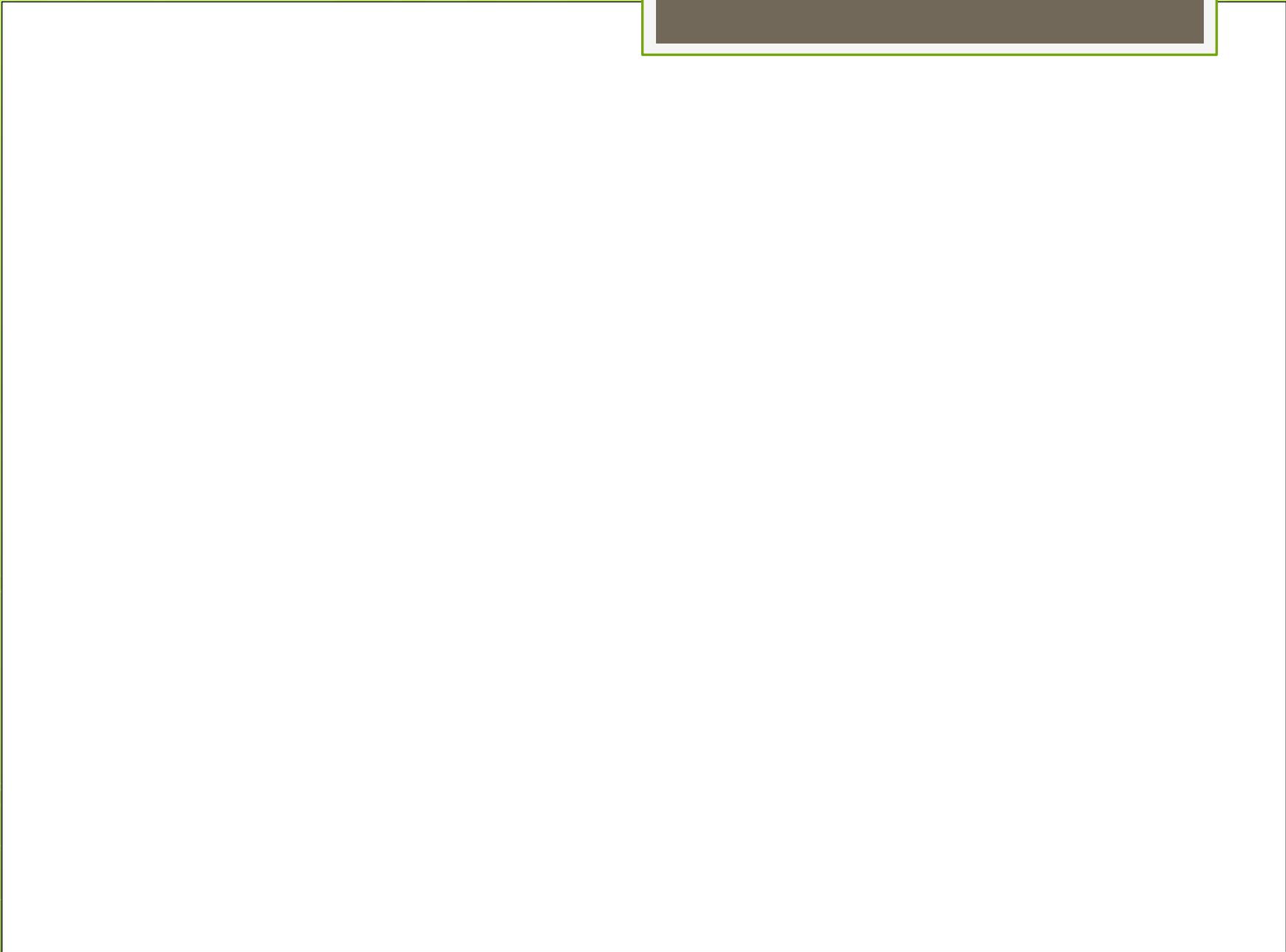
Projects and Services Coordinator

# **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**
    - 114<sup>TH</sup> 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































- ❑ 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



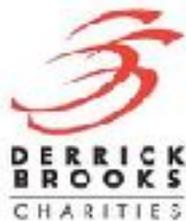
# External Partnerships

- 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

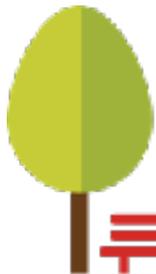


# Development Training

- 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.

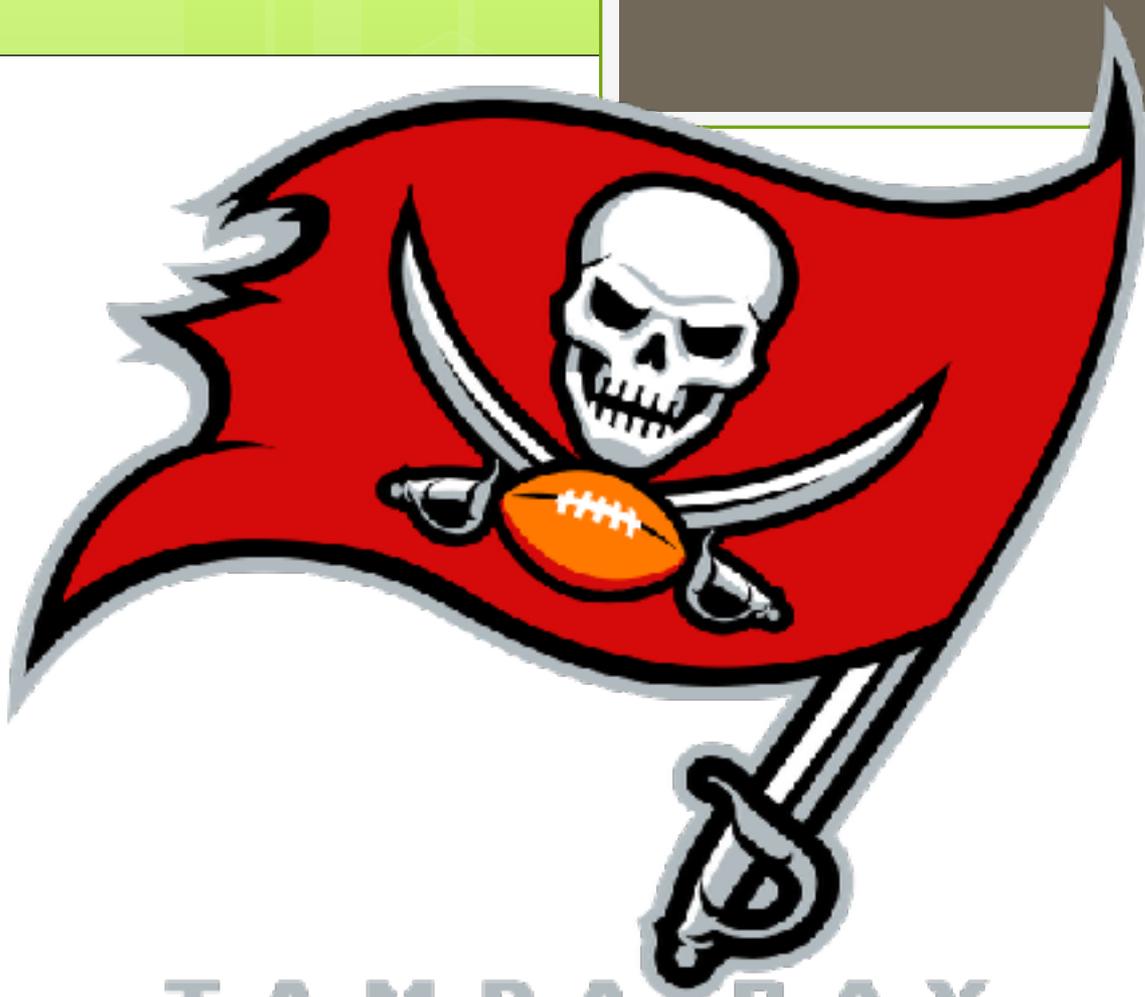


# Motown the Musical



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

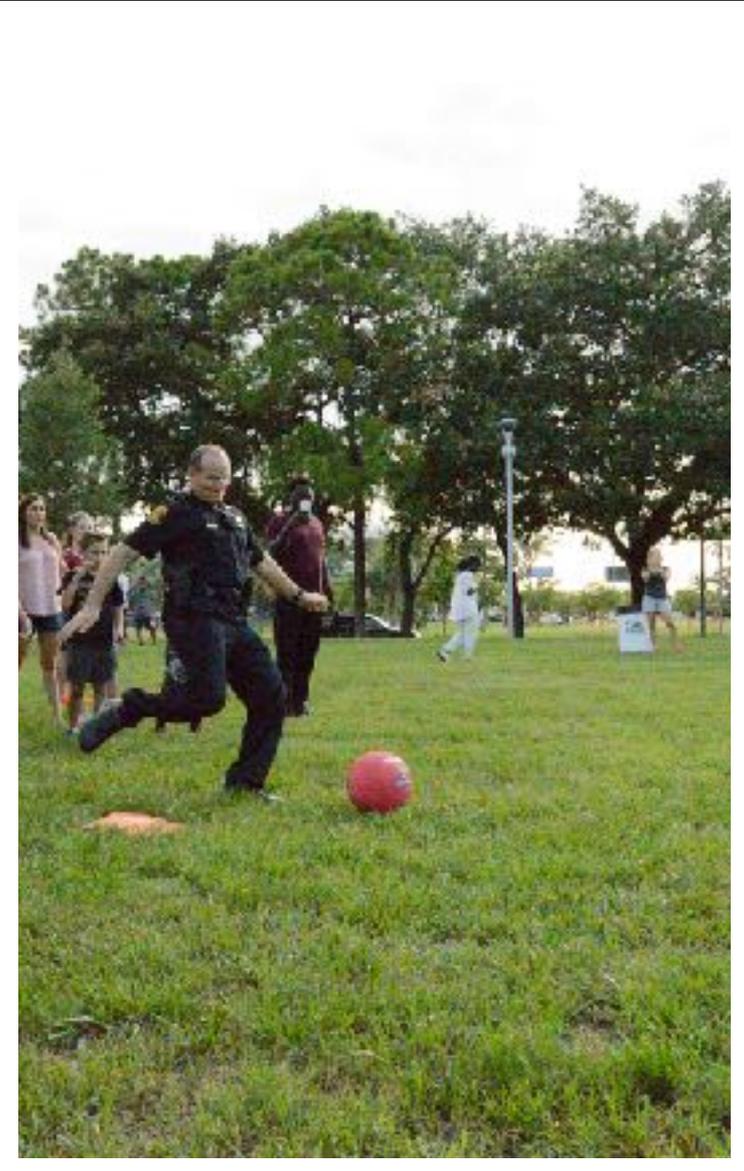




TAMPA BAY  
**BUCCANEERS**

# 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**

LIGHTED • SAFE  
FUN • FREE



**STAY & PLAY**



Parks & Recreation  
CITY OF TAMPA



## 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)



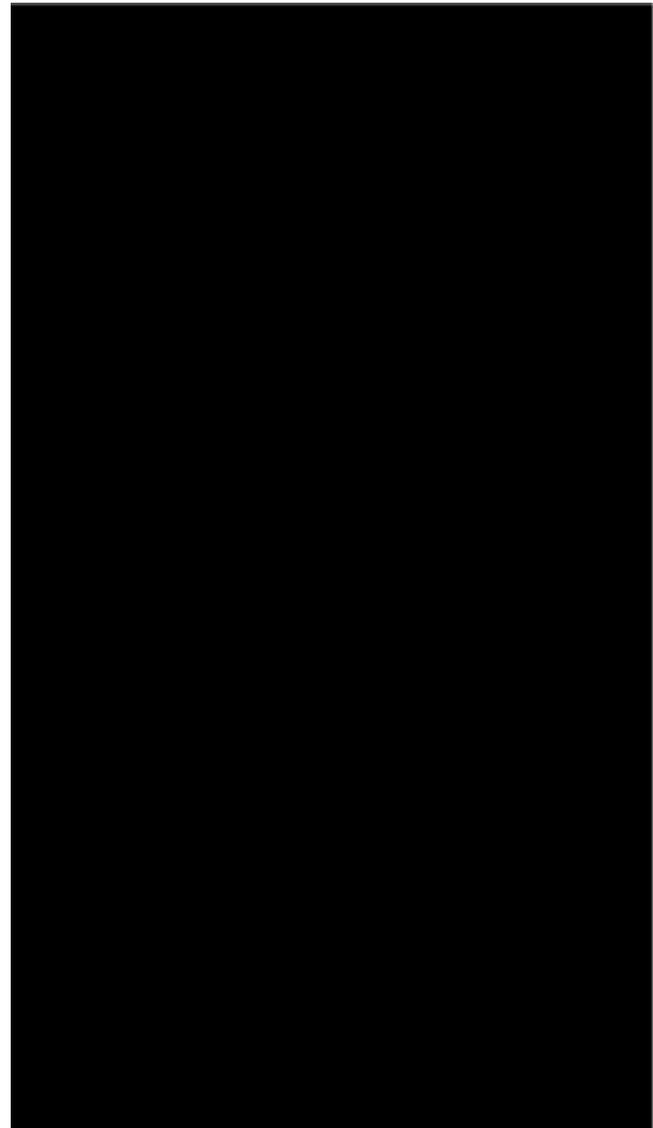
Twitter  
(284M)



Instagram  
(200M)

**COMBINED**

# FACEBOOK



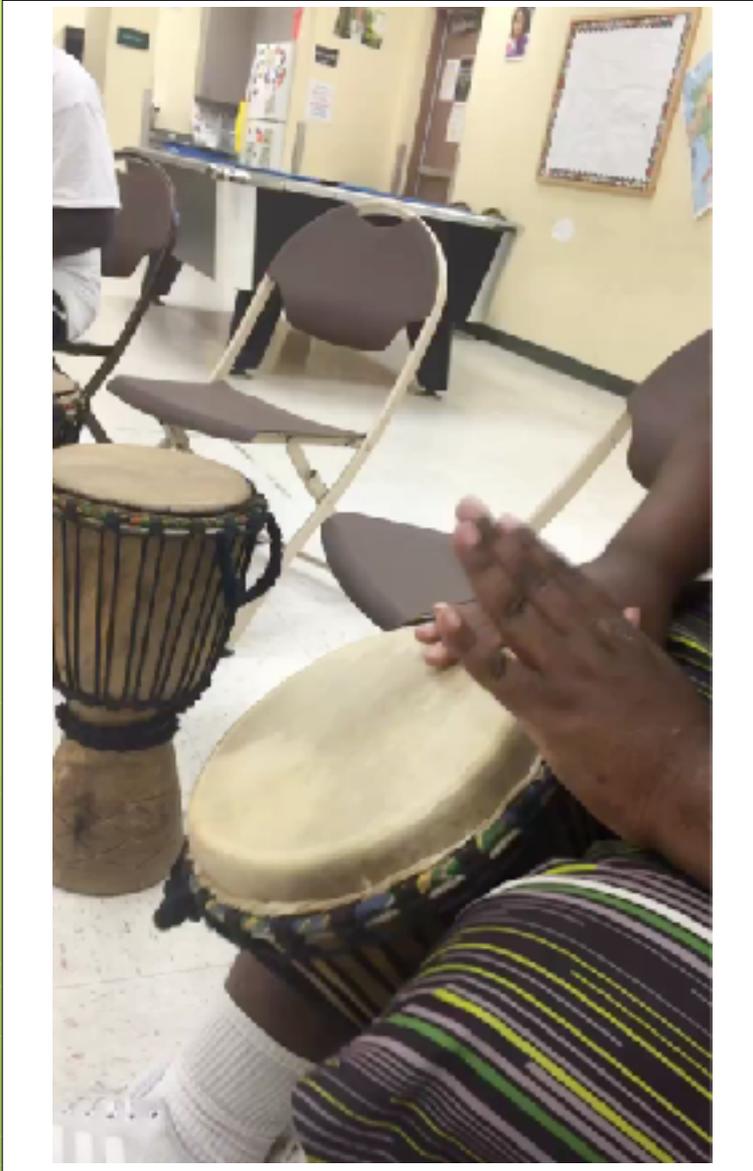




# SNAPCHAT

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

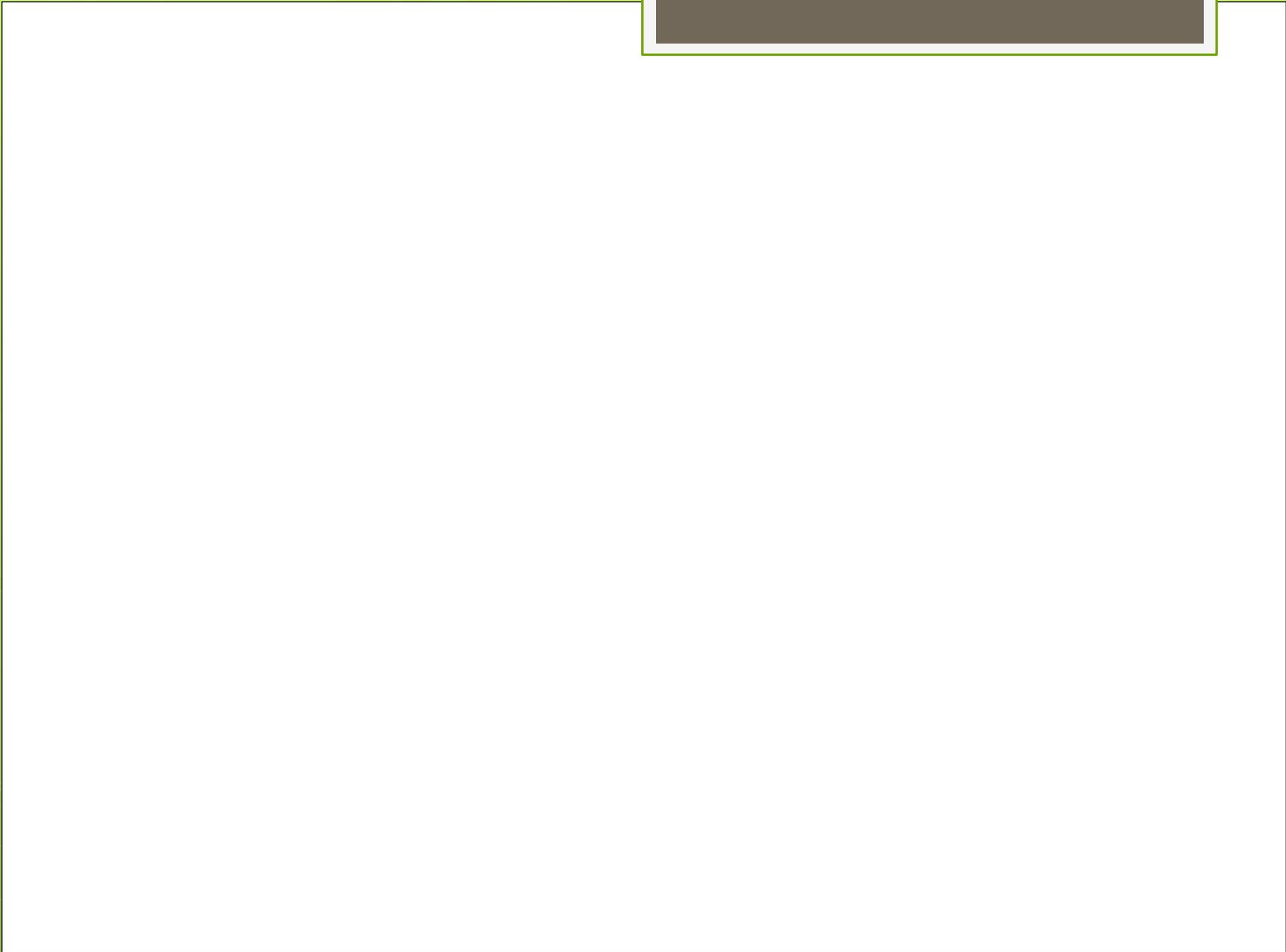




# INSTAGRAM

- STORIES
- LIVE VIDEO
- BOOMERANG
- GIFS







**QUESTIONS**





**Parks & Recreation**  
CITY OF TAMPA

**Jason Mackenzie**

Projects and Services Coordinator

[Jason.mackenzie@tampagov.net](mailto:Jason.mackenzie@tampagov.net)

**Gary Williams**

Site Supervisor II

[Gary.williams@tampagov.net](mailto:Gary.williams@tampagov.net)





For more information about the Florida Recreation and Park Association visit [www.frpa.org](http://www.frpa.org).