



JASON
CLEMENT

THE SPORTS FACILITIES **ADVISORY** THE SPORTS FACILITIES **DEVELOPMENT** THE SPORTS FACILITIES **MANAGEMENT**

The Sports Facilities Advisory & The Sports Facilities Management are organizations driven to improve the health and economic vitality of communities across the country and around the world. We do this by guiding clients through every stage; planning, funding, development, and management in a process we call Concept to Concrete.

FRPA IMPACT CALCULATOR

A GROUNDBREAKING TOOL FOR PARKS
DIRECTORS & PUBLIC OFFICIALS

Learn more about the calculator here:
<https://calculator.frpa.org/>

For additional information on the
calculator data & development:
sportadvisory.com
info@sportadvisory.com
727.474.3845

TUES 9/1/2020
2:45 – 3:45pm



OPTIMIZING ECONOMIC AND
FINANCIAL OUTCOMES FOR

parks & recreation

ASSETS

Identifying a need to optimize

Optimization starts with a vision.
That vision may be spurred by the
recognition of a heavy financial subsidy for
an asset, under-performing programming,
aging recreation or wellness facilities,
increased demand from a growing
local population, or by voices
from the community who
desire change.

wondering when to start?

The optimization process can never
start too early. Even assets that are
still in the planning stages or currently
under construction can be optimized.
Through our work in hundreds of
communities, we've seen projects
that have innate challenges
from day 1.

6 PARK IMPACT AREAS MEASURED IN FRPA CALCULATOR

- \$ PROPERTY VALUES
- \$ HEALTHCARE SAVINGS
- \$ ENVIRONMENT
- \$ TOURISM SPENDING
- \$ PUBLIC SAFETY
- \$ JOBS CREATION

SPORTS FACILITIES
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"Parks are a tangible reflection of the quality of life in a community.
They provide identity for citizens and are a major factor in the
perception of quality of life in a given community."

NRPA, "Why Parks & Recreation are Essential Public Services"

STEP 1

Define 'Optimization'

Which metrics are most important to your community? Select one or two metrics (health impacts, financial success) as the focus of your optimization plan.

STEP 2

Evaluate Existing Assets

Examine your parks and recreation assets according to three distinct perspectives:

- Current Usage
- Future Usage
- Alternative Uses

☐ Physical Assets ☐ Marketability ☐ Human Resources ☐ Financial Resources ☐ Impact/Performance

Who do I need to collaborate with for additional resources?

STEP 3

Create a Plan

Craft your project plan using the key metrics from step 1 and data from step 2. Include early stakeholder buy-in, simplicity, relevance, a financial plan, and a timeline.

Have you created financial plan that aligns with your master plan? YES / NO

What strategies or tactics do you need to include in your optimization timeline?

What are your desired financial outcomes?

STEP 4

Implementation

It's time to step up to the plate. Gantt-style time-lines and strong communication are keys to maintaining focus on the projects goals. Everyone needs a clear picture on how one task affects another.

Who needs to be on your team?

What should they be accountable for?

STEP 5

Reporting

Reporting is a critical part of understanding the effectiveness of your optimization plan, measuring ROI, and determining where adjustments need to be made.

What do you need to start focusing and reporting on?

What are your weekly / monthly / annual KPIs?
