



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



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



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







Take advantage of Green Bay's beautiful parks by participating in the Award Winning 6-week series.
July 17 - August 26

Class	Park	Time
Cardio Sculpt	Red Smith	5:30pm
Power Yoga	Whitney	6:00pm
Aqua Fitness	Colburn Pool	6:30pm
Bootcamp	Ray Beach	7:00pm
WOD Squad (available at the Bay)	Fritch	6:00pm
Yoga on the Deck	CityDeck	6:30pm - Aug. 1 @ 7pm
Cardio Kickboxing	Jackson Square	7:00pm
Bootcamp	Triangle Hill	6:00pm
Trail Fitness Walk	Woodside Sanctuary	6:00pm
Zumba	Astor	6:30pm
FIT Kids	Astor	6:30pm
Tai Chi	St. James	6:00pm
Dance Fitness	Wilcox	6:30pm
Pop-Up Class	CityDeck	7:00pm

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



- 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!

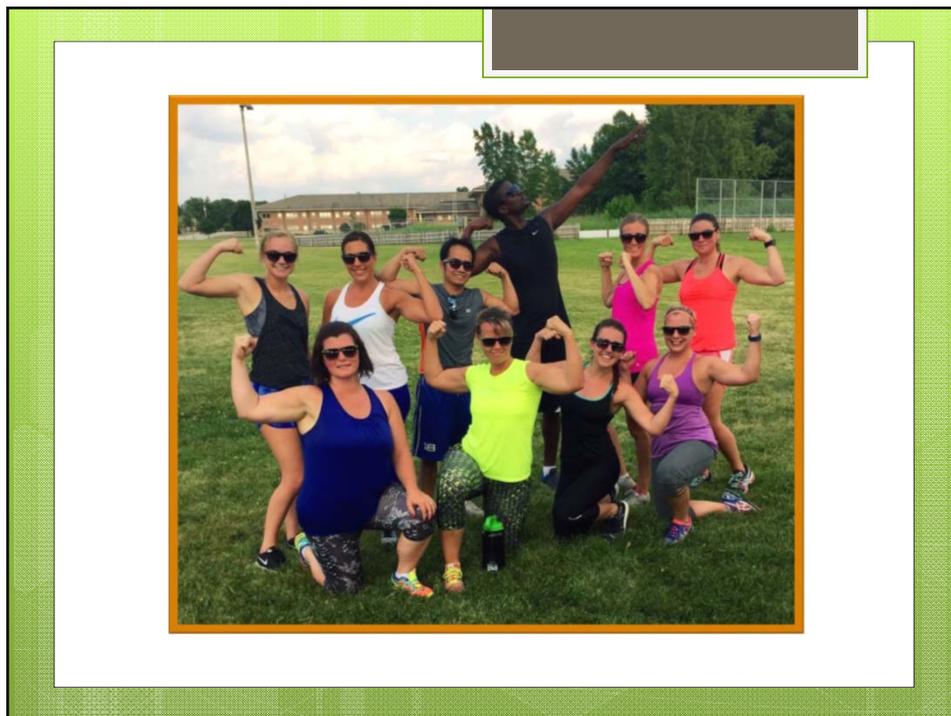
Tour of Parks Bootcamp Class - Saturdays at 7:30am

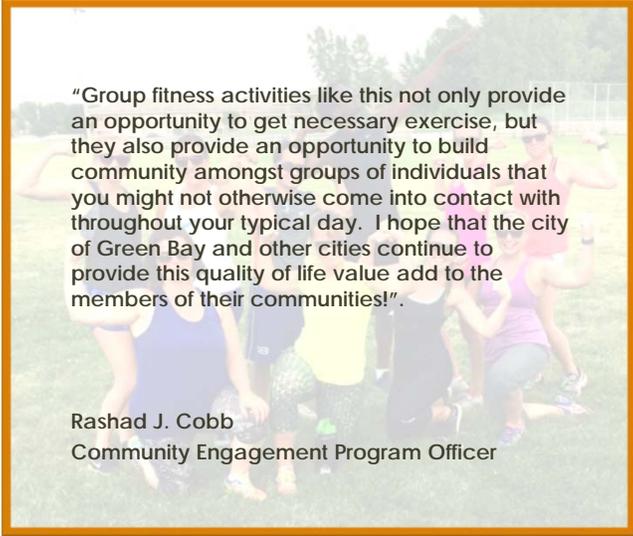
July 22 - Preble
July 29 - Firemans
August 5 - Admiral Flately
August 12 - McAuliffe
August 19 - Parkside
August 26 - Leitch Park

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.





FIT in the parks!
CITY OF GREEN BAY PARKS & RECREATION

Success!

5 Special Events
11 Locations
13 Classes
3,000 PARTICIPANTS

18 Park Locations
15 Total Classes

Over 3,000 Total Participants!

Ages

18 or younger	21.7%
19-29	17.4%
30-40	33.3%
41-51	26.1%
52-62	
63 or older	

Reasons for Attending

Locality	42.1
Unique and new fitness classes	38.2
Free option to work out	19.7
Other	10.0

Testimonials:

- "This is one of the coolest things offered in Green Bay!"
- "It's wonderful to have multiple organized classes outside during the summer!"
- "Loved this program and wished I could do every class!"



Success!

- 75-90 Free Classes/Season
- 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.

Ages

- 18-24: 21.7%
- 25-34: 17.4%
- 35-44: 26.1%
- 45-54: 34.8%

18 Park Locations

15 Classes

Over 3,000 Total Participants!

"This is one of the best things offered in Green Bay!"

"It's wonderful to see people enjoying classes outside during the summer!"

"Loved this program and wished I could do every class!"




How?

- Partnerships**
 - Local Fitness Instructors & Gyms
 - FIT Fest
- Sponsorships**
 - Local Businesses
 - In-Kind Donations (Instructors, Giveaways)
- Education**
 - Use neighborhood parks to stay healthy
 - Re-Introduce our citizens to our facilities



Sponsorship















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:

1. INSTRUCTOR consents to provide Tai Chi at St. James Park Wednesdays July 12-August 15 at 6:00pm for a total of six classes at a rate of \$35.00 per class. INSTRUCTOR will provide City with invoice at the completion of FIT in the Parks.
2. 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.
3. INSTRUCTOR must be insured.

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



MASTER SPONSORSHIP AGREEMENT

This Master Sponsorship Agreement (this "Agreement") between Meijer Great Lakes Limited Partnership, 2929 Walker Ave., NW, Grand Rapids, Michigan 49344-9428 ("Meijer"), and City of Green Bay, 100 N JEFFERSON STREET, ROOM 310, GREEN BAY, WI 54301, a Wisconsin Municipal Corporation ("City"), is dated and of June 20, 2017 ("Effective Date").

City organizes and operates FIT Fest, which will be held in Leitch Memorial Park on Sunday, 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

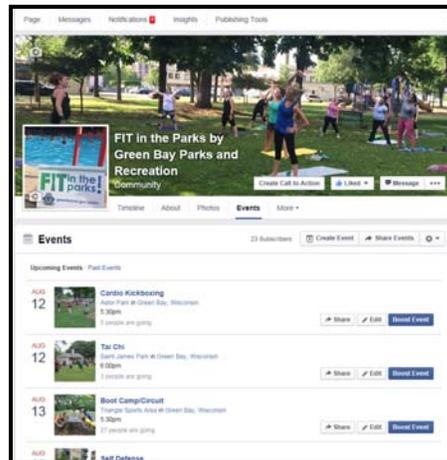
In consideration of the foregoing facts and the mutual covenants contained herein, Meijer and City agree:

1. **Sponsorship.** City will furnish Meijer the sponsorship elements set forth in Exhibit A, attached hereto and incorporated herein by reference (collectively, the "Sponsorship Elements").
2. **Promoter's Obligations.** City has the following obligations in connection with the Sponsorship:
 - (a) **Payment Terms.** Meijer shall pay to the City a sponsorship fee payment in the amount of \$5,000.00 (the "Sponsorship Fee") per the Initial Terms of this Agreement. The sponsorship fee payment for any Renewal Terms of this Agreement shall be agreed to in writing by the parties.
 - (b) **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








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	<i>walk/bike ride with family</i>	<i>30 minutes</i>
Sept. 19	<i>Played tag</i>	<i>10 minutes</i>
Sept. 20	<i>Football practice/Dance class</i>	<i>1 hour</i>

Trends & Traction

The slide features three chevron-shaped boxes pointing to the right, each containing text. The first box is orange and labeled 'Success', the second is gold and labeled 'Failure', and the third is olive green and labeled 'Special Events'. Each box contains a bulleted list of items.

- Success**
 - FIT in the Parks
 - GB Parks Rx (Branded in Playgrounds)
- Failure**
 - Fall FIT in the Parks programming
- Special Events**
 - Additional Staff
 - Revenue & Sponsorships

FIT in the parks!

Special Events



CITY OF GREEN BAY PARKS, RECREATION AND FORESTRY DEPARTMENT PRESENTS

FRENZY ON THE FOX

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

CITY OF GREEN BAY
www.usga.gov

GLOW RIDE

AUG. 26th

5 MILE NIGHT RIDE TO BAY BEACH!

\$10 ENTRY INCLUDES
• 500ML WATER BOTTLE
• GLOW STICK
• 100ML TICKET

START 7 PM FROM BROKEN SPOKE BIKE SHOP
FINISH AFTERPARTY AT HAGENMEISTER PARK

REGISTRATION
ONLINE - BROKENPOKES.COM
IN STORE - 705 PINE ST. SUITE 101 GREEN BAY, WI 54901
QUESTIONS? CALL - 735-442949

CITY OF GREEN BAY
www.usga.gov

FIT in the parks!

FIT in the Parks 2017

Please take our quick survey to provide feedback so we can keep growing this program for our community.



Gender

Female

Male

Age

18 or younger

19-29

- Surveys
- Community Input
- Trial and Error



FIT in the parks!

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

FIT in the parks!



Avg. Class Size: 325



Aqua Fitness

FIT in the parks!



Avg. Class Size: 60



Crossfit & Bootcamp

FIT in the parks!



Using Park Equipment

FIT in the parks!



Power Yoga & Cardio Kickboxing

FIT in the parks!



GREEN BAY WI
TIGI.com, USA

FIT Kids

FIT in the parks!



GREEN BAY WI
TIGI.com, USA

Tai Chi

FIT in the parks!



James D. Andersen

CPRP, AFO

Director of Green Bay Parks, Recreation & Forestry

Jamesan@greenbaywi.gov

920-448-3384





The image is a promotional graphic for the Florida Recreation and Park Association (FRPA). It features a light green background with a subtle geometric pattern. In the upper left, there is a white box containing a teal outline of the state of Florida. Overlaid on the Florida map is the text "Coast to Canopy" in a dark blue, cursive font. Below the map, the text "It's all about your journey!" is written in a smaller, italicized font, followed by "FRPA • 2018" in a bold, sans-serif font. To the right of this box, the FRPA logo is displayed in large, bold, blue letters. Below the logo, the full name "FLORIDA RECREATION & PARK ASSOCIATION" is written in a smaller, bold, green font. At the bottom of the graphic, a line of text provides a website link: "For more information about the Florida Recreation and Park Association visit www.frpa.org."