



PARKS AND RECREATION
Are we a service, or are we a business?

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Essential Services

According to the NRPA, Parks and Recreation have three (3) values that make them essential services to communities.

- 1. Economic Value*
- 2. Health and Environmental Benefits*
- 3. Social Importance*

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Economic Value

Outdoor Events

Concerts, Festivals, Tournaments, Etc.

Rec. Programs

Summer Camps, Zumba, Memberships, Etc.

Facilities / Fees

Impact Fees, Rental Fees, Other Various Fees

Property Tax

Increased taxable value for all private property.

Agency Image

We are the marketing team for our agencies

Take 5 minutes to discuss your individual agency's impact on your community.

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Health and Environmental Benefits

Health Benefits



- Physical Fitness Activities
- Reduce Stress of everyday life
- Reducing Childhood Obesity
- Services provided to children, youth, adults, and seniors.
- Public Fitness is a growing trend in most communities.

Environmental Benefits



- Parks and protected public lands are proven to improve water quality, protect ground water, prevent flooding, improve the quality of the air we breathe, produce habitats for wildlife, and provide a place for children and families to connect with nature.

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Social Importance



Personalized service

Each community is unique, and each agency has developed their own customized method of providing personalized services to your community. There are no two communities that are the same.



Inclusive

Most agencies develop programs, policies, and procedures, that are inclusive to all members of the community regardless of their skills, abilities, and available resources.



Custom solutions

The customer is always right! We are faced with unique situations from time to time, and we are tasked with finding the solution to the residents problem before it goes to City Hall.



Connections

Parks and Recreation is the department that facilitates the connection between the Business Community, and the consumers through special events, programs, facilities, and open spaces.



Subsidized Programs

If you are not reaching 100% cost recovery, than you are running a subsidized program. Most subsidized programs focus primarily on services reaching a portion of your community that do not have the resources to experience this type of program privately.



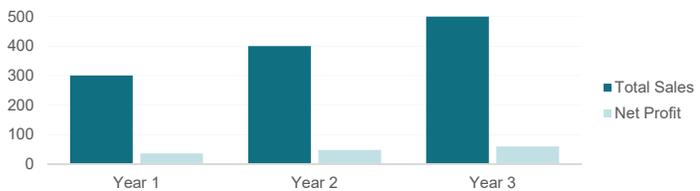
Quality of Life

Recreation Programs increase the quality of life for everyone in the family.

Public Parks provide flexible opportunities to meet the community needs based on a variety of lifestyles.

Business Model?

Annual Sales & Gross Profit



* What is your agency's business model?

* What are some of your options, if your Agency Administration set policy that all program revenues had to reach 100% cost recovery.

How would it change the services you currently provide to your individual community?

MAJOR COMPETITORS



✓ **YMCA**
Claim they are community centers that build healthy minds, spirits, and bodies. They serve people of all incomes.

✓ **Boys and Girls Clubs**
Enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

✓ **Afterschool Service Providers**
1 in 4 families has a child enrolled in afterschool programs, and growing nearly 2% per year.
National Average Price per week is \$113.50

✓ **Youth/Adult Sports Organizers**
Private Sports clubs and leagues are on the rise in youth sports, and Millennials are rapidly enrolling in for-profit sports programs for their recreational needs.



THANK YOU!

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