



**Florida Recreation and Park Association, Inc.
2022 Public Relations Award**

Nomination

The Florida Recreation and Park Association’s Public Relations Award is presented annually to the agency significantly impacting the public’s awareness and recognition of public parks, recreation and leisure services programs through marketing and public relations. Submissions may include printed material; electronic material; or a campaign/initiative that promotes a new program, facility, master plan, bond referendum, community assessment, or other effort to advance parks and recreation.

Agency Implementing Public Relations Initiative	St. Petersburg Parks & Recreation Department
Name of the Public Relations Piece/Effort/Initiative	Therapeutic Recreation Brochure
Submitting in the following category: (highlight ONE)	Printed Material – submitted physically Campaign/Initiative – submitted physically or electronically Electronic Material – submitted electronically
Agency Contact	Kari Fuhrmann
Agency Address	1400 19 th Street North
City/State/Zip	St. Petersburg, FL 33713
Nominator’s Name	Kari Fuhrmann
Nominator’s Address	1400 19th Street North
City/State/Zip	St. Petersburg, FL 33713
Nominator’s Phone	727-893-7918
Nominator’s Email	kari.fuhrmann@stpete.org

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This award will be judged with a maximum of 100 points available. A minimum score of 80 is required to be considered an award finalist. In order to maximize the number of points earned it is imperative that the nominator thoroughly completes all elements of the application. In each requested narrative, nominee should demonstrate how your submission achieved the stated desired outcomes in each area. Be as specific as possible within the allotted submission pages.

NARRATIVE 1 (30 available points)

Benefit to the Agency

3 typed | 1.5 spaced pages maximum

- General description of the piece/effort/initiative.
- Description of how the piece/effort/initiative addressed an agency need.
- Enhance awareness of your agency within your community or surrounding areas.
- Position your agency as a quality of life provider in your community.
- Link your agency to health, economic impact, environmental sustainability and community building efforts within your community.

NARRATIVE 2 (30 available points)

Benefit to the Public

3 typed | 1.5 spaced pages maximum

- Heighten public consciousness, awareness and support for parks and recreation.
- Address a community need.
- Lead to increased advocacy for parks and recreation by your community.
- Engage a new user group or enhance the experience of established users.
- Particulars about this project that have an impact to diverse members of your community?
 - Narrate the demographics of your whole community.
 - Describe special or extraordinary outreach and marketing done to include diverse populations.
 - Explain any measuring systems in place to determine the reach to underrepresented populations.

NARRATIVE 3 (30 available points)

Benefit to the Field

1 typed | 1.5 spaced pages maximum

- Advance the awareness of the benefits of parks, recreation and conservation movement beyond your community.
- Create a heightened awareness of the linkage of parks and recreation to Florida's health, economy, environmental sustainability, and sense of community and place.

NARRATIVE 4 (10 available points)

Reports and Circulation

1 typed | 1.5 spaced pages maximum

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- General description of the target market for the piece/effort/initiative (age group, cultural segment, businesses, tourist markets, etc.)
- Total community population.
- Estimated circulation or exposure of your piece/effort/initiative.
- Attach an analytical report (# of hits/likes, etc.)

Your application and submission will be reviewed by a panel. The panel will score your application and submission based not only on the completeness of your application, but also for how creative and thorough you are in your submission and narrative descriptions. This application is not just a checklist, it is an opportunity for you to demonstrate why your nomination should serve as a model for other Parks and Recreation agencies.

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ELECTRONIC SUBMISSION FORMAT: Electronic Category submissions (and maybe your Campaign/Initiative submission) can be submitted via email. Please follow the steps below to make your submission:

1. Complete the nomination form (page one) by typing directly onto this document. This must be included in your final submission. All applications MUST BE TYPED.
2. Include a snapshot page that outlines or bullets the main ideas and concepts you'd like to communicate to the judges. This should also include the basic answers to any required information.
3. Type your response to the Narrative sections.
4. Your submission should be in this order
 - a. Nomination Form
 - b. Narratives
 - c. Supplementary Material (including the piece/link to piece being nominated – no more than four pages)
5. If you need direction about creating a pdf from multiple documents, [click here](#).

PHYSICAL SUBMISSION FORMAT: Physical submissions (Print and Campaign/Initiative Category) must be in a three-ring binder or folder with plastic cover and five tab dividers.

- Nomination Form - page one of this nomination form – this will serve as your cover page inserted in the front of the binder. All applications MUST BE TYPED.
- Include a snapshot page that outlines or bullets the main ideas and concepts you'd like to communicate to the judges. This should also include the basic answers to any required information.
- Narrative 1 – Tab 1
- Narrative 2 – Tab 2
- Narrative 3 – Tab 3
- Narrative 4 – Tab 4
- Include Appendix Material (should include material submitting for) – Tab 5

Requirements for Physical Entries:

- Enclose seven copies of all materials. Nominations WILL NOT be accepted without all 7 copies. Whatever you want in a judge's hand is what you should submit for each of the seven judges.
- This material will not be returned after the Awards Ceremony.
- Please do not send promotional materials – you may photograph those items and send a printed page of the photo in the Appendix Material section of your submission.

<p style="text-align: center;">Physical Submission:</p> <p style="text-align: center;">Received at FRPA no later than April 29, 2022 to: Florida Recreation and Park Association Awards 411 Office Plaza Drive Tallahassee, FL 32301</p>	<p style="text-align: center;">Electronic Submission:</p> <p style="text-align: center;">Complete the Nomination Form in its entirety and send as ONE pdf file to eleonor@frpa.org. To be eligible, nominations must be received via email no later than April 29, 2022. You will receive a confirmation email that the nomination has been received.</p>
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Application Snapshot

◆ Summary of application concepts –

- The St. Petersburg Parks & Recreation Department strives to offer inclusive, intergenerational programs that support the department’s mission to engage people in leisure activities that contribute to their quality of life and the department’s vision of providing innovative, interactive opportunities for the community by offering a healthy, protected, sustainable, and inclusive parks and recreation system.
- The department’s Therapeutic Recreation (TR) division’s programs and services offer the community and surrounding areas a welcoming, supportive environment where individuals with intellectual, physical, or developmental disabilities can discover new skills, experience new opportunities, and enhance their social skills, physical fitness, creative arts abilities, leisure education, and community integration.
- The TR Division’s Therapeutic Recreation Brochure helps the division stay connected to the community by highlighting programs, services, and resources while helping to bridge gaps in awareness of the division and accessible opportunities available to all individuals in the community.
- The brochure is newly redesigned with a strategically crafted distribution plan that allows for the department and division to build relationships with residents new to the area and sustain relationships with current participants.
- The target market for the Therapeutic Recreation Brochure is the disability community within St. Petersburg and the surrounding area and the public, community leaders and stakeholders, and local organizations, who can help bring awareness to the TR division and the programs and services offered by the division.
- The population of St. Petersburg is 258,308 people with 9.7% of the population under 65 years of age living with a disability. Pinellas County has a 0.20% growth rate in the past year according to the U.S. Census Bureau.
- The TR division uses surveys and data driven information to assess community needs and emulate the types of programs and resources that should be offered. Effective communication has been pinpointed as a community need, and the brochure was created as a communication tool to assist in effectively communicating with current participants and potential participants.

◆ FRPA Agency Membership – Organization ID: 6559

◆ CAPRA Accreditation – current as of 2020 review

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NARRATIVE 1 *Benefit to the Agency*

The Therapeutic Recreation Brochure is a quarterly electronic and print publication created by the City of St. Petersburg Parks & Recreation Department's Therapeutic Recreation (TR) division to highlight the inclusive, intergenerational programs, events, and services offered to individuals with intellectual, physical, and developmental disabilities. It is the department's mission to not only preserve, protect, maintain, and enhance the City of St. Petersburg's parkland and recreational facilities, but to engage all individuals within the community and surrounding areas in leisure activities that contribute to their quality of life. The programs provided by the TR division extend a welcoming, supportive environment for participants to discover new skills and hobbies while enhancing their social skills, physical fitness, creative arts abilities, leisure education, and community integration.

Prior to fall 2021, the brochure was mailed by the TR staff to participants' addresses that were collected on an Excel spreadsheet, limiting the exposure of the brochure. Therefore, a marketing meeting between the TR supervisors and the department's Marketing team was scheduled to strategically redesign and develop a distribution plan for the brochure to reach the growing community of St. Petersburg. The updated layout and design included the department's branding and adhered to ADA compliancy standards for digital and print materials. The redesign highlighted programs and events while bringing awareness to the importance of the TR division and the beneficial services offered to the city's diverse community. The change from printing and mailing the brochure allowed for a wider reach to showcase therapeutic recreation opportunities. The brochure is now distributed (1) in the TR monthly newsletter sent via Constant Contact, (2) as a link on the TR webpage on the department's website (www.stpeteparksrec.org/therapeutics), and (3) as a printed copy that is dispersed to 21 City recreational facilities and to community partners that are located throughout St. Petersburg and the Tampa Bay metropolitan area.

Because it is the department's vision to provide the vibrant city of St. Petersburg with innovative, interactive opportunities to live, work, and play within the community by offering a healthy, protected, sustainable, and inclusive parks and recreation system, the TR division relies on feedback from their participants and community members to continuously enhance the brochure. One common item of feedback often relayed to

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the TR staff prior to the revamp of the brochure was that there was little awareness of the division and its programs. The intentional redesign and distribution plan for the new brochure strives to meet the department's mission and vision and is meant as a community building tool and to help community members understand what is accessible to them.

During the pandemic, the disability community was hit hard, with higher rates of mental illness and isolation reported [according to the National Library of Medicine](#). This made the TR team and the department's Marketing team strategize the importance of effectively creating content and efficiently communicating this content to the disability community. With this in mind, the brochure has also been shared with numerous community partners, including local and national nonprofit organizations, businesses, schools, and therapy providers through key community building efforts by the TR team. In the City's [St. Pete 2050: A Vision Plan for St. Petersburg](#), healthy communities was listed as one of the ten prioritized community themes with the mission to improve health outcomes, reduce health inequities, and implement policies and programs that give all residents the opportunity to attain and enjoy optimal health along with with the goal to promote the physical, mental, and social wellbeing of all residents.

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NARRATIVE 2 *Benefit to the Public*

The City of St. Petersburg prides itself on being an inclusive city for all. [In 2021, Abilities Expo](#), a resource for the disability community, ranked St. Petersburg as the fifth best city for people with disabilities to live. The study ranked the nation's 150 most populated cities across three primary dimensions that impact the disability community: economic environment, quality of life, and healthcare. Other important factors included in the ranking were the number of physicians, the price tag on a doctor's visit, availability of special education teachers, cost of living, housing affordability, and the weather. It is important to the City and to the department to provide equal opportunities to all members of the community. According to the Department of Labor, the nation's largest minority—comprising of 50 million individuals—are people with disabilities. The City and the department hold a high value in providing equal opportunities, affordable programming, and accessible services to all members of the community. The TR division provides that connection to the disability community within St. Petersburg, Pinellas County, and the Tampa Bay area, and the Therapeutic Recreation brochure helps to communicate that.

The disability community already has a disadvantage when it comes to accessible community resources and typical socialization, and, especially during the pandemic, the TR team pinpointed an even greater need for the socialization and community resources. The department works to ensure that all people have access to the benefits of local parks and recreational opportunities. To achieve this, the department prioritizes creating inclusive, intergenerational programs, such as the TR program, and has crafted thoughtful and impactful marketing assets to raise awareness of the TR division to the entire community to showcase the accessible opportunities. Word of mouth is the strongest marketing tool, and it is used when someone sees or hears about an opportunity. The intentional effort to reach the entire community with various marketing assets helps implement word-of-mouth marketing. The idea behind the brochure was to provide equitable and accessible resources within the brochure and other various marketing assets.

The increased exposure brought by the redesigned brochure and the strategic distribution plan has helped uncover more needs and services, such as the Advocacy Support Group, which is held monthly for anyone who advocates for individuals with disabilities and features a variety of educated and subject matter experts in various fields serving the disability community. About 4.9 million adults in Florida have a documented

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disability, which is equal to 1 in 4 adults. St. Petersburg is located within Pinellas County. The county has 24 incorporated municipalities, with three Therapeutic Recreation divisions available out of the 24 municipalities. Pinellas County Schools serve approximately 13,800 students with disabilities. According to the 2020 population census, there are 258,308 people living in St. Petersburg with 9.7% of the population under 65 years living with a disability; 959,107 people living in Pinellas County with 10.1% of the population under 65 years living with a disability; and 3,175,275 people living in the Tampa-St. Petersburg-Clearwater Metro Area, which is the eighteenth largest metropolitan area in the United States. The brochure ensures a connection with the community by highlighting various community resource and programs available to help bridge the gap of public consciousness and bring awareness to how the department and different organizations work together to serve the disability community. As St. Petersburg continues to grow, the brochure continues to evolve to ensure that connections with new residents are made and relationships with current participants are sustained.

Currently, the department's TR division serves about 100 participants a month and about 350 participants a year. Taking into consideration the population and the continued growth of the area and state and the limited spots available in the TR program, the brochure has become a valuable communication tool. However, the brochure is not the only outreach effort in community building. The department's marketing team uses digital assets, such as video infographics, informative videos highlighting the TR division, social media posts, photos of programs and services, a monthly newsletter, and quarterly surveys to understand community needs. The public's engagement with digital assets allows the department to recognize the impactful efforts implemented and how to better serve the community. As of fall 2021, the TR division works with 26 inclusive and accessible community organizations with some of them listed on the department's [TR webpage](#).

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NARRATIVE 3 *Benefit to the Field*

According to the American Therapeutic Recreation Association, therapeutic recreation is a systematic process that utilizes recreation and other activity-based interventions to address the assessed needs of individuals with illnesses or disabling conditions, to psychological and physical health, recovery, and wellbeing. TR is a treatment service designed to restore, remediate, and rehabilitate a person's level of functioning and independence in life activities and to promote health and wellness for individuals with intellectual, physical, or developmental disabilities. The goal of the department's TR division and program is to reduce depression, stress, and anxiety, and to help participants build confidence and socialize in their community.

The TR division uses surveys and data-driven information to assess community needs and emulate the types of programs and resources that should be offered. Additionally, the TR division has a TR membership that allows the team to establish membership meetings to comprehend the personal goals of each participant admitted into the program. With all this understanding and data-driven decision-making, it was key for the TR division to advance the awareness of their programs not only to the community but to surrounding areas in the Tampa Bay region, especially those with a growing population, to make the TR division a one-stop-shop for programming and resource connections. It was quickly pinpointed that effective communication was an important community need, making the brochure an invaluable resource and communication tool.

The brochure has heightened awareness of therapeutic recreation within parks and recreations systems and Florida's health and wellness opportunities. People with disabilities need and deserve the same health and wellness opportunities created for them as are created for the public to stay active and to be a part of the community. Ensuring this requires quality services that meet the needs of individuals in the disability community, not just a person living with a disability. Most importantly, the brochure creates a sense of community from the photos of TR participants, who are ecstatic to see themselves in the publication, to the TR supervisors' continued efforts to create community building connections that bridge gaps for resources.

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NARRATIVE 4 *Reports and Circulation*

The target market for the Therapeutic Recreation brochure is the disability community within St. Petersburg and surrounding areas and the general public, community leaders, organizations, and stakeholders who can help bring awareness to the TR division and the programs and services it offers.

The total population of the city of St. Petersburg is 258,308 with 9.7% of the population under 65 years living with a disability. Pinellas County—in which St. Petersburg resides—has a 0.20% growth rate in the past year according to the U.S. Census Bureau.

The first newly redesigned brochure was published in fall 2021. The brochure is linked in monthly newsletters, which are sent to 1,106 subscribers. The brochure and digital assets are also posted to the department's social media platforms (Facebook, Twitter, and Instagram), which have the following count: 10,967 Facebook followers; 3,101 Instagram followers; and 3,943 Twitter followers. The brochure is also linked to the TR webpage. The fall 2021 brochure was linked to the webpage from November to December of 2021, and during that time, the webpage had 404 new page views and 287 returning page views. The website analytics showed growth for the winter 2022 brochure as shown in the charts on the next pages.

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Chart 1: Fall 2021 Therapeutic Recreation Brochure

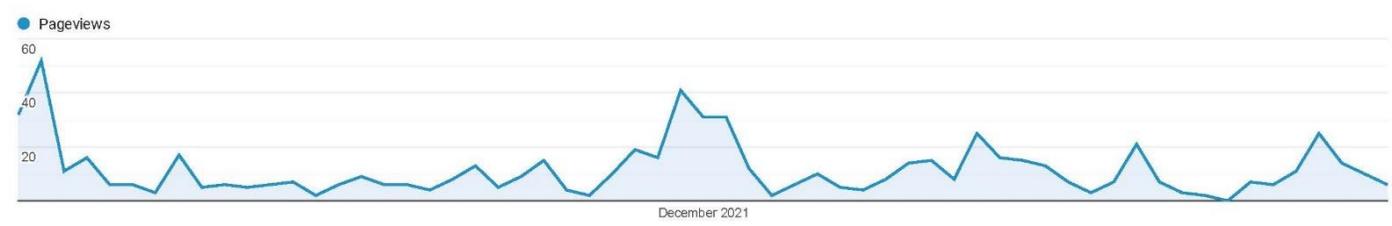
Pages

ALL » PAGE: /therapeutics/index.html

Nov 1, 2021 - Dec 31, 2021

○ All Users
0.56% Pageviews

Explorer

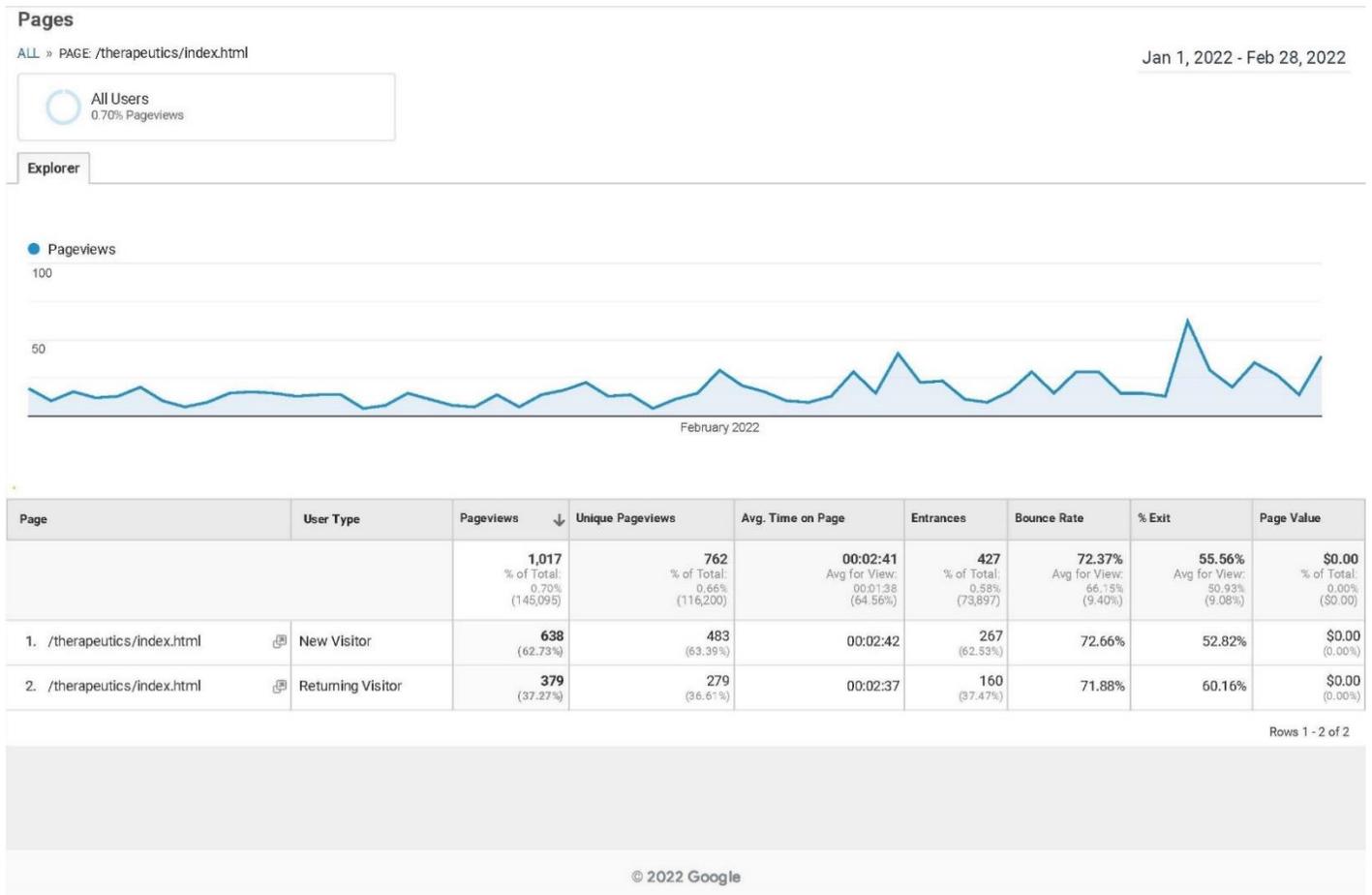


Page	User Type	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		691 % of Total: 0.56% (124,124)	509 % of Total: 0.50% (101,597)	00:02:57 Avg for View: 00:01:43 (71.99%)	283 % of Total: 0.41% (69,500)	72.79% Avg for View: 70.42% (3.37%)	52.39% Avg for View: 55.93% (-6.44%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /therapeutics/index.html	New Visitor	404 (58.47%)	309 (60.71%)	00:02:30	160 (56.54%)	70.00%	50.74%	\$0.00 (0.00%)
2. /therapeutics/index.html	Returning Visitor	287 (41.53%)	200 (39.29%)	00:03:39	123 (43.46%)	76.42%	54.70%	\$0.00 (0.00%)

Rows 1 - 2 of 2

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Chart 2: Winter 2022 Therapeutic Recreation Brochure



With these findings, the department and the division are hopeful that the brochure will continue to build community relationships, connect with the disability community, and bridge gaps for programs and resources offered throughout St. Petersburg and surrounding areas.

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Supplementary Material

- ◆ Fall 2021 Therapeutic Recreation Brochure:

https://www.canva.com/design/DAEm0xtw0HE/phxJoZzxt8krH4yMqIPWRA/view?utm_content=DAEm0xtw0HE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- ◆ Therapeutic Recreation Newsletter:

- November 2021 newsletter featuring the fall 2021 brochure: <https://conta.cc/3w4p5yo>
- December 2021 newsletter featuring the fall 2021 brochure: <https://conta.cc/3lhRdt>

- ◆ Therapeutic Recreation web page: <https://www.stpeteparksrec.org/therapeutics/>