

# Sure Fire Change

Parks and Recreation's FUTURE

Couple of ways to view



- Public parks and recreation were eliminated
- We as a profession wanted to make a fresh start

## Even more importantly

What Needs would NOT be met with our absence?

If we wanted to start over

**What Would We Do**

# IMAGINE WE could do whatever We wanted

What would you get rid of?  
What might you do differently?  
Think about from the ground up?

## *BIG Shifts*

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- What WE DO
  - Individual
  - Full Service
  - Functions
  - Nice
- 
- We Make Happen!
  - Societal Impact
  - Facilitator
  - Transforming Lives
  - Necessity!!

# BIG Shift #1

From

*What WE DO*

*What We Make Happen*

## BIG Shift #2

From

**Individuals to Society**

## BIG Shift #3

From

**Full Service to  
Facilitator**

# BIG Shift #4

From

**Performing Functions**

to

**Transforming Lives**

# BIG Shift #5

From

**being nice**

to

**Necessity**

## Need to Reframe Our Role



- **Insure**
- **Ensure**
- **Assure**

## Which is Which

- **Insure**
- **Ensure**
- **Assure**



# What is INSURANCE?

Insurance protects the [financial](#) well-being of an [individual](#), [company](#) or other [entity](#) in the case of a loss.

???Ensurance???

To make certain

To keep safe

What can we “assure” people of  
access to

Active Lifestyles  
Vital Communities

What if? How About?

- What if you could purchase an insurance policy that guaranteed residents a healthier life?
- How about if you could contribute to creating a positive cash flow for taxpayers in your district?
- All of these are not only possible, but actually probable with foresight and planning on our part.

# What then are our options?

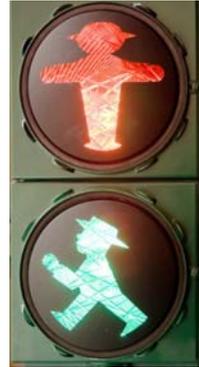
We do survive in today's world – How do we  
THRIVE?



- *How did parks and recreation get started?*
- *Because it was Necessary – ESSENTIAL!*

Some Final Stop/Gos

- **It's about Important Issues NOT Programs and Services**

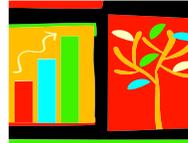


*From Proactive to Reactive*

*From Meeting Needs to Responding to Constraints and Demands*

Great Family Tree....  
Incredible Roots

- Founder of National Movement
- 1<sup>st</sup> Health Commissioner in the U.S.
- Creator of Internationally Cherished Sport
- Nobel Prize Winner



## New York City's Pop Up Playgrounds





Change is NOT easy



- If you don't like change – you are going to like irrelevance even less.

General Eric Shineski, former US Army Chief of Staff

# Information without Action

Is JUST OVERHEAD

Speaker Logo (if applicable)

Speaker Name

Speaker Contact Info





# FRPA

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**FLORIDA RECREATION  
& PARK ASSOCIATION**

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