

#### WELCOME TO THE 2020 FRPA CONFERENCE!



LEAST YOUR NAME ON THE EVALUATION FORMS SO WE CAN TRACK ATTENDANCE -JUST IN CASE!

TEMPERATURE CHECKS ARE REQUIRED EACH DAY. SEE PAGE 19 IN YOUR PROGRAM BOOKLET GENERAL SESSION AND BANQUET SEATING WILL BE AT TABLES FOR 4 – PLEASE DO NOT MOVE ADDI-TIONAL CHAIRS TO TABLES.

STAY SIX FEET APART AND AVOID PROLONGED CONTACT FOR LONGER THAN 15 MINUTES. EXHIBIT HALL CLOSING: MASKS ARE REQUIRED, PLEASE FOLLOW DIRECTIONAL ARROWS, AND AVOID CONGREGATING IN GROUPS AT BOOTHS.

 $\square$ 

IF YOU NEED CEUS, YOU MUST TOTALLY COMPLETE THE EVALUATION FORM

 $\square$ 

VERIFICATION OFFICERS WILL GIVE YOU THE ALL CLEAR ONCE MEETING ROOMS HAVE BEEN CLEANED AND ARE READY FOR YOU. WEAR YOUR MASKS AT ALL TIMES AND MAKE USE OF HAND SANITIZER THROUGHOUT THE CONFERENCE SPACE.

resday

KEEP YOUR OWN PEN HANDY SO WHEN ASKED TO SIGN YOU CAN DO SO WITH YOUR PERSONAL WRITING DEVICE.

### E SPORTS FACILITIES ADVISORY

Contraction of the second seco



## AGENDA

- Introduction
- Master Plan Process, Results, & Shortfalls
- Goals of Activation
- Strategies to Activate
- Healthy Communities & Supporting Data

#### E SPORTS FACILITIES ADVISORY PLAN & FUND RESEARCH I FEASIBILITY FINANCE SUPPORT

### E SPORTS FACILITIES

DEVELOP OWNER'S REPRESENTATION DESIGN | PROCUREMENT

### E SPORTS FACILITIES

PERFORM OPEN I OPERATE OPTIMIZE

### BUILT TO IMPROVE THE HEALTH AND ECONOMIC VITALITY OF COMMUNITIES

SPORTS FACILITIES

### Master Plan Process

#### ENGAGMENT

- Community
- Decision Makers
- Stakeholders

#### ASSESMENT

- Current Assets
- Current Programs
- Gaps and Trends

#### PRIORITIZATION

Facilities

- Programs
- Management and Operations

#### IMPLEMENTATION

- Communication
- Funding
- Action

### Intended Results of a Master Plan

Build Credibility, Support, and Consensus

Inform Citizens of the Community's Needs

Identify Capital Improvement and Funding Needs
Guiding Critical Decisions (Facilities, Infrastructure, Programs, and Services)
Develop an Implementation Strategy



### Shortfalls of a Master Plan

- Inflexible
- Expensive
- Incongruent
- Created but Not Used

B SPORTS FACILITIES

### **Goals of Activation**



- Establish Essentiality
- Protect Budget



#### IMPROVE PERFORMANCE

- Expand Reach
- Enhance Service
- Increase Financial Results

### 

#### IMPROVE ASSETS

- Enhance Existing
- Build New
- Support Long-Range Plan



### ADVISORY

### **Strategy 1:** Comprehensive Reports & Communication

. mantatte

Use the tools you have to communicate the value and impact of your department.

> E SPORTS FACILITIES ADVISORY

### The FRPA Parks Impact Calculator

HEALTHCARE SAVINGS

PROPERTY

VALUES

2

E ENVIRONMENT

TOURISM SPENDING

PUBLIC SPENDING

5

JOBS CREATION

6

### E SPORTS FACILITIES



How have you used the Parks Impact Calculator?

Who has been your audience?

What "wins" have come from it?

What unexpected results have come from it?

How will you use it in the future?



### **Strategy 2:** Create Partnerships

Expand your reach, data, impact, and sources of funding by forging relationships around the community.

E SPORTS FACILITIES



How are you collecting data from users of P&R assets?

Who are your "atypical" program partners and how do you work with them?

Who are your best business sector partners?

Who are your biggest champions the community and how do they support you?



### **Strategy 3:** Focus On Metrics

Generate strategies that focus on achieving results in the areas that align with broader initiatives for your community.

> B SPORTS FACILITIES ADVISORY



What are the "hot button" topics in your community?

How have you aligned your programs/services/impact reports with those topics?

What has been the most effective strategy for increasing the number of people your department serves?

What has been the most effective strategy for increasing your revenue?

What has been the most effective strategy for increasing your economic impact?

E SPORTS FACILITIES ADVISORY

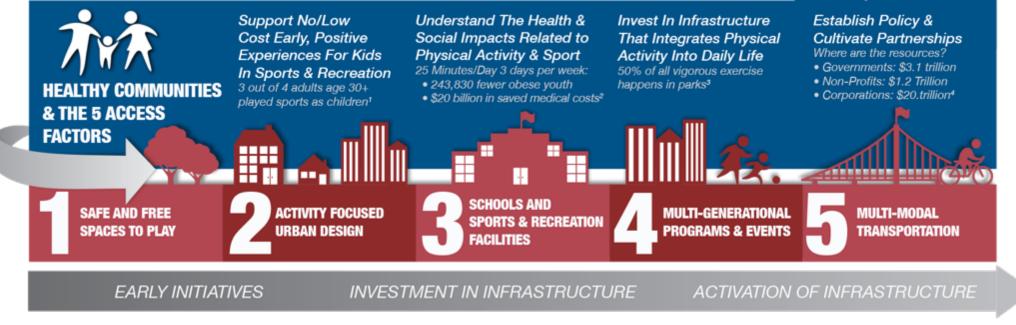
### Roadmap to a Healthy Community

Champions of healthy communities use the 5 access factors to create self-sustaining environments that reduce healthcare costs, improve quality of life and produce billions in economic impact annually. The site

#### Monitor & Measure Impact Annually

Impact Annually Investments Of Just \$10 Per Person In Community Health Promotion Programs Generate An Roi Of 500% Within 5 Years<sup>6</sup>

Enjoy Lower Crime & Safer Communities Participation in sports has a proven, effect on community cohesion<sup>5</sup>



#### **ACTIVE COMMUNITIES DO BETTER**

#### What Research Shows on the Benefits to Residents





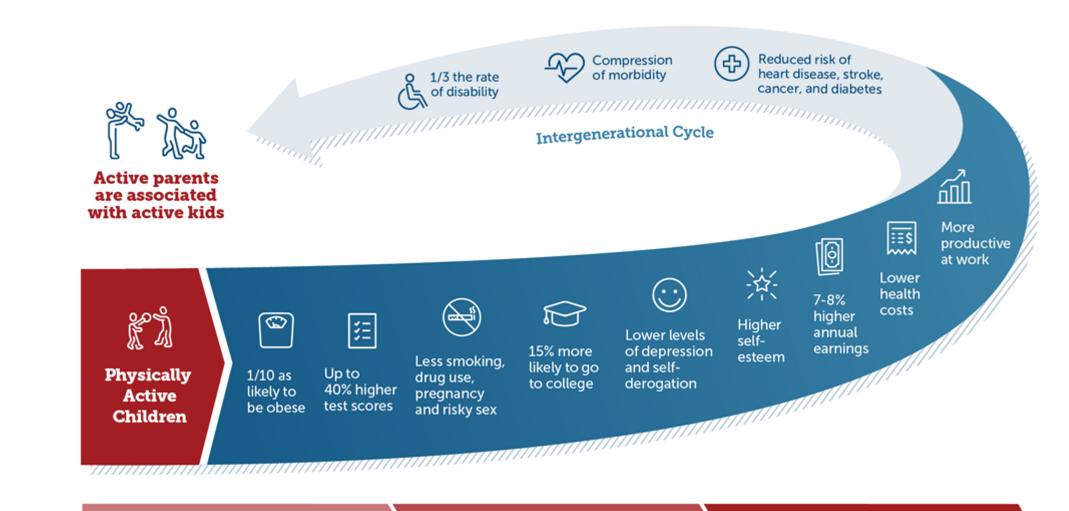
These communities typically **spend \$20 or more on parks per resident** and are more likely to support low-cost physical activity and sport experiences for kids

Learn more at as.pn/sportsfacts

#### **ACTIVE KIDS DO BETTER IN LIFE**

#### What Research Shows on the Lifetime Benefits





EARLY CHILDHOOD

ADOLESCENCE

ADULTHOOD

### E SPORTS FACILITIES ADVISORY



#### E SPORTS FACILITIES ADVISORY

# Thank You

### VISIONPOSSIBLE FRPA 2020



FOR MORE INFORMATION ABOUT THE FLORIDA RECREATION AND PARK ASSOCIATION VISIT FRPA.ORG