

Miami-Dade County  
Parks, Recreation  
& Open Spaces  
Department



# Fanny Navarro

Miami EcoAdventures Coordinator & Community Engagement Manager

Miami-Dade Parks, Recreation & Open Spaces Department

**E.C.O. DIVISION** Education, Conservation & Outreach

*Inspiring & educating the community to become passionate about experiencing and protecting their environment.*



305-666-5885 @ AD Barnes Park Nature Center

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@miamidadeparks #liveaparklife

# PLANNING THE BLITZ

1. Commit to the Blitz
3. Identify Staff Lead & Community
5. Create Visitation Plan & Agenda



2. Select Date **JULY 2020**
4. Create Blitz Team & Tool Kit & Messages
6. Schedule Publicity Network

## Sample **AGENDA**

**9:30-10:00 a.m.-** Blitz team gathers at a central location, reviews messages, plan and transportation/lunch

**10:00am-1:00 p.m.-** Visit Schools and Preschools

- Meet Administrators to discuss the positive ways the youth of our community can spend their spare time, through organized recreation, programs and events
- Share and exchange information, ask if they can make announcements, see if you can return as a guest speaker at PTA meetings/ career days.

**1:00-2:00 p.m.-** Regroup for Lunch @ a near by local business


**2:00 – 3:30 p.m. –** Visit Churches

- Speak with church directors, priests or pastors of the church to discuss, share and promote our programs during the congregations

**3:30-5:30 p.m.-** Visit Local Businesses

- Ask to promote our programs (put up posters in staff room , community board or counter)
- Give promotional items

# SAMPLE VISITATION PLAN

Park Community	Local Schools	Pre-Schools	Local Business	Local Churches
<p><u>Babcock Park</u></p>  <p><u>MESSAGES</u></p>	<p>Hialeah Elementary 550 East 8<sup>th</sup> Street Hialeah, FL 33010</p> <p>St. John the Apostle 475 East 4<sup>th</sup> Street Hialeah, FL 33010</p> <p>Champagnat Catholic School 369 East 10<sup>th</sup> Street Hialeah, FL 33010</p> <p>Lincoln-Marti School 1750 East 4<sup>th</sup> Avenue Hialeah, FL 33010</p> <p>South Hialeah Elementary 265 East 5<sup>th</sup> Street Hialeah, FL 33010</p> <p>CAREER DAY FIELDTRIPS AFTERSCHOOL/CAMPS</p>	<p>Second Home Daycare &amp; School 118 West 7<sup>th</sup> Street Hialeah, FL 33010</p> <p>Tiny Treasures Daycare Center 543 East 9<sup>th</sup> Street Hialeah, FL 33010</p> <p>Happy Babies 11 East 12<sup>th</sup> Street Hialeah, FL 33010</p> <p>La Scala Pre-School 499 East 21<sup>st</sup> Street Hialeah, FL 33010</p> <p>LEARN2SWIM &amp; OUTREACHES</p>	<p>Aqua Air Manufacturing</p> <p>Superior Hospitality Designs</p> <p>Amerikooler Inc</p> <p>ADOPT-A-PARK CORPORATE &amp; VOLUNTEERS EVENT SPONSORS</p>	<p>First Baptist Church 631 East 1<sup>st</sup> Avenue Hialeah, FL 33010</p> <p>St. John the Apostle 475 East 4<sup>th</sup> Street, Hialeah, FL 33010</p> <p>Hialeah Church of the Nazarene 310 East 5<sup>th</sup> Street, Hialeah, FL 33010</p> <p>Faith Lutheran Church 293 Hialeah Drive, Hialeah, FL 33010</p> <p>Iglesia Methodista Unidad 1098 East 1<sup>st</sup> Avenue, Hialeah, FL 33010</p> <p>Universal Church 500 Palm Avenue, Hialeah, FL 33010</p> <p>ADOPT-A-PARK CORPORATE &amp; VOLUNTEERS EVENT SPONSORS FACILITY USE/RENTALS</p>





# TOOL KIT

Item		Comments/Condition
	Crate Hand Cart	Recommend a rolling cart
	Team Instructions	Provide a checklist
	Visitation Plan & Schedule	Laminate or Sheet Protector
	Area Map	
	Table Cloth	Optional – use for tabling events, but good to have for events
	Speaking Points	Messages and Department Priorities for the year
	Collateral	Handouts
	Give-a-ways	Optional
	Messages	Parks & Recreation Month, Learn2Swim-Drowning Preventions, Meet the Park Managers
	Nametags & Umbrellas	Highly recommended, along with business cards
	Attire: Shirts / Polos / Shorts	Agency branding
	Water	Stay hydrated / Cooler in transportation vehicle
	Snacks	Just in case
	Reporting Results/Selfie	Capture a name and title to each engagement / Social media is always a plus
	Debriefing/Next Steps	
Name:		Signature:                      Date:

# TIMEFRAME TO JULY 2020



Timeframe	Task	Action	Comments	Completed Date
July 2019	Attend FRPA Community Building Sessions	Regional Session Local workshops of engagement	On-Going community engagement	August 2019 – FRPA Annual Conference
September – October 2019	Present initiative to agency team & leadership	Debrief from FRPA conference session, reach out to speakers and review blitz needs	PowerPoint Available	
January 2020	Identify agency team lead, targeted community and Blitz Team	Per Designated Community/Park Range	Team no more than (7) member	February 15th
February – April 2020	Identify Messaging Community Research Create Visitation Plan Staff Training	Department Priorities Meetings Training Session		May 1 <sup>st</sup>
May - June 2020	Finalize Tool Kit Give-a-ways / collaterals Staff Training	Branding, Messages, Marketing & Communications	Finalize all needs to Blitz, include a debrief with agency leadership	June 1 <sup>st</sup>
July 2020	FRPA 2020 Community Blitz	Annual Conference Initiative		
August - September	Debrief/Strategy Review Attend FRPA 2020 conference	On-going planning for agency mini-blitz	Annually, Quarterly, Seasonal (Summer, Winter, Fall)	Incorporate into agency marketing plan/business plan





COMMUNITY  
BUILDING

SESSIONS  
NEVER END  
WE TAKE IT  
WITH US.



*Thank you!*

