

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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www.miamidade.gov/parks



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

