



Welcome to the 2018 FRPA
Conference!

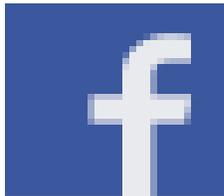
Success Secrets of
Facebook, AirBnb, and Baby
Carrots

Learning Objectives

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What do these have in common?



- Small carrots were taken out of the trash in 1986 and consumption of carrots increased by **117%** in ten years

- Facebook has **1.86 billion** active users. Every Facebook use averages **20 minutes**

Airbnb – earning increased **3,400%** and made more money than **85%** of the Fortune 500 companies



Idea for product or service that people didn't know they needed

But recognized how much it improved their lives

Some examples

- Retail Stores Adding Fitness/Wellness to their Stores
- Subway Library: Transit Authority in NYC downloadable books
- Malls are adding climbing wall/gocarts/glow in dark indoor golf



[Credit this Photo](#)

Some Recreation Examples

• The TOUGH MUDDER

More than a fitness challenge, it's a set of values, lived out on the course, and in everyday life

The Mudder Pledge:

- ✓ I understand that Tough Mudder is not a race but a challenge.
- ✓ I put teamwork and camaraderie before my course time.
- ✓ I do not whine – kids whine.
- ✓ I help my fellow mudders complete the course.
- ✓ I overcome all fears.



• Escape Rooms – empty space

Critical and Creative Thinking

Team Building

Adapted to Various Age Groups



And...



Tentrr

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What could we make happen that people don't even realize they might need/want

Park and Recreation People are some of the most innovative and tuned
in that we know



Our Ongoing Possibilities



Could we have done?

Version of

Tough Mudder

Escape Room

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Blue Star Lite Drive-In

What was their change

- It's not too late to "incorporate" these aspects into our offerings.
- Not wholesale change – do a 180
- What are you doing/What can we be doing?

What can we learn from

Food Trucks?

Food Trucks

- Reduce Operating Expenses
- Low Risk Test Investments
- Local, Mobile, and Social

Common Activities/Offerings

Activity

Change

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**FLORIDA RECREATION
& PARK ASSOCIATION**

For more information about the Florida Recreation and Park Association visit www.frpa.org.