



Best Practices

The Florida Recreation and Park Association adopted a comprehensive Strategic Plan in 2015. That Plan is based on four foundational pillars – Health, Community Building, Environmental Sustainability and Resiliency, and Economic Impact/Development.

The Association is in search of Best Practices in each of these four areas, which can serve as a resource for parks and recreation professionals. We realize that “Best Practice” can be broadly applied and the meaning varies depending on the environment and industry one works within.

For the purposes of the FRPA Strategic Plan, the Association’s Board of Directors has adopted and will apply the following definition:

FRPA Strategic Best Practices – Methods, professional guidance, benchmarks and technical expertise centered around a FRPA strategic pillar (Health, Environment, Community Building, Economic Impact) that are evidence-based or proven through experience to support positive results and may be replicated or utilized by other parks and recreation agencies toward achieving a similar desired outcome.

“Evidence-based or proven through experience” indicates that the best practice has had some research, or long term monitoring conducted to show that the practice is having a positive outcome when applied. For example: When applying the best practice of mowing and over-seeding in this manner, for a period of one year, we have been able to extend the life of our turf by 6 months thus reducing expenses \$X; OR When integrating physical activity and nutrition education in our after school programming, we partnered with the University of XYZ to measure increased health of participants, and have shown a 24% reduction in BMI of participants.

We realize that there may be a plethora of “success stories” that are not evidence based, but have produced positive results for an agency, and may also have value as a shared resource.

Submissions will be evaluated by the Best Practice Workgroup to determine if the submission meets the criteria of “Best Practice” as we have defined, or if it should be catalogued as a “success story”.



Best Practice Submission

Agency: Cape Coral Parks & Recreation Department

Contact Name: Kerry Runyon

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Area of Best Practice: **ECONOMIC IMPACT PILLAR:** Marketing your parks for large tournaments and events (ex: attracting organizations to local parks via questionnaires, presentations, etc.)

Summary of Best Practice:

Our P&R department prints a seasonal program guide, every four months, to keep our citizens aware of the classes, programs, activities, and leagues that are available for registration. To keep up with technological advances, we decided several years ago to add a digital version of the program guide on our website. We use a software called Flipping Book to convert the PDF file of the program guide to an HTML file. We then post the HTML version on our website for all viewers to access. It works like a store ad circular where you can zoom in and flip from page to page. Viewers can then click on a program or class and they are redirected to our Webtrac Registration Portal, where they can add it to their shopping cart and continue through the registration process. If viewers click on an event they get redirected to that event page of our website for more information. As a result of this practice, we have seen the number of online registrations increase dramatically, thereby allowing our front office staff to assist in non-registration priorities.

Frequency Best Practice is Applied: Every 4 months (January, May, and September)

Who Performs the Best Practice Function within your Agency: Full-time Admin staff

Positive Outcome of the Best Practice: We have received positive feedback from our customer base regarding the increased availability of information and access. We have also seen the number of online registrations increase dramatically, thereby allowing our front office staff to assist in non-registration priorities.

Awards/Recognitions/Designations Received as a Result of the Best Practice: none

Grants or Funding Received (if any): none

What other Best Practices would you suggest we collect?

Submit this Form electronically to charla@frpa.org

Type directly onto this document, and submit as a Word Document. Please DO NOT pdf the form.