



A Call to Action: Parks & Recreation

Presenter

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110% & Amilia Consulting USA



A CALL to ACTION: Public Parks & Recreation



**Fully-
prepared**

Preparedness Continuum

**III-
prepared**

- Sufficient reserves
 - Little to no maintenance backlog
 - Relevant mission
 - Updated fiscal policy(ies)
 - Diversified revenue sources
 - Business plan with contingencies
-
- Complete understanding of community park & recreation service providers
 - Balanced portfolio – facilitator/provider
 - Partnerships are prevalent
 - Documented agreements (detailed terms)

- Insufficient/no reserves
 - Significant maintenance backlog
 - Irrelevant mission
 - No or outdated fiscal policy(ies)
 - Single or few revenue sources
 - No contingencies
-
- Little to no understanding of community park & rec providers
 - Heavy provider portfolio
 - Few or no partnerships exist
 - No or outdated agreements (handshake agreements)

Polling



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Don't Wait to Collaborate



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“Partnerships are collaborative relationships between willing entities to address shared objectives & mission.

Effective partnerships leverage strengths and apply these strengths strategically to issues and interests.

Strong partnerships build relationships, shared understanding, and a collective focus on making lasting progress on issues related to community and economic development.”

Tufts University, Urban and Community Planning



Leisure Service Organizations

- Public Sector
- Nonprofit/Non-governmental Sector
- Commercial/Private Sector



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Public Organizations



Focus:

Community welfare, quality of life, public service, broad use of leisure, environment

Funding sources:

Tax revenues, fees & charges, donations, grants, sponsorships, partnerships, volunteers

Settings:

Municipal parks & recreation departments, special districts, state and federal agencies

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Nonprofit/ Nongovernmental Organizations



Focus:

Social good, enriched living, character building, citizenship

Funding:

Membership fees and charges, donations, grants, sponsorships, partnerships, volunteers

Settings:

YMCA, YWCA, Boys & Girls' Clubs, Big Brothers/Big Sisters, Junior Achievement, etc.

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Private/Commercial Enterprises



Focus:

Profit-driven, market-driven, customer-oriented

Funding:

Fees & charges and partnerships

Settings:

sports arenas, fitness centers, dance studios, theaters, retail centers, water/amusement parks, ski resorts, golf courses, adventure companies, etc.



IMMEDIATE ACTIONS for consideration



Identify ALL “park and recreation” providers in your community

IMMEDIATE ACTIONS for consideration



-  **Identify all “park and recreation” providers in your community**
-  **Initiate a collaborative network and develop a continuum of service – put limited resources to work**



continuum of service

Integrate Gym
Spa Wellness Retreat

Fitness

Kim's Gym

Ice Rink
for
Chaffee
County

SPR

Salida Cyclones
Swimming

Salida High School
Swimming

Arkansas Valley
Music & Dance

F.O.S.S.
(Skate)

HKMC
Wellness U

COMMUNITY
CENTER

(YOGA)

Salida
Circus

BV
REC

UPPER ARIZONA
AGENCY ON
AGING

YMCA

Anytime
Fitness

ARPA

MOONSTONE
Recreation

Chaffee
County
Public
Health
(county contract
wellness program)

Boys & Girls
CLUBS

soccer

Youth Sports

Ice Rink
for
Chaffee
County

Salida
Cyclones Swimming

Salida High
School Swimming

Chaffee
County
United
Soccer

Salida Schools

BV
REC

Salida
Health
Basketball

Salida
Youth
Football

SALIDA
Circus

Elevenletter

Salida Racing
Salida HS MTB
team

Shaun Gillis
coach

Cross-Country
Running team
- Kenna Wilson
(not here)

Pick to Pick
Pickleball
(we've done
limited classes
for kids, but
welcome all ages)

Absolute Bike
- Youth Cycling
Program
Shaun

Boys & Girls
CLUBS

BV
REC

Adult sports

Ice Rink
for
Chaffee
County

Adult swim
training for
open water, triathletes,
masters swimming
through Parks &
Recreation

Chaffee
County
United
Soccer

SALIDA
Circus

Pick to Pick
Pickleball

F.O.S.S.

SPR

BV
REC

Independent
Whitewater

Arkansas Valley
Music & Dance

Facility rentals

Ice Rink
for
Chaffee
County

Chaffee County
Public Health
(Fingerprint
through county)

Boys & Girls
CLUBS
(Committed
2020-21
Youth Event/
Youth Drive)

Salida Schools

BV
REC

Time
Fitness

Kim's Gym

SPR

OWL

Integrate
Spa Wellness Retreat

Independent
Whitewater

Manstee
Farm

CITY
ARTS &
RECREATION

SALIDA
COMMUNITY
CTR.

Low Cost Room

Park & Recreation Service Providers – Chaffee County

Fitness		Youth Sports	Adult sports	Facility rentals
Anytime Fitness		Absolute Bikes	Absolute Bikes	Anytime Fitness
Arkansas Headwaters Recreation Association		Boys & Girls Club	Buena Vista Parks & Recreation	Buena Vista Parks & Recreation
Arkansas Valley Music & Dance		Buena Vista Parks & Recreation	Chaffee County United Soccer	Integrate Spa & Wellness
Articipate		Chaffee County United Soccer	Friends of Salida Skatepark	Kim’s Gym
Boys & Girls Club		ElevateHer	Ice Rink for Chaffee County	Moonstone Farm
Buena Vista Parks & Recreation		Friends of Salida Skatepark	Independent Whitewater	Peak to Peak Pickleball
Chaffee County Public Health		Ice Rink for Chaffee County	Peak to Peak Pickleball	Rocky Mountain Outdoor Center
Chaffee County United Soccer		Peak to Peak Pickleball	Salida Circus	Salida Community Center
ElevateHer		Salida Circus	Salida Parks & Recreation	Salida Arts & Culture
Friends of Salida Skatepark		Salida Cyclones Swimming		Salida Parks & Recreation
GARNA		Salida Parks & Recreation		Salida Racing Mt. Bike Team
Guidestone		Salida Racing Mt. Bike Team		Salida School District
HRRMC Wellness U		Salida School District		
Ice Rink for Chaffee County		Salida Youth Basketball		
Integrate Spa & Wellness Retreats		Salida Youth Football		
Kim’s Gym		Salida XCountry Running Team		
Moonstone Ventures				
Rocky Mountain Outdoor Center				
Salida Circus				
Salida Community Center				
Salida Cyclones Swimming				
Salida Parks & Recreation				
Salida School District				
Upper Arkansas Area Agency on Aging				
Park & Recreation Service Providers – Chaffee County				

Afterschool	Childcare	Performing arts	Visual arts
Articipate Boys & Girls Club Buena Vista Parks & Recreation Chaffee County United Soccer ElevateHer Friends of Salida Skatepark GARNA Guidestone Ice Rink for Chaffee County Moonstone Ventures Salida Circus Salida Parks & Recreation Salida Racing Mt. Bike Team Salida School District Salida XCcountry Running Team	Boys & Girls Club Salida Community Center	Arkansas Valley Music & Dance Articipate Boys & Girls Club HRRMC Wellness U Ice Rink for Chaffee County Kim's Gym Salida Circus Salida Arts & Culture Salida School District	Articipate Boys & Girls Club Buena Vista Parks & Recreation Salida Arts & Culture Salida Parks & Recreation Salida School District

Environmental education	Outdoor recreation	Special events	Public lands management
Canyon River Instruction Chaffee County Public Health ElevateHer GARNA Guidestone Moonstone Farm & Retreat Salida School District	Arkansas Headwaters Recreation Association Buena Vista Parks & Recreation Canyon River Instruction ElevateHer Friends of Salida Skatepark GARNA Guidestone Independent Whitewater Integrate Spa & Wellness Retreats Moonstone Ventures Rocky Mountain Outdoor Center Salida Mountain Trails Salida Parks & Recreation Salida-area Parks, Open Space & Trails Salida Racing Mt. Bike Team	Anytime Fitness Articipate Boys & Girls Club Buena Vista Parks & Recreation Chaffee County Public Health Chaffee County United Soccer FIBArk Friends of Salida Skatepark GARNA Guidestone HRRMC Wellness Retreats Ice Rink for Chaffee County Integrate Spa & Wellness Retreats Kim’s Gym Moonstone Ventures Rocky Mountain Outdoor Center Salida Circus Salida Community Center Salida Arts & Culture Salida Parks & Recreation Salida School District	Arkansas Headwaters Recreation Association Buena Vista Parks & Recreation GARNA Salida Mountain Trails Salida Parks & Recreation Salida-area Parks, Open Space & Trails

Parks & Recreation Provider Network (1-2020)

PUBLIC SECTOR

Organization	Mission/Purpose	Funding sources	Competition for funding?	Address	Contact	Title	email	phone
Arkansas Headwaters Recreation Area	Management of recreation on the Arkansas River and surrounding areas.	Grants, donations, and fees & charges	Yes	307 W. Sackett Avenue, Salida	Rob White	Park Manager	rob.white@state.co.us	719.539.7289
Buena Vista Recreation Department	To provide affordable and diverse recreational opportunities for our community members.	Taxes, grants, sponsorships, donations, fees & charges	Yes	710 E. Main Street, Buena Vista	Earl Richmond	Director	recdirector@buenavistaco.gov	719.395.2408
Chaffee County Public Health	With community partners, ensure Chaffee County residents and visitors have the health resources and supports to thrive - health education, promotion and disease prevention.	Taxes, grants, sponsorships, donations, fees & charges	Yes	448 E. 1st Street, Salida	Andrea Carlstrom	Director	acarlstrom@chaffeecounty.org	719.530.2564
Chaffee County Visitors Bureau	To maximize marketing dollars for the common goal of attracting visitors, therefore, advancing the economic impact of business that rely on tourism for revenue.	Taxes	Yes	102 Crestone Avenue, Salida	Scott Peterson	Marketing Director	scott@colorfulcolorado.com	970.209.7975
Salida Parks & Recreation Department	To offer park and recreation services which are essential to the health and well-being of those who live, work and play in Salida. We do this through the provision and facilitation of parks, recreation, open spaces and trails while working cooperatively with other service providers in order to maximize our common resources.	Taxes, grants, sponsorships, fees & charges	Yes	410 Highway 50, Salida	Diesel Post	Director	diesel.post@cityofsalida.com	719.539.6738
Heart of the Rockies Regional Medical Center - Wellness U	To enhance the health of our community through the delivery of personalized and exceptional care.	Taxes, grants, fees & charges	Yes	1000 Rush Drive, Salida	Jon Fritz	Program Manager	jon.fritz@hrrmc.net	719.530.2057

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Parks & Recreation Provider Network (1-2020)

NPO/NGO SECTOR

Organization	Mission/Purpose	Funding sources	Competition for funding?	Address	Contact	Title	email	phone
Arkansas Valley Music & Dance	To teach and foster the enjoyment of dance for those in the community, both residents as well as visitors.	Donations	Yes		Lee Dodge	Secretary	ldodge12@gmail.com	210-275-3355
Articipate/Rok Skool	Teaching the importance of arts in strong lines and community	Grants, sponsorships, donations and fees & charges	Yes	305 F Street, Salida	Bones	Founder	bonesdrums@gmail.com	719.207.3422
Boys & Girls Club of Chaffee County	To inspire and enable all young people, especially those in need, to realize their potential as caring, productive, and responsible citizens.	Grants, donations and fees & charges	Yes	Palmer Street, Salida & Parson Elementary School, Buena Vista	Brian Beaulieu	Director	director@bgcchaffee.org	719.539.9500
Chaffee County United Soccer	To provide healthy physical activity (soccer) for participants ages 4-18 while teaching integrity, sportsmanship, teamwork and respect for others and self.	Donations, sponsorships and fees & charges	Yes		Scott McFarland	Director of Coaching	salida.soccer@hotmail.com	719.221.0026
ElevateHER	To foster self-worth and grit in young women through mentoring, outdoor adventure, and holistic wellness	Grants, sponsorships, donations and fees & charges	Yes	PO Box 5118	Kristen Von Norman	Director	elevateherco@gmail.com	970.401.4210
Friends of Salida Skateparks	To generate community support and money to build a new community skatepark.	Grants and donations	Yes		Amy Reed/Laura Donovan	Board Members	laura@dogsonicdesign.com coloradodogin172@gmail.com	719.539.0833
	GARNA, through community collaboration, inspires a							

Parks & Recreation Provider Network (1-2020)

PRIVATE SECTOR

Organization	Mission/Purpose	Funding sources	Competition for funding?	Address	Contact	Title	email	phone
Anytime Fitness	To make health and wellness accessible and comfortable for everyone.	Fees & charges	Yes	9985 D Highway 50, Poncha Springs	Roxanne and Daniel Sachtleben	Owners	poncha-salidaco@anytimefitness.com	719.626.2121
Canyon River Instruction	Providing customized whitewater education - to make river running a safe, more accessible and enjoyable experience	Fees & charges	Yes	11120 CR 194, Salida	Alan Cammack/ Elisha McArthur	Owners	info@canyonriverinstruction.com	719.398.1180
Heart of the Rockies Regional Medical Center (HRRMC)	To provide personalized and exceptional healthcare to our community	Grants, sponsorships, donations and fees & charges	Yes	1000 Rush Drive, Salida	Allison Gergley	Marketing/ PR Director	allison.gergley@hrrmc.net	719.530.2217
Independent Whitewater	To provide guided whitewater trips and trainings along with gear rentals, a launch and take out, and food and beverage to locals and visitors alike.	Fees & charges	Yes	10830 CR 165, Salida	Mike Whittington	VP	independentwhitewater@gmail.com	719.207.3145
Integrate Spa & Wellness Retreats	To improve inner awareness	Fees & charges	Yes	305 G Street, Salida	Ann Casey	Owners	info@integrateyourself.com	719.539.2700
Kim's Gym	To provide fun, friendly, professional fitness programming for all ages.	Fees & charges	Yes	144 Old Stage Road, Salida	Kimberly Shaffer	Owners	shafferme@hotmail.com	719.429.5983

Speed Dating

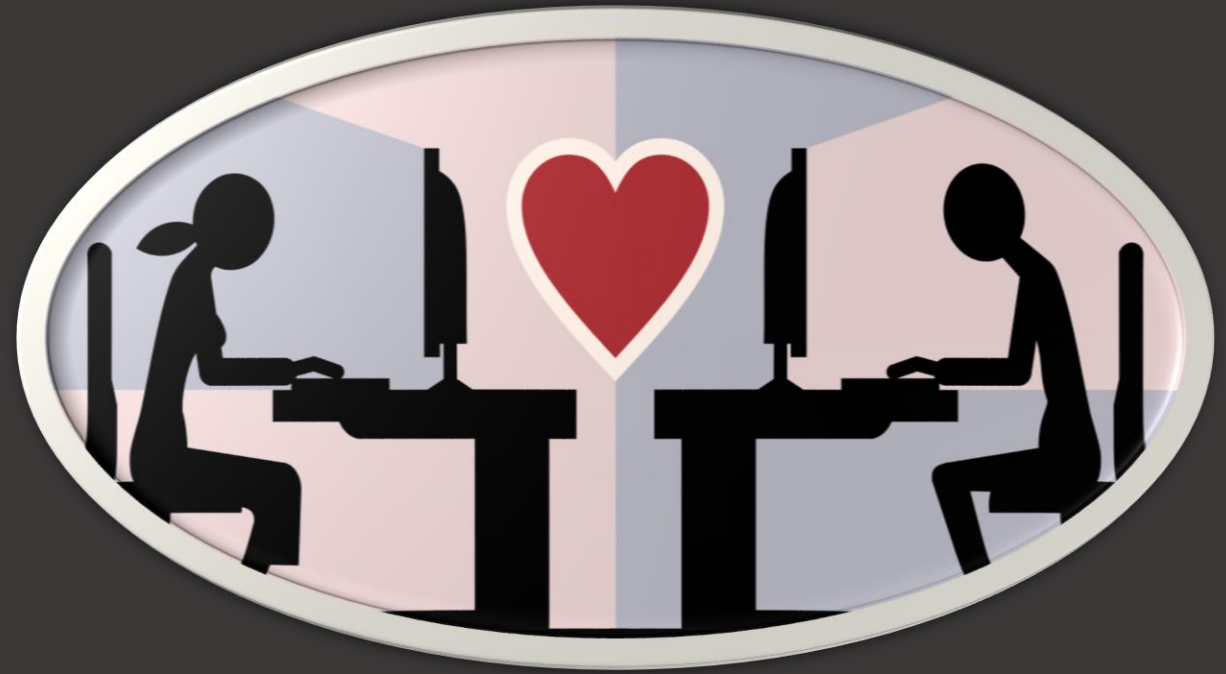
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Speed Dating

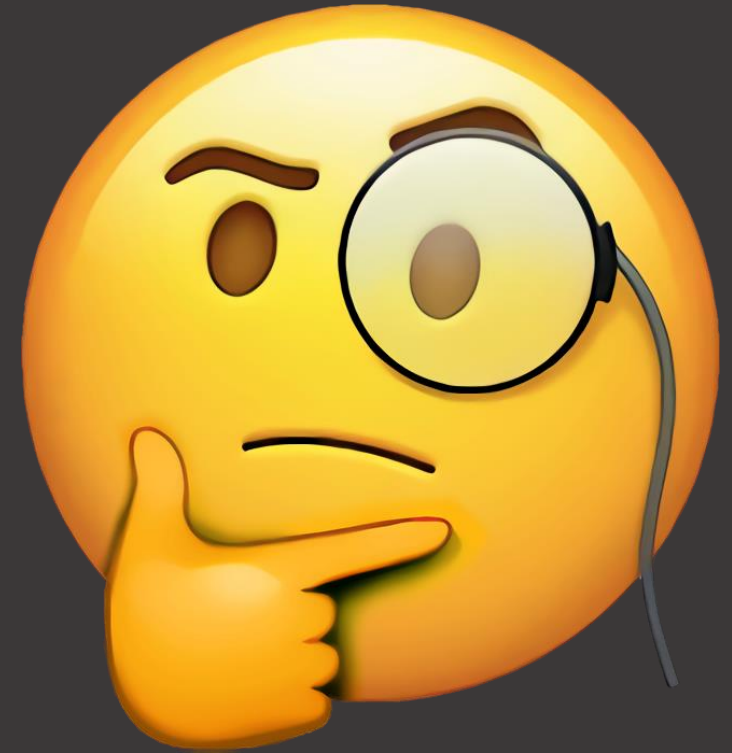
Visit with a minimum of three (3) providers and do the following:

- ☐ Invite your prospective partner to the table via a phone call.
- ☐ Share your thoughts about the importance of partnerships right now and your interests. Simply begin a conversation.
- ☐ Schedule a date & time to meet (virtually) again to continue the conversation and pursue development of partnership ideas.



- ➡ **Discuss the “big picture” – interests, needs, what does this look like this year, next year, in 3-5 years & beyond?**
- ➡ **Uncover potential challenges & obstacles and how they will be managed**
- ➡ **Consider a “Partnership Prenup” - relationship parameters like scope, goals, roles & responsibilities, financials, an “out clause”, etc.**
- ➡ **Conduct a formal negotiation – no “handshake agreement”. Everything in writing!**

Partnerships





Don't worry
I've got you!

Help!

Build up the “competition”

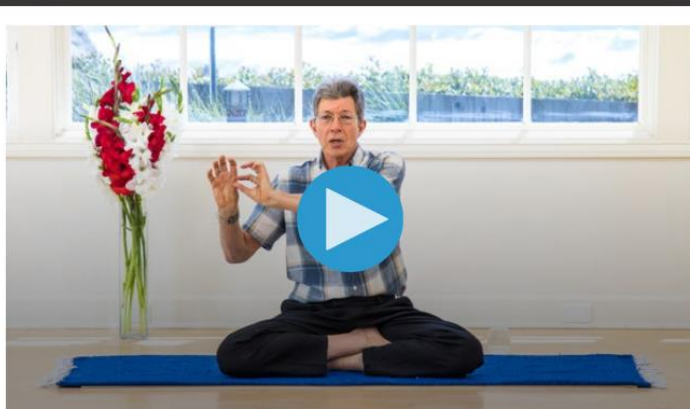


Don't
forget!

...they increase your tax base, are
local employers, etc.

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WHAT IS TANTRA? 30 min with Robert Svoboda

Dr. Svoboda invites us into the world of Tantra by sharing this talk on its definition and what it means to begin to follow the path of Tantra.



Community Health and Literacy Center, Philadelphia, Pennsylvania

A Hospital Partners with a City to Develop a Health, Literacy
and Recreation Hub

Share



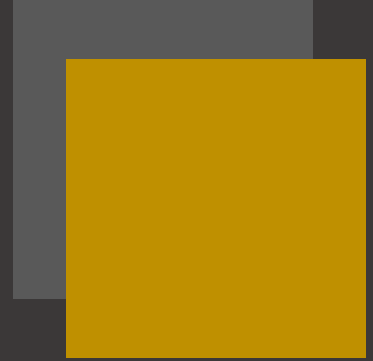
Topics




#NetworkCommons

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IMMEDIATE ACTIONS for consideration



-  **Identify all “park and recreation” providers in your community**
-  **Initiate a collaborative network and develop a continuum of service – put limited resources to work**
-  **Design a Community-wide Leisure Services Guide representing as many providers and services as possible**







City Parks & Recreation (public)
County Health (public)
Arts Council (non-profit)
BGC (non-profit)
Girls Inc. (non-profit)
Fitness Center (private)
Cross Fit (private)
Dance Studio (private)
Yoga Studio (private)

Community-wide Leisure Services Guide

IMMEDIATE ACTIONS for consideration



-  **Identify all “park and recreation” providers in your community**
-  **Initiate a collaborative network and develop a continuum of service – put limited resources to work**
-  **Design a Community-wide Recreation Guide (e.g., fall/winter)**
-  **Ramp-up conversations about duplication of service – eliminate subsidized waste**

RESPONDING to the FINANCIAL FALLOUT a checklist

Collaborate More

- ☐ Develop a full inventory of park and recreation service providers
- ☐ Develop a continuum of service for the community
- ☐ Initiate conversations with at least three local service providers – begin meeting to discuss opportunities
- ☐ Formalize partnerships in writing – reciprocal benefits and terms are important
- ☐ Take the lead on a comprehensive community-wide leisure services guide
- ☐ Prompt conversation around duplication of service(s)



**Thoughts?
Comments?
Questions?**

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**Thank
you!**