

Alternative Sporting Events - Opportunities to Reinvent Adult and Youth Sports

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Arlington Parks & Recreation



Programs - How to Stay Relevant in a Saturated Market

How to keep our customers coming back?

- ▶ Excellence in Customer Service
- ▶ Knowing your market - who is your customer?
- ▶ Utilizing Social Media
- ▶ Creative Programming



Excellence in Customer Service

What do they want??

- ▶ A quality product and service...get their money's worth!
- ▶ Staff - your greatest asset or your biggest detriment.
- ▶ Accessibility...They don't have to jump through hoops to get your product or service
- ▶ Good Customer Service....They are treated respectfully and efficient processes smooth with every transactions.



Alternate Programming

- ▶ Tiny Tots Triathlon
- ▶ Doggie Olympics
- ▶ Yappy Hour
- ▶ Tents and Tales Campout
- ▶ Change traditional league line-up
- ▶ Just 4 Fun Leagues
- ▶ Kickball Leagues
- ▶ Leagues that run 6 weeks or less



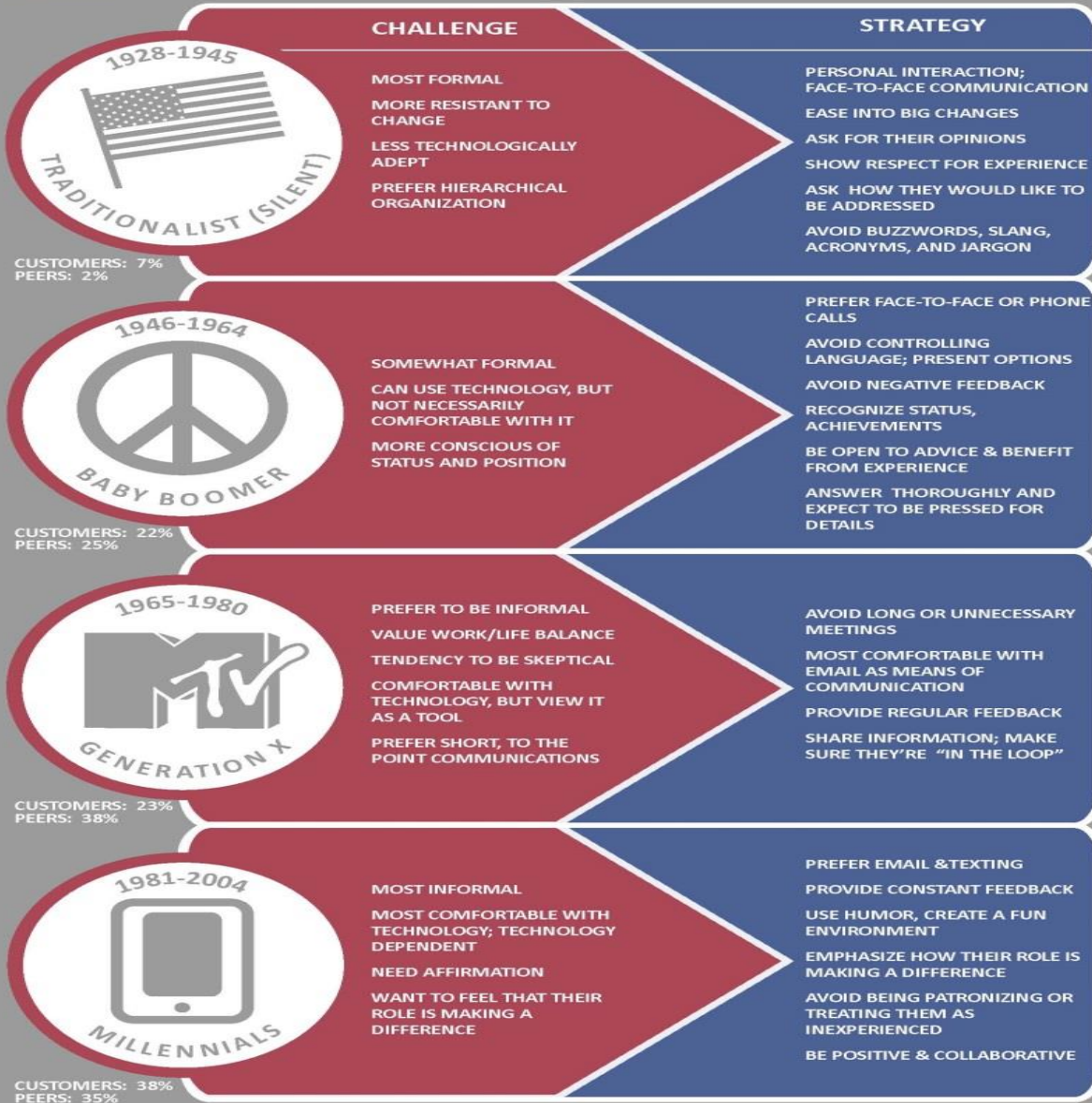
Sing Out your outside the box Idea.

- ▶ Does the concept fit your brand?
- ▶ Who is your market group ?
- ▶ Do you have the Facilities to host such an event?
- ▶ Is there special equipment necessary to conduct the program?
- ▶ How will you market the program?
- ▶ Does it have financial benefit?
- ▶ Finally is it DOABLE?

Who is your customer???







BRIDGING THE GENERATION GAP





BRIDGING THE GENERATION GAP

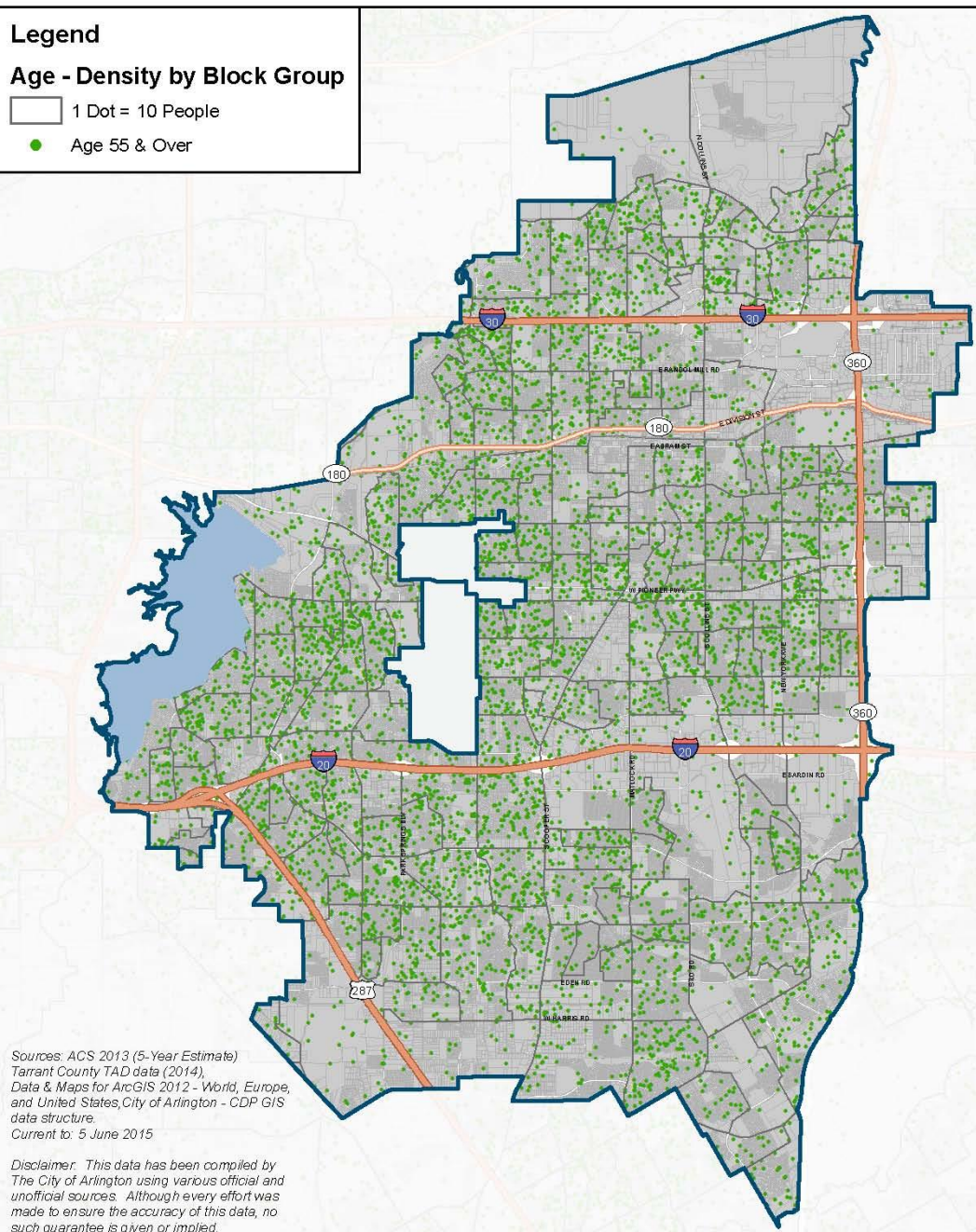
ORGANIZATIONAL GENERATIONAL ARCHETYPES

	 TRADITIONALIST (SILENT)	 BABY BOOMER	 GENERATION X	 MILLENNIALS
DEFINING HISTORICAL EVENTS	STOCK MARKET CRASH THE GREAT DEPRESSION WORLD WAR II ATOMIC BOMB	ASSASSINATION OF JFK THE CIVIL RIGHTS MOVEMENT ASSASSINATION MLK VIETNAM WAR MOON LANDING	CORPORATE DOWNSIZING: MASSIVE LAYOFFS, POLITICAL SCANDALS: WATERGATE; IRAN CONTRA SPACE SHUTTLE CHALLENGER END OF COLD WAR; FALL OF BERLIN WALL WAR ON DRUGS	TECHNOLOGY & THE INTERNET SCHOOL SHOOTINGS: COLUMBINE; VIRGINIA TECH HURRICANE KATRINA TERRORISM: 9/11; OKLAHOMA CITY BOMBING
FAMILY	TRADITIONAL NUCLEAR	DISINTEGRATING	LATCH-KEY KIDS	MERGED FAMILIES
CORE VALUES/ LIFE INFLUENCES/ BEHAVIOURS	DEDICATION; SACRIFICE HONOR; LOYALTY PATRIOTISM; LAW AND ORDER HARD WORK RESPECT FOR AUTHORITY ADHERENCE TO RULES DUTY BEFORE PLEASURE	LIVE TO WORK OPTIMISTIC; IDEALISTIC WANT TO MAKE A DIFFERENCE HIGHLY COMPETITIVE DO NOT ASK FOR HELP UNCOMFORTABLE WITH CONFLICT	WORK TO LIVE SELF-RELIANT; RESOURCEFUL NONTRADITIONAL ORIENTATION ABOUT TIME & SPACE LIKE INFORMALITY TECHNO-LITERATE SEEKING SENSE OF FAMILY & COMMUNITY	BUSY AND OVERPLANNED CHILDHOOD WORLD IS A DANGEROUS PLACE DEFINED BY DIFFERENCE: MULTICULTURAL, EMBRACE DIVERSITY ENVIRONMENTAL ADVOCATES PARENTS ARE COOL
COMMUNICATION STYLE	FORMAL	DIPLOMATIC	DIRECT	POLITE
TOWARD AUTHORITY	HONOR & RESPECT	REPLACE THEM; CHALLENGE THEM	IGNORE LEADERS	LEADERS MUST RESPECT YOU
CHANGING JOBS	CARRIES A STIGMA; UNWISE	PUTS YOUR CAREER BEHIND	IS NECESSARY	PART OF THE DAILY ROUTINE
ATTITUDE TOWARD TRAINING	"I LEARNED IT THE HARD WAY YOU CAN TOO."	"TRAIN THEM TOO MUCH AND THEY'LL TAKE THE NEW SKILLS AND LEAVE."	REQUIRED TO KEEP ME. "THE MORE THEY LEARN, THE MORE THEY STAY."	CONTINUOUS AND EXPECTED
REWARD SYSTEM	SATISFACTION FOR A JOB WELL DONE	MONEY, TITLE, RECOGNITION	FREEDOM IS THE ULTIMATE REWARD	MEANINGFUL WORK
WORK/ CAREER GOAL	TO BUILD A LEGACY; A LIFETIME CAREER WITH ONE COMPANY	TO BUILD A STELLAR CAREER; EXCEL AT WORK	TO BUILD A PORTABLE CAREER (POSSIBLY A BUSINESS); HAVE A VARIETY OF SKILLS AND EXPERIENCES	TO BUILD PARALLEL CAREERS OR BUSINESSES; HAVE SEVERAL JOBS SIMULTANEOUSLY
CLIENT ORIENTATION	PERSONAL CONTACT	PERSONAL CONTACT AND TELEPHONE	PHONE, EMAIL, IM, TEXT	EMAIL, IM, TEXT
MOTIVATORS	SELF-WORTH	SALARY	SECURITY	MAINTAINING A PERSONAL LIFE
DEALING WITH MONEY	PUT IT AWAY; PAY CASH	BUY NOW, PAY LATER	CAUTIOUS; CONSERVATIVE; SAVE, SAVE, SAVE	EARN TO SPEND
INTERACTIVE STYLE	INDIVIDUAL	TEAM PLAYER; LOVES TO HAVE MEETINGS	ENTREPRENEUR	PARTICIPATIVE
TECHNOLOGY	HOPE TO OUTLIVE IT	MASTER IT	ENJOY IT	EMPLOY IT
FEEDBACK	NO NEWS IS GOOD NEWS	ONCE PER YEAR	WEEKLY/DAILY	ON DEMAND

Legend

Age - Density by Block Group

- 1 Dot = 10 People
- Age 55 & Over



Sources: ACS 2013 (5-Year Estimate)
Tarrant County TAD data (2014),
Data & Maps for ArcGIS 2012 - World, Europe,
and United States, City of Arlington - CDP GIS
data structure,
Current to: 5 June 2015

Disclaimer: This data has been compiled by
The City of Arlington using various official and
unofficial sources. Although every effort was
made to ensure the accuracy of this data, no
such guarantee is given or implied.



Population Concentration Age 55 & Over



Handouts

- ▶ Take about 10-15 minutes to review the handouts on bridging the generation gap.
- ▶ What programs are you offering in your city that is outside the box?
- ▶ Discuss differences among generations that will impact how they view our services.
- ▶ Discuss strategies to promote your sports leagues through brochures and social media!



Marketing Your Sports Programs

- ▶ Engage your customers through Facebook, Instagram, Contest, YouTube, Twitter and any other form of social media that gets them talking about your programs!!!



Snap-A-Pic Photo Contest



Here's Your Last Chance!
Snap-A-Pic!

DUE FRIDAY, NOV 8TH



SNAP-A-PIC At Your Child's Sporting Event!
Grab your camera or smartphone, attend one of our youth sporting events and start taking photos and video clips of your kids in action!

Share It On Our Social Networks
Post your videos or photos on any of our social networks listed below!

 **#snapapic2013**
Post your photo on Facebook using #snapapic2013 in the description.

 **#snapapic2013**
Post your photo on Twitter using #snapapic2013 in the description.

 **#snapapic2013**
Upload a video to your YouTube account and add #snapapic2013 in the title, description and tag.

Engage your customers through social media!



Complaints are Valuable

- ▶ Customers have options
 - ▶ They will just go elsewhere, of the 96% who are unhappy....91% will never come back but 54-70% will do business again if the complaint is resolved and jumps to 95% if it is handled quickly!
- ▶ Customers seldom complain
 - ▶ They seldom register them 965 won't complain to you. They tell 9 people
- ▶ Customers do complain to others
 - ▶ They may not tell you but they tell others

Blogs

The screenshot shows a web browser window with the URL naturallyfun.org/connect/blog/wellness/668/the-youth-sports-pyramid-why-kids-stop-playing. The page features a dark blue header with the text "unplug & connect" in white. Below the header, the main article title is "THE YOUTH SPORTS PYRAMID: WHY KIDS STOP PLAYING" in bold blue text, dated "Sunday, 27 April 2014 00:00". A photograph of a person's feet in running shoes is shown, with a credit line "PHOTO CREDIT: MICHAEL COLLIN". The author is listed as "By NaturallyFun Author: Wendy Parker". The article text begins with "As sports administrators we are asked daily why kids have stopped playing youth sports. Besides an obvious technology take-over, there are other reasons kids stop playing sports. Youth sports surveys point to three reasons kids stop playing. The biggest reason being: Sports are no longer 'fun'." and continues with "Fun has been taken out of youth sports. Screaming parents, demanding coaches and the overwhelming need to". To the right of the article is a sidebar with social media sharing icons (Facebook, Twitter, LinkedIn, Pinterest, Google+) and a list of categories: Nature, Family, Community, Wellness, and Blog. Below the categories is a "Latest Posts" section with two items: "Child's Play Helps Build a Better Brain" and "Why Parks are Essential for". The browser's taskbar at the bottom shows several open PDF files and the system tray with the date and time "5:09 PM 3/20/2016".

unplug & connect

THE YOUTH SPORTS PYRAMID: WHY KIDS STOP PLAYING

○ Sunday, 27 April 2014 00:00

PHOTO CREDIT: MICHAEL COLLIN

By NaturallyFun Author: Wendy Parker

As sports administrators we are asked daily why kids have stopped playing youth sports. Besides an obvious technology take-over, there are other reasons kids stop playing sports. Youth sports surveys point to three reasons kids stop playing. The biggest reason being: Sports are no longer "fun".

Fun has been taken out of youth sports. Screaming parents, demanding coaches and the overwhelming need to

Unplugging from our work, our devices and our hectic schedules is crucial for our health and wellness. Tell us how you connect and show your support by spreading the message.

Facebook Twitter LinkedIn Pinterest Google+

- Nature
- Family
- Community
- Wellness
- Blog

Latest Posts

- Child's Play Helps Build a Better Brain
- Why Parks are Essential for

USAU_Resource_Gui...pdf The-marketing-of-pr...pdf wp-BuildingALoyalFa...p... wp-BuildingALoyalFa...p...

Show all downloads...

5:09 PM 3/20/2016

Facebook

Arlington Youth Athletics

287 likes +1 this week
Larry Swinea and 15 other friends

1 was here 0 this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

6 post reach this week

Let People Find Arlington Youth Athletics

Use a Get Directions button to lead them directly to 1601 NE Green Oaks Blvd.

Promote Local Business

PAGE TIPS

- Add a Page Admin
Give someone an admin role on this Page so you'll have help managing it.
- How to Create Effective Posts
Short, visual posts created for the right audience are more successful.
- What's a Boosted Post?
A boosted post is the easiest way to reach more people on Facebook.

See All Page Tips

ABOUT

West Fork River Legacy Park East

Arlington Youth Athletics
Published by Buddy Blue [?] · March 7 at 12:27pm · 🌐

Learn how to catch, cradle, and through the ball at our Spring Lacrosse Clinic! The clinic will be held Wednesdays, April 6, 13, 20, 27 from 6 PM - 8 PM at the Harold Patterson Sports Center. Equipment will be provided. For more information or to register, call 817-459-6443 or visit arlingtonsports.net!

REGISTRATION MARCH 1 - 31
SPRING LACROSSE CLINIC
BOYS & GIRLS | AGES 7-16 | \$75 PER PERSON

94 people reached

Boost Post

Like Comment Share

Arlington Youth Athletics
Published by Danyale Webb [?] · March 1 at 1:10pm · 🌐

Spring Break is rapidly approaching! Bring the kids to Elzie Odom where they can climb our walls instead of yours. So many adventures await. Only \$35/Day or \$115/Week. Ages 5-12 Campers need to pack their lunch but an afternoon snack with be provided. #ElzieOdom #SoMuchFun #SpringBreak #Arlington

Promote

THIS WEEK

- 6 Post Reach
- 2 Post Engagement
- 0 Sign Up
- 0 Website Clicks
- 0 of 0 Response Rate
- 13 hours Response Time
- 0 Check-ins

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 1999

Warren Norred and Justin Bagdzius are now friends.

Brad Griggs and Ben Turpin are now friends.

Yvonne Cassata Falgout likes Tim McGraw's video: Humble and Kind.

Robert Swafford likes Tracey Hyatt's photo.

Bruce E. Maxwell likes Jamie Adams's post.

Barbara Lentz Peznowski likes Fort Worth Police Officers Association's photo.

Amelia Pyle McMillen likes Sabrina Sanders Pyle's post.

Mike Kraft

Christine Bellia Gru...

Renee Bishop

Armando Belmares

Anna Poland

Warren Norred

Kenny Mott

SPRING LACROSSE CLINIC

USAU_Resource_Gui...pdf

The-marketing-of-pr...pdf

wp-BuildingALoyalFa...p...

wp-BuildingALoyalFa...p...

Show all downloads...

5:06 PM
3/20/2016

Website

The screenshot shows the Arlington Sports website interface. At the top, there is a navigation bar with 'Login' and 'Create an Account' links, and the 'SPORTS' logo. Below this is the 'Arlington Parks & Recreation' header. The main header features the 'ARLINGTON THE AMERICAN DREAM CITY' logo and the large 'ARLINGTON SPORTS' title. A secondary navigation bar includes links for Home, Adult Sports, Youth Sports, Elzie Odom Athletics, Sport Camps/Clinics, Registration Forms, About Us, and Online Registration.

The main content area starts with a welcome message: 'Welcome to the City of Arlington - Athletic Programs. We look forward to being your sports provider. Arlington Sports - Where players win and winners play!'.

Below the welcome message is a section for 'Spring Adult Sports League Information 2016' with the following table:

Sport	Registration Dates	League Begins	Team Fee
Softball	Closed	March 6	\$350
Volleyball	March 1-26	April 4	\$220
Basketball	March 27 - April 23	May 1	\$375
Inline Hockey	April 1-30	May 8	\$400
Flag Football	April 1-23	May 1	\$375
Kickball	Closed	March 8	\$225

Next is the 'Spring Youth Sports Leagues 2016' section with the following table:

Sports	Ages	Registration	Fee	Season Starts
Outdoor Soccer	3-14	Closed	\$75	April 2
T-ball	3-5	Closed	\$75	April 2
Modified Coach Pitch	6	Closed	\$75	April 2
Coach Pitch	7-9	Closed	\$75	April 2
Girls Softball	5-9	Closed	\$75	April 2
Volleyball	9-14	Closed	\$75	April 2
Lacrosse Clinics	7-12	March 1-30	\$75	April 6

The bottom section is titled 'Summer Youth Sports Leagues 2016'. To the right of the tables, there is a video player for 'Arlington Sports: Girls Softball 2016' and a 'YOUTH SPORTS REGISTER ONLINE' button with the text 'Click here to register online for youth sports' and 'Visit Website ->'. Below the video is a 'Youth Sport Calendar 2016' link and another video player showing a young player on a field.

The browser's taskbar at the bottom shows several open PDF files and the system tray with the date '3/20/2016' and time '5:13 PM'.

Instagram

https://www.instagram.com/p/BEFH4Opuw8S/?taken-by=elzieodom

File Edit View Favorites Tools Help

30 posts 53 followers 167 following

TXU energy STARTING CENTER

101 FINAL 92

ARLINGTON

Naturally Fun

elzieodom
Elzie Odom Athleti... FOLLOW

16 likes 16h

elzieodom Are you up for a little competition? Only two weeks left to register for our Men's #Basketball League. Get your team in before this fills up! Here's the link:
http://assets.ngin.com/attachments/document/0080/4990/Adult_Basketball_-_Spring_2016.pdf (Page 2) or Give us a call 817-459-5463 #competitor #Hoops #Arlington #InstaDFW #Dallas Find your inner #Dirk #Ballin #Hooper

frankie_mullah this is a dope shot!

creative_denims Your feed is dope check out our page for custom denims 📷

Log in to like or comment.

DAY OFF CAMP

ARE YOU READY?
JOIN US FOR FUN & GAME ACTIVITIES SUCH AS...

CAMPOUT

Friday, April 2, 4 PM - 8 PM - River Legacy Park - 7511 RM Green Oaks Blvd, FLOWN - 76047

SCHEDULE OF EVENTS

7:00 - 8:00 PM	Check-in, Meet Staff, Sign-up, Registration
8:00 - 9:00 PM	General Registration
9:00 - 10:00 PM	Party Time
10:00 - 11:00 PM	Snacks
11:00 - 12:00 AM	Check-in & Check-out
12:00 AM	Music, Food & Entertainment
1:00 - 2:00 AM	Check-out, Good Night!

For any questions, contact us at 817-459-5463 or visit our website at www.naturallyfun.com

BUBBLE SOCCER PARTY!

3:16 PM 4/12/2016

Online Registration.....How did we live without it?????

The screenshot shows a web browser window displaying the 'CITY OF ARLINGTON - PARKS AND RECRE...' dashboard. The page features a 'Sports Illustrated Play' logo and a navigation menu with options like 'Help' and 'Log Out'. A table lists various sports programs with columns for Name, Status, Last 24h, Total, and WaitList. Below the table, there are sections for 'All Sessions', 'Products', and 'Manage'. A 'Ways to get HELP' section includes links for 'Live Support Offline', 'Contact US', and 'Knowledge Base'. A 'Feature Updates' section contains a message about earning a \$50 credit on a Sports Illustrated Play account. A 'Message Board' section features a promotional banner for 'BECOME AN SI PLAY PRO' with a 'LEARN MORE' button. The Windows taskbar at the bottom shows the system clock as 3:34 PM on 4/12/2016.

Name	Status	Last 24h	Total	WaitList
Dashboard T-Ball & Coach Pitch Baseball League - Summer 2016	Closing On Apr 30, 16	2	28	+
Dashboard Youth Indoor Soccer - Summer 2016 - Ages 11-14	Closing On Apr 30, 16	0	3	+
Dashboard Youth Indoor Soccer - Summer 2016 - Ages 3-10	Closing On Apr 30, 16	3	39	+
Dashboard Youth Co-Ed Basketball League - Summer 2016 - Ages 3-12	Will Open On May 01, 16	0	2	+
Dashboard Lacrosse Clinic - Spring 2016	In Play	0	2	+
Dashboard Youth Volleyball - Spring 2016	In Play	0	129	+
Dashboard Girls Softball League - Spring 2016	In Play	0	84	+
Dashboard T-Ball & Coach Pitch Baseball League - Spring 2016	In Play	0	696	+
Dashboard Youth Outdoor Soccer League - Spring 2016	In Play	1	1418	+
Dashboard Youth Lacrosse League - Winter/Spring 2016	In Play	0	28	0

Ways to get HELP

- Live Support Offline
- Contact US
- Knowledge Base

Feature Updates

- Earn a \$50 Credit on your Sports Illustrated Play Account! Feb 25, 2016
- Filed under: Dashboard, Uncategorized Read
- Schedule a Training Session Today! Feb 12, 2016
- We want you to be successful! Scheduling a training session will provide you with the tools needed to make this season the best...

Message Board

BECOME AN SI PLAY PRO

EARN A \$50 CREDIT TOWARDS YOUR SPORTS ILLUSTRATED PLAY ACCOUNT

[LEARN MORE](#)

Word of Mouth Advertising

- ▶ Person-to-person advertising is the most powerful advertising tool, but it is seldom the most prolific way to reach potential players.
- ▶ Cross Marketing. If you have Adult programs, market your youth programs and vice versa.
- ▶ Word of mouth advertising is a wonderful starting point for league recruiting. Promoting word of mouth advertising among early participants can effectively supplement other forms of advertising, and
- ▶ “Bring a Friend” events such as clinics and development tournaments can go a long way while developing a mass media advertising campaign.
- ▶ Some players and volunteers will be better at recruiting than others because it is ultimately about personality and comfort level.

Questions?
Comments?

Thank you!!

