



What is our Value?  
What do we do during  
Next Recession?

TAAF Sports Management School

April 25, 2019

# WHAT IS VALUE IN PARKS AND RECREATION?

“City parks serve, day in and day out, as the primary green spaces for the majority of Americans.”  
– **Bruce Babbitt**

## Leisure activities in parks

- improve moods, reduce stress and enhance a sense of wellness.
- People go to the park to get in a better mood, to reinvigorate themselves and to decrease the anxieties of daily life.

# WHAT IS VALUE IN PARKS AND RECREATION?

- Recreational programs provide organized, structured, enjoyable activities for all ages.

Quality recreational programs facilitate safety, good sportsmanship and community participation.



*Offering*

*Organized Sports  
Physical Activity*





# Creating Community!





Public parks embody the American tradition of preserving public lands for the benefit and use of all.



“There’s nothing we can’t do if we work work hard, never sleep, and shirk from all other responsibilities in our lives.”

*Leslie Knope, Parks and Rec*

What is the Plan  
during Next  
Recession?



# Prepare for a Recession - It will happen again

## Focus on Networking

- Sister Cities
- Non Profits
- Private Business
- Schools

## Know What You're Up Against.

- Can some services be more recession-proof than others. ...
- How can you be proactive?

# How to Survive a Recession?

## Talk About IT!

- Need to develop a plan with your Team
- Communicate with Public on Challenges Department/City Facing

## Reduce Expenses

- How can you save on Cost to offer programs/Services?
- Can items be eliminated?



# How to Survive a Recession?

*KEEP Producing!*

- Tough Time for ALL
- We need to stay **POSITIVE**

*Be Creative!*

- How can you continue to engage **Community to be Involved?**

# How to Survive a Recession?

## CROSS-Train

- The more people that know multiple functions, the more successful Organization

## Focus ON the CUSTOMER!

Focus all of your efforts on retaining regular customers and maintaining your relationships with them.



# How to Survive a Recession?

## Elevator Speech

- Develop an elevator speech! Tell people what you do and why you do it.

## CAPRA Accreditation

Look at getting your organization accredited through CAPRA. Gives your department the validity to stand up with Police & Fire!

# How to Survive a Recession?



**DO NOT CUT YOUR PRICES!**

*Only makes it harder for customers to justify paying your regular prices when the recession is over.*



# Conclusion

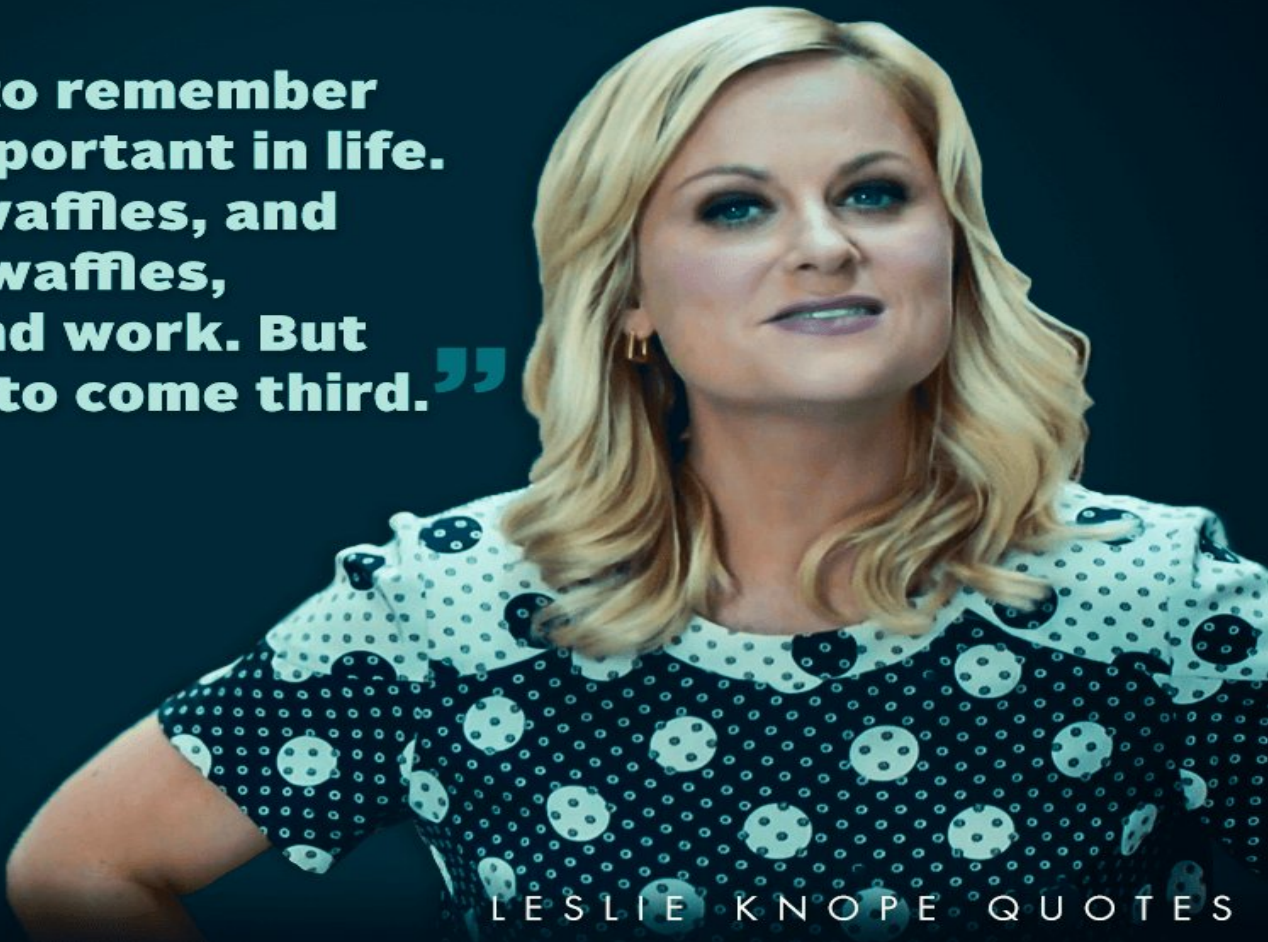
- *Plan*
- *Prepare*
- *Communicate*

**“There’s nothing we can’t do if we work hard, never sleep, and shirk all other responsibilities in our lives.”**

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**“We have to remember what's important in life. Friends, waffles, and work. Or waffles, friends and work. But work has to come third.”**



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Questions?  
Comments?  
Concerns!