Although our public parks will never be able to be completely managed as a profitable business, it is imperative to use business practices in order to create a successful park or parks system. The director of Indy Parks and Recreation, Joseph Wynns, outlines a range of business practices that he has used in his park system.

1. **Develop a vision and mission for your institution.**
   
   **Vision:** What does your facility or activity wish to be known for?
   
   **Mission:** How do you operate and treat your customers?

2. **Plan Development:** to improve community activities and facilities ask the following questions.
   
   A.) What is your target market?
   B.) How much of the market can you handle?
   C.) Do you have clean, safe, and well maintained facilities to support your programs?
   D.) Assign dedicated staff that is positive and willing to be innovative about programming.

3. **Market Strategies.**
   
   A.) Define your target market.
   B.) Highlight the benefits of your programs/services.
   C.) Describe how you will position your programs/services.
   D.) How will you deliver program information to customers?

4. **Staff Training:** various training opportunities for staff and volunteers.
   
   A.) Requisitions/Contract Procedures
   B.) Risk Management
   C.) Facility Standards
   D.) Cash Handling/Cash Register Training
   E.) Advisory Council Management
   F.) Hiring, Termination, Time-Keeping and Records Protocol
G.) Program Development
H.) CPR/First Aid
I.) Special Event Training

5.) **Funding:** how to offset the costs associated with the delivery of successful programming.

   A.) Utilize volunteers
   B.) Seek out sponsors
   C.) Form partnerships
   D.) Grants
   E.) Local foundation support

6.) **Performance Measures/Evaluations:** track performance measures to demonstrate success of your programs, activities, and facilities.

   Tracking methods: Pre-evaluation, post evaluation, in-park surveys, and past user surveys.
The Business of
Parks and Recreation
PARK TRAINING INSTITUTE

Presenter: Joseph Wynns
Director, Indy Parks and Recreation

City of Indianapolis
Vision & Mission

Vision
- Does your activity/facility have a **vision**?
  What does your facility or activity wish to be known for?

Mission
- Does your activity/facility have a **mission**?
  How will you operate and treat your customers?
Plan Development

**QUESTION:** How do you begin the process of incorporating activities and facilities to improve the quality of life for all community residents with a focus on social programs, health contributions and capacity building in your community?

I. Ask yourself...

- What is the target market for your service?
- How much of the market can you handle?
- Do you have clean, safe, well-maintained facilities to support the programs?
- Assign dedicated staff who are positive and willing to be innovative about programming.
- Create your vision.
- Create your mission.
Marketing Strategies

- Define your target market.
- Highlight the benefits of your programs/services.
- Describe how you will position your programs/services?
- Define your marketing methods? How will you deliver program information to your customer?
  - Internet Marketing (website, e-newsletter)
  - Direct Marketing – Brochures, flyers and other print materials.
  - Public Relations – Create a buzz with press releases, calendars, media events/conferences etc.
  - Advertising – Invest in ads (print, radio and TV)
Staff Training

- What key training programs are available for personnel? (Listed below are examples of training classes offered to staff and volunteers at Indy Parks).

  * Requisitions/Contract Procedures
  * Risk Management
  * Facility Standards
  * Cash Handling/Cash Register Training
  * Advisory Council Management
  * Hiring, Termination, Time-Keeping and Records Protocol
  * Program Development
  * CPR/First Aid
  * Special Event Training
Funding

QUESTION: What strategies or plans are in place to offset costs associated with delivery of services and basic operational needs?

- Utilize volunteers
- Seek out sponsors
- Form partnerships
- Grants
- Local foundation support
THE G.A.P.S. FORMULA

Resources

Organization or Agency

G.A.P.S.

Community Needs

Grants

Alliances

Partnerships

Sponsorships
Performance Measures/Evaluations

Track performance measures to demonstrate success of your programs, activities and facilities.

Tracking Methods:

- Pre-evaluation
- Post-evaluation
- In-park surveys
- Past user surveys

Remember…what gets measured, gets done.
Questions/Comments

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