


BUILDING FOR THE FUTURE

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TAKE AWAYS

COMMUNICATION INTERNAL AND
EXTERNAL – TELLING YOUR STORY

BEING SOLUTION ORIENTED

IDENTIFYING SHORTCOMINGS &
EVALUATING SERVICES

SIFTING THROUGH NEEDS VS WANTS

STRATEGIC PLANNING,
HOW TO MAKE BIG ASKS



INTRODUCTION

EXPERIENCE

- Education:
 - BA: Park, Recreation & Tourism
 - Masters: Sports Admin & Coaching Education
- 20 years of full-time leadership
- 15 years of coaching

STRENGTHS

- Dynamic
- Structured
- Adaptable

MACEDONIA

WHO WE ARE



COMMUNITY

Population: 12,203

Community Partnerships

Parks & Recreation Commission

Supportive Mayor & Admin



AMENITIES

375 Acres of Park Land

- 1 Recreation Center
- 1 Historical Site
- 3 Parks
- 12 Athletic Fields



EMPLOYEES

11 Full-Time Staff

65 Part-Time Staff

- Front Desk
- Lifeguards
- Rec Leaders





TELLING YOUR STORY...

ACCOMPLISHMENTS, KEY POINTS, THE FUTURE

DECIDING WHAT'S IMPORTANT



Staff



Operations



Community



IDENTIFYING SHORTCOMINGS

SELF-ASSESSMENT

FACILITIES & AMENITIES

- RECREATION CENTERS
- GREENSPACE
- TRAILS

OFFERINGS

- EVENTS & ENTERTAINMENT
- PROGRAMMING
- FIELD SPACE

OPERATIONS

- STAFFING
- STREAMLINING JOB DUTIES
- RESOURCES & TRAINING

45/100

LOB's

75/100 70/100
70/100 68/100
60/100

Aquatics

- swim lessons
 - Manta Rays
 - LG course
 - Diving
 - swim clinics
 - Private lessons
 - Scuba
 - Kayak
- create a boat
- water volleyball

Events

- refer to 21 Event schedule
- Dive in Movie
- Food trucks
- Cleveland Monsters

Rentals

- Pavilion
- Fields
- Park space
- Room - Bday's
- Pool

Sports

- soccer
- Football
- T-ball
- Dodgeball
- Jumpstart
- sport camps
- Lax
- Basketball
- Sand volleyball
- Adult volleyball league
- Tennis
- corn Hole
- Table Tennis
- softball
- Kickball
- Wiffle ball
- Pickleball
- Bocce ball
- Deck Hockey
- Spike ball
- Run/cross country
- Home Run Derby
- chair volleyball

membership

- All packages
 - ↳ annual
 - ↳ payment
- > needs deeper convo

marketing

- MACTivity Guide
- Social media
- website
- Newsletter
- Flyers
- Community fairs
- Council
- PRL
- Rotary
- Chamber
- District

Sponsorship

- Banners
- Facility space
- event
- website
- Fitness schedule
- Ball fields
- MACTivity Guide
- Sports jerseys

Programming

- (Youth)
 - STEM/Steam
 - ↳ Lego
 - ↳ Robotics
 - ↳ coding
 - ↳ Arts
 - challenge Island
 - money game
- (Adult)
 - crafts
 - wine & paint
 - Bus trips

Esports

- Summer camp
- Spring Break camp
- Winter camp

Outdoor Rec

- | Ed | Activity |
|------------------------|-----------------------|
| - tree Identification | - Nature walk |
| - Leave no trace class | - Camp out |
| - Astronomy | - night Hike |
| - Bird watching | - Kayak |
| | - white water rafting |
| | - Ski + trip |

Manor House

- 4 events
 - ↳ 2 craft
 - ↳ pig roast

Fitness

- TRX
- Yoga For Strength
- Arthritis
- Spin
- Zumba
- Zumba TONE
- REP
- TNT
- Barre Intensity
- Flow
- Aqua Fusion
- Aqua Kickboxing
- H2O splash
- Kickbox Bootcamp
- Tai chi
- Line Dance
- Stretch
- Silver sneakers yoga
- Silver sneakers class
- Silver splash
- Silver sneaker cardio Fit
- Total Core
- sunrise Yoga
- Deep H2O
- nutrition
- Personal Training
- massage
- self-care
- small group training
- strength & conditioning

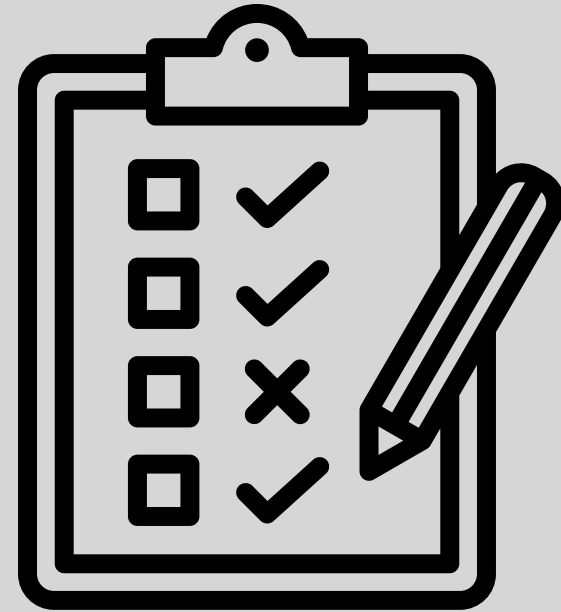
HIIT

- Kettle Bell Class
- Boga
- Youth Fitness
- Sports Agility (youth)
- Intro to Strength Training
- Booty Class
- Pound
- Band Class
- upper class
- outdoor fitness

CREATING YOUR VISION

INTENTIONAL FOCUS & AGGRESSIVE PATIENCE

THE VISION



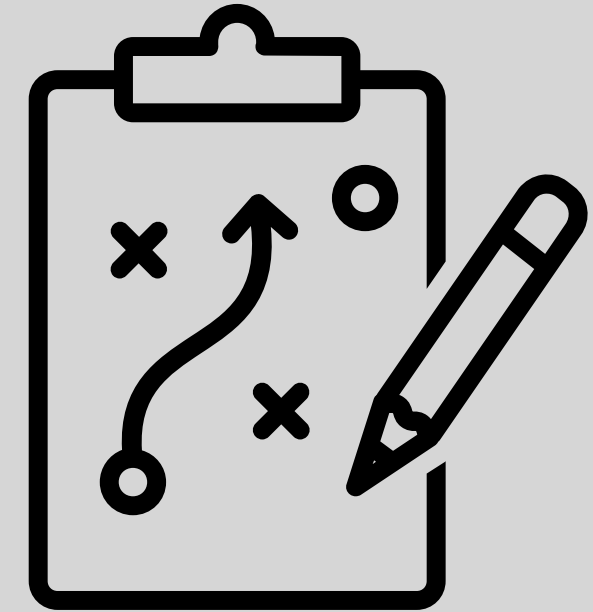
EVALUATIONS

- PROGRAMS
- AMENITIES
- EQUIPMENT



SELF- ASSESSMENT

- PEOPLE
- SUPPLIES
- OFFERINGS

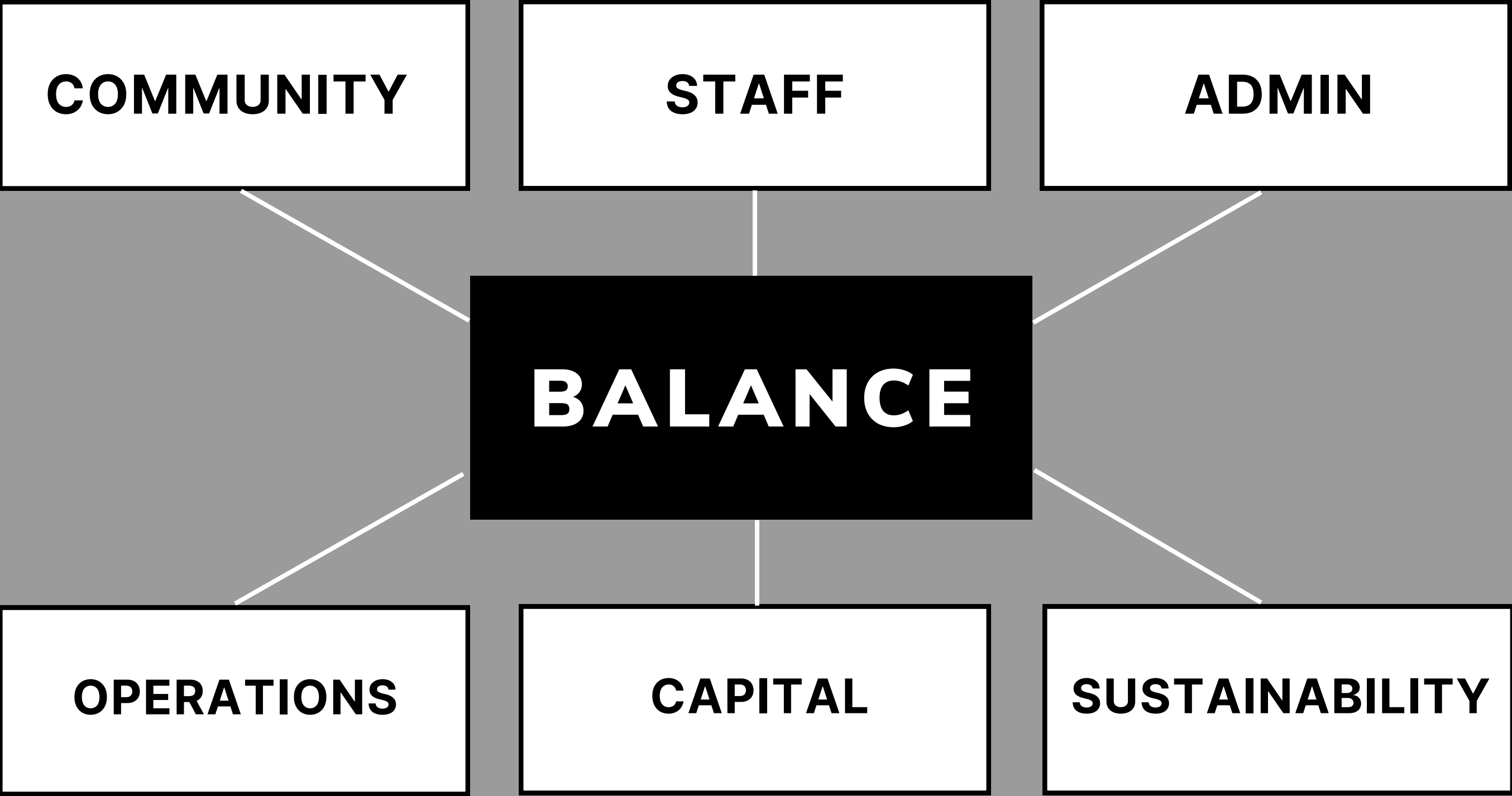


PLANNING

- STRATEGIC
- CAPITAL
- OPERATIONALLY

SIFTING THROUGH NEEDS VS WANTS

LEADS TO STRATEGIC PLANNING



BUILD TRUST THROUGH ACTION

CAPACITY → OPERATION

Capacity is determined by your operational strategies and budget

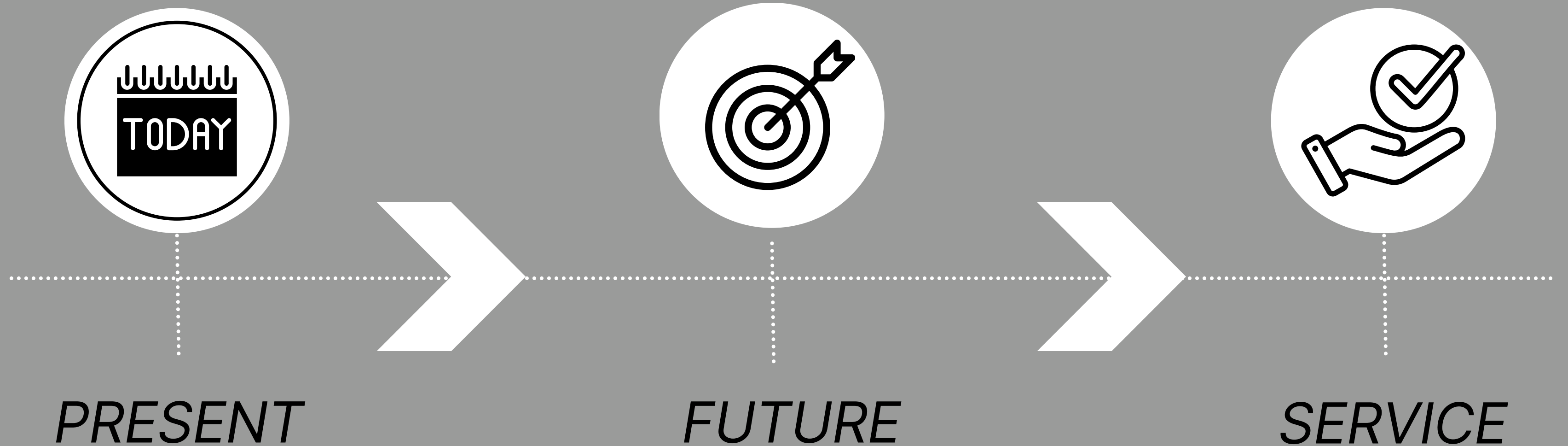
CREATE → CAPITAL

To create and expand amenities you must allocate capital to build infrastructure

MODIFY → SUSTAIN

Modify with advancements in operations and technology to build sustainable outcomes

WHERE NEEDS/WANTS MEET BUDGET



HOW TO MAKE BIG ASKS



Share a vision &
tell your story



Use data to
guide, not drive



Shifting
community needs



CATCH POINTS

**NAVIGATING
ADMINISTRATIVE CHANGES**

CONTROLLING TEAM MORALE

**MANAGING RELATIONSHIPS
WITH OTHER DEPARTMENTS**

ONE STEP CLOSER



EDUCATE. ADVOCATE. COLLABORATE.

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