

ITEM: **APPROVE OUT OF STATE TRAVEL AUTHORIZING THE PARKS AND RECREATION DIRECTOR TO ATTEND TWO OUT-OF-STATE MEETINGS IN HIS ROLE AS A REGENT OF THE BOARD OF THE NATIONAL RECREATION AND PARK ASSOCIATION, REVENUE DEVELOPMENT AND MANAGEMENT SCHOOL**

RECOMMENDATION: **Adopt a Resolution Authorizing Out of State Travel for the Parks and Recreation Director to Attend the National Recreation and Park Association, Revenue Development and Management School Midyear Meeting August 5-6, 2024, in Denver Colorado and a Meeting at the School March 10-14, 2025, in Wheeling, West Virginia**

SUMMARY:

In April of 2022, the Parks and Recreation Director was appointed to the National Recreation and Park Association, Revenue Development and Management School, Board of Regents. The Revenue Development and Management School is a comprehensive and unique professional development program focused on driving proven revenue management and development techniques. It is targeted toward agencies that rely wholly or in-part on generating revenues, such as organizations associated with state or local parks, leisure services, military recreation, and other nonprofits. Attendees learn best-practice techniques taught by practitioners who have demonstrated their financial efficacy and success within their own agencies. This program provides thought-provoking sessions, best-in-practice trends, and a unique way to network and connect with Parks and Recreation professionals from across the Country. The Board of Regents position is an initial three-year commitment, and this is year two of three. Staff is requesting Council approve a resolution authorizing out-of-state travel for the Parks and Recreation Director to attend at no cost to the City.

BACKGROUND:

Established in 1965, the National Recreation and Park Association Revenue Development and Management School marked the inception of a national revenue education program and remains the sole Revenue School which assist those agencies that rely wholly or in part on generating revenues, such as state or local parks, leisure services, military recreation, and other nonprofits. As a member of the Board, each Regent helps organize, plan, and teach best-practice techniques to professionals from across the United States and Canada. Additionally, the Revenue Development and Management School allows for the City's Parks and Recreation Director to be

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immersed in an unparalleled learning experience, while engaging with fellow Board of Regents and accomplished professionals who are pioneers in Revenue Management and Development for the Parks and Recreation Divisions of their agencies. The City's participation will not only provide staff with current best practices, but it will foster partnerships with fellow professionals and assist the City's Parks and Recreation Department with spending and saving strategies.

FISCAL IMPACT:

There is no cost to the City for the Parks and Recreation Director to attend the Midyear meeting or the Revenue Development and Management School, other than staff time. As a Regent of the Board, all costs are covered by the National Recreation and Park Association, Revenue Development and Management School.

ATTACHMENTS:

- A. Resolution to Authorize Out-of-State Travel to Allow the Parks and Recreation Director to Attend the National Recreation and Park Association Revenue Development and Management School Board of Director Meeting August 5-6, 2024, in Denver Colorado and on March 10-14, 2025, in Wheeling, West Virginia
- B. Attend the National Recreation and Park Association Revenue Development and Management School Annual Meeting, in West Virginia on March 10-14, 2025, in Wheeling, West Virginia

**CITY MANAGER'S REPORT
JULY 8, 2024 CITY COUNCIL REGULAR MEETING**

APPROVE OUT OF STATE TRAVEL AUTHORIZING THE PARKS AND RECREATION DIRECTOR TO ATTEND TWO OUT-OF-STATE MEETINGS IN HIS ROLE AS A REGENT OF THE BOARD OF THE NATIONAL RECREATION AND PARK ASSOCIATION, REVENUE DEVELOPMENT AND MANAGEMENT SCHOOL

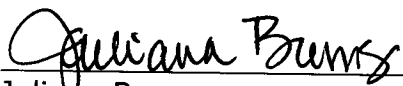
APPROVALS:



Todd Sebastian
Director of Parks and Recreation

6.10.2024


Date



Juliana Burns
Director of Human Resources

6/13/24

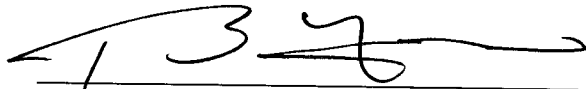
Date



Salvador Navarrete
City Attorney

6.10.2024

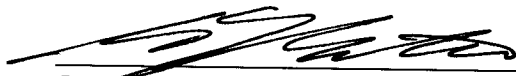
Date



Thomas Hedegard
Deputy City Manager

6/11/2024

Date



Stephen J. Salvatore
City Manager

6.15.24

Date

RESOLUTION NO. 24-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LATHROP AUTHORIZING OUT-OF-STATE TRAVEL TO ALLOW THE PARKS AND RECREATION DIRECTOR TO ATTEND THE NATIONAL RECREATION AND PARK ASSOCIATION REVENUE DEVELOPMENT AND MANAGEMENT SCHOOL BOARD OF DIRECTOR MEETING AUGUST 5-6, 2024, IN DENVER COLORADO AND ON MARCH 10-14, 2025, IN WHEELING, WEST VIRGINIA

WHEREAS, the Parks and Recreation Director was appointed to the National Recreation and Park Association, Revenue Development and Management School, Board of Regents in April of 2022; and

WHEREAS, the National Recreation and Park Association, Revenue Development and Management School will provide the Parks and Recreation Director the opportunity to present thought-provoking education sessions, learn the newest and best in practice trends, network with fellow Board of Regents and accomplished professionals from across the Country, who are pioneers in Revenue Management and Development for the Parks and Recreation Divisions of their Agencies; and

NOW, THEREFORE, BE IT RESOLVED, the City Council of the City of Lathrop does hereby authorize Out-of-State Travel to Allow the Parks and Recreation Director to Attend the National Recreation and Park Association Revenue Development and Management School Board of Director Meeting August 5-6, 2024, in Denver Colorado and on March 10-14, 2025, in Wheeling, West Virginia

The foregoing resolution was passed and adopted this 8th day of July 2024, by the following vote of the City Council, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

Sonny Dhaliwal, Mayor

ATTEST:

APPROVED AS TO FORM:

Teresa Vargas, City Clerk



Salvador Navarrete, City Attorney



Revenue Development & Management School

Revenue Development and Management School

The Revenue Development and Management School is a comprehensive and unique professional development program focusing on proven revenue management and development techniques. It's targeted towards agencies that rely wholly or in part on generating revenues, such as organizations associated with state or local parks, recreation, leisure services, military recreation and other nonprofits.

Who should attend

Agency supervisors, managers and directors who are responsible for generating revenues.

Registration, Fees, and Dates

Save the date!

March 9-14, 2025

All dates are subject to change.

For more information on registration and other details, contact Oglebay at ntc@oglebay.com

Location

The Revenue Development and Management School is hosted annually at the Oglebay Resort in Wheeling, West Virginia (<https://oglebay.com/stay/>) in partnership with the National Training Center (<https://oglebay.com/NTC>) at Oglebay.

Partnership

Revenue Development and Management School is a partnership between the National Recreation & Park Association, the National Training Center at Oglebay, and North Carolina State University.

Key Subjects Covered

First Year Curriculum

- Philosophy and Politics of Revenue Generation
- Philosophy Impacts on Cost-Recovery and Pricing
- Understanding the Big Financial Picture
- How a Budget is Born
- Speed Sessions
- Thinking Like an Entrepreneur
- Aligning Priorities and Performance
- Insights Into Your Customers' Needs, Wants & Values
- Creating Experiences That Reflect Today's Consumers
- Evaluating the Customer Experience
- Positioning and Marketing Your Organization and Service
- Working with Vendors, Contractors, and Partners
- Monitoring & Managing Your Budget
- Spending and Saving Strategies to Make the Most of your Money
- DEI Session
- Know Your Numbers

Second Year Curriculum

- Strategic Planning
- Marketing Plans
- Business Plans
- Budgeting Models, Special Funds & Fees
- Financing
- Using Data To Improve Your Service and Operations
- Measuring Your Economic Impact

- Year 2 Team Project
- Revenue Generation: Parks & Facilities
- Revenue Generation: Events & Sponsorships
- Revenue Generation: Recreation Programs
- Fundraising, Grants, Other Revenue Opportunities
- Project Management
- Reflecting on Revenue School with a Real-Life Project

What do graduates say?

“Revenue Development and Management school provided a comprehensive overview of all aspects in the parks and recreation business which affect revenue. It provided great networking opportunities with other municipalities, and many valuable tools to take back to your own municipality and apply.” — Jillian Fleming, City of Waterloo, Waterloo, Ontario, Canada

“It was the best week, I learned SO much! Now, not a week goes by that my boss doesn't say, I'm glad I sent you to the Revenue Development and Management School!” — Julie Calloway, CPRP, City of Boulder City, Nevada

“Best educational experience I have had in my professional career. I will be implementing many of the strategies I learned when I get back to my home community.” — Gary Johnson, Town of Smithfield Parks and Rec. Dept., Smithfield, North Carolina

“The Revenue Development and Management School provides the opportunity for professionals in the field to enhance their skills and share current (real-life) issues with each other in an effort to improve parks and recreation operations throughout the country.” — Carolyn Angiollillo, Manatee County Parks and Recreation Dept., Bradenton, Florida