Strategic Planning for the Rebound
Today’s Speakers

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POLL: What is Most Important to You?

- Business Evaluation During Closure
- Strategic Planning for Re-Opening
- Communication & Community Messaging
- Why Revenue Generation Is Important to Recovery
- Parks & Greenspace Activation
Current Reality

- Real-time information
- Different State by state
The Value of Parks & Rec

“Exercise is good for people”

“Parks help the environment”

“Being outside is healthy”

“Parks are good for the community”

“Playing outside is good for kids”

“People like living near parks”

“Parks are good for fresh air”
Strategic Planning For Re-Opening

- Demonstrating Value - Calculator Metrics
  - Property values
  - Healthcare
  - Tourism
  - Public Safety
  - Creating Jobs
- Programs
- Spaces / Inventory
5 Impact Areas

1. PROPERTY VALUES
2. HEALTHCARE SAVINGS
3. TOURISM SPENDING
4. PUBLIC SAFETY
5. JOBS CREATION
Increasing Local Access

**HOOVER MET COMPLEX**

- Hoover Met Was Developed to:
  - Attract Prominent Events (SEC, Branded Events)
  - More Capacity for Local use
  - Spur Economic Development

- Outcome of Reopening
- Summer Camps
- Sports Tourism
  - Economic Recovery
ALDRIDGE GARDENS

30-acre Woodland Garden featuring hydrangeas nestled in the heart of Hoover.

- Summer Camps
- Group Events
- Facility Rentals
- Group and Individual Tours
- Arts and Entertainment
PLANNING FOR
REOPENING
Phasing the Comeback

- Re-opening Timing
- Ramp-Up For Re-Opening
- Phasing of Programming
- Considering Health
- Scenario Planning
- Innovative Space Use
- Partner with Local Health Authorities
Key Factors in Reopening Plans

- What makes our park and recreation spaces / activities safer and healthier
- Mitigates risk for us as a city
- What aids consumer confidence
- What resources are required operationally
Goals of Reopening Policies

• 4 Main Objectives:
  • Protect the Community
  • Preventing Infection as Best We Can
  • Promote Partnering with Health Officials
  • Create Solutions for Feedback

• Continue to Evaluate as Conditions Change
What are the policies?

- Screening Guests & Team Members
- PPE
- Policy for Exposure
  - Employee, Guest
- Signage
- Sanitation Equipment
- Physical Distancing
Communication & Community Messaging
Understanding Capacity
Guest Engagement and Buy-in

- How tough are you going to be
  - How do you address that?
- Don’t want this to be punitive
  - It’s a privilege to be back
- “We are in this together”
  - Show up with respect
- Training
Let’s Get this Right

Parks, Sports, Recreation assets are important to our communities.
Questions?

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