

ITEM: APPROVE OUT OF STATE TRAVEL AUTHORIZING THE PARKS AND RECREATION DIRECTOR TO ATTEND THE NATIONAL RECREATION AND PARK ASSOCIATION, REVENUE DEVELOPMENT AND MANAGEMENT SCHOOL IN WHEELING, WEST VIRGINIA

RECOMMENDATION: Adopt 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 March 11-15, 2024, 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 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. Attendees learn best-practice techniques taught by practitioners who have demonstrated their efficacy and success within their own agencies. This school features thought-provoking sessions, best-in-practice trends, and a unique way to network and connect with Parks and Recreation professionals from across the Country. Serving on the Board of Regents is an initial three-year commitment, and this is year two of three. Staff is requesting Council approval of the attached resolution authorizing out-of-state travel.

BACKGROUND:

Established in 1965, the Revenue Development and Management School marked the inception of a national revenue education program and remains the sole Revenue School benefiting agencies that rely wholly or in part on generating revenues, such as state or local parks, recreation, leisure services, military recreation, and other nonprofits. Serving on the Board, each Regent helps organize, plan, and teach best-practice techniques to professionals from across the United States and Canada. Additionally, the school allows for our Parks and Recreation Director to immerse himself in an unparalleled learning experience, while engaging with fellow Board of Regents and accomplished professionals who are pioneers in Revenue Management and Development. Attendance will not only provide staff with current best practices, but it will also foster partnerships with fellow professionals and will assist our Parks and Recreation Department in the continued development of the community and sense of pride.

JANUARY 8, 2024 CITY COUNCIL REGULAR MEETING

APPROVE OUT OF STATE TRAVEL AUTHORIZING THE PARKS AND RECREATION DIRECTOR TO ATTEND THE NATIONAL RECREATION AND PARK ASSOCIATION, REVENUE DEVELOPMENT AND MANAGEMENT SCHOOL IN WHEELING, WEST VIRGINIA

FISCAL IMPACT:

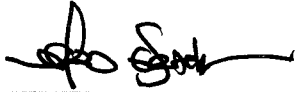
There is no cost to the City for the Parks and Recreation Director to attend the Revenue Development and Management School, other than staff time. As a Board of Regent, all travel and lodging are covered by the National Recreation and Park Association, Revenue Development and Management School.

ATTACHMENTS:

- A. Resolution to Authorize Out-of-State Travel to send the Parks and Recreation Director to the National Recreation and Park Association, Revenue Development and Management School in Wheeling, West Virginia

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JANUARY 8, 2024 CITY COUNCIL REGULAR MEETING
APPROVE OUT OF STATE TRAVEL AUTHORIZING THE PARKS AND RECREATION DIRECTOR TO ATTEND THE NATIONAL RECREATION AND PARK ASSOCIATION, REVENUE DEVELOPMENT AND MANAGEMENT SCHOOL IN WHEELING, WEST VIRGINIA

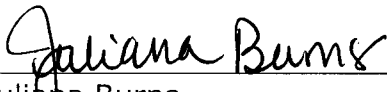
APPROVALS:



Todd Sebastian
Director of Parks and Recreation

12/26/23

Date



Juliana Burns
Director of Human Resources

12/27/2023

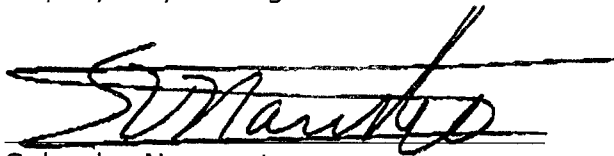
Date



Thomas Hedegard
Deputy City Manager

12/26/2023

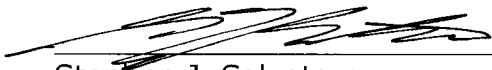
Date



Salvador Navarrete
City Attorney

1-2-2024

Date



Stephen J. Salvatore
City Manager

1/3/23

Date

RESOLUTION NO. 24-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LATHROP AUTHORIZING THE PARKS AND RECREATION DIRECTOR TO ATTEND THE NATIONAL RECREATION AND PARK ASSOCIATION, REVENUE DEVELOPMENT AND MANAGEMENT SCHOOL 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.

NOW, THEREFORE, BE IT RESOLVED, the City Council of the City of Lathrop does hereby authorize out-of-state travel for Parks and Recreation Director to attend the National Recreation and Park Association, Revenue Development and Management School, in Wheeling, West Virginia March 11-15, 2024.

The foregoing resolution was passed and adopted this 8th day of January 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 & Management School

MARCH 10 - 15, 2024

2024 Revenue Development and Management School

March 10 - 15, 2024
Oglebay Resort
Wheeling, West Virginia

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.

Participants will learn best-practice techniques taught by practitioners who have demonstrated their efficacy and success within their own agencies. These techniques provide tools and value for both you and your agency. Engage with experienced and dynamic professionals from across the United States and Canada, all within an environment that fosters interaction and the cultivation of professional resources.

Established in 1965 by Thomas Hines of NC State University, the School marked the inception of a national revenue education program. It remains the sole Revenue School benefiting from a University liaison provided by the esteemed North Carolina State University and The National Recreation and Park Association. The school is hosted at the picturesque Oglebay Resort & Conference Center in Wheeling, West Virginia.

Immerse yourself in an unmatched setting that complements an unparalleled learning experience. Engage with instructors who are pioneers in Revenue Management and Development. Join the ranks of accomplished professionals in our field who already recognize this as "the ultimate professional development opportunity in our profession."

First Year Curriculum

- Philosophy and Politics of Revenue Generation

Second Year Curriculum

- Strategic Planning
- Marketing Plans

- 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
- 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

Tuition

NRPA Member Tuition - \$740.00 per person

Non-Member Tuition - \$790.00 per person

All Inclusive Package

**Member tuition, room, and meal package*

Lakeside Wing Rooms

\$2453.00 per person single occupancy

\$2035.50 per person double occupancy

West Wing Rooms

\$2352.20 per person single occupancy

\$1985.00 per person double occupancy

Byrd Wing Rooms

\$2291.75 per person single occupancy

\$1954.90 per person double occupancy

****Non-Members add \$50.00 to above package price per person***

NOTE: Double occupancy refers to two (2) people staying in the same room

**Package rate includes member tuition, 5 nights lodging, 5 buffet breakfasts, 4 buffet lunches, Sunday and Monday dinner buffet, Tuesday Fun Night/appetizers, continuous beverage breaks, beverage tickets, and Thursday Graduation Banquet, and all applicable taxes and fees.*

Scholarships

If you are interested in applying for a scholarship, please visit <https://forms.gle/rM7WCsXxdR6v3RCL6> The deadline to submit an application is September 15, 2023..

Transportation

For transportation to and from the Pittsburgh International Airport, please contact Airport Limo Service at **304-232-1175** or visit www.wheelinglimo.com.

School Itinerary

Sunday, March 10

5 p.m. | Registration

6 p.m. | Orientation/Dinner

Monday, March 11

8:15 a.m. | Classes Begin

6 p.m. | Networking Dinner

Tuesday, March 12

8:15 a.m. | Classes Begin

7 p.m. | Scholarship Fun Night

Wednesday, March 13

9 a.m. | Classes Begin

Thursday, March 14

8:15 a.m. | Classes Begin

6 p.m. | Graduation Dinner

Friday, March 15

Depart Oglebay

Registration

Date of Application *



Name *

First

Last

Pronoun *

She/Her He/Him They/Them Ze/Hir Not Applicable

Name as you wish to appear on your badge *

First

Last

Company/Agency *

Position Title *

Mailing Address *

Address Line 1

Address Line 2

City

State



Zip Code

Phone *

Cell Phone

IMPORTANT: Student Email *

Attending as: *

First Year Student Second Year Student

Your arrival date: *



Your departure date: *



If you would like to arrive early or extend your stay, the overnight room rate is \$149 plus applicable taxes and fees per room, per night. Please contact the Oglebay National Training Center at ntc@oglebay.com with any additional questions.

Would you like a roommate? *

Yes No

If sharing a room with a colleague, the Oglebay National Training Center must book your room accommodations for you. You will be contacted in regard to payment. Oglebay will NOT assign you a roommate.

Do you require special accommodations? *

If yes, explain:

Yes No

Do you require a special diet? *

If yes, explain:

Yes No

Additional Comments:

//

Member/Non-Member *



Room & Board *



**Package rate includes member tuition, 5 nights lodging, 5 buffet breakfasts, 4 buffet lunches, Sunday and Monday dinner buffet, Tuesday Fun Night/appetizers, continuous beverage breaks, beverage tickets, and Thursday Graduation Banquet, and all applicable taxes and fees.*

NOTE: The entire package amount will be charged on receipt of form.

Please select your method of payment: *

Credit Card Purchase Order Check

If paying by **check** or **purchase order**, the Oglebay National Training Center must book your room accommodations for you. You will be contacted in regard to payment.

If paying with a **credit card**, please reserve your hotel accommodations when you receive your student registration notification. A link is provided for your convenience.

School Cancellation Policy:

Cancellations up to 30 days prior to the school will result in a \$100 cancellation fee. A 50% refund of registration fees will be issued if cancellation is made 7 to 30 days prior. No refund will be issued for cancellations made within 7 days prior to the school.

Questions? Call 304-243-4126 or Email ntc@oglebay.com

Submit

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