

# Strategic Planning for the Rebound

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# Today's Speakers



**Jason Clement**  
CEO  
Sports Facilities Management



**Evan Eleff**  
COO & Partner  
Sports Facilities Advisory



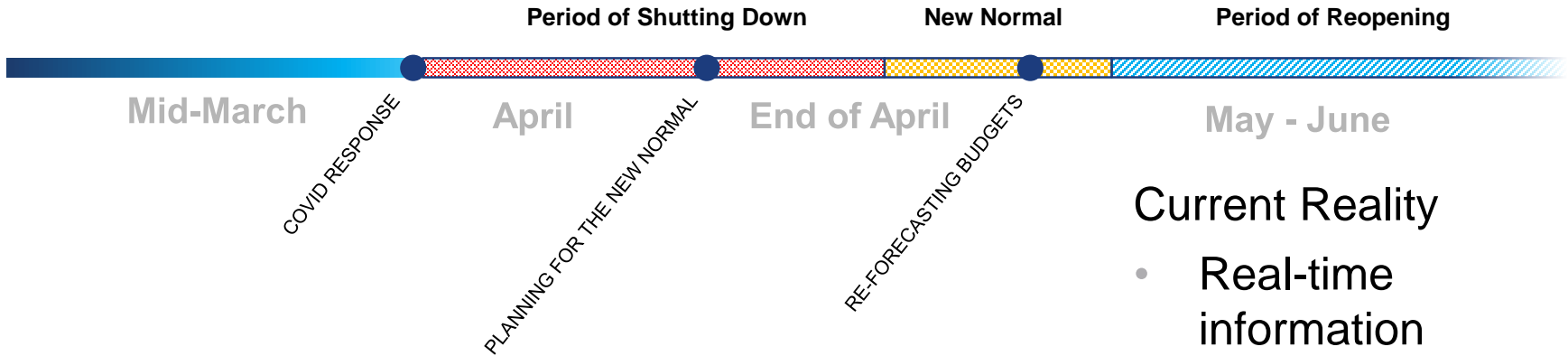
**Allan Rice**  
City Administrator  
Hoover, AL

# POLL: What is Most Important to You?

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

# COVID-19 Recap



## Current Reality

- Real-time information
- Different State by state

“Exercise is good for  
people”

“Parks help the environment”

“Being outside is healthy”

# The Value of Parks & Rec

“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



ICMA



1

PROPERTY  
VALUES

2

HEALTHCARE  
SAVINGS

3

TOURISM  
SPENDING

4

PUBLIC  
SAFETY

5

JOBS  
CREATION

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# 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



# Increasing Local Access



## *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

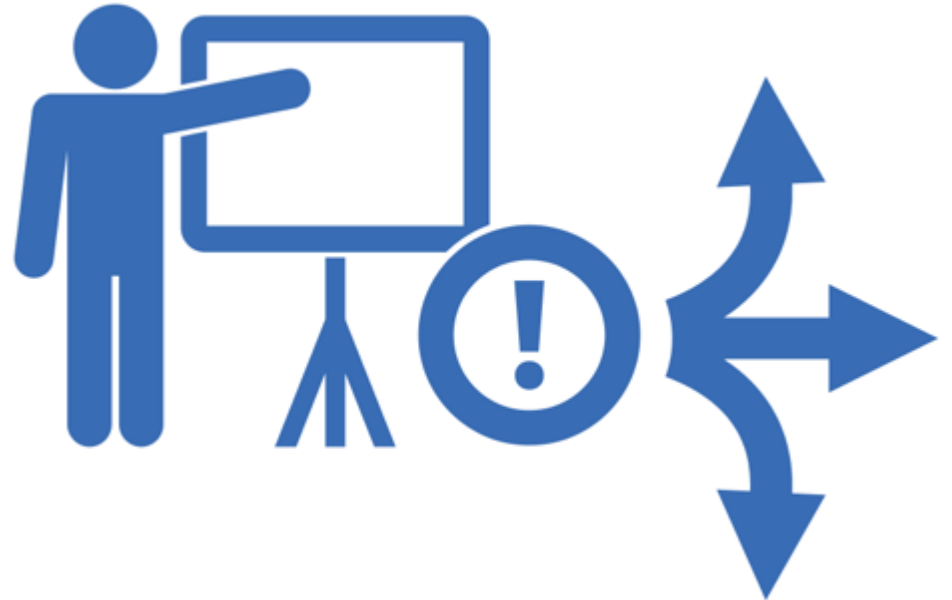
An architectural rendering of a modern stadium plaza. The scene is viewed from an elevated perspective. In the foreground, a large, circular fountain with water spraying upwards is surrounded by a paved walkway. To the left, a large, curved, multi-tiered seating area or walkway is visible. In the background, a baseball field is visible, surrounded by stadium seating and various structures. The entire image has a blue color overlay. The text "PLANNING FOR REOPENING" is overlaid in white, bold, sans-serif font.

**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





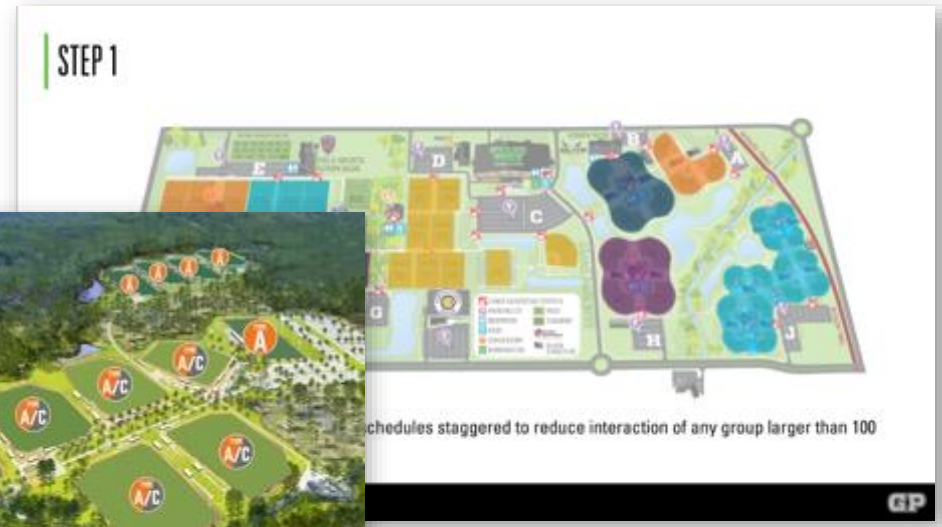
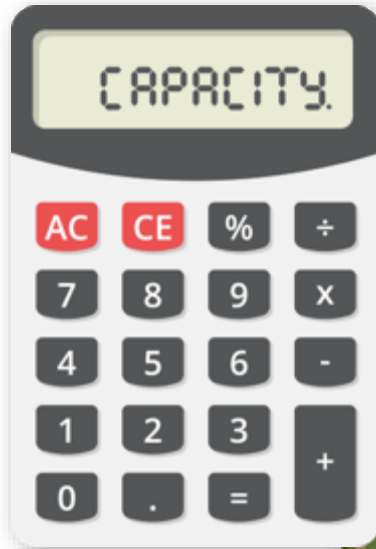
# What are the policies?

- Screening Guests & Team Members
- PPE
- Policy for for Exposure
  - Employee, Guest
- Signage
- Sanitation Equipment
- Physical Distancing





# 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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# ICMA

INTERNATIONAL CITY/COUNTY  
MANAGEMENT ASSOCIATION