

Providing Sports Programming through Contracts

The City of Beavercreek Parks, Recreation and Culture Department is a small department with large responsibilities. In order to meet the needs of our community the department contracts with instructors and organizations to offer programs. The Parks Department takes program registrations, collects camp money, advertises the programs, and provides a location in return for a percentage of the program fee. Last year the parks department offered sports camps to our community for the first time by contracting with Skyhawks Sports Academy based out of Mead, Washington.

“Our citizens were requesting sports camps and we did not have the staff or means to offer the programs” said Director Marilyn Court. The Skyhawks organization offered us a way to provide programs that our citizens were requesting and to create an additional revenue source for the City.

Excellent Staff

“One of my concerns was the staffing of the camps” said Recreation Program Supervisor Mike Thonnerieux. It is so important to have a great staff to run programs of this nature. When you are hiring an organization to run programs for your department, the citizens view the company as an extension of your Department and your City. The Skyhawks staff was excellent. They were well trained, knowledgeable in their sport and excellent with the kids. All of their staff complete a personal interview, a national criminal background check, classroom training, First-Aid Training, complete the Skyhawks coaching licensing program, and complete a field tryout for his or her athletic skills and knowledge.

Each camp is staffed with the appropriate ratio of participants-to-coaches based on the age of the participants and also a Program Director that manages the camp. The coach is the most essential part of the Skyhawks program. They work individually with the participants to teach, encourage and challenge them. The Program Director’s main responsibility is to be the “on-site” supervisor for each program.

Departments Stamp of Approval

“On the first day of the first camp, I knew we had made a great decision. This was going to be a great summer” said Thonnerieux. Before camp started, the program director and one of the coaches were greeting the participants in the parking lot, waving cones and flags in the air directing the participants to the sign-in gate, and greeting the parents and participants at their cars. The parents were instantly impressed and loved the high energy. The parents appreciate the organized check-in and check-out gate system that ensures their children’s safety and gets the children involved right from the beginning. It also provides a routine for the children. The children knew what to expect each day at the beginning of camp. The community loved the programs and the variety of camps offered for ages 3 to 14. By offering a wide list of camps including Tennis, Golf, Volleyball, Basketball, Baseball, Cheerleading, Flag Football, Soccer, and Multi Sport camps, we were able to take the pulse of the community and determine what they wanted.

As it turned out they wanted it all.

Parents Stamp of Approval

Jason Frazier, Regional Director for Skyhawks Sports Academy, said “Our goal was to enroll 100 kids in the Beavercreek Skyhawks Sports Camps. At the end of the summer we had served 178 kids in the camps, a fantastic number for only our first year.” By contracting with Skyhawks, the City of Beavercreek Parks, Recreation and Culture Department was able to serve 178 children who were not being served the year before. Parents consistently filled out evaluation forms and called the office to tell us what a great program this was.

“Joe had a great time and has talked of nothing but the program all week. I thought all of the coaches were kid friendly and did a great job interacting with the kids.”

Kelley

Beavercreek, OH

“This was Nathan's first experience with sports camp and he loved it. Everyone on the staff was wonderful and very attentive to the children. It was a great experience for us and Nathan especially!”

Megan

Beavercreek, OH

”Brandon is a very shy child, and the staff made every effort to include him and try to make sure he participated and had fun. The program is superbly run and your staff is wonderful with the kids!”

Trudi

Beavercreek, OH

Contracting Out

Contracting with Skyhawks Sports Academy allowed the parks department to provide a professional high quality service to our citizens and provided a new revenue stream for the Department. If your department has not considered the benefit of contracting out some of your recreational services you definitely should take a closer look. For more information, visit www.skyhawks.com.