

# NEW BUSINESS, FUNDRAISING & ADVOCACY

By Allison Diego

At the start of the 2011 calendar year, I began leading the new Business Development, Fundraising and Advocacy Office charged with implementing a fundraising, grant, and donor strategy plan for the department, increasing revenues by \$1 million over the next three years. With the economic challenges our department continues to face, it is a priority to build strong and beneficial relationships between the department and the Parks Foundation of Miami-Dade, corporations, other philanthropic foundations and public agencies.



My team includes Joyce Denny and Joanne Case in the Grants division, Debbie Frost and the warehouse team, Angie Gomez coordinating our volunteer efforts, Donna Peyton as our primary fundraiser, and Edith Torres executing marketing and media relations, and together we strive to find new donors and corporate partnerships, discover new funding sources, and raise much-needed capital to sustain our park facilities and programs to promote healthy lifestyles and improve the quality of life in our community. I am pleased to report that the team has secured just over \$200,000 in cash sponsorships in addition to \$2.2 million in new grant awards to date.

Through this monthly newsletter, I will continue to keep you informed of funding and volunteer opportunities, sponsor relations, sales programs, fundraising events, legislative news, and more. Thank you for your support and please continue to share your comments and ideas with us.

# NEW OPENING AT THE ZOO

By Eric Stephens

The newest thing to do at Zoo Miami is coming 4th of July weekend with the opening of the Wacky Barn and petting yard in the Children's Zoo. To introduce you to this new area, we are offering admission for the entire month of July at the child admission rate. To take advantage of this, all you need to do is go to our website, [www.zoomiami.org](http://www.zoomiami.org) and print out your own coupon.



During the weekend of July 2-4 we'll also have give-a-ways for the first 1,000 people each day, country music, line dancing and more. Plan your next family outing at the Zoo this summer, see our new baby river otters, feed the giraffe and have a wild time!



# PARKS

Employee Newsletter

Facebook.com/miamidadeparks

## COUPON:

### Palmetto Mini Golf Logo

9300 SW 152 Street, Miami, FL • 305-238-2922

[palmettogc@miamidade.gov](mailto:palmettogc@miamidade.gov) • [www.palmettominigolf.com](http://www.palmettominigolf.com)

## GOOD FOR ONE FREE ROUND OF MINI GOLF FOR YOU & ONE GUEST

Offer Expires July 31, 2011. You must present your Miami-Dade Parks Employee I.D. to redeem this coupon.

You must complete & submit the attached Customer Report Card by 8/1/2011 to Elaine Ramirez (see instructions on card).

----- DO NOT WRITE BELOW THIS LINE -----

FOR ADMINISTRATIVE USE ONLY

Cashier Instructions:

1. Ask for MDPR Employee I.D.
2. Coupon is not redeemable without an MDPR Employee I.D. card.
3. Write the I.D. number below.
4. MDPR Employee I.D.# \_\_\_\_\_

## Customer Report Card

Help us improve our customer service. If you use the coupon, you must complete this report & send it via interoffice mail to Elaine Ramirez, Hickman Bldg., 3rd floor.

5=Excelent 1=Poor	1 2 3 4 5
1. Did you enjoy your round of mini golf?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2. How was the Customer Service?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
3. Rate Overall Price to Value	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
4. Rate Overall Experience	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
5. Would you recommend this facility?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

How can we improve?  
\_\_\_\_\_

EMPLOYEE I.D.#  
\_\_\_\_\_

## DIRECTOR'S MESSAGE

Dear Parks Staff,

There is no better workforce in County Government today than our own, right here in the Park & Recreation Department. Despite incredible reductions—nearly 500 full time and 400 part time staff—this Department continues to deliver remarkable service levels, combining good old fashioned hard work with creativity and innovation. Simply put, it is your PRIDE that defines this wonderful organization and makes it the envy of every park system throughout the state and nation!



It has been some time since we have produced our own Parks Employee Newsletter, so here goes the first issue of what will become a monthly installment designed to keep you up to date with all the things that affect you, as part of the Parks family. We will advise you on everything from what will impact your paycheck, like the new state mandated FRS contributions, to what is happening in the work place with new training and policies. We will buoy your spirits with tributes to those who are going above and beyond, and we will give you some really cool options and incentives to explore your own Parks Department's family-friendly attractions and activities. After all, it is summer time and while we are all hard at work being the community's morale officers, providing great programs and destinations, we never want to forget to take some time with our families to enjoy the fruits of our labor.

While it is a tumultuous time for County Government, there are two things of which we are certain: People love their parks, and we are essential to the prosperity and quality of life in this community. You have heard me refer to the "New Normal" that is taking shape every day in local government. While our strategies are sound practices designed to get us through this period and sometimes represent uncomfortable changes to the status quo, the reality is that the people in this community will always make sure their parks system remains healthy—if they are confident we are doing the right things, as stewards of their tax dollars.

So, hang in there ladies and gentlemen, and enjoy the first issue of our Newsletter, and be sure to let us know how you like it or how we can make it better! Go Parks!

Sincerely,

**Jack Kardys**

Director

## PRIDE IN ACTION

Below are some of our employees who were recently caught showing their Parks PRIDE. If you would like to report PRIDE in Action, call 305-755-7902.

Employees' Names: Fanny Navarro, Henry Ocon, Jessica Chipoco, Gabriel Rodriguez, Somary Salgueiro, Steven Howell, Nadia Rivas, Gio Russo, Alain Capiro

Below are portions of an email regarding various Zoo Miami employees that was submitted by Lora S., one of our customers.

My husband and I were celebrating our anniversary, and since we went to Metro Zoo on our first date 19 years ago, we wanted to bring our 4 children back to see where our family's "Story began". We went there on our first date in 1992, as high school students do, we rode an Elephant there together, so this time as we were entering the Camel Ride I mentioned to the staff member how special this Camel ride was to our family. By the time my girls and I made it around the loop she had informed all of the other staff members working with her and they made sure we got a very special family photo and even ... watched our 4 children for us while we got to go on our "Anniversary Ride"! Just a small gesture like that made our day even more special! Thank you Zoo Miami and your fantastic staff!!!

## HR CORNER

**FRS updates:** Recent changes to legislation will reduce the interest rate from 6.5 to 1.3 percent for those entering DROP on or after July 1, 2011. In addition all employees other than those in DROP or those who are not allowed to renew membership will have to contribute 3% towards their retirement benefit beginning in July.

**3% COLA:** All bargaining unit employees will receive a 3% COLA effective with the pay period beginning June 27, 2011.

June 2011 Training workshops

### Reasonable Suspicion

Tuesday, June 7, 9:00 – 11:30 am, Hickman 3rd Floor  
Miami-Dade Park and Recreation is a Drug-free Workplace, and supervisors and managers are responsible for making sure it stays that way. This 2.5 hour class was designed to give supervisors and managers the knowledge necessary to feel confident in making reasonable suspicion recommendations for drug testing.

### Performance Management and Evaluation

Thursday, June 23, 8:30 am – 12:30 pm, Hickman 3rd floor  
This course is designed to provide supervisors with the tools and knowledge necessary to effectively accomplish one of their primary responsibilities, which is to manage and evaluate their employees' performance. Any employee who is responsible for the management and evaluation of a subordinate's performance should enroll in this course.

## HR CORNER

(Continued)

### Sales Forum

Wednesday, June 15 10:00 am – 12 noon,  
Haulover Multi-purpose Room

This meeting is an open forum for MDPR employees who are interested in improving their sales methods, techniques, or simply looking for help in solving a sales problem. Participants will be expected to share their successes and challenges, with the goal of generating enthusiasm and creative ideas for selling the variety of services and products that MDPR offers its customers.

For more information call: 305-755-7866

## SUMMER PROGRAMS

BY FRANK FARAGALLI

We can't oversimplify that the reduction in budget and staff to the department over the last several budget cycles should equate to a reduction in service and enthusiasm. We are learning the lesson that an abundance of fiscal resources is really no substitute for a competent and caring cadre of human resources no matter what the number. Our level of service continues to be extraordinary despite what we thought were going to be debilitating conditions. While there is a tipping point we're just going to push through and continue to do the best we can with what we have. Here's one example;

Our summer program is about to start and we are probably going to see about the number of registrants, (approximately 5,000) we had last year and the year before. These are half the numbers we saw in the past when there were plenty of resources and little expectation to be efficient. Through the hard work and dedication of the Region Managers, their support staff, service area managers and facility managers and staff the summer program is now not only self-sustaining, but provides resources needed to support programs which may not be self-sustaining, but are absolutely critical to the communities they serve. This is but one example of how the park's family has pulled together to continue to make good things happen.

The department has embarked on a concerted effort to continue to make all our facilities and services relevant to the communities and constituents they serve not only because that is our mission, but also because we rely on the voices of others to get our message out there. All across the Operating divisions be it golf, special taxing districts, arts and culture, marinas, recreation, park security and disability services our people are coming up with new ideas and strategies to enhance what we do and make it better by doing it with what we have.

We're going to continue to evolve and see change; it is the natural order of things. Opportunities are out there; however gratification may not be immediate but require some patience and endurance. Arriving is never the best part of a journey it's the getting there and those that get in the game are going to have the most fun. Are you in?

## WHY I'M PROUD

By Fanny Navarro

MY QUALITY OF LIFE IS BASED ON PARK EXPERIENCES I'M PROUD OF THAT!

- Zoo Miami is one of the few zoos that are part of a Parks & Recreation Department.
- My job allows me to take action today and impact tomorrow.
- I'm not only known as the zoo girl, but also as the park girl.
- My father who is a Part-Time PSA cares for the little league baseball fields at Brothers to the Rescue, where my brother's talent became a career as a professional baseball player with the Yankees.
- We are more than just parks – we are a lifestyle and we give life style in unique places and services.
- My passion is respected.
- We are recognized locally and nationally for our level of service, our leadership and our progress.
- I lead a team that was hired for desire and delivers more than expected, because they like what they do.
- Our leadership is rigorous but not ruthless.
- Our Parks Department Level Five Leadership wants me to go from GOOD TO GREAT.
- Work is fun, unique, rewarding and worth talking about.
- My daughters ages 3 and 6 recognize the county logo and follow it by saying "my mom works there."
- We are represented in hometowns, town meetings and on Capitol Hill.
- My department has invested in me.
- Every time I open up my family photo album or tell a story, a park is always featured.
- My talents are considered in my job description as "other duties as assigned."
- I believe in Parks, the P.R.I.D.E culture, our mission and value our department's core.
- I am confident of the value in parks.
- Quality of Life = memories left behind. Open that photo album and parks are the places that memories are made.



Being proud for me is rooted with family history, present possibilities and future commitment.

## CUSTOMER EXPERIENCE REPORT CARD

Help us to be the best that we can all be. On the back cover there is a fun freebie offer for you and a guest. Enjoy it and remember to complete the Report Card attached to it that will help us improve customer service.