

7 WAYS PARKS AND RECREATION CAN GENERATE REVENUE

Parks and Recreation departments can generate additional revenue in several ways, including:

1 Facility rentals

Renting out parks and recreation facilities for events such as weddings, parties, and sports tournaments can generate significant revenue for the department.

2 Concessions

Operating concessions stands or partnering with vendors to provide food and beverage services at parks and recreation facilities can generate additional revenue.

3 Program fees

Charging fees for programs and classes, such as fitness classes, art classes, and summer camps, can help generate revenue.

4 Sponsorships and partnerships

Partnering with local businesses or organizations for sponsorship or advertising opportunities can generate revenue and help fund programs and events.

5 Grants and fundraising

Applying for grants and hosting fundraising events can also generate additional revenue for the department.

6 User fees

Charging for specific activities or services, such as boat rentals or park entrance fees, can help generate revenue.

7 Online sales

Selling merchandise such as t-shirts, hats, or water bottles online or in-person at parks and recreation facilities can also generate additional revenue for the department.

Parks and Recreation departments should explore revenue-generating strategies to ensure the sustainability and growth of their programs and services.

To learn how parks and recreations can utilize their gained revenue and capital plan, visit assetworks.com/eam/capital-planning-software.