

## OTA – “Park” Programming

Concept: OTA “Park” Programming is designed around securing open space in parks, playgrounds, churches, etc. (green spaces). These spaces can often be secured for free or have very low costs to rent. In some lucky cases, no approval or expense is required either.

Finding programming space with the least number of “roadblocks” or “gatekeepers” can be easier than you think. Creating revenue streams outside of traditional programming partners like elementary schools and private schools can also lead to some very positive and profitable results.

When securing and scheduling Park Space Programming, OTA isn’t confined to some of the rules that are imposed on us when partnering with schools or private athletic facilities. Most notably is the DAY and TIME the offerings can take place. Park Space Programming may be an opportunity to have kids register and participate that wouldn’t normally because of the existing logistics of their or their families schedule.

- Park Space Programming can be offered in the late afternoon and evenings
  - 4pm, 5pm, 6pm, etc.
  - Potential for back to back classes for different age groups
- Park Space Programming can be offered on Weekends
  - Saturday, Sunday – AM or PM
- Park Space Programming can be adjusted to however many sessions you are interested in providing.
  - 2 – 10 weeks
- Park Space Programming Sessions can start and end whenever you want them too
- Park Space Programming Sessions can be split into age groups rather than grades

### Keys to Park Space Programming:

- Weather and Daylight Parameters
- Targeted Marketing Effort
- Visually Appealing Space for Participants to arrive to

### Notes on Park Space Programming:

- Lower cost to run can mean more profitability even with lower enrollment numbers
- Other advantages of Park Space Programming are the potential to offer instructors more hours including working doubles/back to back classes
- Understanding that this programming model is highly visible to parent customers as it is likely they will stay and watch
- Understanding shelter and bathroom options (if they are available)
- S.P.A.R.K. Program is very conducive to this model