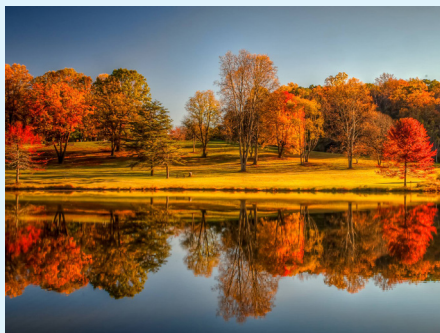


Million Dollar Baby- A Park's Transformation



Location:

Meadowlark Botanical Gardens
 950 Meadowlark Gardens Court
 Vienna, VA 22182

Time: 2:30-5pm

Price: \$30

Length: 2.5 Hours

CEU Credits: .2

Earned income is increasingly important in parks across the commonwealth. Many programmatic variables affect our success. In this session we'll define a truly notable story and the dynamic program changes that fostered a complete financial turnaround. Ultimately the combination of institutional relevance, mission and detailed planning coalesced to realize historic financial growth for Meadowlark Gardens and NOVA Parks.

Join Park Manager, Keith Tomlinson, as he leads participants through a true transformation of Meadowlark Botanical Gardens from a facility that ran in the red, to becoming the top net performer in the agency through a variety of changes and focus shifts.

Attendees will learn:

- Methods for assessing your current program relevance.
- Determine how existing strengths will inform new initiatives from the physical plant to programming and customer service.
- Stewarding coworker's, neighbors and stakeholders in vestment in something entirely new.
- Coaching your staff to internalize the emotional depth of rapid vocational change and new skill endowments.
- Realistic financial planning related to large programmatic expansion.
- Staying focused on further growth in light of major success, but never lose track of customer service and organizational perspective.
- Measure your success by more than fiscal growth, cultivate the critical link between public service and engagement with quality focused programming.

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