**Questions to ask a parks and recs director**

**(for public health departments or Extension agents just started to work with P&R)**

As part of Eat Smart in Parks, we have developed some initial questions that you might consider asking a new park and recreation director that you are partnering with on your own healthy concessions program.

**Goals and objectives for the park**

1. What is the parks goal?
2. What do you want to achieve in trying to offer healthier concessions?

* Increased sales, break even, a certain percentage of profit?
* What does success look like for the P&R?
* Have they tried healthy in the past? If so, what went well/what didn’t? If it didn’t ask if they did any sorts of promotions or visual cues (signs, visible at windows/eye level)
* Are concessions revenues used to support other park programs or equipment or something else? (Or seen as a Customer/community service?)

**Concessions now**

**[Please see the related concessions assessment tool for more in depth questions]**

1. What are your current concessions like?

* Where are they located?
* Who are the main audiences or people served?
* When do they operate?
* Do they have vending machines? Is so, where are they located?
* How do you promote your concessions now?
* From where do you get your products?
* How do you set your prices?
* How do you track inventory or sales?
* What are your most popular items?
* What type of equipment do they have?
* How is the space set up?
* What is storage capacity for bulk food (freezer, frigo, dry storage)
* When are concessions used the most? (Weekends, daily, summer/fall?)
* What type of food service competition is around you? Do people leave the park to get food close by? If so, who are those competitors and what are people buying or bringing back into the park?

**The menu**

1. Who determines what goes on the menu?
2. How often do you revise your menu?
3. What foods is the park known for (if any) now?
4. What is the current menu, menu items and prices? (Take pictures so you can get nutrient info on the different items)

**Communicating with the public**

1. When do people sign up for your sports programs/activities? How do they sign up?
2. If doing customer surveys, what are their communication channels? Do they have an email list or newsletter, FB or some other way to get the information out?
3. What programs are offered/how many teams/kids/how often play/what season length is?
4. Do they have concession menu on web site?
5. Have they tried coupons or incentives in past?
6. What is your current marketing strategy?

**Staffing and partnerships**

1. Who are their partners in the community or businesses?
2. Key staff members?
3. How they are staffed? (Summer high school workers?)
4. How are the trained?
5. Do they need a permit to handle food? What are the local regulations for food handling?
6. What is frequency of ordering/delivery? How often do you order? Do you also have to go to a buying club like Sams etc at other times?
7. Where are people being pulled from who visit your parks?
8. Do you have any other amenities at your park? (For example: a small, running train, pool, zoo, community garden, after school programs, etc., that might be relevant for marketing and promotions.)

**Procurement**

1. How long are contracts for? How get the food? How long are contracts? Do you have to go out on bid?