



WISCONSIN PARKS & RECREATION ASSOCIATION

RECREATION SECTION

2017 SILVER STAR AWARDS

GUIDELINES AND ENTRY FORM

GENERAL OVERVIEW: Winners of the WPRAs Silver Star Awards are selected each year by a distinguished panel of recreation professionals who have expertise in the field of recreation service delivery. Winners are selected based solely on the information presented in the official entry form. Awards will be given to all programs who score an average of 11 points or higher.

There is to be only one entry per organization per category for this award. Please discuss internally who within your department will be submitting a nomination.

Entries are judged based on five criteria that are essential to having a successful recreation program: goals and objectives, participation, operational efficiency, creativity and innovation, and marketing. All submissions that score above 20 will be rewarded with a Silver Star, or at least one award per category.

ENTRY PROCEDURE:

- To be considered, complete an Official Entry Form and submit by **August 31**, 2017. Late entries will be docked 3 points.
- Only one entry per organization per category.
- Please keep responses to 200 words or less for each question. Entries who go over the word limit will be docked a points and materials after the 200 words will not be considered in judging.
- Entries are required to be submitted by current WPRAs Recreation Section members/department.
- The Recreation Section Board Members reserve the right to request more information or move programs to a more appropriate category.
- All applicants will receive a confirmation of receipt by **September 7th**, if you have not received confirmation your application was not received.
- Materials submitted with an application will not be returned to sender

ENTRY FORMS MUST BE RECEIVED BY: AUGUST 31st

Click on the blue “Entry Form” button below to submit your entry.

Entry Form

Questions Contact: Curt Erickson

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Categories for the Silver Star Award

- Youth Programming:** Enrichment programs, sport or fitness programs, activities or services offered to youth populations on an on-going basis
- Adult/Older Adult Programming:** Programs, activities or services offered to adult or older adult populations
- Special Events:** Special, civic or community events that occur one time and require special programming needs
- Creative Service Delivery/Marketing:** Activities or services that are non-traditional in nature and enhance the agency's missions. Include but not limited to recreation programming, strategic plans, fundraising, multi-party partnerships/sponsorships, and/or creative marketing initiatives.

Entries will be judged by the following criteria. Please keep responses to 200 words or less for each question.

Executive Summary: Please give a general overview of the program and include any photos of the event/program. **(5 Points)**

- A. Goals and Objectives (5 Points):** Explain the purpose of the program and why you believe your program was successful.
- B. Participation (5 Points):** Describe the attendance of your event or program: was the event or program being full? What was the total number of participants and spectators? Did the program use volunteers?
- C. Operational Efficiency (4 Points):** Describe how the program was an efficient use of staff time, resources, and money. Please include the following information: overall budget, total expenditures (direct costs only), cost per participant, and estimate of staff time.
- D. Creativity and Innovation (3 Points):** Detail the unique and innovative features of the program or event.
- E. Marketing (3 Points):** Describe how the program was marketed. Please attach any marketing materials.