

University of Florida  
College of Health and Human Performance  
Department of Tourism, Recreation and Sport Management

***Revenue Resource Management***

**LEI 4570**  
Spring 2009 (3 credit hours)

**Dr. Douglas DeMichele**  
**330C Florida Gym**

**Email: [dougd@hhp.ufl.edu](mailto:dougd@hhp.ufl.edu)**  
**392-4042 x1250**

**Office Hours:** TUES 2:30 – 4:30 pm  
THUR 8:30 – 11:30 am

**Class Meets:** M W F 12:50 – 1:40 pm in room 265 Florida Gym

Chairperson

Dr. Michael Sagas  
Department of Recreation, Parks and Tourism  
300 Florida Gym  
<http://www.hhp.ufl.edu/rpt/>

*Honor Code*

***We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.***

***“The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty.”***

**Course Description:**

The purpose of this course is to assist students in understanding key managerial features and environmental factors that affect various decisions regarding financing parks and recreation. We will examine various alternatives available for funding generation, appropriation, and fiscal management, realizing that fiscal responsibility is a critical component of mid level and senior leadership. We will explore financial management theory, principles and strategic marketing and financing techniques being used to keep parks and recreation agencies afloat. Concepts will be illustrated using practical examples. As available, other guest lecturers may speak on specific subject matters.

**Cognitive Objectives:**

**At the end of the course successful students will:**

1. Comprehend the pros and cons of various types of budgets and management plans.
2. Know financial management theories, principles and techniques.

3. Understand environmental factors influencing government finances for parks and recreation.
4. Identify current entrepreneurial strategies – cooperative arrangements, outsourcing, partnerships, sponsorships, etc. used in financing parks and recreation organizations.
5. Understand financial record keeping methods and their role in leisure funding and finance.
6. Know strategic marketing and partnering models.

**Required Text:** Crompton, J. (1999). *Financing and Acquiring Park and Recreation Resources*. Human Kinetics: Champaign, IL.

**Special needs:**

If any student has a need for a special accommodation, please let Dr. D. know ASAP or by the third class.

**Classroom guidelines:**

For the purpose of name recognition and class communication, new students are asked to submit a 2"x 2" photo by the second week of class. This will be stapled to an index card with your name, major, phone number and email address.

It is expected that all students arrive, on time, prepared for class and that all cellular phones and Internet connections are turned off during class (portable computers are not to be used unless you have note taking permission). Reading the newspaper or disrupting the class will not be tolerated. Eating in class is against HHP policies. If at any time you feel the need for assistance and/or information concerning the course, see Dr. D. as soon as possible.

**Course Evaluation:**

- |    |  |     |
|----|--|-----|
| 1. | Written Exams (2 @ 100).....               | 200 |
| 2. | Individual Project (1) .....               | 100 |
| 3. | Group Project .....                        | 150 |
| 4. | In-class quizzes and assignments (5) ..... | 50  |
|    | (Will be unannounced)                      |     |

**The final grade will be assigned according to the following percentages:**

|     |   |                  |
|-----|---|------------------|
| A   | = | 450 - 500        |
| B+  | = | 430 - 449        |
| B   | = | 400 - 429        |
| C+  | = | 380 - 399        |
| C   | = | 350 - 379        |
| D + | = | 330 - 349        |
| D   | = | 300 - 329        |
| E   | = | Below 300 points |

**E-Learning will be used to post all grades, the syllabus and the notes/projects for the class with the final grade assigned according to the following percentages:**

The **group project** (Budget proposal) involves a formal, multi-media presentation, with a typed handout for all class members plus a typed double spaced paper copy (approximate length 12-15 pages); due at the beginning of class on the date scheduled. Proposals turned in after that time are considered late and result in a deduction of 5 points if submitted that day and 10 additional points for each day they are late. All proposals must contain a minimum of 3 professional references, an excel budget summary (approx 3 pages), a sponsorship package and categorical support for all line items and topic areas included in the proposal. In addition to supplying the instructor with a hard (paper copy), all group presentation materials (PowerPoint slides, handout, and reference list) must also be sent to the instructor as an e-mail attachment. **Projects will be due March 27<sup>th</sup>** and assigned in class.

Projects should be original and reflect the input of the group. Previous projects may be referenced however; the majority of the group project must be original and based upon the input of the members.

The **individual project** requires a personal budget review. An excel template will be provided to assist you in the preparation of two personal budgets. Initially, you are asked to prepare your individual budget as of this year. Secondly, you are asked to project 5 years out and plan for 2 major life changes, (marriage, kids, land/home purchase, new auto purchase, loss of job, graduate school, etc.). You may add \$25,000 salary to your current budget before factoring in the two major life changes. Be sure to project all budgetary changes and household adjustments based on the major life changes you select. **Projects are due January 21<sup>st</sup>.**

### **Special needs:**

If any student has a need for a special accommodation, please let me know by the third class.

### **Exams:**

Exams will be developed from the textbook readings, class assignments and lecture material. Students are expected to take the exams as scheduled and **SHOULD NOT** plan Holiday travel during the exam. Exceptions will be made only for documented illnesses and official university activities. Unexcused absences for an examination will result in a score of 0 (zero) for that exam.

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## **Spring 2009**

## **TENTATIVE CLASS SCHEDULE**

|                   |   |
|-------------------|---|
| January 7         | Course Introduction   |
| January 12-14-16  | Personal Budget<br>Budgeting Processes (Chapter 3)                    |
| January 19-21-23  | Repositioning (Chapter 5)<br><b>Individual project due January 21</b> |
| January 26-28-30  | Group project information and review                                  |
| February 2-4-6    | Taxes and bonds (Chapter 2)   |
| February 9-11-13  | Partnerships (Chapters 6, 7 & 8)                                      |
| February 16-18-20 | Less than fee simple (Chapter 4)                                      |
| February 23       | Contracting out services (Chapter 9)                                  |
| February 25       | <b>Mid-term Exam</b>  |
| February 27       | Sponsorship (Chapters 16 & 17)  |
| March 2-4         | Foundations (Chapters 18 & 19)  |
| March 6           | Out of class assignment   |
| March 9-11-13     | <b>Spring Break</b>   |
| March 16-18-20    | Volunteers (Chapter 13)<br>Donations (Chapters 14 & 15)               |
| March 23          | Donations (Chapters 14 & 15)  |
| March 25          | Out of Class Assignment   |
| March 27          | <b>Group project due (March 27)</b>                                   |
| April 1-3         | Class presentations   |
| April 6-8-10      | Class presentations   |
| April 13-15-17    | Class presentations   |
| April 20          | Class presentations   |
| April 22          | <b>Last Exam</b>  |

