

**Governor's Games Strategic Plan
FY 2015-2016 through FY 2019-2020**

VISION: The Governor's Council on Physical Fitness and Sports will produce one of the finest series of amateur sporting events in the South and one of the best State Games in the country.

MISSION: The mission of the Governor's Council on Physical Fitness Sports is to promote physical fitness and health through participation in competitive sports, workshops and conferences.

PHILOSOPHY: An effective way to encourage Louisiana's residents to be physically fit is by getting them involved in competitive activities that require physical fitness. Through the production of high quality amateur sporting events and recreational activities, people in Louisiana will improve their health so they are able to participate in the Governor's Games.

GOALS:

- I. Promote health and physical fitness for Louisiana's residents.
- II. Encourage participation in amateur and recreational sports by all ages and levels of athletic ability.
- III. Create a positive economic impact for communities in Louisiana by encouraging athletes to travel to the Governor's Games events.
- IV. Showcase the achievements of Louisiana's athletes and the premier sports and recreational facilities throughout the State.
- V. Offer a "Championship" setting that will prepare Louisiana's athletes for national and international competition.

OBJECTIVE I.1. Produce events that will educate approximately 100,000 elementary age school children about the importance of physical fitness and work with non-profit health oriented

STRATEGY I.1.1 Work with local school boards and physical education teachers to help grow the parish and statewide Elementary Fitness Meets, expanding the event to include every parish in Louisiana.

STRATEGY I.1.2 Stage health fairs in conjunction with the Governor's Games sporting events, by cooperating with organizations such as the American Heart Association, American Lung Association, MADD, and the Department of Health & Hospitals.

STRATEGY I.1.3 In cooperation with the Department of Health and Hospitals' Tobacco Control Program, create public address announcements for television and radio that will promote the importance of physical fitness and a healthy lifestyle.

STRATEGY 1.1.4 Sponsor physical fitness and sports workshops, clinics, conferences and other similar activities. An example would be the Athlete Leadership Summit, which is designed to give young kids in Louisiana an opportunity to listen to former and current professional athletes talk about the importance of education, values, leadership, team work and other items.

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OBJECTIVE II.1 Create over thirty sporting events that will provide an opportunity for competition and physical activity for all ages, skill levels and economic demographics and will increase the number of participants in the Governor's Games by 25% each year.

STRATEGY II.1.1 Produce high quality sporting events in an Olympic-style atmosphere that will make sporting events and recreational activities attractive to potential competitors.

STRATEGY II.1.4 Support the efforts of the Special Olympics and Senior Games.

STRATEGY II.1.5 Create statewide competition that will involve every recreation department in the state.

STRATEGY II.1.6 Solicit corporate sponsors who will invest money in the Governor's Games competitions, which will help finance the expansion of the event and promote commerce in Louisiana.

OBJECTIVE III.1 Produce sporting events that will attract approximately 20% or more of their participation from athletes outside of a 60 mile radius from where the competition is being staged.

STRATEGY III.1.1 Create racing series for running, mountain biking, triathlons, cycling, roller blading and adventure racing that will incorporate events in major city and culminate in a final competition, which will encourage athletes to travel to cities around Louisiana.

STRATEGY III.1.2 Group multiple events into the "Spring Games" for north Louisiana and "Summer Games" for south Louisiana, to garner more exposure and create a big event atmosphere for the individual competitions.

STRATEGY III.1.3 Promote the event through a statewide advertising campaign that will create name recognition for the Governor's Games.

STRATEGY IV.1.4 Provide a 100% cotton event T-shirt to every athlete in the Governor's Games for competing in the event, which will promote the event and investing sponsors.

STRATEGY IV.1.5 Award Gold, Silver and Bronze medals to the first, second and third place participants in each Governor's Games competition.

STRATEGY IV.1.6 Stage events at Louisiana State Parks, municipal parks, university campuses, recreation departments and others that will draw attention in the media to the resources available at those venues.

STRATEGY III.1.4 Purchase regional mailing lists from each sport's National Governing Body, develop database contacts through the internet yellow pages and send entry forms on the Governor's Games to these individuals and teams.

STRATEGY III.1.5 Promote events that encourage summer time automobile travel in Louisiana.

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OBJECTIVE IV.1 Promote the achievements of Governor's Games athletes and Louisiana's premier sporting & recreational facilities through over 10,000 hits on the Governor's Fitness Council web site, articles in every major daily newspaper in Louisiana and a state wide advertising campaign.

STRATEGY IV.1.1 Manage a web site where anyone can see the results from Governor's Games competitions and where Louisiana's premier athletes and venues can be featured.

STRATEGY IV.1.2 Educate the print media on the Governor's Games and encourage them to print results and feature Governor's Games athletes with articles in their publications.

STRATEGY IV.1.3 Solicit a corporate contributor who can sponsor an "Athlete of the Year" for the top male and female competitor in the state in youth, adult and masters category.



OBJECTIVE V.1 Produce over fifty sporting events in Louisiana’s premier athletic and recreational facilities that will create a championship environment through quality and quantity of competition, along with the association of the event with the name “Governor’s Games”.

STRATEGY V.1.1 Stage sporting events in Louisiana premier athletic venues and recreational facilities.

STRATEGY V.1.2 Contract experienced sports commissioners so that events will be produced in a professional manner and participants will know that it will be a high quality competition.

STRATEGY V.1.3 Develop a reputation for the name Governor’s Games as a major sporting event in Louisiana through a state wide marketing campaign.

STRATEGY V.1.4 Contract a high level of officials, medical personnel and event managers to insure quality competitions.

STRATEGY V.1.5 Build relationship and reputation as premier state games among the National Congress of State Games, which is sanctioned by the United States Olympic Committee.



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Input:

- Resource allocation.
- Number of participants in the 2015- 2016 Governor’s Games
- Number of sporting events produced in the 2015-2016 Governor’s Games

Output:

- Number of participants in a Governor’s Games competition during a given year.
- Number of sporting events produced during a given year.
- Number of Louisiana’s residents impacted by a Governor’s Games program.
- Additional private funding

Outcome:

- Percentage of increase in participation each year.
- Percentage of increase in the number of sports each year.
- Percentage of increase in participants from outside the 60 mile radius of a competition.
- Exposure of the Governor’s Games through the media and Internet.

Efficiency:

- Cost per competitor
- Cost per sporting event
- Cost per Louisiana resident impacted by the Governor’s Games.
- Cost per exposure for promoting health and fitness through the Governor’s Games.

Quality:

- Membership in the National Congress of State Games, which is sanctioned by the United States Olympic Committee.
- Number of participants in the Governor’s Games, as compared to the other member states of the National Congress of State Games.



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