

SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: Montgomery County

Program Title: NRV Senior Games

Program Category: Parks & Recreation

CONTACT INFORMATION

Name: Jennifer T. Harris

Title: Public Information Director

Department: Public Information

Telephone: 540-381-6887 Website: www.montva.com

Email: harrisjt@montgomerycountyva.gov

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Angela M. Hill

Title: County Administrator

Signature: *Angela M Hill*

VACo Achievement Award Nomination: NRV Senior Games

Award Category: Parks and Recreation

Executive Summary (1 page):

Each year for multiple decades, the weeklong New River Valley Senior Games (NRV Senior Games) are held at the end of April. Parks and Recreation Departments in Montgomery County; the Towns of Christiansburg and Wytheville; and Radford City plan the program and organize the games. From badminton to bocce ball and several events in between, residents over the age of 50 participate. In recent years, participant numbers declined, and the 2020 and 2021 games were canceled due to COVID-19.

For the 2023 event, Montgomery County Parks and Recreation (MCPR) was responsible for hosting the games, which included planning the opening ceremony (catered meal and guest speaker); designing and ordering medals, t-shirts, and promotional items for participants; securing sponsorships; and facilitating registration for 30 games.

In order to accomplish a 2023 program growth goal of increasing the number of participants from 93 to 120, the MCPR department collaborated with the Montgomery County Public Information Office (PIO). Together, a new professionally designed logo and brand guide were created. In addition, registration packets were redesigned with the participants' needs in mind. Improvements were made to the registration form, event schedules, entry information, and driving directions to events.

The collaborative efforts and revamped marketing materials resulted in exceeding the growth goal for the program in 2023. A total of 155 senior athletes, aged 50 years and older, participated in 30 events, with medals awarded to all first, second, and third place finishers in each age division at the 2023 New River Valley Senior Games.

Brief Overview (2-3 paragraphs):

In the spring of 2023, the Montgomery County Parks and Recreation (MCPR) was responsible for hosting the New River Valley Senior Games (NRV Senior Games) in collaboration with several surrounding localities. As host, the MCPR department was responsible for planning the opening ceremony (catered meal and guest speaker); designing and ordering medals, t-shirts, and promotional items for participants; securing sponsorships; and facilitating registration for 30 games.

In order to accomplish a 2023 program growth goal of increasing the number of participants from 93 to 120, the MCPR department collaborated with the Montgomery County Public Information Office (PIO). Together, a new professionally designed logo and complete brand guide was created. In addition, registration packets were redesigned with the participants' needs in mind. Improvements were made to the registration form, event schedules, entry information, and driving directions to events.

The collaborative efforts and revamped marketing materials resulted in exceeding the growth goal for the 2023 NRV Senior Games. A total of 155 senior athletes, aged 50 years and older, participated in 30 events, with medals awarded to all first, second, and third place finishers in each age division at the 2023 New River Valley Senior Games.

The Challenge:

In recent years, participant numbers for the NRV Senior Games have declined, and the 2020 and 2021 games were canceled due to COVID-19. The MCPR department collaborated with PIO in the planning for the Senior Games. The outcomes of that collaboration included a new professionally designed logo, colors, and program brand guide that could remain consistent for use in upcoming games. Once the logo was approved by those who would host competitions in future, a promotional plan was developed and included save-the-date postcards for previous participants (mailed in January 2023), display boards at area libraries, flyers in strategic locations, informational graphics

on the Montgomery County's cable television channels, reaching out to community senior groups, social media posts, and an audio podcast.

In addition, the MCPR department set a 2023 program growth goal. In 2022, 93 athletes competed. For 2023, the MCPR department defined success as 120 participants, while also quietly hoping for 150 participants.

The Solution:

The weeklong NRV Senior Games were held at the end of April 2023. As the 2023 host, the MCPR department was responsible for multiple aspects of the games, including registration and promotion of the event. The MCPR department hoped for an increase in participants, deeming 120 registered athletes a success. With a revamped logo and improved marketing strategies, the department exceeded its goal, and more than 150 participants played in the games.

As the host, in addition to registration and promotion of the event, the MCPR department was also responsible for the following:

- Gathering the committee for planning meetings;
- Preparing the opening ceremony, which includes a catered meal and an opening speaker;
- Designing and ordering medals and T-shirts;
- Preparing goodie bags for each participant;
- Securing sponsorships; and
- Tracking the registration information leading up to the event.

The collaborative efforts and revamped marketing materials yielded great results. A total of 155 senior athletes, aged 50 years and older, participated in 30 events, with medals awarded to all first, second, and third place finishers in each age division at the 2023 New River Valley Senior Games.

From Badminton to Wii Bowling and several events in between, the 155 senior athletes visited several locations in the New River Valley for daily competitions throughout the week.

All registered participants received an NRV Senior Games t-shirt, goodie bag, and admission to the kick-off ceremony and catered lunch on April 24, 2023.

Program Cost:

The overall budget for the 2023 NRV Senior Games was about \$7,500. With the offset of sponsorships and registration fees, the actual money spent was \$1,300. This does not include personnel hours.

The Results:

It's evident the MCPR department breathed new life into the 2023 NRV Senior Games by exceeding its goal of 120 participants—155 joined the games! Additionally, maintaining brand consistency and providing optimal service to citizens became an agreed upon standard. The MCPR department provided all new marketing materials to co-hosts. The department may also continue facilitating registration, as well as assisting with design and promotion with support from the PIO.

Anecdotally, participants provided positive feedback. Athletes from non-hosting neighboring localities signed up to play the games. One enthusiastic participant even spoke to an elected official from his town requesting the town re-join the hosting effort, which will likely to come to fruition. Two other neighboring counties may also join the rotation to host the NRV Senior Games in the future.

NRV Senior Games Logo



NRV Senior Games Flyer

HOSTED BY THE NRV SENIOR GAMES COMMITTEE

PARTICIPATE IN THE 2023



NEW RIVER VALLEY SENIOR GAMES

FOR AGES 50+ | BEGINNERS WELCOME
WHERE ATHLETES ARE FOREVER YOUNG

MORE INFORMATION

CONTACT US: (540) 382-6975 OR
MCPR@MONTGOMERYCOUNTYVA.GOV

OVER 30 EVENTS INCLUDE

INDOOR ACTIVITIES	OUTDOOR ACTIVITIES
<ul style="list-style-type: none">• BOWLING• RIFLERY• BILLIARDS• SHUFFLEBOARD• BASKETBALL	<ul style="list-style-type: none">• TRACK & FIELD• GOLF• CROQUET• PICKLEBALL• FRISBEE



ATHLETE REGISTRATION FEES

ONE EVENT: \$10 | TWO EVENTS: \$15 | UNLIMITED EVENTS: \$20

 <p>ENGAGE with people in the community</p>	 <p>GET ACTIVE with family and friends</p>	 <p>CREATE moments you are proud of</p>
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REGISTRATION DEADLINE: MARCH 31, 2023
REGISTRATION PACKETS WITH EVENTS AND FULL SCHEDULE ARE
AVAILABLE AT WWW.MONTVA.COM/PARKS

Video link:

<https://www.youtube.com/watch?v=KIOeVE9u6Rw>



(Pictured) Wanda Garrison of Christiansburg participates in the "Softball Hit and Throw" event.



(Pictured) Carlile Price of Blacksburg tosses his ball during the Bocce Ball competition.

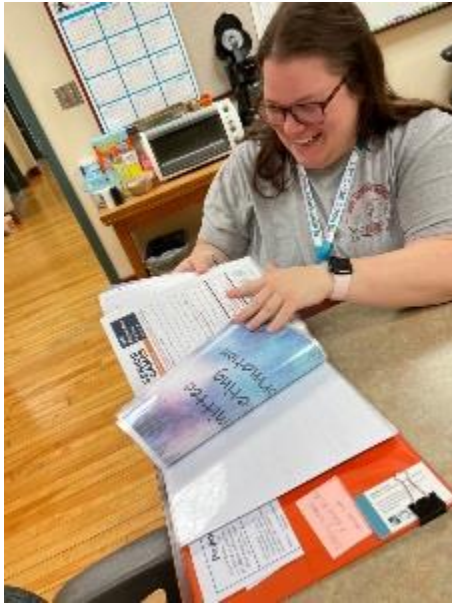
Link to news release: <https://montva.com/departments/mc-news/2023/05/18/155-participate-in-2023-NRV-senior-games>

Internal story:

NOTE: This story appeared on the County's internal website for employees (Huckleberry Daily).

PARKS AND REC DEPARTMENT HOSTS 2023 NRV SENIOR GAMES

Montgomery County Parks and Recreation hosts the 2023 New River Valley Senior Games, with Amanda Terry as the lead coordinator of the events.



The Senior Games has been a community staple for decades, uniting seniors from various local areas for a weeklong event of athleticism, camaraderie, and fun. This year, Amanda and the New River Senior Committee are working to keep the tradition of the games alive.

The committee rotates hosting the event every four years, but since COVID-19, the Senior Games have dealt with a bit of adversity, particularly with the participation in the games.

“COVID has been very impactful on all of our programming,” Amanda said. “... We canceled the games in 2020 and 2021--but those would have been my first experience with the games--but we are hopeful about the prospect of seeing new faces this year.” She has found that some folks who participated in the county's senior programming previously are hesitant to do so

now.

With support from the Public Information Office, Amanda and Lindsey Kingrey, Parks and Rec Administrative Coordinator, are giving the Senior Games a fresh new look, from rebranding and renewing the style of the registration forms to a newly designed logo. When asked about the rebranding process, Amanda smiled and laughed as she described it as a “beautiful thing.”

As the host, MCPR is also responsible for the following:

- Gathering the committee for planning meetings
- Preparing the opening ceremony, which includes a catered meal and an opening speaker
- Designing and ordering medals and T-shirts
- Preparing goodie bags for each participant
- Securing sponsorships
- Tracking the registration information leading up to the event

As lead coordinator for the games, Amanda values the support and commitment of her colleagues in the Parks and Recreation Department. From planning to registrations, it's a full departmental effort, including staffing Thursday's field day. "What's neat about it is when the games start, it's a well-oiled machine. Once the games start, everyone has their equipment, their locations [for the games], rosters, registrations, and bookings are ready to go," Amanda said. "So, in the end it is all worth it and it's a team effort."