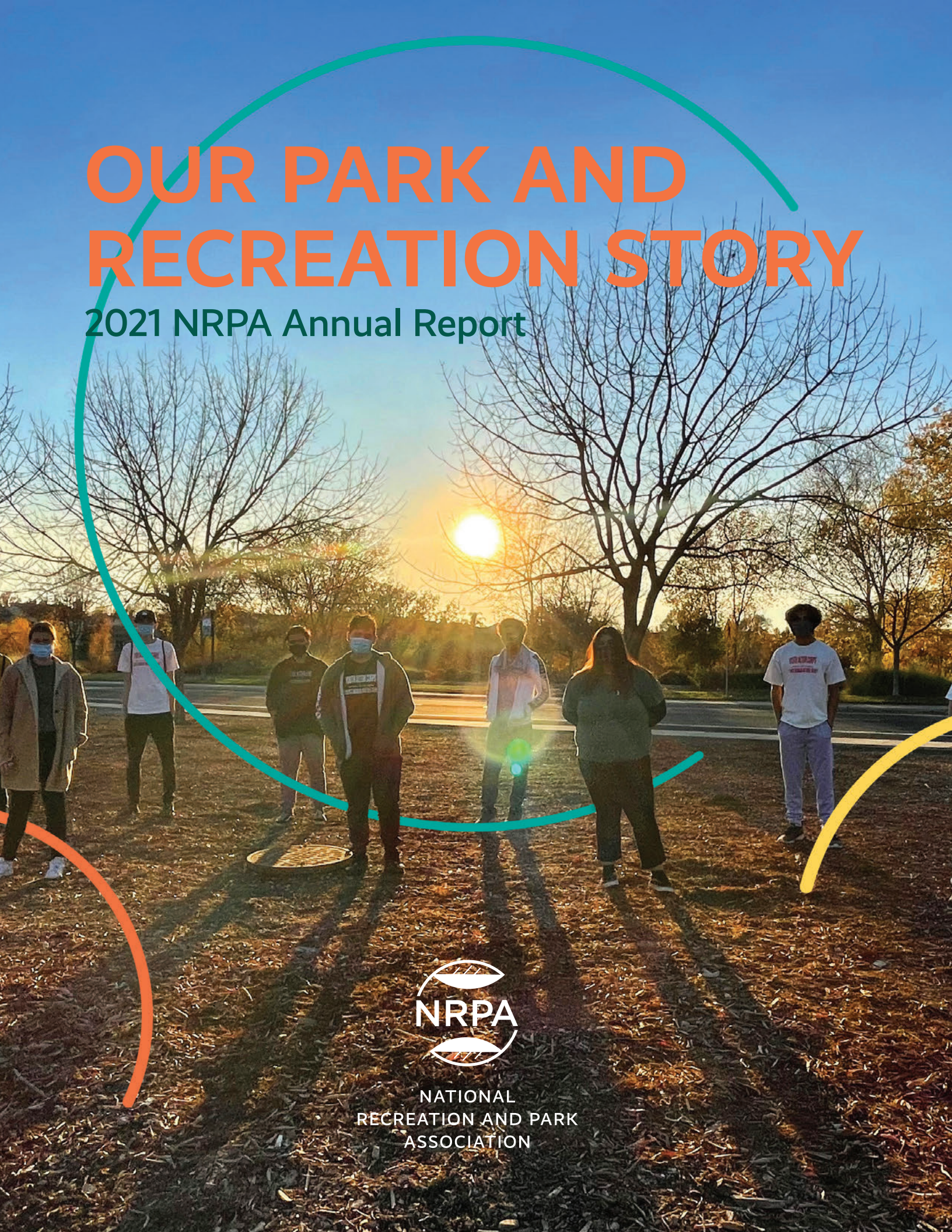


# OUR PARK AND RECREATION STORY

2021 NRPA Annual Report



NATIONAL  
RECREATION AND PARK  
ASSOCIATION

Cover Photo: Sacramento, California's Youth Action Corps (YAC) gather at Regency Park. YAC engages youth in park maintenance projects while connecting them to job and internship opportunities. Photo courtesy of Tiffany Pham.



Ashley Lewis, youth programmer for Palm Coast Parks and Recreation, shows youth a praying mantis in her "Our Neck of the Woods" nature program. Photo courtesy of City of Palm Coast Parks and Recreation, Florida.

## About the National Recreation and Park Association

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being.

NRPA is the voice for the park and recreation profession — we provide training, share best practices, create community and lift up their stories. We know and advocate that an investment in park and recreation professionals is an investment in communities that thrive.

## About the Park and Recreation Profession

The Bureau of Labor Statistics estimates there are more than 165,000 full-time employees of local park and recreation agencies throughout the United States and several hundred thousand more part-time and seasonal workers.<sup>1</sup> In 2017, park and recreation agencies generated more than \$166 billion in U.S. economic activity and supported 1.1 million jobs through their operations and capital spending.<sup>2</sup> Park and recreation professionals represent a diverse workforce that not only manages valuable infrastructure, such as parks, trails, recreation centers and nature preserves, but also provides vital services — ranging from childcare and nutrition programs to workforce development, youth sports, emergency response and more. Like all essential workers, park and recreation professionals have a unique set of skills sharpened through training, certification, accreditation and more. Park and recreation professionals help solve some of our most pressing challenges all while bringing people together — they are our **community makers**.

<sup>1</sup> U.S. Bureau of Labor Statistics, <https://bit.ly/3hdMbwi>

<sup>2</sup> NRPA, <https://bit.ly/3AOZaZx>



Residents enjoy time spent kayaking on Lake Sumter. Photo taken by Brian Sumner, courtesy of The Villages Recreation and Parks Department, Florida.

# LETTER FROM NRPA PRESIDENT AND CEO

For Park and Recreation Month in July 2021, we told our park and recreation story. The theme, simple enough, encouraged park and recreation professionals to share their stories: why they got into parks and recreation, what their park and recreation departments have to offer, and how they are making a difference in the communities around them. We asked them to share because their stories are powerful and need to be heard.

Stories take the ambiguous and give it shape. They take data and give it heart. They take black and white and transform it into color. The park and recreation story is one that can stand among the greatest manuscripts of all time and is what we'll be exploring in the pages ahead.

This year, NRPA added new chapters to our park and recreation story. We released a suite of equity resources looking at both our past and our path forward. We developed a story map<sup>3</sup> that explores our history, the evolution of parks, recreation and urban planning, and how these led to the inequities we see in parks and recreation today. We shared our *Equity Action Plan*<sup>4</sup> that provides a framework for how we are strengthening our organizational culture and practices centered around equity.

We continued to prove the essential role parks and recreation has in our communities. In our report, *COVID-19 and Parks and Recreation: Response and Recovery*,<sup>5</sup> we explore how parks and recreation has supported communities throughout the coronavirus (COVID-19) pandemic and highlight policy changes to increase investment. Parks and recreation can be a powerful tool for emergency response, preventive health, community resilience and more, especially when it is adequately funded and part of the decision-making process.

As we continue to write chapters to our story, the next one begins with a new look and fresh take on our brand. While a logo change may seem inconsequential, we see it as our brand evolving to match our mission. Our new look contains pieces of our past, but more importantly, represents our vision for the future — a world where the full power of parks and recreation is widely recognized for creating a better life for everyone.

Our story will show how time and time again, park and recreation professionals provide the most inclusive, equitable and effective solutions to our communities' problems. We are parks and recreation, and we are essential.

We look forward to writing the next chapter with you.

Sincerely,



A handwritten signature in black ink, appearing to read 'Kristine Stratton', with a long horizontal line extending to the right.

Kristine Stratton  
NRPA President and CEO

<sup>3</sup> NRPA, <https://bit.ly/3njY1ck>

<sup>4</sup> NRPA, <https://bit.ly/2XajOls>

<sup>5</sup> NRPA, <https://bit.ly/3jTly1r>



A person rides a bike through the William Dexter Prince Memorial Pecan Grove at Oak Point Nature Preserve — a popular site for trail users and pecan pickers alike. Photo courtesy of Plano Parks and Recreation, Texas.



In addition to their normal roles, Senior Office Assistant Stacey Bickham and Recreation Attendant Samantha Lucas staff a mobile COVID-19 vaccine distribution site at Pearland Recreation Center and Natatorium. Photo courtesy of Department Director Cary Capers, Pearland Parks and Recreation, Texas.



Two children play during supervised playground time programmed by Sioux Falls park and recreation professionals. Photo courtesy of Brandon Huether, Sioux Falls Parks and Recreation, South Dakota.



# OUR STORY, OUR MISSION

Over three years, NRPA's Strategic Plan<sup>6</sup> is focused on making impacts in these key areas:



## Build a Movement

NRPA drove more than 12,000 conversations around parks and recreation across traditional and social media.



## Ensure Access for All

Two-thirds of park and recreation agencies currently have established formal diversity, equity and inclusion (DEI) activities or plan to do so in the next year.<sup>7</sup>



## Advance Community Health and Well-Being

Nine in ten park and recreation agencies take specific actions to ensure their health and wellness programs and services promote health equity.<sup>8</sup>



## Build Community Resiliency

Nearly all U.S. adults (93 percent) believe it is important to protect natural resources, including fresh air and clean water, through the acquisition and maintenance of local parks, trails and green spaces.<sup>9</sup>



## Prepare the Profession for the Future

Professional Development is consistently ranked as the #1 member benefit by NRPA members.

***“In May, I was able to address the Louisiana Senate Local and Municipal Affairs Committee regarding the value of our parks. The information and resources that NRPA provided to us were instrumental in helping us convey the importance of our park system and strengthen our local community engagement efforts that will benefit BREC, local officials, and most importantly the residents of East Baton Rouge Parish.”***

***— Corey Wilson, superintendent at Parks and Recreation in East Baton Rouge Parish (BRE C), Louisiana***

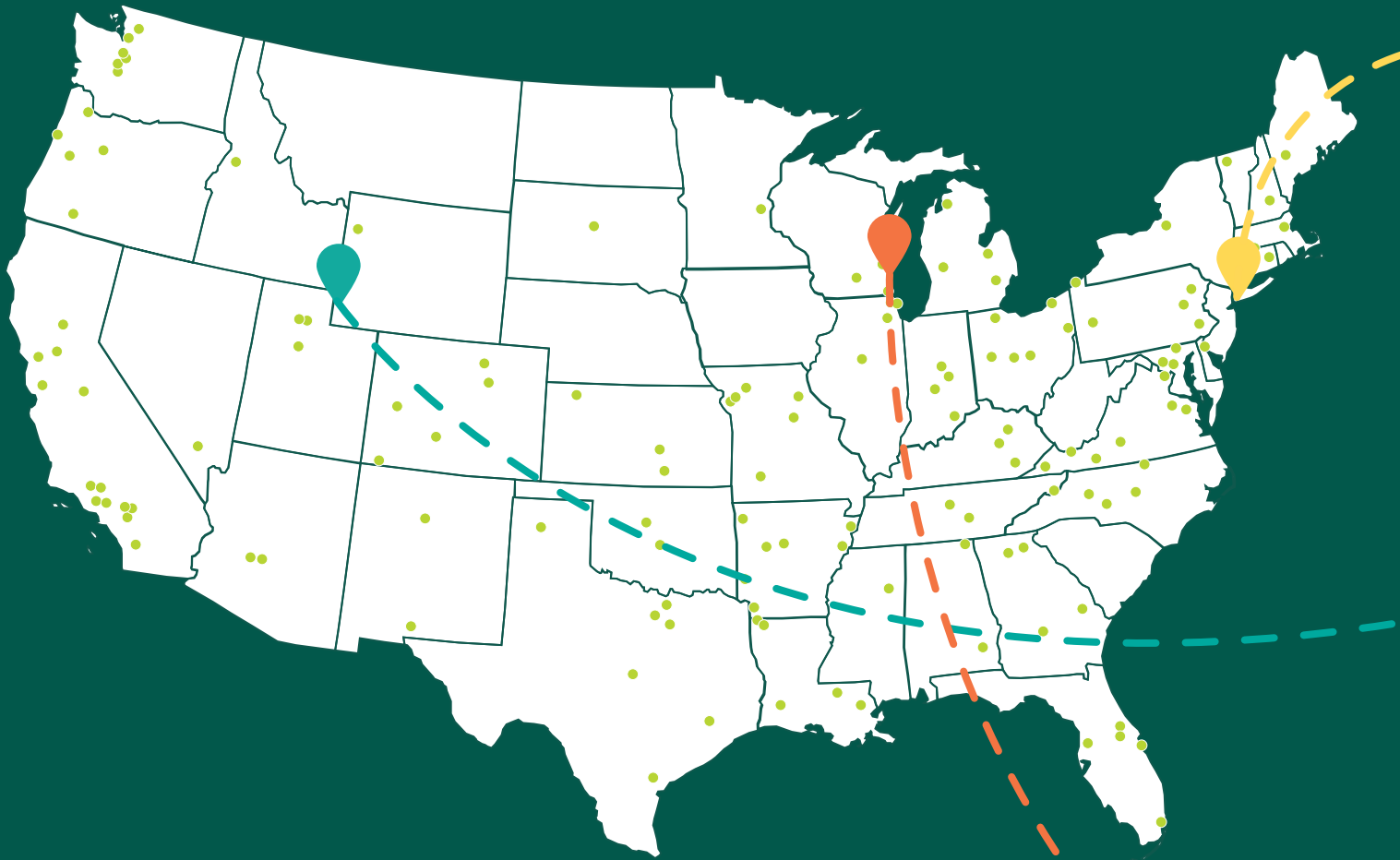
<sup>6</sup> NRPA, <https://bit.ly/3trpxFL>

<sup>7</sup> NRPA, <https://bit.ly/3E16BIU>

<sup>8</sup> NRPA, <https://bit.ly/2X9oiPy>

<sup>9</sup> NRPA, <https://bit.ly/3yX9Y9V>

# OUR COMMUNITY INVESTMENTS



Map of NRPA-Funded Projects From FY21 (July 2020 to June 2021)

## 2021 NRPA Community Investment Highlights

**\$3.64M**

invested in local communities

**2,676**

certifications awarded to park and recreation professionals

**966,932**

people impacted through partnerships and programs, including:

64% people living in low-income households

48% people of color

22% Hispanic or Latino

**94**

communities (168 active projects) supported through health, access and resiliency grants, and technical assistance

**31,678**

online courses delivered to professionals



## Creating Climate-Ready Parks: St. Mary's Recreation Center Green Roof, NY

Seeking ways to offset stormwater runoff, park and recreation professionals at the New York City Department of Parks and Recreation looked skyward when they applied for an NRPA Great Urban Parks grant funded by The JPB Foundation. Staff at St. Mary's Recreation Center decided to transform their roof into a gathering place that not only decreases the amount of stormwater runoff entering their sewer system, but also provides residents with employment opportunities, mentorship programs, education, gardening, fresh food and much more. Once the updates are completed, the new green roof of St. Mary's Recreation Center will be able to hold more than 4,000 gallons of stormwater.



Sawhorse planter planned for installation at the St. Mary's Recreation Center. Photo courtesy of New York City Department of Parks and Recreation.

## Placing Equity at the Center: Evanston Revitalizing Parkland and Youth Sports, WY

Youth sports helps kids thrive in school, improves their mental health and supports growth into healthier adults. Thanks to an NRPA grant with support from The Walt Disney Company, park and recreation professionals at Evanston Parks and Recreation District (EPRD) in Wyoming, were able to create more equitable sports opportunities for their youth. Through a community survey, EPRD discovered 91 percent of youth sports participants had to be driven to games and practices. Recognizing this left kids out of the game, EPRD's staff revitalized underutilized downtown space — Bear Meadows — to create a year-round outdoor recreational area<sup>10</sup> that allows better access to youth sports for all in their community.



Youth play on refurbished fields at Bear Meadows. Photo courtesy of Evanston Parks and Recreation District, Wyoming.

## Advancing Community Health and Well-Being: West Allis-West Milwaukee Address Food Access Through Equity, WI

Staff at West Allis-West Milwaukee Recreation and Community Services embarked on a two-year mission to create an intentional community nutrition hub<sup>11</sup> thanks to an NRPA grant supported by the Walmart Foundation. For them, a community nutrition hub needed to provide increased access to healthy meals, connections to social supports and increased access to nutrition education. Keeping equity at the center of their approach, the staff piloted online ordering and delivery to overcome transportation barriers, provided scholarships to their programs, and offered meals in the areas of highest need — including communities experiencing significant barriers to food access. The result is an emerging community nutrition hub that provides support systems and positively impacts the community.



A child tries peas at the Mini Marketers program. Photo courtesy West Allis – West Milwaukee Recreation and Community Services.

<sup>10</sup> NRPA, <https://bit.ly/3EOeCaN>

<sup>11</sup> WTMJ, <https://bit.ly/3neBn53>



Park and recreation staff in New Rochelle, New York, formed "Outside the Box in Our Parks" during the COVID-19 pandemic to provide safe recreation and fun activities for youth when almost all other activities were canceled. Photo courtesy of Sam Gomez, New Rochelle Parks and Recreation, New York.



## OUR DEI JOURNEY

For more than a decade, equity has been a key pillar of NRPA's work. During the past couple of years, we've made it our number one priority — placing equity at the center of all we do. This year, we released a suite of resources, including our action plan,<sup>12</sup> to show exactly how we are addressing equity internally and externally.

A core tenet of our equity framework<sup>13</sup> is working at the individual level. We know we cannot create external change if we don't first look inward and address our own personal and organizational biases. We also need to collect data to show our momentum forward and not just rely on anecdotes. To help create and execute our strategy, NRPA hired Chief Equity Officer and Vice President of Education Autumn Saxton-Ross.

Autumn, a busy mom of two living in Washington, D.C., has spent more than 20 years in and near the field of parks and recreation. Her approach to DEI? Be intentional, collect data and fall forward. Her mantra (scribbled on sticky notes by many NRPA staff members) — “progress over perfection” — is a rally cry for the times we fall short, commit to try again and do better.

In addition to leading NRPA's internal DEI strategy, Autumn worked with NRPA leadership to survey the field of parks and recreation to find a baseline of where agencies were in their DEI journey, as well as identify gaps and opportunities. We learned that one-third of park and recreation agencies have established formal DEI activities and another third plan to do so in the next year. Additionally, four needs emerged that will be our focus as we look to the future:

1. Need for targeted support for smaller agencies
2. Need for reputable educational resources
3. Need to learn from those who are doing DEI well within their specific area of expertise
4. Need for consistent DEI opportunities and increased capacity for training

### The Next Chapter

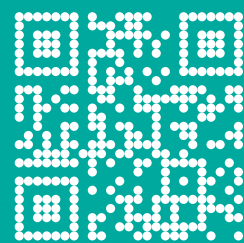
This year, we set the baseline and initiated the first phase of a multi-year plan. As we look forward, we will continue working internally and externally to help achieve our vision of ensuring every person — no matter their ability, age, gender identity, race, ethnicity, income or interests — has access to all the benefits of parks and recreation.

<sup>12</sup> NRPA, <https://bit.ly/3zMzbEc>

<sup>13</sup> NRPA, <https://bit.ly/3APv7EF>

***“Parks and recreation is a vital component in eliminating inequity and ensuring justice in the communities we serve. NRPA demonstrates its commitment and provides leadership by developing equity resources, providing DEI engagement strategies, and encouraging agencies to engage in the conversation in centering equity.”***

**— Joshua Green, CPRP, General Manager and CEO, Cosumnes Community Services District, Elk Grove, CA**



NRPA worked internally with a DEI consultancy group led by Mickey Fearn — a lifelong park and recreation professional, NRPA member and civil rights pioneer. Click or scan to listen to an episode of Open Space Radio where Mickey shares what this work means to him, NRPA and the park and recreation profession as a whole.



Volunteers plant native species for the first phase of Toledo's new riverfront green space, Glass City Metropark. Photo taken by Mary Pencheff, courtesy Metroparks Toledo, Ohio.



# OUR PANDEMIC RESPONSE AND PREPARATION FOR FUTURE THREATS

We always have known parks and recreation is essential to healthy and thriving communities. This deep, unshakeable knowledge is the purpose for our existence. While the COVID-19 pandemic stressed and strained our profession, one unforeseen benefit seemed to emerge: the public saw the critical role of parks and recreation in their own lives.

In our report, *COVID-19 and Parks and Recreation: Response and Recovery*,<sup>14</sup> we identified five areas where federal, state and local governments, as well as private organizations, could leverage parks and recreation to support recovery, prepare for future threats, and invest in healthier, greener, more equitable communities:

1. Center equity and challenge structural racism
2. Invest in parks and recreation as a social determinant of health
3. Combat climate change with green infrastructure
4. Establish community-based support systems that focus holistically on health
5. Strengthen and prepare the workforce and champion economic opportunity

The pandemic has strained our healthcare and public health systems and exposed the significant health and socioeconomic disparities people face, depending on where they live, learn, work and play. These disparities are a direct result of systemic racism, unjust policies, failing systems, and our lack of investment in prevention and upstream solutions. Add on the toll of increased mental health challenges, and it's clear that all levels of government should prioritize investment in park and recreation's ability to positively advance community health and well-being.

## The Next Chapter

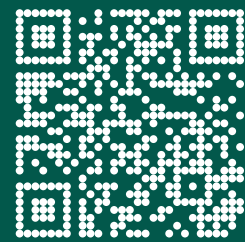
NRPA is paving the way for park and recreation professionals to center health equity in their work as they look to the future. This work needs to be done in power and partnership with community members most impacted by COVID-19 and other chronic diseases. NRPA's new Health Equity Framework<sup>15</sup> can serve as a guide to park and recreation professionals on this journey. Additionally, NRPA continues to build strategic partnerships that support this work and advocate for federal funding that can enhance park and recreation's role in health equity, mental health and well-being, and so much more.

<sup>14</sup> NRPA, <https://bit.ly/2VxAZmK>

<sup>15</sup> NRPA, <https://bit.ly/2Y3s79C>

***“Our mission statement to serve as stewards of parkland, build healthy and resilient communities, and advance social equity and cohesion has really come to life in a deeper way. ... Simultaneously, during the COVID-19 pandemic, the way the agency provided essential services, which are critical to the community, fundamentally changed the perspective of the parks in the eyes of the public.”***

**— Norma García, Director of Los Angeles County Parks and Recreation**



Click or scan to see a performance from teen guitarists at Forest Hills Community Center in Tampa, Florida.





A lifeguard patrols a community aquatic center. Photo courtesy of Carmel Clay Parks and Recreation, in Carmel, Indiana.



# OUR WORKFORCE FOR THE FUTURE

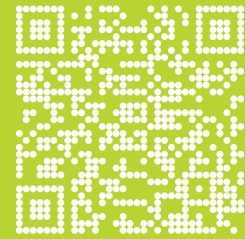
Many people can thank parks and recreation for their first job. Popular first jobs include lifeguards, camp counselors, coaches, park maintenance workers and instructors. However, only a small percentage of those people go on to pursue a career in parks and recreation.

Park and recreation departments need to recruit new professionals to the field to ensure they meet their communities' needs and challenges for the future. Additionally, they must ensure their agencies are representative of the diverse communities they serve. Park and recreation workforce development programs are a mutually beneficial way to recruit future professionals and provide job training to the communities they serve.

NRPA's research on workforce development discovered 56 percent of urban park and recreation agencies currently have a workforce development program, compared to 36 percent of suburban agencies and 24 percent of rural agencies. Why does this matter? All park and recreation agencies need to build a diverse workforce and community members need jobs in fulfilling careers that make a difference right where they live.

## The Next Chapter

NRPA will continue working with and learning from agencies, like Columbia Parks and Recreation, to develop best practices for workforce development.<sup>16</sup> With continued investment, we can fund pilot programs that not only benefit the field of parks and recreation, but also the communities where these programs are conducted. These programs improve overall community health and well-being by addressing economic disparities and promoting equity and inclusion. They also create partnerships and bring young adults, youth development and career opportunities to the forefront of a sustainable park and recreation model for the future.



Click or scan to meet Miguel, who has worked with Tucson Parks and Recreation for more than 20 years after starting as a teen volunteer.



***Columbia Parks and Recreation in Missouri, has been providing job-readiness training and essential skills development to low-income and at-risk youth since 1982. In a college town, it is especially difficult for these youth to get an interview, let alone a job, with so much competition from the college students. Their program provides this training to ensure participants are ready to enter the workforce equipped with the skills necessary for successful careers.***

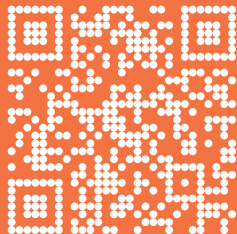
<sup>16</sup> NRPA, <https://bit.ly/3tsKuQA>



A young person plays in a modified baseball league that followed Howard County's COVID-19 safety guidance while providing a recreational and social outlet for young athletes and their families. Photo courtesy of Daoud Salam, Howard County Recreation and Parks, Maryland.

*"As part of Disney's commitment to creating healthier generations, a key focus area is providing access to active play and youth sports to kids and families who need it most. Supporting programs through NRPA that are inclusive, scalable and innovative helps transform parks and improve access to play spaces for kids and their families across the United States."*

— Vijay Sudan, Executive Director, Disney Enterprise Social Responsibility



Click or scan to hear from Alexis, Recreation Specialist in Temple, Texas, who grew up playing sports where she now works.







# OUR YOUTH SPORTS VISION

All kids deserve a fun, safe place to play where they feel like they belong. Yet, the average child drops out of youth sports by age 11, often because the sport doesn't feel fun anymore — or because the options are simply too expensive for their family.<sup>17</sup> As a result, these kids miss out on the lifelong benefits of sports.

This past year, thanks to support from The Walt Disney Company, NRPA helped park and recreation professionals develop and implement solutions that drive equitable access to youth sports. Through this work and our research, it became clear that park and recreation professionals are passionate about ensuring all youth have an opportunity to play sports. However, insufficient funding — among other challenges — stands in the way of park and recreation professionals' mission to deliver sports activities to all youth.<sup>18</sup>

Additionally, the pandemic has only increased inequities in access to youth sports. The gap in youth sports participation has more than doubled during the pandemic between children living in households making more than \$100,000 versus those living in households making less than \$50,000.<sup>19</sup> Plus, widening economic inequities are disproportionately impacting youth from diverse backgrounds who already face additional barriers in accessing quality youth sports opportunities.<sup>20</sup> With increased capacity, park and recreation professionals can help address barriers and inequities.

In Vivian, Louisiana, park and recreation professionals are seeing firsthand how increased capacity can help them identify and address barriers in access to youth sports. Thanks to technical assistance provided through the grant program supported by Disney, staff from the town partnered with the local school district to disseminate a survey to local youth. Results from the survey uncovered that 27 percent of respondents, mostly girls, felt they were not good enough to play sports. To address this gap in girls' participation, park and recreation staff in Vivian plan to leverage strategies learned in their grant cohort, such as sports sampling events that include sports girls said they were most interested in trying and recruiting older girls to host sport workshops. By prioritizing community feedback, Vivian is on track to increase girls' participation in their youth sports opportunities.

## The Next Chapter

COVID-19 has detrimentally impacted youth sports programs for nine in 10 park and recreation agencies.<sup>21</sup> Over the next year, NRPA is launching a national campaign to raise awareness about the benefits of sports and disparities in youth sports participation, as well as encourage parents to choose park and recreation youth sports programming. NRPA also will develop resources to support the creation of equitable policies, host convenings to share innovative solutions, advance quality coaching recruitment and training, and create tools to measure and evaluate equity initiatives informed by local pilot programs. With support, NRPA will continue to invest in youth sports programming that reduces the gap in access, so all kids can experience the joy and benefits of youth sports. When we ensure equitable access to youth sports, all children win.

<sup>17</sup> Aspen Institute's Project Play, <https://bit.ly/3ySXPTj>

<sup>18</sup> NRPA, <https://bit.ly/3yYxXpb>

<sup>19</sup> Aspen Institute's Project Play, <https://bit.ly/3l8ZFL9>

<sup>20</sup> Science Daily, <https://bit.ly/2VpiOKS>

<sup>21</sup> NRPA, <https://bit.ly/3hfcaDG>



A program instructor and mentor at Russell Farm teaches life skills to a young person. Photo courtesy of City of Burleson Parks and Recreation, Texas.

*Through an analysis by Beacon Economics, East Bay Regional Park District identified how large infrastructure projects have direct, indirect and induced benefits. The one-time impact for 93 upcoming projects would be \$214.4 million in economic output, 1,199 job years of employment, \$107.1 million in labor income, and \$25.4 million in tax revenue. Annually, the completed projects support \$23.7 million in economic output, 131 job years, \$13.4 million in labor income and \$3.6 million in tax revenue.*

# OUR MOVEMENT

NRPA profoundly believes that close-to-home parks and recreation and the professionals who make it all happen are **essential**. But not everyone is aware of how parks and recreation can solve some of the toughest challenges facing communities today.

Park and recreation agencies create and maintain critical infrastructure, build more equitable health outcomes, support climate resiliency, and bring people of all backgrounds together. To do this, though, park and recreation agencies need support and investment.

For example, East Bay Regional Park District (EBRPD) in Oakland, California,<sup>22</sup> has a long history of community engagement. Because the staff have made the case for parks time and time again, the district has led four significant voter-approved tax measures during the past 30 years. That funding is used in conjunction with local, state and federal grants to acquire more land for preservation and recreation and to ensure EBRPD's parks and programs can be maintained and expanded over time. The district's staff know that data, community engagement, advocacy and a plan of action are all critical components for acquiring and maintaining investment.

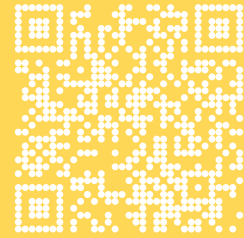
That's why NRPA is working with park and recreation professionals across the country to teach them how to advocate, embrace storytelling, engage their communities, and create a movement of support for their profession. We're doing this work through trainings, webinars, guest lectures, resources and much more. As the economic reverberations of COVID-19 continue, it will be imperative for local government and elected officials to strategically invest in parks and recreation facilities as vital community services. It makes economic sense **and** political sense — 72 percent of U.S. adults are more likely to vote for a local political leader who makes park and recreation funding a priority.<sup>23</sup> Most importantly, it's one of the best investments to solve equity, health, climate and economic challenges in communities everywhere.

## The Next Chapter

NRPA will continue to promote parks and recreation as an essential local government service and train professionals on how they can do the same. With investments and partnerships across this field, we can build a groundswell of support that creates lasting and impactful change that benefits communities throughout the country.

<sup>22</sup> NRPA, <https://bit.ly/38TOoZj>

<sup>23</sup> NRPA, <https://bit.ly/3E5Md35>




Click or scan to hear from staff at Oakland County Parks and Recreation in Michigan share what working in parks and recreation means to them.



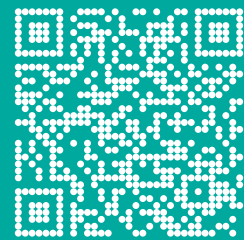


David Phommavong and his son, Khuan — who has been diagnosed with moderate-to-severe autism spectrum disorder — engage with nature at Camden Park. Craig Pattenaude, marketing and communications specialist for Cosumnes Community Services District, captured this photo for a project to showcase local residents and families enjoying the district's parks. Photo courtesy of Craig Pattenaude, Cosumnes Community Services District, Elk Grove, California.

A photograph of a person's hand holding a long, thin stick horizontally across the middle of the frame. The background is a dense field of tall, dry grasses and reeds, with a body of water visible in the distance. The lighting is warm, suggesting late afternoon or early morning. The overall scene is a natural, outdoor setting.

*“When we’re at the park, he’s not in a state of sensory avoidance and is able to immerse himself in nature. He’s pointing to the turtles, he’s picking up cattails, he’s running over to see the wildflowers and trying to figure out the names of them. ... Whenever a sensory mechanism is not triggered and he’s able to find enjoyment, that’s the sweet spot.”*

— David Phommavong



Click or scan to learn more about David and Khuan's park and recreation story in the July 2021 issue of *Parks & Recreation* magazine.

# THANK YOU: PHILANTHROPIC SUPPORTERS

NRPA thanks all of our philanthropic supporters for their engagement, cash and in-kind contributions this past year (July 1, 2020–June 30, 2021).

## Corporate, Foundation and Government

### **\$1,000,000 and above**

The JPB Foundation  
U.S. Department of Justice,  
Office of Juvenile Justice and  
Delinquency Prevention  
Walmart Foundation  
The Walt Disney Company

### **\$500,000 to \$999,999**

American Water Charitable  
Foundation  
Target Corporation

### **\$100,000 to \$499,999**

Albertsons Companies Foundation  
AmerisourceBergen Foundation  
Centers for Disease Control and  
Prevention (CDC)  
The Coca-Cola Company  
Niagara Bottling, LLC  
Pisces Foundation  
Share Our Strength/No Kid Hungry  
U.S. Department of Agriculture  
(USDA)

### **\$10,000 to \$99,999**

ACTIVE Network  
CITGO  
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Merrell  
NACDD - Association of State  
& Territorial Chronic Disease  
Program Directors  
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Special Olympics International  
The Scotts Miracle-Gro Foundation  
The Toro Company  
Western Conservation Foundation

### **Up to \$999**

Amazon Smile  
Charities Aid Foundation of  
America c/o CyberGrants  
Comcast  
FrontStream  
Highmark Foundation  
Juniper Network Foundation Fund  
NortonLifeLock  
Target Corporation

## Individuals

### **\$5,000 and above**

Zorah W. Bowman Trust Fund  
Robert and Linda Farnsworth  
Michael P. Kelly

### **\$2,500 to \$4,999**

Jodie H. Adams, CPRP  
Karen B. Kress  
Jack and Betty Schafer  
Kristine Stratton\*

### **\$1,000 to \$2,499**

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Michael Abbaté, FASLA, LEED AP  
Katherine Abbott  
Jesús S. Aguirre  
Dotty Ballantyne  
Hayden Brooks  
Jose Felix Diaz  
Victor B. Dover  
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Melinda Pensinger  
Ian D. Proud  
Kevin Roth  
Jennifer Schleining  
Scott and Jennifer Sneddon  
Maureen O. Sturgill  
T Vincent S. Thomas  
Peter Traub  
Jennifer E. Urbaszewski-Grono,  
CPRP  
David T. Wenner  
Philip Wu, M.D.

Poligon  
Shade Systems, Inc.  
UltraSite

## NRPA Annual Conference In-Kind Donor

Think Green Promos

***\*Stewards for the Future member:**  
These individuals have included  
NRPA in their estate plans because  
they believe deeply in the power  
of parks and recreation in building  
healthy, resilient and inclusive  
communities and wish to ensure  
access to vibrant parks and  
recreation for generations to come.*

## Parks Build Community: Grand Avenue Park (Orlando, Florida) In-Kind Donors

BCI Burke Playgrounds  
City of Orlando Families, Parks and  
Recreation  
DuMor, Inc.  
Epic Outdoor Cinema  
ForeverLawn Inc.  
Freenotes Harmony Park  
GameTime  
GARED  
Greenfields Outdoor Fitness  
Most Dependable Fountains Inc.  
Musco Sports Lighting Inc.  
PlayCore

# THANK YOU: INDUSTRY AND NONPROFIT SUPPORTERS

NRPA thanks all of our industry and nonprofit supporters for their outreach and backing of park and recreation professionals this past year (July 1, 2020–June 30, 2021).

## Conference and Advertising

### \$100,000 to \$499,999

Landscape Structures Inc.  
PlayCore

### \$10,000 to \$99,999

ACTIVE Network  
Amilia Enterprises Inc.  
Aquatix by Landscape Structures  
BCI Burke Playgrounds  
Bobcat Company  
CivicRec  
Columbia Cascade Company  
DOGIPOT  
DuMor, Inc.  
Easi-Set Buildings  
ForeverLawn Inc.  
GameTime  
Great American Business Products  
Most Dependable Fountains Inc.  
Musco Sports Lighting Inc.  
National Construction Rentals  
Pilot Rock Park Equipment  
Playcraft Systems  
PlayPower, Inc.  
Poligon  
Shade Systems, Inc.  
The Toro Company  
ULINE  
Victor Stanley, Inc.  
WMS Aquatics

### \$1,000 to \$9,999

Adventure Golf Services, Inc.  
American Heart Association  
American Red Cross

American Swing Products Inc.  
Americana Outdoors  
Artificial Ice Events/Fall Fest Events  
Away With Geese  
Best Carnival Games  
BeStrong USA  
Big Toys  
Bright Idea Shops, LLC  
Broyhill, Inc.  
Cartegraph  
Central Michigan University  
Central Park Conservancy  
Classic Recreation Systems, Inc.  
Clear Comfort Water  
Commercial Recreation Specialists  
CommunityPass  
Discount Playground Supply  
Doty & Sons Concrete Products, Inc.  
Earth Networks  
Eco-Counter  
ePACT Network Ltd.  
Epic Outdoor Cinema  
Evoqua Water Technologies  
Ex-Cell Kaiser, LLC  
Fibar Systems  
Fortress Building Products  
Fountain People/Water Odyssey  
Freenotes Harmony Park  
Fun Express, a subsidiary of Oriental Trading Company  
Gama Sonic USA  
GARED  
Geographic Technologies Group  
Golden Teak  
Gopher Sport  
Green Flush Technologies  
Gyms for Dogs - Natural Dog Park

Products  
Ice-America  
Insane Impact  
IZONE Imaging  
John Deere  
Kay Park Recreation Corp.  
LaMotte Company  
Lincoln Aquatics  
Mean Green Mowers  
Milbank Manufacturing  
Miniature Golf Services by Arne Lundmark, dba Adventure Golf & Sports  
Murdock Manufacturing  
MyRec.com  
National Recreation Systems Inc.  
NCSI Background Screening Solutions  
Neptune Benson an Evoqua Brand  
NetPlay USA LLC  
NiceRink  
Noratek Solutions Inc.  
Omnify Inc.  
Pennsylvania State University  
Pentair Commercial Aquatics  
PerfectMind  
Play & Park Structures  
PLAY CLUB  
PlayCleanGo  
Polin Waterparks  
Polly Products  
Pooch Paper, LLC  
PowerDMS  
Public Restroom Company  
PumpTrax USA  
Recreation Resource Management  
Robertson Recreational Surfacing  
Rock Solid Productions Inc.  
Rocky Mountain Sunscreen



Ropcamp  
Rubber Designs  
SCORE Sports  
SLG Lighting  
Sourcewell  
Spectrum Products  
Spokes'n Motion  
Springfield College  
Stageline Mobile Stage, Inc.  
Superior Recreational Products  
Surface America, Inc.  
Synthetic Surfaces Inc. / Nordot  
Adhesives  
The Pennsylvania State University  
The Public Restroom Company  
TMA Systems, LLC  
True Pitch  
Truox Inc.  
UltraSite  
United States Tennis Association  
Urban Fountains and Furniture  
Vermont Systems, Inc.  
Vortex Aquatic Structures  
International Inc.  
Water Technology, Inc.  
Water's Edge Aquatic Design  
Wenger Corp  
WhiteWater West Industries, Ltd.  
Willoughby Industries  
World Class Athletic Surfaces, Inc.  
WT Group  
X-Trails

**Up to \$999**

Aquatic Design Group  
Bedford Technology, LLC  
Bison Inc.  
Memorial Park Conservancy  
Play Biba!  
Think Green Promos

## Affinity Partnership

Background Investigation Bureau  
(BIB)  
ePACT Network Ltd.  
Fun Express, a subsidiary of  
Oriental Trading Company  
K&K Insurance  
W-T Group

*We regret any errors or omissions. For corrections, please contact Meghan Fredriksen at [mfredriksen@nrpa.org](mailto:mfredriksen@nrpa.org).*



# HOW TO STRENGTHEN OUR STORY

You have the power to build strong, vibrant and resilient communities by supporting NRPA and the thousands of park and recreation professionals who make their communities better places to live, work and play. With your support, we can ensure access to safe, quality parks and recreation services that improve environmental, social and health outcomes in communities, now and into the future.

## Legacy Gifts

Join Stewards for the Future<sup>24</sup> by including a gift to NRPA in your will, trust, or as a beneficiary of a retirement plan, life insurance policy or Donor Advised Fund. Your gift ensures the work of park and recreation professionals continues for generations to come. Our partnership with FreeWill makes planned giving easier and more accessible. Visit [FreeWill.com/NRPA](https://FreeWill.com/NRPA) to learn more.

## Gifts Through a Donor-Advised Fund

You can support NRPA with a donation through your donor-advised fund. Make a donation through your Donor Advised Fund.<sup>25</sup>

## Gifts of Appreciated Stock

Gifting appreciated stock is a great way to save on taxes and support the cause of parks and recreation.

## Tribute Gifts

Make a gift to support the essential services of park and recreation professionals in memory or honor of someone special or to celebrate an important occasion, such as a birthday, wedding or holiday.

## Workplace Giving

Help support parks and recreation by designating NRPA in your workplace giving or payroll deduction work programs.

## Monthly Giving

Your monthly gift helps NRPA meet the evolving needs and challenges of park and recreation professionals and the communities they serve. Visit [nrpa.org/Donate](https://nrpa.org/Donate) to set up your monthly gift today.

<sup>24</sup> NRPA, <https://bit.ly/3CSDM9U>

<sup>25</sup> NRPA, <https://bit.ly/3zMqocf>

## Matching Gifts

Many employers will match their employees' contributions to NRPA, which can double or even triple the impact of an individual gift. Let your company know of your gift to NRPA, so they can match it.

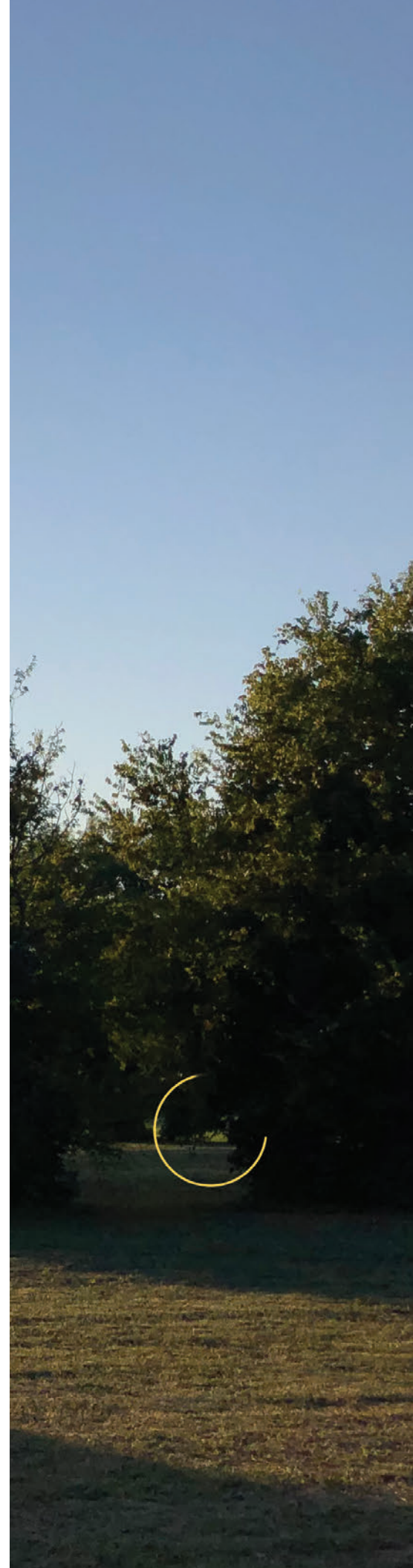
## Become a Partner

Your company can meet its corporate social responsibility and employee retention goals while supporting close-to-home parks and recreation.

To learn more about how to support NRPA, contact us at 703.858.2190 or [development@nrpa.org](mailto:development@nrpa.org) or visit [nrpa.org/Give](https://nrpa.org/Give).

*"As a lifelong park professional, I have come to know that every great community has a great park system. As a charter member of Stewards for the Future, I am proud to be a part of a revitalized NRPA philanthropic strategy that ensures the advancement of a nationwide park movement built upon climate resilience, conservation, urban revitalization, and community health and equity."*

- Jack Kardys, President, J. Kardys Strategies





Kids play on the new playground at Sportman's Park. Photo taken by Maureen Kenyon, courtesy of City of Port St. Lucie Parks and Recreation Department, Florida.

# BOARD OF DIRECTORS

as of June 30, 2021

- Michael P. Kelly, Chicago, Illinois
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- Jack Kardys, President, J. Kardys Strategies
  - Past Chair
- Xavier D. Urrutia, Chief of Staff to the Chancellor Dr. Mike Flores, Alamo Colleges District
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- Carolyn F. McKnight-Fredd, CPRP, Owner, Eagle Methods Management Consulting
- Joshua T. Medeiros, Ed.D, CPRE, Superintendent of Parks, Recreation, Youth and Community Services, City of Bristol Parks, Recreation, Youth and Community Services
- Kristine Stratton, President and CEO, National Recreation and Park Association (ex officio)
- Monica H. Vinluan, Senior Program Officer, Robert Wood Johnson Foundation
- Lakita Watson, CPRP, Executive Director, Richland County Recreation Commission
- Greg A. Weitzel, MS, CPRP, Director, Department of Parks and Recreation City of Las Vegas, Nevada
- Philip Wu, M.D., (retired) Physician Consultant Kaiser Permanente Northwest Region

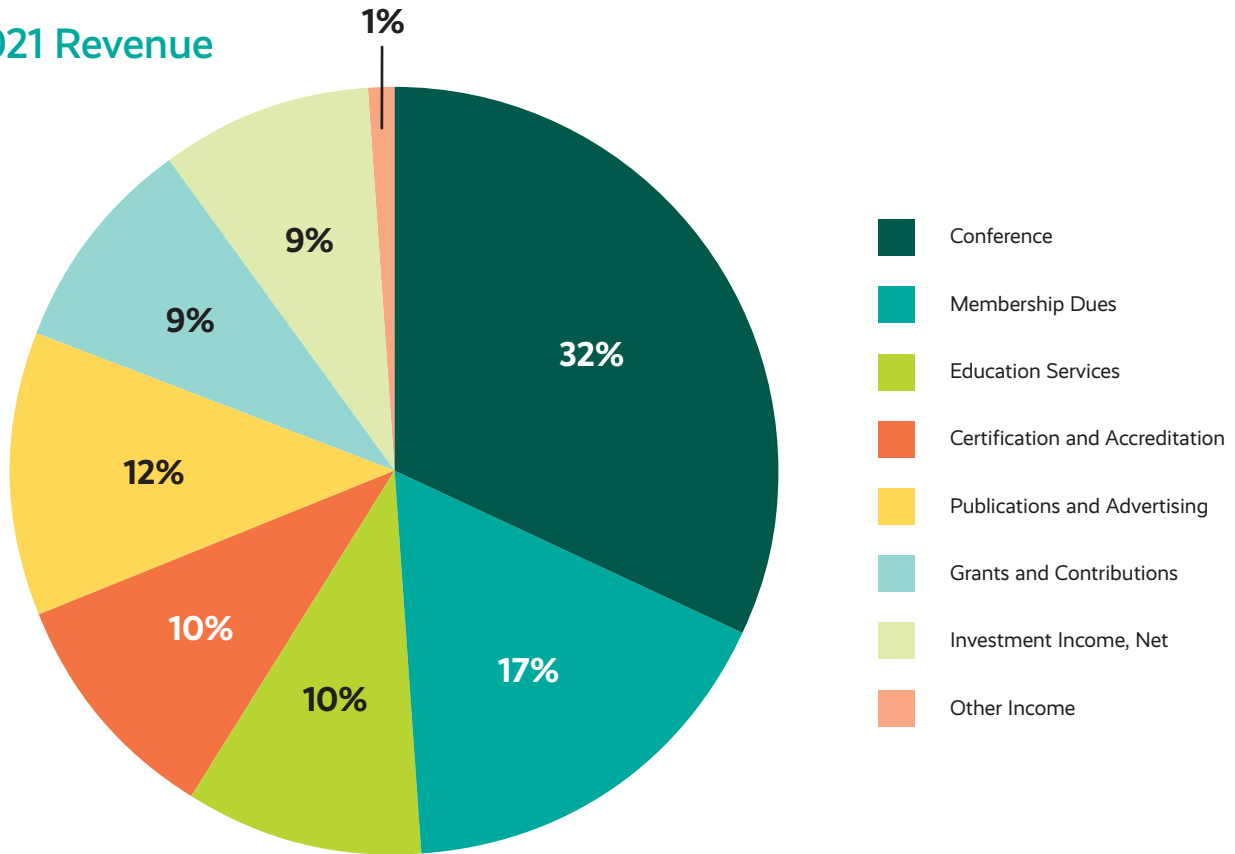
| REVENUE                              | 2021              | 2020              |
|--------------------------------------|-------------------|-------------------|
| Conference                           | 3,798,848         | 5,574,142         |
| Membership Dues                      | 2,055,253         | 2,655,574         |
| Education Services                   | 1,212,960         | 1,954,431         |
| Certification and Accreditation      | 1,220,042         | 1,234,382         |
| Publications and Advertising         | 1,363,045         | 1,169,021         |
| Grants and Contributions             | 1,088,166         | 958,159           |
| Investment Income, Net               | 994,939           | 179,395           |
| Other Income                         | 121,760           | 80,745            |
| Net Assets Released From Restriction | 6,184,936         | 5,223,658         |
| <b>TOTAL REVENUE</b>                 | <b>18,039,949</b> | <b>19,020,507</b> |

| EXPENSES                          | 2021              | 2020              |
|-----------------------------------|-------------------|-------------------|
| Partnerships, Programs and Grants | 7,294,035         | 5,852,814         |
| Knowledge and Learning            | 1,781,962         | 2,689,785         |
| Conferences                       | 1,049,513         | 2,426,043         |
| Marketing and Communications      | 814,440           | 1,036,163         |
| Publications                      | 655,168           | 1,022,413         |
| Membership                        | 996,898           | 980,610           |
| Public Policy                     | 510,959           | 449,220           |
| <b>TOTAL PROGRAM SERVICES</b>     | <b>13,102,975</b> | <b>14,457,048</b> |
| Management and General            | 2,615,650         | 3,053,005         |
| Fundraising                       | 390,982           | 274,051           |
| <b>TOTAL SUPPORTING SERVICES</b>  | <b>3,006,632</b>  | <b>3,327,056</b>  |
| <b>TOTAL EXPENSES</b>             | <b>16,109,607</b> | <b>17,784,104</b> |

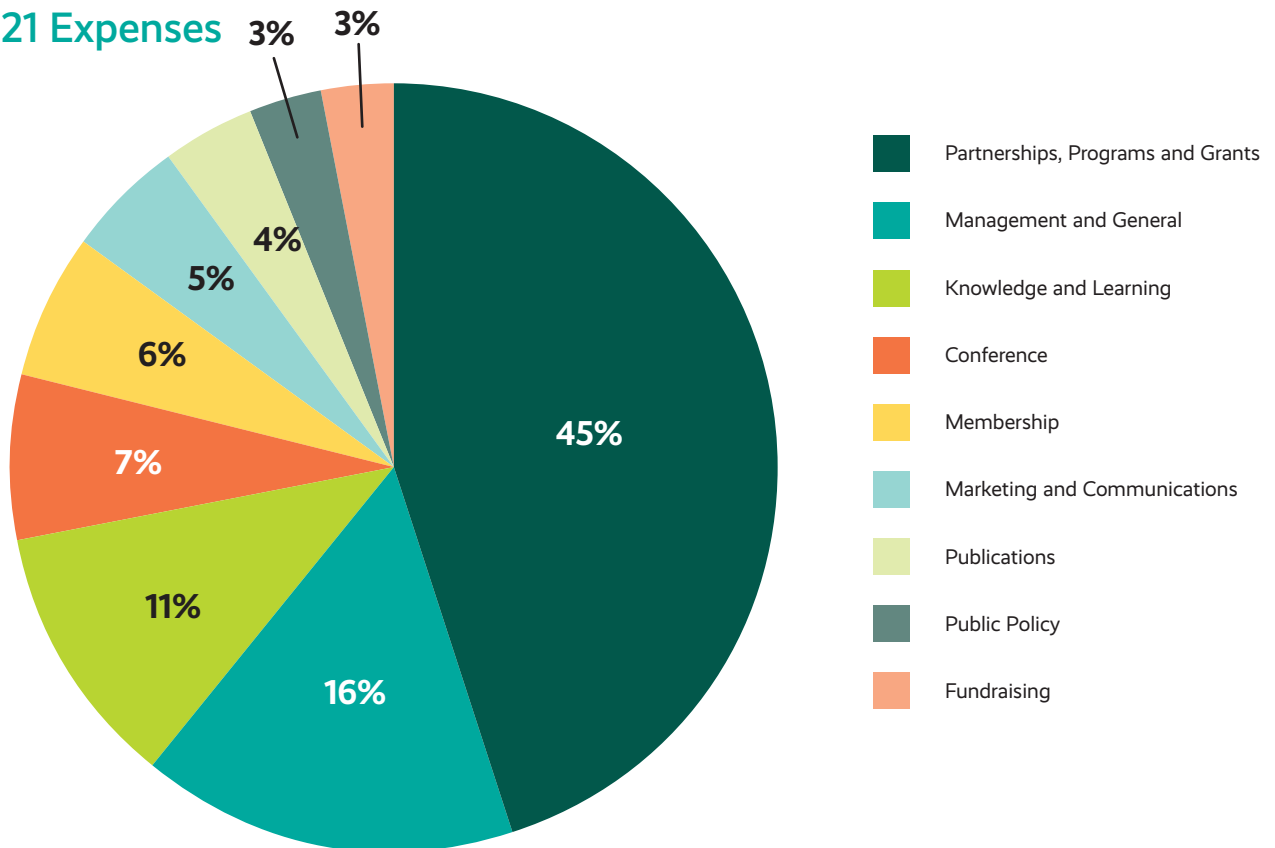
| NET ASSETS                    | 2021              | 2020              |
|-------------------------------|-------------------|-------------------|
| Change in Net Assets          | 4,968,532         | 2,538,056         |
| Net Assets Beginning of Year  | 16,598,956        | 14,060,900        |
| <b>NET ASSETS END OF YEAR</b> | <b>21,567,488</b> | <b>16,598,956</b> |

Revenue includes \$2,833,633 from insurance settlement

## 2021 Revenue



## 2021 Expenses





NATIONAL  
RECREATION AND PARK  
ASSOCIATION