



68 staff

875 volunteers

\$4.8 million in local parks and recreation in 2022

Supporting 60,000+ members

Elevating
10,000+ park
and recreation agencies

equitable, healthy and resilient communities

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 invest in and advocate for park and recreation professionals because we know that an investment in parks and recreation is an investment in building communities that thrive. The evidence is in the data and the countless stories of everyday people whose lives are better because of their local parks.

# WE RISE UP LETTER FROM THE CEO AND CHAIR OF THE BOARD

Parks and recreation provides a unique lens through which to view the collective trauma experienced by our world over the past two-and-a-half years. As community-makers, park and recreation professionals are in the business of addressing trauma head-on. They provide places to heal, programs to nourish and opportunities to mentor. Like a sports team that faces injury and loss, our park and recreation professionals have stepped up to coach, lead and work behind the scenes in our communities to change the score.

What's the challenge? Our park and recreation professionals and agencies have experienced this collective trauma as well. They are simultaneously healing our communities while dealing with budget cuts, employment challenges, and their own mental health stressors.

What makes parks and recreation so powerful, though, is its unique ability to solve our communities' toughest problems. Parks and recreation has the power and potential to tackle the impacts of climate change, reverse childhood obesity, combat loneliness and isolation, and create stronger and more equitable communities where all experience the benefits of parks and recreation.

In short, parks and recreation is integral to providing solutions for virtually every major challenge facing our communities today.

At NRPA, we are proud of how we have risen to the challenges over the past two-and-a-half years. Where it might have been easy to put our diversity, equity and inclusion (DEI) work on the back burner until a more "ideal" time, we put everything we had into living our mission and placing equity at the center of everything we do.

This past year, we launched our Equity in Practice program comprising peer learning networks, a <u>library of carefully curated and vetted resources</u>, and a three-part certificate program that employs a train-the-trainer model to ensure we are multiplying the park and recreation professionals putting equity and inclusion into practice every day.

The pandemic made a clear case for why parks and recreation is essential. Media outlets like National Public Radio (NPR), *The New York Times* and the *Washington Post* are starting to see it, too. They recognize parks and recreation's contribution to **fighting climate change** and acknowledge the **need for nature and community connections** in our increasingly polarized and **tech-fueled lives**.

Now, it's up to us to keep that message front and center. This year's annual report reinforces what we hold with the deepest conviction — parks and recreation can help solve our biggest problems. NRPA stands ready, with the support of our partners and funders, to rise up to the challenge.







Carolynt Melnydt Fredd

CAROLYN MCKNIGHT-FREDD, CPRP
Chair of the NRPA Board of Directors



165,000 full-time employees of local park and recreation agencies in the United States plus hundreds of thousands of part-time and seasonal workers<sup>1</sup>

275 million visitors to a local park or recreation facility during the past year<sup>4</sup>

\$218 billion in economic activity plus support for 1.3 million jobs<sup>2</sup>

84% of U.S. adults seek high-quality parks and recreation when choosing a place to live<sup>5</sup>

40 million youth participate in at least one local park and recreation program annually<sup>3</sup>

3 in 4 adults agree equity should be an important goal for their local agency<sup>6</sup>

<sup>1</sup> U.S. Bureau of Labor Statistics,

https://bit.ly/3hdMbwi

NRPA, <a href="https://bit.ly/3R6VQUE">https://bit.ly/3R6VQUE</a>
 NRPA, <a href="https://bit.ly/3DVMvMA">https://bit.ly/3DVMvMA</a>



Centering our park practices in equity is essential not only to ensuring all people have access to the life-saving benefits of park and recreation, but also to healing our communities. Being intentional about co-creating our public spaces means thinking about everything from the amenities we provide to what we name a public space.

After Private Lori Piestewa's death in 2003, several entities came together to rename Squaw Peak — a racist, misogynistic and offensive term— to Piestewa Peak, in honor of Private Piestewa. The new Ocotillo Ramada at Piestewa Peak continues to honor Private Piestewa's legacy each year through the Piestewa Fallen Heroes Sunrise Memorial event.

Recent improvements to the park ensure the park is accessible to all who wish to visit it through amenities, such as Americans with Disabilities Act (ADA)-accessible restrooms and trails. This community-centered design and engagement exemplifies equity in practice. Ensuring this takes place in every community across the country is what NRPA's Equity in Practice program is all about.



Parks are critical natural infrastructure that protect and restore our communities from the effects of climate change. Healthy, climate-resilient parks capture stormwater, support biodiversity, sequester carbon, improve air quality and so much more. Creating climate-resilient parks, however, requires understanding the unique needs, challenges and nuances of each park's ecosystem.

Over the past four years, park staff and dedicated volunteers at Sylvan Rodriguez Park in Houston have painstakingly hand-collected prairie seed from remnant and restored prairies around Houston, propagated plants within the city's greenhouse, removed invasive species, and restored 72 acres of land back to wetland prairie. In addition to the ecological benefits this restoration provides, it also educates through interpretive signage, creates citizen scientists and brings people together.

Creating lasting and endless benefits for the community is the power of local parks and recreation. Ensuring these best practices and lessons make it to communities across the country is the power of NRPA.

"Parks are not an amenity anymore.

They are an absolute necessity.

We must look at the risks we face. We have solutions and we can live in balance with nature.

Parks will be a critical part of the solution."

— Martha Schwartz

Noted urban design expert and professor in practice in landscape architecture at the Harvard University Graduate School of Design



Between 2020 and early 2022, NRPA worked with 15 communities to develop the Community Wellness Hubs model, which leverages park and recreation as an integral part of our public health system through the creation of trusted gathering places that connect every member of the community to essential programs, services and spaces. These Community Wellness Hubs specifically focused on supporting food access, improving food security, connecting people to social resources, and providing evidence-based nutrition education to improve healthy eating behaviors.

Across all agencies, 17.9 million meals were served to individuals, 228 food access points were established, 327 partnerships were formed or strengthened, and more than 31,000 households were provided with SNAP/WIC outreach. Together with our partners and members, we are using the power of parks and recreation to advance health across all dimensions of well-being.



\$4.8 million invested in local communities

1,401,398
people impacted
through NRPA
partnerships and
programs, including:

83% people living in low-income households

48% people of color 20%

Hispanic or Latino

communities supported through health, equitable access and resiliency grants/technical assistance

new certifications awarded to park and recreation professionals

29,961 online course registrations delivered to professionals

199 total accredited agencies

# WHERE WE RISE

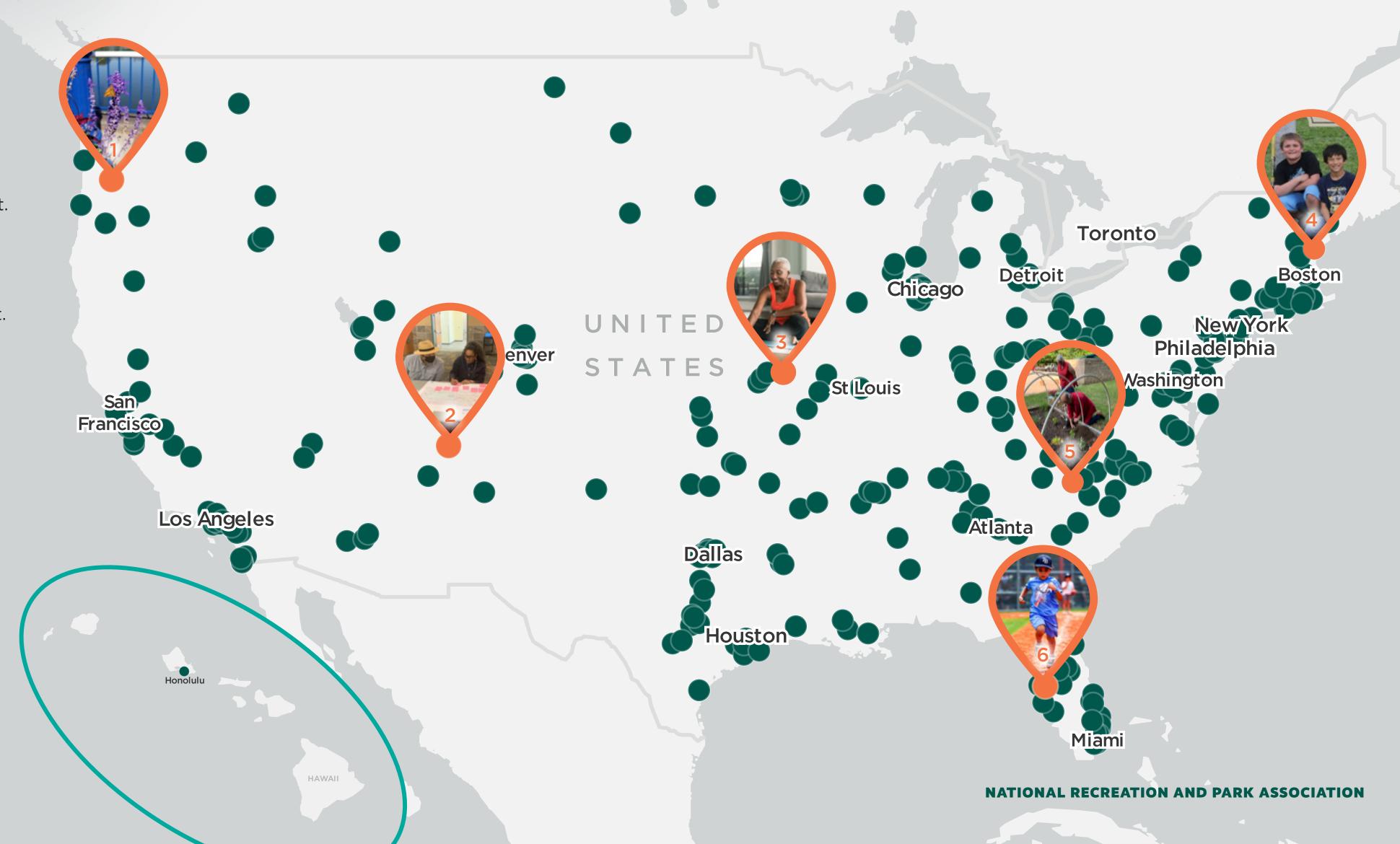
Click on the photos to learn more about the type of community investment created through NRPA partnerships and grant funding.

- 1 Photo of a moth in Tualatin, Oregon captured through NRPA's Parks for Pollinators BioBlitz.
- 2 A group of stakeholders in Farmington, New Mexico review plans for the All Abilities Park design that was supported through an NRPA grant.
- 3 Liberty (Missouri) Parks and Recreation implemented remote physical activity programs for older adults as part of an NRPA pilot project.
- 4 Children sit under their town sign after planting flowers. NRPA supported Berwick with a grant to expand mentoring.

  Photo courtesy of Town of Berwick, Maine.
- 5 Two volunteers take care of a community garden that was established through an NRPA grant. Photo courtesy of Asheville (North Carolina) Parks and Recreation.
- 6 A child enjoys a Playball event hosted by Tampa (Florida) Parks & Recreation, Tampa Bay Rays and Mayor Jane Castor. An NRPA grant supported expanded access to sports opportunities in Tampa.

  Photo courtesy Tyler Schank and Tampa Parks &

Recreation.



# OUR KEY PROGRAM AREAS

Learn how you can support our key program areas at nrpa.org/give.



## **EQUITY IN PRACTICE**

Equity is at the center of all we do.

We estimate that as many as 100 million people — 30 percent of the U.S. population — lack access to the lifesaving and life-enhancing benefits parks and recreation provides. We cannot rest until we close the gap.



## CERTIFICATION AND ACCREDITATION

NRPA offers four certification programs for park and recreation professionals, as well as accreditation for park and recreation agencies.

These programs demonstrate our field's commitment to the highest standards of ethical and professional practice.



## **CLIMATE RESILIENCE**

Resilient and climate-ready communities depend on parks and recreation. Park and recreation professionals are one of the largest land managers in the nation and are key to climate change solutions.



## **ADVOCACY**

NRPA's Public Policy team advocates for federal funding to ensure lasting investment in parks and recreation, as well as trains park and recreation professionals to be effective advocates at the local and state level.



#### **HEALTH AND WELL-BEING**

All people must have access to the spaces and services that improve individual and community-level health outcomes and enhance quality of life.

Park and recreation professionals are key to a fully integrated public health system.



## **EDUCATION**

NRPA provides the most robust learning opportunities available to park and recreation professionals. From an extensive online learning catalogue to in-person schools and conferences to award-winning publications, we are preparing the profession for the future.



## **RESEARCH**

NRPA is the ultimate resource for best practices, case studies, and comprehensive data about and for the field of parks and recreation.

Our research offerings and publications are the best source for park and recreation insights.



## **MOVEMENT BUILDING**

Park and recreation professionals are experts in creating community.

NRPA is an expert at giving them a community of their own. We provide members with spaces to collaborate, learn, grow and celebrate together.

We promote the field through annual celebrations like

Park and Recreation Month.

## OUR SUPPORTERS



## CORPORATE, FOUNDATION, GOVERNMENT AND INDIVIDUAL PHILANTHROPIC PARTNERS

Our partners share our vision for a future where the full power of parks and recreation is recognized for creating a better life for everyone. Our partners invested more than \$6.67 million in parks and recreation in 2022.



## **STEWARDS FOR THE FUTURE**

Stewards include NRPA in their estate plans and, as of September 2022, have committed nearly \$7.8 million in bequests and contingent residual gifts to preserving access to vibrant parks and recreation for generations to come.



## **BUSINESS COUNCIL**

Centered on research, relationship-building, advocacy and innovation, the Business Council brings together company leaders to explore, share and deploy solutions that improve parks and recreation. In 2022, our inaugural year, we had 11 companies representing 18 business sectors.



### **INDUSTRY SUPPORTERS**

Industry Supporters strengthen NRPA and park and recreation professionals through NRPA's Annual Conference, *Parks & Recreation* magazine, sponsorship of education opportunities, and creation of innovative products and services.

# THANK YOU TO OUR SUPPORTERS

NRPA thanks our supporters for helping to build strong, healthy, and resilient communities for all people through parks and recreation during this past year (July 1, 2021 to June 30, 2022).

2by2 Industries

9 Square In The Air

Academy of Model Aeronautics

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**ACTIVE Network** 

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Designmaster Fence

**Direct Fitness Solutions** 

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DOGIPOT

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DuraPlay, Inc.

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Easi-Set Buildings

**EMPEX Watertoys** 

ePACT •

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EX-Cell Kaiser, LLC

Exeloo Public Restroom Solutions

**ExoFit Outdoor Fitness** 

EZ Dock

Fibar Systems
FlexGround, LLC

Flowbird

Fonroche Lighting America

ForeverLawn Inc.

Fortress Building Products

Freenotes Harmony Park Frog Furnishings

Fuccillo Nissan of Latham

Fun Express, a subsidiary of Oriental

Trading Company •

Gama Sonic Solar Lighting

Gametime ARED

GatorBridge and GatorDock

GeeseProblemSolved

Gehl Studio Inc.

Genan Inc GGLeagues Glasdon, Inc

Grasshopper Company

Great American Business Products

Greenfields Outdoor Fitness, Inc. 🏥

Gyms for Dogs - Natural Dog Park Products

Hellas Construction, Inc.

HGACBuy

Hilti

Hustler Turf Equipment (Excel Industries)

ICON Shelter Systems Inc.

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IMC Outdoor Living a division of Liberty

Tire

Insane Impact

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Niagara Bottling, LLC

Pulsar PumpTrax USA RCP Shelters. Inc. **RCX Sports** RecDesk Software ReCPro Software Recreonics, Inc. Romtec, Inc. Rubber Designs Safe Sitter SCORE SPORTS Security Lines US SELS USA LLC Sensodyne III Shade 'N Net Shade Systems, Inc. **SLG Lighting SNAPSPORTS** Soft Play Sourcewell Inc.

SplashTacular

Proslide Technology Inc. The Public Restroom Company 🛗 Rain Bird Corporation Rain Drop Products, LLC Robert Wood Johnson Foundation Robertson Recreational Surfacing Rocky Mountain Sunscreen Rogers Base Company Safe Slide Restoration Schaefer Systems International, Inc. The Scotts Miracle-Gro Foundation SoccerGround USA LLC South Padre Island (SPI) Nets, Inc. Southeastern Skate Supply of Georgia, Speck Pumps - Pool Products, Inc. Spectrum Products

Spohn Ranch Skateparks Sport Court Sportsbeams Lighting, Inc. Springfield College StarGuard ELITE Stars Hollow Yarns Stern-Williams Products LLC Stymielock, LLC Sunstation USA SuperC Al Inc **Superior Recreational Products** Surface America, Inc. Sybertech Waste Reduction, Ltd. Synthetic Surfaces Inc. / Nordot Adhesives Taylor Studios, Inc. Televeda Tennessee Valley STMA Chapter Think Green Promos TinyMobileRobots US LLC The Toro Company 🛗 TrafficGuard III TreeDiaper True Pitch Turf Tank Tyler Technologies U.S. Centers for Disease Control and Prevention (CDC) U.S. Department of Agriculture (USDA) U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention (OJJDP) ULINE Ultimate Entertainment Ultimate Water Inc. UltraSite 🛄 UNION AQUA PARKS

**United States Tennis Association** 

**Unlimited Sports Solutions** 

**Urban Libraries Council** USA BMX **USA-Shade** VenTek International Vermont Systems, Inc. Victor Stanley 🛄 Victory Mounds Virco Inc. Vista Recreation Vortex Aquatic Structures Int'l, Inc. Wabash Valley Mfg., Inc Walmart Foundation The Walt Disney Company Water Odyssey by Fountain People WATER SPLASH Water Technology, Inc. Water's Edge Aquatic Design Wenger Corp Weston and Sampson White Star Media WhiteWater West Industries, Ltd. Wickcraft Company Wiegand Sports GmbH Wildthings Snap-Ons LLC Williams Architects Willoughby Industries Winterland Inc Wireless Telematics. LLC **WMS** Aquatics The Wood Carver Inc. Woolpert W-T Group Yodel Zamorins Solutions Inc Business Council Member

Parks Build Community Sponsor

Affinity Partner

#### **INDIVIDUALS**

Michael Abbaté, FASLA, LEED AP

Kathy Abbott

Jesús Aguirre, CPRE Ellen Beth Amicarelli

Beth Anderson

Anonymous (14)\*

Raul Audelo

Dotty Ballantyne\*

Kenneth Banks

Sue Bremner

Robert Carman

Keith Cowan

Kevin Coyle

Gabriel Crouch

Samantha DeSeelhorst\*

Jose Felix Diaz

Victor Dover, FAICP, CNU Fellow, LEED AP

Angelou Ezeilo Charlie Fabian

Robert A. and Linda L. Farnsworth

Christopher J. Fitzgerald Lakita Frazier, CPRP Meghan Fredriksen

Evan Grasser

Gustavo Hernandez

Susan R. Goldman

Bruce E. Keeler

Edward J. Koenemann

Susie Kuruvilla, CPRP, CPA

Joanna Lombard, AIA, LEED AP

Seair Lorentz Nury Márquez Mollie Marsh-Heine

Kellie May

Megan McDonnell\*

Carolyn F. McKnight-Fredd, CPRP\*
Joshua Medeiros, Ed. D, CPRP, AFO

Douglas C. Morris

Stephen M. Nabors

Maria A. Olshansky

Jean Ostrander (via Facebook Donations)

Karen D. Palus

Michelle A. Park, CPRP Kathryn A. Porter

Jenny Richmond

Ellen and Pierre Rodgers

Kevin Roth

Mark and Marisa Ruhe\*

Jennifer G. Schleining

Joyce Sharp

Lisa Shore, CPRP

Virginia E. Soybel\*

Kristine Stratton

Maureen O. Sturgill, CPRP\*

Nonet T. Sykes

Jennifer Urbaszewski-Grono

Xavier D. Urrutia

Monica Hobbs Vinluan, J.D.

Anne Wardle (via Facebook Donations)

Greg A. Weitzel, MS, CPRP

Leonard White William A. Wiles Philip Wu, M.D.

Mark A. Young

\*includes a memorial or tribute donation

We regret any errors or omissions. For corrections, please contact

development@nrpa.org.

Find out how you can support NRPA and get involved at <a href="mailto:nrpa.org/give">nrpa.org/give</a>.

### **STEWARDS FOR THE FUTURE**

Zeshun Cai

NRPA thanks the following individuals who have included NRPA in their estate plans as of June 30, 2022.

Ananda Morlock

Kathy Abbott
Anonymous (21)
Stacey Belhumeur
Bradley Buzard
Daren McLaughlin
Erin McPeak
Margeli Mendez
Mike Miller

Laura Chapman-Boardman

Scheryl Chinn

Mohamed Nazzal

John Christiansen

Wendy Neely

Courtney Claycomb-Colbert

Malcolm Neely

Donnie Corless

Ginger Corless

Atuya Cornwell

Catherine D'Anna

Hyla-Monet Penn

Jonathon Penn

Sarah Pitcher

Carl Putzier

Joseph D'Anna III Joanne M. Putzier Lele Engler Allison Ramsey Carolyn Rose Timothy Francis Ashley Gomez Steven Rose Stacey Gordon Caitlyn Sanders **Donna Sanders** Sarah Goulet **Geoffrey Sanders** David Grabowski Caitlin Hayes James Shannon

Beth Haynes Mary Shannon
Charlene Hou Emily Shrader
Natalie Kaplan Andrew Sidoti
Jack Kardys Michelle Stout
Diane Kardys Kristine Stratton
Elizabeth Keefe-Chamberlain Yashwanta Thakur

Sara Kelly Adrienne Thakur Kirsten Kenney Kim Tucker

Brittany Kritzman Tiffany White-Lapierre
Margaret Mace Noreen Wilpiszeski
Colten Marble Wai Lam Wong
Shawn Marble Liza Young



Carolyn McKnight-Fredd, CPRP — Chair CEO/Owner, Eagle Methods
Management Consulting, LLC

Xavier D. Urrutia — Treasurer
Chief of Staff and Interim Vice
Chancellor for Economic and Workforce
Development, Alamo Colleges District

Joshua T. Medeiros, Ed.D., CPRE, AFO — Secretary Superintendent of Parks, Recreation, Youth and Community Services, City of Bristol Parks, Recreation, Youth and Community Services

Michael Abbaté, FASLA, LEED AP — At Large Principal, Abbaté Designs LLC

Nonet T. Sykes — At Large Chief Equity and Inclusion Officer, Atlanta BeltLine, Inc.

Kristine Stratton — Ex Officio President and CEO, NRPA

Kathy Abbott President and CEO, Boston Harbor Now

Jesús Aguirre, CPRE CEO, Waterloo Greenway

Rebecca Armstrong *CEO, NORTH* 

Lakita Frazier, CPRP

Chief Executive Officer, Women in Parks
and Recreation

Jose Felix Diaz Executive Vice-President, Ballard Partner Victor Dover, FAICP, CNU Fellow, LEED AP Cofounder, Dover, Kohl & Partners Town Planning

Angelou Ezeilo Vice President, Empathy, Ashoka Africa

Rick Gulley

Park and Recreation Board, City of

San Diego

Susie Kuruvilla, CPRP, CPA

Executive Director, Gurnee Park District

Mollie Marsh-Heine Senior Vice President of Development, Earthjustice

Joanna Lombard, AIA, LEED AP

Professor, Department of Public Health
Sciences University of Miami, School
of Architecture and Miller School of
Medicine

Arnold L. Randall General Superintendent, Forest Preserves of Cook County

Monica Hobbs Vinluan
Sr. Program Officer, Robert Wood
Johnson Foundation

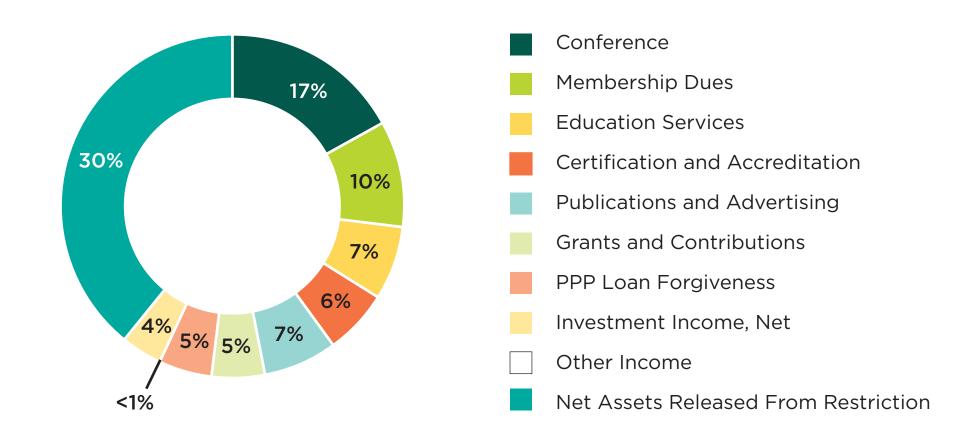
Greg A. Weitzel, MS, CPRP Senior Director of Mission Advancement, Kids Around the World

Philip Wu, M.D. (retired) Physician Consultant, Kaiser Permanente Northwest Region

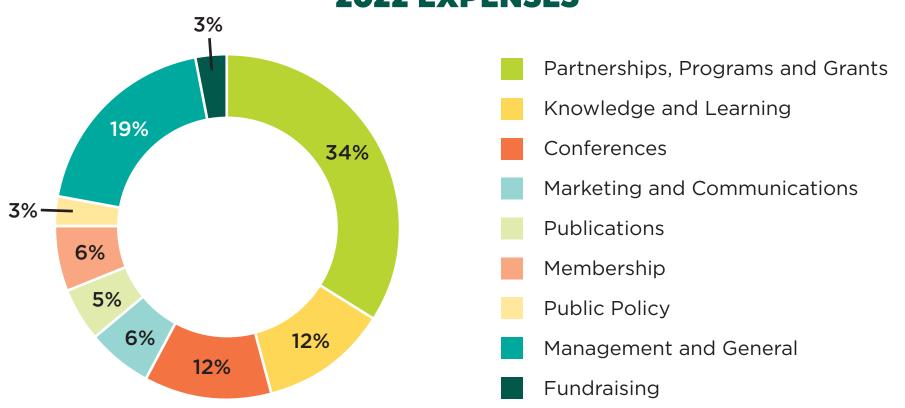
## FINANCIALS

| REVENUE                              | 2022        | 2021       |
|--------------------------------------|-------------|------------|
| Conference                           | 3,472,122   | 3,798,848  |
| Membership Dues                      | 2,205,290   | 2,055,253  |
| Education Services                   | 1,561,450   | 1,212,960  |
| Certification and Accreditation      | 1,479,551   | 1,220,042  |
| Publications and Advertising         | 1,543,241   | 1,363,045  |
| Grants and Contributions             | 1,162,960   | 1,088,166  |
| PPP Loan Forgiveness                 | 1,065,985   |            |
| Investment Income, Net               | (709,282)   | 994,939    |
| Other Income                         | 51,410      | 121,760    |
| Net Assets Released From Restriction | 7,801,195   | 6,184,936  |
| TOTAL REVENUE                        | 19,633,922  | 18,039,949 |
| EXPENSES                             | 2022        | 2021       |
| Partnerships, Programs and Grants    | 6,669,420   | 7,294,035  |
| Knowledge and Learning               | 2,294,594   | 1,781,962  |
| Conferences                          | 2,410,465   | 1,049,513  |
| Marketing and Communications         | 1,061,023   | 655,168    |
| Publications                         | 910,092     | 814,440    |
| Membership                           | 1,040,715   | 996,898    |
| Public Policy                        | 601,821     | 510,959    |
| TOTAL PROGRAM SERVICES               | 14,988,130  | 13,102,975 |
| Management and General               | 3,658,719   | 2,615,650  |
| Fundraising                          | 597,436     | 390,982    |
| TOTAL SUPPORTING SERVICES            | 4,256,155   | 3,006,632  |
| TOTAL EXPENSES                       | 19,244,285  | 16,109,607 |
| NET ASSETS                           | 2022        | 2021       |
| Change in Net Assets                 | (4,789,245) | 4,968,532  |
| Net Assets Beginning of Year         | 21,567,488  | 16,598,956 |
| NET ASSETS END OF YEAR               | 16,778,243  | 21,567,488 |

## **2022 REVENUE**



## **2022 EXPENSES**



# JOIN US.

WE RISE UP FOR INCLUSION

WE RISE UP FOR RESILIENCE

WE RISE UP FOR PHYSICAL HEALTH

WE RISE UP FOR MENTAL WELL-BEING

WE RISE UP FOR ACCESS TO PLAY

WE RISE UP FOR
OUR COMMUNITY

Investing in NRPA is an investment in healthy, equitable and resilient communities through the power of parks and recreation.

LET'S RISE UP TOGETHER.

nrpa.org/join-us