

# PARKS BUILD

2019 ANNUAL REPORT



**NRPA** National Recreation  
and Park Association

*Because everyone deserves a great park*



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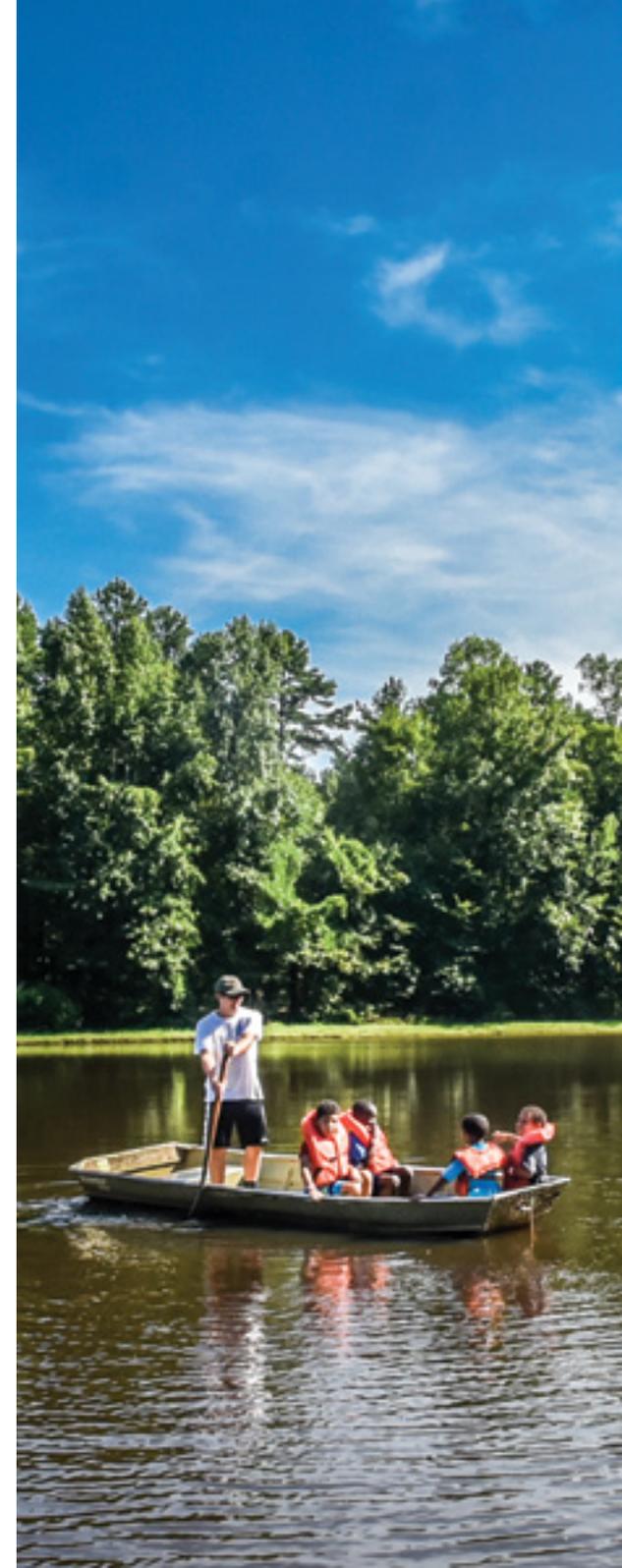
Fun on the playground, City of Tracy, California

Clay for Kids Arts Camp at Community Clay Studio, Alicia Stemper Photography, Town of Chapel Hill Parks and Recreation, North Carolina

Annual Easter Eggstravaganza in Behrman Park, New Orleans Recreation Development Commission, Louisiana

The 50+ Forever Young Hikers program, Vancouver Parks and Recreation, Washington

Photo: Paddling on the lake at Camp T.N. Spencer Park, Cabarrus County Active Living and Parks, North Carolina



Parks build. When we see these words together, we often think of building parks. How to build them, where to build them, what features they should include. But, we don't always think about what parks **build** in our communities.

People everywhere experienced traumas this past year that will alter the course of their lives — we witnessed and lost friends and loved ones to gun violence, wildfires, floods and drug overdose. Yet, across the country, NRPA joined together with our members, partners and supporters to create positive change and strengthen communities. We know that our parks and recreation centers — our shared public spaces — help solve our most pressing problems, and it's our vision to make sure the world knows it, too.

When the world recognizes that parks are not just plots of land — that they create the very fabric of the communities in which they reside — we will see the level of support we need to make these spaces do what they do best. Parks build strength, parks build hope and **parks build community.**

To realize this vision, we are working to create a parks movement. We are galvanizing our members through new resources, like our *Parks for Inclusion Policy Guide* and *Green Infrastructure Evaluation Framework*. We are forging new relationships with corporate foundations and allied groups. We are **building** the tools and resources for local parks and recreation to create spaces that are welcoming to all and responsive to threats, like climate change, chronic health conditions and more.

This report provides a snapshot of our growth and progress this past year. It also shares the stories of people who are changing the world and being transformed through parks — people like Derwin Hannah, the champion behind our 2019 Parks Build Community project in Baltimore, Maryland, whose belief in the power of just one park harnessed the public will to not only transform that park, but transform the community.

With the generous help of our supporters and the partnership of our members, NRPA is the catalyst helping parks and recreation **build community.** With your support, we look forward to continuing our momentum — building strength and hope in communities across the country.

Sincerely,



Kristine Stratton,  
NRPA President and CEO



Jack Kardys,  
Chair, NRPA Board of Directors



**“If we take care of what we have. Something good is going to happen... I told friends, we’re gonna make this the best small park in the city. And we’ve done that.”**

**—DERWIN HANNAH, CATHERINE STREET/  
ABC PARK VOLUNTEER AND COMMUNITY  
CHAMPION, BALTIMORE, MARYLAND**



# PARKS BUILD HOPE

## FOR OUR FUTURE

Public parks and recreation facilities are the places where everyone can gather and be welcome. When these places are in disrepair, it can make people feel as if their city does not care or value their community. Well-maintained parks and facilities that serve the unique culture and desires of each community are essential to thriving and safe communities that inspire hope now and in the future.

Unfortunately, we know through research that park and recreation funding is the first to be cut during uncertain economic times and recovers the slowest. NRPA works to supplement these funding gaps by partnering with numerous organizations to build new or improve existing parks. For example, over the past three years, NRPA has worked with The Walt Disney Company on the Meet Me at the Park Play Spaces grant program, which has brought innovative park improvements to 75 communities.

Evaluation of these projects shows a significant increase in daily park use, the number of volunteers and the number of people exercising in the park. Of surveyed park visitors, 80 percent said they felt the projects had a positive impact on communities. Park improvement projects have an echoing effect on the surrounding community, inspiring hope and confidence.

“There are a lot of people who really invested a lot of time and effort and funding to rebuild this park. And the community sees that, they feel valued.”

—SGT. RODGER H. OLLIS, JR.,  
COATESVILLE POLICE DEPARTMENT, PENNSYLVANIA

**THREE YEARS OF  
MEET ME AT THE PARK**

**\$2.3** million invested

**75** projects

**1,000,000+** people impacted

**16%** increase in first-time  
park visitors

Learn more at [nrpa.org/MeetMeAtThePark](https://nrpa.org/MeetMeAtThePark)

## THROUGH INNOVATIVE SOLUTIONS

“By working together, we’re able to get kids from an early age learning how they can make a difference right where they live.”

According to the U.S. Department of Agriculture (USDA), 23.5 million people live in food deserts and nearly half of those people are also low-income. To improve fair and just access to healthy foods and other resources that determine many of our health outcomes, park and recreation facilities are increasingly being utilized as community wellness hubs. NRPA is furthering this work by advocating for and investing in innovative solutions that increase access to affordable and healthy foods, as well as create opportunities for physical activity, healthy eating and social connections in safe communities.

Berea, Kentucky — a 2019 recipient of NRPA’s Increasing Access to Healthy Foods grant, funded by the Walmart Foundation — is using farmers markets, federally funded child nutrition programs, nutrition education and community gardening to build a community wellness hub. Their farmers market accepts the Supplemental Nutrition Assistance Program (SNAP) and Kentucky Double Up Food Bucks, which allowed one family to leave with \$106 worth of food for \$32 out-of-pocket. The market also provides opportunities to teach kids about local agriculture and is a USDA child nutrition site, so kids can eat healthy and free meals while their caregivers shop. Utilizing funding from NRPA and the Walmart Foundation, Berea also started a junior market to engage youth in gardening, entrepreneurship and leadership.

—MARTINA LEFORCE, BEREA KIDS EAT COORDINATOR,  
GROW APPALACHIA

In addition to providing support for projects like this, NRPA is on Capitol Hill advocating for essential federal funding. During Child Nutrition Reauthorization, for example, NRPA’s public policy team has been working closely with partners to advocate on behalf of increasing access and streamlining administration of the federal Summer Food Service Program.



Martina Leforce of Berea Kids Eat works with a participant in the Glades Community Garden, Berea, Kentucky

## THROUGH SMALL SOLUTIONS WITH BIG IMPACT

One of the most powerful things about parks and recreation is that projects don’t always need a big investment to make a big impact. In 2019, NRPA worked with Target to connect communities through outdoor play. One project funded through the partnership, simply sought to improve 6,500 square feet of underutilized open space at University Park in Phoenix, Arizona. To do so, Phoenix Parks and Recreation decided to enhance the space with outdoor games that can be enjoyed by everyone, no matter their age or physical ability.

The concept is simple enough and it’s one that pays off. The new amenities helped activate the park and reduce negative activity, like drug use that had been a growing problem in recent years. The amenities also brought people of different generations together and provided the local youth center an opportunity to increase recreation programming through intramural games, tournaments and special events.

“Parks and recreation is really good at fostering intergenerational bonds and relationships. We have the opportunity for the older generation to teach the younger generation.”

—TYRE DAVIS, PARKS MANAGER,  
PHOENIX PARKS AND RECREATION

## SHARING BEST PRACTICES

Funding from Target also supported the creation of a five-part animated video series to pass on best practices learned from these types of park improvement projects.

The series focuses on the importance of community engagement, accessibility, data collection and sharing our story. Each video is paired with additional professional education resources to provide in-depth knowledge on each topic.

Learn more at [nrpa.org/park-improvements](https://nrpa.org/park-improvements)



# PARKS BUILD STRENGTH

## WITH SOCIAL CONNECTIONS

In 2018, the Centers for Disease Control and Prevention (CDC) released updated data on a decline in life expectancy in the United States and acknowledged rising trends in drug overdose and suicide as contributing factors. Park and recreation agencies are uniquely suited to address many of these pressing public health threats, such as substance misuse, diminished social-emotional health and trauma. By building protective factors among youth, park and recreation agencies can help strengthen positive health and behavioral outcomes, especially for youth experiencing adverse childhood experiences or trauma.

Acknowledging parks and recreation's role in building positive environments and social connections, NRPA received funding over a three-year period from the Office of Juvenile Justice and Delinquency Prevention (OJJDP) to support the development and implementation of a mentorship program in rural Central Appalachia, where people are 55 percent more likely to die from a drug overdose.

Through this grant, NRPA is working in five local park and recreation agencies to reduce and prevent opioid use among Central Appalachian youth through evidence-based mentoring practices. Mentoring is focused on building positive relationships and strengthening connections to positive role models and the community. The mentorship program applies a trauma-informed lens while re-instilling hope and opportunity, helping youth expand their interests and envision a future in which they grow and thrive.

*Photo: Canton Leisure Services' leadership program for young women. Heritage Park, Canton, Michigan*

## OPIOIDS AND PARKS AND RECREATION

NRPA launched a Community of Practice in April 2019, to better understand how the opioid epidemic is impacting parks and recreation. A summary report will be released in early 2020, but initial findings indicate that parks and recreation is impacted in a multitude of ways:

- Substance misuse, including overdoses and law enforcement activities, occurs at park and recreation facilities
- Paraphernalia, including needles and syringes, is found on parkland, creating concerns for visitor and staff safety
- Youth, staff and communities are impacted by the trauma and emotional toll of the epidemic

## FOR OLDER ADULTS

As the number of older adults increases in the U.S., so does the prevalence of people at risk for chronic disease and social isolation. According to the U.S. Department of Health and Human Services, about 28 percent of older adults in the United States, or 13.8 million people, live alone. While living alone does not guarantee loneliness, it is a risk factor. Research out of the Center for Cognitive and Social Neuroscience, University of Chicago links social isolation and loneliness to health issues, such as heart disease, obesity, depression and more.

Through its Healthy Aging in Parks initiative, NRPA is working with park and recreation agencies to combat negative health outcomes for older adults. Since 2016, NRPA has disseminated three CDC-recommended evidence-based physical activity programs across 48 states and American Samoa, engaging more than 285 park and recreation agencies. This year, NRPA took our Healthy Aging in Parks initiative one step further by focusing on social health. With support from the Walmart Foundation, six local park and recreation agencies have engaged more than 330 older adults in intergenerational activities, including nutrition education, yoga, arts and crafts, and gardening. Not only does this programming bring together people of different ages, it also brings together people of different cultures and experience. Learn more in our video at [tinyurl.com/NRPA-Aging](https://tinyurl.com/NRPA-Aging).

This past year, NRPA also released the *Electronic Health Record Referral Guide* on how to implement an electronic health record referral process between healthcare providers and park and recreation programming — creating a critical link between providers, patients and accessible and affordable evidenced-based programs that help manage chronic conditions.

## EVIDENCE-BASED PHYSICAL ACTIVITY PROGRAMS

The CDC-recommended evidence-based physical activity programs are helping people like Deb in Minnesota, who joined a local Walk With Ease program through the City of Brooklyn Park's Recreation and Parks Department. Since completing the six-week course, Deb now walks without a walker or cane, has alleviated her leg and ankle pain, and can navigate the stairs in her home without difficulty.

Thanks to NRPA's reach into communities throughout the country, this program has reached more than 20,000 older adults, many who have similar success stories.

Learn more at [nrpa.org/deb](https://nrpa.org/deb).





# PARKS BUILD PRIDE

## WITH INCLUSIVE POLICIES

Park and recreation agencies have the power to build community pride by implementing inclusive policies that provide everyone with access to the benefits of their facilities and services. Social equity has long been a key pillar for NRPA and in 2019, we released the *Parks for Inclusion Policy Guide* that instructs park and recreation agencies on how to create and implement an inclusion policy. Since its launch, nearly 1,000 people have downloaded the resource, and more importantly, have started to utilize it.



We have used the Parks for Inclusion resources to survey staff, find areas we have in common, re-energize our inclusion team and to help guide us in training staff to be more inclusive.”

—AUSTIN PARKS AND RECREATION DEPARTMENT, AUSTIN, TEXAS

NRPA knows that to inspire change, we must model that change and share that journey. This year, we celebrated LGBTQ+ inclusion during pride month in June through our online learning platform, social media, podcast and magazine. We also expanded our inclusion accommodations at our annual conference, including all gender restrooms, gender pronoun ribbons, a meditation room, a quiet room and a prayer room.

NRPA has prioritized inclusion through our grantmaking, as well. In 2017, NRPA set a goal to improve access to health and conservation opportunities for 2 million people from historically underrepresented groups through our Parks for Inclusion initiative. In just two years, we are well on our way to achieving this goal with 1.7 million individuals reached in communities across the country.

Photo: Crestview Community Park's Summer Fun Program finale, Honolulu Department of Parks and Recreation, Kapolei, Hawaii

## THROUGH CONNECTION TO PLACE

According to NRPA's *2018 Engagement with Parks Report*, 1 in 4 people say they do not have a park or recreational facility within walking distance of where they live. Increasing access to parks is essential — not only to connect people with the benefits that support their physical, mental, social and environmental health, but also to give people a gathering place that brings them together and builds a sense of community pride.

Through the 10 Minute Walk, NRPA has provided funding and technical assistance to 32 park and recreation agencies to close critical gaps in park and open-space access by changing the systems that perpetuate inequitable access. This past year, we saw our first cohort of 12 agencies complete their plans and begin the process of putting them to work. For one of those cities — El Cajon, California, where 23 percent of the population is below the poverty line — this opportunity helped them develop their very first park and recreation master plan.

“**This was a huge achievement for a city that never had a park and recreation master plan, had reached 99 percent build-out, and experienced limited fiscal means to use money from general funds for any type of park planning. This plan created a vision and roadmap for the city and we are excited about our ongoing work to execute this vision.**”

—FRANK CARSON, DIRECTOR OF RECREATION,  
EL CAJON RECREATION DEPARTMENT

NRPA also released the *Community Engagement Resource Guide* that provides park and recreation professionals with a roadmap to implement equitable and inclusive community engagement strategies around the planning, design, construction, maintenance and activation of park projects and plans.

By changing these systems, we can ensure that more people have a place to gather, celebrate and build pride in their communities.

“**In Chattanooga, we want to connect people to open spaces in and around their communities, which is why we are pleased to work with the National Recreation and Park Association on their 10 Minute Walk initiative.**”

—MAYOR ANDY BERKE, CHATTANOOGA, TENNESSEE

### NRPA PARK ACCESS

**\$880,000** in planning grants awarded through NRPA

**90%** of communities report creating new partnerships

**80%** report creating new policies and/or plans resulting from the grant

**300** mayors have pledged support for 10 Minute Walk



Photo: Big Sioux Recreation Area, South Dakota State Parks, Pierre, South Dakota

# PARKS BUILD RESILIENCE

## FOR CLIMATE CHANGE

Climate change is occurring at an ever more rapid pace. Park and recreation agencies are often the largest land holders within cities and communities, and parklands are integral to mitigating the effects of climate change and making communities more resilient to its impacts. At NRPA's Innovation Lab in January 2019, Maria Nardi, director of Miami-Dade Parks, Recreation and Open Spaces department, shared how her staff are not only creating a system-wide approach to resiliency, but also act as first responders to natural disasters — clearing debris, opening shelters and more.

**“Park professionals play a key leadership role in providing climate solutions, and I believe there is no one better at bringing people and communities together than parks. Parks will save the planet! We will make sure of that.”**

**—MARIA NARDI, DIRECTOR, MIAMI-DADE PARKS, RECREATION AND OPEN SPACES**

With funding from The JPB Foundation, NRPA, for the past several years, has supported the field in this essential work through education, grants, training and more. In 2019, NRPA partnered with the Water

Environment Federation to bring 27 park and recreation professionals from across the country to Philadelphia to participate in a pilot version of the National Green Infrastructure Certification Program (NGICP) tailored to park and recreation professionals. Upon completion of the program, 100 percent of the participants passed the certification test and are now among the first 500 certified individuals in the country. A second training will be held in Atlanta next year.

**“I decided to apply for the NGICP training with NRPA so that I could gain more knowledge on all of the different green infrastructure practices you can use. NRPA partnering with the Water Environment Federation is huge. Our agency looks to NRPA for trends and standards that are set at the national level ... that's an indicator to us that these are practices we need to be implementing.”**

**—RACHEL WARE, PARK PLANNER, OKLAHOMA CITY PARKS AND RECREATION DEPARTMENT**

NRPA also launched the *Green Infrastructure Evaluation Framework* to fill a resource gap for local governments. The framework provides guidance on how to collect beneficial data, especially on health and equity outcomes, at green infrastructure project sites. This is key to ensuring projects are absorbing stormwater and serving our communities. As more data is collected nationally, NRPA will become a top data and evaluation resource for green infrastructure in parks, so that communities have all the resources they need to collect data on the ground.

## FOR POLLINATOR PROTECTION

Climate change, habitat loss and pollution, among other factors, are contributing to a pollinator crisis. According to the U.S. Forest Service, pollinators are responsible for assisting more than 80 percent of the world's flowering plants to reproduce. Pollinators are critical to our ecosystem and parks can play a key role in their protection.

In spring 2019, NRPA partnered with Scotts Miracle-Gro to encourage and incentivize park and recreation agencies to host BioBlitzes — events where community members work with park staff to create a snapshot of the variety of wildlife found in local parks. These snapshots help park agencies catalogue their current biodiversity and compare it over time.

In all, 43 park and recreation agencies participated. Of the agencies surveyed, 81 percent stated it was their first time hosting a BioBlitz and many agencies indicated they will be using the information to understand their biodiversity and educate their community. Rowan Prothro, recreation specialist, Georgetown Parks and Recreation in Texas, says, “It was wonderful to see so many new visitors to the park helping chronicle some of our species' diversity. Kids and adults alike were connecting with (the park) in a way that they had not before. Watching parents bring their kids out to learn about pollinators was awesome — very inspiring to see a new generation of nature lovers!”

## BIOBLITZ BY THE NUMBERS

**43** agencies from **21** states

**580** community participants

**5,000+** observations of pollinators and plants

**1,500+** species documented



# PARKS BUILD RELATIONSHIPS

## WITH EVERYONE

Nearly everyone can recall a formative experience that happened because they visited a park or participated in a recreation program. It might have been learning how to fish, summer camp, a first date or playing a new sport — so many of us are “park and rec kids.” And while nine in 10 people agree that parks and recreation is an important local government service, many do not know the breadth and depth of services and benefits that their local park and recreation agency provides. NRPA is on a mission to change this by elevating the field and the essential work park and recreation professionals do each and every day.

The power of parks and recreation is the drumbeat of all our communications — from our award-winning magazine, social media and podcast to our media relations and public-facing campaigns — like Park and Recreation Month in July and Family Health and Fitness Day in June. Building connections with our brand and parks and recreation is critical to harnessing public will and support for the field.

## NRPA IN THE MEDIA

Top Five Publications:

*Forbes, The Washington Post, The Huffington Post, U.S. News & World Report, Associated Press*

**4,000+** mentions of NRPA in the press

**61,000+** times articles mentioning NRPA were shared on social media

**30,000+** downloads of NRPA's podcast Open Space Radio

**5 million+** reached on Facebook and Twitter

## WITH PARTNERS

NRPA is an expert at fostering relationships at the local and national level. A key priority of the organization is to make sure parks and recreation is at the table and taking a lead role with other vital community groups and municipal agencies. NRPA does this by creating deeper relationships with planners, landscape architects, community health organizations and more, while also providing best practices and guidance to our members.

Additionally, NRPA builds relationships with corporations, foundations and federal government agencies to bring funding to the field, disseminate best practices and share the power of parks and recreation. In the past year, NRPA distributed more than \$5 million to 330 communities. Investments varied in size and scope, but all of them made a positive impact through parks and recreation.

What's unique about partnering with NRPA? NRPA and its members have been building relationships in virtually every community in the United States for the past 50 years. When a relationship doesn't exist, we find a way to develop it. With our focus on creating lasting change in underserved communities, we create programs that are both tailored to the communities they serve and are replicable throughout the country. We back up what we do with data, analysis and evaluation, and it proves what we already know time and time again — an investment in parks is an investment that transforms people and communities.



Children at Little Children's Park test out accessible play equipment funded through the Meet Me at the Park Play Spaces grant program, Ocean Springs, Mississippi

## PARTNERSHIPS AND PROGRAMS IN FY19

**1.8 million** individuals reached

**950,000+** with improved access to physical activity

**200,000** connected to nature

**5.8 million** healthy meals served

## 2019 NATIONAL PARTNERS

Afterschool Alliance

Alliance for a Healthier Generation

American Water Charitable Foundation

AmerisourceBergen Foundation

CBS EcoMedia

Centers for Disease Control and Prevention

CITGO Petroleum Corporation

The Coca-Cola Company

The JPB Foundation

Lakeshore Foundation

MENTOR: The National Mentoring Partnership

National Center on Health, Physical Activity and Disability

Niagara Bottling

NORC at the University of Chicago

Office of Juvenile Justice and Delinquency Prevention

Robert Wood Johnson Foundation

Safe Routes Partnership

Scotts Miracle-Gro Foundation

Southwest Airlines

Target Corporation

The Trust for Public Land

United States Department of Agriculture

Urban Land Institute

Walmart Foundation

The Walt Disney Company

Water Environment Federation

**“ At American Water, we believe it is essential to be an important part of the communities we serve. Our partnership with the National Recreation and Park Association has been instrumental in supporting our efforts to enhance or create public park spaces that encourage communities to engage in water, nature-inspired play and environmental education. We look forward to our continued collaboration and building upon our many successes during the last five years.”**

**—CARRIE WILLIAMS, PRESIDENT, AMERICAN WATER CHARITABLE FOUNDATION**

# PARKS BUILD COMMUNITY

## FOR THE PEOPLE WHO MAKE PARKS AND RECREATION HAPPEN

NRPA members state that one of their top membership perks is NRPA Connect — an online forum creating a network of more than 60,000 park and recreation professionals. The reason they love it? They can ask questions about their most pressing concerns and get answers from professionals throughout the country. With nearly 5,000 discussion posts in 2019, NRPA Connect allows our members to stay up to date with the industry in real time — no matter their location or department size.

“**NRPA Connect and coffee is how I start off every morning! It’s a great tool to keep my finger on the pulse of the industry, to see the challenges and successes of other agencies, and, hopefully, work together to leverage the power of the community and solve some common problems.**”

—**LAURA WILLIAMS, SENIOR IT SUPPORT SPECIALIST, PRINCE GEORGE’S COUNTY PARKS & RECREATION DEPARTMENT, MARYLAND**

## FOR THE PEOPLE WHO LIVE THERE

Parks build community — this is NRPA’s firmly held belief. We believe in it so strongly, we named one of our signature programs after it. Parks Build Community is a

national initiative demonstrating the transformative value of parks on the health and vitality of communities across the United States by building or renovating a park in cities we visit during our NRPA Annual Conference.

In 2019, we completed our ninth Parks Build Community project at Catherine Street/ABC Park in Baltimore, Maryland. The park is in a neighborhood that has been underinvested for decades, but when you get to the new Catherine Street/ABC Park, things look very different. Like the sun bringing light to a new day, you can feel that this is where the transformation of this community starts.

From a park where kids were not allowed to play, to becoming a gem of the entire park system, the transformation of Catherine Street/ABC Park was years in the making. It started with Derwin Hannah, a community resident of more than 20 years who believed a new vision for the park could be both the turning point and the safe haven the community needed. NRPA became the catalyst for that vision by bringing together 18 playground and park suppliers, along with Baltimore City Recreation and Parks, to transform this park into a vibrant new space for the community.

An exciting dimension of this year’s Parks Build Community project will be an ongoing research project to measure the benefits and impacts this park will have on the community. Thanks to support from BCI Burke Playgrounds and Active Network, NRPA is working with North Carolina State University and Baltimore’s Johns Hopkins University to conduct the research.

See the transformation of this park and community at [nrpa.org/ABC-Park](http://nrpa.org/ABC-Park).



## THE FIELD OF PARKS AND RECREATION

**11 MILLION**  
acres of local and regional parks

**10,000** U.S. park and recreation agencies

One of the **largest** meal providers for youth during out-of-school time

**\$154 BILLION**  
generated in economic activity annually

## NRPA BUILDING THE PROFESSION

**60,000+**  
**MEMBERS**

**22,000** certified professionals

**30+**  
innovative research reports and guides

**262** in-person and **159** online professional development opportunities

## BUILDING COMMUNITY TOGETHER

**330**  
communities impacted through NRPA grants and programs

**7,600** advocacy actions taken by NRPA members to promote key legislation

**85%** of the public considers high-quality park and recreation amenities important factors when choosing a new place to live

**9 in 10** people agree that parks and recreation is an important local government service

# NRPA BUILDS

As we look beyond 2019, we've set our sights on four main areas: ensuring everyone has access to great park and recreation opportunities, creating healthy and resilient communities through parks, recreation and open spaces, transforming public support for parks and recreation into permanent funding opportunities, and preparing the industry for the future. To do so, NRPA is expanding on the hard work we've already started and launching some new initiatives, such as:

- Expanding our diversity, equity and inclusion work through developing strong talent pipelines for the profession, developing and training the field on inclusion and equity tools, increasing our park improvement programs, and sharing NRPA's learning journey with partners and members.
- Building our brand and developing a campaign to elevate the commonly-held perception of parks and recreation as just fun and games to a profession that is vital and essential in building strong communities.
- Increasing our efforts on Capitol Hill through effective coalitions and campaigns with the goal of protecting and increasing access to federal funding and programs critical to the work of park and recreation agencies.
- Enabling parks and recreation to create community wellness hubs that improve health, environmental and social outcomes.
- Increasing the number of accredited park and recreation agencies through NRPA's Commission for Accreditation of Park and Recreation Agencies (CAPRA), which promotes the value of agencies within their communities to help secure funding and support.
- Increasing the number of certified professionals, as well as the number of certificate and online education opportunities to ensure park and recreation professionals are prepared for the field of the future.

NRPA's future is bright and our goal is simple — build healthier communities. We invite anyone who shares a similar goal to partner with us and discover for themselves the power of local parks and recreation.

# OUR FINANCIALS

REVENUE	2019	2018
Conference	5,343,452	5,064,459
Membership Dues	2,614,782	2,714,604
Education Services	1,882,620	1,445,639
Certification and Accreditation	1,342,758	1,214,319
Publications and Advertising	1,171,197	1,217,405
Grants and Contributions	648,057	592,190
Investment Income, Net	231,448	242,203
Other Income	122,692	91,338
Net Assets Released From Restriction	6,908,011	6,549,962
<b>TOTAL REVENUE</b>	<b>20,265,017</b>	<b>19,132,119</b>

EXPENSES	2019	2018
Partnerships, Programs and Grants	7,155,100	6,873,633
Knowledge and Learning	2,768,650	2,022,695
Conferences	2,238,506	2,098,874
Publications	948,068	876,277
Marketing and Communications	914,266	810,926
Membership	821,911	894,374
Public Policy	642,382	620,183
Strategic Initiatives	162,156	161,941
<b>TOTAL PROGRAM SERVICES</b>	<b>15,651,039</b>	<b>14,358,903</b>
Management and general	3,484,617	3,506,051
Fundraising	105,700	461,375
<b>TOTAL SUPPORTING SERVICES</b>	<b>3,590,317</b>	<b>3,967,426</b>
<b>TOTAL EXPENSE</b>	<b>19,241,356</b>	<b>18,326,329</b>

NET ASSETS	2019	2018
Change in Net Assets	3,168,482	509,133
Net Assets Beginning of Year	10,892,418	10,383,285
<b>NET ASSETS END OF YEAR</b>	<b>14,060,900</b>	<b>10,892,418</b>

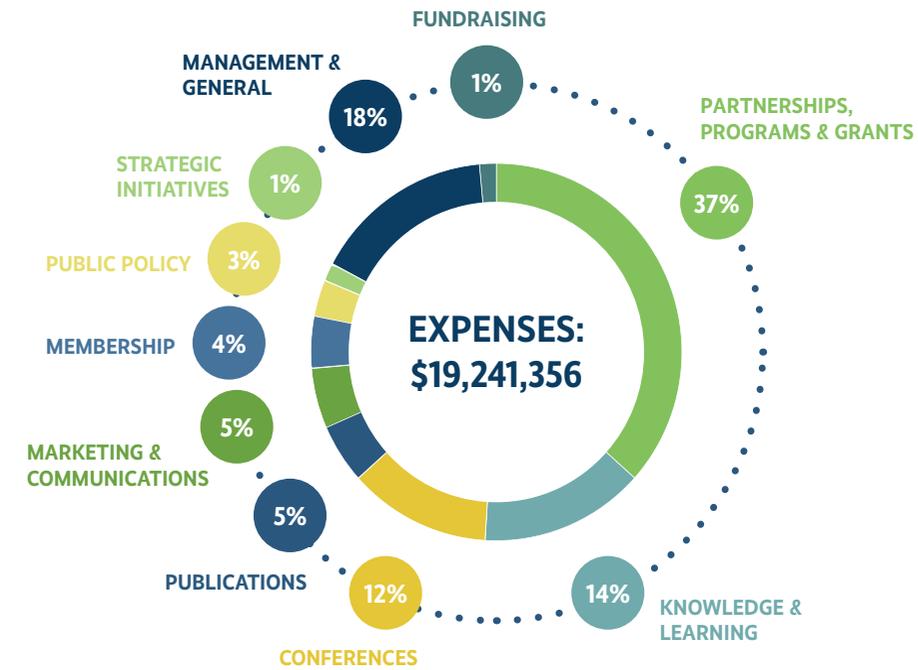
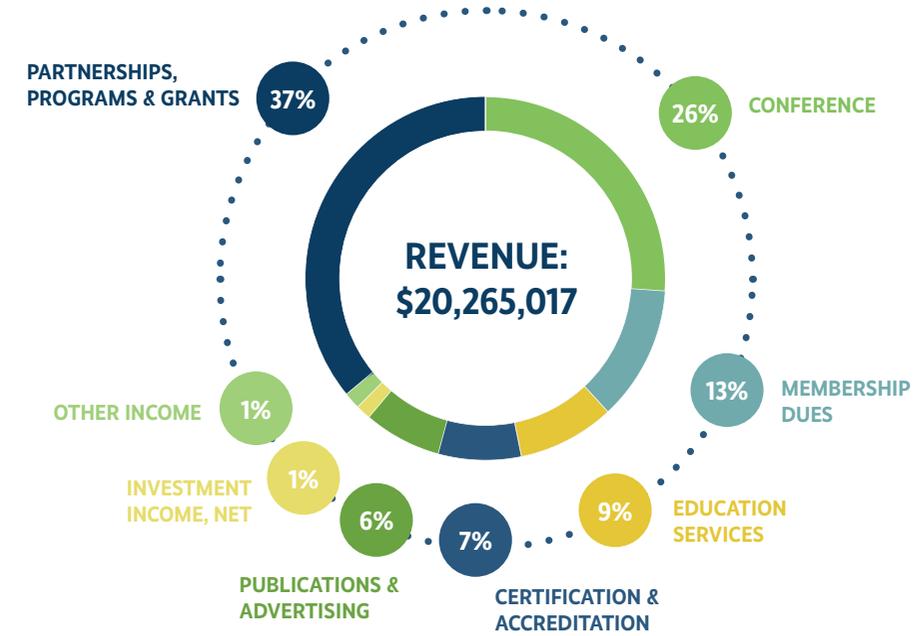


Photo: Historic Lighthouse at Asylum Point Park island, Vicky Redlin, Winnebago County Parks & Sunnyview Expo Center, Wisconsin



# BOARD OF DIRECTORS

as of June 30, 2019

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Photo: Summer in the Park at Bridle Ridge Park, City of Eagan – Parks and Recreation, Eagan, Minnesota



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