mParks℠
Michigan Recreation
& Park Association

2016 ANNUAL REPORT

The voice of Michigan's parks and recreation community

WE ADVOCATE | WE TEACH | WE INSPIRE

mParks.org

LETTER FROM THE PRESIDENT

Clay Summers
mParks President
Eaton County Parks and Recreation

Another year gone by!

It seems like we were just saying our goodbyes from Traverse City and here we are again kicking the 2017 year off in GRAND fashion. Our annual Conference and Trade Show is always a fantastic time and a great way to learn, recharge our batteries, connect with friends and colleagues, as well as see the newest cutting edge equipment and services in our industry. I have no doubt you are going to have a blast in Grand Rapids.

We should always take the time whether in our personal or professional life to reflect on the positives and negatives from the past year. It is healthy to take that step back and look at the accomplishments and failures to make sure our next step moves us or our organizations forward. I will tell you that your Board of Directors and Leadership Team including our fantastic mParks staff took on the mantra of staying "Positive" and being "Passionate" about our profession at our 2016 annual Board Retreat on Mackinac Island. As I look back at the retreat, I realize what this association means to me. So many people contribute their time, energy and talents to advance the mParks mission. It is simply amazing to see the sum of the whole coming out of an event like that where everyone pitches in and makes it great. This is why no matter who is in a leadership position within our organization, I feel great about where we are going.

The 2016 year saw mParks take one more step closer to financial stability. For those of you that are new, I want you to understand what a positive step that is. We have come a long way in the last few years and 2016 will be a year that we look back on one day and say "wow we really put our feet back on the ground that year." I can with 100% certainty give full credit to our Executive Director, Ann Conklin and our mParks staff for making this possible. As a board we have a wonderful relationship with staff, we help guide policy and we make recommendations, but the work gets done in the office. Your staff works as hard as anyone I have ever been around to make sure we stay up to date, relevant and at the table. I know it isn't always easy and sometimes we step out of bounds, but wow are we trending in the right direction.

I am really looking forward to what 2017 has in store for us and the rest of my presidency. I have no doubt it will be positive and there will be passionate people involved. It is exciting and sometimes a little scary to dream about growth and change, but if we all attack it together our association will continue to get stronger and this speaks volumes about our profession.

Thank you all for what you do and who you are. We are great together!

LETTER FROM THE EXECUTIVE DIRECTOR

Ann Conklin
Executive Director
mParks
–Michigan Recreation
& Park Association

Where did 2016 go? They do say time flies when you're having fun so I must be having loads of fun because I can't believe it's 2017. Six years ago, if you would have told me I would still be with mParks in 2017, I would have asked you what you were smoking. This was going to be a quick stop and then I'd be off into retirement. But here I am…. still plugging along, loving every minute of it and having fun every day.

I was blessed to have three fabulous stops along the way in my 30+ year professional career. Each place was special where I met some lifelong friends. Each provided me with fabulous opportunities and each one of them brought me to where I am today. This journey with mParks has been amazing. Granted when I arrived, we didn't have two cents to rub together; but, because of the leadership of the Board, fabulous support from our vendor members, mParks Foundation, a dedicated, loyal, professional staff; and caring, committed, enthusiastic members, together we have created a strong foundation for mParks. It's been an exciting, invigorating, challenging and fun experience. The passion, commitment, innovation and professionalism that I get to experience from all of you from my perch, is inspiring and motivating. It makes six years fly by. Now if we could just figure out something about the 130 mile daily round trip drive, I'd have the perfect job!

In 2016, together we

- increased membership,
- continued to build financial stability,
- created Come Out and Play, an evidence based program for afterschool and summer camp programs,
- focused on the Board initiatives of Health/Wellness; and, Placemaking
- advocated with elected officials and decision makers for issues important to the profession
- established new partnerships
- successfully implemented over $1.5 million dollars in grants

The following pages are filled with informative updates from the committees, focus areas and networks; a recap of events and activities; a breakdown of the membership and the financial outlook for the Association. As you read through the report, if you have any questions or need any information, please contact me at aconklin@mparks.org.

With all of the uncertainty and divisiveness that seems to surround us in the world we live, we are so lucky to do what we do - provide happy places that make happy people!

May your year be filled with peace and good health!

mParks UPDATES

mParks℠ Michigan Recreation & Park Association

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Old Town, New Space

In 2016, mParks packed up our home for 15 years and moved from Okemos to a new office in Old Town, a neighborhood in Lansing.

The fresh space acted as the perfect touch to complete the rebranding of mParks. The office is open and inviting with shared space with the Michigan Fitness Foundation. Old Town Lansing is a cultural and creative district that really puts the words of placemaking to action.

If you're ever in the neighborhood, come visit us at
1213 Center Street, Suite B
Lansing, MI 48906

New, Familiar Faces

2016 saw the welcome and good bye of many devoted mParks staff.

Jacquelyn Baker, Communications & Marketing Manager, ended her full-time position with mParks in June to travel Europe, she still does special projects; **Kristin Stempky**, who joined the mParks team in 2014, left in July to pursue graduate school; and upon receiving fulltime employment in her field of study, **Maia Brake** moved to Chicago.

Aja Jenks, Registrar, joined the mParks team in May of 2016. Aja's responsibilities include managing the membership database and membership renewals. She also acts as the liaison for USA Softball of Metro Detroit and assists with many other mParks projects. She received her Bachelor's of Applied Art in Two-Dimensional Art and Art History from Central Michigan University. She has also received an Entrepreneurial Certification from Lansing Community College. Although her previous experience was primarily focused in after-school art education, she is very passionate about the outdoors and promoting a healthy lifestyle.

Tina Berisha, Communications & Marketing Manager, originally joined mParks in 2012 as a communications intern, transitioning to a full-time role as she finished her degree in Journalism and Public Relations from Michigan State. After more than two years with mParks, Tina explored the political world as a Field Organizer for a statewide campaign and then took over as the Communications & Community Outreach Specialist with the Michigan Coalition Against Homelessness, all while assisting mParks with special projects, including Conference. She returned to mParks full-time in June 2016.

Marilyn Troshak, Special Projects Manager, returned to mParks in October after more than 30 years away. Marilyn worked as an administrator from 1980-1983 and served as mParks President in 1997. Following a 15-year career with partner and vendor, Miracle Midwest, Marilyn decided to retire – but couldn't quite stay away. Marilyn is the liaison for the Regional Groups, mParks Ticket Programs, manages the Exhibit Hall and completes special projects as needed.

Lansing Mayor Virg Bernero and the Old Town Commercial Association welcomed mParks to the neighborhood with a celebratory ribbon cutting.

MEMBERSHIP UPDATES

2016

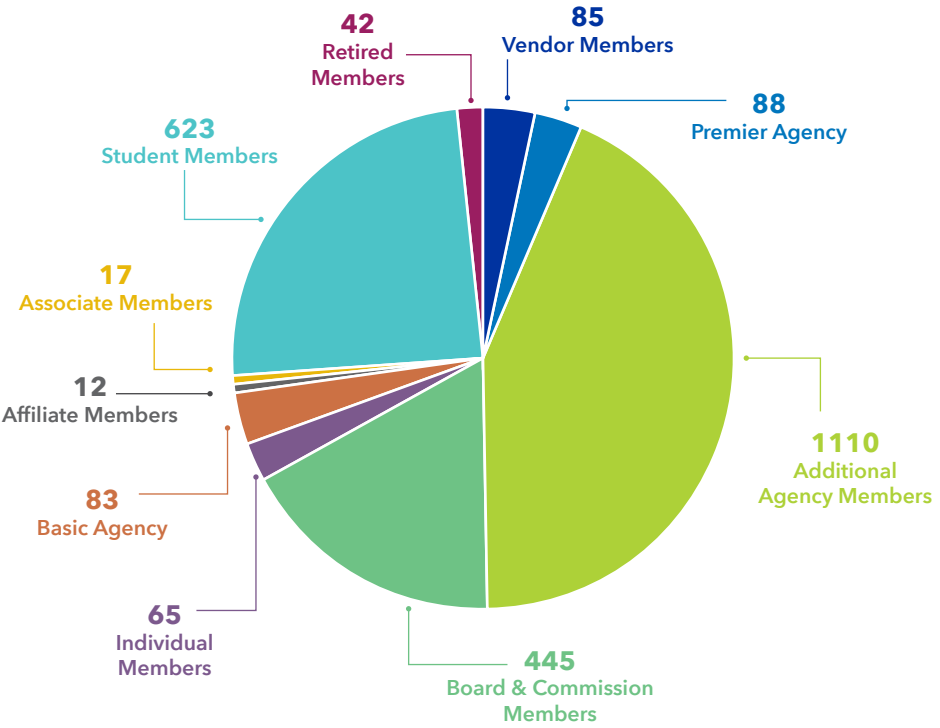
15% RISE

Membership Growth in 2016
mParks membership continued to grow with a 15% increase in 2016. 2016 closed with 2,570 active members compared to 2,209 at the end of 2015.

Redefined Membership
In 2016, mParks worked to clearly redefine all of its membership categories, highlight new benefits and develop new recruitment material. For a full listing of membership categories and benefits visit **www.mparks.org/Membership**.

Breakdown of 2016 Membership Categories*

* as of 1/5/17



mParks offers our heartfelt gratitude for your support. Our Association is only as strong as its membership, and none of the work highlighted in this Annual Report would be possible without your involvement. ***Again, thank you.***

MEMBERSHIP UPDATES CONT.

A huge thank you to the 2016 mParks Premier Agency Members:**

Allen Park Parks and Recreation
Ann Arbor Parks & Recreation
Barry County Parks & Recreation
Berkley Parks & Recreation
Birmingham, City of
Bridgeport Township Parks & Recreation
Canton Leisure Services
Charter Township of Lyon
Chesterfield Twp Parks & Recreation
Clare County Parks & Recreation
Clinton Township Parks & Recreation
Davison Township Parks and Recreation
Dearborn Recreation and Parks Department
Delta Township Parks & Recreation
Detroit Recreation Department, City of
DeWitt Area Recreation Authority
East Lansing Parks, Recreation and Arts
Eaton County Parks and Recreation
Emmet County Parks Department
Family Outdoor Adventure Club
Farmington Hills Special Services
Ferndale Recreation
Freeland Community Sports Association
Fremont Community Recreation Authority
Frenchtown Township Recreation
Grand Rapids Parks & Recreation Department, City of
Grand Traverse County Parks & Recreation
Grosse Ile Recreation Department
Grosse Pointe Farms Parks & Recreation, City of
Grosse Pointe Parks & Recreation, City of
Grosse Pointe Woods
Hamtramck Recreation Department
Holland, City of
Howell Area Parks & Recreation Authority
Huntington Woods Parks & Recreation
Huron-Clinton Metroparks
HYPE Recreation Center of Western Wayne
Independence Township Parks, Recreation & Seniors
Ingham County Parks Department
Jackson Parks and Recreation Department, City of
Kalamazoo County Parks
Kalamazoo Parks & Recreation, City of
Kent County Parks
Lansing Parks & Recreation Department
Livonia Parks & Recreation
Meridian Township Parks & Recreation
Michigan DNR
Midland Parks & Recreation
Monroe Recreation, City of
Mount Pleasant Parks & Recreation
Northville Parks & Recreation
Novi Parks, Recreation & Cultural Services
Oak Park Recreation, City of
Oakland County Parks & Recreation
Oakland Township Parks & Recreation
Oxford Township Parks & Recreation
Park Township Recreation & Parks
Pittsfield Township Parks & Recreation
Port Huron Parks & Recreation, City of
Recreational Authority of Roseville & Eastpointe
Redford Leisure Services
Richland Township Park
Rochester Avon Recreation Authority
Rochester Hills Parks & Forestry, City of
Romeo-Washington-Bruce Parks & Recreation
Saginaw County Parks and Recreation
Saline Parks & Recreation
SELCRA
Southfield Parks & Recreation
Southgate Parks and Recreation
Springfield Township Parks & Recreation
St Clair County Parks & Recreation
St. Clair Shores Parks & Recreation
St. Joseph, City of
Sterling Heights Parks & Recreation
Traverse City Parks & Recreation, City of
Trenton Parks & Recreation
Troy Recreation Department
Village of Fruitport
Village of Milford
Washtenaw County Parks & Recreation
Waterford Parks & Recreation
West Bloomfield Parks & Recreation Commission
Westland, City of
Wyandotte Recreation
Ypsilanti Parks & Recreation, City of
Ypsilanti Township Recreation
Zeeland Public Schools

**Premier Agency Members as of 1/5/2017

mParks closed out 2016 with two substantial health and wellness grants that have set the stage to continue changing the culture of health within the parks and recreation field.

Pathways to a Healthier Michigan, funded by the Michigan Health Endowment Fund (MHEF) in 2015, was the inception of connecting public spaces to public health. Through Pathways, mParks developed an evidence-based outdoor physical activity curriculum, Come Out and Play (COAP), to improve the health of Michigan citizens, especially youth and seniors, by enhancing and capitalizing on the public parks and recreation resources throughout the state. Leveraging the COAP program developed from Pathways, mParks was awarded the Building Healthy Communities (BHC) grant from the Michigan Department of Health and Human Services (MDHHS) to continue improving on the state's public parks, trails and recreation that promote public spaces as places to get active and be fit.

Although both grants have come to an end, mParks is committed to continue integrating the COAP program into local parks and recreation agencies and building on a culture of health with youth and senior populations. Our outstanding partners have been the key to our success and have demonstrated how parks, trails and recreation can be leveraged to build healthy communities.

MHEF GRANT ACCOMPLISHMENTS

mParks provided the materials, resources, tools, and other support necessary to connect area parks, trails and recreation with evidence-based physical activity programming aimed at improving residents' health and fitness. The development of COAP for youth, as well as fitness assessments and step tracking for seniors and families, were extensive tools that agencies were able to utilize within their existing programs to help meet physical activity goals.

- The **City of Ann Arbor** supported programming for the A2 Park Passport, A2 Active Aging Adults, and Employee Wellness that promoted park use to be fit and active.
- The **City of Auburn Hills** sponsored four homebound seniors to participate in Skype and tablet-based physical activity.
- **Battle Creek Parks and Recreation** participated in COAP as an After School Program and piloted Pivotal Activity Bands to track youth activity.
- **Bridgeport Township Parks and Recreation** reinstated summer programming offered to their community through the COAP program.
- **Canton Leisure Services offered** COAP as both a summer and after school program, a Family Fit Challenge once per month, a tier of senior programming including senior fitness on-site, homebound and Senior Olympics, and an on-going Barlett's Boot Camp.
- The **City of Coldwater** supported COAP as a summer program as well as a Senior Supervised Exercise program for those needing extra assistance, similar to physical therapy, and focusing on walking, core strength, balance and chair/seated exercises.
- **Dearborn Parks and Recreation** offered youth programming centered around basketball, a walking program and bosu ball classes for seniors, and yoga for families.
- The **Detroit Recreation Department** supported COAP as both an afterschool and summer program, as well as a senior walking exercise program.
- **East Lansing Parks, Recreation and Arts** offered COAP as both a summer and afterschool program that focused on increasing physical activity and healthy food choices. Seniors participated in the Fun, Fit Interval training program focused on cardio, strength and flexibility.
- **Farmington Hills Special Services** participated in COAP as both a summer and afterschool program, piloting Pivotal Activity Bands and also integrating their own series of healthy living lessons.
- The **Genesee County Parks and Recreation Commission** offered COAP as a summer program at five locations in addition to a family fitness program. The Active Naturally Senior Exercise class focused on health, nutrition, gardening and nature in the parks.
- The **Grosse Pointe Neighborhood Club** participated in COAP as an afterschool "Youth Fit" program and a senior exercise program that engaged seniors to participate in a variety of classes and Senior Olympics.
- **Healthy Kidz, Inc.** offered COAP as both a summer and afterschool program and piloted the Pivotal Activity Bands.

GRANTS CONT.

- **Huron Valley Recreation and Community Education** participated in COAP as both a summer and afterschool "Empower Hour" program as well as a series of on-site and homebound senior programs.
- **Independence Township Parks, Recreation and Seniors** offered COAP as a summer program and a senior pole walking program that utilized trails at local perks.
- The **Kalamazoo County Parks Department** offered a weekly family-centric walking club to introduce families to their trail system in the summer and fall.
- **Kalamazoo Parks and Recreation** offered a Fitness in the Parks series that focused on engaging families to visit their local parks and participate in fitness activities led by a qualified fitness instructor.
- **Lansing Parks and Recreation** participated in COAP as both a summer program at 6 locations and an afterschool program at 2 locations. A senior fitness program was offered at two community centers and led by qualified fitness instructors.
- The **City of Lapeer Parks and Recreation Department** participated in COAP as a summer program
- The **City of Marquette** offered a "Silver Sampler Senior Exercise" program designed to encourage seniors to participate in new outdoor activities led by expert instructors
- **Meridian Township** participated in COAP as a summer program and integrated into their playground program with an end-of-summer track and field meet.
- The **Midland Community Center** participated in COAP as both a summer and afterschool program, offered monthly Family Fun Nights to engage families in health and wellness activities, a series of on-site and homebound (assisted living) senior programs.
- The **Northwest Ottawa Recreation Authority** participated in COAP as a summer program with two locations that integrated their Move fitness classes.
- **Northville Parks and Recreation** offered a Silver Strength Senior exercise program that consisted of cardio and strength training, and a Senior Silver TRX program.
- **Oakland County Parks and Recreation** offered a trifecta of youth, senior and individuals with disabilities program called "BeFit Oakland County". Summer COAP was offered in five cities.
- **Port Huron Recreation** offered Summer COAP that was integrated into their existing playground program. Seniors participated in a walking program called Walk Michigan.
- **Redford Leisure Services** participated in COAP as both a summer and afterschool "Fun and Fit" program as well as a senior program focused on cardio and resistance training.
- The **Recreation Authority of Roseville & Eastpointe** offered COAP as a summer program as well as a series of on-site and homebound senior programs using their Senior Fitness/Shape Up program.
- The **Saginaw County Parks & Recreation Commission** offered a senior Pickleball program for summer and a year-end tournament in addition to a Family Fitness Challenge in local parks with area fitness instructors.
- The **Saline Parks and Recreation Department** offered COAP as a summer program that was integrated into their Rec on the Go program, and a Family Functional Fitness program aimed at introducing families to physical activities and healthy choices.
- **Saline Senior Center** participated in a senior program, Wisdom and Wellness, focused on improving physical fitness and overall wellness through fitness classes and educational health classes., and ending with 5K "Center-to-Center" celebration walk/run.
- **SELCRA** offered a Family Fitness program, Gold Rush, as a family walking program on local trails.
- **Springfield Township Parks and Recreation** offered COAP as a summer program integrated into their Reptile Camp, and offered two senior programs on local trails and in parks" Seniors Revive and Renew" and "Seniors Strength and Tone."
- **Tecumseh Parks and Recreation** offered COAP as a summer program and integrated into their "Youth Summer Wellness Challenge" and "Looking for Big Foot" programs that encourage youth to participate in activities that use their local parks and trails.
- The **City of Trenton Parks & Recreation Department** offered COAP as both a summer, "Super Hero Training Summer Camp" and afterschool, "Catch Kids Club" program, in addition to a senior exercise program that utilized the Walk Michigan Program.
- The **City of Troy Recreation Department** participated in COAP as a summer program and a series of senior fitness programs aimed at improving strength, cardio and balance.
- The **City of Wyoming Parks & Recreation Department** offered a senior fitness program, "The Healthy Challenge", to encourage seniors to be more active in their parks and trails.

BHC GRANT ACCOMPLISHMENTS

mParks partnered with nine communities and 12 area parks and/or trails to implement COAP with youth and Walk With Ease (WWE) for seniors. Grant funding also supported SOPARC evaluations to measure park use, the development of a tobacco-free parks and beaches toolkit, as well as park and trail enhancements, policy development and implementation, and community outreach to promote parks as places to be fit and active. Thank you to our nine communities that participated in the BHC grant!

- **City of Ypsilanti: Waterworks Park, Riverside Park-** Bridge decking was replaced to provide safe access when connecting with the county-wide Boarder-to-Boarder trail system.
- **City of Boyne City: Avalanche Park-** In partnership with the City and their master park plan, funds were used to support enhancements at Avalanche Park, specifically the new multi-use trail, new signage, a gazebo, picnic tables, trash cans, and benches. The City will use internal funds and Public works staff/ equipment for landscaping around park signs, gazebo, trail, equipment, etc. in the Spring 2017.
- **Grass River Nature Area-** Trail signage and wayfinding was identified as the number one need in a community outreach survey. The signage enhancements have greatly improved the number of people visiting the nature area due to having a reliable trail mapping and wayfinding system. A parks-specific tobacco-free sign was developed and installed at the park.
- **Superior Charter Township: Fireman's Park-** The park underwent major clean-up and brush/tree removal, as well as the installment of trash cans, picnic tables, and signage. Leveraging other funds, they were able to install a 2-bay swing set at the park.
- **Village of Manchester: Chi-Bro Park-** Tree and brush removal, as well as removing old horseshoe pits to create an open space in the park, has allowed for the village to use that area to develop soccer fields in 2017.
- **Otsego County: Otsego Park-** Installed split-rail fencing, benches, small gravel trail around the park perimeter, and added much needed signage. Leveraging funds and park improvements from the BHC grant, they were able to secure vacant land to develop a new community park.
- **Mackinaw City; Heritage Park-** Park clean up and planting was completed as well as installing benches, picnic tables and signage. A parks-specific tobacco-free sign was developed and installed at the park. They underwent a series of resurfacing projects for their basketball court and playground area.
- **Saline Parks and Recreation Department: Henne Park; Tefft Park-** Signage was added to the park highlighting trails, and providing maps with mileage and points of interest.
- **Ypsilanti Township: Apple Ridge Park-** Installed a gravel walking path complete with wayfinding around the playground, as well as general park clean-up, and new signage.

2016 ADVOCACY

Defending the MNRTF - mParks.org/MNRTF

The Michigan Natural Resources Trust Fund (MNRTF) is a key source of funding for parks and recreation projects. mParks continues to defend that funding from legislators hoping to utilize Trust Fund dollars for other, unintended uses.

In 2016, mParks Public Policy Committee wrote a letter to the MNRTF board to support the use of the reserve funds for 2016 acquisition and development projects with an equitable allocation of funds for acquisition and development. The letter proved a success with great reward:

The MNRTF board's recommendations total more than $47.6 million, including $19.9 million in recreational development and $27.7 million in land acquisition projects.

Of the $27.7 million recommended to fund acquisition projects, $19.9 million would be awarded to local units of government, while the remaining $7.8 million would be awarded to the Department of Natural Resources. Of the $19.9 million recommended to fund development grants, $17.9 million would support 79 local government projects and $2 million would support eight DNR projects.

Come Out & Play @ the Capitol

Held June 29, 2016 to kickoff "Parks and Recreation Month" in July, Come Out & Play @ the Capitol demonstrated the value of parks and recreation for health in a highly-visible way, providing outdoor education and activities for more than 1,500 youth attendees in downtown Lansing.

A big thank you to event sponsors:

- Besco
- Blue Cross Blue Shield of Michigan
- McDonald's
- Michigan DNR
- Michigan No Child Left Inside Coalition
- Miracle Midwest
- Penchura
- Playworld Midstates
- Schupan Recycling
- Sinclair Recreation
- All the partners who provided activities and the mParks member agencies that brought day campers to Come Out & Play @ the Capitol

MI BIG GREEN GYM

2016

www.mibiggreengym.org

The MI Big Green Gym program promotes Michigan's plentiful active opportunities in public parks, trails, and outdoor spaces.

The 2016 MI Big Green Gym calendar housed more than 500 different activities and events from 88 different organizations statewide. More than 5,000 people visit **www.mibiggreengym.org**.

The partnership with Michigan Activity Pass (MAP) featured 425 venues from all 83 Michigan counties. In 2016 passes were accessible in more than 600 individual libraries.

In 2016 mParks funded six projects with the Healthy Recreation Catalyst Award, totaling $17,150. The Healthy Recreation Catalyst Award aims to implement projects focused on getting people active and healthy. The award is sponsored by Blue Cross Blue Shield of Michigan and available to any member of mParks.

- **Get Fit in the Park –** Waterford Parks & Recreation Department ($2,650)
  During the months of June and July 2017, the Waterford Parks and Recreation Department will offer its residents very low cost and even f ree fitness programs outside in various parks.
- **Healthy Trenton Bicycle Network Development –** Trenton Parks & Recreation ($4,000)
  To promote an active community through health and wellness opportunities, Trenton Parks & Recreation will develop a series of walking/biking/fitness trails that connect areas of the city to encourage an active community.
- **Step it Up! Walking Challenge: Fall Colors –** Ottawa County, Parks & Recreation ($2,500)
  Step it Up! is a collaboration with the Ottawa County Department of Public Health. It's a f ree, 8-week walking challenge promoting daily activity.
- **Play on the Way: Mobile Recreation at Central Michigan University –** Central Michigan University Department of Recreation, Parks, and Leisure ($4,000)
  Play on the Way focuses on providing recreational activities to underserved and rural families who do not have access to programs within their own neighborhood or pocket community.
- **Park to Preserve Hiking Trail Connector –** Washtenaw County Parks & Recreation Commission ($2,500)
  The Park to Preserve Hiking Trail Connector will connect a hiking/walking trail in Sharon Mills County Park with a hiking trail in the Nan Weston Preserve.
- **Adult Aqua Fit –** City of Richmond Recreation Department ($1,500)
  Adult Aqua Fit is a non-swimming, low impact workout that improves cardiovascular fitness. Aquafit can help improve performance in high-impact activities, including running, dance, or team sports such as soccer or softball.

PROFESSIONAL DEVELOPMENT

2016 Conference & Trade Show

The 2016 Conference & Trade Show brought 478 attendees back to the Grand Traverse Resort & Spa – a delegate favorite.

The Annual Conference & Trade Show is the premier professional development event for Michigan's parks and recreation industry, joining together hundreds of parks and recreation professionals, advocates, vendors, and students for four days of education, networking, and camaraderie.

Educational Sessions and Special Events

The 2016 conference in Traverse City provided 80+ education sessions, networking events, award ceremonies, a student mentorship social, an all-Conference think-tank, and much more.

Michigan Trail Summit

This annual assembly of trail enthusiasts, advocates, and organizations covers all facets of trails, including regional efforts and issues, water trails, economic impact, and funding. The 2016 Trail Summit earned the spot of the premier trail event in the state, with more than 165 attendees.

Exhibit Hall

The 2016 Exhibit Hall housed 71 different vendors and featured engaging social and meal functions to better connect delegates to exhibitors.

Trainings & Events

As a concentrated effort to provide more training and Continuing Education Credit outside of the Conference, mParks offered 12 different opportunities:

- Aquatic Facility Operator Course and Exam
- Certified Playground Safety Inspector
- Inclusive Customer Service (focusing on individuals with disabilities)
- Marketing Workshop: Graphic Design
- MIOSHA & Risk Management Training
- MowDeo: Fall Parks Maintenance Workshop
- Park System Tour
- The Secrets of YOUR Success: Achieving Sponsorship Excellence!
- Summer Staff Workshop
- Workshop For Senior Directors & Programmers
- Youth Symposium

CAPRA
The Commission for Accreditation of Park and Recreation Agencies (CAPRA) accredits park and recreation agencies for excellence in operation and service. Charged with providing high quality services and experiences, park and recreation agencies across the United States turn to CAPRA Accreditation as a credible and efficient means of achieving these goals, while providing assurance to the public that the agency meets national standards of best practice.

in 2016 Independence Township Parks, Recreation and Seniors and Novi Parks, Recreation and Cultural Services went above and beyond and earned the CAPRA Accreditation. They joined the previously accredited Canton Leisure Services and Dearborn Parks and Recreation Department.

Career Center - mParks.org/jobs
The mParks Career Center housed more than 260 jobs in 2016, making it a valuable place for professionals to advance their career! Posting is free for mParks basic agencies and premier agencies, $50 for all other members, and $100 for non-members.

THANK YOU to all the partners and sponsors who made the 2016 professional development opportunities a success. Thanks especially to the 2016 Conference Committee, and presenting sponsor Miracle Midwest (complete list of 2016 partners on page 19).

mParks Green Gift PROGRAM

The Green Gift program is an environmentally-friendly alternative to providing gifts for mParks Conference attendees. Instead of handing out portfolios, tote bags, or other small gifts (which are often forgotten shortly after conference) mParks strives to provide a lasting impact by instead donating gift funds to an environmentally-focused project submitted by a member agency.

The 2016 Green Gift was awarded to Eaton County Parks & Recreation for "Eaton County's Green Dream," which helped fund two major programs: the Green Break Program and the Reduce, Reuse, and Recycle Community Rummage Sale.

The new Green Break Program features lessons for children, and included creating a recycled garden where campers used recycled materials and turned them into reusable garden decorations and beds. Reduce, Reuse and Recycle Community Rummage Sale offered community residents the opportunity to come to the park and sell certain items.

Learn more about the Green Gift at:
mParks.org/GreenGift

The Green Gift is made possible because of Sponsor: Polly Products Outdoor Furnishings for a Green World

2016 AWARD RECIPIENTS

Annual Awards

Presented during the Conference, mParks honors exemplary park and recreation professionals and citizen advocates through the Association's annual awards. Honorees embody the core values of the profession, demonstrate the highest level of performance in their job duties and maintain a tremendous commitment to mParks and its membership.

PROFESSIONAL AWARDS

- PARK RESOURCE LEADERSHIP AWARD - Matt Sharp
- RECREATION LEADERSHIP AWARD - Chad Stevens, CPRP
- NEW PROFESSIONAL AWARD - Tami Letcavage
- FELLOWSHIP AWARD - Dan Stencil, CPRE
- SPECIAL AWARD - Faye Alexander Nelson
- GRAND AWARD - Mark Lantz
- COMMITMENT TO EXCELLENCE AWARD - Stu Alderman, CPRP

MARKETING AWARDS

- SPECIAL PROGRAM BROCHURE - Canton Leisure Services, Farmers Market Brochure
- SINGLE BROCHURE - Davison Township Parks & Recreation, 2015-2016 Fall / Winter Guide
- OUTSTANDING WEBSITE - City of Kalamazoo Parks & Recreation, www.kzooparks.org
- INTEGRATED MARKETING CAMPAIGN - Oakland County Parks & Recreation, Waterparks Season Pass Promotion
- OUTSTANDING VIDEO - Oakland County Parks and Recreation, By the Numbers
- MEDIA ADVOCATE - Aftab Borka, Oakland Press

DESIGN AWARDS

- OUTSTANDING PARK - Novi Parks, Recreation & Cultural Services, Kids Single Mountain Bike Trail
- OUTSTANDING FACILITY - Farmington Hills Special Services, Riley Archery Range
- OUTSTANDING FACILITY - Michigan Department of Natural Resources, Outdoor Adventure Center
- OUTSTANDING FACILITY - City of Lansing Parks & Recreation, Beacon Soccer Fields

PROGRAMMING AWARDS

- INNOVATIVE RECREATION - City of Kalamazoo Parks & Recreation, Lunchtime Live
- INNOVATIVE RECREATION - Oakland County Parks & Recreation, Annual Butterfly Parade
- INNOVATIVE RECREATION - City of Troy Parks & Recreation, Glow Night
- INNOVATIVE RECREATION - Saline Parks & Recreation, Mini Mastodon
- INNOVATIVE PARK RESOURCES AWARD - West Bloomfield Parks & Recreation Commission, Trail Bollard Renovation
- INNOVATIVE PARK RESOURCES AWARD - Saline Parks & Recreation, Marvelous Michigan Week
- EXCELLENCE IN THERAPEUTIC RECREATION PROGRAMMING - Canton Leisure Services, Leisure Club

COMMUNITY SERVICE AWARDS

- MARGARET WHITEHEAD SENIOR OF THE YEAR FOR LEADERSHIP - Gail Bargerstock, City of Dearborn Heights
- OUTSTANDING YOUTH SPORTS COACH - Michael Harrison, Oxford Parks and Recreation
- COMMUNITY SERVICE AWARDS
  - Equestrian Friends of Big Oaks, Michigan DNR
  - Carol Egbo, Oakland County Parks and Recreation
  - Queenie Hawkins-Jones, City of Pontiac
  - Tim Horton's Cafe and Bake Shop, Lansing Parks and Recreation
  - Friends of Macomb Township, Macomb Township Parks and Recreation
  - Friends of Hoeft State Park, Michigan DNR

- Michigan State University Extension-Oakland County Market, Oakland County Parks and Recreation
- Russ Hicks, City of Eaton Rapids
- Positive Results Downtown Saginaw, City of Saginaw
- Theodore Prokop, Grosse Pointe Woods
- Waterloo Natural History Association, Michigan DNR
- Wolverine Sports and Conservation Club, Livonia Parks & Recreation
- Storytellers Church, Chesterfield Township Parks & Recreation
- Stockbridge Area Wellness Coalition, Chelsea Wellness Center
- Gary Beaudoin, East Lansing Parks, Recreation and Arts
- Roscommon Metropolitan Recreation Authority, Michigan DNR
- Oakland County Sheriff's Office Parks Unit, Oakland County Parks and Recreation
- Kindercare Learning Center, Sterling Heights Parks & Recreation
- Novi Youth Baseball League (NYBL), Novi Parks, Recreation & Cultural Services
- Deanne Bedner, Huron Clinton Metroparks
- Ted & Kay Biela, Warren Parks & Recreation
- Friends of Grand Haven State Park, Michigan DNR
- Oakland Township Parks and Recreation Commissioners, Oakland Township Parks and Recreation
    - o David Mackley: 1984 - 2016
    - o Colleen Barkham: 1988 - 2016
    - o Alice Tomboulian: 1993 - 2016
    - o Joe Peruzzi: 1999 - 2016
- Friends of Fox Park Public Observatory, Eaton County Parks and Recreation
- Paula Schaffner - Saline District Library, Saline Parks and Recreation
- Galaxy Recreation/Michigan Cricket, City of Pontiac
- Kathleen Kelso, Michigan DNR
- Mike Dougherty, Oakland County Parks and Recreation
- The Emergency Food Assistance Program, Canton Leisure Services
- Friends of Hoyt Park, City of Saginaw
- Lake Trust Credit Union - Eric Ozanich, Lansing Parks and Recreation
- Dr. Deanna van Dijk, Michigan DNR
- International Order of the Alhambra, Denia Caravan, Oakland County Parks and Recreation
- Adam Bertram, DeWitt Area Recreation Authority

2016 PARTNERSHIPS AND PROGRAMS

The work of our Association would not be possible without the participation of our members, partners, and the leadership of the Board of Directors, committees, networks, and focus areas.

The **mParks Health & Wellness Focus Area** hosted two youth athletic programs in 2016: Punt, Pass & Kick (in collaboration with the National Football League) and Pitch, Hit & Run (in collaboration with Major League Baseball). The group also organized the State Basketball and Volleyball Tournaments and a free webinar on Basketball League Best Practices.

The **mParks Parks Resources Focus Area** hosted two training events in 2016: an expanded and enhanced MowDeo in the fall and a MIOSHA-based training in the spring, which attracted a record 90 attendees. The Focus Area also hosted the Golden Wrench Awards, which recognizes individuals who designed an inventive or resourceful cost or labor saving device.

The **mParks Adaptive (TR) Focus Area** hosted an Inclusive Customer Service Workshop to help break the mold that providing customer service to individuals with disabilities is just for recreation therapists. The Focus Area also hosted at the 2016 Conference & Trade Show which assisted in mapping the direction and needs of communities to provide services to all residents.

The **mParks Aquatics Focus Area** grew its member participation in 2016 and hosted the 2016 Aquatic Facility Operator Course & Exam. The Focus Area worked diligently to find new resources for communities to increase and retain aquatics staff.

The **mParks Trails Focus Area** hosted the Seventh Annual Michigan Trail Summit as a pre-conference session to the mParks Conference & Trade Show, becoming the most prominent event of its kind in the state.

The **mParks Programming Focus Area** grew its member involvement in 2016. The Focus Area also hosted the Pro-Grammy Awards, recognizing exceptional recreation programming across the membership.

The **mParks Youth & Teen Focus Area** hosted the Annual Youth Symposium with more than 115 individuals in attendance. In addition, the Focus Area hosted quarterly youth socials, including: fowling, a hayride, and darts event.

The **mParks Student Focus Area** worked diligently to increase mParks Student membership from 232 to more than 600 through focused and deliberate partnerships with Michigan colleges. The Focus Area also launched the Student-Mentor Program with 32 pairs matched.

The **mParks Past Presidents Focus Area** continued to host a session at the mParks Conference & Trade Show and became heavily involved with the student mentor program. In 2016, the Focus Area also updated their manual of procedures for efficiency.

The **mParks Foundation** supports increased access to recreation and outdoor experiences, as well as professional development opportunities and recognition of parks and recreation practitioners. The Foundation hosted the 10th Annual Ray Sr. & Kathy Davis Memorial Golf Outing, with proceeds continuing to help the legacy of Mr. & Mrs. Davis through the Davis Endowment Fund.

In 2016, the Foundation participated in its first #GivingTuesday campaign, raising more than $2,500.

mParks continued its partnership with the **USA Softball of Metro Detroit** in 2016, managing umpire and team registrations and sharing MDASA communications with members.

Camp Kitigin

In September 2016, mParks and partner Michigan DNR invited professionals (21 and older) for a screen-free weekend of fun at Camp Kitigin, a tradition started in 2014 at YMCA Camp Timbers in West Branch.

This summer camp-style weekend featured a variety of old-fashioned, unplugged recreation activities to help participants rediscover their inner children and connect with nature. Participants had opportunities to bond and make memories over archery, campfires, paddlesports, capture the flag, rock climbing, hiking, skits, and much more.

Discount Ticket Program

mParks offers discounted tickets for member agencies to sell to residents through the Group Ticket Sales program, which features valuable savings on entertainment, outings, year-round professional sports, and more. Each program provides savings to residents while generating revenue for the participating department and the Association. Participating ticket providers include the Detroit Pistons and Red Wings, the Detroit Zoo, Olympia Entertainment, and Cedar Point.

Mackinac Island Travel

Through the long-lasting partnership with the Grand Hotel, mParks has a rich history of providing discount travel programs to "America's summer place," Mackinac Island, and that tradition happily continued in 2016.

Over the course of three trips in October 2016, more than 1,350 travelers joined mParks for the annual Grand Experience, featuring discounted hotel rates for seniors age 50+ at the world-class historic Grand Hotel. The program was made available for agencies to bring groups and also for independent travelers to make the trip on their own. Participants enjoyed special activities including shopping trips, bingo, Grand Hotel tours, discounted bicycle rentals, golf, games and more.

During Labor Day Weekend, 96 guests enjoyed a fun and festive weekend at the 4th annual mParks Jazzy Walk Weekend. During this relatively new annual trip, attendees are invited to immerse themselves in melodies of the Grand Hotel's Jazz Festival and join the Mackinac Bridge Walk.

mParks also continued to offer travelers discounted Grand Hotel accommodations during the annual Spring Fling and Late Summer Holiday events in 2016.

2016 FINANCIAL REPORT

The journey to financial stability continues and great progress was made in 2016. Cash flow was positive and net income increased. A fund balance does not exist so efforts must now concentrate on building it to approximately 15% or the operating budget, or approximately $150,000.

TOTAL INCOME	
Membership Dues	$160,000
Events	$603,287
Sponsorships	$108,745
Misc Income	$18,831
Grants	$1,103.221
TOTAL	**$1,994,084**

TOTAL EXPENSES	
Membership Expenses	$25,261
Events	$327,627
Salaries, Wages and Benefits	$241,000
Operations	$216,019
Grants	$1,068,277
TOTAL	**$1,878,184**

mParks operates on an accrual system – that is, deferred revenue and accounts receivable are recorded when they occur – the balance sheet does not show a reserve, however a reconciliation of actual expenses versus income indicates an unaudited positive cash flow of $115,901. An audit of the 2016 financials will be completed by June 2017. The Ways and Means Committee meets regularly to review the financial statements and to provide input on the processes of the organization.

Again in 2016, mParks provided several different granting opportunities for our members. Your Association gave back $940,000 to agency members through December 31, 2016. Almost FIFTY different agencies have received some type of funding through the various opportunities:

- Green Gift $ 2,500
- Healthy Recreation Catalyst $ 19,000
- Building Health Communities $480,000
- MI Health Endowment Fund Partners $425,000

For the last two years, mParks has been fortunate to secure two significant grants that have provided your organizations with research and tools that should contribute to the support of the organization for years to come. We appreciate the confidence that the Michigan Health Endowment Fund and the State of Michigan Department Health and Human Services demonstrated in the Association. There are new grant opportunities being explored, new partnerships initiated and alternative sources of revenue researched.

Finally as we celebrate the fifty year partnership with Grand Hotel, it is vital for our organization to recognize the financial support the Grand Experience provides us. Each year, the net revenue from that one program contributes a significant portion of the Associations operating revenue.

THANK YOU PARTNERS

2016

Throughout the year, a variety of organizations provide support and partnership to mParks and its more than 2,500 members. Thank you to the following partners and vendors who supported and promoted Association initiatives, hosted events, purchased advertising or event sponsorships, or otherwise partnered with mParks to make a difference in Michigan through parks and recreation:

Access Rec, LLC
Active Network
Alan Turner and the Steel Horse Band
American Leak Detection, Inc.
American Ramp Company
American Red Cross
Anchor Audio
Aquatic Council, LLC
Aquatic Source
B & B Pools & Spas
Bader & Sons Co. John Deere
Baruzzini Construction Co.
Battle Balls
Beckett & Raeder Inc
Blue Cross Blue Shield of Michigan
Bouncers and More
BSN Sports
Cannonsburg Wood Products
Carey & Paul Group
Carlisle Wortman Associates, Inc.
Challenger Sports
Creative Metal Technologies, LLC
Cross Renovations
David Pace Agency
Deschamps Mat Systems, Inc.
Detroit Lions
Detroit Red Wings
Detroit Zoo
Direct Fitness Solutions
EcoTrek Fitness LLC
Empty Canvas
EZ Dock OIM
Fairytale Entertainment
Fleis & VandenBrink
Fleis & VandenBrink Engineering Inc
Franklin Sports, Inc.
Goddard Coatings Company
Grand Hotel
Great Lakes Recreation Company
Grissim Metz Andriese Associates Inc
Heart of the Lakes
Heavner Canoe Rental
Hubbell, Roth & Clark, Inc.
iDEAL Photos
Jack Golden Associates Inc
Landscape Architects & Planners Inc
Lansing Lugnuts
livingLAB
M C Smith Associates & Architectural Group Inc.
Mackinac Island Carriage Tours
Mahoney and Associates, Inc.
MAHPERD
MI Big Green Gym
Michigan Amateur Softball Association
Michigan Assn for County Parks & Recreation Officials
Michigan Association of Senior Centers
Michigan Department of Community Health
Michigan DNR
Michigan Environmental Council
Michigan Farmers Market Association
Michigan Festival and Events Association
Michigan Fitness Foundation
Michigan Green Industry Association
Michigan Lake Products, Inc.
Michigan Municipal League
Michigan Recreational Construction, Inc.
Michigan Senior Olympics
Michigan State University
Michigan Trails and Greenways Alliance
Michigan United Conservation Clubs
Miracle Midwest
Mousetrap Mobile
mParks
MSHDA
Murdock Mfg
MUSCO Sports Lighting
National Alliance for Youth Sports
National Flag Football/Michigan Flag Football
National Park Service
National Recreation & Park Association
Norwalk Concrete Industries
O.P. Aquatics
O'Boyle, Cowell, Blalock & Associates Inc.
Olympia Entertainment
P M Blough, Inc.
Penchura, LLC
Play & Park Structures
Play By Design LLC
Playworld Midstates
Poligon
Polly Products
Printwell, Inc.
Professional Engineering Associates, Inc
Progressive AE
R.J. Thomas Mfg. Co, Inc./Pilot Rock
Rain Drop Products
ReCPro Software
RecSource Aquatics
ROWE Professional Services
SCORE Sports
SEMCOG
Sinclair Recreation LLC
Sleeping Bear Dunes National Lakeshore
Slick Shirts
Snider Recreation, Inc.
Spartan Distributors, Inc.
Spicer Group, Inc
Sportsdecals
Sprung Structures
Star Line Mackinac Island Ferry
Star Line Mackinac Island Ferry Company
Student Assurance Services, Inc.
Superior Carts & More, LLC
Swagg Promotions
The Carey & Paul Group
The Henry Ford
The Lifeguard Store
Thor Guard
THOR GUARD, INC
TMP Architecture Inc
Traffic & Safety Control Systems Inc
turf services inc
Turf Services, Inc.
USTA Midwest
USTA Midwest Section
Vermont Systems, Inc.
Vortex Midwest
Web Ascender
Wickcraft

2016

THE mParks LEADERSHIP TEAM

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Eaton County Parks & Recreation

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Brett D. Kaschinske, CPRP
Lansing Parks & Recreation Dept.

Past President
Sean Fletcher, CPRP
Kalamazoo Parks And Recreation

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Eric Sheffer
Penchura, LLC

Director At Large
Ryan Longoria, CPRP
Mount Pleasant Parks & Recreation

Director At Large
Jon Lafever, CPRP
Canton Leisure Services

Presidential Appointment – Placemaking
Arnold Weinfeld
University Outreach And Engagement
Michigan State University

Presidential Appointment – Health & Wellness
Nicholas T. Mukhtar
Healthy Detroit

mParks Representative – Ex Officio
Ann Conklin
mParks

mParks Committees

Ways And Means Committee Chair
Eric Sheffer
Penchura, LLC

Governance Committee Chair
Brett D. Kaschinske, CPRP
Lansing Parks & Recreation Department

Governance: Constitution Sub-Committee Chair
Linda Walter, CPRP
Michigan DNR

Public Policy Committee Co-Chair
Tim McCaffrey, CPRP
East Lansing Parks, Recreation & Arts

Public Policy Committee Co-Chair
Rebecca Rynbrandt, CPRP
Wyoming Parks & Recreation

Professional Recognition: Awards Sub-Committee Chair
Kyle Langlois, CPRP
Sterling Heights Parks & Recreation

Professional Recognition: Hall Of Fame Sub-Committee Chair
Sean Fletcher, CPRP
Kalamazoo Parks And Recreation

Professional Development: 2017 Conference & Trade Show Chair
Maia Turek
Michigan DNR

Professional Development: Certification
Phil Castonia, CPRP
Oakland County Parks & Recreation

mParks Networks & Focus Areas

Facilities, Parks And Trails Network Chair
Ryan Longoria, CPRP
Board Member At Large

Parks
Jamie Weasel, CPRP
Grand Blanc Parks & Recreation

Trails
Kyle Lewis
Jackson County Parks Dept.

Facilities
Jason Lombardo, CPRP
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Sandy Dorey, CTRS
Oakland County Parks & Recreation

Aquatics
Brad Chiasson
Canton Leisure Services

Health & Wellness
Chris Galatis
Chesterfield Township Parks & Recreation

Programming
Kelly Molinar
Troy Recreation Department

Adaptive (TR)
Terry Fields
Southfield Parks And Recreation

Sandy Dorey, CTRS
Oakland County Parks & Recreation

Youth & Teens
Laura Mortier, CPRP
Canton Leisure

Stakeholders Network Chair
Sean Fletcher, CPRP
Past President

Marketing
Meagan A. Kurnat
West Bloomfield Parks And Recreation Commission

New Professionals
Elissa Buck
Michigan DNR

Past Presidents
Stu Alderman, CPRP
Grosse Pointe Neighborhood

Foundation
Cory Anderson
Vortex Midwest

Focus Areas Under mParks Foundation
Students
Lori Irwin, CPRP
Central Michigan University

Regional Associations

Knuckles Knorth – Northern Michigan Parks & Recreation Association
President, Stephanie Yancer, CPRP
Michigan DNR

Northeast Parks & Recreation Association
President, Kara Hardenbrook, AFO, CPRP, CPSI
City Of Grosse Pointe Farms Parks & Recreation

Northwest Parks & Recreation Association
President, Kelley Marcaccio, CPRP
West Bloomfield Parks & Recreation Commission

Southern Michigan Recreation & Park Association
President, Troy Stowell, CYSA
City Of Eaton Rapids

Southwest Metropolitan Recreation Executive Group (GERMS)
President, Amy Walker
Livonia Parks And Recreation

West Michigan Recreation & Park Association
Contact, Darrin Duistermars
Holland Charter Township

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